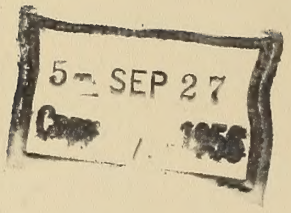

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BROADCASTING TELECASTING

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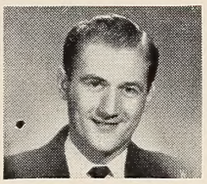
25TH year

THE NEWSWEEKLY OF RADIO AND TV

MUSIC



Torey Southwick and Ol' Gus
"Time for Torey"
"The Torey Southwick Show"



Buckey Walters
"Tune Time"
"The Buckey Walters Show"

NEWS



Claude Dorsey
Director, News Bureau

SPORTS



Sam Molen
Sports Director

BASEBALL



Larry Ray



Merle Harmon

Broadcasting pre-season and all regular games played by the Kansas City Athletics, at home and away.

FARM SERVICE



Phil Evans
Farm Service Director



Jim Leathers
Assistant
Farm Service Director

WOMEN

Bea Johnson
"Happy Home"
Director of Women's Activities and winner of the coveted McCall Magazine Golden Mike Award.





and in Television . . .
the SWING is to...
KMBC-TV
CHANNEL 9

DISCON

. . . to the New Sound of

KMBC-KFRM

Personalized Radio that SELLS as it SERVES!

The folks you see pictured on this page are nine o the 22 air personalities who are bringing a New Soun to KMBC-KFRM. Representing some of the best-know names in the Midwestern broadcasting world, these 2 people—plus top ABC Network personalities—produc a new brand of radio that's tailored to the tastes o today's radio listeners.

By skillfully integrating *personalized* air salesman ship with the radio services modern-day audiences de mand, KMBC-KFRM has created a climate for sellin that's unduplicated in the Heart of America.

New formats, new variety, new impact—they're a giving the New Sound of KMBC-KFRM a more tha ever dominant voice in Midwest regional radio. To fin out more about the new sound of KMBC-KFRM—sound that both listeners and advertisers are findin more and more irresistible—call the man who calls o you—your Colonel from Peters, Griffin, Woodward, Inc

DON DAVIS,
First Vice Pres. & Commercial Mgr.

JOHN SCHILLING,
Vice Pres. & Gen. Mgr.

DICK SMITH,
Director of Radio

GEORGE HIGGINS,
Vice Pres. & Sales Mgr.

MORI GREINER,
Director of Television

1st in the Heart of Americ
KMBC of Kansas City
KFRM for the State of Kansas

TK6540
.B85

CHANNEL 6

THE ONLY STATION IN THE RICHMOND AREA IN THE PREFERRED LOW END OF THE VHF BAND

WTVR

MAXIMUM POWER AT MAXIMUM HEIGHT

RICHMOND, VA.

WTVR OFFERS THE FINEST FACILITIES IN THE RICHMOND AREA. NO OTHER STATION HAS HIGHER ANTENNA FACILITIES AND CHANNEL 6, THE PREFERRED FREQUENCY IS THE ONLY CHANNEL IN THIS AREA IN THE LOW END OF THE VHF BAND, THUS WTVR ASSURES NO RECEPTION PROBLEMS, AS OTHERS ARE EXPERIENCING. YES, OTHERS FROM WITHOUT ATTEMPTING TO COVER RICHMOND HAVE THEIR PROBLEMS, BUT BIG WTVR HAS NO PROBLEMS. WTVR ALWAYS GIVES A CLEAR SHARP PICTURE WITH OR WITHOUT AN ANTENNA. SO BUY QUALITY BY BUYING THE FINEST..... WTVR *"The South's 1st TV Station"*



WMBG AM WCOD FM WTVR TV

First Stations of Virginia

A Service of **HAVENS & MARTIN, INC.**

WMBG AM REPRESENTED NATIONALLY BY THE BOLLING CO.

WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.

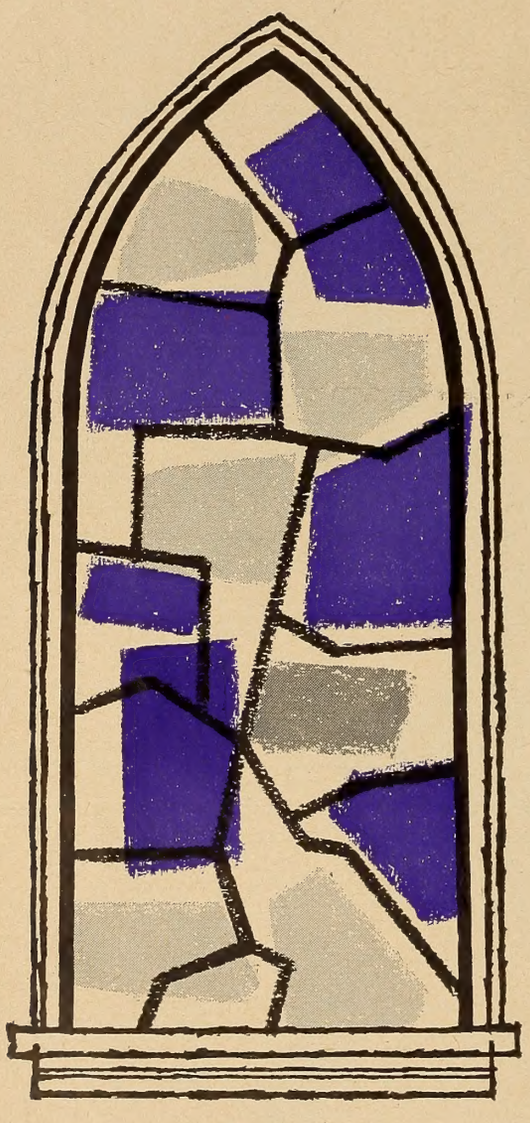


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serving its many communities
through religious programs

WGAL-TV

Lancaster, Penna. NBC and CBS



Of paramount concern to WGAL-TV is the scheduling of carefully developed religious programs designed to meet the needs of viewers in its many communities. Around such programs, diversified daily schedules are planned.

Among the many programs regularly scheduled are:

SUNDAY MORNING
Man to Man
The Christophers
Frontiers of Faith
This Is the Life

SANCTUARY TIME
6:00 p.m. Sundays
series of services presented
by *all* denominations
working together

HYMNS OF FAITH
9:30-9:45 a.m. week-days

PASTOR'S STUDY
STORIES OF JESUS

STEINMAN STATION
Clair McCollough, Pres.

CHANNEL 8 MULTI-CITY MARKET



Representatives:

MEEKER TV, INC.

New York Chicago Los Angeles San Francisco

closed circuit®

UP FOR GRABS? • *Omnibus,* Ford Foundation Tv-Radio Workshop's top-rated Sunday series being offered to highest network bidder after four years on CBS-TV, it's reliably reported. Tax-free Workshop is asking nut of $3 million to cover station compensation plus talent and programming costs, along with cut in advertiser return, assuming program is sold. Full sponsorship, on CBS-TV's 78 station lineup brings $1,200,000. Negotiations were underway last week with all three tv networks, it's understood, for 1956-57 series to begin this fall.

B•T

PLOUGH INC., which has enjoyed phenomenal success in drug manufacturing field, is bent upon becoming factor also in broadcasting as multiple owner. Having acquired (subject to FCC approval) WCAO Baltimore and WCOP Boston in past fortnight, Abe Plough now reportedly is negotiating for WQAM Miami regional, which must be sold by Knight interest under duopoly regulations, and also is looking over station in Texas. These acquisitions would bring radio station total to six (he owns WMPS Memphis and WJJD Chicago), or one short of seven-station limit. He and his chief broadcast executive officer, Harold Krelstein, are looking into tv too (story, page 70).

B•T

JUSTICE AND NETWORKS • Hot charges that tv networks are violating antitrust laws have been lodged with Dept. of Justice. It's learned Senate Commerce Committee sent to Justice—without comment—testimony and legal briefs submitted last Monday by Richard A. Moore, president of independent KTTV (TV) Los Angeles. Essence of Mr. Moore's testimony was that network option time and must-buy arrangements are illegal and are restraining development of non-network program sources.

B•T

INTERESTED spectator at Senate Commerce Committee hearings during Mr. Moore's testimony was John Sinn, president of Ziv Television Programs Inc. Mr. Sinn told B•T he was taking no part in case but had made special trip to Washington to observe Mr. Moore in action.

B•T

IN AND OUT • Meager attendance of Senators at last week's Commerce Committee sessions—which produced some of most controversial testimony yet in long investigation of tv—drew Washington comment. Only two Senators (Bricker, [R-Ohio] and Potter [R-Mich.]), were present Monday morning for attack against networks. That afternoon as network testimony began Potter was joined by Pastore (D-R. I.). Tuesday morning Pastore sat alone, then left to be replaced by Potter, who started afternoon session, then left hearings in hands of special counsel Kenneth Cox. Potter opened Wednesday hearing, then left and was replaced by Schoeppel (R-Kan.) who later was joined by Potter. Chairman Magnuson (D-Wash.) never showed.

B•T

PROSPECT that many am stations, especially smaller ones, will turn to complete full-time automated operation soon is held out strongly in some equipment circles. Theory is that stations will be "forced" to adopt method using automatic phonograph equipment ("jukebox") playing up to 100 records. One manufacturer reportedly is considering special console unit, while another (in non-broadcast field) is prepared to furnish automatic disc assembly. If trend materializes, there could be tremendous market potential, authorities feel, for "100% automated station" using 45 rpm discs in contrast to 33 rpm records or tapes.

B•T

MUST-BUYS AND MUST-NOTS • Another "without precedent" situation in tv-network procedures may confront FCC. Falstaff Brewing Co., through Dancer-Fitzgerald-Sample Inc., ordered ch. 2 KPRC-TV Houston, NBC-TV affiliate, for its CBS-TV *Game of the Week* Saturdays beginning April 7, in addition to regular CBS Galveston-Houston ch. 11 KGUL-TV, on ground that it wanted additional coverage, despite overlap. CBS-TV counsel reportedly notified DFS that it couldn't be done, and Jack Harris, vice president-general manager of KPRC properties, has asked his Washington attorneys to explore prospect of complaint to FCC.

B•T

McCANN-ERICKSON, New York, is lining up two-week radio spot campaign using 25 to 100 announcements per week on each station in about 150 markets effective May 4 for two weeks. Although advertiser has not been revealed, it was reported that it might be Westinghouse, whose strike was settled two weeks ago [B•T, March 26].

B•T

DO OR DON'T DROP IN • At third session in three weeks at FCC to discuss Nov. 10 rulemaking pertaining to tv allocations, conversation again centered around desirability of "drop-ins" on vhf channels as possible means of alleviating scarcity situation. But there was opposition based on process of "gradualitis," described as meaning that once engineering standards are impinged upon, pressures result in further breakdown by degrees until secondary service is demoralized. This happened in am radio. FCC, however, hasn't yet reached any definite conclusions but recognizes that something must be done—and fast. To some commissioners, that Sixth and Final Report begins looking better and better, it's indicated.

AFTER reviewing presentations of several agencies, Cheseborough-Ponds, New York, reportedly will name Compton Adv., New York, to handle its new products. Advertiser will maintain bulk of its business with McCann-Erickson and J. Walter Thompson Co. Latter agencies were not assigned new products because they are handling competitive accounts.

B•T

CAREER GIRL • Marriage (planned today, April 2) of former FCC Comr. Frieda B. Hennock to William H. Simons, Washington realtor, will not interfere with first lady commissioner's legal career. After honeymoon, Mrs. Simon (nee Hennock) will resume her association with Washington law firm and continue to specialize in communications.

B•T

EVINS subcommittee of House Small Business Committee plans to resume hearings shortly after Easter recess ends April 9 into claims of interference in FCC policies and decisions by White House and industry. House unit staff now checking subpoenaed RCA-NBC and CBS documents and making other investigations, expects "possibly" to subpoena other industry witnesses. Return network sessions "probably, but not definitely" will include as witnesses RCA and CBS board chairmen David Sarnoff and William Paley, staff member said.

B•T

NO DICE ON FEE • U. S. tv networks and newsreel organizations have decided to tell Australian Olympics Committee that its plan to charge some $168,000 for world tv rights to undisclosed minimum amount of film coverage of Olympics in Australia in November [B•T, Jan. 30] is "unacceptable." Action being taken by NBC, CBS-TV, INS Telenews (which services ABC-TV among others), and UP-Movietone News, who also have backing of Canadian Broadcasting Corp., British Broadcasting Corp., and commercial tv interests in Britain in argument that tv should have same free access as any other news medium.

B•T

LAR DALY, Republican presidential "splinter" candidate, is set to fly to Washington this week to appeal equal time bid to FCC Chairman George McConnaughey. NBC, ABC and MBS have rejected his time request to answer Eisenhower talk of Feb. 29. CBS has not given him final word.

B•T

MONKEY BUSINESS • Television has many uses, as Thomas F. O'Neil's still-expanding RKO-Teleradio Pictures dominion is finding out. After seeing ratings (placed at 79.7, unduplicated audience) racked up in week's showing of 23-year-old "King Kong" on WOR-TV New York, parent company officials cancelled plans to play it on other o&o stations, intend to release it to theatres instead.

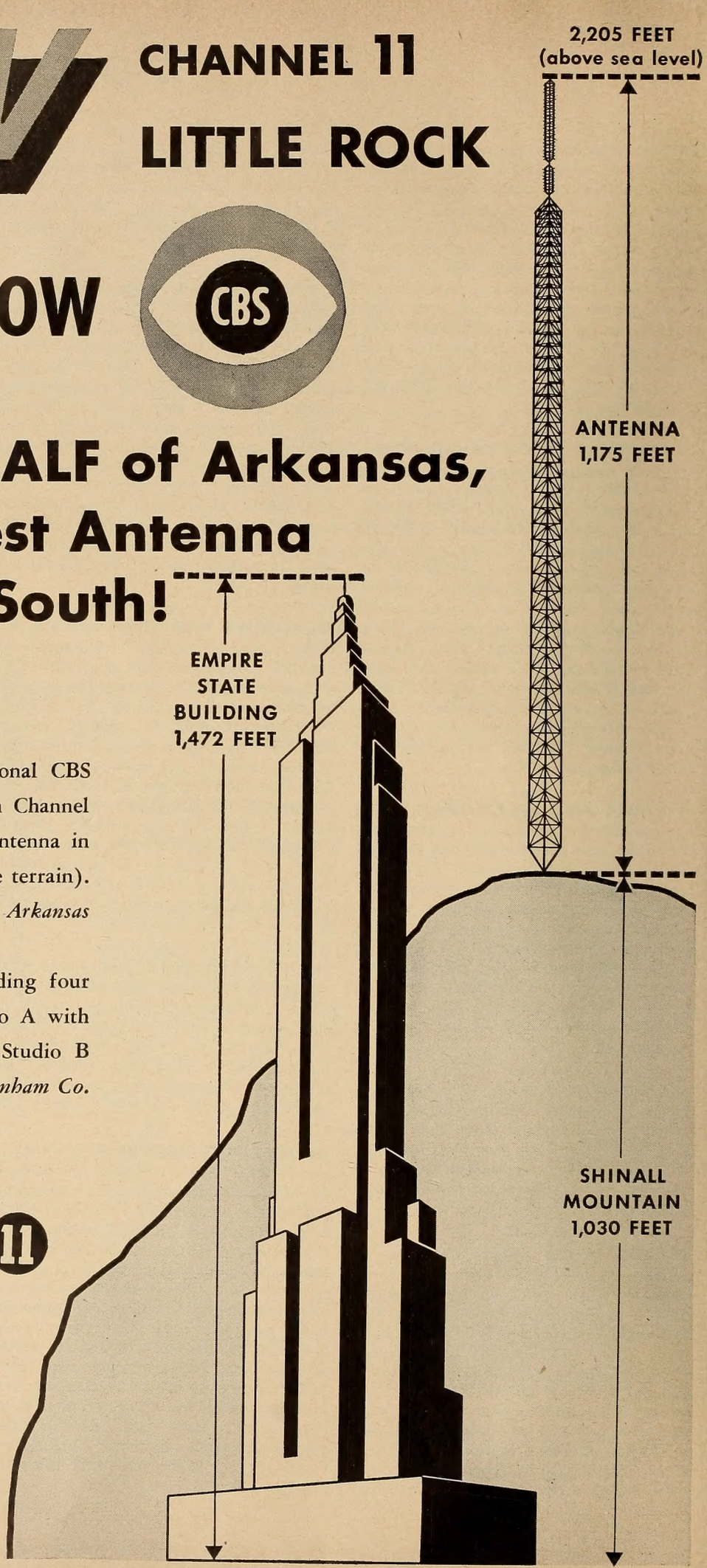
KTHV

CHANNEL 11

LITTLE ROCK

NOW CBS

Covers Over HALF of Arkansas, with the Highest Antenna in the Central South!



KTHV, Little Rock, went Basic Optional CBS on April 1—with maximum power, on Channel 11, and telecasting from the highest antenna in the Central South (1756′ above average terrain). *Good TV coverage of more than half of Arkansas is now an accomplished fact.*

KTHV has finest new facilities including four camera chains, a 40′ x 50′ x 24′ Studio A with 20′ revolving turn-table—a 30′ x 50′ Studio B with complete kitchen, etc. *Ask the Branham Co. for full details.*

CBS **316,000 Watts . . . Channel** 11

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport

at deadline

DODGE EXECUTIVE, TvB ANSWER CRITIC

MacManus, John & Adams (Pontiac) head Ernest Jones had attacked tv as 'prime' medium for selling cars. Major competitor and industry association say it isn't so.

SUPPORT for television as mover of big as well as small products came Friday—in wake of blast loosed by Ernest Jones, president of MacManus, John & Adams, Detroit (early story page 30)—from one of television's major auto spenders as well as from Television Bureau of Advertising.

Jack Minor, general sales manager of Chrysler Corp.'s Dodge Div., which sponsors *Lawrence Welk Show, Danny Thomas Show,* and *Break the Bank* on ABC-TV, told B•T that in his view main proof of tv's effectiveness in selling cars is not whether viewer runs out to buy one after seeing a commercial. "This," he added, "is true of any medium including, for example, magazines." Proof he said, is "actual sales at the retail level."

Research data showing that average tv home now spends more than six hours daily watching television was revealed by Television Bureau of Advertising in statement answering speech in which Mr. Jones charged that "the public's honeymoon with television is over."

Quoting statements as attributed to Mr. Jones in account distributed by Ursula Halloran & Assoc., New York public relations firm, TvB President Oliver Treyz said that "if Mr. Jones is really challenging television's effectiveness, as the headline of the press release says, we would like to challenge his qualifications to do so. . . . If 'the public's honeymoon with television is over,' it certainly has matured into the happiest marriage with the public that any medium has ever enjoyed."

Metropolitan Pontiac Dealers of Greater New York, newly formed association, has named St. Georges & Keyes, New York, as its advertising agency. Unorganized up to now, New York dealers have been serviced on co-op advertising, along with other Pontiac local dealers throughout country, by MacManus, John & Adams.

In Pontiac, Mich., meanwhile, B. B. Kimball, advertising manager of one of Mr. Jones' top clients, Pontiac Div. of General Motors, told B•T he would not comment on Mr. Jones' blast until he had read speech fully. He was not aware of it in advance, it was understood. He did, however, deny current reports that Pontiac was considering moving to another agency.

TvB President Treyz' statement asserted:

". . . Mr. Jones' picturesque remarks are not borne out by just-released Nielsen figures showing that, for the first time in television history, the average television home views over six hours a day. In January and February 1956, tv viewing per home broke all-time records.

"We wonder if Mr. Jones, despite the large television investments of his clients, is really qualified to state that in the sale of 'durable goods,' tv cannot serve as the 'prime' medium.

"Records of advertising expenditures for his 'durable goods' clients, of which Pontiac is an example, reveal that they have invested considerably more in print than in television.

"We wonder if Mr. Jones is qualified to testify as to television's effectiveness as the 'prime' medium when his television experience in the 'durable goods' field appears to have involved its use as a *supplementary* medium with tv expenditures less than that allocated print."

Dodge's Mr. Minor, who works with Dodge's agency, Grant Adv., Detroit, in assessing results of shows sponsored by his division, said Dodge judged tv's worth from dealer reaction, citing favorable comments from Dodge dealers throughout the U. S. for *Welk* show. Selling autos obviously is not like selling Life Savers, Mr. Minor asserted. He said despite tv's "institutional" approach for auto maker, he has received letters via dealers telling of Dodge buyers who mentioned seeing the automobile on commercials. He reported he has received "good comments" on Dodge's tv commercials and that "good integration" of messages is basic in successful automobile use of network tv.

Read Says He's Available To Replace AFM's Petrillo

ANTI-PETRILLO leader at AFM Local 47 in Hollywood, Cecil F. Read, is available to replace James C. Petrillo as president of AFM. Mr. Read made it known Friday in new challenge against allegedly dictatorial powers of top AFM executive. Attempt to unseat Mr. Petrillo, however, probably will not be made at June national convention, Mr. Read indicated, because he currently is fighting expulsion from union for his actions (early story page 64).

Meanwhile, Rep. Joe Holt (R-Calif.) announced House subcommittee called to investigate Local 47 fight will not require Mr. Petrillo to appear in Hollywood but will allow him to testify in Washington. Mr. Petrillo said doctors advised against trip to West Coast because of his health. Mr. Read charged Mr. Petrillo "is very wise not to expose himself to the direct wrath of Los Angeles musicians."

B•T TOURNEY

TWO B•T silver trophies and 11 prizes donated by Chicago stations will be awarded winners in the annual B•T Golf Tournament to be held Sunday, April 15, as first event in NARTB convention week activities. Tournament will be held at Midwest Country Club, Hinsdale, Ill., Chicago suburb. B•T buses leave Conrad Hilton Hotel at 9 a.m.

Trophies will be awarded low net and low gross winners, with blind bogie handicap system to be used. Other prizes: RCA transistor radio and cocktail mixing set, both donated by WMAQ-WNBQ; two Sentinel clock radios, donated by WBKB; two portable three-speed phonographs, donated by WGN-AM-TV; CBS Columbia portable radio, donated by WBBM-AM-TV; portable clock radio, donated by WIND; golf jacket, donated by WLS; electric skillet, donated by WJJD; Revere portable radio, with case, donated by WCFL.

• BUSINESS BRIEFLY

NEHI CAMPAIGN • Nehi Corp. (Royal Crown Cola), Columbus, Ga., planning television spot announcement campaign starting April and May using from 10 to 15 announcements per week in each of more than 100 markets. Contract runs through spring and summer. Limited radio schedule will also be used. Compton Adv., N. Y., is agency.

WESTERN FOR P&G • Procter & Gamble, Cincinnati, through Compton Adv., N. Y., signed late Friday for alternate-week sponsorship of ABC-TV's *Wyatt Earp* western (Tues., 8:30-9 p.m.) starting next September, contingent on Parker Pen's dropping its sponsorship. General Mills is other alternate sponsor and is expected to stay for next season. Procter & Gamble also is still looking for another evening half-hour alternate-week television sponsorship on any network.

EARLY BIRD • DuPont's Zerone and Zerex (anti-freeze), through BBDO, N. Y., preparing to place orders in May for fall line-up of its quarter-hour football tv show featuring Frank Leahy. Station list will be similar to last year's, which embraced 154 stations for 10 weeks beginning Oct. 1.

DALY FOR POLAROID • Polaroid Corp. (cameras), Cambridge, Mass., effective May 7 starts seven-week sponsorship of Monday night segment of ABC-TV's *John Daly and the News* (Mon.-Fri., 7:15-7:30 p.m. EST). Polaroid's previous network activity was with participations on NBC-TV's *Tonight.* Agency: Doyle Dane Bernbach, N. Y.

TOURIST HUNT • Ontario Dept. of Travel & Publicity, Toronto, through Hayhurst Co., Toronto, making bid for U. S. visitors to Canada through use of three-week radio spot announcement campaign starting May 1 in southern U. S.

RADIO FOR POMATEX • Pomatex Co. (Pomatex hair cream), N. Y., placing radio spot announcement campaign starting May 1 for 26 weeks in approximately dozen northeastern states. R. T. O'Connell Co., N. Y., is agency.

LEVER DROPS GODFREY • Lever Bros., N. Y., dropping sponsorship of Arthur Godfrey (CBS-AM-TV, 11-11:15 a.m. EST) effective June 19. Reason reportedly is that Godfrey will not be on program personally during July and August.

MOVING PLANS • Eastman Kodak, Rochester, now sponsoring *Screen Directors Playhouse* (NBC-TV, Wed. 8-8:30 p.m.), contemplating move to ABC-TV. Definite decision expected early this week. Agency: J. Walter Thompson Co., N. Y.

WSPA-TV Aims for April 30

WSPA-TV Spartanburg, S. C., will go on air about April 30 as primary CBS-TV affiliate under network's basic optional group, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced Friday. WSPA-TV is owned and operated by Spartan Radiocasting Co., of which Walter J. Brown is president.

JUST ARRIVED... WHEN-radio



KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Eisenhower, Cabinet Members To Address Ad Council Meet

PRESIDENT EISENHOWER, cabinet members and other top administration officials will address 250 business leaders meeting in Washington, D. C., tomorrow (Tues.) for 12th annual Washington conference of The Advertising Council.

At dinner tonight at Statler Hotel, Philip L. Graham, publisher, *Washington Post & Times Herald* (WTOP-AM-FM-TV Washington and WMBR-AM-FM-TV Jacksonville, Fla.), will introduce Sir Roger Makins, British ambassador to U. S., guest speaker. Louis N. Brockway, Council's chairman, and executive vice president, Young & Rubicam, will preside tonight and at tomorrow's luncheon. Luncheon guest speakers: Sherman Adams, assistant to President Eisenhower, and F. G. Gurley, president, Atchison, Topeka & Santa Fe. Secretarys John Foster Dulles of State and George M. Humphrey of Treasury will head delegation of government speakers at closed sessions tomorrow morning and afternoon. President Eisenhower slated to close tomorrow morning's meeting with short address.

WROM-TV Asks Site Move To 9 Miles From Chattanooga

APPLICATION filed at FCC to move transmitter of ch. 9 WROM-TV Rome, Ga., to site 9 miles south of Chattanooga. At same time option agreement signed giving WDOD Chattanooga right to purchase 50% interest in WROM-TV, conditioned on move to new site and outcome of ch. 3 Chattanooga contest (WDOD is unsuccessful applicant for Chattanooga vhf outlet, but has petition pending for rehearing).

Hosmer Continues Ad Fight Despite FCC, Network Silence

SLIGHTLY disheartened, Rep. Craig Hosmer (R-Calif.) has turned in what he called "interim" report on campaign against "loud, noisy and obnoxious" radio commercials [B•T, March 19, 26]. Report: (1) Practice continues unabated, (2) FCC has not even acknowledged his complaint, (3) "an identical nonresponse" from networks, (4) public response to his campaign has continued from all over the country, (5) one broadcaster told him that radio commercials really aren't loud, "they just seem that way." Rep. Hosmer added: "Broadcasters and the FCC apparently believe that it is only the people who object anyway and if they do not like loud commercials they can eat cake." He said he intends to keep campaign going.

Multiplex Setup on Display

MULTIPLEXING seminar will be held at 10 a.m. April 9 at Warwick Hotel, Newport News, Va., by WGH-AM-FM, according to Dan E. Hydrick Jr., vice president-sales manager. WGH-FM has been feeding Muzak service in Norfolk area on multiplex channel for three weeks and will demonstrate equipment, including Browning Labs receivers and Gates transmitting unit designed by Multiplex Service. Mr. Hydrick said bugs had been eliminated from operation.

PRESIDENTIAL KICKOFF

WITH COOPERATION of all four national radio networks, movement has been set on foot to kick off National Radio Week with live broadcast at level never achieved before. Proposed speaker: President Eisenhower, who demonstrated his feeling for broadcast media by making unprecedented personal appearance before NARTB convention last May. NARTB, RAB, and RETMA as well as networks are concerting their efforts to arrange presidential address for May 13, opening day of week.

Fm Session Scheduled On NARTB Chicago Agenda

MULTIPLEXING and other ways of cashing-in on fm station facilities will be discussed at special fm radio session to be held Monday, April 16, during NARTB convention week at Conrad Hilton, Chicago (early story page 46).

Four panelists active in multiplexing will head discussion of meeting, scheduled for 10 a.m. They are Ross Beville, WWDC-FM Washington; Sam Gersh, WFMF (FM) Chicago; Walton N. Hershfield, Harkins & Hershfield Mfg. Co., Phoenix, Ariz.; William S. Halstead, Multiplex Development Corp., New York.

Presiding at meeting will be H Quenton Cox, KQFM (FM) Portland, Ore., NARTB fm director and chairman of association's Fm Radio Committee. President Harold E. Fellows will deliver opening talk. Program includes: "The Fm Band: Past, Present and Future," Dr. Frank E. Schooley, director, U. of Illinois broadcasting; "What Our Fm Facilities Mean to Us," George J. Volger, KWPC-FM Muscatine, Iowa; F. Merrill Lindsay, WSOY-FM Decatur, Ill., new fm director, and Calvin J. Smith, KFAC-FM Los Angeles. George A. Heinemann, WMAQ-FM Chicago, will speak on "Fm—The Plus Factor."

Rockford, Ill., Daytimer Asked

APPLICATION filed Friday by Town & Country Radio Inc. for 1 kw daytime on 1150 kc at Rockford, Ill. Town & Country 60% owned by WPEO Peoria, Ill. (controlled by John R. Livingston).

LOCAL OPERA IN COLOR

COMPLETE OPERA in color, "The Prodigal Son," to be presented April 7 by KMTV (TV) Omaha, Neb. Cast of 35 will participate and original Lyric Theatre sets will be used. Three more color spectaculars to be presented in April. Total of seven hours programming includes Maurice Evans, Robert Morley, Moira Shearer, Robert Rounsaville and Carol Marsh.

Other spectaculars will be "The Great Gilbert & Sullivan," April 14; "Tales of Hoffman," April 21, and "Alice in Wonderland," April 28.

PEOPLE

W. H. GRUMBLES, former manager of WHBQ-TV Memphis, named assistant general manager of WMC-WMCF (FM) Memphis.

JULIAN CLAMAN, former vice president, Talent Assoc., N. Y., named to CBS-TV's Hollywood creative staff with first assignment as producer of *Front Row Center*. Mr. Claman was editor of *Philco-Goodyear Television Playhouse* and producer of *Jamie* while with Talent Assoc.

S. RAMSAY LEES, former radio-tv director, Ruthrauff & Ryan, to BBDO's new Toronto office, in similar capacity, effective April 16. Other BBDO Toronto appointments: **RONALD N. CROSS,** former production manager, MacManus, John & Adams, N. Y., and **RALPH G. DRAPER,** former media manager, Leo Burnett Co. of Canada Ltd., both in similar capacities.

MARION RUSSELL, formerly network sales service manager for ABC Western Div., appointed business coordinator for radio-tv department of Erwin, Wasey & Co., L. A.

IVOR SHARP, executive vice president of Radio Service Corp. of Utah (KSL-AM-TV Salt Lake City), named vice president in charge of corporate developments. **JAY W. WRIGHT,** administrative vice president, succeeds Mr. Sharp.

BILL ADLER, program director, WABD (TV) New York, to sales manager, effective today (Mon.), succeeding **GEORGE BARENBREGGE,** resigned [B•T, March 26]. Mr. Adler's replacement has not yet been named.

DON LEONARD, timebuyer, McCann-Erickson, N. Y., resigning to join W. B. Doner & Co., Baltimore, in similar capacity. He replaces **LOUISE CROCKER,** who is expected to join another Baltimore agency. Mr. Leonard will buy time for National Premium beer.

Permanent Injunction Ordered Against Hooker Enterprises

ORDER for permanent injunction against Film Network Inc. and Master Television Network Inc., New York, and their president, West Hooker, issued by New York State Supreme Court Justice Aron Steuer on ground that company's activities violated Article 23 of general business law governing sale of stock.

Judge Steuer took cognizance of defendants' claim during trial [B•T, Feb. 27] that no sales had resulted from offerings of stock. Under act, he said, it is not prerequisite for injunction that fraud be shown in sales activity, essential factor being "the potentiality of the public being misled into investing in an unsubstantial and visionary scheme, even though an astute investor may well see its defects." Judge Steuer ruled that "the instant case revealed such a scheme," and concluded "the scheme is visionary or the schemer is a charlatan."

ABC-TV Sets Spectaculars

ABC-TV released Friday tentative schedule of 1956-57 spectaculars, consisting of ballet, opera, drama and documentary presentations to be carried in black and white. Schedule is: Nov. 14, *Ballet Ballads* (8:30-9:30 p.m. EST) Dec. 9, *Metropolitan Opera* (7:30-9 p.m. EST); Dec. 23, *The Nutcracker* (5-6 p.m. EST); Jan. 8, 1957, *The General's Other Son* (7:30-8:30 p.m. EST); Feb. 7, *The Honeys* (8-9 p.m. EST); March 8, *Take a Giant Step* (8-9 p.m. EST); April 4, *By Jupiter* (9-10:30 p.m. EST); April 21, *Met Opera* (7:30-9 p.m. EST); May 4, *Playboy of the Western World* (9-10 p.m. EDT). Dates of three other documentaries have not been determined.

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EDITOR & PUBLISHER
Sol Taishoff

MANAGING EDITOR
Edwin H. James

SENIOR EDITORS
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NEWS EDITOR
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SPECIAL PROJECTS EDITOR
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BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASS'T NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
Frank P. Model, Selma Gersten, Beverly Berl
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SALES MANAGER: Winfield R. Levi
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CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton
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HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
Toronto: 32 Colin Ave., HUdson 9-2694.
James Montagnes

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Station F	**.9**
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(February ARB)

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A NIGHT TO REMEMBER

RECREATING history is a difficult task, whose outcome is all too often either a dry-as-dust recitation of names, dates, places and facts or, swinging to the other extreme, an obviously hoked-up "fictionalization." To say, then, that *Kraft Television Theatre* succeeded admirably in its one-hour tv report of the sinking of the Titanic is no small praise.

Highlights: The casual way in which the captain of the Titanic ignored repeated warnings of icebergs ahead (a fact too incredible for a fiction writer to dare use). The impatient demand of the president of the steamship line for the Titanic's designer, who was explaining the extent of the damage caused by the collision and the length of time the ship would stay afloat, to "drop all the mathematics" and the quiet reply that unfortunately the fate of the ship and its passengers was a matter of mathematics. The lowering of partly filled lifeboats when there weren't nearly enough places to go around. The ignoring of the Titanic's rockets by the captain of the nearby S. S. California. And many more, right up to the concluding listing of the multiple "ifs" which, reversed, might have saved all who went down with the Titanic.

In telecasting the tragic story of the Titanic with its unspoken but effectively delivered moral of the inevitable results of cocksure complacency, Kraft's "A Night to Remember" gave every viewer a program to remember for a long time to come.

Production costs: Approximately $85,000.

Sponsored by Kraft Foods through J. Walter Thompson Co., on NBC-TV, Wed., 9-10 p.m. EST.

Book written by Walter Lord; adapted for tv by George Roy Hill and John Whedon; producer: Maury Holland; director: George Roy Hill; makeup: Bob O'Bradovich; costumes: Robert Mackintosh; art director: Duane McKinney; technical director: Bob Hanna; music composed and directed by: Wladimir Selinsky.

Narrated by Claude Rains with cast of 127.

LEGEND OF JIMMY BLUE EYES

TAKE a narrative ballad of the Robert W. Service variety telling the life story of a New Orleans trumpet player in dramatic verse, back it up with a hot jazz combo playing a non-stop medley of top Dixieland tunes, and wrap it up into a half-hour package and you'll have the formula for "The Legend of Johnny Blue Eyes," broadcast March 23 on the *CBS Radio Workshop* series. And if you are as expert as the *Workshop* people, you'll also have a top notch radio program.

Reading Edmund P. Brophy's verse epic of the hot trumpet man who sold his soul to the devil so he could "hit that note that wasn't there," William Conrad got full value out of a script far different from those he reads in his usual role of *Gunsmoke*'s Marshal Matt Dillon. Ray Noble's special score embraced the best of the New Orleans jazz classics and as conductor he kept his six-man blues group on the beat throughout the broadcast. Mannie Klein's trumpet was equally eloquent when representing that of Hot Lips Joe, who "blew til all the glass was broken, blew so hot the joint was smokin,'" or the battered horn of the hero when it "broke the windows, opened the door, raised the carpet off the floor," making those extravagant lines come true for the listeners at home.

William Froug, producer, and Sam Pierce, director, should feel well satisfied with their offbeat production.

Production costs: Approximately $1,700.

Broadcast sustaining on CBS Radio, Friday March 23, 8:30-9 p.m. EST.

Cast: William Conrad (narrator); Jimmie Dodd (Jimmy Blue Eyes); Roy Glenn, Sam Edwards, Nan Boardman, Tony Bennett, Jack Moyles, Lou Merrill and Georgia Ellis (voices); Mannie Klein, jazz trumpeter; Nat Farber, piano; Larry Breen, bass; Sammy Weiss, drums; Matty Matlock, clarinet, and Tom Peterson, trombone.

Writers: Original by Edmund P. Brophy, adapted by Sam Pierce; director: Sam Pierce; score arranged and directed: Ray Noble; producer: William Froug.

THE LONG WAY HOME

AS an eloquently simple, yet agonizing and terrifying picture of a heart attack victim's brush with death, "The Long Way Home" (*Schick Television Theatre's* adaptation of *Life* magazine's "A Stricken Man and His Heart") was documentary television at its very best. It must also have been reassuring to countless televiewers who are heart patients.

Aided by a skillful use of shadows, double images and spartan set, John Beal acted out the part of the actual victim, Burton J. Rowles, with a great deal of close identification and warmth. He was equally well supported by Rosemary Murphy as a sympathetic nurse, Mike Keene as an understanding physician, and Betty Lowe as his stoic wife. Narration by Robert Montgomery was unobtrusive yet forceful.

Production costs: Approximately $42,500.

Sponsored by Schick Inc., Lancaster, Pa., through Warwick & Legler, N. Y., alternate Mondays, 9:30-10:30 p.m. EST on NBC-TV.

Executive producer: Robert Montgomery; production supervisor: Joseph Bailey; director: John Newland; writers: Robert Wallace and Burton J. Rowles; scenery: Syrjala; production assistant: Jay Sheridan.

HEAVEN WILL PROTECT THE WORKING GIRL

THE SHOW belonged to Nancy Walker and Bert Lahr, on the *Sunday Spectacular*, "Heaven Will Protect the Working Girl." With extraordinarily able backing by Tony Randall, Janet Blair, Connie Russell and others, these two troupers milked the maximum from the script, even though the lines were not always well conceived.

Producer Max Liebman took an appealing theme, some nostalgic props and a superb cast and presented 90 minutes of fun, a production that may not have reached towering dimensions but certainly was scaled to fit a happy evening. However, towering is not too tall an adjective for Lahr and Walker. The memory of Lahr's wavering voice in a turn-of-the century musical lament, of Lahr as head of a sweatshop and again as the last of a family of floorwalkers, the memory of Nancy Walker clobbering subway antagonists with her pocketbook, her between-stops imaginary romances with men in the subway ads—the heroes all expertly played

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WEEKLY NIGHTTIME SHOWS

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... including these 8 of the top 10:

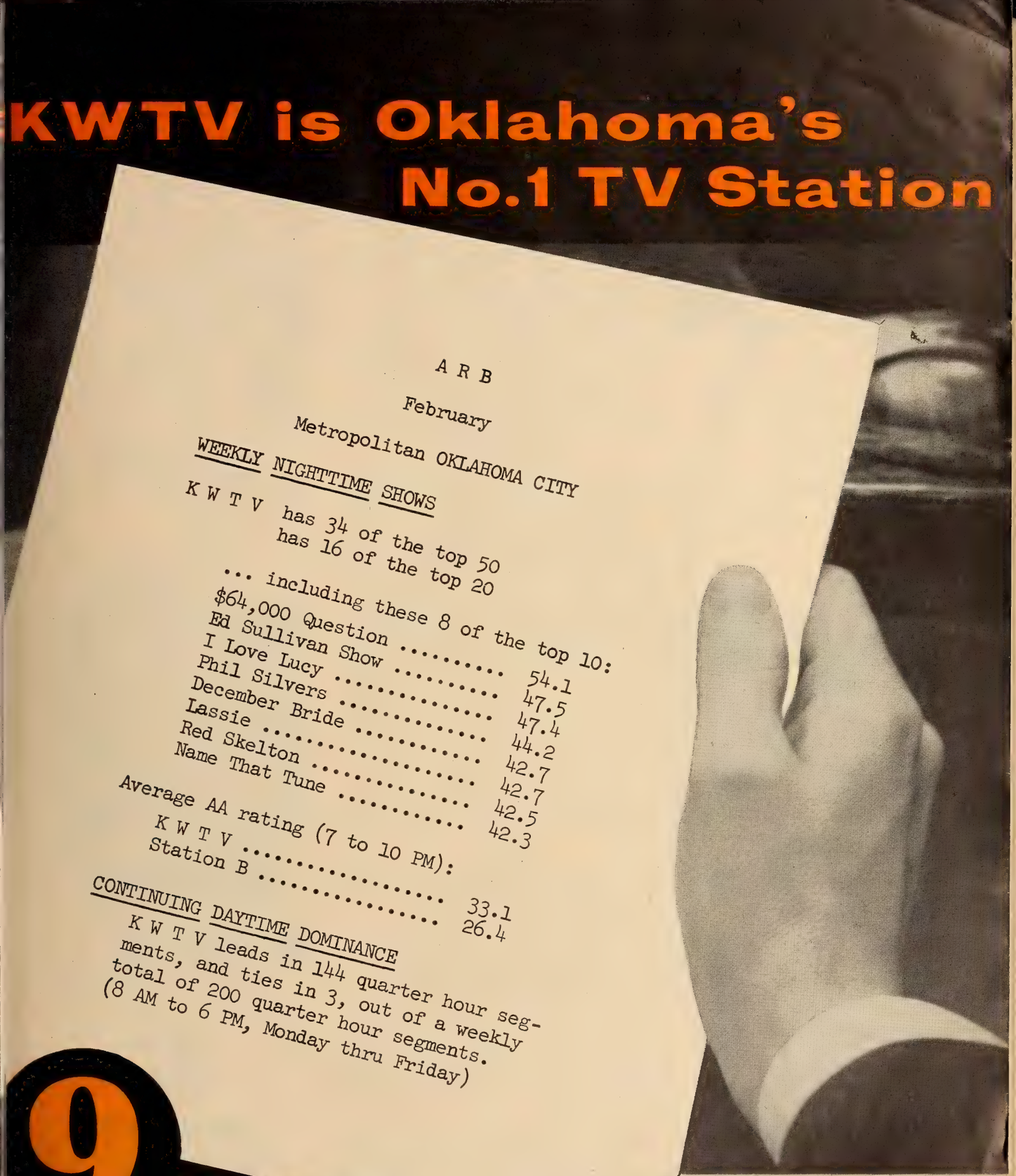
$64,000 Question	54.1
Ed Sullivan Show	47.5
I Love Lucy	47.4
Phil Silvers	44.2
December Bride	42.7
Lassie	42.7
Red Skelton	42.5
Name That Tune	42.3

Average AA rating (7 to 10 PM):

K W T V	33.1
Station B	26.4

CONTINUING DAYTIME DOMINANCE

K W T V leads in 144 quarter hour segments, and ties in 3, out of a weekly total of 200 quarter hour segments. (8 AM to 6 PM, Monday thru Friday)



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by Tony Randall—all these will last for weeks of retrospective laughs.

Production costs: Approximately $185,000.
Sponsored by U. S. Rubber Co. through Fletcher D. Richards Co.; Lewis Howe Co. through Dancer-Fitzgerald-Sample; American Radiator & Standard Sanitary Corp. through BBDO, and Maybelline Co. through Best & Co. on NBC-TV in color and black-and-white, every fourth Sunday, 7:30-9 p.m. EST.
Cast: Bert Lahr, Janet Blair, Bob Carroll, Helen Gallagher, Tammy Grimes, Patricia Hammerlee, Tony Randall, Connie Russell, Nancy Walker; host: Art Linkletter.
Producer-director: Max Liebman; associate producer-director: Bill Hobin; choreographer: James Starbuck; writers: William Friedberg, Neil Simon; music director: Charles Sanford; choral director: Clay Warnick; orchestral arrangements: Irwin Kostal; choral arrangements: Clay Warnick, Mel Pahl; costumes: Paul du Pont; scene design: Frederick Fox; NBC supervisor: Hal Janis.

SEEN & HEARD

Dr. Frances Horwich *(Ding Dong School)* has been talking to the kiddies a long time. Maybe too long. Her new NBC Radio series of advice to parents ("Parents' Time" on *Weekday*, approximately 11:50 a.m.) sounds too goody-goody for grown-ups. Comments (on redesigning hand-me-downs) like "Won't that be fun?" would sit better with the kids.

If Dayton U.'s basketball squad had done as well in its game with Louisville U. in the NIT finals at Madison Square Garden a week ago Saturday (telecast by CBS-TV) as their cheer-leading "Flyerettes" did in their between-halves precision dance routines, Dayton would be the champ. The 24 college gals put on a 15-minute show that many a professional precision group on tv could envy.

Reflexes were the ruin of an actor who knocked over a prop tree on the March 25 *Appointment With Adventure* show (CBS-TV, 10-10:30 p.m.). That might have gone unnoticed; the howls came when he picked it up and neatly restored it to the set.

BOOKS

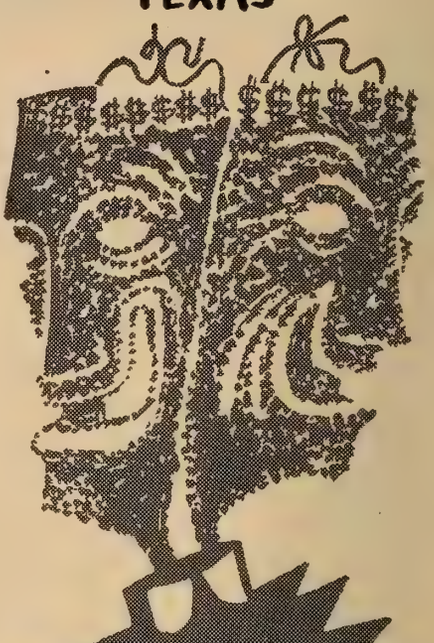
FACE YOUR AUDIENCE, edited by William Hodapp. Hastings House, 41 E. 50 St., New York 22, N. Y. 130 pp. $3.95.

THIS slender volume contains a collection of audition readings for actors, more than 25 selections ranging from Shakespeare to a tv coffee commercial and from complete sketches to brief excerpts, offering more than 50 possible readings for actors to use in showing their talents to prospective employers. The author, whose background includes writing, directing and producing for radio, television and the theatre, is now a television executive with Harold Stanfield Ltd., Montreal.

TRANSISTORS I, compiled by Dr. Irving Wolff. Distributed by *The RCA Review*, David Sarnoff Research Center, Princeton, N. J. 676 pp. $4.50.

A COLLECTION of 41 technical papers, prepared by RCA's corps of scientists and engineers and compiled by Dr. Wolff, vice president of RCA Research, this volume is designed for the technically-minded or the engineer trained reader as a handy guide for students of transistor theory. Only ten of the papers have previously appeared in print, but the volume also includes abstracts of 46 previously published technical reports of RCA scientists on transistors and semi-conductors.

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Burt Levine, Pres.
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OPEN MIKE

To Amend Sec. 315

EDITOR:

The editorial comment you have given the elections bill sponsored by Sen. Knowland and myself [B•T, March 12] has been a genuine service. . . .

Eighty-five Senators have now joined as co-sponsors in this legislation and it should come before the Senate soon.

Thanks very much for your fine help on this.

Lyndon B. Johnson
Senate Majority Leader
Washington, D. C.

T'Ain't Funny, McGee

EDITOR:

Since Saturday, March 24, the date of his unfunny remark about radio, Perry Como's records have been included with Gordon MacRae's and Jimmy Durante's as those not given free air time by WETB. If 2,800 other radio stations would take this same action we would no longer have "real nice guys" and "comedians" biting the hand that fed and continues to feed them.

Berney Burleson, Asst. Mgr.
WETB Johnson City, Tenn.

[EDITOR'S NOTE: Como's comment, in response to a remark of Ann Blyth (guest on his NBC-TV program) that she used to sing on radio: "Oh, yes. That's the thing you turn on in your car to find out what time it is to know how fast you have to drive to get home to watch tv."]

Double Billing Trouble

EDITOR:

Both B•T and Mr. McKinney of KELD [Editorial: "Swat the Double-Biller," B•T, March 12] have done radio a dis-service in their approach to the problem of double billing.

During the past 14 years I have had close personal knowledge of the business handling of many newspapers and radio stations. My knowledge may only serve to point up a situation that exists only in Oklahoma, Texas and Arkansas (Mr. McKinney's state), but I rather think it is universal. Double billing is much more prevalent among newspapers than radio stations, yet radio takes the black eye and individuals and firms, with perfectly good intentions, such as B•T and Mr. McKinney, help give radio the black eye. . . .

Randall McCarrell, Mgr.
KHBG Okmulgee, Okla.

[EDITOR'S NOTE: Mr. McCarrell missed the point of B•T's editorial, whose target was the double-billing retailer who cheats the national advertiser to his own profit and to radio's disadvantage. It made no comparison of the sins or virtues of radio stations and newspapers, but cited ANA's feeling that it has reduced the problem by circulating the local rates of newspapers and endorsed ANA's proposal to collect and disseminate similar information from radio stations.]

Glad to Help

EDITOR:

We very much need 30 copies of the latest TELESTATUS [with B•T, March 5] for one of our clients' salesmen. This client is very active in the tv field and we feel that this material would be very useful to them.

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Television Dept.
Raymond Spector Co., New York



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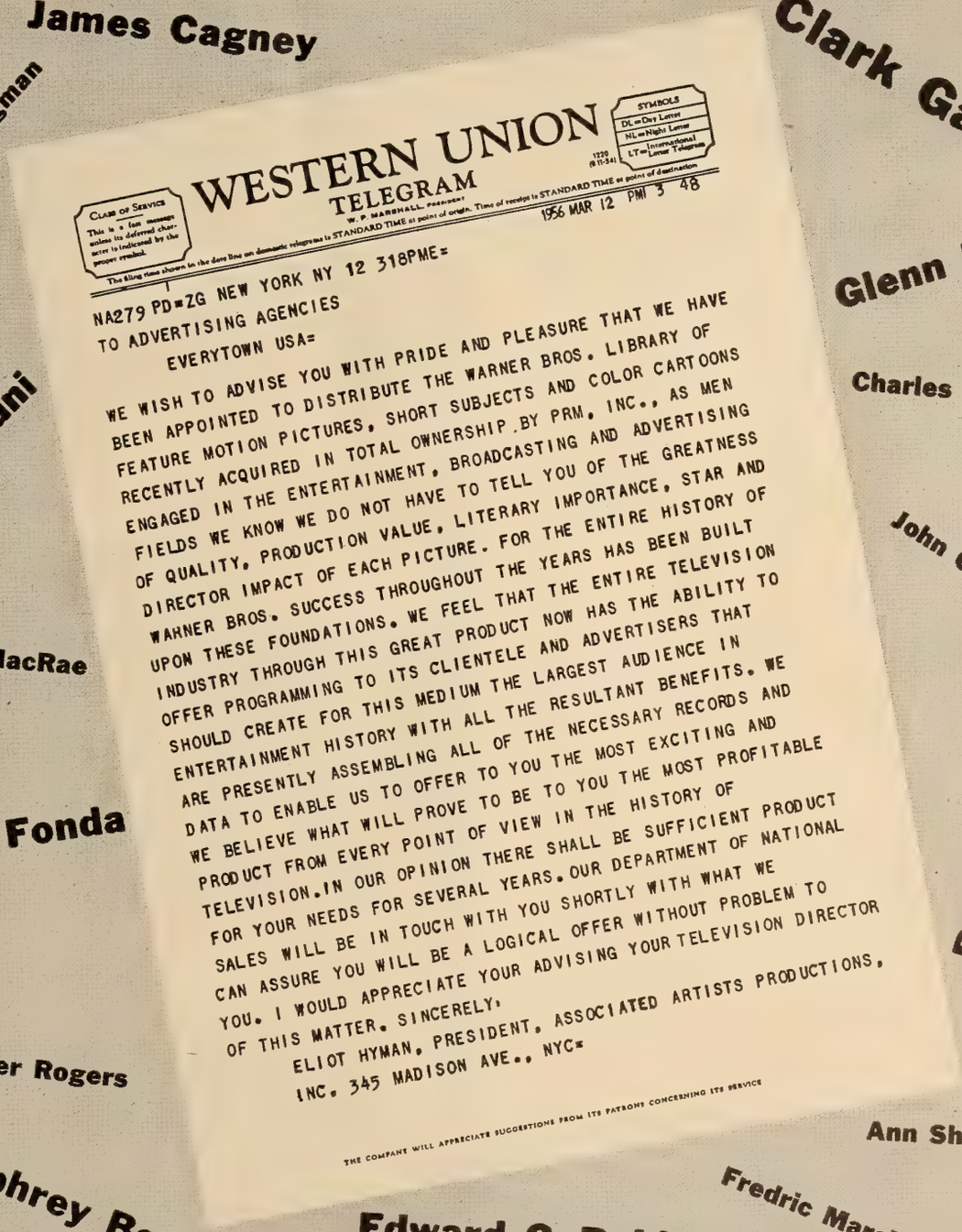
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Humphrey Bogart

Fredric March

Edward G. Robinson



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THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

DOZENS OF ACADEMY AWARD WINNERS!

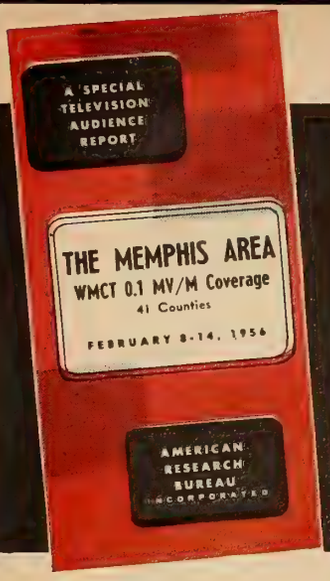
Al Jolson

Joan Crawford

Lauren Bacall

Nanette Fabray

NOW THE FACTS ARE IN



ARB SPECIAL M
PROVES WMCT

41 COUNTY SURVEY SHOWS CONCLUSIVELY WM

During the period of February 8th through 14th, 1956, the American Research Bureau (ARB) undertook an area study of the 41 counties within WMCT's Memphis 0.1 MV/M coverage area. The results, in audience and in viewing preferences, confirmed beyond question . . .

. . THAT WMCT, MEMPHIS, IS FIRST IN PROGRAMMING PREFERENCE THROUGHOUT THE 414,392 TELEVISION HOMES WITHIN THIS AREA.

. . THAT THE PREFERENCE FOR WMCT, GREAT AS IT IS IN URBAN MEMPHIS, IS OVERWHELMING IN THE 279,392 TV HOMES OUTSIDE OF MEMPHIS, COMPRISING APPROXIMATELY 2/3 OF THE ENTIRE AUDIENCE.

AN IMPORTANT TOOL FOR TIME BUYERS

This is the first such territorial TV audience study made in the Memphis area. Always in the past, our ratings have been projected to get the total audience, since previous ratings were wholly urban. Now for the first time, this area study delivers both ratings in urban Memphis as well as the great area surrounding Memphis . . . ratings that show a much larger audience for WMCT than previously arrived at by projections of urban ratings alone.

WHAT DOES IT PROVE?

This area study proves that most people in Memphis and the Mid-South like WMCT programs best. It is as simple as that. We have programmed to our entire audience, since our inception in 1948. Memphis and the Mid-South viewers have come to expect from WMCT the programs that they prefer. It is a habit that has been built over the years.

We are continuing to analyze our audience, to program in their best interests, constantly.

Thus we have made friends out of our viewers . . . fast friends, loyal friends, who in turn become your loyal customers.

THE FACTS PROVE

WMCT's **NIGHTTIME** *dominance*

In the 60 quarter hour periods in the times from

7:00 P.M. to 10:00 P.M. (Mon. through Fri.)

WMCT leads in **30** quarter hr. periods

Station "B" leads in **23** quarter hr. periods

Station "C" leads in **7** quarter hr. periods

THE FACTS PROVE

WMCT's **DAYTIME** *dominance*

The figures below show a strong preference for WMCT in daytime quarter hours:

7 A.M. to 12 NOON (MON. through FRI.)

WMCT leads in **57** quarter hrs. out of 100

Station "B" leads in **40** quarter hrs. out of 100

Station "C" leads in **2** quarter hrs. out of 65

12 NOON to 5:00 P.M. (MON. through FRI.)

WMCT leads in **45** quarter hrs. out of 100

Station "B" leads in **33** quarter hrs. out of 100

Station "C" leads in **21** quarter hrs. out of 100

THE FACTS PROVE

WMCT's **OVER-ALL** *dominance*

SUN. through SAT. (all quarter hours)

WMCT leads in **197** quarter hr. periods

Station "B" leads in **160** quarter hr. periods

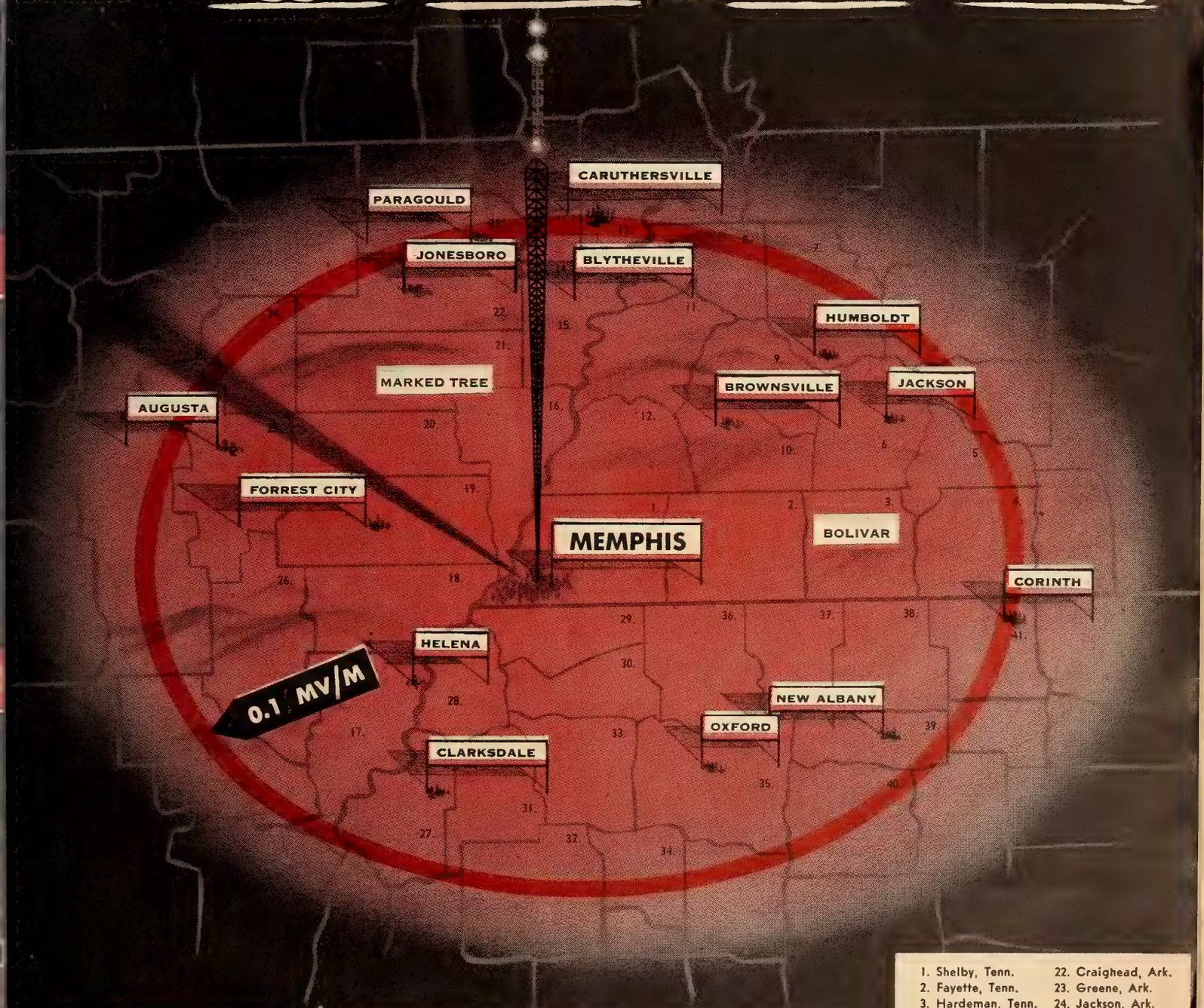
Station "C" leads in **105** quarter hr. periods

It is particularly significant that among the top shows with ratings of 30.0 or better, WMCT had 11 of the top 18, station "B" had 5, station "C" had 2.

Thus, from 7:00 A.M. through 5:00 P.M., the facts prove conclusively that through the day, everyday, most folks in Memphis and the Mid-South prefer WMCT by a wide margin.

EMPHIS AREA STUDY
DOMINANT FIRST

ELIVERS . . . ***Biggest Audience... Greatest Coverage***



1. Shelby, Tenn.
2. Fayette, Tenn.
3. Hardeman, Tenn.
4. McNairy, Tenn.
5. Chester, Tenn.
6. Madison, Tenn.
7. Gibson, Tenn.
8. Dyer, Tenn.
9. Crockett, Tenn.
10. Haywood, Tenn.
11. Lauderdale, Tenn.
12. Tipton, Tenn.
13. Pemiscot, Mo.
14. Dunklin, Mo.
15. Mississippi, Ark.
16. Crittenden, Ark.
17. Phillips, Ark.
18. Lee, Ark.
19. St. Francis, Ark.
20. Cross, Ark.
21. Poinsett, Ark.
22. Craighead, Ark.
23. Greene, Ark.
24. Jackson, Ark.
25. Woodruff, Ark.
26. Monroe, Ark.
27. Coahoma, Miss.
28. Tunica, Miss.
29. DeSoto, Miss.
30. Tate, Miss.
31. Quitman, Miss.
32. Tallahatchie, Miss.
33. Panola, Miss.
34. Yalobusha, Miss.
35. Lafayette, Miss.
36. Marshall, Miss.
37. Benton, Miss.
38. Tippah, Miss.
39. Union, Miss.
40. Pontotoc, Miss.
41. Alcorn, Miss.

1st ...by far in MEMPHIS and the Mid-South!

WMCT
MEMPHIS

100,000 WATTS • NBC BASIC

CHANNEL 5

Owned and operated by THE COMMERCIAL APPEAL

National Representatives The Branham Co.

SHREVEPORT'S
HIGHEST RATED
TV NEWS & WEATHER
are on
KSLA-TV


DON OWEN, KSLA-TV News Director

AL BOLTON, KSLA-TV Weatherman at the weather board.

6:00 PM NEWS AND WEATHER
KSLA-TV. . . . 24.8
Station B 5.9

10:30 PM NEWS AND WEATHER
KSLA-TV. 9.5
Station B 3.8

Based on ARB Survey on television viewing — week of October 9-15.

- Full time local film photographer
- Full time local reporter
- A. P. Wire Service
- Direct wire to U. S. Weather Bureau
- Proven audience acceptance

Full Power Basic CBS-TV

See your Raymer man for full details.

KSLA 12 CHANNEL

FIRST IN SHREVEPORT, LOUISIANA

our respects

to WILLIAM EDWARD WALKER



FRIENDS of William Edward Walker since his college days are not the least bit surprised at his Horatio Alger-like climb to success in broadcasting and related fields.

Not only did he pay his own way at Wisconsin State and the U. of Wisconsin through a variety of jobs—ranging from dishwashing to reporting—he was graduated from the latter school in 1921 with $3,000 in the bank! Add to this the fact that he managed to win top scholastic honors in law, was elected to Phi Beta Kappa, Beta Gamma Sigma, Phi Alpha Delta and was made an honorary member of Alpha Delta Sigma.

The versatility and drive which Bill Walker displayed as a student have continued to be very much in evidence in his business career. A pioneer in the fields of radio and television broadcasting, advertising agency work and syndicated film production, today he is president of corporations that have built five radio stations, purchased two others and have constructed one television station. He also is a director of Guild Films Inc.

After graduation from college, Mr. Walker, a native of La Crosse, Wis., became assistant to the president of the First National Bank of Madison, married Edna Blied, member of a prominent Madison family, and spent his $3,000 in one day on furniture. He wrote two books on banking which were published by the Bankers Publishing Co. of New York, but despite this impressive start in the financial world, he resigned in 1923 to start his own advertising agency, the W. E. Walker Co. He operated the agency until early in 1942, at which time he joined the Army and turned over his business to a competitor.

Bill Walker's first venture into radio came in 1929 when he built WISJ for the Wisconsin State Journal. He consolidated this station with WIBA Madison in 1931 and served as manager for 10 years.

Operating an agency and managing WIBA, however, failed to produce enough activity for the energetic Mr. Walker. In 1937, he became president of the Northern Broadcasting Co., which built WSAU Wausau, Wis. (sold to the Milwaukee Journal Co. in 1946). He also was president of KXGI Inc., which purchased KXGI Ft. Madison, Iowa, and sold it a few years later.

In 1939, he became president of the M & M Broadcasting Co., builder of WMAM Marinette, Wis. He still holds this post in the corporation, which later built WESK Escanaba, Mich., and more recently WMBV-TV Green Bay-Marinette, an NBC outlet.

In addition, Mr. Walker is president of the Beaver Dam Broadcasting Co., which built and still operates WBEV Beaver Dam, Wis., and president of the Rock River Broadcasting Co., which purchased WRRR Rockford, Ill., early last year.

Closely associated with Bill Walker in the management of these radio and tv properties is Joseph D. Mackin, general manager of WMBV-TV and WMAM, who also has a substantial interest in all the other properties.

Mr. Walker became active in the syndicated film business shortly after Reub Kaufman, president of Guild Films, acquired film rights to *Liberace* and *Life With Elizabeth*. As a stockholder and director of the company, he has played an important part in the company's development.

His business career has been interspersed through the years with outstanding work of both a military and governmental nature. In World War I, he progressed from seaman to lieutenant in the Navy, and in World War II he went from captain to lieutenant colonel in the Army, where he was in charge of recruiting and training for the Secret Intelligence Branch of the Office of Strategic Services. He declined appointments as financial advisor to both the Greek and Korean governments, but was special assistant to J. A. Krug, chairman of the War Production Board, and was for several years assistant to Oscar Rennebohm, when Mr. Rennebohm was governor of Wisconsin. Serving as an officer of various civic organizations also has occupied much of Mr. Walker's time.

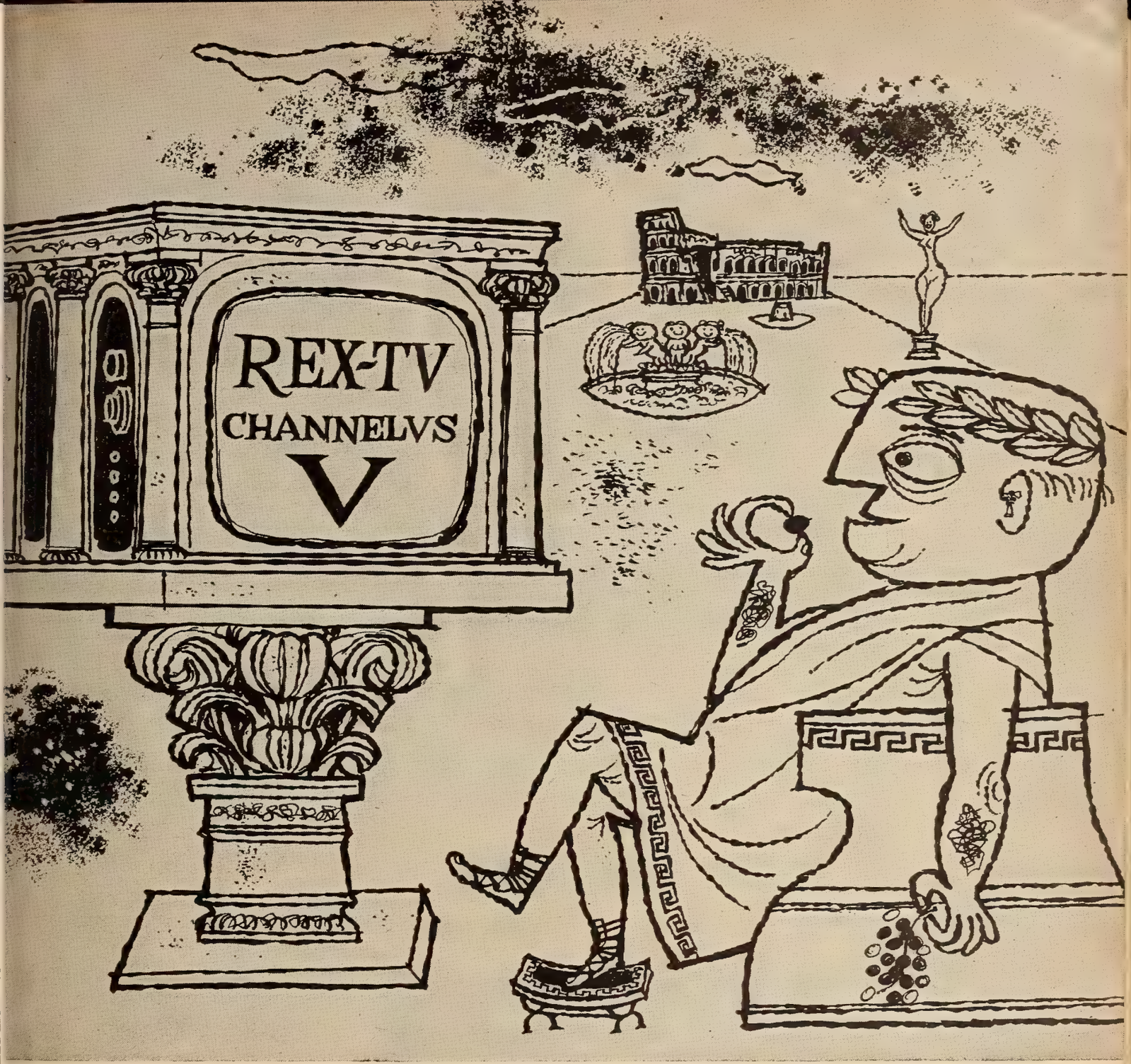
Broadcasting Success: A Formula

What makes for success in the broadcasting business? Bill Walker believes that the prime function of a radio or television station, both from the viewpoint of public service and financial success, is to acquire circulation and "that can be accomplished by giving people what they want."

"Once circulation is established, advertising results for advertisers are certain if their merchandising is handled properly," he says. "And, of course, when results are certain, business volume for the station is almost automatic."

Mr. Walker will tell you that he has never sought to own control of any station. Instead, he has associated himself with "capable ambitious young men who have been encouraged to acquire a stock interest, so we are always working together for a station's welfare, knowing that when a station serves its community well, it is bound to profit accordingly."

One of the "capable, ambitious" young men of whom Mr. Walker speaks is his son, William R. Walker, manager of WMBV-TV.



E PLVRIBVS VNANIMVS

When in Rome do as the Romans do. In the Seattle-Tacoma area more national spot advertisers choose KING-TV than any other station. To best showcase your client's product in this vital market . . . specify KING-TV.

ABC—Channel 5
100,000 Watts
Blair TV

FIRST IN SEATTLE

KING-TV

5th Annual Convention

American Women In Radio And Television

April 26 - 29, 1956

HOTEL SOMERSET

Boston, Massachusetts

WORKSHOPS SPEAKERS
PANELS INTERVIEWS
ENTERTAINMENT

Registration: $15 — limited to active and associate membership of AWRT.

FOR FURTHER INFORMATION, WRITE:

AWRT, INC.
Room 5634
70 EAST 45th STREET
New York 17, N. Y.

attention

NARTB GOLFERS



B•T's annual Blind Bogey Golf Tournament will be held Sunday, April 15, at the 27-hole Midwest Country Club (above), Hinsdale, Ill. Over 20 prizes, including B•T's silver trophies for low gross and low net, will be awarded. Tee-off time is 9:30.

MAIL THIS RESERVATION TODAY, TO:
BROADCASTING • TELECASTING 1735 DeSales St., N.W., Wash., D. C.

Name .....

Address .....

Firm .....

I will want a ride to the club ☐

April 15 ***Tee-off time: 9:30 a.m.***



BERNARD ALBEN

on all accounts

AT THE tender age of nine, Bernard (Rusty) Alben, now of Peck Adv., New York, hooked up his father's discarded office intercom system at home and began "broadcasting" parodies of the singing commercial.

Since then, he has repented by doing everything in his power to propagate the spot commercial in his dual capacity as timebuyer and radio-tv production manager.

Among the clients he services are Old Dutch Coffee Inc.; Bruns, Nordeman & Co., New York investment brokers; Francis H. Leggett & Co. (Premier foods); Sweet-Orr & Co. (men's workwear); D'Orsay Sales Co. (D'Orsay perfumes), and Van Munching & Co. (Heienken's beer importers), all New York.

Though his initial agency job following his graduation from Syracuse U. in 1951 was with the raidio-tv department of Al Paul Lefton, New York, Mr. Alben insists that his first broadcast sales experience was gotten *circa* 1941. At that time, when most of his contemporaries limited their merchandising experience to collecting box-top premiums, young Rusty was mailing network and "domestic" (i.e., his own) program schedules to his Brooklyn, N. Y., relatives, advertising not only Sunday evening listening fare but his Mother's cookies as well.

Still a firm believer in backing the broadcast advertising dollar with local merchandising, Mr. Alben says "there's no magic in advertising alone that will compensate for lack of salesmanship." At Peck, he points out, all broadcast campaigns are supported by local merchandising. "We think it's worth giving the distributor or dealer the feeling that his ads haven't been bought by remote control."

At Syracuse, Mr. Alben majored in radio and television. He met and courted his wife —the former Ruth Winokoor of New Bedford, Mass., now a WCBS New York producer— while both were actively putting shows together at WAER, the campus station; she as an actress, he as producer. He attributes his "smooth telephone manner" to WAER's low position on the fm band. "Since our signal was picked up by more tv than fm sets in Onondaga County," he recalls, "we had to answer a lot of phone queries with, 'well, yes, madam—we *know* you can't get our video. You see, we don't have any'."

The Albens live in uptown Manhattan. Their apartment—to quote the distaff side of the family—is crammed full of trivia, what with "one parakeet, close to a fortune in hi-fi components, and a thousand-odd pieces of Rusty's Rolleiflex equipment." Mr. Allen lists his Army Reserve activities (once a week, 2 weeks in the summer) as a "hobby."



"this daily double always wins.."

The gentleman with the facial foliage there – that's Armand, friend and host to constellations of celebrities at New York's famous Louis & Armand's. Few doors off Madison Avenue, you know. Let's listen in.

Young man with the blonde looker is talking about a sure thing in daily doubles. "Can't miss," he says. "Comes in first every time! Smartest place in Maine to place your bets."

"Maine?" says Armand. "They got a track up there now?"

"A clear track," the young fellow tells him. "And you can really romp home in the nine big-money counties. Paid off half-a-billion in retail sales last year. We call it the WABI Sweepstakes . . . a sure daily double with WABI running for you in radio, WABI-TV in television. Wouldn't think of making up a spot schedule without *those* two."

"That's what I like about him," sighs the blonde. "He's *so* smart."

You can be smart, too. Win yourself double coverage in the richest part of Maine with this WABI-&-WABI-TV combination. They work together like (you might say) Louis & Armand . . .

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

PULSE Says WPTF Is Also A

Home Town HERO



More North Carolinians listen to WPTF than to any other station, BUT what about the listeners right in metropolitan Raleigh . . . WPTF's home bailiwick? Is it possible to program for a state-wide audience and still keep 'em happy at home? Here's the latest weekly Cumulative PULSE Audience Report on Wake County. More proof that WPTF is the Number One Salesman in the South's Number One State.

% OF TOTAL RADIO HOMES REACHED BY EACH STATION

	6 AM-12 Noon	12 Noon-6 PM	6 PM-6 AM	Total Week
WPTF	70.4	74.6	81.1	92.7
Station A	48.4	50.4	48.2	77.4
Station B	29.6	48.4	50.4	76.6
Station C	42.2	53.4	38.2	72.1
Station D	17.9	16.5	*	30.2
Station E	20.2	19.9	*	29.9
Station F	6.7	5.1	5.1	11.4
Station G	3.2	3.0	2.0	5.1

WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives



WPTF NCS Coverage Map

*MARKET DATA**

	NCS Coverage		NCS Coverage
Population	2,940,700	Food Sales	$428,452,000
Families	690,200	General Merchandise Sales	248,926,000
Radio Families	672,945	Furniture-House-Radio Sales	107,054,000
Net Effective Buying Income	$2,737,392,000	Automotive Sales	407,991,000
		Drug Sales	54,304,000
Retail Sales	1,933,439,000	Gross Farm Income	847,300,000

*Source: Sales Management Survey of Buying Power, May 10, 1955.

BROADCASTING TELECASTING

April 2, 1956 Vol. 50, No. 14

HEAT'S ON FOR EARLY ACTION TO UNSNARL TV ALLOCATIONS

- FCC makes full-dress request for government vhf channels
- Senate considers mandate to FCC for quick uhf-vhf cures
- But Senators are told facilities mess isn't only problem
- Networks are charged with illegally strangling competition

THE PRESSURE was put on the government last week to do something—and fast—about breaking up the television log-jam.

And the government was beginning to respond to the pressure.

Item: The FCC, hoping to produce soon a reallocations proposal to cure defects in the present tv structure, made a major effort to free some vhf channels from government service.

Item: Several senators were seriously considering the introduction of a Senate resolution instructing the FCC to come up with television repairs by June 1. What the senators were known to be studying was a "sense of the Senate" resolution which would not be legally binding on the FCC but would have the practical force of a senatorial mandate. Such a resolution was proposed last week by Ernest Lee Jahncke, ABC vice president, in testimony before a Senate committee (see below). An actual draft, it was learned, was also circulated coincidentally from other sources.

Whether the FCC could meet a June 1 deadline—if the Senate asked it to—was largely up to several other branches of the government. The FCC was awaiting an answer from the Office of Defense Mobilization to a request for the release of vhf channels to commercial use.

The FCC made its plea at a full-dress meeting last Thursday with executives of ODM and of other government departments which maintain communications using vhf frequencies (see below). At the end of the meeting FCC commissioners were understood to be of the impression that ODM would say yes or no within a week or 10 days. Meanwhile, the FCC could make little progress in preparing a reallocations proposal.

The senatorial and FCC developments came in a week that also produced some of the liveliest and most controversial proposals yet advanced for increasing the opportunities for tv growth and competition.

Antitrust Violations Charged In Option Time, Must Buys

THE tv networks last week expounded their views on tv allocations before the Senate Commerce Committee. But their testimony was overshadowed by that of an independent tv station operator who charged the networks with violating the antitrust laws.

Delivering a lengthy indictment of "time option," "must buy" and "exclusive dealing" features of network affiliation contracts, Richard A. Moore, president of KTTV (TV) Los Angeles, said these network practices were in restraint of trade and suggested the FCC amend its rules to prohibit the first two practices and modify the last.

CBS and NBC declined to comment on Mr. Moore's remarks, sticking to the subject of allocations. They are due to return in May to testify on their affiliation policies and practices. However, Ernest Lee Jahncke Jr., ABC vice president and that network's witness last week, took the stand immediately after Mr. Moore and said he "completely disagreed" with the latter's remarks.

Here's how the Monday-through-Wednesday Senate hearing developed:

- KTTV's Mr. Moore, accompanied by other station officials and Harvard U. Law School Prof. Donald Turner, charged that networks' time option, must buy and exclusive dealing practices with affiliates were violations of antitrust laws and were harmful to the affiliates, independent film producers and syndicators, talent, independent tv stations, advertisers—local, regional and national—and the public.

He asked that FCC regulations be amended to prohibit time options and must buys and that a station be prohibited from accepting more than 75% of its programming from any one source in a 52-week period, with exceptions for public events and similar programming. Dr. Turner, who teaches a course in antitrust law at Harvard, backed up Mr. Moore's testimony and said he, too, believes the network practices to be restraints of trade.

- Sen. John W. Bricker (R-Ohio), the committee's ranking Republican, expressed agreement with Mr. Moore and reiterated previous statements that he thinks networks should be regulated by the FCC as public utilities. He submitted a long list of questions asking about KTTV's experiences as a former CBS and DuMont Network affiliate, Mr. Moore's opinions on various network transactions and whether he felt FCC regulations of networks tended toward regulation of rates for programs. Sens. John O. Pastore (D-R. I.) and Charles E. Potter (R-Mich.), who alternated in presiding over the three-day hearings, also indicated extreme interest in Mr. Moore's charges.

- Mr. Jahncke, ABC vice president and assistant to the president, asked that Congress mandate FCC to issue its reallocation plan by June 1 and complete processing of all pending tv applications by Sept. 1. He said senators also should consider interim regulations of vhf stations in "monopoly and duopoly markets" under which such stations in two-vhf markets would be required to share their facilities equally among the three networks. He said new vhfs should be kept out of present predominantly uhf markets where deintermixture is proposed and called for implementation of ABC's proposals to the FCC for deintermixture, drop-ins and additional vhf channels and use of some educational vhfs commercially.

- CBS Engineering Vice President William B. Lodge said deintermixture was not the answer at this late stage and called for implementation of CBS Plans I and II, now before the FCC in its current reallocations rulemaking. Plan I calls for "controlled vhf drop-ins" and other vhf moves to increase from 52 to 84 the number of three-vhf markets in the top 100. Plan II would employ up to seven additional channels, acquired from the military, to increase the number of three-vhf major markets and establish low-power vhf community tv stations.

- NBC Vice President Joseph V. Heffernan



WITNESS Richard A. Moore, president and general manager of KTTV (TV) Los Angeles, tells the committee of his opposition to network control of prime tv hours. In his corner (l to r): Jack O'Mara, promotion and merchandising director, KTTV; Donald F. Turner, professor, Harvard Law School; Lloyd Cutler, Washington counsel for KTTV, and John Vrba, KTTV vice president. Mr. Moore charged networks with violating antitrust laws.

said uhf could be saved by deintermixture, without disrupting existing services, and by removal of the 10% federal excise tax on all-channel color tv sets. He reiterated NBC's proposal that the FCC deintermix enough to create some predominantly uhf area, encourage operation of uhf in intermixed markets by multiple owners and others and permit uhf directional antennas, boosters and translators and higher powers.

• Sens. Pastore, Andrew F. Schoeppel (R-Kan.) and Potter and all three network witnesses agreed tax relief for uhf would help solve uhf's troubles. Mr. Heffernan asked senators to express their views to congressional leaders and executive department that uhf be given protection as an "infant industry," in the advent of color, by removing the tax on color all-channel sets. Sen. Pastore in turn asked that the FCC express its views to the Treasury Dept. in favor of eliminating the tax.

Next phase of the Senate committee's hearings will be held the week of April 23 on subscription tv. Network affiliation practices are planned for hearings in early May, Kenneth A. Cox, the committee's counsel heading the investigation, said last week.

MONDAY

Mr. Moore read a 50-page paper and submitted a 6-page appendix criticizing network "option time," "must-buy" and "exclusive dealing" practices in television and furnished suggested amendments to FCC regulations which would prohibit the first two practices and modify the last.

He said KTTV was owned 49% by CBS from the time it began operation Jan. 1, 1949, to April 1951, when the network sold its KTTV interest to the present licensee, the Los Angeles *Times*, and acquired 100% ownership of another Los Angeles station.

The tv industry, he said, is not being conducted on "normal practices of free enterprise," nor responding to "the same basic economic forces which promote the development of other industries." He said certain restrictive agreements imposed by networks on affiliates "are readily and immediately curable" by simple amendments to FCC regulations.

He said "must buy" and "time option" policies of networks (1) restrict the tv licensee from exercising its own judgment in programming in the public interest, (2) restrict advertisers, large and small, from using tv on a freely competitive basis, (3) restrict creative talent from presenting its products on tv and (4) restrict unaffiliated stations from presenting "the finest possible programming service."

Mr. Moore added that the three network presidents in New York decide what the American public shall see and not see. He said the FCC reported unfavorably on time options in 1941, but later permitted limited use of them "under great pressure from the network companies" as a "business convenience."

Now, Mr. Moore said, the tv network has "virtually complete control" over what is broadcast by affiliates during prime evening hours. Citing the recent NBC-Westinghouse station swap, he said that if "threatened loss of affiliation" can make a licensee as strong financially as Westinghouse come to terms, the ordinary affiliate will find it hard to resist a network's request for clearance of option time—or even station time—on pain of "financial ruin."

Mr. Moore said an independent tv film producer or syndicator, to produce a good program must sell it in virtually all the important markets in the country. To sell it he must find a sponsor—national, regional or local—in each market, and to do this he usually must find a good time period in each market. But in most markets all the good time periods are under option to a network, thus preventing the syndicator from selling his show, Mr. Moore said.

The only way a film producer can be assured of time periods in sufficient markets is to sell the program to a network or a network advertiser. Naturally, networks prefer their own shows to those produced by an independent company, he said.

"Must buy" agreements also limit the opportunity of the independent film producer to sell to advertisers who do not have complete national distribution and who thus do not want the whole "must buy" list, Mr. Moore added.

The "must buy" agreements also hurt the advertiser who can't afford to buy the whole list or who does not wish to offer his products in certain markets on the list, he added. Time options hurt the local or regional advertiser who cannot get prime time because of network options and injure the national advertiser who has his own program but can't get prime time for it for the same reason, Mr. Moore said. He cited a statement by NBC Board Chairman Sylvester L. Weaver to the effect that tv "means the difference between life and death for the average business concern" [B•T, Feb. 28, 1955].

Mr. Moore said KTTV often has offered a time period to a national advertiser with national rights to his own program, only to be told by the advertiser or his agency that the program must be placed on the network station in Los Angeles so the advertiser can obtain clearance on network affiliates elsewhere.

He said KTTV once secured an order from an advertiser for one program, but that the agency claimed pressure from a network to put this show on the network's station in Los Angeles. He said the agency told him the network threatened not to clear time for another show handled by the same agency for another advertiser unless the first show was put on the Los Angeles network station. Thus KTTV lost the first show, he said.

KTTV once secured time for a show on several West Coast stations, he said, but the advertiser had to accept less desirable times on network stations so the network would clear time on affiliate stations in the remainder of the country.

He said the restrictive effect of time options makes it "more and more impractical" for an independent station to compete with network programming through use of syndicated film.

The film producer, without a guaranteed network release, can seldom afford to produce a series, and few are forthcoming, despite KTTV being "ready and eager to buy new syndicated programs," Mr. Moore said. He cited examples which he said showed that even when KTTV guaranteed release of programs in as many as 11 western states, the station lost them because the networks were able to offer a larger number of markets through time options.

Mr. Moore said the "primary" network argument in support of time options is that programs must be simultaneously broadcast throughout the country; yet, he said, approximately half the network programs during prime viewing time are on film.

Dr. Turner said time options were "virtually identical" with the block booking prohibited in the Paramount case. He said the Dept. of Justice has not acted on time options and "must buys" because of the "overhang" of FCC's Chain Broadcasting Regulations, which "purportedly justify time options."

He said the Justice Dept. wants the must buy practice tested first by the FCC before acting against the tv industry. He said it "can be argued" that FCC has no power to ratify practices which the antitrust laws would prohibit and that the Commission would exceed its powers in attempting to do so.

He said that under FCC's and Justice's "concurrent jurisdiction" in antitrust laws, Justice could move initially if it wanted to, but that it might be better to work cooperatively with the FCC. He said that since the Chain Broadcasting regulations were promulgated years before the Supreme Court decisions in the movie cases, FCC might not have approved time options if the agency had had the Supreme Court decisions to go by in 1941.

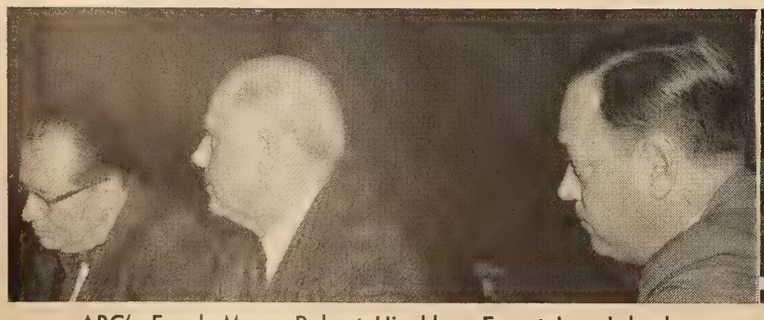
Referring to time options and must buy practices, Dr. Turner said the former movie practices "cover this situation like a blanket."

He said there is some doubt Sec. 3 of the Clayton Act deals with sale of advertising, but that if the practices go far enough (which he felt they do), they would violate Sec. 1 of the Sherman Act. Dr. Turner added that the so-called "rule of reason" does not permit argument as to the benefits of practices tending toward creating trusts or whether an industry performs well. The law does not permit good trusts or bad ones, he said.

He said that at any rate, since the network practices represented a combination (of affiliate stations), it is not necessary to show a violation of Sec. 1 of the Sherman Act.

Dr. Turner, referring to questions submitted by Sen. Bricker, said there is no doubt television is clothed in the public interest sufficiently to warrant public utility regulation if "deemed appropriate." If networks claim a high degree of "market power" is essential to the functions of the industry, they have "simply made a case" for public utility regulation, he said.

Dr. Turner added, however, that he did not think it would be wise to "rush pell mell" into public utility regulation, which he described as



ABC's Frank Marx, Robert Hinckley, Ernest Lee Jahncke



CBS' William Lodge



NBC's Joseph Heffernan

THEY'RE STILL LOOKING FOR THOSE EXTRA CHANNELS



PORTION of top-level intergovernmental conference held Thursday to discuss FCC's request for additional vhf channels for tv from military spectrum is shown here. Seated at head of table (l to r): FCC Chairman George C. McConnaughey (under flag), Defense Mobilizer Arthur S. Flemming and ODM Telecommunications Director Maj. Gen. Jerry V. Matejka, USA (Ret.). On left side of conference table are (l to r): FCC Comrs. Edward M. Webster, Rosel H. Hyde, John C. Doerfer, Robert T. Bartley (back of head showing). On the right side of table (l to r): Robert C. Lanphier Jr., deputy assistant secretary, and Russel H. Hughes, director of communications, both Supply and Logistics, Dept. of Defense. In right background: Deputy ODW Telecommunications Director F. C. Alexander.

"THE joint exploration is still continuing." That was the announcement late Thursday following a full-scale meeting between the FCC and officials of the Office of Defense Mobilization, Dept. of Defense and Dept. of Commerce.

The meeting had been scheduled to hear the final decision of government officials on the FCC's request for additional vhf frequencies for tv—to be secured mainly from military channels. The only reason given for the failure to receive final word was the "complexities of the situation," according to one source.

A final decision should be apparent in a week or 10 days, it is believed.

At the same time, it became obvious that the FCC was marking time in its allocations deliberations pending a final determination whether additional vhf channels would be available. If additional vhf frequencies are placed at tv's disposal, it is understood, the FCC can then proceed in its study of the allocations picture with major emphasis on vhf assignments and lesser concern with uhf. If vhf channels do not become available, it is presumed the Commission must study means of utilizing the present uhf channels.

The third allocations meeting took place last Tuesday. A similar meeting is scheduled for tomorrow. As in the first two meetings, the commissioners and staff discussed various proposals which have been submitted in the more than 500 comments and counter-comments filed in the allocations proceeding. As before, no discernible pattern has yet evolved, it was indicated by conferees.

The Thursday meeting with ODM and other government officials was led by Defense Mobilizer Arthur S. Flemming. The full FCC was present, including Chairman George C. McConnaughey, Comrs. Edward M. Webster, Rosel H. Hyde, John C. Doerfer, Robert T. Bartley, Robert E. Lee and Richard A. Mack. They were accompanied by Chief Engineer Edward W. Allen Jr., Asst. Broadcast Bureau Chief James E. Barr, and Frequency Allocation chief Albert L. McIntosh.

ODM was represented by Telecommunications Director Maj. Gen. Jerry V. Matejka, USA (Ret.), accompanied by Deputy Telecommunications Director F. C. Alexander. Also at the conference were Dept. of Defense executives Robert C. Lanphier Jr. and Russell H. Hughes and George T. Moore, Dept. of Commerce.

an unhappy alternative and which he said should be avoided when possible. He suggested there are "many ways" competition can be "reintroduced" in the tv industry.

He indicated that removal of the restraints described by Mr. Moore would multiply independent film producers, help independent stations to survive, make the importance of network affiliation considerably less and tend to increase the number of tv stations and advertisers on television.

Dr. Turner said he thought competition "should be tried first," before public utility regulation is considered. He said network ownership would be inimical to the public interest "if it goes too far"; i.e., if networks were permitted to own as many stations as they wish to or if they "took over all their present affiliates."

Mr. Jahncke was the only network representative to comment on Mr. Moore's testimony, although all networks will discuss network affiliation practices later in the hearings.

The ABC vice president said he disagreed completely with Mr. Moore, who, he said, presented "in great part the opinions of ABC, but arrived at the wrong conclusions."

He said Mr. Moore described an effect, not a cause, and that the tv industry's trouble springs from the scarcity of outlets—"from the monopoly and duopoly that exists because we haven't been able to gain access to the marketplace or enough tv stations to serve the public interest."

He said that if "you eliminate the scarcity, you eliminate the necessity for regulation and free competition will act" as it traditionally has. He said he did not think network programs were inferior (Mr. Moore had indicated many were), but in the public interest.

Stations also find the privilege of being on a network's "must buy" list an important asset. since it relieves them of the obligation of selling their prime time, he added. He said the station can accept or reject a program, depending on whether it is in the public interest, adding that "must buy" practices amount to pressure on the advertiser, not the affiliate.

On option time, he said, "May I say that I think we are innocent until proved guilty." He said he disagreed with Sen. Bricker's position that networks should be regulated as public utilities.

Mr. Jahncke asked that a congressional mandate be issued to the FCC to (1) issue its reallocation plan by June 1; (2) prevent additional vhfs from going on the air in areas where deintermixture has been proposed to create predominantly uhf markets until the reallocation plan goes into effect; (3) complete processing all pending applications, which would not be affected by the reallocation, by Sept. 1.

The ABC executive said tv scarcity and defects in the existing allocation plan threaten uhf and unless changes are made quickly uhf will disappear and tv be limited to 12 vhf channels.

He said ABC firmly believes the major problems facing the tv industry are the lack of at least three competitive outlets in the major markets and preservation of uhf. He cited information indicating errors in previous FCC testimony that uhf, in some instances, has been able to compete successfully against vhf.

He said he felt it is time the FCC determined the fairness of AT&T tv line charges, adding ABC's line charges currently are more than $6 million a year.

Mr. Jahncke said the Senate group also should consider interim regulation of vhf stations in "monopoly and duopoly markets" by a variation of the plan suggested two years ago by Dr. Allen B. DuMont—requiring vhfs in markets where there are fewer than three competitive outlets to share their service equally among the three networks.

FCC should make the Sixth Report's third

(Continues on page 58)

JONES QUESTIONS TV SELLING FOR CARS

MacManus, John & Adams president cites medium's value in moving package goods, but says tv rates behind print media in moving more expensive, durable goods.

TELEVISION's effectiveness as a "prime" medium for the sale of big, expensive products was challenged last week by Ernest Jones president of MacManus, John & Adams, Detroit, one of the leading agencies in the vast automotive field.

Mr. Jones speculated that "the public's honeymoon with television is over."

"In the movement of package goods," he told the Pittsburgh Council of the American Assn. of Advertising Agencies Thursday night, "television is excellent in our experience. In the sale of durable goods, we question it as a prime medium. It has its place, but well behind newspapers and magazines, which earned a greater share of advertising appropriations from durable goods manufacturers in 1955."



MR. JONES

He also challenged networks to review their own operations and branded their programming attitudes as "arrogant."

Mr. Jones, whose agency services both the Pontiac and Cadillac divisions of General Motors, seemed to single out automobiles as prime prospects for less television. He said automotive manufacturers are spending $100 million a year on television but that unless conditions change they may de-emphasize tv as they did radio.

First reaction from radio-tv interests was a concession that the automobile market is sluggish—and that this sluggishness developed on the heels of the heaviest newspaper advertising campaign the car industry ever conducted. Automoblie advertising in newspapers in 1955 ran 33.6% higher than in 1954, one television authority pointed out, suggesting that if more of this money had gone into tv, the automotive sales picture might be brighter.

Another observed that part of Mr. Jones' dismay may stem from the fact that Pontiac's *Playwrights 56* on NBC-TV is up against CBS-TV's *$64,000 Question*. There were reports some weeks ago that Pontiac would drop *Playwrights 56*. Cadillac has never used radio-tv extensively, although it has participated in programs sponsored by the parent General Motors Corp.

Mr. Jones acknowledged that MacManus, John & Adams has had great success in selling Dow Chemical Co.'s Saran Wrap on *Medic*, Arthur Godfrey programs, and Dave Garroway shows.

"However," he said, "automobiles, household equipment, industrial goods—I'm not so sure that television is their cup of tea. For major purchases requiring thought and consultation among members of a family, the 60-second commercial is too fleeting."

He said that "we are convinced that television is not the fundamental medium if you have substantial products to sell. I think it is significant that even the top-rated shows simply aren't moving cars for their sponsors."

Mr. Jones maintained that "most tv spectaculars cost more to televise than the entire preparation for a Broadway musical which might run for years. And there is no certainty of result. Don't forget that even Rodgers and Hammerstein wrote a turkey called 'Allegro'."

MacManus, John & Adams clients, in addition to Pontiac, Cadillac, and Dow Chemical, include Minnesota Mining & Mfg. Co., Bendix Aviation Corp. (Bendix Radio Div.), Ferry-Morse Seed Co., and Reichhold Chemicals Inc., among others. In addition, the firm has just acquired the David J. Mahoney agency and accounts representing an estimated $2 million in billing [B•T, March 26].

For the durable goods manufacturer, Mr. Jones said, the worst thing about tv is lack of selectivity.

"In television you've got to entertain them all," he said. "That's well and good when you're selling a 30-cent product. When you are attempting to sell a product that costs from three to five thousand dollars—a product that is the second largest purchase a man makes, next to his home—then you must have selectivity. And I say you can only get that from print advertising—newspapers and magazines."

Turning his fire toward networks, he said:

"Programming attitudes have never been more arrogant with less justification. Class A time is being auctioned off to the highest bidder and results don't justify it. The day of the big smash hit is over. Ratings of 50 or 60 are a thing of the past."

He maintained that he could not be accused of prejudice against television because "we at our agency work both sides of the street."

COMPTON ABSORBS W. H. HUNT AGENCY

ACQUISITION of W. H. Hunt & Assoc., Los Angeles, by Compton Adv., New York, was announced last week by Compton's Robert D. Holbrook, chairman of the board. Personnel and accounts will be combined with Compton's former Hollywood television production office and will serve national advertisers in the Pacific Coast area. Office will be located at 8733 Sunset Blvd., Los Angeles.

Waldo H. Hunt, head of the Hunt agency, joins Compton as a vice president and will manage the west coast operation. Robert L. Nourse Jr., a Hunt executive, rejoins Compton as a vice president and supervisor of service to accounts, working both in New York and Los Angeles and coordinating coast activities. Alvin Kabaker, vice president and manager of Compton's Los Angeles television program group, will continue in that job.

Other key personnel joining Compton from the Hunt agency are account executives Gordon C. Hearne and G. Thatcher Darwin, creative director Lee McFadden, media director Myra Milgrom, television director Robert A. Klein, art director William K. Diggs and office manager Jane Babcock.

Ritter Switch Expected

P. J. RITTER Co. (food products), Bridgeport, N. J., is expected to appoint Roy S. Durstine Inc., New York, as its agency. The company's advertising reportedly has been resigned by Duane Jones & Co., New York.

Gray Flannel Goes Rural

GRAY flannel suits not withstanding, it's still "country living." A satirical number by that name—"Country Living"—will have its tv debut Friday, April 6, on CBS-TV's *Robert Q. Lewis Show* (2-2:30 p.m. EST). It is based on the woes of New York City-Westport, Conn., commuting and will be sung by a quartet billed as "The Four Exurbanites" and made up of Ed Stefenson, an account executive at Sullivan, Stauffer, Colwell & Bayles, and Hoyt Allen, tv commercial supervisor, Benton & Bowles, and two other Westport commuters. The number was prepared for a Westport Parent-Teachers Assn. show by Ben Kagan, production supervisor of *The $64,000 Question*, and Harry Bailey, account executive, Cunningham & Walsh. Producer of the PTA show is Hal James, vice president and radio-tv director of Ellington & Co.

REGGIE SCHUEBEL TO NC&K AGENCY AS V.P.

As senior officer in firm she will work on Democratic National Committee radio-tv activities. Reggie Schuebel Inc. will continue broadcasting service to several clients.

REGGIE SCHUEBEL, president of Reggie Schuebel Inc., New York, is resigning to join Norman, Craig & Kummel, New York, as vice president. Reggie Schuebel Inc. will continue its tv and radio service to several agency clients.



MISS SCHUEBEL

Miss Schuebel has been handling the Democratic National Committee radio-tv activities for Norman, Craig & Kummel [B•T, March 26] for the past month. She will continue to work on the Democratic account along with other duties as a senior officer in the agency.

Miss Schuebel has been president of Reggie Schuebel Inc. for the past five years. Before that she was vice president in charge of radio-television for Duane Jones advertising agency and prior to that held a similar post with The Biow Co.

Miss Schuebel is a veteran in the radio-tv industry. She conceived the original Bulova time signal campaign and placed the account on a record number of markets. She also produced *One Man's Family* for Sweetheart Soap and *Take It or Leave It* for Eversharp, among many others. On the latter show she conceived the $64 question which later was to inspire the creation of *The $64,000 Question* in tv. Miss Schuebel also was influential in developing the full screen station identification for television.

Among the acounts she has serviced at Reggie Schuebel Inc. are: Salada Tea, "All" detergent, International shoe, Banburry coats, Fanny Farmer candy, Lutheran Church Missouri Synod, the CIO, the UAW and Lanolin Plus.

SWANK NEW QUARTERS FOR A GROWING AGENCY



THE agency client gets his first look at the new quarters in this elevator foyer (above) on the seventh floor at 460 Park Ave. Walls are olive green; floors are black.

MARSCHALK & PRATT Inc., New York, with an estimated $4.5 million radio-tv billing (approximately $3.6 million in tv, $900,000 in radio), last Monday started operating from its brand new quarters on the seventh floor at 460 Park Ave.

The agency, which currently bills an approximate total of $10 million, has been a wholly-owned subsidiary of McCann-Erickson Inc., New York, since January 1955. It was an independent agency for 32 years before that. It operates with its own management (headed by President S. L. Meulendyke) separate from M-E, the parent organization.

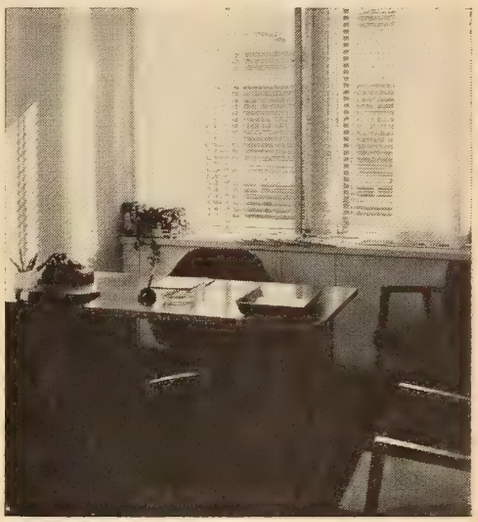
A fast-expanding agency, already M&P is feeling pinched for space in its new and modern quarters. It was reported only last week that the McCann-Erickson division has an option to take additional floor area in the building.

Among its broadcast clients: International Nickel Co. (spot radio); National Lead Co. (spot radio); Coca-Cola Bottling Co. of New York (spot radio and spot tv), and Mennen spray deodorant (network tv and spot tv).

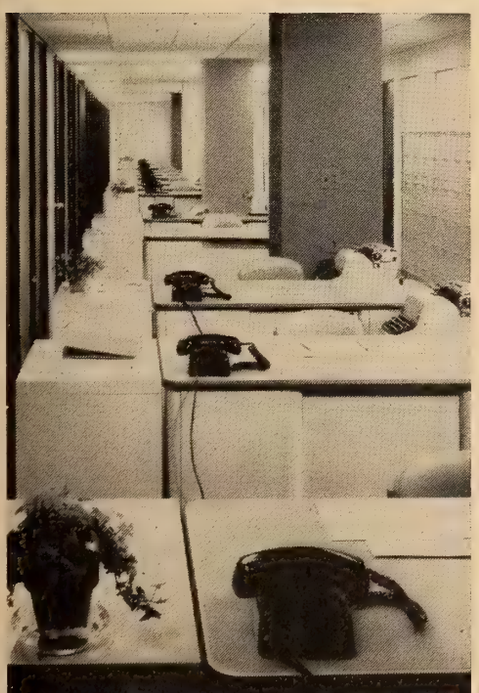
Architect for the new quarters was Carson & Lundin, 50 Rockefeller Plaza, New York.



LIGHTING is the keynote of this art studio, with large northern and western windows providing natural light, supplemented by overhead flourescents.



EXECUTIVES' offices have walnut and black furniture, red and blue upholstery.



THE secretary's lot is a pleasant one at M&P. Filing cabinets are recessed.



THE conference room features auditioning and screening facilities. Again the decor is basically black and white, with color in the red and turquoise upholstery and drapes.



BOURJOIS Inc. (perfumes), through Lawrence C. Gumbinner Inc., will sponsor adjacency advertising schedule on NBC Radio's *Weekday* coverage of the Grace Kelly-Prince Rainier III wedding in Monaco April 17-18. At the contract signing were (l to r): seated, Virginia Graham, *Weekday* hostess; Paul Gumbinner, vice president in charge of radio-tv for the agency; Fred Horton, NBC Radio director of sales training; Mike Wallace, *Weekday* host; Lew Bonham, Bourjois president, and Mitch Benson, *Weekday* executive producer.

Hiked Radio-Tv Budget Seen As Possibility by Churches

THE BROADCASTING & Film Commission, National Council of the Churches of Christ in the USA, last week said "several denominations" are on the verge of "going after big money" for use in broadcast media.

Rev. S. Franklin Mack, the Commission's executive director, quoted from the Old Testament in saying, "there's a good deal of 'stirring of the tops of the mulberry trees,' " and added that while much of the stirring still is in the talking state, various religious groups, particularly the Methodist, Presbyterian, and Jewish, are "ready to expand their tv activities shortly . . . some of them have been talking about filming their regularly scheduled programs."

Dr. Mack said these "plans" and others will be fully discussed during a meeting in New York, April 18-20, among BFC program executives and denominational heads for broadcasting and films. Topics to be taken up are: (1) how far the church group is prepared to go in the next decade, (2) how much of this broadcast activity will be conducted jointly and/or separately by individual church groups, and (3) how to determine the best means of utilizing radio-tv.

Last month [B•T, March 12] the BFC approved a $1.8 million radio-tv film production budget and simultaneously went on record advising against buying time for religious programs.

Gillette Buys MBS Games; Twin City, Miami Sales

GILLETTE Safety Razor Co., Boston, has signed for sponsorship of one-half of Mutual's Game of the Day broadcasts each Sunday, starting with yesterday's (Sunday) exhibition game. Agency for Gillette is Maxon Inc., New York. Mutual also started broadcasting yesterday (Sunday) a regular weekly round-up of baseball scores and news [B•T, March 26], featuring Harry Wismer (Sun., 5:55-6 p.m. EST).

The season's schedule of Theo. Hamm Brewing Co., St. Paul and San Francisco, includes 35 night and two day games of the St. Paul Saints and Minneapolis Millers on KEYD-TV Minneapolis. Hamm's will co-sponsor the CBS Game of the Week in the Duluth, Minn., and Green Bay, Wis., areas.

National Brewing Co., Baltimore, will sponsor 21 games of the new Miami Marlins on tv and the entire schedule on radio. Agency is W. B. Doner & Co., Baltimore.

U. S. Steel Plans Combined Tv-Press Selling May 23

U. S. STEEL Corp. plans a national campaign using what it calls "a new technique" of tieing in its commercial on the May 23 *U. S. Steel Hour* (CBS-TV, Wednesday, 10-11 p.m. EST) with simultaneous running of advertisements in newspapers in 126 tv markets.

Local cut-ins will be employed on one of the tv commercials to inform viewers that the newspaper carrying a "kitchen call"—name of the U. S. Steel's major retail promotion—advertisement that day is the best source of names and locations of steel kitchen dealers. The company said it will place 1,000-line advertisements in daily newspapers in each of the markets in which the program is seen. At the same time, 22 ads in 12 trade papers and magazines January through March have been drawing attention to the promotion, and a 13-minute film, featuring design, layout and steel in the kitchen, will be offered to tv stations.

U. S. Steel said that tv stations will be among 30,000 organizations informed via direct mail of the promotion which is geared for tie-ins also of manufacturers, distributors and retailers of steel kitchen cabinets. Kits suggesting art for use on tv also are being distributed to dealers.

BBDO, New York, is U. S. Steel's agency.

R&R Resigns Two Accounts

BECAUSE of conflicting accounts, Ruthrauff & Ryan, New York, has resigned the Bosco and Corn Products Refining Co. account (milk amplifier syrup), effective yesterday (Sunday). The nearly $1 million account will be handled by Donahue & Coe, New York. Television spots will continue to be used and probably will extend into additional markets. Ruthrauff & Ryan said it will continue to handle the Staley Mfg. Co. (corn starch and other products), which was considered to be in conflict with Bosco and Corn Products.

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EST)

CBS-TV

April 3 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also April 17).

April 7 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also April 14, 21, 28).

April 7 (9:30-11 p.m.) *Ford Star Jubilee*, "Twentieth Century," Ford Motor Co. through J. Walter Thompson.

April 12 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

April 26 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson

NBC-TV

April 2-6 (3-4 p.m.) *Matinee*, participating sponsors (also April 9-12, 17-20).

April 2-6 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also April 9-13, 16-20, 23-27).

April 2 (8-9:30 p.m.) *Producers Showcase*, "Barretts of Wimpole Street," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

April 3 (8-9 p.m.) *Milton Berle Show*, Sunbeam through Perrin-Paus, RCA and Whirlpool through Kenyon & Eckhardt (also April 24).

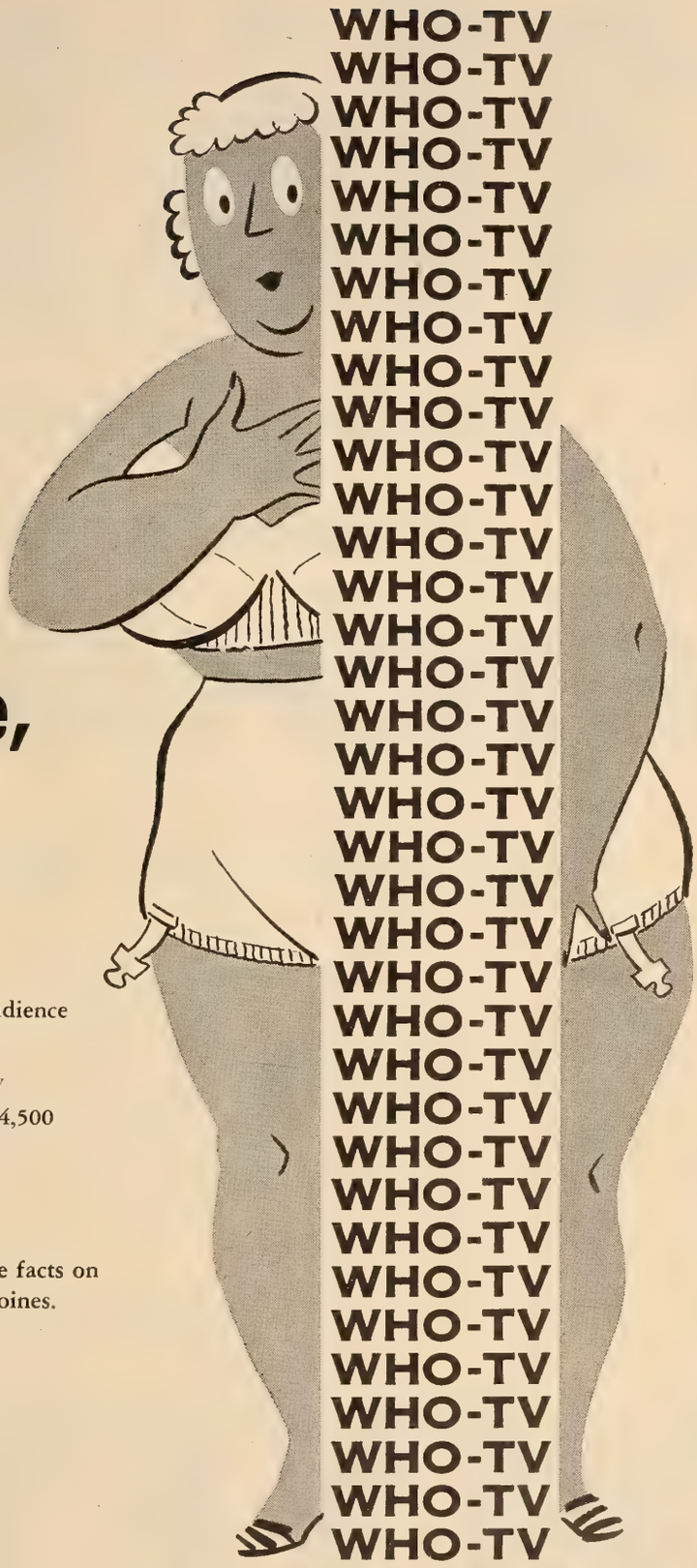
April 8 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha through Bozell & Jacobs and American Chicle through Ted Bates, alternate weeks (also April 22).

April 8 (4-5:30 p.m.) *NBC Opera Theatre*, "Trial at Rouen," sustaining.

April 14 (9-10:30 p.m.) *Max Liebman Presents*, "Marco Polo," Oldsmobile, through D. P. Brothers.

April 15 (7:30-9 p.m.) *Sunday Spectacular*, "Salute to Baseball," participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T]



She's A Big One, All Right!

WHO-TV is as big a *television* value—and getting bigger all the time!

As of March, *last year,* the Iowa Television Audience Survey found that 74.2% of all Iowa families owned television sets. *Today* we conservatively estimate that WHO-TV's coverage area has 284,500 television sets—viewed by over one million people, divided almost exactly 50-50 between urban and non-urban families.

Ask Peters, Griffin, Woodward, Inc. for all the facts on WHO-TV—Channel 13—NBC-TV in Des Moines.

WHO-TV

Channel 13 • Des Moines



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

316 KW

That's maximum power in the rich market of

RICHMOND

Petersburg and Central Virginia

In addition to top power, WXEX-TV has maximum tower height —1049 ft. above sea level; and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. WXEX-TV is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. Let your Forjoe man give you all the details about this great buy.

Channel 8

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

Lincoln-Mercury Dealers Buy Byron Nelson's Tv Golf Show

GOLFER Byron Nelson's many appearances on CBS-TV's *Ed Sullivan Show* apparently have stimulated the interest of Lincoln-Mercury automobile dealers in his own film package.

This sales pattern reportedly was set last year when Van Etta Motors, through Kenyon & Eckhardt Inc., bought the *Let's Go Golfing* film series on KGO-TV San Francisco.

On March 24 of this year, Fort Worth Lincoln-Mercury started sponsorship of the program on KFJZ-TV that Texas city. Mr. Nelson was scheduled to make a personal appearance on the show.

In other sales, Schoonover Motors is sponsoring the program on WIBW-TV Topeka, Kan., and Lowell-Holley-Lincoln on WEAT-TV West Palm Beach, Fla.

Teamsters Union to Sponsor Baseball Games on KTVW (TV)

THE WESTERN CONFERENCE of Teamsters, representing more than 400,000 union members in 11 states, will sponsor a portion of 108 Seattle Rainiers' baseball games on KTVW (TV) Seattle-Tacoma, it was announced last week. The games will include live telecasts from Sick's Seattle Stadium as well as cable broadcasts from Portland, Ore., and Vancouver, B. C.

"This is the first time in the short history of tv that a group of unions enters the baseball broadcasting field as an active sponsor," said Frank W. Brewster, president of the teamsters' conference.

Ruthrauff & Ryan Elects Oechsner, Brookman V.P.'s

MARTIN OECHSNER, senior account executive, Ruthrauff & Ryan, N. Y., has been elected vice president of the agency. Mr. Oechsner has been with the agency since 1949,

John Brookman, manager of the agency's Toronto Office, also has been elected a vice president. Mr. Brookman has been with the agency since 1953.

Gradle to NL&B Coast Office

MICHAEL W. GRADLE, radio-tv producer at Needham, Louis & Brorby Inc., will become manager of the agency's Hollywood office May 31, according to Maurice H. Needham, NL&B president. Mr. Gradle will succeed Frank Pittman, vice president and manager of the west coast office, and transfers to his new post from Chicago where he has served on the production staff since September 1954.



MR. GRADLE

Resor Forms S. F. Agency

JAMES C. RESOR has formed a San Francisco advertising agency bearing his name with temporary offices at 564 Market St. Mr. Resor has been in the agency field for 12 years—as an account executive with Rollen Waterson Assoc., San Francisco; Reinhardt Adv., Oakland, and McCann-Erickson, New York.

AUTOMOBILES IN WASHINGTON, D.C., TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

THE NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index
1.	Chrysler Corp.	9	3	31	825
	Chrysler (McCann-Erickson)		2	5½	127
	DeSoto (BBDO)		2	3¼	146
	Dodge (Grant)		2	11½	270
	Imperial (McCann-Erickson)		1	½	18
	Plymouth (N. W. Ayer & Son)		2	10¼	264
2.	Ford Motor Co.	2	2	14	557
	Ford (J. Walter Thompson)		1	4½	145
	Lincoln (Young & Rubicam)		2	5	196
	Mercury (Kenyon & Eckhardt)		2	4	204
	Thunderbird (J. Walter Thompson)		1	½	12
3.	General Motors Corp.	7	3	24	429
	Buick (Kudner)		1	4	116
	Chevrolet (Campbell-Ewald)		3	13	181
	Pontiac (MacManus, John & Adams)		1	7	132
4.	Studebaker-Packard Corp.	1	1	4	77
	Packard (D'Arcy)		1	3½	67
	Studebaker (Benton & Bowles)		1	½	10

THE WASHINGTON INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index
1.	General Motors Corp.	7	4	88	686
	Buick (Kudner)		3	14½	152
	Chevrolet (Campbell-Ewald)		4	56	343
	Oldsmobile (D. P. Brother)		3	10½	92
	Pontiac (MacManus, John & Adams)		1	7	99
2.	Chrysler Corp.	9	4	43	680
	Chrysler (McCann-Erickson)		3	7½	100
	DeSoto (BBDO)		2	3¼	108
	Dodge (Grant)		2	13½	232
	Imperial (McCann-Erickson)		1	½	13
	Plymouth (N. W. Ayer & Son)		4	18¼	227
3.	Ford Motor Co.	2	4	52	653
	Ford (J. Walter Thompson)		3	24½	259
	Lincoln (Young & Rubicam)		3	14	190
	Mercury (Kenyon & Eckhardt)		3	13	193
	Thunderbird (J. Walter Thompson)		1	½	11
4.	Studebaker-Packard Corp.	1	1	4	46
	Packard (D'Arcy)		1	3½	40
	Studebaker (Benton & Bowles)		1	½	6

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred Jan. 28-Feb. 4, 1956.

DON'T MISS THE COLOR PARADE



THAT was the admonition given advertisers last week by Lloyd E. Yoder, vice president-general manager of WRCV-AM-TV Philadelphia, before the Poor Richard Club there last Tuesday. Following is his text, condensed:

SOME OF THE historic developments in advertising are now so commonplace that we forget that they were once suspect as impractical or too expensive. It's difficult to imagine that some companies actually viewed with complacence, as novelties and as little more, such advances as the use in advertising of photography, the half tone, the big national magazines, the use of color in magazines and newspapers, the voice in the living room called radio and the combination of voice and picture called television. But they did. Good, solid advertising men threw up their hands at the increased costs of each forward step. Many hung back until it was too late and the parade had passed and their position of leadership was lost.

Is this history repeating itself in the case of color television? If so, it is completely out of step with present day merchandising trends. Because color television is perhaps the most important transmutation that has taken place in the history of advertising.

Color television is here. It is with us. It is selling goods for 36 different advertisers who are already spending more than $45 million a year for it because they know that color is excitement, that color makes conversation, that color, coupled with a great show, highlights each week's program schedule. They know that color creates a position of prestige and leadership which may profit them more in the long run than the immediate sale of the product.

Of course, the number of color tv sets is still limited . . . perhaps 300,000 by the end of this year. But the snowball has started rolling. By the end of 1957, it will surpass a million and by 1960, 12 million. But these figures are still small compared to the 37 million black-and-white sets in use in homes. So why have 36 advertisers spent $45 million in color television?

First, as I have said, they use it for its excitement, prestige and its aura of leadership. Second, they use it because they stand to gain extensive experience in color production, in problems of lighting and make-up and color correction on the package . . . in techniques of preparing color commercials to produce the best possible reproduction and the most effective display. This experience is sure to be of inestimable value in the future as color reaches its full stature.

In using color, there is a dimension beyond pure circulation, beyond the aura of leadership, beyond learning to use color, a dimension which exists today but will exist for only a few short years longer. It exists for those clients to whom dealer enthusiasm and the enthusiastic support of the entire distributive chain is more important than even the advertising impact on the public. For such advertisers, color tv offers an unparalleled opportunity, because it is new, fascinating and conversation provoking. A lot of people . . . including wholesalers, salesmen and dealers . . . have never seen it in action—and so a great opportunity presents itself. Advertisers can set up district sales meetings at the same time their color shows are on the air, or they can put on special closed circuit color tv presentations of their advertising campaigns. And because color is new and exciting, these presentations play to packed houses of dealers and distributors around the country, and the enthusiasm engendered is enormous. NBC has put on scores of such meetings for its color clients during the past year, each one a conspicuous success.

But this is, of course, a temporary and corollary advantage. The real wallop will be on the public direct . . . because color tv is the medium which gives the advertiser the use of reality itself . . . or as close as we may ever get to it. I don't think that anybody in his right mind will quarrel with monochrome tv as a great medium. The combination of sight and sound and demonstration just can't be approached by other media. Particularly when the demonstration and the persuasive pitch is given by a performer who carries the authority coupled with the respect and affection which the public awards to its favorite stars.

Add color to this and you've got what the president of one big advertising agency called "at last—the perfect advertising medium."

We are dead certain that color television is off to the races. Our parent company, RCA has spent $70 million in its development. NBC is now programming 40 hours of color per month . . . five times as much as last year, and this is just the beginning.

NBC is proceeding with a $12 million program for further expansion of color facilities to permit 80 hours of color programming a month by next October. In addition, we are currently converting WNBQ in Chicago into the world's first tv station to originate *all* its local programs in color.

Our programming problems in color are perhaps best illustrated by "Peter Pan." In this show, 100 professional show people, including actors, musicians, dancers and other performing talent put in over 10,000 man hours of work. The labor involved in handling of scenery, props, art work, costumes and make-up consisted of 107 craftsmen, including 26 engineers and 30 stagehands for a total of 8,000 man hours. The cost of the production was almost $400,000 . . . a lot of dough. But 57,500,000 people sat still for two solid hours to watch the show and what advertiser wouldn't spend a small fortune for an opportunity to speak persuasively to such an audience?

Of course, not all color shows are this expensive and much of this money would have been spent even if the show had been in black-and-white. Color does cost more, but not as much as you might think. Our experience shows that the additional cost of converting to color ranges between 10% and 25% of the total program cost, depending upon how elaborate the show is. These added costs, when related to the total budget . . . time and talent . . . make for an increase for color ranging from a low of 2% to a high of 15% for an average of 10%. This extra cost for color is moderate, it seems to us, compared to a premium of around 50% charged for four-color pages in magazines.

So we can proceed on the basis of known or provable facts. Color tv is technically ready. The programming is about to be doubled and more in its scope. It will be an even more effective sales tool than its black-and-white sister. But it will, without doubt, cost more as the number of stations increase, as scale for labor goes up, as artists demand and get higher pay. Where is this money coming from?

At present, television earns about 12½% of the total advertising dollar. In 1952, it was a mere 7%. Informed sources feel that this figure will rise to at least 25% for a total advertising expenditure of over $3 billion for television by 1965.

Some small part of this money will undoubtedly come from other media. Some will come from new advertisers who have never before used television because it did not offer color. We have already noticed a sharp increase in interest in color tv from manufacturers in home decorating, floor coverings, men's and women's clothing, advertisers to whom color is indispensable.

But the main source of this new money will result from a continued broadening of the advertising base of television itself. We have already made giant strides in this direction through the development of the "magazine concept" of selling tv.

This does not mean, of course, that complete sponsorship of a big program by giant companies which can broker the cost among their own multiple products is finished, but it does mean that the network must serve this same role for smaller advertisers. We must be able to sell them anything from a one-minute commercial in a two-hour spectacular to one 5-second billboard. We must present maximum commercial flexibility.

This is how the $3 billion television budget of 1965 is easily reached—by bringing into the medium the thousands of smaller companies who can only afford a campaign on a magazine concept sales pattern. Then color television, the nearest thing to a perfect sales tool, will play its full part in gaining the objective of advertising—better, fuller living for everyone.

"REPRESENTED BY BOLLING"

IS LIKE STERLING

ON

SILVER

— THE BOLLING COMPANY

STATION REPRESENTATIVES

NEW YORK
CHICAGO
BOSTON
LOS ANGELES
SAN FRANCISCO

LATEST RATINGS

ARB

Top 10 Network Tv Programs, March 1-7

		Rating
1.	I Love Lucy (CBS)	53.4
2.	$64,000 Question (CBS)	50.5
3.	Ed Sullivan (CBS)	48.5
4.	You Bet Your Life (NBC)	43.3
5.	I've Got a Secret (CBS)	39.8
6.	Disneyland (ABC)	39.6
7.	December Bride (CBS)	38.5
8.	Your Hit Parade (NBC)	37.9
9.	Perry Como (NBC)	37.5
10.	Dragnet (NBC)	36.4

		Viewers (000)
1.	Ed Sullivan (CBS)	46,520
2.	I Love Lucy (CBS)	44,710
3.	$64,000 Question (CBS)	40,560
4.	Disneyland (ABC)	40,050
5.	Perry Como (NBC)	39,040
6.	You Bet Your Life (NBC)	35,990
7.	Honeymooners (CBS)	31,050
8.	Dragnet (NBC)	30,680
9.	I've Got a Secret (CBS)	30,550
10.	Your Hit Parade (NBC)	30,150

Copyright by American Research Bureau

Burnett Names Two V.P.'s

APPOINTMENT of Owen B. Smith and Norman W. Le Vally, account supervisors at Leo Burnett Co., Chicago, as vice presidents, was announced by the agency last week. Mr. Le Vally originally joined the agency in 1940, resigning after six years to form his own agency and become a partner in Sheriff-Le Vally Inc. and rejoined Burnett in 1954. Mr. Smith has been associated with Leo Burnett Co. for the past 14 years.

Stokely Plans Spots

STOKELY-VAN CAMP frozen food division, Mt. Vernon, Wash., through Calkins & Holden, Los Angeles, plans to start a radio saturation campaign in selected U. S. markets May 1, according to Dave Young, advertising manager for frozen foods. The ads will feature a musical jingle produced by Song Ads Film-Radio Productions, Hollywood.

Slenderella Buys on NBC

SLENDERELLA International (figure proportioning salons), Stamford, Conn., last week purchased two 30-minute evening segments from NBC Radio for remote coverage of the Grace Kelly-Prince Rainier III Monaco wedding. Jinx Falkenburg, radio-tv personnality and Eloise English, executive vice president of Slenderella, will handle the commentary. Time periods have not yet been determined. The agency is Management Assoc. of Connecticut, Darien.

SPOT NEW BUSINESS

American Home Foods, N. Y., placed three-week, 10-second ID saturation spot campaign in major markets in Middle Atlantic, New England and Ohio for Geo. Washington instant coffee. Agency is Charles W. Hoyt.

Douglas Fir Plywood Assn., Tacoma, Wash., is planning a six-week intensive all-media campaign in late May, including television, with budget set at $435,000. Dealer kits include radio spots. Association will use NBC-TV *Home* with other promotion materials featuring program stars. Douglas agency is Condon Co., Tacoma.

Regina Trading Corp., N. Y., importer of Liebig Products of France has started intensive campaign using tv, radio and print for Liebig foods including soup and sauces. Campaign is to last through year.

NETWORK NEW BUSINESS

Campana Sales Co. (Ayds, Campana Balm), Batavia, Ill., has bought last available segment on NBC-TV's *Queen for a Day* (Mon.-Fri., 4:30-5 p.m. EST), bringing total gross sales for program since its Jan. 3 debut to $8.4 million according to NBC spokesman. Campana will sponsor 4:30-4:45 period on alternate Mondays, effective May 14. Agency: Erwin, Wasey & Co., Chicago.

Hellman's mayonnaise, through Dancer-Fitzgerald-Sample, N. Y., started television spot announcement campaign April 1 for 13 weeks.

Hazel Bishop Inc., N. Y., has signed as alternate sponsor (with Toni Co.) of CBS-TV's *The Arthur Murray Party,* beginning April 12 (10-10:30 p.m. EST). Agency: Raymond Spector Co., N. Y.

AGENCY APPOINTMENTS

Cheramy Div., Houbigant Sales Corp., N. Y., appoints Roy S. Durstine, N. Y., as agency, effective immediately. Account formerly was serviced by Emil Mogul Co., N. Y.

British West Indian Airways, Caribbean subsidiary of British Overseas Airways Corp. (BOAC), appoints Victor A. Bennett Co., N. Y., as its agency, effective today (Monday). Account was serviced jointly by Foote, Cone & Belding and The Caples Co., both N. Y. BWIA's parent BOAC previously had announced it will join Bennett Co. roster today. It also was serviced by FC&B.

August Schell Brewing Co., New Ulm, Minn., appoints Ray C. Jenkins Adv., Minneapolis. Current campaign, firm's largest to date, is using radio and other media.

Clyde Beatty Circus names Goodman-Anderson Adv., L. A. Radio-tv being used.

1956 L. A. Home Show appoints Frank Bull Adv. Agency, L. A., for June event.

G. A. Goodrich Co. (Whip 'N Dip, other food products), Chicago, appoints Henry Seene Adv. Inc., same city, for national advertising. Tv will be used.

General Electric Co. Photo Lamp Dept., Syracuse, N. Y., names Grey Adv., N. Y., to handle its advertising, effective July 1. Plans in making for spot radio and tv. BBDO, N. Y., currently services account.

Alpha Beta Food Markets, L. A., appoints Hixson & Jorgensen Adv., L. A. Account was resigned by Warren Fehlman. Client will increase use of radio.

A&A SHORTS

William J. Barber and **David M. Kaer** have formed Barber & Kaer advertising-public relations agency at 600 Old York Rd., Jenkintown, Pa. Mr. Barber had been with Adv. Assoc. of Philadelphia five years, and Mr. Kaer was in consumer and commercial credit field.

Harold Marshall Adv. Co., N. Y., moved to 171 Madison Ave. Firm has established Harold Marshall Publication Services Inc., subsidiary firm to handle publicity and public relations for clients.

Wellman-Buschman Co., Cleveland, Ohio, agency, has launched subsidiary firm, Business Communications, to provide facilities for communication between business and customers, employes and public. **Wade E. Shurtleff,** formerly industrial relations manager for Willys Overland, Toledo, Ohio, is president of new firm.

C. J. LaRoche & Co., N. Y., among whose West Coast accounts are Walt Disney Studios in Burbank and Disneyland, has opened branch office at 9201 Wilshire Blvd., Beverly Hills, Calif. Office will be managed by **Stuart D. Ludlum.**

Grosberg, Pollock & Gwartzman Ltd., Toronto, elected to League of Advertising Agencies. Firm is first Canadian agency accepted for league membership.

Product Services Inc., N. Y., plans to open L. A. office in near future.

A&A PEOPLE

Harry M. Ireland, vice president and account supervisor, and **Nelson O. Argueso,** treasurer, Doherty, Clifford, Steers & Shenfield, N. Y., elected to agency's board of directors. Mr. Ireland joined agency in 1949; Mr. Argueso has been with firm since 1944.

Thomas R. Vohs, account supervisor on Dynel (Union Carbide & Carbon Corp.) and other accounts, Anderson & Cairns, N. Y., elected executive vice president of agency. He joined predecessor firm of John A. Cairns & Co. in 1946 and was appointed vice president in January 1952.

Carl J. Gilbert, vice president, Gillette Co. Boston, elected president, succeeding **J. P. Spang Jr.,** elected chairman of board, replacing **William Barron Jr.,** retired.

Working Together

AN ORGANIZATION composed of both union and management has signed to sponsor newscasts on KOOL and KTVK (TV) Phoenix. The Arizona Lath & Plaster Institute is sponsoring the programs to push the use of lath and plaster in residential and commercial construction.

The institute's 13-week contract with KOOL calls for a Monday-through-Friday newscast (*Twenty Minute News*) and the 15-mniute *Sunday Night News* is sponsored on KTVK.

William F. Mitten, executive secretary and public relations director of the



A PLASTER "prop" which will be used for sound effects on the Arizona Lath & Plaster Institute newscasts on KOOL Phoenix is checked by (l to r) Bill Connolly, KOOL manager; Don Parker, member of the institute executive committee, and Ora B. Hooper, institute chairman.

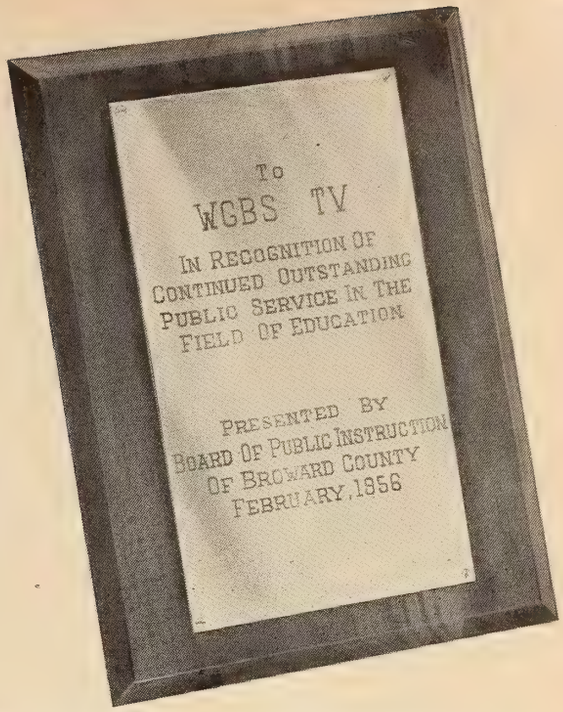
institute, is directing the programs and also serves as commentator for the tv program. He formerly was news commentator for WCAX-AM-TV Burlington, Vt.

In one short year!

WGBS-TV

MIAMI, FLORIDA

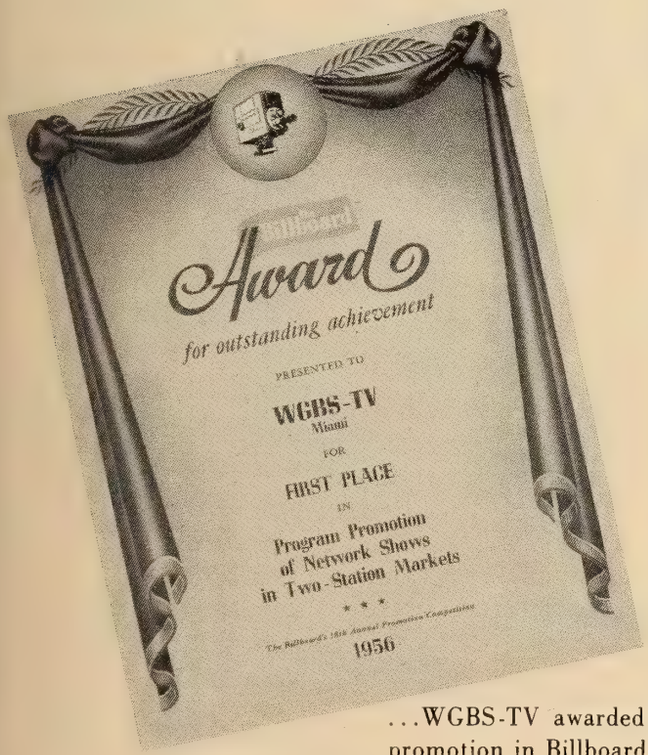
In Miami, where promotion is the life-blood of the community, WGBS-TV is the acknowledged leader. We are modest, but proud of our accomplishments and grateful to those who have honored us for our achievements.



...for "Continued Outstanding Public Service in the Field of Education." Awarded to WGBS-TV by Broward County Board of Public Instruction.



...Bob Nashick (right), WGBS-TV Promotion Manager acclaimed "Advertising Personality of the Year" (1955) by Advertising Club of Greater Miami.



...WGBS-TV awarded First Place for 1955 network promotion in Billboard Promotion competition.

A Storer Station is a Local Station

STORER BROADCASTING COMPANY

WSPD Toledo, Ohio	**WJW** Cleveland, Ohio	**WJBK** Detroit, Michigan	**WAGA** Atlanta, Georgia	**WBRC** Birmingham, Alabama	**WWVA** Wheeling, W. Virginia	**WGBS** Miami, Florida
WSPD-TV Toledo, Ohio	**WXEL-TV** Cleveland, Ohio	**WJBK-TV** Detroit, Mich.	**WAGA-TV** Atlanta, Ga	**WBRC-TV** Birmingham, Ala.	**KPTV** Portland, Ore	**WGBS-TV** Miami, Fla.

SALES OFFICES

TOM HARKER—vice-president in charge of sales
BOB WOOD—national sales manager
} 118 East 57th Street, New York 22 • Murray Hill 8-8630

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE V. GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

John R. Sheehan, vice president and director of radio-tv, Cunningham & Walsh, N. Y., has resigned. Mr. Sheehan's future plans not announced. A successor has not been named as yet.

Edward C. Fritz Jr., radio-tv director, W. E. Long Co., Chicago, appointed a vice president of Cody Adv., same city.

Fred Ludekens, consultant, to Foote, Cone & Belding, Chicago, where he will assist Fairfax M. Cone, agency's president, in overall creative planning and will be elected a director.

Courtlandt P. Dixon, account executive on Colgate-Palmolive Co., and **Howard O. Andersen,** account executive on Fleischmann Distilling Co., Ted Bates & Co., elected vice presidents.

David Ketner, advertising director, International Latex Corp., N. Y., appointed vice president in charge of advertising.

David O. Nyren, executive assistant to J. James Neale, director of radio and television, Dancer-Fitzgerald-Sample, N. Y., elected vice president.

Kenneth A. Murison, co-director of industrial advertising division and account executive, Weiss & Geller Inc., Chicago, elected vice president.

Norman Sprei, advertising manager, Charles Pfizer & Co., laboratories division, to Ted Bates & Co., N. Y., as account executive.

James J. McLaughlin, advertising-public relations director, Dormeyer Corp. (household electric appliances), Chicago, to Chicago office of Erwin, Wasey & Co., as account executive.

Sigrid Hedin, copywriter, to Erwin, Wasey, L. A.

Ralph Neave, Geyer, Cornell & Newell, N. Y., to Foote, Cone & Belding, L. A. office, as executive on Purex Corp. account.

Arthur E. Toft, former account executive, Norman, Craig & Kummel, N. Y., appointed advertising brand manager, Block Drug Co., Jersey City, N. J.

Homer P. Metzger, executive on Bristol-Myers and Vitamin Corp. of America accounts, BBDO, N. Y., to Dowd, Redfield & Johnstone, N. Y., as account executive.

Arthur W. Weil Jr., formerly senior account executive, Foote, Cone & Belding, to account executive staff of Donahue & Co., N. Y.

Larry Wood, formerly active in radio in Texas, to Diamond & Sherwood Inc., S. F., agency, as account executive.

Ralph W. Smith, general manager, Franklin Simon retail stores, to McCann-Erickson, N. Y., as director of personnel in home office, a new position. **William Klein,** formerly account supervisor, Kamman-Mahan, Cincinnati, Ohio, appointed account executive on Sohio account, McCann-Erickson, Cleveland, Ohio.

John Burke, vice president and copy executive, Lennen & Newell, N. Y., to Compton Adv., N. Y., as copy group head.

William A. Hammond, formerly media director, Brooke, Smith, French & Dorrance Inc., Detroit, appointed assistant media director, Grant Adv. Inc., Detroit, and assigned to Electric Auto-Lite Co. account.

Morton Yanow, WCAU Philadelphia, to Feigenbaum & Wermen Adv. Agency, that city, as radio-tv timebuyer.

Savage Leaves Guild For Theatrical Firm

DAVID SAVAGE last week announced his resignation as assistant to the president of Guild Films Co., New York, to become president of Theatrical Enterprises Inc., New York, effective today (Monday).



MR. SAVAGE

Theatrical Enterprises Inc. functions in various phases of the entertainment field, including artist management, tv film production, live show sales and feature film packaging.

Mr. Savage, who joined Guild Films in October 1954, previously had been with NBC-TV as manager of film procurement. In his new post, Mr. Savage will serve as the top administrative executive of the company as well as hold top responsibility for packaging of motion pictures, tv films and live programs. Jack Talan, formerly of MCA Ltd., supervises artist management for TE, and Jay William directs program sales.

National Telefilm Assoc. Reports Net Income Gain

NET income of National Telefilm Assoc., New York, for the six months ended Jan. 31, 1956, totaled $145,051, equal to 22 cents per share, as compared with a deficit for the entire 1955 fiscal year, it was reported last week by Ely Landau, NTA president.

Mr. Landau also observed that earnings of 13 cents per share in the January quarter represented a 44% gain over the 9 cents per share reported for the previous quarter. Exhibition contracts written by NTA between Aug. 1, 1955, and Jan. 31, 1956, amounted to a record $2,423,483, Mr. Landau said, as against $1,548,631 in the previous six month period. On Jan. 31, 1956, he added, deferred film rental income aggregated $1,248,701, as compared with $526,835 on July 31, 1955.

The company's report shows that NTA's recently-organized national sales division has completed the first pilot film of a new series, *The Sheriff of Cochise,* produced for NTA by Desilu Productions. The pilot film will be offered soon for national sponsorship.

Mr. Landau reported that NTA has established a $1.5 million credit line with the Chase Manhattan Bank of New York for use in the financing of tv station film rental contracts.

Ziv Says Hollywood Movies May Set Back Tv Standards

WARNING was sounded last week by Frederic W. Ziv, board chairman of Ziv Television Programs, that the pre-1948 feature films currently being made available to television on a sale or rental basis "can easily set back the standards of the 'living room medium' five or ten years."

Mr. Ziv, whose company produces films expressly for television, claimed that many of the pre-1948 motion pictures were produced by "men who believed the way to attract people to theatres was to give them sex, violence and thrills." Apart from their possible effects on the general standards of television, the feature films will not win out over made-for television films in a competitive showdown, Mr. Ziv asserted.

The bulk of the feature films, Mr. Ziv predicted, will be set for "late night showings and other marginal time slots," adding there is "no evidence that they will bump local-level programs, particularly half-hour shows aired in such prime time as has been made available." He contended that films made specifically for tv have several advantages over "dated features," among which he listed: maximum sponsor identification, at logical points so that the audience is not offended and yet the advertiser is served; promotional opportunities, and appearances by tv film stars at sales meetings.

Pine & Thomas Form Tv Unit, Two Film Series Being Set Up

THE motion picture production firm of Pine & Thomas, Hollywood, has purchased two film series to be written for television and has established a tv department to be supervised by writer Paul Monash, it was announced last week. Pilots on the two series will be shot in May.

Pine & Thomas, currently producing for United Artists release, has made 83 films as an independent firm. The project for television was first conceived by the late William Pine and William Thomas, partners. Howard Pine, son of William Pine, continues as partner with Mr. Thomas in the new venture.

Frank Gruber, novelist and screen writer, will write the first pilot script for a series, *Outpost,* and will function as writer and story editor on the series.

Mr. Monash, in addition to supervising the new tv department, will write the pilot script for *Torrid Zone* and function as story editor on this second series.

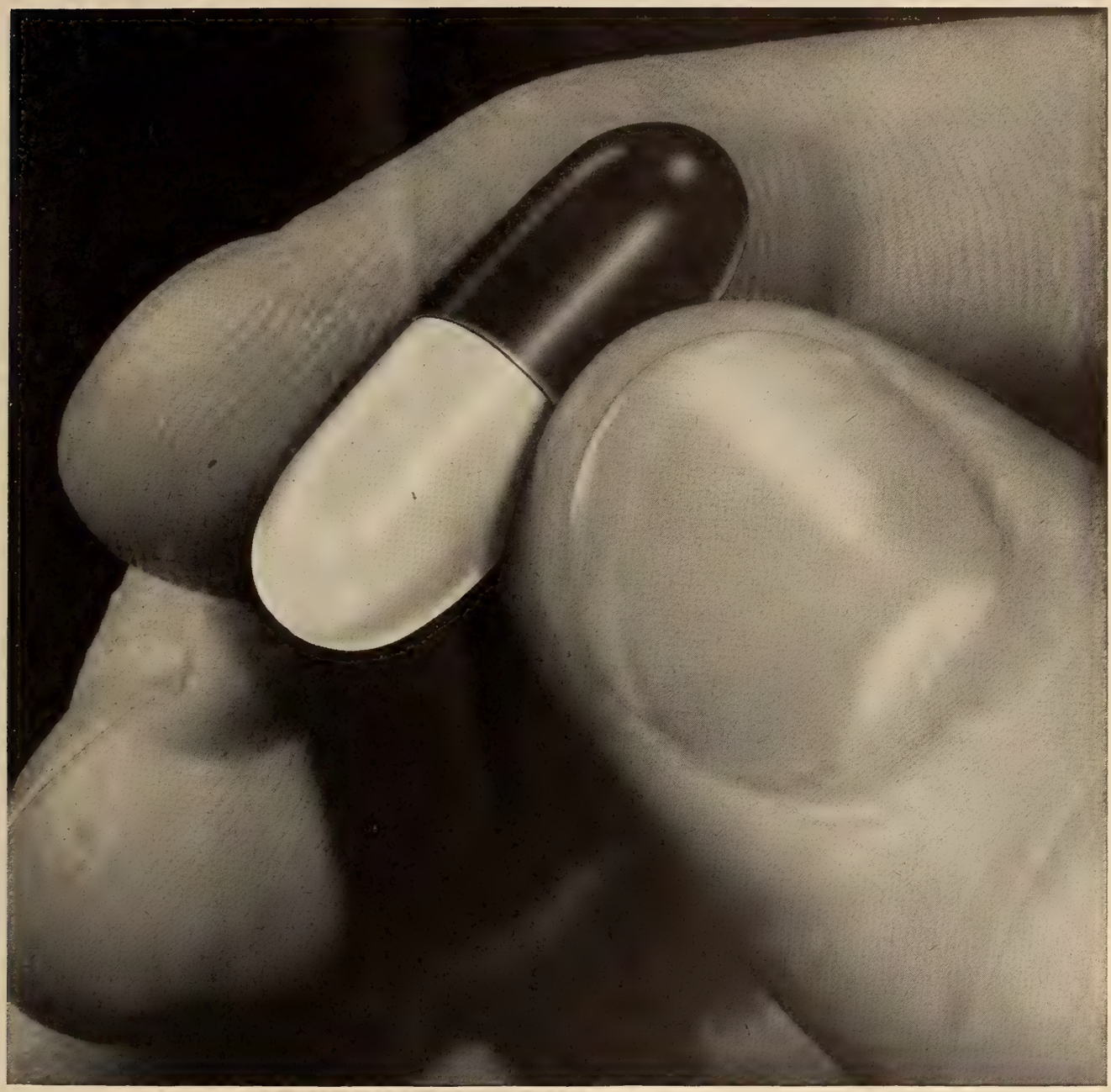
Tv Inc., Film Purchaser, To Hold Meeting April 15

TV INC., nationwide station-owned collective film purchasing organization, will hold a board meeting April 15 at the Hotel Sheration-Blackstone, Chicago, it was announced last week by its president and chairman, Joe Floyd of KELO-TV Sioux Falls, S. D. It is expected the meeting will be attended by more than 150 station executives.

Officers of Tv Inc. include, W. D. Rogers, KDUB-TV Lubbock, Tex., executive vice president; Ed Craney, KXLF-TV Butte, Mont., treasurer; Jim Manning, also with KXLF-TV, secretary; Herb Jacobs, general manager of Tv Inc., New York; Mel Wheeler, WEAR-TV Pensacola, Fla.; William Smullin, KBES-TV Medford, Ore., and KIEM-TV Eureka, Calif., and Jim Russell, KKTV (TV) Yakima, Wash., all directors.

Time Saver

A SPECIAL closed-circuit tv operation has been built into Todd-A-O's new sound stage at Kling Studios, Hollywood, to cut the time necessary in film scoring. The system connects Kling's other two sound stages with Todd-A-O's control room on Stage Three, and will cut scoring time by 25%, according to Fred Hynes, sound director.



WOODLAND-TV *is* BIG *territory!*

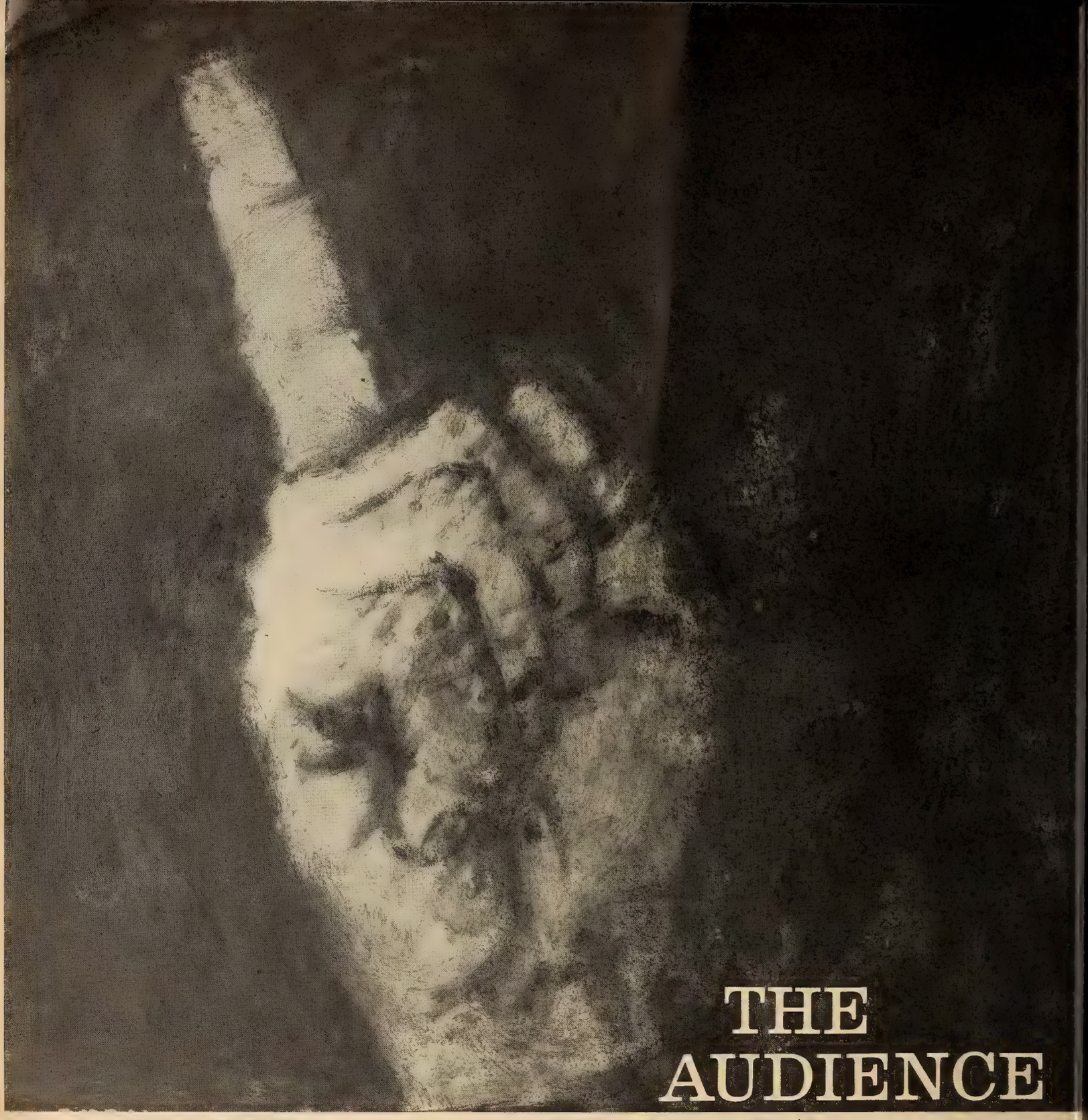
Pills by the billion pop down the mouth of this vital market. Proof: last year it coughed up $309-million for pharmaceutical and drug sales. But are you getting your share? Here's the country's 20th television market. Western Michigan is YOURS . . . when you buy WOOD-TV, Grand Rapids' only television station. Ask us to tell you more.





WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY



THE AUDIENCE HE NEVER HAD

Hitler built his infamous career on his power to move audiences – first a handful of rowdies in a Munich beer hall; at the end, tens of thousands cheering themselves into hysteria at Nuremberg. But for his greatest single audience, reducing all the rest to insignificance, Hitler had to wait – had to wait until ten years after his death.

On Wednesday, March 14, in one single hour on NBC Television, Hitler ranted and postured before some 34,000,000 Americans—the largest audience ever to see a single documentary program on any network. Only a few days earlier, another ambitious



tyrant, Shakespeare's "Richard III," enjoyed an equally astounding post-mortem success on NBC. Together, the two programs constitute a stunning endorsement of the mass audience appeal of NBC's quality programming.

"The Twisted Cross" is one of NBC's exciting Project 20 Events on the currents and eddies of the 20th Century. Produced by Henry Salomon, scheduled at peak viewing hours, these unusual programs bring new force, new vigor to a sponsor's advertising. More Project 20 Events are in preparation on the network where . . .

exciting things are happening NBC **TELEVISION**

New Color Film Series Slated By Baptists for N. Y. Showing

THE FIRST in a series of 13 tv films produced by the Southern Baptist Convention for local station distribution will be shown Thursday in New York at a special screening. Titled *This Is the Answer,* the Baptist non-denominational films reportedly are the first religious tv programs filmed in color. Budgeted at $600,000-$700,000, the films are part of a $3 million radio-tv campaign [B•T, March 21, 1955].

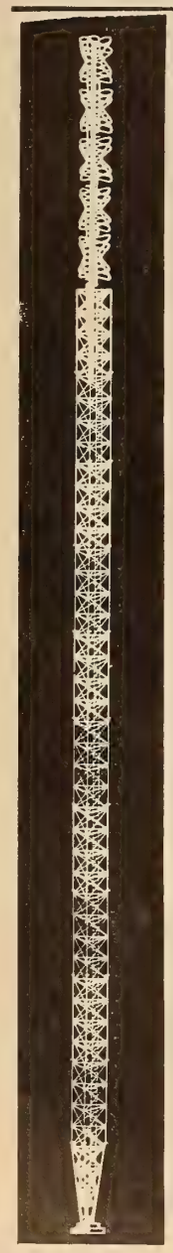
According to Rev. Paul M. Stevens, director of the Convention's Radio & Television Commission, the films—based on parables from the Bible—were produced in Hollywood by Family Films, which also produces films for the Lutheran Synod Church. No date has been set for initial placement on U. S. stations. The Southern Baptist Convention also produces *The Baptist Hour,* spending approximately $500,000 a year on these programs.

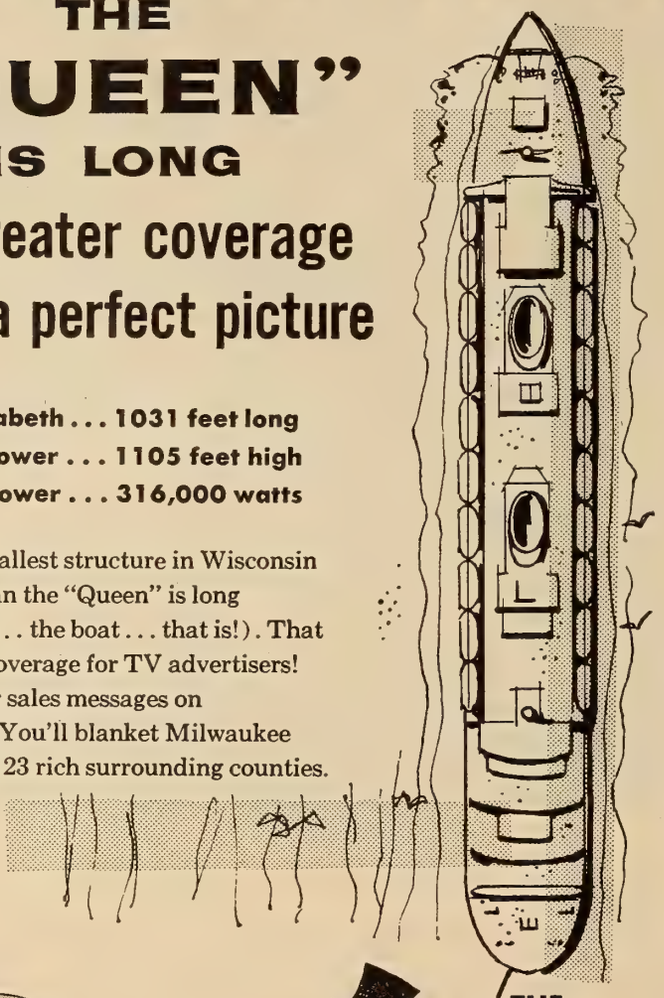
UPA to Expand in N. Y.

IN line with plans to expand animation production activities on both the East and West Coasts, UPA Pictures Inc., New York, announced last week it will move into larger quarters in New York next month. A spokesman said the firm will increase its present working area by more than one-third, with a total of 5,000 square feet on the fourth floor of a new building at 60 E. 52d St., New York.

HIGHER THAN THE "QUEEN" IS LONG

for greater coverage with a perfect picture





Queen Elizabeth . . . 1031 feet long
WISN-TV Tower . . . 1105 feet high
WISN-TV Power . . . 316,000 watts

Here is the tallest structure in Wisconsin . . . taller than the "Queen" is long (Elizabeth . . . the boat . . . that is!). That means top coverage for TV advertisers! So, put your sales messages on WISN-TV. You'll blanket Milwaukee County and 23 rich surrounding counties.



THE "BIG TOP" in MILWAUKEE TV

WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE

Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO

TPA Names Four Salesmen

APPOINTMENTS of Ralph Baron, Harvey L. Fichter, Gerry Girouard and Howard Stegner to the sales staff of Television Programs of America, New York, were announced last week by Michael M. Sillerman, executive vice president. Mr. Baron, formerly with Ziv Television Programs, has been assigned to the Philadelphia-Baltimore-Washington territory; Mr. Fichter, previously with Special Devices Inc. as New York sales manager, will cover the South Atlantic States; Mr. Girouard, recently with Ziv Tv, has joined TPA's general field staff, and Mr. Stegner, previously in the textile and apparel field, has been assigned to the midwest division.

Alexander Combines Sections

ALEXANDER FILM Co.'s sales promotion and public relations sections at Colorado Springs, Colo., have been combined under the title of Sales Promotion Dept., it was announced last week.

Under the new setup, described as a move "to consolidate and expand" the advertising film company's sales promotion, Bill Hillhouse, formerly sales promotion manager, has been named to the newly-created position of assistant to the president for sales promotion. Bob Geddy Jr., formerly director of public relations, has been made sales promotion manager and Leland Feitz, Tom Harrington and Ted McKee have been appointed assistants to Mr. Geddy.

DuMont Names Two

HENRY HUMPHREY, manager of the film department of DuMont Broadcasting Corp. and its predecessor, DuMont Television Network, since 1953, last week was named film production coordinator for DuMont's Electronicam tv film system. Leonard J. Ostrow, former WINS New York account executive, was appointed Electronicam sales manager.

Guild Units in Hollywood

GUILD FILMS Co., N. Y., has moved its west coast headquarters to enlarged quarters at 8255 Sunset Blvd., Hollywood, Calif., consolidating under one roof its various offices in the city.

FILM SALES

Award Television Corp., N. Y., announces *Jimmy Demaret Golf Show* to be shown on WSIX-TV Nashville, Tenn., sponsored by General Truck Sales Co.; KOPO Tucson, Ariz., J. Knox Corbett Lumber Co.; WBEN-TV Buffalo, N. Y., Allied Automotive Supply Co.; WMBV-TV Marinette-Green Bay, Wis., Green Bay General Tire Co., and WFAA-TV Dallas, Tex.

Guild Films, N. Y., reports sale of *The Goldbergs* and *Looney Tunes* to CBMT (TV) Montreal. *Goldberg* purchase was for Gattusso olive oil, through Schneider-Cardon Ltd., Montreal.

Sterling Television Co., N. Y., has sold *Invitation Playhouse, Little Show* and *Little Theatre,* tv film series, to Home Radio & Furniture Co., Bangor, Me., for showing over WTWO (TV) Bangor.

FILM DISTRIBUTION

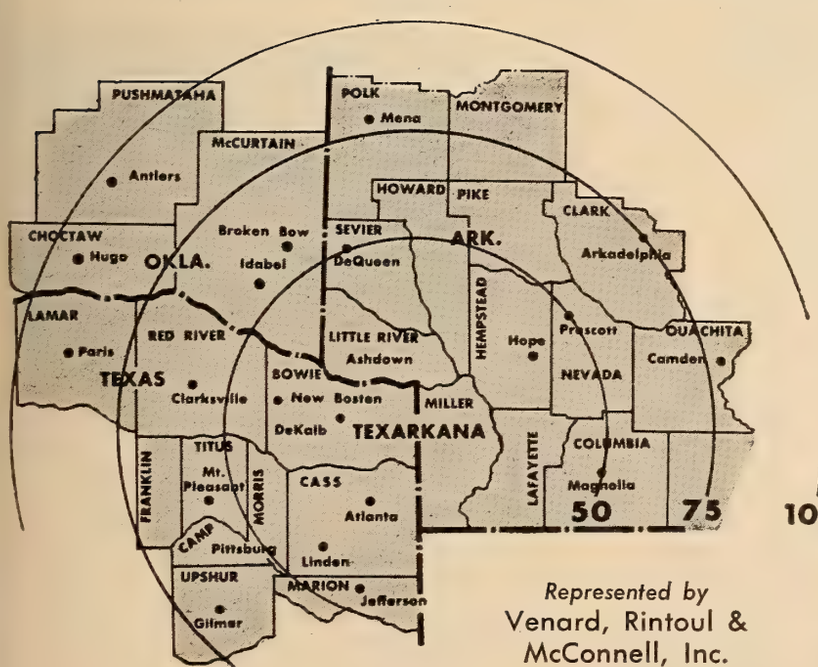
Walter Schwimmer Co., Chicago, has acquired international syndication rights to *It's Baby Time,* film series produced by Herbert Laufman

Still DOMINANT

ACCORDING TO FEBRUARY TELEPULSE

26 County Area

STATION	TOTAL WEEKLY AUDIENCE
KCMC-TV	**58%**
STATION "B"	14%
STATION "C"	12%
MISC.	16%



Represented by
Venard, Rintoul & McConnell, Inc.

FIRST PLACE in 19 of the 26 counties

100

KCMC-TV

CHANNEL 6

Maximum Power

TEXARKANA

TEXAS—ARKANSAS

CBS INTERCONNECTED ABC

Walter M. Windsor
General Manager

Richard M. Peters
Dir., Nat'l Sales & Promotion

and James Jennings, that city. Fifty-two films, made in cooperation with American Medical Assn., to be made available nationally or regionally to selected baby food product manufacturers. Series currently sponsored by Libby, McNeil & Libby through J. Walter Thompson Co. for baby foods in 25 major markets. Program features Dr. W. W. Bauer, director of AMA's Bureau of Health Education, and Jane Warren, R.N.

Official Films Inc., N. Y., named by E. I. duPont de Nemours & Co. as distributor of 39 original *Cavalcade of America* filmed tv programs. Official shortly will place series in syndication under title of *The American Story.*

Association Films, N. Y., is making available for free loan to tv stations new 18½ minute sound and color film, "Design for Dining," which tells story of frozen food industry. Film was produced by Enos Assoc. for National Assn. of Frozen Food Packers.

Federal Civil Defense Administration, Battle Creek, Mich., announces three films for tv stations. Films, 16mm, black-and-white, are: "Rehearsal for Disaster," produced by American Trucking Assn. in cooperation with FCDA; "Bombproof," produced by Burroughs Corp. with FCDA and starring Walter Abel, and "Big Men in Small Boats," by Chrysler Motors Corp. for distribution to areas where water evacuation might be defense factor.

Cinema-Vue Corp., N. Y., has purchased half-hour children's tv film program, *The Adventures of Danny Dee,* and is making 39-episode series available to tv stations and agencies.

Modern-Tv, Div. of Modern Talking Picture Service Inc., N. Y., announces new group of free films available to stations: "Principal Product," 13½ min., produced for Chrysler Corp.; "Avery Island, Home of Tobasco," 28½ min., for McIlhenny Co.; "Cable Makers," 13½ min., for Rome Cable Co.; "The Greatest Good," 27 min., for Upjohn Co., and "Dan Tober's Ledger," 27 min., for American Steel and Wire Div., U. S. Steel Corp.

FILM PEOPLE

Robert Bergmann, head of radio-tv production of Norman, Craig & Kummel, N. Y., appointed production supervisor of Transfilm Inc., N. Y.

Howard Alston, head of operations, CBS, West Coast, to RKO Radio Studio, Hollywood, as assistant production manager.

R. T. Wittwer, formerly midwestern sales manager for General Teleradio Inc., and previously with NBC Spot Sales, appointed to Chicago staff of Ziv Television Programs.

Andre H. Carbe, production supervisor and director, George Blake Enterprises, N. Y., resigned to enter freelance film direction field, and has been assigned by C. L. Miller Adv., N. Y., as agency's supervisor on *Oral Roberts* religious film series.

Gerry Lynch, drama graduate of Mt. San Antonio Junior College, West Covina, Calif., signed by Hollywood tv producer Don Fedderson, to research staff of CBS-TV *Do You Trust Your Wife?*

Jean Hagen, co-starred with Danny Thomas in ABC-TV *Make Room for Daddy,* Marterto Productions, has left cast.

Robert Newton, star of *Long John Silver* tv series, died of heart ailment, March 25 in Beverly Hills, Calif.

George G. Weiss, vice president in charge of syndication, Studio Films, N. Y., and president of WBBQ Augusta, Ga., and WPAL Charleston, S. C., elected vice president of Cylinder Finance Corp., Augusta.

NARTB SETS CONVENTION LABOR CLINIC

New feature will take form of closed-door management discussion. Also on Monday agenda: Community Broadcasters Assn., and Radio Advertising Bureau. Public service exhibit planned.

NEW FEATURE of NARTB convention week, scheduled April 15-19 in Chicago, will be the first labor clinic, a closed-door management discussion to be held Monday, April 16, at the Conrad Hilton Hotel. The clinic will be held 4-6 p.m., according to Charles H. Tower, NARTB employer-employe relations manager.

Key speaker will be John Seybold, labor relations director of the Allied Employers Printing Assn., Philadelphia, widely known in the collective bargaining field as an authority on wage problems. During World War II Mr. Seybold was wage stabilization director for the Philadelphia Regional War Labor Board. Before that he taught economics at Swarthmore College.

A panel discussion will feature Mr. Seybold along with A. Bert Locke, labor relations expert with Associated Industries of Minneapolis, who has handled many broadcast labor problems in the twin-cities area; B. Lowell Jacobsen, NBC personnel director, formerly active in RCA personnel and labor relations, and Charles West, assistant treasurer of *Peoria* (Ill.) *Journal Star* and owner-operator of WTVH (TV) Peoria, who was a labor specialist with major airlines. Final event of the clinic will be a give-and-take discussion led by Mr. Tower. Topics on the clinic agenda include wage points raised by Mr. Seybold, with panel questions slated for audience discussion.

A meeting is scheduled at 2:30 p.m. the same afternoon by Community Broadcasters Assn., which is filing a petition with the FCC asking increase in Class IV station power from 250 w to 1 kw (see story page 55). A half-dozen other groups will meet the same day, plus a morning session for fm broadcasters. The Monday agenda includes a tv membership business meeting, with several board members to be elected.

Thursday RAB Meeting

A half-day sales session will be held Thursday afternoon, April 19, by Radio Advertising Bureau to "document" radio's advantages as an advertising medium. Theme of the two-hour afternoon session will be "Radio—Best of the Big Four." RAB President Kevin B. Sweeney and Vice President-General Manager John F. Hardesty will unveil presentations which contrast radio as an advertising medium with tv, newspapers and magazines. The sales session starts at 2:45 p.m. at the Conrad Hilton and will be open to all broadcasters.

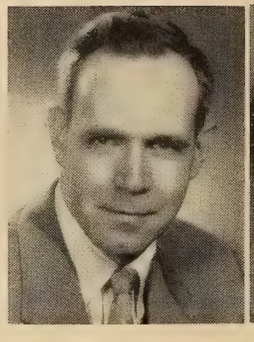
The second special public service exhibit will be held during the convention under sponsorship of The Advertising Council and NARTB. Organizations sponsoring council campaigns will display highlights of their work and will have a chance to discuss problems with broadcasters.

Theme of the exhibit will be, "Broadcasters—You Can Be Proud of Your Service to America." Forty-odd individual exhibits will be set up in the Normandie Lounge and writing room on the Conrad Hilton mezzanine. Exhibits will open Sunday, April 15, as will the heavy equipment displays in the lower lobby and the program-light equipment displays on the fifth and sixth floors.

The public service exhibit booths will be open in mornings and afternoons, with receptions in the evenings. Coordinating exhibits are Mrs. L. S. Schwartz and Gordon Kinney, for The Advertising Council, and Fred Garrigus, NARTB organizational services manager. The following government agencies and private organizations will have public service booths:

National Citizens Council for Better Schools, CARE, United Community Funds & Councils of America, Crusade for Freedom, Federal Civil Defense Administration, U. S. Forest Service, American Red Cross, Religion in American Life, National Safety Council, U. S. Treasury Dept. (U. S. Savings Bonds Div.), Ground Observer Corps, American Heritage Foundation, U. S. Committee for United Nations Day, American Cancer Society, American Diabetes Assn., American Heart Assn., Arthritis & Rheumatism Foundation, Big Brothers of America, Boys Clubs of America, Boy Scouts of America, Campfire Girls Inc., Keep America Beautiful, National Assn. for Mental Health, Religious Overseas Aid, National Conference of Christians & Jews, National Foundation for Infantile Paralysis, National League for Nursing, National Society for Crippled Children, National Tuberculosis Assn., United Cerebral Palsy, United Negro College Fund, National Multiple Sclerosis Society, National Fund for Medical Education, Junior Achievement, American Hearing Society, National Assn. for Retarded Children, Pan American Union, Dept. of Defense, The President's Committee on Employment of the Physically Handicapped, 4-H Clubs, ACTION, National Fire Protection Assn.

NARTB Names Ogle, Walker to Staff Posts



MR. WALKER



MR. OGLE

TWO staff appointments were announced Thursday by NARTB President Harold E. Fellows. Byron (Barney) Ogle becomes midwest station relations field representative and William L. Walker, auditor, becomes assistant treasurer.

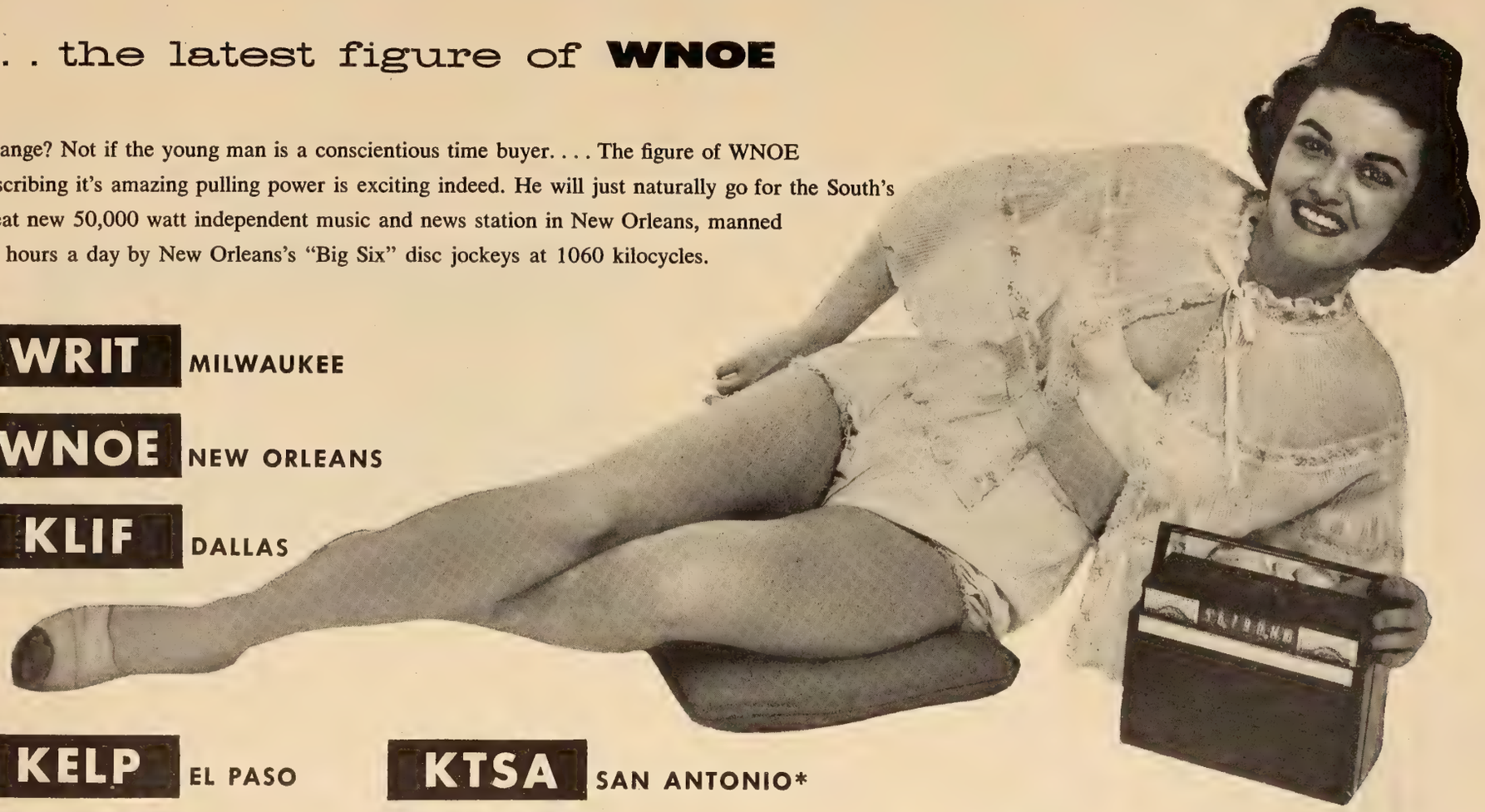
Mr. Ogle, vice president of Texas Assn. of Broadcasters and executive director of KRGV Weslaco, Tex., for a decade, will join the Station Relations Dept. April 15, according to Jack Barton, department manager. He began his radio career in 1937 with O. L. (Ted) Taylor, Southwest broadcaster. He has been secretary-treasurer of TAB and served on the board. In Weslaco he has been president of the Chamber of Commerce.

Mr. Walker joined NARTB eight years ago, having been purchasing agent for a Baltimore construction company. He is a native of Akron and graduate of Strayer Business College, Washington. During World War II he served with the Army airways radio communications system.

In the spring a young man's fancy turns to the latest figure . . .

. . . the latest figure of **WNOE**

Strange? Not if the young man is a conscientious time buyer. . . . The figure of WNOE describing it's amazing pulling power is exciting indeed. He will just naturally go for the South's great new 50,000 watt independent music and news station in New Orleans, manned 24 hours a day by New Orleans's "Big Six" disc jockeys at 1060 kilocycles.



WRIT MILWAUKEE

WNOE NEW ORLEANS

KLIF DALLAS

KELP EL PASO

KNOE MONROE

KTSA SAN ANTONIO*

WGLS GREATER ATLANTA

NOEMAC STATIONS

NEWS N M MUSIC

*FCC APPROVAL OF TRANSFER PENDING

NATIONALLY REPRESENTED BY H-R REPRESENTATIVES, INC.

NTFC FORUM STUDIES COLOR FILMS FOR TV

Speakers and panels discuss problems, offer solutions at New York meeting.

THE CHALLENGES facing color tv film and the approaches suggested to cope with these problems were explored last week in New York at a forum of the National Television Film Council on "The Use of Color Film in Television."

A keynote speech by Dr. Alfred N. Goldsmith, television consultant and board chairman of NTFC, held out the conviction that color tv film currently is a timely and commercially significant subject, because color tv will be making its impact on the country by next year. He pointed to industry estimates of 300,000 color sets in U. S. homes by the end of this year, with the figure rising to more than a million at the end of 1957 and tripling again by 1960. Another index Dr. Goldsmith used to illustrate the growing significance of color television was the amount of time devoted by networks to the medium, dwelling particularly on NBC-TV's 40 hours-a-month color schedule. He said NBC-TV's color output would double in the fall and CBS-TV has indicated it will increase its color tv programming.

Dr. Goldsmith observed that the color tv film field is faced with several problems, including those of costs and efficient and skillful use of the medium. He voiced confidence that the various occupational groups within the color film field will meet the challenge successfully, drawing upon their experience in black-and-white tv.

A panel on tv color film raw materials, composed of E. M. Stifle of the Eastman Kodak Co., and Harold Jones of the Ansco Div., General Aniline & Film Co., described the lines of color film stock their companies are making available for tv use. Mr. Stifle told the council that Eastman Kodak has built a closed-circuit tv system in the company's laboratories to gain knowledge of projection and transmission of film, adding that some of its recommendations have led to improvement in equipment for stations and networks.

Robert Jenness of Sarra Inc., who participated in a panel on tv color film production, made the proposal that various producers band together on a joint project to determine how a specific color tone can be achieved in tv film production. He suggested that each producer be assigned a specific color shade and film footage be produced, and that all conditions surrounding the production be recorded and subsequently published. Dr. Goldsmith pledged the cooperation of NTFC to such a project. Mr. Jenness also cautioned producers against use of "complicated mats, tricks and gimmicks" in production of tv color film commercials, pointing out they make commercials even more costly and often fail to improve them.

From the point of view of the art director involved in tv film color production, David Bixby of Kenyon & Eckhardt emphasized that in producing a commercial for tv, creative effort must be directed toward the picture rather than the sound. He indicated that stress often is placed on the copy content of the commercial, rather than on images that have "visual flow." It is the practice at K&E, he said, for the art director and the copywriter to work out the creation of a commercial.

Discussing special effects for tv color films, Ralph Koch, K & W Film Service, warned producers that effects for color tv films cost about ten times as much as they do for black-and-white and require about ten times as much time on production. His main complaint was directed at storyboards in which special effects cannot be readily envisioned by the specialist, thereby leading to increased cost.

T. J. (Ted) Gaski of Consolidated Films Industries described how a laboratory can process various types of negatives, positives and prints from a 35mm original color negative. He urged producers to "get your image on the negative the way you want it" and said laboratories then could process the film for maximum effectiveness.

A panel on tv color film transmission replied to various questions from the audience. They were unanimous in the opinion that color films transmitted over color systems were received "excellently" over black-and-white sets. They said that agencies and advertisers seemed to find no fault with the reception of color films on black-and-white sets, though they realized that certain critics have expressed a contrary opinion. The panel consisted of Charles L. Townsend, NBC-TV; John Wittaker, CBS-TV; Ted Grenier, ABC-TV, and Dr. Thomas T. Goldsmith Jr., Allen B. DuMont Labs.

John Schneider of the Biow Co., NTFC president, presided at the forum. Dr. Alfred N. Goldsmith served as panel moderator.

Kentucky Broadcasters Honor Gov. Chandler

BROADCASTING provides an effective way of reaching the public, Kentucky Gov. A. B. Chandler said March 22 in an address to the Kentucky Broadcasters Assn., meeting in Louisville. "I like the way broadcasters, generally, handle themselves before the microphones because through this medium there can be no erroneous, slanted headlines and no malicious, untruthful and brutal editorials," he said.

Gov. Chandler was awarded the KBA "Kentucky Mike" for his role in guiding a radio libel law through the state legislature. FCC Comr. Robert E. Lee addressed the meeting. Program activities included a panel discussion of farm programming, sales and safety plus a business meeting.



"KENTUCKY MIKE" award was presented to Gov. A. B. Chandler (l) at the Kentucky Broadcasters Assn. meeting for his role in passage of a radio libel law. Presenting the award is Gilmore Nunn, WLAP Lexington, KBA president.

NARTB APPRAISING RIGHTS OF ACCESS

Freedom of Information Committee starts state-by-state study of admission of radio-tv to public proceedings.

A STATE-BY-STATE appraisal of radio-tv's rights of access to public proceedings was set in motion last week by the NARTB Freedom of Information Committee.

The study is designed to find out more exactly how great a problem the broadcast media have to overcome in their continuing battle for the right to take the tools of their trade—microphone and camera—into such proceedings on a par with the rights of other media.

It will be conducted through the Freedom of Information Committees of the various state broadcasters associations, authorities reported after the meeting. They expressed hope that results would be available by the time of the next committee session, date of which has not yet been set.

In its study of the problem, the committee had the benefit of one such study, conducted by the Pennsylvania Assn. of Broadcasters' Freedom of Information Committee and reported to the PAB board in February by Cecil Woodland, WEJL Scranton, chairman of the Pennsylvania committee.

This report, based on replies from 51 Pennsylvania stations, showed that out of a total of 104 requests for permission to cover public proceedings ranging from magistrate courts to state senate and house sessions, 84 were granted as against 30 denied. But most of the 51 stations had not sought permission to cover.

Fifty of the 51 said they had not asked for the right to cover state superior court, state supreme court, or U. S. District Court of Appeals sessions (in each case, the one station which did apply was refused). At the other extreme, 26 had requested permission to cover city council meetings and all but two were permitted.

"Of particular significance in my opinion," Mr. Woodland's report said, "is the large number of broadcasters who have failed to ask permission to broadcast from various places, and . . . I would like to comment that it makes it difficult to determine whether or not we are being deprived of news dissemination privileges if we fail to ask permission in the first place."

In last week's meeting, held Thursday in New York under the chairmanship of Robert D. Swezey, WDSU-AM-TV New Orleans, the committee also:

• "Welcomed" a proposal by its counterpart committee of Sigma Delta Chi, national journalism franternity, that there be closer liaison, including an annual joint meeting, between the two groups and also with the American Society of Newspaper Editors and other organizations with similar problems and projects. The NARTB staff was authorized to help work out details with SDX.

• Heard a report by Joseph L. Brechner, WGAY Silver Spring, Md., on the District of Columbia-Maryland Assn.'s success in gaining permission to cover the Maryland house of delegates' "grand inquest" investigation of a

Another thinly disguised WJR success story



So who needs copy for commercials?

Lo, the poor copywriter! He writes glowing commercials about wheat germ only to have them go to WJR's "Mrs. Page." She rewrites them completely—in some cases does nothing but ad lib.

She's so good at it that the wheat germ maker keeps praising her "outstanding sales record" in WJR's coverage area.

He must know. He wouldn't keep renewing WJR if he didn't.

For 28 years "Mrs. Page" has been cultivating her female audience. Here's what Alfred Politz Research, Inc., found out about it in a recent listener survey in a portion of WJR's area:

Every morning between 7 and 10 a.m. 259,000 women sit glued to WJR. Another 266,000 divide their loyalties between all other Detroit stations.

And Politz made this discovery: listeners *do* trust one station's advertisers more than another's. Listeners prefer advertising on WJR 2 to 1 over the next station.

Your ad manager must know that WJR is the way to *move goods fast* in Detroit and the Great Lakes market. If he does, you, too, can be a success.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



Here's WJR's primary coverage area.
Write us for your free copy of the Politz report
or ask your Henry I. Christal Co. man.

Baltimore transit strike. The committee voted a commendation to the D. C.-Maryland Association for its work.

• Heard John F. Meagher, NARTB radio vice president, report on Knoxville broadcasters' success in overturning a ban on city council coverage by radio-tv.

• Heard Vincent Wasilewski, NARTB government relations manager, review the techniques used to demonstrate the unobstrusiveness of radio-tv to the Colorado Supreme Court [B•T, Feb. 13], and approved the preparation of a "how-to-do-it" booklet based on experiences of various stations in covering public proceedings.

• Voted to give wider distribution to the Colorado Supreme Court's ruling that microphone-camera coverage should no longer be barred because of the American Bar Assn.'s Canon 35 [B•T, March 5]. Copies of that decision will be sent to the top courts in each state, to the canon committees of state bar associations, etc.

Committee members on hand for last week's meeting, in addition to Chairman Swezey, were Mr. Brechner; Victor C. Diehm, WAZL Hazleton, Pa.; Harold Essex, WSJS-TV Winston-Salem, N. C.; Henry H. Fletcher, KSEI Pocatello, Idaho; Frank Fogarty, WOW-TV Omaha; John S. Hayes, WTOP-TV Washington; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Victor A. Sholis, WHAS-TV Louisville; E. R. Vadeboncoeur, WSYR Syracuse. Network representatives: John Daly, ABC; Elmer Lower (representing Sig Mickelson) CBS; Milton Burgh, Mutual; Sam Sharkey (representing Davidson Taylor), NBC. Nicholas A. Basso, WSAZ Huntington, W. Va., is Radio-Television New Directors Assn.'s observer on the committee.

Committeemen not present included Richard O. Dunning, KHQ Spokane, Wash.; Paul Raibourn, KTLA (TV) Los Angeles, and P. A. Sugg, WKY-TV Oklahoma City.

AAFP IN CHICAGO NAMES L. P. MOMINEE PRESIDENT

General manager of Atlas Film Corp. succeeds Mercer Francisco. Lang S. Thompson elected vice president; James E. Holmes, secretary, and Jack Lieb, treasurer.

LAWRENCE P. MOMINEE, Atlas Film Corp., Chicago and Oak Park, Ill., has been elected president of the American Assn. of Film Producers in Chicago.

Mr. Mominee, Atlas vice president and general manager, succeeds Mercer Francisco, Francisco Films, who held office for two years. Other new officers are Lang S. Thompson, vice president and general manager of Wilding Picture Productions, Chicago, as vice president; James E. Holmes, Vogue-Wright Studios, Chicago, secretary, and Jack Lieb, Producers Film Studios, Chicago, treasurer.

During Mr. Francisco's tenure AAFP agreed on a code of fair practices and methods for policing it and also adopted a reference contract covering all phases of motion picture production.

AAFP is one of four regional associations in the country. Representatives of more than 70 companies met in Chicago two months ago to lay the groundwork for a national federation to promote use of commercial films [B•T, March 5]. An executive group was named to meet with representatives of the Film Producers Assn. of New York and other organizations April 13.

Spann Elected President Of Arkansas Broadcasters

MELVIN P. SPANN, KWAK Stuttgart, was elected president of the Arkansas Broadcasters Assn. at the annual spring meeting March 23-25 in Little Rock. He succeeds L. B. Tooley, KXAR Hope.

Other officers elected were Ted Rand, KDRS Paragould, vice president, and C. J. Dickson, KWFC Hot Springs, secretary-treasurer. New members named to the board, in addition to the three new officers and retiring president, were Harold King, KBTM Jonesboro, and Jack Parrish, KOTN Pine Bluff.

ABA voted to retain a fulltime executive secretary to handle association business. Speakers at the meeting included James H. Hulbert, NARTB assistant employer-employe relations manager, and Arkansas Gov. Orval E. Faubus. Final event of the meeting was an all-day sales clinic.

Pa. AP to Meet April 6

THE 1956 Pennsylvania Associated Press Broadcasters News Conference will be held in the studios of KDKA Pittsburgh April 6, with meeting headquarters in the Pittsburgher Hotel. The day's activities will be highlighted by panel discussions and presentation of awards. Cecil Woodland, WEJL Scranton, is president of the group.

Time buyers! Now you can get

CHOICE VHF TIME IN MILWAUKEE!

BLACK AND WHITE *PLUS COLOR* AT LESS THAN COMPETITIVE BLACK AND WHITE RATES

Pick your own time
...First come, first served
WITI-TV on the air in May

Milwaukee's newest television station WITI-TV, goes on the air in May with full power—tallest tower above sea level—reaching 600,000 sets with top programming. Take your choice of half-hour shows, special events, feature films, live local programs—news, weather, sports—all in full color. These availabilities can't last long, so get the word out to your clients and place your orders now. Options available upon request.

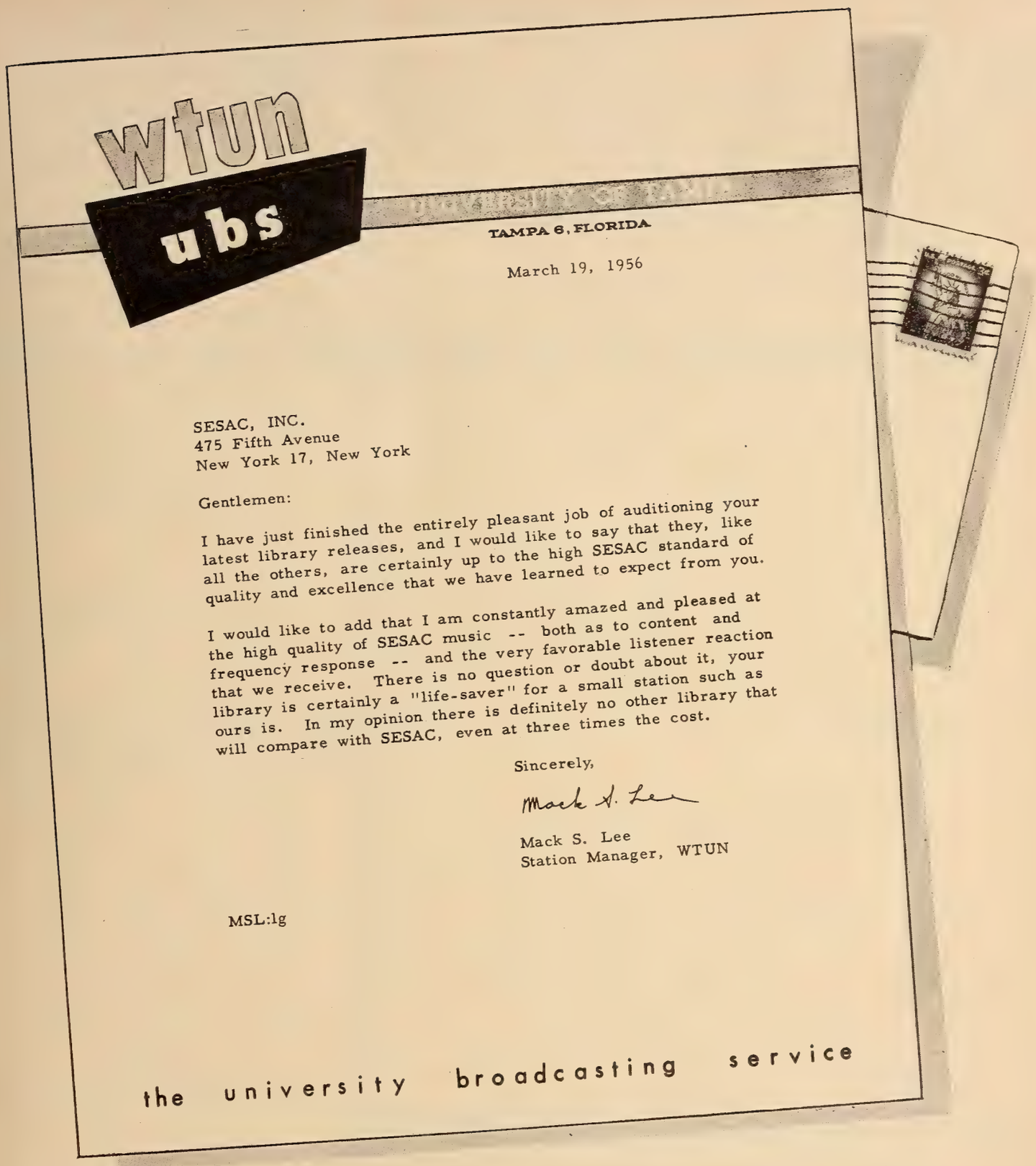
Here's a Sample!

7:30 to 9:30—Mon. thru Sat.—NTA's "Fabulous Forty" features including Alec Guiness in THE CAPTAIN'S PARADISE, James Mason in THE MAN BETWEEN, Moira Shearer in TALES OF HOFFMAN, Stewart Granger in CAPTAIN BOYCOTT, Maurice Evans and Martyn Green in THE GREAT GILBERT & SULLIVAN.

For rates, options and additional availabilities, write, wire or phone The Branham Co. or Sales Manager

WITI-TV CHANNEL 6
Milwaukee 3, Wis.
Broadway 3-6666

WITI-TV CHANNEL 6 VHF GREATER MILWAUKEE



Thank you, Mr. Lee

Sincerely,

SESAC

Radio Week Promotion Gains Community Support

CIVIC, fraternal and social organizations are joining the industry in promotion of National Radio Week, to be observed May 13-19 under auspices of NARTB, Radio-Electronics-Tv Mfrs. Assn., Radio Advertising Bureau and National Appliance & Radio-Tv Dealers Assn.

John F. Meagher, NARTB radio vice president, told network spokesmen at a preliminary meeting held Wednesday in New York that NARTB will send every radio station a kit of materials that includes spot announcements, program scripts and promotion ideas plus a sample proclamation for mayors and similar material. He said response of citizen groups has been favorable.

Robert S. Windt, CBS-Columbia publicity manager, in a report on behalf of RETMA, said manufacturers were solidly supporting the week. Distributors will be given a publicity kit as well as visual aids. Manufacturers have adopted the slogan "Give a Radio." This will be tied in with Mother's Day, May 13. John F. Hardesty, RAB vice president-general manager, said the association is concentrating on selling radio as an advertising medium. Promotional material is being sent potential sponsors, and a series of recorded jingles is being prepared.

Industry Group Names Brophy

THOMAS D'ARCY BROPHY, board chairman, Kenyon & Eckhardt, New York, and K&E Ltd., Toronto, has been named chairman of the advertising and public relations division of the Committee of American Industry, succeeding Donald K. Clifford, president of Doherty, Clifford, Steers & Shenfield, who will retain membership on the committee.

The CAI is a division of the National Fund for Medical Education, currently engaged in raising $10 million for support of the nation's 81 medical schools. The fund operates on a federal charter signed by Congress in 1954, thus giving it equal status with other national public agencies.

Receptions, Presentations Set For AAAA International Meet

A ROUND of receptions and presentations in New York and Washington, D. C., is being readied for delegates to the American Assn. of Advertising Agencies' international meeting of advertising agency leaders, April 24-May 4.

Events begin April 24 in New York when the delegates visit with the Advertising Research Foundation at the Hotel Sheraton-Astor for a briefing on ARF's operations. The next day they visit similarly with The Advertising Council at the Hotel Plaza. The Washington tour starts April 29 when agency leaders will be received by the U. S. Chamber of Commerce and feted at a cocktail reception at the Hotel Statler. On May 1 they will attend the Chamber's international luncheon as guests of AAAA. Other stops in the capital city will include the White House, the Dept. of Commerce and Voice of America studios.

May 3-4 will be taken up with the International Advertising Assn.'s eighth annual convention at the Hotel Plaza in New York. Delegates—agency leaders from some 35 countries—will attend the IAA meeting as guests of the AAAA. Various U. S. and international media companies and groups plan social and entertainment engagements during the two weeks.

Uhf Organization Schedules Meeting in Ohio Thursday

COMMITTEE for Competitive Television, overall uhf organization, is scheduled to hold the second of its state meetings April 5 at the Pick-Ohio Hotel, Youngstown, Ohio. The Ohio meeting comes a week after a meeting of Pennsylvania uhf outlets in Harrisburg.

Other state meetings are scheduled, John G. Johnson (WTOB-TV Winston-Salem, N. C.), CCT chairman, reported last week. He also announced the meeting of all uhf stations April 15 at the Conrad Hilton Hotel in Chicago prior to the NARTB convention.

First "concern" of CCT is to ensure that the FCC reports out with an all-channel television plan by June 1, according to the organization.

Mr. Johnson announced that the following pledged support for CCT at the Harrisburg meeting: A. K. Redmond and Dick Redmond, WHP-TV Harrisburg; Edgar T. Shepard Jr. and Ed K. Smith, WCMB-TV Harrisburg; Richard Burg, WNOW-TV York; Louis Appell Jr., WSBA-TV York; David M. Baltimore, WBRE-TV Wilkes-Barre; George Mead, WSEE (TV) Erie; Larry Israel, WENS (TV) Pittsburgh, and Humboldt Grieg, WHUM-TV Reading.

Ark. Daytime Broadcasters Name Edward Hall President

EDWARD HALL, manager of KDMS Eldorado, Ark., is new president of the Daytime Broadcasters Assn. of Arkansas.

Mr. Hall was elected at a meeting of the association held at Little Rock. Ray Livesay, chairman of the board of the national organization (DBA), reported to the group on progress toward getting fixed hours of operation from 5 a.m. to 7 p.m. daily the year round.

The annual membership meeting of the natinal Daytime Broadcasters Assn. will be held April 16 at the Sheraton-Blackstone Hotel in Chicago.

Compton's Holmberg Elected Central AAAA Chairman

ELECTION of L. O. Holmberg, vice president, Compton Adv., Chicago, as chairman of the Central Region of the American Assn. of Advertising Agencies, and Arthur G. Rippey, Henderson, Kostka & Co., Denver, as vice chairman, was announced last week. Mr. Holmberg succeeds Vincent R. Bliss, president, Earle Ludgin & Co., Chicago.

Re-elected were E. J. Lauesen, vice president, Fuller & Smith & Ross, Chicago, as secretary-treasurer, and Milton H. Reynolds, Allen & Reynolds, Omaha, as governor.

Tips on Consumer Promotions Given by Peckham in Address

SUGGESTED guideposts for using consumer promotions were offered by James O. Peckham, executive vice president of the A. C. Nielsen Co., speaking at a monthly chapter meeting in New York of the American Marketing Assn.

Mr. Peckham said that "successive and frequent consumer promotions on the *same* product generally produce smaller and smaller sales results"; "consumer promotions should be in addition to, and not in place of, normal advertising support," and "tie in your promotions with a new idea that can be merchandised to the trade—a needed new size, a demonstrably improved product, a better or more convenient container or put-up, a new use, a companion item."

FINANCING

KIDDER, PEABODY & CO.—

- Has underwritten over $1,000,000,000 of publicity offered securities in the past ten years.
- Has negotiated private financings in excess of $700,000,000 in the past five years.

—We Invite You to Call Upon Our Experience.

Address inquiries to:
ROBERT E. GRANT
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KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

one rate for all advertisers

Effective April 1, National & Regional Advertisers will benefit by the same rates enjoyed by local advertisers

WERH rate card # 4

effective
April 1, 1956

	1 HR.	½ HR.	¼ HR.	10 MIN.	5 MIN.	Announcements
1 Time	$38.00	$22.60	$15.10	$12.80	$6.90	$3.60
26 Times	34.60	20.70	13.40	12.45	6.40	3.15
52 Times	31.50	19.00	12.35	11.80	5.70	2.88
104 Times	30.00	17.75	11.20	10.15	5.22	2.66
208 Times	27.50	16.60	10.05	9.05	4.90	2.40
260 Times	25.75	15.00	9.55	8.00	4.66	2.25
312 Times	24.00	13.90	9.10	7.20	4.25	2.00

On any single contract within a twelve (12) month period for 500 times or over, 10% will be allowed off the 312 times rate.

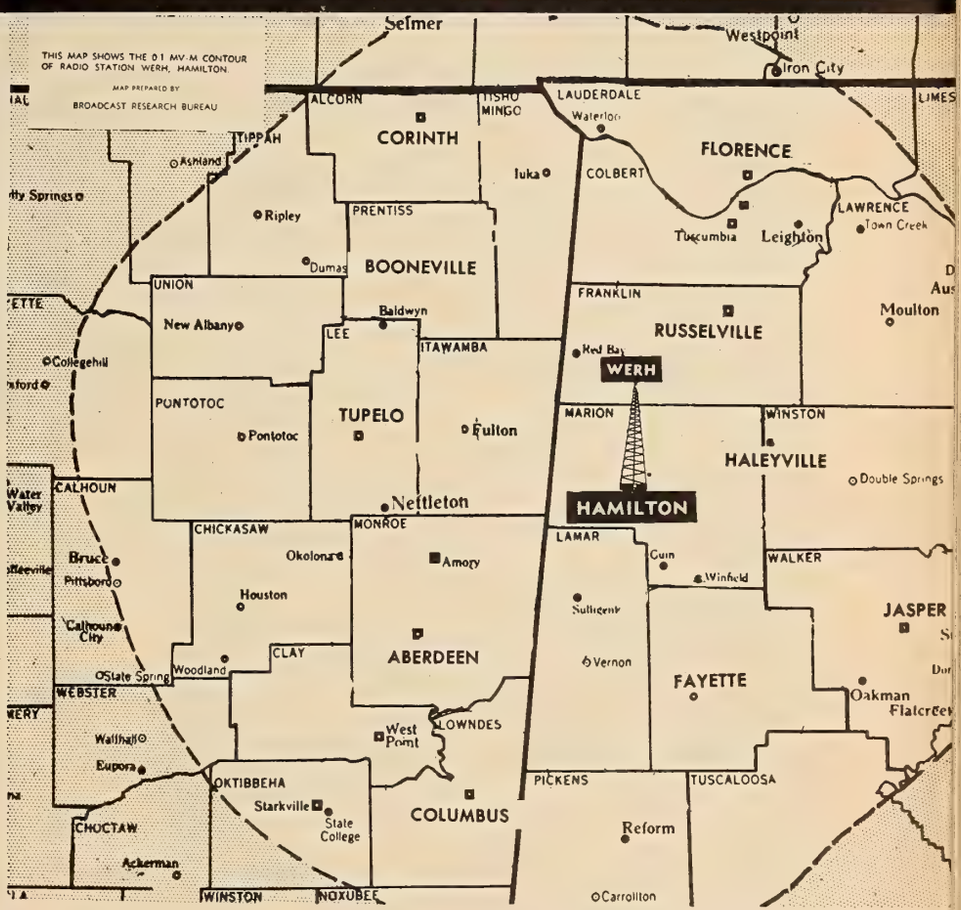
General Summary CONLAN RADIO REPORT, March, 1955 of Listening Habits in Hamilton, Alabama Area including Winfield, Sulligent, Red Bay and Guin (Ala.) and Fulton, Amory, Mississippi. Area Radio Homes—49,160.

SUNDAY THRU SATURDAY

Hours	6 A.M. to 12 Noon	12 Noon to 6 P.M.
Radios in Use	22.3	23.0

Distribution of Listening Homes Among Stations

WERH	76.6	78.3
Station "A"	6.3	7.3
Station "B"	5.6	4.3
Station "C"	3.4	2.7
Other	8.1	7.4



27 Counties

POPULATION *774,270*
FOOD SALES 1954 *$103,607,000*
RADIO FAMILIES *187,900*
DRUG SALES 1954 *$11,789,000*
RETAIL SALES *$403,420,000*
PASSENGER CARS *149,334*

These National and Regional Advertisers constantly buy WERH for blanket coverage of Northwest Alabama and Northeast Mississippi

Goodyear Tires
SSS Tonic
Zero-Ten
Royal Crown Cola
Westinghouse Appliances
Red Diamond Coffee
Topps Snuff
Betsy Ross Bread
True Tagg Paints
Armstrong Tires
Malone & Hyde Grocer Co.
L & M Cigarettes
American Snuff Co.
d'Con
Stanback
Maytag Appliances
I-W Alabama Gas District
Kelley's Canned Meats
General Electric
Gates Tire & Rubber Co.
Chevrolet-Oldsmobile
Florence Packing Co.
Oldsmobile
Faultless Starch
Pepsi-Cola
Orange Crush
Pam-Am Petroleum Co.
Sunshine Meal, Flour, Coffee
ABC Quality Chicks
Sunbeam Bread
Red Hat Feeds
Sherwin Williams Paints
Sherman Stores, Inc. (7)
Plymouth-Dodge
Loveman's Dept. Store, Birmingham
International Milling Co.
Coca-Cola
Gulf Refining Co.
Frigidaire Appliances
Big Smith Overalls
Chrysler-DeSoto
Ford Motor Co .
Singer Sewing Machine Co.

5000 Watts at 970 KC plus over 75% of listening homes means Results!

Affiliated with
KEYSTONE BROADCASTING SYSTEM

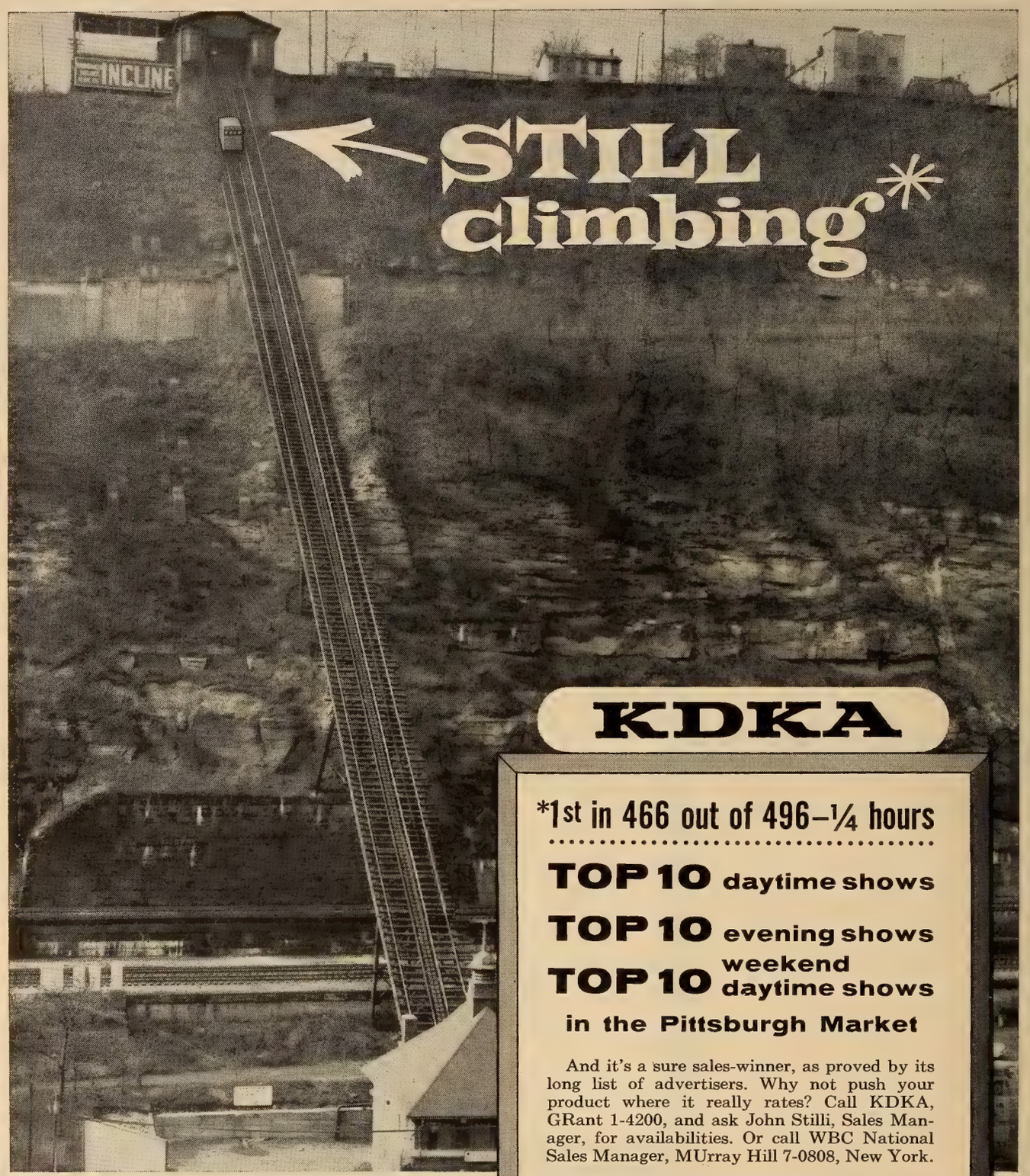
W E R H

HAMILTON, ALABAMA • Owner-Mgr., Hugh Fite

5000 Watts
970 KC **Daytime**

Why spend for 10 stations in the same area when 1, WERH, gives you complete coverage!

Represented Regionally by TOM ATKINSON



The Monongahela Incline, a familiar sight to Pittsburghers, many of whom use this unique means of transporation daily.

STILL climbing*

KDKA

***1st in 466 out of 496–¼ hours**

TOP 10 daytime shows

TOP 10 evening shows

TOP 10 weekend daytime shows

in the Pittsburgh Market

And it's a sure sales-winner, as proved by its long list of advertisers. Why not push your product where it really rates? Call KDKA, GRant 1-4200, and ask John Stilli, Sales Manager, for availabilities. Or call WBC National Sales Manager, MUrray Hill 7-0808, New York.

Pulse – 15 County Area

KDKA - Pittsburgh

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

RULE ON TALL TOWERS PROPOSED BY FCC

Commission action would require applicants to use exisiting structures or "antenna farms" in effort to reduce hazards to aviation.

PROPOSAL to require tall tower applicants to use existing structures or "antenna farms"—or to justify why they can't do so—was made by the FCC last week. The purpose is to reduce hazards to aviation, the Commission said.

In a formal rule-making notice, the Commission asked for comments by May 31 and reply comments 20 days thereafter.

The proposed change in Parts 1 and 17 of the FCC's rules follows by a month acceptance of a revised agreement regarding tall towers by representatives of the broadcasting and aviation industries and government officials [B•T, March 5].

Involved are antennas more than 500 ft. above ground. The proposed rule, if adopted, will apply only to applications for new antennas or where an existing station asks to have its antenna moved.

In its notice of proposed rule-making, the Commission said:

"With respect to the television broadcast service, in areas and communities where more than one such service is contemplated, there are distinct advantages to locating all transmitting antennas in the same general area; and this is true both from the standpoint of generally improving television reception as well as minimizing hazard to aviation. Every effort should be made, therefore, to group high antenna structures and to encourage the use of a single structure for supporting multiple antennas. The principal objective is, of course, to choose an area where the towers will not constitute a hazard to aviation."

The proposed change in rules is one of several items adopted by a special working group set up by the Air Coordinating Committee last year to iron out differences between aviation spokesmen and broadcasters.

Prelude to Agreement

The agreement grew out of an official recommendation by the Air Force that broadcast towers be limited to 1,000 ft. above ground, and that any tower above that height be automatically disapproved by the ACC's airspace panels. A Joint Industry-Government Tall Structures Committee was established last year under the co-chairmanship of FCC Comr. Robert E. Lee and Civil Aeronautics Administrator Fred B. Lee (Charles Lowen now in post). Broadcast representatives on the working group comprised John R. Evans, FCC; Robert E. L. Kennedy, Assn. of Federal Consulting Engineers, and A. Prose Walker, NARTB.

Among other items recommended by JIGTSC was that the FCC should take over jurisdiction of receiving antennas. This will require legislation, it was agreed.

Adoption of the JIGTSC proposals will lessen the possibility that Congress will favor legislation limiting the height of tv towers. Two bills (HJ Res. 138-139) to limit tv antennas to 1,000 ft. were the subject of hearings early in February. They are sponsored by Reps. Oren Harris (D.-Ark.) and Carl Hinshaw (R-Calif.).

Last week's FCC proposal would add the following new section to Parts 1 and 17 of its Rules as Sec. 1.348 and Sec. 17.5, respectively:

"Antennas which require a height in excess of 500 ft. above ground should, whenever possible, be placed on existing structures. Further, all antenna structures in excess of 500 ft. in height above ground should be grouped insofar as possible within areas designated for that purpose.

"(a) An application for permit to construct a radio station, or for authority to change the location of an existing station, which proposes the erection of an antenna structure over 500 ft. in height above ground will not be granted unless the Commission finds that an adequate showing has been made that:

"(1) an existing structure cannot be used;

"(2) the proposed structure cannot be located in an area in which one or more existing antenna structures of a comparable height are already situated or in an area designated by the Airspace Panel of the Air Coordinating Committee as acceptable from an aeronautical viewpoint for grouping of such structures; and

"(3) the proposed structure will not constitute an undue hazard to air navigation.

"(b) All applications for permits to construct radio stations, or to change the location of an existing station, proposing the erection of antenna structures over 500 ft. in height above ground should include the following information:

"(1) A statement indicating the availability of the proposed structure and site for use as an antenna or support for antennas by other radio stations. When such additional use of the structure by other radio stations is not contemplated by the applicant, a statement should be supplied indicating the basis on which such use by other stations is refused.

"(2) A statement with respect to the availability and suitability of other antenna sites within the areas designated by the Airspace Panel of the Air Coordinating Committee for the erection of structures comparable to that proposed."

Examiner Favors Approval Of McClatchy's KBOX Buy

AN FCC hearing examiner has recommened that the FCC approve the $75,000 sale of KBOX Modesto, Calif., from Stanislaus County Broadcasters Inc. to McClatchy Broadcasting Co., which numbers among its interests KBEE-FM Modesto. If the FCC approves the sale McClatchy proposes to change KBOX's call letters to KBEE.

In an initial decision, Examiner Herbert Sharfman found that the prospective purchaser's meritorious programming plans for Modesto more than counterbalanced the disadvantages of signal overlap between KBOX and other McClatchy stations (KFBK Sacramento, KMJ Fresno). McClatchy Broadcasting is a wholly-owned subsidiary of McClatchy Newspapers (*Sacramento Bee, Fresno Bee, Modesto Bee*) and owns the following broadcast properties: KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield, KBEE-FM Modesto, all California, and KOH Reno, Nev.

Tijuana Hearing Ends

HEARING ended Thursday on ABC-TV's proposal to feed live programs to ch. 6 XETV (TV) Tijuana, Mex. The across-the-border program arrangement has been protested by San Diego tv stations KFMB-TV (ch. 8) and KFSD-TV (ch. 10), which claim they will suffer unfair competition (an ABC-TV-XETV affiliation contract becomes effective this Thursday). The matter now awaits the initial decision of FCC Hearing Examiner Herbert Sharfman, who has under study the numerous exhibits and stipulations (in lieu of direct testimony) accepted during the hearing.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 12

Bristol, Va.-Tenn., ch. 5; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Elmira, N. Y., ch. 18; Caguas, P. R., ch. 11.

AWAITING ORAL ARGUMENT: 11

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11; Caribou, Me., ch. 8.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 9

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

Class IV Fulltimers Petition for 1 Kw

PETITION asking FCC to raise the power of Class IV fulltime 250 w stations to 1 kw is being filed with the FCC by Community Broadcasters Assn., according to F. Ernest Lackey, WHOP Hopkinsville, Ky., president, and Robert Mason, WMRN Marion, Ohio, vice president.

Details of the request were completed in Washington Wednesday by CBA's executive committee. The Commission will be asked to start rule-making procedure to change its rules and technical standards so power of all local stations can be increased to 1 kw.

The increase, according to CBA, will bring Class IV stations up to the social and economic level of the broadcasting industry. CBA has 209 members in 47 states. It found in a survey that 608 of 900-odd stations in the group favor its plan.

Calling the Class IV "the heart of the American broadcasting system," CBA said these outlets provide the only local broadcast service in large numbers of small cities and towns. The petition referred to the economic plight caused by the increased power permitted daytime-only stations and the difficulties caused by the growth of television.

Best revenue period, it was explained, is between 6 a.m. and 12:30 noon, with 5-7 p.m. the second most productive period. Evening hours to signoff time are financially unproductive but give listeners a true community service, it was explained.

Technical problems center around the smaller service areas caused by growing use of the Class IV channels and increased noise levels as cities expand and electrification increases. These would be eased by a boost to 1 kw, it was explained.

CBA argues it is engineeringly feasible to make the horizontal power boost providing all locals in U. S. and other North American nations are given boosts. Summer noise would be overcome and daytime reception improved, it was added, with only minor interference if FCC changes the definition of "adjacent channel interference." Receivers are more selective, according to CBA. Minor NARBA treaty changes would be necesary, the petition notes, but NARBA countries, aside from the U. S.

showed sentiment in favor of higher power for the Class IV group.

CBA will hold a membership meeting in the Conrad Hilton Hotel at 2:30 p.m. Monday, April 16, during the NARTB convention.

Booster Operations Halted

FCC issued cease and desist orders against unlicensed booster stations in Quincy and Nespelem, Wash., last week. The Commission ordered the boosters to stop operating without having an FCC license—making the third such orders against Washington State boosters. The first issued against a Bridgeport, Wash., operation, was stayed by the U. S. Court of Appeals in Washington last month.

Bill Proposes Funds For Political Buying

Sen. Neuberger's proposal would provide $1 million for each major party to buy radio and television air time.

THE federal government would allot $1 million to each of the major political parties to buy radio and tv time for its candidates for the presidency and vice presidency under the provisions of a proposal offered in the Senate Tuesday by Sen. Richard L. Neuberger (D-Ore.).

The Oregon Democrat also is author of a bill (S 3242) for government financing of federal election campaigns by paying both major parties equal amounts up to $11,065,985 to be used in the 1956 elections [B•T, March 5].

Sen. Neuberger's proposal of last week was offered as an amendment to S 636, a bill which, among other things, would raise the legal ceilings on election expenditures. S 636 is on the Senate calendar and is scheduled to be considered after the Easter recess.

In introducing his amendment, Sen. Neuberger said radio and tv in recent years have made the cost of political campaigning "completely out of proportion to anything ever experienced before." He said he would not venture to guess how much money would be spent on radio-tv in the 1956 campaign, "but the sum will run into many millions of dollars."

The amendment also provides equal time for minority parties—but with a joker: The party must put up bond for half of the amount it requests up to the $1 million, which it would forfeit if it failed to garner 10% of the votes at the coming national presidential and vice presidential election. The GOP and the Democrats would automaticaly qualify under the "major political party" terms of the bill since each received more than 10% of the vote in the 1952 elections.

Minority parties, even under the conditions imposed by the amendment, would get a break, Sen. Neuberger said, because:

"This federally paid time would cost them nothing if their candidates succeed in obtaining 10% of the total vote; and even if they do not, they will have received the broadcasting time at 50% of its present cost, which is now wholly prohibitive to minor party candidates."

Sen. Neuberger said that if a candidate is not assured of adequate funds to finance radio-tv broadcasts, he may have to decide that he cannot enter a race "against what would be hopeless odds."

RADIO-TV COVERAGE OF CONGRESS ASKED

A LADY legislator from Michigan wants the House of Representatives and its committees to be covered by radio and tv.

Congresswoman Martha W. Griffiths (D-Mich.) last week introduced two bills to permit coverage of the House as a whole and its committees by radio and television. The bills are H Res. 449 and 450.

At the present time, House rules make no mention of the broadcasting or telecasting of the House or its committees. This has been interpreted by Speaker Sam Rayburn (D-Tex.) as prohibiting such coverage.

When Rep. Joseph W. Martin Jr. (R.-Mass.) was majority leader in the 82nd Congress, the rules were interpreted to mean that committees could decide on their own whether they wished to permit coverage by the broadcast media. This is the attitude of Senate leaders regarding coverage of their committees.

Mrs. Griffith's proposal would give radio and tv broadcasters the same access to the activities of the House and its committees now afforded daily and weekly press and magazine correspondents.

"Bringing the proceedings of Congress to the people," Mrs. Griffiths declared, "is a logical extension of democracy. We have no greater strength than an informed people and the right of our citizens to observe the activities of Congress can no longer be denied."

Recent technical advances in tv equipment "have knocked the props from those who have argued that television would disrupt the orderly procedure of Congress," Mrs. Griffiths said.

She continued: "The galleries of the House

WSPA-TV

SPARTANBURG, S. C.

CHANNEL 7

Soon
to begin serving
SPARTANBURG-GREENVILLE
area with

200,000 watts

CBS TELEVISION

Watch BROADCASTING for On The Air Date

WSPA-AM—First Radio Station in S. C.

WSPA-FM—First FM Station in S. C.

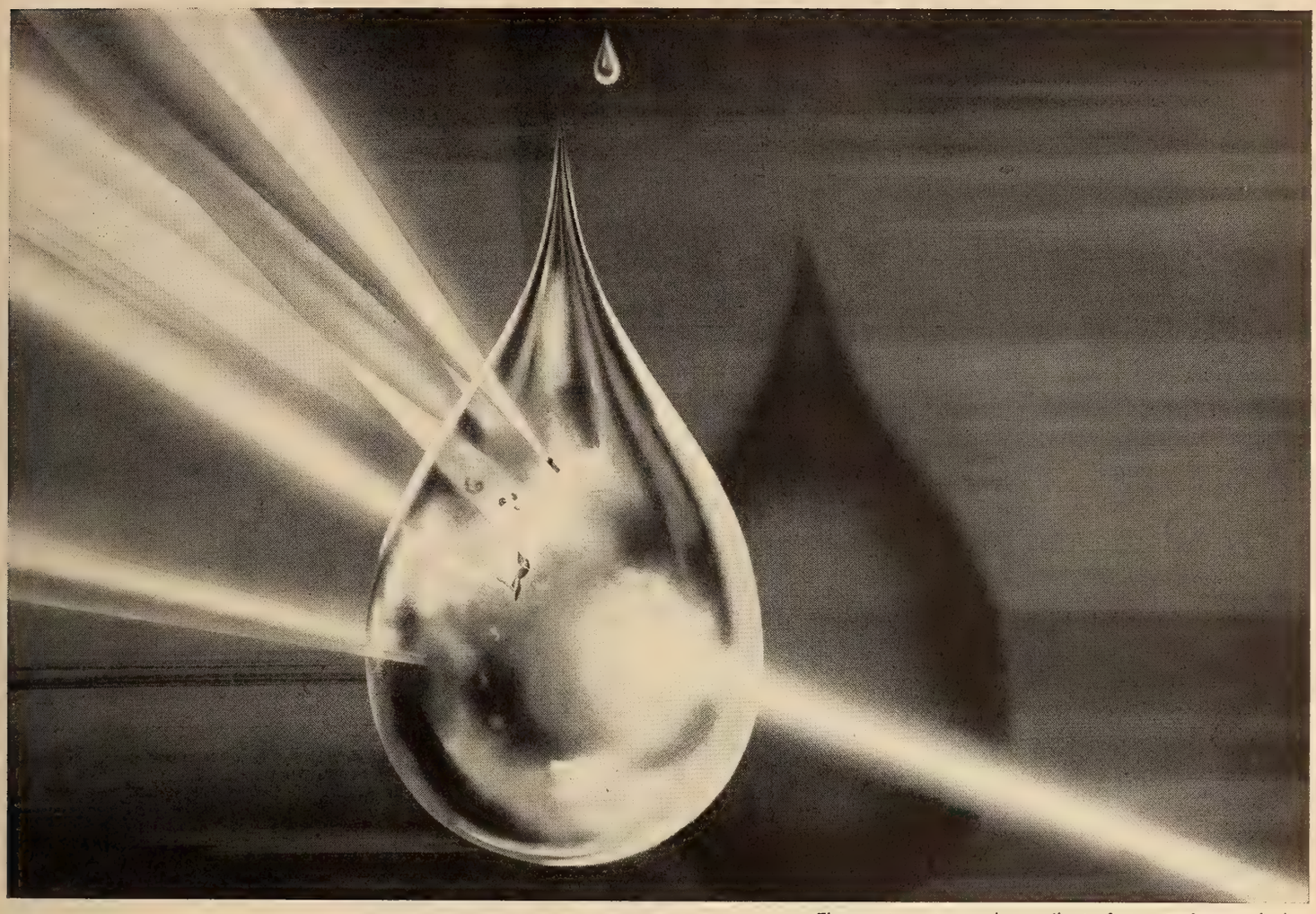
SPARTAN RADIOCASTING CO.

Walter J. Brown
President

Geo. P. Hollingbery—Representative

What's new on the New York Central ?

Progress Report #1 to an America on the move



The spectrometer analyzes oil—to forecast where and when trouble may start in a Diesel engine!

Scientific "blood test" keeps our Diesels healthy

...keeps you on the go!

How can we tell when a Diesel engine is enjoying the best of health?

Until the New York Central constructed its research laboratory and installed the remarkable spectrometer, we had no way of receiving this vital information—short of dismantling the entire engine.

Today, however, with the help of the Central's scientific equipment, it is possible to examine the life's blood of an engine—the lubricating oil in its crankcase—and not only locate trouble spots immediately, *but also diagnose where trouble might start—and when!*

If the amazing spectrometer detects traces of iron, it indicates that piston rings may need replacing. If it uncovers hints of tin, copper or lead, the time has come to have a look at the bearings. If the "magic eye" sees chromium, or boron, water is leaking into the oil engine. A trace of aluminum predicts potential trouble in the blower assembly.

Every month, each of the Central's 1,883 high-stepping Diesels submits itself to such a "blood test" to stop trouble before it starts . . . to keep passengers and freight on the go from departure to destination.

Not one Diesel reports back to work unless or until it is in tip-top physical condition. This checkup is but one of the many feats performed at this new $350,000 laboratory which is saving the Central many millions of dollars a year!

Whether you are a passenger or a shipper or both (we hope) on the New York Central, you can be sure of the finest in transportation—through the creative research and high standards of maintenance of one of America's most progressive railroads.

Reports of progress that never ends

The accomplishment of the spectrometer is just one achievement of the Central. In forthcoming advertisements, you'll read about Central's mechanical refrigerator cars . . . its Centralized Traffic Control . . . the save-a-day service of the Early Bird freight fleet . . . assembly-line methods for car maintenance . . . management reorganization . . . the electron microscope, and many others. These advertisements make interesting reading. Look for them.

New York Central Railroad

and Senate are now open to our people without restriction but, obviously, the seating capacity is limited and very few of our people ever get to Washington. The tv camera can be the people's eye in the gallery."

The Michigan congresswoman announced that she had sent letters to leading radio and tv executives in Michigan and other parts of the country, soliciting advice and cooperation.

Equal Time Provisions Contained in House Bill

A BILL was introduced in the House last week which incorporates the "equal political time" provisions of the Johnson Bill (S 3308) now in the Senate.

Rep. Oren Harris (D-Ark.), who is chairman of the House Commerce Committee's Transportation & Communications Subcommittee, introduced the House measure (HR 10,217).

Both bills would amend Sec. 315 (a) of the Communications Act to provide that networks and stations shall furnish time on an equal basis to major party presidential and vice presidential candidates. Neither bill changes the law as regards other candidates than those for president and vice president.

To be eligible for equal time, a party must have polled at least 4% of the vote at the past presidential election or must present a petition with names totaling 1% of the 1952 vote total.

Rep. Harris' bill covers only the "equal time" provision of the Communications Act. The Senate bill, introduced by Senate Majority Leader Lyndon B. Johnson (D-Tex.) and co-sponsored by 85 senators in all, covers the Communications Act amendment and provides several other changes in laws governing elections.

It is understood the Johnson bill will be offered as an amendment to S 636, also governing elections, introduced last year by Sen. Thomas Hennings Jr. (D-Mo.). The Hennings bill underwent extensive hearings, with radio-tv industry witnesses testifying on its proposal to raise the legal ceilings that may be spent in political campaigns. The Johnson bill also carries this boost in election ceilings, which would allow a national political committee to increase its spending from the present $3 million to $12.3 million.

Plea of Economic Injury Has Little Chance—FCC

NOTICE was served by the FCC last week that a protest to a new grant based solely on economic injury claims, while still the proper pathway to a hearing, stands little chance of overturning the grant.

In ordering a hearing on a protest by ch. 11 KIVA (TV) Yuma, Ariz., against the grant of ch. 13 Yuma to KYAT (TV) (Wrather-Alvarez interests), the FCC made clear that KIVA stood small chance of prevailing on its economic injury claims—even if it becomes evident that Yuma cannot support two tv stations.

The hearing will explore KIVA's charges that KYAT's programming plans are unrealistic and that the Yuma market cannot support another tv outlet [B•T, March 5]. KIVA contends that sources are not available for KYAT's "grandiose" schedule of local live programming and that KYAT principals have not even investigated to find that out.

The Commission (6 to 1) ordered a hearing on KIVA's protest to commence May 23, but refused the station's request to stay the KYAT grant. Comr. Doerfer voted to deny the protest.

HEAT'S ON FOR UNSNARLING SPECTRUM

(continues from page 29)

priority (multiple services) its first order of business, he added. Mr. Jahncke deprecated FCC grants of 53 tv permits in 1955, saying only 10 were commercial vhf grants in the first 100 markets.

He advocated the removal of the 10% federal excise tax on uhf receivers and said uhf should be treated like "an infant industry, with a protective tariff around it." He noted that newspapers and magazines still have mail subsidies even though they have matured.

He again urged action on ABC's comments filed in the current FCC reallocations rule-making. These include deintermixture to create homogeneous uhf or vhf markets, move-ins or drop-ins of additional vhf channels while protecting existing services and use of some vhf channels presently assigned to education.

Mr. Jahncke said that since the "majority" of the industry was against intermixture before the Sixth Report, the time has come to "overrule" the FCC by congressional mandate. As precedent for congressional intervention in technical FCC matters, he cited a Senate resolution several years ago blocking proposed 750 kw radio stations.

Mr. Marx said some apprehensions that uhf may be an inferior service is based on the present method of obtaining effective radiated power, which instead of employing a high-power transmitter, uses a low-power transmitter and a high-gain antenna, resulting in a narrow, wedge-shaped signal that doesn't reach many areas. He compared the present distrust of uhf by some engineers to a similar distrust in high-band vhf channels in the pioneering stage.



COUNSEL Kenneth Cox (r) makes a point to acting chairman Charles Potter. At left: Sen. John W. Bricker, communications expert Nicholas Zapple.

TUESDAY

Mr. Lodge said there is no solution which will please everybody and hurt no one. The primary touchstone must be the public, he said, and not the economic survival of "a handful, or even a hundred, station operators."

He considered and discarded several degrees of deintermixture. Non-disruptive deintermixture, which he described as prevention of new vhfs from going on the air where uhf has a good chance of survival, would apply to too few markets to make a significant contribution, he said. This type of deintermixture depends on what other action is being taken on a larger scale to meet the allocation problem, he said.

A second degree would be minimum systematic deintermixture, which might, for instance, make all-uhf markets of the 16 of the top 100 markets which would not be reached by CBS' "controlled drop-in plan" to provide 84 of the top 100 markets with vhf, he said. This would involve shifting 27 vhfs (24 operating) to uhf in 16 markets totaling four million families, three million with tv sets, 2½ million vhf-only. Conversions would cost $125 million and 300,000 would lose service because of the lower uhf coverage compared to vhf. It would relieve of vhf competition only 26 of the 800 uhf channels presently assigned to cities overshadowed by vhfs, he concluded, accomplishing relatively little at a fairly high cost.

More drastic plans would involve more channel shifts and lead to more expenses and loss of services, Mr. Lodge continued, helping the community tv objective at the expense of the Sixth Report's first goal (one service to all areas). Complete deintermixture would cost the public around $1 billion and involve loss of service to millions of people, he said.

Complete transition to an all-uhf system would cost the public and broadcasters $1½-2½ billion and result in loss of service to about eight million people, he estimated. He said political problems and repercussions could be "staggering," with any large scale deintermixture.

Turning to vhf drop-ins, Mr. Lodge said CBS' Plan I ("controlled drop-ins") involves 37 new vhf assignments to 31 markets, including 26 vhf drop-ins, seven assigned vhfs to be permitted to move from small communities to adjacent larger communities and four unapplied-for vhfs to be shifted to markets which need them. Directional antennas and cross-polarization also would be used.

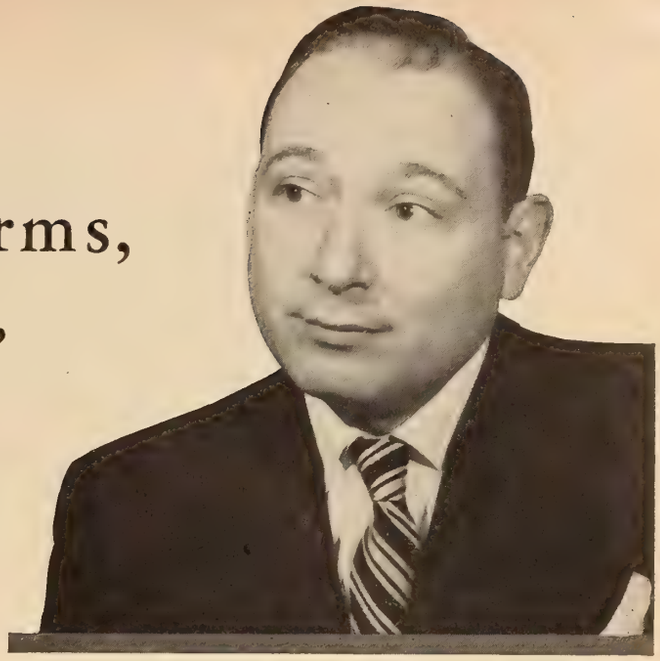
The plan, Mr. Lodge said, would increase from 52 to 84 the number of the nation's top 100 markets with three or more vhf stations and would not significantly reduce existing services. He also felt features of plans submitted by ABC, Storer Broadcasting Co. and WWLP (TV) Springfield, Mass., might be added to the CBS plan. He said this plan can give major help to the multiple service objective without detriment to the national coverage or community stations objectives.

Any major advance on CBS Plan I, he continued, requires more vhf frequencies. He said CBS' Plan II involves use of three additional vhf channels to bring three or more competitive vhf channels into each of the 100 top markets, without exception. Four other additional vhf channels, making seven in all, would suffice for vhf tv assignments to substantially all cities that would be likely candidates for local community tv stations, Mr. Lodge continued.

The four vhf channels to serve as community tv stations would have a service radius considerably smaller than standard tv stations, he said. The new vhfs would eventually solve the allocation problem, but only gradually, he added.

Set conversion costs would be roughly equal to the present cost of converting uhf sets, but would use existing vhf antennas. The extra

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Mr. Davis joined K&E in 1945, after three years in the navy. Prior to his war service, he was a partner in Davis-Lieber. He was also publicity director of Columbia Recording Corporation and spent five years with Columbia Broadcasting System. Besides being vice-president and promotion director of the agency, Mr. Davis is a member of the plans board and a director of the company. His hobbies are music and children. Articles authored by him on both subjects have appeared in leading publications, and he has produced record albums for children.

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cost of a 19-channel vhf receiver would be smaller than the extra cost of an all-channel receiver, said Mr. Lodge.

Mr. Lodge felt the replacement of 12-channel vhf sets by 15- or 19-channel sets would be slow, with a transitional period in which existing uhfs moving to a new vhf channel probably would broadcast simultaneously on both channels. He thought eventual cost to the public of receiving the new channels would be low because the process would be slow.

The major difficulty is getting the seven additional channels, he said, adding he did not know the costs of transferring other services from the vhf frequencies, which they use, to higher uhf channels, nor did he know if government purposes could be as well served by the uhf frequencies as by vhf.

The CBS vice president said, "It is clear that, short of additional vhf channels, no comprehensive allocation solution of the community station problem is available."

Mr. Lodge said he couldn't agree with testimony by Mr. Marx that uhf service can be made comparable with vhf. It might, he said, for a certain distance, but then hills, curvature of the earth and other factors would make it fall off, even with increased power, unless higher antennas are used. He said CBS-TV's ch. 18 WGTH-TV Hartford can't be received in Waterbury, 19 miles away.

He added he didn't think "hopes and wishful thinking" will overcome "certain basic physical limitations that Mother Nature built into the propagation laws of radio signals. I see no way of overcoming completely the deficiency of uhf with regard to vhf."

Mr. Lodge said he favored an increase in antenna heights in Zone I.

The CBS vice president criticized vhf drop-ins "at the expense of existing services," particularly drop-in proposals made by Philip Merryman, WICC-TV Bridgeport (ch. 43) in earlier testimony [B•T, March 5]. He said for every square mile of service added by a hypothetical drop-in suggested by Mr. Merryman, 35 to 40 square miles of existing service would be destroyed.

WEDNESDAY

Mr. Heffernan said NBC agrees with the FCC that use of all 82 channels (70 uhf and 12 vhf) offers the best prospect for growth of tv as a nationwide competitive system. He also called for removal of the 10% federal excise tax on all-channel color receivers.

He said the FCC should thoroughly and carefully evaluate each proposal which offers promise of significant improvement in the tv allocations field, but that there are some actions which should be taken immediately.

Congress, he said, should (1) declare as national policy the goal of maintaining and strengthening the uhf service to encourage continued development of nationwide competitive tv; (2) repeal the excise tax on all-channel color receivers to relieve uhf's greatest drawback, the circulation handicap; (3) enact legislation, if necessary, to give holders of vhf grants, whose grants are removed by substitution of uhfs, these uhf substitutes without further proceedings.

The FCC, Mr. Heffernan added, should (1) deintermix on a basis broad enough to create a nucleus of predominantly uhf service areas from which uhf may grow and expand; (2) encourage the operation of uhf in intermixed markets by (a) multiple owners with resources and know-how and (b) other qualified persons; (3) permit uhf stations to use (a) directional antennas, (b) on-channel boosters and translators to help equalize coverage with vhf and (c) five megawatts of power to improve their competitive positions with vhf.

The NBC vice president said the proposal for elimination of the excise tax on all-channel color sets is more limited than the one to repeal the tax on all all-channel receivers. This proposal would mean little revenue loss to the Treasury Dept. at present, removing the main reason for Treasury's opposition and maintaining "compelling" national policy considerations which support tax relief for uhf, Mr. Heffernan said.

He said if all sets now were uhf there would still be differences in extent and nature of coverage between a uhf and vhf station, but these differences would not present a fundamental obstacle to uhf as part of a national tv system.

Uhf's obstacle, he said, is circulation, and if the tax were removed from all-channel color sets, all color sets would be equipped at the factory for uhf and vhf; then as color sets replaced black-and-white, there would be progressive growth of uhf circulation nationally.

Mr. Heffernan described NBC's progress in color (now five times the volume of its schedule the past season), including the planned start of 100% color operation of its WNBQ (TV) Chicago in three weeks. He added that excise tax relief should be emphasized as a *public* consideration—not one to help broadcasters or manufacturers, although it would "incidentally" help broadcasters in uhf. The help provided to the latter, Mr. Heffernan added, would act to offset revenue losses in excise tax relief through the revenue gain in corporate tax collections.

Deintermixture, without eliminating any existing service, as NBC proposes it, would work this way: (1) first attention to proposed deintermixture areas where there are considerable uhf circulations; (2) vhf channels displaced by deintermixture to be used to increase competition and service in major markets where practicable; (3) no deintermixture in markets presently with three vhf channels allocated, and (4) no new vhf commercial allocations to markets which become predominantly uhf through deintermixture or which already have considerable uhf circulation.

In asking encouragement of multiple owners and others to acquire uhf stations in intermixed markets, Mr. Heffernan described NBC's moves to acquire uhf stations in Buffalo and New Britain, saying the Buffalo uhf was "literally raised from the dead." A strong congressional declaration of policy supporting uhf would encourage ownership of uhf by other broadcasters with know-how and resources, he added.

Mr. Heffernan said the possibility of obtaining additional vhf channels from the military should be examined, but that NBC feels this has little promise since it would not add enough channels to take care of the number of stations needed; the additional vhf would not be available soon enough to provide immediate or near-term relief; they would pose another conversion problem, and the further development of the 70 uhf channels would be prejudiced by the preoccupation of the industry with how and where to use the new vhf channels.

The NBC official said the matter of drop-ins should be thoroughly studied and experimental data assembled on performance since a danger exists that reduced separations between stations will result in a degradation or deprivation of service, particularly in rural areas and small towns between metropolitan centers.

Drop-ins also would prejudice development of uhf by transferring the industry drive to problems of how to squeeze new stations in the present 12 vhf channels, thus eliminating uhf without providing a satisfactory substitute. Since the vhf-only system would be left after the loss of uhf, it would be inadequate in number of channels and rural and small town service would be degraded, according to Mr. Heffernan.

He said a "case-by-case" approach, relaxing present standards to solve individual problems, will "inevitably result in a progressive deterioration of service to the public."

Regarding NBC's recommendation to remove the excise tax on all-channel color sets, Mr. Heffernan said RCA already is tooling for color set production on the basis of most color sets being vhf-only, but if Congress grants the tax relief his firm would retool for all-channel color sets.

A statement entered in the record by Arthur W. Scharfeld, Washington attorney for WISC-TV Madison, Wis. (now under construction on ch. 3), took issue with an earlier statement filed

BARROW & CO. MULL THE MOORE POSITION

PROS and cons of the legal position of Richard A. Moore, KTTV (TV) Los Angeles, that network option time and "must buys" are illegal restraints of trade highlighted a full day's meeting last week in Washington between representatives of independent, non-network affiliated television stations and the FCC's network study committee and staff.

This was the first meeting with independent tv outlets, and drew 15 people, representing about 10 stations. The meeting was chaired by Dean (U. of Cincinnati Law School) Roscoe L. Barrow, director of the study group. It was attended for a short period by FCC Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer, the four members of the FCC's network study committee.

Among those who attended the meeting, in addition to Mr. Moore, were A. T. Gilliland, KNTV (TV) San Jose, Calif.; Tim Bright, WTOV-TV Norfolk, Va.; Edgar T. Shepard Jr., WCMB-TV Harrisburg, Pa., and John A. Colin, WICA-TV Ashtabula, Ohio; Richard E. Burg, WNOW-TV York, Pa., and Ed McKay, WROM-TV Rome, Ga. Mr. Gilliland was accompanied by Washington attorney Norman E. Jorgensen. Washington attorney Maurice M. Jansky represented KOVR (TV) Stockton, Calif.

Among other topics discussed was the difficulty independent stations have encountered in securing good film products because of the exclusivity provisions of film contracts with larger, metropolitan stations. This encompasses a 60-mile radius in some cases and thus eliminates such stations as KNTV, Mr. Gilliland said. San Jose is 42 miles from San Francisco. Mr. Gilliland described KNTV's move to establish itself as a separate market through electric tilting of its antenna in order to delete any coverage of San Francisco.

Mr. Colin told how he had offered to carry network programs with no payment but was refused because of his proximity to Cleveland and Erie, Pa. Ashtabula is 55 miles from these two cities, he said.

Future meetings have been tentatively scheduled with film syndicators, Dean Barrow said, and with NBC and CBS affiliates advisory committee during the NARTB convention in Chicago this month.


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by WKOW-TV Madison (ch. 27) asking that the *status quo* be preserved in that city until the FCC promulgates its reallocations rule-making [B•T, March 19]. WISC-TV said the Madison area is claimed to have 99% uhf saturation and that "Madison is perhaps the classic city in the U. S. in which intermixture should work effectively." The WISC-TV statement said uhf is "uniquely entrenched" in Madison, with both uhf outlets there, WKOW-TV and WMTV (TV) (ch. 33), holding major network affiliations.

The statement said a story in B•T on March 12 indicated a two-thirds interest in WMTV was to be sold for $600,000.

Five Tv Stations Given Construction Permits

GRANT of ch. 8 at Agana, Guam, to KUAM there was among five tv construction permits—three u's and two v's—awarded by the FCC last week.

The Commission recently doubled KUAM's request for the assignment of ch. 8 to Agana by providing that city with chs. 8 and 10 [B•T, March 12]. The day following the assignments, KUAM filed an application for ch. 8. KUAM's ch. 8 plans called for 1.55 kw visual power with antenna 70 ft. above average terrain. Estimated construction cost is $71,048 and first year operating costs and revenue were set at $75,000 each.

Ch. 7 at Redding, Calif., was granted to Shasta Telecasters Inc., the lone applicant for the channel. An earlier contestant, Sacramento Broadcasters Inc. (KXOA-AM-FM Sacramento), elected to withdraw its application because it felt the size of the Redding market did not justify engaging in a long and expensive hearing [B•T, Feb. 13]. Following FCC approval of the withdrawal, FCC Hearing Examiner J. D. Bond recommended that Shasta receive the grant.

The station is to have an effective radiated power of 12.1 kw visual and an antenna 3,586 ft. above average terrain. Estimated construction cost was set at $220,880; first year operating cost at $165,000, and revenue at $216,000.

Tri-Cities Telecasting Inc. was granted ch. 29 in Canton, Ohio. Principals include President Morton Frank (23.4%), president-publisher and 50% owner of the Canton Economist Inc. and the Stark County Times Inc., and Oral S. Pflug (9.4%), owner of Oral S. Pflug & Assoc., Cleveland advertising agency, and the *Steubenville* (Ohio) *Jeffersonian*. The ch. 29 outlet is to use 206.5 kw visual ERP with a 673-ft. antenna. Building expenses were estimated at $337,539; first year operating cost and revenue at $215,000 each.

In Philadelphia, ch. 29 was given to the Philadelphia Broadcasting Co. Principals include Vice President Murray Borkon (14-2/7%), president-50% owner of the Community Tv System Inc. ERP is to be 224 kw visual; antenna 630 ft. Proposed building cost, $445,000; first year operating cost, $520,000, and revenue, $546,000.

Also in Philadelphia, educational ch. 35 was allocated to the Metropolitan Philadelphia Educational Radio & Television Corp. The application was originally filed by the Delaware Valley Educational Television Corp. (educational WHVY [FM] Philadelphia), but was modified to reflect the new name. ERP is to be 20.9 kw visual and antenna 500 ft.

KBTV (TV), WIRI (TV) TRANSFERS APPROVED

AMONG 12 ownership changes approved by the FCC last week were those for the purchase of 50% of KBTV (TV) Denver by Webb & Knapp Inc. (investment firm) for $850,000 from Tv Denver Inc. [B•T, Dec. 5, 1955] and the transfer of control of WIRI (TV) North Pole (Lake Placid-Plattsburgh), N. Y., from Great Northern Television Inc. to Rollins Broadcasting Inc. for $515,750 in notes and cash [B•T, Feb. 20].

Realtor William Zeckendorf, a former director of ABC, owns 26.5% of W&K. The half interest that Mr. Zeckendorf's firm bought from KBTV belonged to Frank R. Leu. Approval by the Commission was conditioned on the resignation of Artemus Gates as an official of either W&K or Time Inc., owner of KLZ-TV Denver.

WIRI is the first tv outlet owned by the Rollins group (W. Wayne and John R. Rollins), owner of WJWL Georgetown, and WAMS Wilmington, both Del.; WRAP Norfolk, Va.; WNJR Newark, N. J.; WBEE Harvey, Ill.; WPTZ Indianapolis, Ind., and has an application in hearing for a new am to operate in Philadelphia.

KEPO El Paso, Tex., was granted assignment of license from KEPO Inc. to KEPO Broadcasting Co. for $90,000. Principals include President John W. Stayton (51%), attorney, and Secretary-Treasurer Frank W. Stewart (48%), former 25% owner of KTNX Austin, Tex.

Approval for the sale of WDYK Cumberland, Md., by Western Maryland Broadcasting Co. to Tower Realty Co., licensee of WCUM-AM-FM Cumberland, Md., for $60,000 [B•T, Feb. 13] also was given. Tower plans to exchange frequencies with WDYK and thereafter to relinquish WCUM's present frequency, 1490 kc.

For other ownership changes, see FOR THE RECORD beginning on page 100.

Supreme Court Upholds Petersburg, Va., Grant

THE SUPREME COURT last week ended the 18-month battle by Southside Virginia Telecasting Corp. to overturn the FCC's grant of ch. 8 Petersburg, Va., to Petersburg Tv Corp. (WXEX-TV). The high court denied Southside's request for review of the grant, which was upheld late last year by the U. S. Court of Appeals [B•T, Jan. 2].

Southside (Louis H. Peterson and associates-WSSV Petersburg), losing applicant for the ch. 8 facility, claimed, among other things, that it should have been preferred because of its coverage plans (Petersburg and the area south). Southside contended that its competitor's coverage proposals (Petersburg and the area north) would make it a Richmond rather than a Petersburg station.

Petersburg Tv Corp. (Thomas G. Tinsley and associates-WLEE Richmond) has been operating NBC-affiliated WXEX-TV since August 1955.

Court Asked to Stay Move Of Spartanburg Transmitter

A STAY ORDER against a move by WSPA-TV Spartanburg, S. C., of its ch. 7 transmitter was asked by unsuccessful protestants ch. 23 WGVL (TV) Greenville and ch. 40 WAIM-TV Anderson, both S. C. was argued last Thursday before a U. S. Court of Appeals Washington panel, composed of Chief Judge Henry W. Edgerton and Circuit Judges David L. Bazelon and Charles Fahy.

Since 1954, WSPA-TV has sought to move its transmitter from Hogback Mt. to Paris Mt., which is nearer to Greenville. The move has been opposed by the two uhf stations before the FCC and in court. Early last month, the FCC issued its final decision upholding its two-year-old grant for the ch. 7 station to move its transmitter [B•T, March 12]. This followed a protest hearing, asked by the uhf stations. Last week's argument followed the filing of an appeal against this FCC decision. Benedict P. Cottone argued for WGVL and WAIM-TV in urging a stay; Daniel R. Ohlbaum, for FCC, William J. Dempsey, for WSPA-TV, and John G. Galbraith, Spartanburg city attorney, argued against the stay.

Ch. 8 Grant Proposed For Presque Isle, Me.

INITIAL DECISION recommending grant of ch. 8 Presque Isle, Me., to Aroostook Broadcasting Corp. was issued last week by FCC Hearing Examiner H. Gifford Irion. Aroostook (WAGM Presque Isle, WABM Houlton, Me.), became the lone contender for the channel when Elson Television Co., which sought the same facility at Caribou, Me., withdrew as a competing applicant. Aroostook and Elson entered into an agreement where the former, upon receiving the grant, would pay the latter $3,150 for its out-of-pocket expenses [B•T, March 12]. Elson's application was dismissed March 9.

Mr. Irion's recommendation was conditioned on a qualification previously agreed to by Aroostook, that before and after construction of its proposed tv station, measurements will be taken to assure the FCC that the proposed station will cause no objectionable interference to WAGM.

Limestone, Me., air base is presently using ch. 8 for a low-power tv operation. It is understood that the military tv will cease operation once the commercial station goes on the air.

Two Am Applicants Receive FCC Construction Permits

TWO construction permits for new daytime stations were granted by the FCC last week.

Rev. William F. Askew was given a cp for 1220 kc, 250 w in Green Cove Springs, Fla. Rev. Askew is a former chief engineer of WOBS Jacksonville, Fla. Construction cost was estimated at $9,245; first year operating cost at $15,600, and revenue at $24,000.

Moshannon Valley Broadcasting Co. was granted 1260 kc, 1 kw in Philipsburg, Pa. Principals are equal partners Rev. William Emert and Earl B. Bartley, auto transport firm owner. Cost of constructing the station was set at $14,367; first year operating cost at $19,140, and revenue at $40,512.

FTC Charges L. A. Company With Advertising Violation

A COMPLAINT was lodged against the National Business & Property Exchange Inc., Los Angeles, by the Federal Trade Commission last week for alleged misrepresentation as to the nature of the corporation's business and the advantages of advertising in its *National Buyers' Guide*, a catalog for real estate dealers.

The FTC charged the firm with violating the FTC Act and alleged that contrary to the implication of the company's name and its advertising on radio and in other media, the firm is not engaged in buying and selling property.

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Monopoly Charges Leveled At Rochester Tv Hearing

CHARGES that the Gannett Co. exercises and abuses a newspaper monopoly in Rochester, N. Y., plus questions on the financial status of WVET Rochester when it filed application for ch. 10 there, highlighted the hearing which began last week into the three-year-old grant. The FCC, on March 11, 1953, awarded ch. 10 to former competing applicants, WHEC (Gannett newspapers) and WVET (local businessmen), who joined forces and received the grant on a sharetime basis. WVET-TV and WHEC-TV have been on the air since Nov. 1, 1953.

Witnesses for WSAY Rochester, led by Gordon P. Brown, WSAY owner-president, alleged that Gannett's Rochester newspapers (morning *Democrat & Chronicle*, evening *Times-Union*), as the only Rochester dailies, have suppressed news of public interest because such news ran counter to Gannett's editorial policy. It also was charged that the newspapers suppressed news concerning WSAY and otherwise treated it unfairly, causing it financial losses beyond what would have been the result from ordinary competition. Questions were also raised on alleged indebtedness of WVET at the time it applied for the ch. 10 facility.

WSAY has been battling the sharetime grant since March 17, 1953, six days after it was awarded by the FCC. WSAY's protest was denied by the Commission, which ruled the objections were late and did not set forth charges with sufficient particularity. The U. S. Court of Appeals disagreed with the FCC; the court held that WSAY's protest was in order and that the station was entitled to a hearing [B•T, Aug. 1, 1955]. The Supreme Court affirmed the lower court action and remanded the case to the Commission.

NBC-TV's WRC-TV Seeks Studio, Transmitter Shift

APPLICATION for the move of NBC-owned WRC-TV Washington to a new location further away from downtown Washington was filed with the FCC last week.

The ch. 4 station asked permission to move its transmitter and studios to 4001 Nebraska Ave., on property formerly owned by the Georgetown Day School. The new site is adjacent to the Naval Communications Center and across from American U.

Citing a cost of $3.1 million, the NBC Washington outlet asked for 100 kw with an antenna 572 ft. above average terrain and 459 ft. above ground. WRC-TV, which began operating in 1947, maintains studios in the Sheraton-Park Hotel. Its present 500 ft. antenna (538 ft. above ground) is located on the grounds of the Sheraton-Park.

The proposed WRC-TV location is about 2,000 ft. from the transmitter-antenna site of ch. 7 WMAL-TV Washington.

No Replies on Translators

NO QUARTERS had been heard from by last Monday's deadline on reply comments on the FCC's low-power tv translator proposal. The Commission, in looking toward possible rule-making, solicited comments on the proposed use of the upper uhf band (chs. 70-83) for tv translator service [B•T, Jan. 16]. The FCC received 20 comments, almost all of which endorsed the authorization of translators in one form or another [B•T, March 19, 12].

PETRILLO TO BE ASKED—OR SUBPOENAED—TO LOCAL 47 INVESTIGATION, SAYS HOLT

Congressional probe of revolt by West Coast AFM Group postponed until later this month. Union's International Executive Board in New York names attorney Arthur J. Goldberg as referee in testimony.

AFM President James Caesar Petrillo will be requested and possibly subpoenaed to appear in Hollywood later this month at a congressional investigation of the anti-Petrillo revolt at AFM Local 47, the Los Angeles office of Rep. Joe Holt (R-Calif.) told B•T Wednesday.

In addition, Leo Cluesman, AFM national secretary, late last week notified Local 47's Vice President Cecil F. Read and other key leaders of the revolt that they must stand trial April 11 before a special referee at the Hollywood Plaza Hotel under charges filed against them by Local 47 President John te Groen and Recording Secretary Paul. The referee will be Arthur J. Goldberg, counsel for the merged AFL-CIO. Mr. Goldberg was picked by Mr. Petrillo personally and will make a factual report, without rendering decisions, to the AFM's International Executive Board. IEB then will consider the findings and rule on the guilt or innocence of the rebel faction.

Besides Mr. Read, those ordered to stand trial April 11 were William Atkinson, Vince De Rosa, John Clymans Jr., Uan Rasey, Warren Baker, Roy Toland, all members of the Local 47 board of directors who supported Mr. Read in the impeachment of Mr. te Groen. Other Read supporters cited for the trial included George Wald, Max Herman, Martin Berman, Marshall Cram, Earl Evans and William Ulyate.

On Wednesday, an apparently self-appointed committee of seven musicians, claiming to represent about 28 of the 35 members of Local 47 subpoened by the Un-American Activities Subcommittee, called a news conference and charged that the House committee's purpose is "blackmail and intimidation." During the interview only two of the seven identified themselves, but they asserted a special concert is planned April 9 "with a famous conductor and an outstanding speaker" to recruit support to keep the House committee "from coming to Los Angeles." Those identifying themselves said they were Leonard Dahlsten and Joe Pass, both freelancers.

Hearings Postponed

The House Education and Labor Committee, of which Rep. Holt is a member, first ordered an on-the-scene investigation of Local 47 starting April 7 but promptly postponed the hearing until conclusion of congressional voting on pending farm legislation. At Rep. Holt's request, the House Committee, headed by Chmn. Rep. Graham Barden (D-N. C.), appointed a seven-man subcommittee to go to the West Coast and conduct the inquiry into the revolt at Local 47 against Mr. Petrillo's AFM trust fund policies.

Meanwhile, it appeared that the fire of rebellion may be spreading. It was disclosed last week that two top officers of New York AFM Local 802 were quiet observers Monday in Hollywood when Local 47 impeached its second pro-Petrillo officer, Recording Secretary Maury Paul. It also was reported that Local 47's rebel leader, Mr. Read, is supplying economic background data requested by the U. S. Copyright Office to prepare for an international conference this summer in Geneva looking toward revision of all copyright laws to give musicians everywhere a better break in residual rights to their products.

New York Local 802, the largest within AFM (Hollywood Local 47 is second largest), has scheduled a special membership meeting tonight (Monday) to hear the reports of President Al Manuti and Vice President Al Knopf on their visit to Hollywood. It is understood segments of the New York local are favorable to the Hollywood rebel cause.

Mr. Petrillo last week promptly stayed Local 47's impeachment of Mr. Paul pending an investigation by the International Executive Board of an appeal by Mr. Paul. Mr. Petrillo earlier stayed the impeachment of Local 47 President te Groen pending investigation. The IEB has notified Mr. Read and other key leaders of the revolt to be prepared to stand trial sometime this month. A special panel of the IEB made an on-the-scene investigation a fortnight ago and was to report to the full IEB last Tuesday in New York.

Mr. Paul faced his membership for four hours Monday at the Hollywood Palladium and made a determined stand to ward off an ultimate impeachment vote of 1,642 to 742. Boos and catcalls were loudly exchanged by both factions, according to observers at the closed meeting, while Mr. Paul described Mr. Read as a "union buster" rather than union leader. The deposed recording secretary also was reported to have described Congressmen Holt and Barden as "notorious anti-labor congressmen."

Rep. Holt lunched with both Messrs. Read and te Groen March 22 and from this session he concluded the issues at stake in the Local 47 fight were big enough to warrant congressional inquiry. The House Committee already had scheduled an overall investigation of trust fund dealings by unions generally.

Specifically, Local 47 musicians are aroused over the continued policy of Mr. Petrillo to put all residual payments (release of movies to tv, recording royalties) into the $14 million music performance trust fund instead of allowing them to accrue to the musicians who made the original product. The trust fund provides employment to musicians in other areas put out of work by the mechanical product of radio, tv, movies and records.

The rebel leader noted that the copyright laws in the U. S. have not been changed since 1909 and "meanwhile, sound track and other mechanizations of music have come along. All the other allied crafts in the entertainment industry—authors, writers, composers, artists—are protected by copyright to payments and royalities for use and reuse of their products and services. The playing musician is not so protected.

"Consequently, we are confronted with such practices as the free use by juke boxes and by small radio station disc jockeys of recordings and recorded performances for which the playing musician receives no payment or royalty. This is wrong."

Besides Congressman Holt, the House Labor Subcommittee, which will investigate Local 47 later this month, will include Chmn. Carl Elliott (D-Ala.) and Reps. Phil M. Landrum (D-Ga.), Earl Chudoff (D-Pa.), James Roosevelt (D-Calif.), Sam Coon (R-Ore.) and Orvin B. Fjare (R-Mont.).

Some 35 members of Local 47 have received subpoenas to appear April 16 in Los Angeles at resumed hearings of the House Un-American Activities Subcommittee which will continue its probe of Communist infiltration into the

Don't forget the NARTB Convention!
It's April 15-19 in Chicago.



If you can't make it,
read all about it in the
B•T issue of April 23.

Even if you make it,
some of the things
that happen may be
a little bit hazy (!)
So read
all about it etc.

But whether you make it or not,
your advertisement should be
in the April 16th Convention Issue.
B•T is read by practically
everybody in radio-tv;
the Convention Issue is even more so.

Deadline for space reservations: April 9.



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entertainment world, this time among musicians. William Wheeler, committee investigator, said several weeks ago that the investigation has no connection with the anti-Petrillo revolt [B•T, March 12].

In announcing the appointment of Mr. Goldberg by the IEB, President Petrillo said Mr. Goldberg will hear testimony from all individuals concerned in the controversy at hearings scheduled to begin in Los Angeles on April 11.

Mr. Goldberg currently is general counsel of the United Steelworkers of America, special counsel to the AFL-CIO and a member of the board of the American Arbitration Assn. He headquarters in Washington.

SAG Cites Contract On Electronic Tape

JURISDICTIONAL dispute between the Screen Actors Guild and American Federation of Television & Radio Artists over representation when electronic tape is used for most tv film shows caused SAG to disclose last week for the first time that provisions of the contract negotiated last fall with the Alliance of Television Film Producers clearly covers "all motion pictures including those made with tape or other electronic devices."

SAG Monday also announced that the same provision is included in an agreement newly negotiated with the Assn. of Motion Picture Producers and which has been mailed to the guild's membership for ratification.

SAG last month protested to CBS that a "clarification" of the network's agreement with AFTRA is a "flagrant violation" of jurisdictional lines covering actors in tv motion pictures. SAG has all film jurisdiction while AFTRA has live shows and kinescopes [B•T, March 19, 12]. CBS presently is the only major tv network which films some of its own shows.

SAG and CBS representatives met in Hollywood a fortnight ago and the guild pointed out that the AFTRA contract "clarification" had the effect of giving tape jurisdiction to AFTRA rather than SAG. Although no decision was reached at the meeting, SAG said it will take steps to protect its rights.

The newly disclosed provision, prefaced with the heading of "Definition," is incorporated in the printed copies of the new television supplement to the Producer-SAG Codified Basic Agreement now being mailed to all tv signatories. It also is included in the new basic agreement with theatrical motion picture producers. The provision reads:

"The parties confirm their mutual understanding and agreement that the term 'motion pictures' as used herein and in all prior agreements between the parties, means and includes and has always meant and included, motion pictures whether made on or by film, tape or otherwise, and whether produced by means of motion picture cameras, electronic cameras or devices, or any combination of the foregoing, or any other means, methods or devices now used or which may hereafter be adopted."

John L. Dales, SAG national executive secretary, said the guild hopes this provision "will prevent any misunderstanding about the extent of the motion picture field in which the guild operates, such as arose following AFTRA's recent negotiation of a 'clarification' of its contract with the television networks, which was construed as attempting to extend AFTRA's field beyond those shows produced 'in the live manner.' With negotiation of the definition of the term 'motion picture,' there should be no reason for dispute . . ."

ABC EMERGENCE AS PROFITABLE DIVISION STRESSED IN ANNUAL REPORT TO AB-PT

Broadcasting gain in 1955 as compared to loss in operation the two previous years is pointed up by Leonard H. Goldenson, corporation president, who also cites 'much stronger program lineup' for tv operations, which had 53% increase in billings.

BLOSSOMING of ABC as a profitable broadcasting arm of the parent American Broadcasting-Paramount Theatres Inc. is pointed up in AB-PT's annual report released last week.

Leonard H. Goldenson, AB-PT's president, said the ABC Div. broke into the profit column last year as compared to a loss in operations both in 1953 and 1954. He also said that this "marked improvement" was evidenced in particular by ABC-TV, which now boasts a "much stronger program lineup" and which realized a 53% increase in gross time billings. While ABC's Pulse went up, Mr. Goldenson noted that AB-PT's theatre gross income was down about 4% from 1954.

AB-PT's overall net operating earnings (income) increased 74%—from $4,722,000 in 1954 to $8,218,000 in 1955, which amounted to $1.89 per share of common based on the number of shares outstanding at the end of each quarter and compared to $1.06 per share common in 1954. The shares outstanding at yearend 1955 were 4,138,165, contrasted with 3,968,487 shares outstanding at the end of the previous year. Common stock dividends paid in 1955 were $4,920,000 or $1.20 per share—including a 20 cents per share extra dividend at the yearend, as against $1 per shsare in 1954.

AB-PT's Record Income

A total income of $194,662,000 was reported to be the highest in AB-PT's six year history. Of this, ABC had an operating income of $18,117,000, an increase of $10,693,000 over the previous year. AB-PT paid or provided for payment, $13,323,000 in taxes, $7,773,000 of this to the federal government.

The report said that ABC's capital expenditures last year were $714,000 but with "expanding requirements" it was anticipated the division's future capital expenditures would exceed the amount of its depreciation.

In a recap of ABC's television activity, AB-PT said the network was able to "improve and increase its proportionate share of business in the dynamic television broadcasting field which saw total advertising revenues reach an estimated $1 billion compared with approximately $800 million in the preceding year."

ABC-TV, the report said, had a greater percentage (53) increase than any other network in its 1955 gross time billings compared to the previous year. Last fall, the network "came close to filling the 21 prime nighttime hours with sponsored programs. Specifically, 25 hours, including 5 daytime hours, were sold commercially compared with a total of 13¼ hours in 1954 and 10¼ hours in 1953."

The report said that an indication of program improvement on ABC-TV was shown by a 56% increase in time that tv families spent each week watching the network's programs (51 million "home hours" in December 1954 to 80 million home hours in December 1955).

The improvement in programming was traced in AB-PT's report to "constant upgrading in quality . . . with a schedule of different types aimed at the varied tastes of the viewing audiences." Most of the network's programs, including ABC's tieups with feature motion picture makers Walt Disney, Warner Bros. and MGM, were mentioned in the report which noted, too, that ABC-TV plans to improve and broaden the program structure, particularly in the daytime schedule. AB-PT said more than 11 new presentations, including a 90-minute weekly dramatic series, are being prepared for "possible use" in the 1956-57 season.

Network gains were achieved "despite ABC's inability to get full clearances for its programs in a number of large cities which still are limited to one or two tv stations," according to the report. ABC-TV's current lineup of affiliates is set in the report at 215. "However," it is predicted, "when the FCC does approve additional stations and ABC is able to get consistent program clearances and basic affiliations in such major markets as Boston, Miami, Pittsburgh and St. Louis, the network will be better able to compete on an equal basis with other networks; revenues should show a corresponding increase; advertisers' needs will be better served, and the public will benefit by being given an opportunity to enjoy a greater selection of programs."

Other highlights in the report:

Color tv—While the public as well as advertisers and broadcasters can be expected to benefit from color tv, set sales "to date" have been relatively limited. Once there is a "sufficient number of color sets to justify public and advertiser interest," ABC will be prepared to broadcast in color.

Radio—Despite a general decline in network radio business that now is going through a "transition period since the advent and rapid growth of television," the medium remains the "dominant force" in broadcasting "attested by the extensive coverage of radio—96% of the homes in this country—and the continued high volume of radio set sales."

Rather than a decline in radio listening there has been a change—because of tv—in listening habits, and thus radio's role has switched from a family entertainment medium to the individual's personal listening service.

ABC Radio 'Reprograms'

To meet these changes, ABC Radio has designed its morning *Breakfast Club,* afternoon *Make Believe Ballroom* and nighttime half-hour segmented shows of 2½ hours duration nightly to fit into such listening habits. Along with the "reprogramming," ABC Radio has "embarked on a new overall sales and promotional plan directed particularly to attract new sponsors through the sale of shorter program segments."

Whereas AB-PT found it "difficult to predict at this time" the future of radio network business, it noted that the current status of the medium—including new program concepts, value to advertisers, vast audiences, large set volume with future increases expected with readily available transistorized portable receivers—points to radio's "continued importance in the communications field."

Owned stations—Overall business has shown profitable improvement from year to year. Tv was mentioned particularly, with AB-PT noting that ABC's owned tv stations "have excellent physical facilities to meet the requirements of local programming and maximum transmission power providing extensive coverage and proper reception to local audiences."

Filmed Syndication—Expansion of the operations of ABC Film Syndication Inc., an AB-PT

subsidiary, is noted, along with a near doubling in 1955 of the previous year's volume in billings of tv film programs distributed to stations and advertisers. The subsidiary is prepared to distribute current and future properties to foreign markets AB-PT said.

Disneyland Park (Anaheim, Calif.)—AB-PT said it had paid $500,000 for approximately 35% stock interest in Disneyland Inc., and had advanced $1,241,200 (proportionate to stock interest) subordinated to a bank loan in an original amount of $4.4 million and since reduced to $3,650,000 at March 1, 1956. The park, which opened last July, also has been used by ABC as the setting for a number of Disney programs, the report stated.

Electronics—Microwave Assoc. (designs and produces microwave equipment, magnetrons, radar components and other electronic devices), of which AB-PT has one-third stock interest, can be expected to accelerate in its growth as a result of a one-third stock acquisition last year in microwave by Western Union Telegraph Co. Western Union and AB-PT in 1955 also entered into an agreement for purchase by each of 22% stock interest with options to increase the respective interests to 25% in Technical Operations Inc., Arlington, Mass. This company is engaged in manufacturing, research and development in various scientific fields, principally nucleonics, operations research, chemistry and electronics.

Records—AB-PT organized Am-Par Corp. as a phonograph records subsidiary last June. Am-Par has distribution outlets in major U. S. cities and in Canada. The initial release was recorded songs from ABC-TV's *Mickey Mouse Club* and starting last fall, a number of recordings of popular music was released under the ABC-Paramount label.

Mr. Goldenson said a third of the decrease in AB-PT's gross theatre income was the result of disposal of more theatres in compliance with a government anti-trust decree requiring AB-PT to dispose of certain movie houses. The remaining drop was attributed to lack of quality films in the year's fourth quarter.

In a section of the report devoted to AB-PT's theatre operations, AB-PT noted that the "most effective media" must be used to aggressively merchandise pictures in order to build theatre audiences. Television, the report said, "presents a potent force in serving the motion picture industry. Properly presented, television is able to pre-sell pictures by its extensive exposure in millions of homes of potential movie goers." Tv also can develop talent and provide story ideas, producers and writers, AB-PT said, emphasizing efforts by the company to further a close relationship between picture production and tv through ABC's tieups with Disney, Warner Bros. and MGM, all of which have programs on ABC-TV.

Agenda Drawn Up For Chicago CBS-TV Affiliates Session

A SECOND general conference of CBS-TV affiliates has been set for April 13-14 at Chicago's Conrad Hilton Hotel. Network officials are expected to present progress reports and plans for future activities to executives of 166 tv stations affiliated with CBS-TV. According to the pre-registration last week at least 277 station people will assemble for the two-day Chicago meeting.

C. Howard Lane, vice president and managing director, KOIN-TV Portland, Ore., and chairman of the CBS Television Affiliates Assn., will call the first session to order at 10:15 a.m. on April 13. At a luncheon that day, Dr. Frank Stanton, CBS Inc. president, will address delegates. A banquet that evening will feature a special talent show. Another luncheon will be held April 14.

Greeting the delegates will be CBS-TV President J. L. Van Volkenburg who will introduce the following network speakers: Hubbell Robinson Jr., executive vice president; Merle S. Jones, executive vice president; Alfred J. Scalpone, vice president in charge of network programs, Hollywood; William H. Hylan, vice president in charge of network sales; William B. Lodge, vice president in charge of engineering; Sig Mickelson, CBS Inc. vice president for news and public affairs; Richard S. Salant and Ralph W. Hardy, vice presidents; Edward P. Shurick, national director of CBS-TV station relations; Oscar Katz, CBS-TV director of research; Robert P. Jamieson, CBS-TV sales service manager; John P. Cowden, operations director of CBS-TV advertising and sales promotion, and Charles J. Oppenheim, director of information services, CBS-TV.

At a general business session, delegates will discuss proposed by-laws for the affiliates group.

Saxe to Succeed Falknor, Retiring From CBS May 7

EDWARD L. SAXE, vice president and assistant to the president of CBS-TV since 1954, will succeed Frank Falknor as vice president in charge of operations for CBS-TV on May 7 when Mr Falknor will retire, CBS-TV President J. L. Van Volkenburg announced last week.



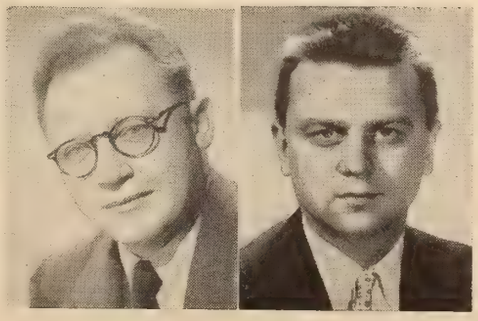
MR. SAXE

Mr. Saxe joined CBS in 1946 as assistant to the treasurer and later was appointed executive assistant and controller. Before World War II, Mr. Saxe was with the U. S. Dept. of Jusice and served with military intelligence in Europe during the war years.

After retirement, Mr. Falknor will serve CBS on a consultant basis, Mr. Van Volkenburg said. Mr. Falknor was named to his present post in July 1951 after having served since 1955 as assistant to the vice president of the CBS Central Div. and as assistant manager of WBBM Chicago. He joined CBS in 1933 as WBBM's chief engineer.

Warner Takes ABC Press Post, Network Promotes Al Seton

APPOINTMENT of Hank Warner as director of press information for ABC and the promotion of Adolph (Al) Seton as assistant director of press information in charge of exploitation were announced last week by Michael J. Foster, vice president in charge of press information and advertising. Both appointments take effect on April 9.



MR. WARNER MR. SETON

Mr. Warner joins ABC from CBS, where for 13 years he was associated in the press information department. Mr. Seton, currently ABC's manager of publicity, joined the network in May 1953.

CBS RADIO SLOTS NEW CURRENT EVENTS SERIES

TO MEET a heightening interest in politics, campaigns and issues in an election year, CBS Radio is placing into effect today (Monday) a revamped and strengthened schedule of news and public affairs programs.

Highlighting the new slotting is a Monday-Friday series, 9:30-9:55 p.m. EST, which will present across the board at the same time period a group of programs that had been broadcast at various times during the week.

CBS Radio said the programs will focus on news and comment on the election and its preliminaries, discussions of national and international issues, reports on the president's news conferences and views of national and world leaders.

Under this nighttime grouping: *Capitol Cloakroom,* informal interview program, will be programmed Mondays; *Campaign '56* a report on pre-convention contests and CBS' roving "Campaign Cavalcade" reporting team, Tuesdays; news show handled by Charles Von Fremd, CBS' White House correspondent, who will report on presidential news conferences and other Washington highlights, and who will draw upon CBS' foreign correspondents for profiles, Wednesdays; *The Leading Question,* discussion of leading issues of the day, Thursdays; and *So They Say,* handled by Larry Lesueur, CBS' United Nations correspondent, presenting on Fridays various features and special recordings, human interest and feature stories.

Next Sunday, CBS Radio also will revise its morning schedule of news and public affairs programs: *Invitation to Learning,* 10:30-11; news, 11-11:05; *Washington Week,* 11:05-11:15; *World Affairs Report,* 11:15-11:30, all EST.

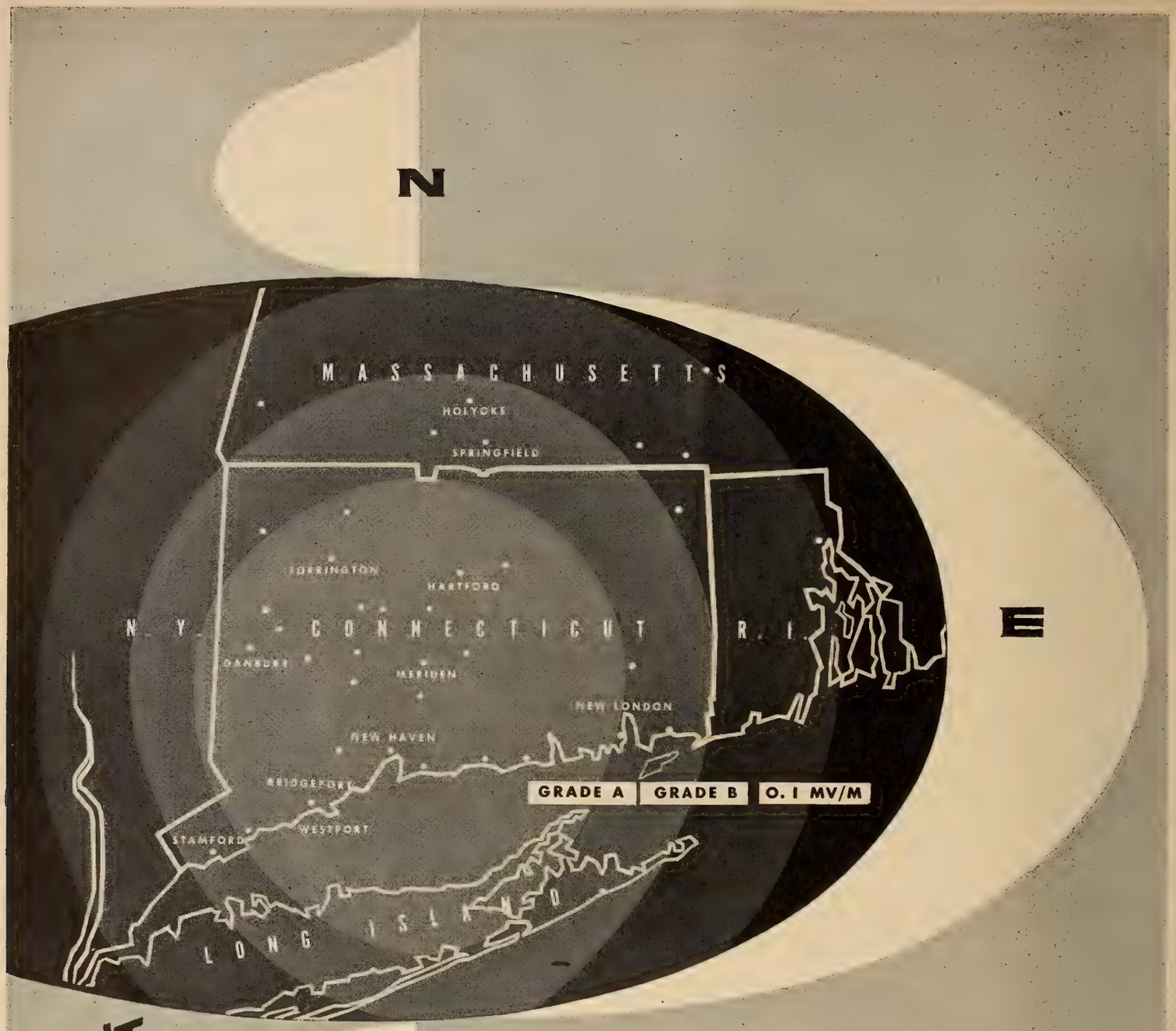
To make room for the Monday-Friday program grouping, the comedy team of Amos 'n' Andy will be returned to its old stall today. The network is reslotting the *Amos 'n' Andy Music Hall* series from 9:30-9:55 to 7:05-7:30 p.m. EST, Monday-Friday. More than 25 years ago, Freeman Gosden and Charles Correll launched their radio careers in the 7-7:15 p.m. EST spot which soon became a "must" time period for their fans.

Also, the *Jack Carson Show,* now 9:05-9:30 p.m. EST, Monday-Friday, becomes a half-hour strip, 8-8:30, switching its period with two programs, *My Son, Jeep* and *Yours Truly, Johnny Dollar. Jeep* takes the 9:05-9:15 portion in a new, streamlined format with *Yours Truly* filling the remaining 15 minutes.

According to Howard G. Barnes, vice president in charge of network programs, the new evening schedule also will permit the latter two dramatic programs to be aired later in the evening, where surveys indicate radio audience interest in drama is the highest.

ABC-TV Appoints Lafferty

APPOINTMENT of Frederick P. Lafferty as closed circuit program manager of ABC-TV is being announced today (Monday) by Robert F. Lewine, vice president in charge of programming and talent for ABC-TV. Mr. Lafferty served most recently as traffic and continuity supervisor at WBZ-TV Boston.



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GE Microwave Relay To Get Chicago Debut

A NEW, 200 lb. microwave relay system, at a 2,000 mc frequency, is being announced today (Monday) by General Electric Co.'s Broadcast Equipment Section, which will show the new relay unit to tv broadcasters for the first time at the NARTB convention in Chicago April 15-19.

GE said the unit combines the outputs of separate aural and visual transmitters into a common antenna and has been developed for use at the origin point of a program—either remote or studio operation. It has two transmitting and two receiving units, and two parabolic antennas or "dishes." It was designed specifically for color transmission, although GE reported "excellent" performance in both monochrome and color testing.

Relay of the aural and visual signals is through a single antenna, called "diplexing" and said by GE engineers to be new to the tv industry. An advantage of the system, GE said, is to permit a wider safety margin in meeting FCC specifications during simultaneous color and aural transmission. Control for immediate on-air broadcasts is by an oven-type crystal described by GE as highly accurate and as without need for long warmup periods formerly required.

Broadcasting engineers at GE—the system was developed by GE's T. G. Custin, C. J. Scheiner and J. Smith—claimed the equipment gives improved coverage and more freedom from fades than higher frequency equipment now used widely in the industry. A greater flexibility is provided, GE said, because transmitters and controls can be located away from the antenna.

In summarizing performance of the system, GE said it performs with excellence up to 20 miles under average conditions, and that even greater distances are possible under favorable signal-path conditions.

According to GE, the new system has been under development for the past two years at its broadcast equipment laboratories. The unit, which is expected to go into production within the next few months, is not yet priced, although GE said it would be competitive with higher frequency equipment now in use. The microwave relay system will be available in two models: TL-3-A, which includes both aural and visual equipment, and TL-3-D, which is visual equipment only.

Hoffman Electronics Nets $1.56 Million During 1955

HOFFMAN ELECTRONICS Corp. sales and profits for 1955 were the second highest in the Los Angeles company's history, H. Leslie Hoffman, president, reported to shareholders in the annual report released Friday. Net profit for the year ended Dec. 31, 1955, was $1,560,596, or $2.15 a share on the 724,760 common shares outstanding—an increase of 5% over the 1954 net profit of $1,485,513. Consolidated sales were $44,416,673 compared with $42,647,008 in 1954.

The firm's 1955 expansion included acquisition of National Fabricated Products Inc., Chicago, a company engaged in the manufacture and sale of electronic components and silicone-type semiconductors, Mr. Hoffman told shareholders. He disclosed that company expenditures for research and development in 1955 were $1,864,052, representing 4.2% of the total sales volume. The present backlog of government contracts was reported at approximately $35 million.

"The increase in dollar volume of the television division indicates that the company obtained a good percentage of middle and higher priced units," Mr. Hoffman said. He indicated the company's future planning is designed to realize a substantial portion of the rapidly expanding replacement, second set, and color set market.

Zenith Antitrust Suit To Be Resumed on Oct. 1

AN ANTITRUST suit filed by Zenith Radio Corp. against RCA, General Electric Co. and Western Electric will be resumed Oct. 1 in Chicago Federal District Court, it was reported last week.

Meanwhile, Judge Michael Igoe has denied an RCA petition charging him with "personal bias and prejudice" in the $16 million Zenith counter-suit involving patent infringements. He refused Monday to disqualify himself from the case, claiming RCA's petition was not legally sufficient as required by high court rulings. RCA charged any further hearings before Judge Igoe would be adverse to RCA.

The RCA petition was filed on behalf of RCA President Frank Folsom. Also involved with Zenith is the Rauland Corp., its tube-making subsidiary. The case has been before Judge Igoe for over a year.

Motorola Promotes Five, Realigns Market Functions

A SERIES of executive promotions involving the creation of national tv and radio sales posts and realignment of consumer product marketing functions were reported by Motorola Inc. last week.

Edward R. Taylor, vice president and assistant to the president, announced the appointments of S. R. Herkes as vice president of sales; A. G. Williams as general sales manager; David H. Kuttner as merchandising manager; Charles P. Lloyd as national television sales manager, and J. B. Anger as national radio sales manager, among others. The tv and radio sales positions are newly-created. All appointments are effective immediately.

Mr. Herkes previously was vice president and general manager of Motorola-Chicago Inc.; Mr. Williams, administrative assistant to the marketing vice president, and Mr. Kuttner, advertising director.

SACKS GIVES UP POST AT RCA VICTOR RECORDS

EMANUEL (MANIE) SACKS, RCA-NBC triple vice president, is giving up his duties in the RCA Victor Record Div. to spend full time on RCA and NBC staff activities, RCA President Frank M. Folsom is announcing today (Monday).

Mr. Sacks will concentrate on his responsibilities as staff vice president of RCA and staff vice president of NBC, and give up his post as vice president and general manager of the record division to Lawrence W. Kanaga, who has been vice president and operations manager of the division.



MR. SACKS

In explaining the move, Mr. Folsom said:

"In recent months, Mr. Sacks has been spending more and more time on staff activities at RCA and NBC. Because of the expansion of color television and new programming as well as talent requirements, the demands on his time will be even greater in the months ahead.

"In addition, Mr. Sacks is chairman of the board of Kagran Corp., a wholly-owned subsidiary of NBC which handles film syndication and other enterprises.

In his multiple vice presidencies, Mr. Sacks has had far-reaching responsibilities in many areas of RCA and NBC affairs. Recently, however, he has concentrated to a great extent on NBC operations, particularly in the talent field.

He joined RCA Victor in January 1950 as director of artist relations, was elected staff vice president of RCA in December 1950 and vice president and general manager of the record division in January 1953. The third vice presidency, that of NBC, was added in August 1953.

Mr. Kanaga joined the RCA Victor Distributing Corp. in Detroit in 1947 as vice president after serving with Montgomery Ward & Co. and Hale Bros., San Francisco. He became general sales and merchandise manager of the RCA Victor Record Div. in 1949, and vice president and operations manager of the division last May. In his new post, he will report to Robert A. Seidel, executive vice president, RCA consumer products.

MANUFACTURING PEOPLE

J. P. Lawton, Seattle district manager, and **John Reine,** Chicago district manager, both over 30-year veterans of Graybar Electric Co., N. Y., elected directors of firm.

Donato J. Bracco, acting manager of Sylvania Electric Products Inc., chemistry lab, Flushing, L. I., appointed manager.

E. N. Phillips, district commercial engineer in western regional office, General Electric Tube Dept., elevated to district sales manger. **James H. Schussele,** supervisor of Magnetron product design at GE's Electronics Park, Syracuse, N. Y., appointed manager of Magnetron and space charge tube product engineering, power tube sub-department at Schenectady, N. Y. **Austin E. Rankin,** supervisor of Klystron design, General Electric Co., Schenectady, N. Y., to manager of Klystron and traveling wave tube product engineering, power tube sub-department.

Robert C. Tait, president of Stromberg-Carlson Co., Rochester, N. Y., division of General Dynamics Corp., elected director of Bausch & Lomb Optical Co., also Rochester.

T. R. Hayes, district sales manager for equipment sales, RCA Tube Div., Chicago, named general sales manager, RCA Semiconductor Div., Harrison, N. J. **Harry B. Wilson,** manager, electronic components marketing, RCA Tube Div., Harrison, N. J., to district sales manager of equipment sales, RCA Tube Div., Chicago.

Arthur H. Fogelman, east coast technical sales representative, Magnavox Co., to Allen B. DuMont Labs, as assistant to manager of Washington, D. C., office, effective immediately. Also to DuMont sales staff: **John C. Wolke,** North Jersey district sales manager, Downs-Smith Brass & Copper Co., as assistant manager of replacement sales, Cathode-Ray Tube Div. **George Etkin,** former partner, Gale & Falk, N. Y. law firm, appointed general counsel of DuMont Labs.

PLOUGH BUYS WCOP, SECOND IN WEEK

Price for Boston station reportedly in neighborhood of $450,000. Sale subject to FCC approval.

SECOND acquisition of a radio station in one week was announced by Plough Inc., Memphis, Tenn., pharmaceutical house, last week when it was announced that an agreement had been signed with John Fox (*Boston Post*) to purchase WCOP Boston, Mass. The price was not announced, but reportedly was in the neighborhood of $450,000. The sale is subject to usual FCC approval.

Late last month, Plough Inc.'s purchase of CBS-affiliated WCAO-AM-FM Baltimore from L. Walters Milbourne and associates for a reported $550,000-$600,000 was announced [B•T, March 26].

Negotiations are under way for a third acquisition, the Memphis company announced. It already owns WMPS Memphis and WJJD Chicago. The company said it eventually hopes to own seven radio stations. It is also interested in tv, the company announced.

WCOP, operating on 1150 kc with 5 kw, took the air in 1935. Roy Whisnand, present WCOP general manager, will continue in that capacity after the transfer, according to Harold Krelstein, vice president in charge of Plough Inc. radio operations.

Charles DeVois, assistant to Mr. Krelstein at WMPS, was named vice president-general manager of WMPS.

Plough Inc. which makes St. Joseph Aspirin, Mexsana Medicated Powder and other drug products, recently announced a merger with The Musterole and E. W. Rose companies of Cleveland, pharmaceutical houses. Abe Plough is president of Plough Inc.

Also announced was the formation of a new corporation, Plough Broadcasting Corp. of Mass., with authorized capital of $500,000. Plough Broadcasting Co. owns WJJD and is to become the licensee of WCAO. Its authorized capital has been increased to $1 million. WMPS Inc. is the licensee of the Memphis station. Mr. Krelstein is president of the subsidiary corporation.

The Boston transaction was handled by Robert Grant of Kidder Peabody Co.



MR. PLOUGH



MR. KRELSTEIN

WRVA-TV Gets DuMont Gear, Sets Target Date April 29

A MAJOR PORTION of a 50 kw transmitter and related equipment is slated to be delivered today (Monday) to WRVA-TV Richmond by Allen B. DuMont Labs. The station now expects to be commercially telecasting on April 29 with a test pattern on the air by April 20.

Installed will be a color and monochrome transmitter; two color picture monitors, associated monitor and test equipment; studio control; full master control with nine channel switches for full control circuits; a color multiscanner; four camera chains; a two-sync generator, and four image orthicon camera chains.

It was expected that complete installation would be made over a two months' period, permitting the station to telecast color programs. The station is affiliated with CBS-TV.

C. T. Lucy, president of WRVA-TV, said the station would be integrated within the community as was WRVA, its sister radio station, with which he has been associated since 1925. He said the station will carry a full schedule of network programs and telecast 7 a.m. to midnight each day.

According to DuMont, equipment supplied the station included six miles of cables, 402 tubes and 20,000 component parts. The station initially will telecast from a 400-ft., six-bay antenna, eventually to be doubled in size to an 800-ft., 12-bay antenna. Until studios are completed in about two months, the station plans to carry only network shows and local news.

'All Color' Operation Set To Begin at WITI-TV May 21

WITI-TV Whitefish Bay, Wis., plans to start test patterns in about four weeks and begin operation as an "all color" independent station May 21, it was reported last week.

WITI-TV is expected to program about 56 hours weekly at the outset, transmitting anywhere from 12 to 30 hours in color. It will be equipped for all color through DuMont Labs' Vitascan system.

Standard black-and-white programming is necessary in many instances because much of the film is conventional monochrome. WITI-TV will transmit all program introductions, live commercials, news and weather shows and station break announcements in color.

The station already has demonstrated a number of sample commercials in color for food, soap, petroleum and other advertisers. With an estimated 1,000 color receivers in Milwaukee County, WITI-TV plans to work closely with dealers to promote its color operation through displays, direct mailings and other aids. It will maintain a single national and local rate.

To Expedite Spotting

IF color tv were being used in network coverage of the political conventions, NBC's directors and cameramen could be easily spotted—not only by NBC people but also by the viewer. NBC-TV personnel will be outfitted in red sport coats with the NBC insignia appearing on breast pockets. Reason for the crimson jackets: NBC-TV executives in 1952 found it difficult to locate newsmen and technicians as delegates crowded the convention floor. NBC's plans are not affecting ABC-TV or CBS-TV. ABC-TV reportedly feels that it is better for coverage purposes if newsmen look like the rest of the crowd, while CBS men will have special badges for identification—no nattily tailored sports coats.

WBC Mails Agency Aid

WESTINGHOUSE Broadcasting Co., in order to simplify the practice of figuring out the 15% agency commission on time purchases, last week mailed a pocketsize "percentile chart"—a small, cardboard "sandwich" with a sliding inner section bearing cost data before and after commission—to more than 2,000 agency executives throughout the country. WBC said it hoped the chart would relieve the timebuyer of "that harsh and unpleasant phase" of advertising.

WCBI-TV Names Officers, Plans July 13 Target Date

WCBI-TV Columbus, Miss., plans to go on the air July 13, according to Birney Imes Jr., owner. The station will operate on ch. 4 with 20 kw and both CBS and NBC affiliations.

Studio and transmitter building, now 90% complete, is three miles from Columbus, on Route 12. At the beginning, the station will be on the air from 3-11 p.m., using RCA equipment throughout.

Bob McRaney, general manager of the Mid South Network, has been named WCBI-TV general manager. Other officers are Chris Everson, station manager; W. W. Whitfield, advertising sales director, and Tom McFerrin, chief engineer.

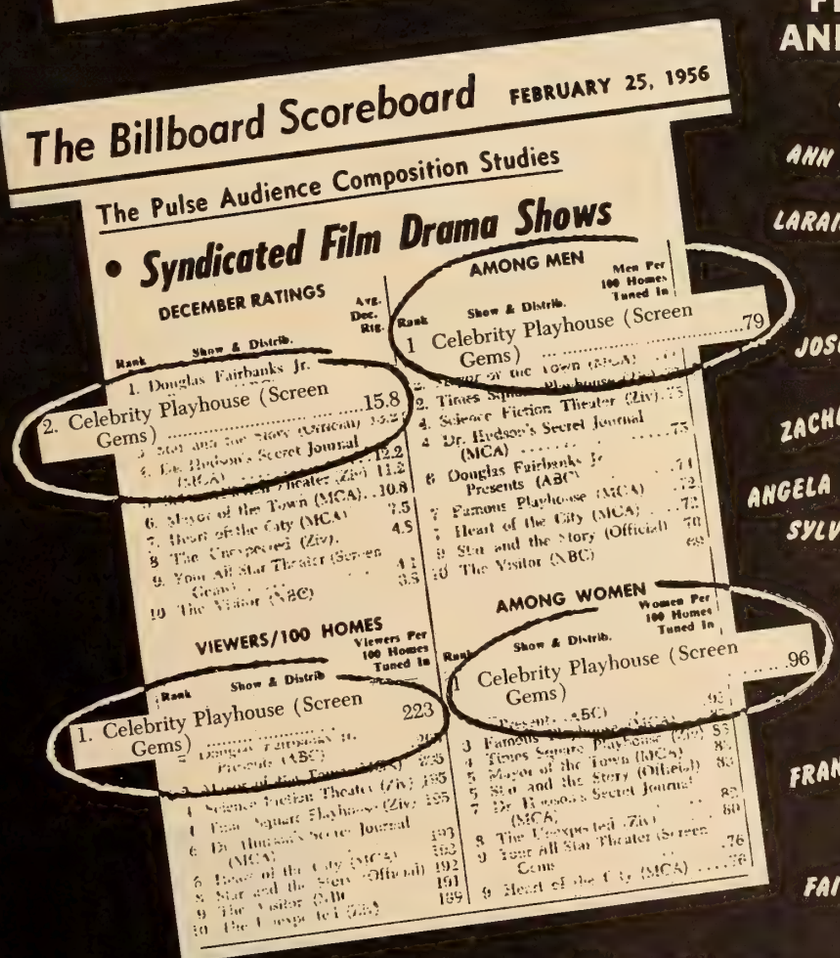


INSPECTING the antenna for WCBI-TV Columbus, Miss., are (l to r) Wiley Wenger, RCA sales representative; Bob McRaney, general manager of the Mid South Network and WCBI-TV; Tom McFerrin, chief engineer, and Chris Everson, station manager.

MASS APPEAL!

NEVER A FILM SERIES TO MATCH...

Celebrity Playhouse



FEATURING THESE... AND OTHER TOP STARS!

EDWARD G. ROBINSON
ANN SHERIDAN
KEEFE BRASSELLE
LARAINE DAY
CHARLES BICKFORD
RICARDO MONTALBAN
JOSEPH COTTEN
MACDONALD CAREY
ZACHARY SCOTT
THOMAS MITCHELL
CESAR ROMERO
ANGELA LANSBURY
MONA FREEMAN
SYLVIA SIDNEY
PAUL HENREID
JOANNE DRU
PAT O'BRIEN
GALE STORM
LOUIS JOURDAN
TERESA WRIGHT
RUTH ROMAN
FRANK LOVEJOY
WENDELL COREY
DANE CLARK
LINDA DARNELL
FAITH DOMERGUE
MARK STEVENS

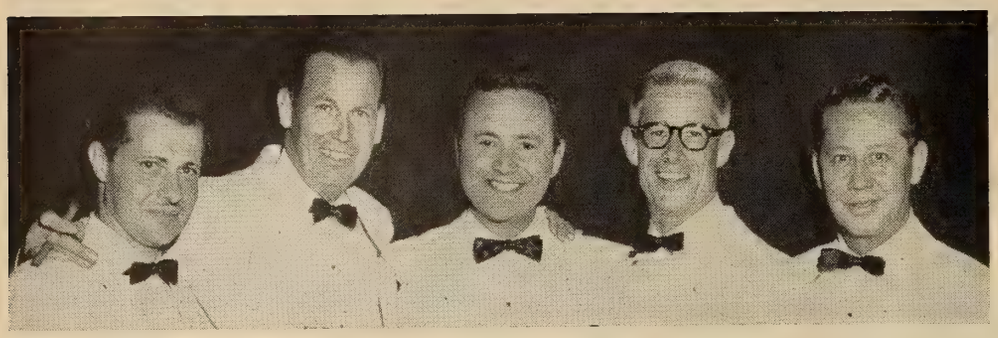
Scan all ratings... Screen this show!

For details ... call

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

233 WEST 49TH STREET, NEW YORK 19, N. Y. CIRCLE 5-5044



MERCHANDISING THE SPOT

'BIG FIVE' DISC JOCKEYS ADD IMPACT TO KLAC COMMERCIALS

LOTS of radio and television stations are providing merchandising tie-ins for major program advertisers, but KLAC Los Angeles has discovered through four years of evolution into a strong independent outlet that big billing grosses can be based on merchandising the spot announcement, too.

Four years ago, when Los Angeles radio seemed at low ebb in the seven-television station market, Mortimer Hall sold KLAC-TV (now ch. 13 KCOP) to the Copley Press interests and turned his full attention to a new radio format for KLAC which he felt eventually could be merchandised—giving new promotion strength to the station as well as greater retail sales impact for the advertiser. Industry prophets thought he had lost his mind. It was a switch they couldn't believe —especially his long-range expectations for radio.

First of all, Mr. Hall knew that to compete with television he would have to furnish a different kind of entertainment. "Television based its appeal on newness and visual interest," he told B•T, "so we felt radio should go the opposite way and create new listening pleasure. We chose the 'Big Five' disc jockey format and devoted our promotion efforts to build public acceptance of our personalities so they in turn could merchandise for the advertiser."

The "Big Five" format is a 24-hour, every day romance with the public, whereby five "star-name" disk jockeys play popular music around the clock, alternating and cross plugging each other. The Big Five are: Peter Potter, Jim Ameche, Gene Norman, Alex Cooper and Dick Haynes. Each DJ has a different approach to music and each has a vast amount of individual outside promotion, encouraged by the station.

"We played around with various promotions involving the 'Big Five' during the first couple of years of our long range plan, but it was an enlightening conversation our sales manager had with a client that told us it was time to push our merchandising effort into high gear."

The conversation occurred when KLAC Sales Manager Felix Adams was expounding his station's virtues to a prominent Southern California food broker.

AT TOP: 'Big Five' disc jockeys (l to r): Jim Ameche, Dick Haynes, Gene Norman, Alex Cooper and Peter Potter.

"Felix," exclaimed the broker, "I don't give a damn how many listeners you've got. I'm interested only in a radio schedule that my salesmen can merchandise to the grocery stores."

KLAC plunged into merchandising with a capital M.

"We had a lot to learn before we evolved our present merchandising system," Mr. Adams says. "At first, we tried merchandising at a retail level only. But sending out mailers to the more than 9,000 outlets was too expensive to be practical."

So Mr. Adams decided to work through the brokers instead of retail outlets. The broker, through his salesmen, goes to a large retail outlet and bargains for added display space, promising the retailer a plug on KLAC in return. It works in this way: the broker and KLAC take the average one-minute spot announcement and break it in half: 30 seconds is devoted to the product, 30 seconds to the retail outlet (or outlets) that cooperate in the promotion.

"This is a highly satisfactory arrangement for everyone," says Mr. Adams. "The broker ends up with more display space in the market to show his product, the retailer likes having his store plugged over the air and also receiving large KLAC floor displays, and our station ends up with more spot announcements."

Equally important, says Mr. Adams, this system also: (1) Makes retail outlets more aware of radio and its advertising potential. (2) Makes food brokers and distributors more aware of the trade promotion aspects of spot announcements. (3) Helps KLAC pick up additional clients. Now close to 30% of all the station's billing is in retail food and drug accounts.

Although Mr. Adams may not have realized it at the time, what he actually was doing was discovering a method of merchandising a spot announcement.

"Dennison's Foods was engaging in a giant promotion at various markets throughout Southern California," Mr. Adams recalls. "For its two-day promotion at Western Industries' Jim Dandy Market in Redondo Beach, we had our 'Big Five' cut special records which were played at regular intervals through the p.a. system in this store only, calling attention to the Dennison items featured. In addition we supplied the Jim Dandy Market with window streamers and life size 'Big Five' floor display cards to be spotted around special Dennison displays. During the spot announcements contracted for on KLAC during this special promotion period, we devoted at least 20 seconds per spot to telling our audience they could see and buy these specials at the Jim Dandy Market."

Another example of spot merchandising, says Mr. Adams, can be found in the successful Thrifty Drug Store-Palladium promotion. "Thrifty Drug Stores sponsored five weekly dances at the Palladium in Hollywood for which on each occasion we supplied a different member of the 'Big Five' as m.c. Dance contests were staged and more than $4,000 in prizes was awarded. The promotion culminated in a giant street dance given in the parking lot of the largest Thrifty Store with close to 5,000 people in attendance.

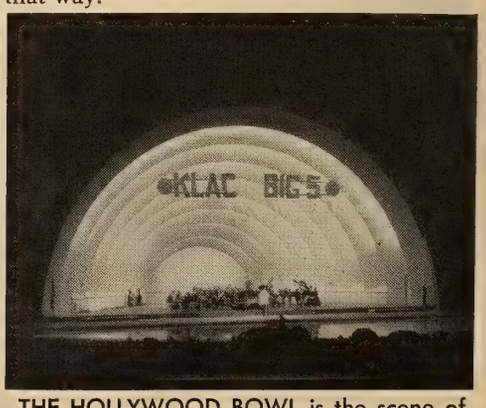
"It is common practice for our 'Big Five' to attend brokers' conventions," Mr. Hall says. "In this manner, the salesmen meet the jockeys and become more enthusiastic about the promotion potential. This results in better sales for the brokers' products and our advertisers."

Other merchandising methods include listener contests in which entries are made available only at sponsor outlets. The station recently concluded a $15,000, six-week "Mystery Voice" contest during which time more than 100,000 entries were received. Teen-age dances are given regularly by the "Big Five" as well as street dances.

Hundreds of thousands of window streamers are placed yearly by the station. Mailers are sent to super-market operators and chain store buyers.

Mr. Adams feels that the sponsor benefits from the year-round KLAC self-promotion program, itself a substantial investment. This includes the annual "Big Five" charity show at the Hollywood Bowl, which is claimed to be the only event that completely sells out the Bowl each year, with performers like Bob Hope, Milton Berle, Danny Kaye, Jimmy Durante, Martin and Lewis and others on hand. There also are tens of thousands of "Big Five" fan club members, who are constantly appraised of each promotion.

"We seldom find ourselves without a promotion working for us—and our sponsors," says Mr. Adams. "It's not enough merely to become a solvent station. You've got to keep thinking up new approaches to remain that way."



THE HOLLYWOOD BOWL is the scene of an annual 'Big Five' charity show.

Monkey's Uncle

"Impossible," said a certain skeptic, when told that one station could monopolize a market to the extent that it could consistently attract more viewers than all other stations in its area combined. "I'll be a monkey's uncle if you can show me a survey proving it." Then the Katz man showed him WMT-TV's latest Tele-Pulse. The rest is history.



Radio-Tv in Philadelphia Cover Grain Explosion There

PHILADELPHIA radio and television stations broke into their regularly-scheduled programs to air bulletins on the grain elevator explosion and fire which occurred there about 8 p.m. Wednesday and then sped reporters and camera crews to the scene for beep-phone interviews, recordings and filmed coverage.

WFIL-AM-FM-TV programmed interviews with the city fire chief and mayor on its 11 p.m. newscasts. WRCV-AM-TV featured an on-the-scene report in which the station news director spoke simultaneously, via beep-phone and shortwave radio, with city Electrical Bureau headquarters and a Civil Defense mobile communications unit. WCAU-AM-FM-TV interrupted am and tv coverage of the National Basketball Assn. playoffs for the bulletin. The network stations had film on the air by 11 p.m. WIP reported it was on the scene in minutes with eye witness and telephone reports, with even the station women's director pitching in.

WBBM Seeks Listeners In CBS-less Milwaukee

WBBM Chicago has completed a two-week promotion drive in an effort to lure Milwaukee listeners for its CBS Radio network programs [CLOSED CIRCUIT, March 26].

Ever since CBS severed its affiliaton with WISN there, Milwaukee listeners have not received that network's shows over a local outlet. Armed with authority from CBS, WBBM set out to capture this audience with a series of "announcement" ads in the *Milwaukee Journal* and *Milwaukee Sentinel.*

The CBS outlet thus, in effect, declared Milwaukee an "open city" for its 50 kw clear channel signal and network radio fare. Heretofore Milwaukee was regarded as "out of bounds" for WBBM, much as it is today for WMAQ Chicago, with WTMJ as the Milwaukee NBC affiliate. WBBM is owned by CBS, WMAQ by NBC.

Fritz Snyder Appointed To Post at Hollingbery Co.

C. A. (FRITZ) SNYDER, veteran radio and television executive, has been appointed to the executive staff of the George P. Hollingbery Co., station representative, it was announced last week by F. Edward Spencer Jr., New York head of Hollingbery.



MR. SNYDER

Mr. Snyder, as director of the sales development, research and promotion departments, will headquarter at the Hollingbery office in New York and will work with both the radio and television divisions. For the past year he has been vice president of *Television Magazine.*

WCLS Programs to Negroes

WCLS Columbus, Ga., began programming 100% to Negroes March 12, according to Charlie H. Parish, general manager, who said the change was made because of the heavy demand for that type of programming. The station went on the air January 1955 and is owned by the Muscogee Broadcasting Co.



REPRESENTATIVES of WEWS-TV Cleveland, and the Austin Co., builders, gather at the site of the new WEWS-TV building for groundbreaking ceremonies. L to r: J. Harrison Hartley, station director; Allan S. Austin, vice president of the Austin Co.; James C. Hanrahan, WEWS-TV general manager; Joe Campo, labor foreman for Austin, and Lawrence M. Druckenbrod, Austin project engineer.

KSBW-TV Salinas, Calif., Announces Staff Additions

ADDITIONS to the staff of KSBW-TV Salinas, Calif., were announced last week.

Claud Mann, formerly program director of WIBW-TV Topeka, Kan., has joined the Salinas station in the same post. Bill Bozarth, formerly of KOAT-TV Albuquerque, N. M., has become production supervisor. Dick Weise, from KCKT-TV Great Bend, Kan., has become staff photographer and artist, and George Wilson, formerly of WHEN-TV Syracuse, N. Y., has become staff announcer and weatherman.

Vic Rugh, formerly of KHUB Watsonville, Calif., has taken over as news director and has instituted a half-hour, Monday through Friday, news program.

Pittsburgh Opera Production To Be Telecast by KDKA-TV

TO AID another entertainment medium—opera—KDKA-TV Pittsburgh will give up three hours of commercial time Thursday, (April 5) to televise the Pittsburgh Opera Society's production of "Madame Butterfly."

KDKA-TV General Manager Harold C. Lund said that the station is broadcasting the performance, to be staged at the city's Syria Mosque, because of heavy financial losses the Pittsburgh Opera Society has experienced this year.

"It is our hope that through this telecast we may not only win opera new converts in Pittsburgh but also bring our viewers a new high in worthwhile local entertainment."

WTVT (TV) Plans Expansion

WTVT (TV) Tampa, Fla., last week announced plans to build a new main studio at the site of the station's present studio and office building, 1113 Memorial Highway. The new studio will have a 45 by 75 ft. floor area. The ch. 13 outlet also announced the purchase of a remote control truck.

KIXL-AM-FM Dallas Elects Julius Schepps as President

JULIUS SCHEPPS has been elected president of Variety Broadcasting Co., which operates KIXL-AM-FM Dallas, and Lee Segall has been named chairman of the company's board of directors, it was announced last week.

Mr. Schepps, a Dallas businessman, is vice president of the State Fair of Texas and a member of the board of directors of the Dallas Chamber of Commerce.

Other new officers are Robert S. Strauss, vice president and legal counsel, and Charles F. Payne, the stations' general manager, who was re-elected secretary-treasurer.

WXEL (TV) Move Started

WXEL (TV) Cleveland has started moving into its new studio and office building at 1630 Euclid Ave., with full operations from the new location in April. Space in the building is being occupied as completed. The station also announced a planned call letter change in the near future to WJW-TV.

Aspirin, Please

A SMALL OVERSIGHT can cause a lot of trouble. Ask Dexter Haymond, new owner of KGEE Bakersfield, Calif. (formerly KERO).

In transferring ownership from KERO, the power company was not informed and with no warning the master switch at the transmitter was turned off by a repairman. It took 33 minutes and several frantic phone calls to get the power restored.

After three days of uninterrupted operation, the power failed again. This time, a city construction crew with an automatic ditchdigger cut the studio-to-transmitter lines. More frantic calls got a temporary line installed, but only after KGEE had lost two hours of air time.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Five Dead . . .
we'll phone more details right away."

Case History No. 19

It was 4 p.m., and WKZO radio and television reporter Bob Rubom had just returned from his local beat around the bustling city of Kalamazoo.

TV photographer Al Riddick was just rushing out of the studio.

"What's up, Al?"

"There's a house on fire on the north side."

Rubom thought of his busy schedule and all the past false alarms. But . . .

"I think I'll tag along, Al. Might be something."

The fire was under control when they arrived. Riddick began shooting pictures while Rubom asked questions of busy firemen.

"Maybe a gas explosion . . . flash fire . . . old man burned . . . couple of kids ran out . . . parents at work."

Riddick and Rubom thought it was nothing spectacular as fires go.

Then Rubom cornered fire chief Lloyd Curry, who told him:

"Don't say anything out loud . . . don't want to excite the crowd but there are five kids huddled on a couch in there."

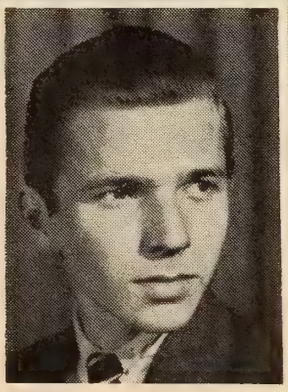
Rubom got the names and other details. Riddick got interior shots. Rubom made a bee-line for the station wagon and its mobile unit.

"We've got five children dead up here . . . suffocation."

WKZO newsman Wayne Robinson, at the studio, relayed the story to AP in Detroit. Within minutes, details of the deaths of five Kalamazoo children—ages two to six—were being sent over AP wires. One of Riddick's pictures cleared the AP Wirephoto network, which WKZO-TV receives via Photofax.

It was hours before Rubom, Riddick and Robinson got a breather, but by that time AP members everywhere had received complete coverage through the cooperation of the WKZO radio and television news staffs.

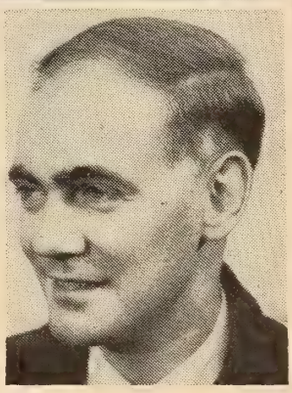




Al Riddick
Photographer
WKZO, WKZO-TV
Kalamazoo, Mich.



Wayne Robinson
News Reporter
WKZO, WKZO-TV
Kalamazoo, Mich.



Bob Rubom
News Reporter
WKZO, WKZO-TV
Kalamazoo, Mich.

Rubom, Riddick, Robinson are among the thousands who make The AP better . . . and better known.

WKZO has won the Michigan AP News Exchange Award three years in a row. It now holds permanent possession of the trophy offered by WFDF, Flint, to the Michigan AP Radio Association for the member giving AP the greatest volume of newsworthy coverage.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP



WRCV-TV Increases Rates For Its Prime Evening Spots

A NEW RATE card (No. 1) was issued last week by NBC's newly acquired WRCV-TV Philadelphia, effective yesterday (Sun.). It establishes a new rate class—AAA—for evening station breaks in the period from 7:59 p.m. to 10:30 p.m., Mondays through Saturdays, and 7:30 to 10:30 p.m. on Sundays. Twenty-second station breaks in these periods are priced at $825 net; ten-second breaks, $415 net.

Class AA station break periods now extend from 7:30 to 7:59 p.m., Mondays through Saturdays, and 6:59 to 7:30 p.m. Sundays. The AA one-time rate has been dropped from $650 to $500 in the case of 20-second announcements, from $325 to $250 for 10-second announcements.

The changes also include for the first time a "12-50" saturation plan permitting the advertiser to use every announcement and station break purchase on the station to help earn a 50% discount on station breaks in Classes B, C and D time and announcements in almost all WRCV-TV participation programs. A "12-50 dividend plan" is also provided, permitting greater flexibility and discount benefits in the purchase of daytime station breaks seven days a week.

Program rates in Classes AA. A and B remain unchanged ($3,200, $2,000 and $1,500, respectively, for one hour one time), program rates in Classes C and D have been raised slightly (from $950 to $1,050 for one hour in C time, from $625 to $700 in D).

WMRY Dedicates Building With Special Negro Show

WMRY New Orleans opened its new studio and office building at 2904-6 Tulane Ave. March 25 with a two-hour special program featuring New Orleans Negro talent. The new facilities provide a main studio three times the size of the former operation, plus two complete control rooms.

WMRY employs an integrated staff and devotes all its programming to the Negro population, according to Hort Silverman, manager, who also said the station plans a boost in power from 500 w to 1 kw.



NEW ORLEANS City Council President Victor Schiro cuts the ribbon opening the new WMRY facilities. Taking part in the ceremonies are Hort Silverman (l), manager, and Larry McKinley, who is program director for the station.

Unfair to Cats

THE RASH of "equal time" requests this election year has spread into the feline field for altogether unpolitical reasons. WQXR New York reported that the American Feline Society has asked the station for "equal time" to answer critic-at-large Gilbert Highet's "catty remarks about cats." Mr. Highet, conductor of *People, Places and Things,* decried the "sentimental approach" to what he considers "an ill-tempered animal." The request, a WQXR spokesman said, was being considered.

KTVT (TV), KDYL Praised For Support in River Project

UTAH'S DELEGATION in the United States Senate and House of Representatives has joined spokesmen for the Colorado River Commission in praising KTVT (TV) and KDYL-AM-FM Salt Lake City, Utah, for their efforts toward passage of the $750 million upper Colorado River project in Congress.

Sen. Arthur V. Watkins, Sen. Wallace F. Bennett, Rep. Henry Aldous Dixon and Rep. William A. Dawson, along with George V. Clyde, Colorado River commissioner, termed the stations' efforts "among the major factors responsible for passage of this legislation certain to benefit Utah and all the West."

During 1955, with the complex measures for constructing dams and reclamation works due for a Senate vote, both KTVT and KDYL scheduled special programs. The television station filmed in whole or in part by its own staffs programs explaining the need for the irrigation and hydroelectric projects.

WTMJ-TV Adapts KOMO-TV Speeded Color Film Process

WTMJ-TV Milwaukee yesterday (Sunday) was to use an adaptation of the KOMO-TV Seattle, Wash., speeded color film processing system [B•T, Feb. 27] to air newsfilm of the Easter ceremonies in the Wisconsin city.

Color film of the Easter parade was to be shot in the morning and shown on a color insert during *Newsroom* that evening. Color processing takes about two hours, but it is expected that this can be cut down to 90 minutes with practice.

The system was tried out on a color film broadcast last week with "excellent results," News Director Jack E. Krueger reported.

Mercier, Weaver Promoted

APPOINTMENTS of Art Mercier as production director and Howard (Pat) Weaver as assistant production director at WBBM Chicago were announced Wednesday.

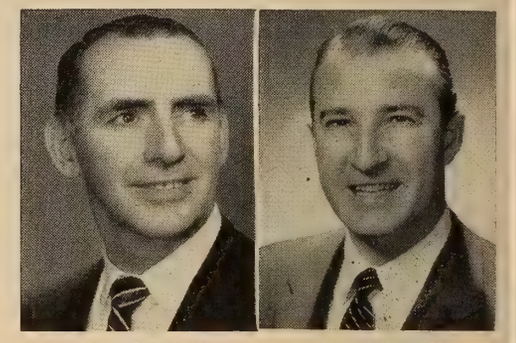
Mr. Mercier succeeds Gene Dailey, who leaves to join Crosley Broadcasting Corp., Cincinnati, as director of news operations. Mr. Weaver has been serving as producer at WBBM.

Like Mr. Dailey, Mr. Mercier is expected to fulfil some program manager duties vacated by the departure of Thomas A. Bland, who joined Crosley Feb. 27 as vice president and general manager of programming [AT DEADLINE, Jan. 30].

WCAU-AM-TV's deRussy, McGredy to Vice Presidencies

APPOINTMENT of John S. deRussy and Robert M. McGredy, directors of sales for radio and tv, respectively, as WCAU Philadelphia vice presidents, was announced last week by Donald W. Thornburgh, president-general manager of WCAU Inc.

Messrs. deRussy and McGredy both joined the WCAU executive sales staffs in May 1950. Prior to that, Mr. deRussy was manager of NBC National Spot Sales. He started his



MR. deRUSSY MR. McGREDY

radio career with KYW Philadelphia, later serving as sales manager for that station and KDKA Pittsburgh.

Mr. McGredy came to WCAU-TV from the Broadcast Advertising Bureau, of which he was assistant director. He entered advertising as a member of the copy staff of Rickard & Co., New York, and also served with Barron G. Collier Inc. (in charge of car card sales in Wilmington, Del., and Harrisburg, Pa.) and the advertising staff of the *Washington* (D. C.) *Post.*

New Studios for WTTM

WTTM Trenton, N. J., began operations from its new studios and office building last Monday, according to Fred E. Walker. The new building features three studios and two control rooms and is equipped throughout by RCA.

WTTM is owned and operated by the Peoples Broadcasting Corp., a wholly-owned subsidiary of Nationwide Insurance, which also owns WGAR Cleveland, WRFD Worthington, Ohio, and WMMN Fairmont, W. Va.

WCPO-FM Multiplexes Muzak

WCPO-FM Cincinnati has signed a contract with Muzak for use of the station's facilities to provide continuous background music to local business establishments, Ed Weston, WCPO-AM-FM assistant general manager, has announced.

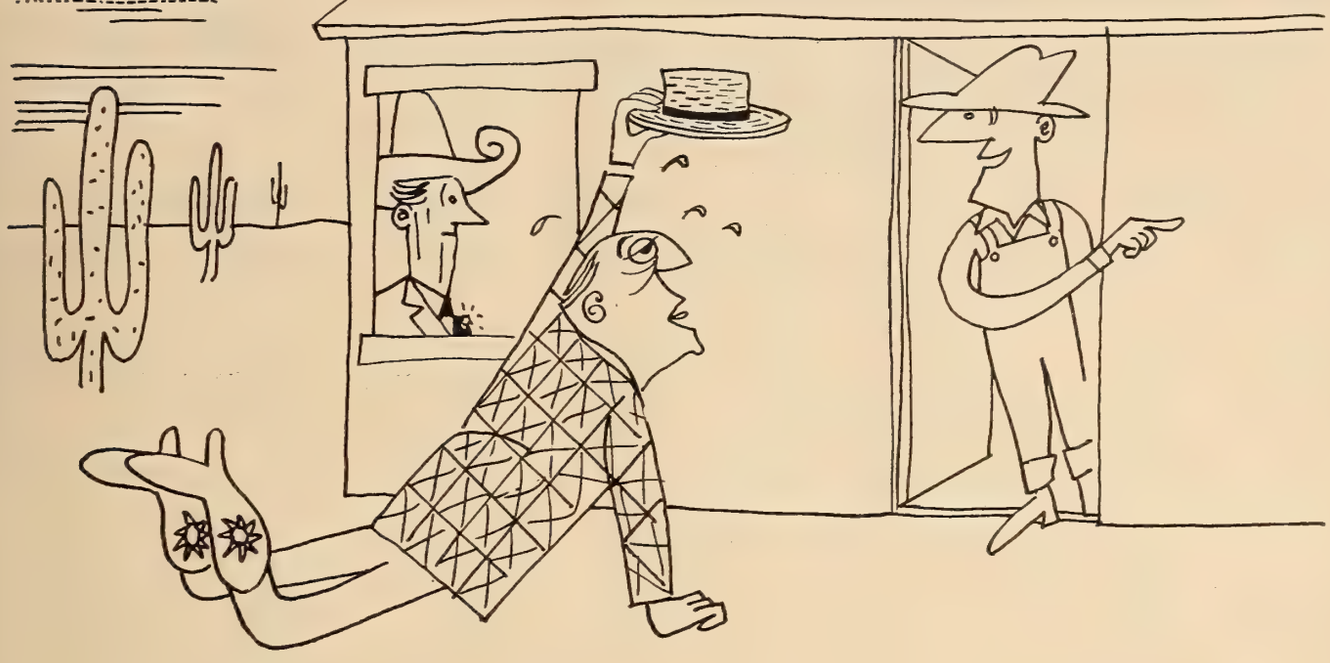
Mr. Weston said that recent improvements in the WCPO-FM multiplexing facilities made the round-the-clock background music possible for Cincinnati.

KIMA-TV Holds Adv. Clinic

FORTY advertisers attended a two-session advertising clinic held by KIMA-TV Yakima, Wash., to acquaint its clients with the mechanics of tv and to explore ways of improving the station's production job. Demonstrations were given of spot commercials, special effects and props over a closed-circuit system.

SYBARITE OF SPRING

...or some jokes are older than you think



A traveling salesman, back in the last century, was negotiating the wind-swept high plains of the Texas Panhandle when he was set upon by Indians. His life was spared, but he was relieved of his horse and buggy and all of his goods. He wandered without food and drink for days, coming at last to a farmhouse. He dragged himself to the door just as night was falling and managed a weak knock. To the farmer who answered he explained his plight, asking for food and shelter for the night. The farmer burst out laughing. "You're a traveling salesman and I'm a farmer, but I don't have a beautiful daughter. In fact, I have no daughter at all."

There was a long pause. Finally the salesman managed to say, "Well then, would you mind telling me how far it is to the next farmhouse?"

———

Selling's easier in the Panhandle today, thanks to KGNC.



NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency

100 HOURS A WEEK OF TV PROGRAMS

THE AVERAGE U. S. commercial television station gave its viewers 99 hours and 28 minutes of video programs during the week beginning Sunday, March 10, and ending Saturday, March 17, according to a survey just completed by B•T, the fifth of a continuing series which was launched in June 1953 and is now repeated each spring and fall.

The March 1956 average of nearly 100 hours of program service a week is a gain of almost five hours over the 94 hours and 48 minutes which was the weekly average last October [B•T, Nov. 21, 1955], and an increase of more than 10 hours over the March 1955 weekly average program time of 88 hours and 42 minutes a week [B•T, April 14].

Of the three categories into which the nation's tv stations were divided for survey purposes, interconnected network affiliates reported the longest broadcast weeks, averaging 102 hours and 41 minutes, or an average daily telecasting schedule of 14 hours and 40 minutes. Independent stations with no network service ranked second, with an average of 85 hours and 10 minutes of air time per week, or 12 hours and 10 minutes a day. The lowest program time average was reported by the non-interconnected network affiliates, which averaged a telecasting week of 57 hours and 15 minutes, or 8 hours and 12 minutes a day.

For the record, it should be noted that the vast majority of U. S. commercial tv stations are network affiliates and the vast majority of these are interconnected. The relatively few non-interconnected affiliates are located in the relatively few parts of the land not yet reached by AT&T's coaxial cable or radio relay intercity circuits. The non-network tv stations—and again they are relatively few in number—are located largely in cities with four or more commercial stations, where there are not enough network affiliations to go around. The 132 tv stations returning usable replies to B•T before tabulation time were distributed in just about the same proportions as the national total of 446 commercial tv stations in operation the first week in March, all of whom were sent questionnaires.

More than half of the typical tv station's time on the air (52.8%) is devoted to network programming, the survey showed, compared to 49.2% last October and 47.9% in March of last year. Network programs took up 55.8% of the interconnected affiliates' total air time, but only 26.2% of that of the non-interconnected affiliates, and of course no part of the operating schedules of non-network stations.

Non-network film programs account for 31.1% of the average station's telecast time, down from the 34.0% reported last October but ahead of the March 1955 average of 30.4%. However, the networks include a healthy proportion of film shows in their overall programming, which is nearly 25% on film (23.2% to be exact—see network table, page 80). If 23.2% of the 52 hours and 28 minutes the average station devotes to network programs, which works out as 12 hours and 10 minutes, is added to the 30 hours and 57 minutes devoted to non-network films, it gives the station a total of 43 hours and 7 minutes of film fare, or 43.3% of its total air time. This, incidentally, is ahead of the October 1955 total in actual air hours, although not percentagewise. At that time the total average film time was 42 hours and 40 minutes, or 45.0%.

Non-network films account for about three-quarters of all program time of non-network stations, about half the time of non-interconnected network affiliates and a little more than a quarter of the time of interconnected affiliates. For all three classes of stations this film fare is divided rather evenly between films made for tv and those made originally for theatre exhibition, with a slight edge in favor of the films made expressly for tv.

Local live programming takes up about one-fourth of the air

THE TV BROADCAST WEEK

FILM—NETWORK—LOCAL

NON-NETWORK FILM PROGRAMS
- Total Non-Network Film
- Specially Made for Tv
- Made for Theatrical Showing

NETWORK ORIGINATED PROGRAMS
- Total Network Programs
- Off Coaxial Cable or Microwave
- Kine

LOCAL LIVE PROGRAMS

TOTAL PROGRAMS
- Average Total Hours and Minutes on Air Per Week

* Figures for all stations not available for previous years.

Survey Dates	Interconnected Network Affiliates Average		Non-Interconnected Network Affiliates Average		Non-Network Stations Average		All Stations Average	
	No. Hours Per Week	% of Total Hours On Air	No. Hours Per Week	% of Total Hours On Air	No. Hours Per Week	% of Total Hours On Air	No. Hours Per Week	% of Total Hours On Air
3/56	29:22	28.6%	30:08	52.6%	63:32	74.6%	30:57	31.1%
10/55	30:24	31.0%	41:31	64.2%	51:35	72.0%	32:08	34.0%
3/55	27:11	28.9%	31:50	53.2%	21:27	51.4%	27:02	30.4%
12/53	23:38	29.7%	22:34	48.3%	18:51	52.6%	*	*
6/53	25:37	27.3%	29:01	54.2%	31:00	60.8%	*	*
3/56	14:42	14.3%	17:01	29.7%	32:39	38.3%	15:38	15.7%
10/55	15:18	15.6%	27:31	42.0%	23:05	32.2%	16:24	17.4%
3/55	12:26	13.2%	13:33	22.6%	8:51	21.2%	12:12	13.8%
12/53	9:48	12.3%	8:33	18.3%	7:36	21.2%	*	*
6/53	9:27	10.2%	11:41	21.5%	8:43	17.7%	*	*
3/56	14:40	14.3%	13:07	22.9%	30:53	36.3%	15:19	15.4%
10/55	15:06	15.4%	14:20	22.2%	28:30	39.8%	15:44	16.6%
3/55	14:45	15.7%	18:17	30.6%	12:36	30.2%	14:50	16.6%
12/53	13:50	17.4%	14:01	30.0%	11:15	31.4%	*	*
6/53	16:10	17.1%	17:20	32.7%	22:17	43.1%	*	*
3/56	57:23	55.8%	15:00	26.2%			52:28	52.8%
10/55	51:49	52.8%	10:06	15.6%			46:41	49.2%
3/55	47:45	50.7%	10:48	18.0%			42:26	47.9%
12/53	39:31	49.6%	11:12	24.0%			*	*
6/53	48:11	51.6%	12:37	23.4%			*	*
3/56	52:16	50.9%					47.07	47.4%
10/55	45:26	46.3%					40:24	42.6%
3/55	41:20	43.9%					36:16	41.0%
12/53	31:57	40.1%					*	*
6/53	37:42	40.4%					*	*
3/56	5:03	4.9%	15:00	26.2%			5:21	5.4%
10/55	6:23	6.5%	10:06	15.6%			6:17	6.6%
3/55	6:25	6.8%	10:48	18.0%			6:10	6.9%
12/53	7:34	9.5%	11:12	24.0%			*	*
6/53	10:29	11.2%	12:37	23.4%			*	*
3/56	16:00	15.6%	12:07	21.2%	21:38	25.4%	16:03	16.1%
10/55	15:56	16.2%	13:04	20.2%	20:05	28.0%	15:59	16.8%
3/55	19:16	20.4%	17:14	28.8%	20:16	48.6%	19:14	21.7%
12/53	16:31	20.7%	12:55	27.7%	17:01	47.4%	*	*
6/53	19:46	21.1%	11:53	22.4%	19:57	39.2%	*	*
3/56	102:41		57:15		85:10		99:28	100.0%
10/55	98:09		64:41		71:40		94:48	100.0%
3/55	94:12		59:52		41:43		88:42	100.0%
12/53	79:49		46:41		35:52		*	*
6/53	93:34		53:31		50:57		*	*

time of non-network stations, one-fifth of that of non-interconnected affiliates and less than one-sixth of the schedules of interconnected affiliates. Time devoted to local live programs—studio shows and remotes—is virtually unchanged since last fall for interconnected affiliates (15 hours, 56 minutes then; 16 hours, no minutes now); has dropped an hour (from 13 hours and 4 minutes to 12 hours and 7 minutes) for non-interconnected affiliates, and an hour and a half (from 21 hours, 38 minutes to 20 hours, 5 minutes) for non-network tv stations.

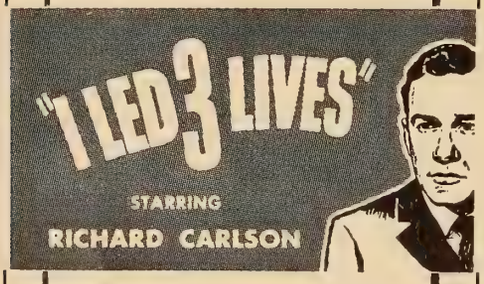
The three operating tv networks have increased their combined number of program hours from 202½ last October to 211 hours and 25 minutes this March, a total that fails by 11 hours to reach that of March of last year, when four tv networks were active. ABC accounts for most of the increase, 6½ hours, which lifts its network service from 35 to 41½ hours per week. CBS in the half-year interval has added 2¼ hours to its programming and NBC's schedule is 10 minutes a week longer now than then.

On the average, the networks divide their program hours into roughly three of live programs to one of film, but this average is not representative of the actual division of time for any individual network. ABC, with its across-the-board *Afternoon Film Festival* and *Mickey Mouse Club* providing a solid block of 15 hours of film programs a week, is now devoting roughly three-fifths of its time to film, two-fifths to live programs, just the reverse of the division last October. CBS runs a little better than 4 hours of live programming to every hour of film and on NBC the ration is 9-to-one in favor of live.

FILM ON THE NETWORKS

	Survey Dates	FILM No. Hours Per Week	FILM % of Total Hours On Air	LIVE No. Hours Per Week	LIVE % of Total Hours On Air	TOTAL No. Hours Per Week
ABC-TV	3/56	25:00	59.8%	16:30	40.2%	41:30
	10/55	14:30	41.4%	20:30	58.6%	35:00
	3/55	9:30	40.4%	14:00	59.6%	23:30
	12/53	14:45	38.6%	23:30	61.4%	38:15
	6/53	13:45	47.8%	15:00	52.2%	28:45
CBS-TV	3/56	15:30	18.5%	70:45	81.5%	86:15
	10/55	17:15	21.0%	66:45	79.0%	84:00
	3/55	11:30	13.7%	72:30	86.3%	84:00
	12/53	5:50	8.2%	65:55	91.8%	71:45
	6/53	8:00	13.3%	52:00	86.7%	60:00
DuMONT	3/56	Not operating as a network.				
	10/55	Not operating as a network.				
	3/55	0:30	2.5%	19:45	97.5%	20:15
	12/53	0	0	27:30	100.0%	27:30
	6/53	0	0	27:30	100.0%	27:30
NBC-TV	3/56	8:30	10.0%	75:10	90.0%	83:40
	10/55	13:30	16.2%	70:00	83.8%	83:30
	3/55	8:00	8.5%	86:45	91.5%	94:45
	12/53	14:03	20.8%	53:23	79.2%	67:26
	6/53	12:20	18.1%	55:40	81.9%	68:00
ALL TV NETWORKS	3/56	49:00	23.2%	162:25	76.8%	211:25
	10/55	45:15	22.3%	157:15	77.7%	202:30
	3/55	29:30	13.3%	193:00	86.7%	222:30
	12/53	34:38	17.0%	170:18	83.0%	204:56
	6/53	34:05	18.5%	158:10	81.5%	184:15

New Series



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For details . . . write, phone or wire

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Washington 5, D. C.
Phone: STerling 3-3333

KYA Declines to Renew Suspended Disc Jockey

DECISION not to renew the daily *Levitt's Attic* program of suspended disc jockey Al Levitt was announced Thursday by Irving Phillips, acting general manager of KYA San Francisco, with the report that the weekday 10:30 a.m.-1 p.m. period now is filled by the *John Bowles Show*. Freelancer Mr. Levitt was suspended by KYA March 5 for 30 days for violating station policy against personal use of the airwaves in an incident on Feb. 29.

It was alleged that Mr. Levitt used about 25 minutes of his program to repeatedly berate an unnamed local automobile dealer about the circumstances concerning the purchase of his [Levitt's] car, warning his listeners not to get similarly involved. The dealer at the time was not a KYA advertiser although he used occasional saturation campaigns.

Mr. Phillips said the suspension was not because of a specific incident, but rather in view of the potential legal liability imposed on the station and its employes should the circumstances be repeated. Mr. Phillips said KYA is recognized as a personality station and explained its disc jockeys have full freedom to ad lib within reasonable bounds.

Snow Delays Tv Equipment; N. D. League Postpones Vote

BECAUSE a snowstorm delayed television equipment being shipped from Minneapolis-St. Paul, the North Dakota Nonpartisan League endorsing convention at Bismarck, N. D., was postponed one day, from March 28 to March 29.

Delegates to the convention agreed not to vote on a proposed switch of NPL candidates from the Republican to the Democratic column this year until a telecast could be made by KFYR-TV Bismarck. The telecast was dependent upon the arrival of the new equipment.

The vote March 29 ended the league's alliance of 40 years with the GOP. It will file endorsements for state offices and congress on the Democratic side.

WYZE Atlanta Goes on Air With $25,000 Promotion

WYZE Atlanta, Ga., went on the air March 16 with 5 kw on 1480 kc as an independent daytimer. As an opening promotion campaign, the station is giving away $25,000 in merchandise, including four 1956 automobiles, according to Dick Granville, executive vice president-general manager.

Owned by the Greater South Broadcasting Co., other officers include Paul H. Whitcraft, president; George F. Este, secretary-treasurer; Sam W. Kane, assistant manager, and Herb Harris, news director-production manager.

1955 Time Inc. Profits Hit $9.2 Million, Top '54

TIME INC., with major interests in three am and three tv stations as well as *Time, Life, Fortune,* and other publishing ventures, last week reported a net profit of $9.2 million in 1955, as against $8.1 million in 1954. Total revenues rose 12% to a new high of $200 million.

The report gave no breakdown of the finances of the broadcasting properties, which consist of KLZ-AM-TV Denver (wholly-owned by Time), KDYL-AM-FM, KTVT (TV) Salt Lake City (owned 80% by Time, 20% by G. Bennett Larson, president and general manager), and KOB-AM-TV Albuquerque, N. M., (owned 50% by Time, 50% by A. Wayne Coy, president and general manager).

The balance sheet did, however, attribute $3.8 million "goodwill and network affiliations" as intangible assets, with a note explaining "the purchase prices of radio and television properties in Salt Lake City and Denver have been allocated to net tangible assets, principally on the basis of appraised values, and to intangible assets."

Another note pointed out that contingent liabilities included guarantee of a bank loan for $525,000 of Albuquerque Broadcasting Co., licensee of KOB-AM-TV.

The balance sheet also listed $50,176 as "minority interest" in KDYL and KTVT (TV) under liabilities, reserves and capital. A spokesman explained that this represents "the 20% interest that Time does not own" in the Salt Lake City stations.

All of the Time broadcasting properties made "notable progress" in 1955, the report said in a section dealing briefly with their programming activities, particularly in the news field. The report also noted that the radio-tv stations, along with magazine circulation operations and the sale of *Life's* book, "The World We Live In," accounted for approximately half of the 1955 increase in revenues, with the rest coming from gains in advertising revenues.



KING-AM-FM-TV Seattle, Wash., has scheduled a series of spot announcements on a New York City station to tell its success stories to that east coast area. The spots, beginning today (Mon.), will be heard on WNEW New York's *Klavan and Finch Show*. Dick Buckley, (l) WNEW president and Otto Brandt, vice president-general manager of King Broadcasting Co., discuss details of the commercials as they sign the contract.

Anchorage Stations Remove Ads, Logs From Newspaper

THREE radio and two television stations in Anchorage, Alaska, have removed their advertising and programs logs from a local newspaper, the *Anchorage Times,* "in retaliation for a sharply critical advertising brochure circulated by the paper." The stations are KFQD, KBYR, KTVA (TV), and KENI-AM-TV.

According to a spokesman for the group, from KFQD, the *Times* issued a 16-page booklet, "Facts About Newspaper Coverage," using figures taken from "their own so-called 'survey' which purported to show that television reaches only 14% of the Anchorage residents at its peak while at its peak radio reaches only 18%. The *Times* claimed to reach at least 75% of the population."

General managers of the five stations have made an agreement with another paper, *Anchorage Daily News,* whereby it will devote a page daily to radio and tv for promotional ads, stories and logs.

Ridder Buys Pasadena Papers

PURCHASE of both daily newspapers in Pasadena, Calif., by Ridder Publications, chain newspaper firm and operator of several radio-tv stations, was announced last week. The Ridder firm bought the morning *Independent* from E. D. Bates and Fred Runyon and the evening *Star-News* from W. F. Frisk. Considerations in the Pasaenda purchases were not disclosed. Ridder broadcasting interests include 26.5% of WCCO-AM-TV Minneapolis; WDSM Superior, Wis.; KSDN Aberdeen, S. D., and KILO Grand Forks, N. D.



Michigan's Biggest Sport Feature!

BASEBALL PLAY-BY-PLAY

All DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

Cash in on this popularity
from early Spring to late Fall!

Save up to 15%
By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . **SAVE 15%**
BUY ANY 3 STATIONS . . . **SAVE 10%**
BUY ANY 2 STATIONS . . . **SAVE 5%**

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WKHM Jackson, Mich.
WSAM Saginaw, Mich.
Jackson Broadcasting & Television Corp.

Represented by HEADLEY-REED

You Can Make A Mint In Flint On

WKMF

FLINT, MICHIGAN

Fred A. Knorr, President
Eldon Garner, Managing Director

KNORR Broadcasting Corporation

WPFH (TV) 'Remote' Studio To Broadcast Phillies' Games

RCA and WPFH (TV) have announced that a complete tv studio equipment package is to be installed by the Wilmington, Del., station at a "remote" broadcast studio. The studio will be set up in two rooms on the top floor of Suburban Station Bldg., Philadelphia, this month, in time for a telecast of the first of 26 Philadelphia Phillies' night road games, originating from six other National League cities. WPFH plans to televise all 26.

Programs and commercials originating in the studio and baseball telecasts received from other cities will be microwaved directly to WPFH's transmitter near Wilmington. At first, the remote studio will handle only this function, but by June, the station expects to originate regular programming there. The total package, according to A. R. Hopkins, manager of RCA Broadcast & Tv Equipment Dept., involves more than $180,000 and includes studio cameras, broadcast microwave system, audio system, special effects equipment, film camera system, film projectors and control, power and accessory equipment. Paul F. Harron, president, WPFH Broadcasting Co., said the new studio will provide improved service and greater convenience to sponsors in greater Philadelphia and for programming expansion.



A. R. HOPKINS (l), manager of RCA Broadcast and Tv Equipment Dept., and Paul F. Harron, president of WPFH Broadcasting Co., examine the lens of a black-and-white live studio camera to go in the new WPFH (TV) "remote" studio.

David Bennett Joins Triangle; Changes in Staffs Announced

DAVID J. BENNETT, formerly general manager of WTPA (TV) Harrisburg, Pa., has joined the Triangle Radio & Television Div. of Triangle Publications Inc. in the newly-created post of director of regional sales development, it was announced last week by Roger W. Clipp, the division's general manager.



MR. BENNETT

Other appointments announced at a Philadelphia organization conference of Triangle station executives include that of Clark Pollock, production director of WNBF-AM-TV Binghamton, N. Y., as program director for the stations, and Edward M. Scala, who held the program director post in Binghamton, as program director of WFBG-AM-TV Altoona, Pa. Mrs. Shirley Ricciardelli was named assistant program director at WNBF-AM-TV, and H. George Carroll has been appointed to the same post at WFBG-AM-TV.

Starr Named Manager Of WJAN Spartanburg

RAY STARR, formerly program director, became manager of WJAN Spartanburg, S. C., yesterday (Sunday), replacing the station's owner, W. Ennis Bray, who will continue as president of the parent Spartanburg Broadcasting Co. Mr. Starr announced the appointment of Frank Hayden as sports director, effective today.

The new manager has held various radio positions and joined WJAN last June. Mr. Hayden joins the stations from free-lance sports work in Iowa and Nebraska.

Hardy New WHHH Manager

ROBERT E. HARDY has been appointed station director of WHHH Warren, Ohio, it was announced last week by Helen Hart Hurlbert, president and general manager of the Tribune Co., which operates the station.

Other new appointments include Robert K. Crane, as commerical director; John Peterson, program sports director, and Cletus H. Jones, news director. These appointments follow the resignation of Carl J. Raymond, general manager-program director-commercial manager, and Stanley Willis, news director.

WTXL Blasts City Papers For Dropping Station Logs

WTXL West Springfield, Mass., aired an editorial criticizing the *Springfield Union*, the *Springfield Daily* and the *Sunday Republican*, all controlled by the same principals and 50% owner of WHYN-AM-FM-TV Springfield, for deleting the program listings of WTXL and three other local stations.

The papers, WTXL charged, are carrying only the logs of their own stations, one other Springfield station, and two out-of-town outlets. Elsewhere than in the on-air editorial of March 16, the station has quoted the papers as saying. "The management had decided that these disc-jockey stations could be eliminated."

WTXL also declared ". . . we have dared to differ with them on several matters. We have pointed out that some of the most run-down, shabby, disgraceful real estate on Springfield's main street is owned by the newspaper empire." The station also said public officials are afraid to speak against the newspapers because of their power in the community.

Robinson Leaves Crosley To Join Land-Mark Corp.

WILLIAM P. ROBINSON, Crosley Broadcasting vice president who for the past year has headed a specialized sales plan unit with the corporation in Cincinnati, Ohio, has resigned to become vice president in charge of sales for the Land-Mark Corp. of Washington, D. C., it was announced last week by Crosley President Robert E. Dunville.



MR. ROBINSON

Tom Diskin, director of national publicity for Crosley, also has resigned to become assistant director of publicity for the State of Kentucky, Mr. Dunville said.

Mr. Robinson, with Crosley for more than 18 years, has served in numerous capacities for the WLW offices in Cincinnati, New York and Chicago and has directed operations at WLWA (TV) Atlanta.

Mr. Diskin joined the corporation in February of 1953 and has handled the national publicity for WLWT (TV) and WLW, both Cincinnati; WLWA (TV) Atlanta, and WLWD (TV) Dayton and WLWC (TV) Columbus, Ohio.



'Operation Ballot' Planned By Four Milwaukee Stations

THREE radio stations and one tv outlet will pool their facilities and personnel to stage "Operation Ballot," a coverage of the forthcoming city and county elections in Milwaukee. Participating in the combined operation the night of April 3 will be WXIX (TV), WEMP, WOKY and WRIT.

To staff radio-tv election bureau, the stations are hiring almost 300 persons to obtain, tabulate and post returns. The entire operation will be carried out, on camera, at the WXIX studios with newsmen from all four stations sharing reportorial and interview assignments.

The idea for "Operation Ballot" was initiated by WRIT News Director Dick Richmond.

(Stations continues on page 91)

B•T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

APRIL 1956

Total U. S. Stations on Air: 463
(Commercial: 444; Educational: 19)
Total Cities With Tv Stations: 296
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
► WABT (13) NBC, ABC; Blair; 366,400; N; $800
► WBIQ (*10)
► WBRC-TV (6) CBS; Katz; 366,400; N; $800
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
► WMSL-TV (23) CBS, NBC; McGillvra; 31,200; $150
DOTHAN—
► WTVY (9) CBS, ABC; Young; 36,200; $150
MOBILE—
► WALA-TV (10) NBC, ABC; Headley-Reed; 192,000; N; $450
► WKRG-TV (5) CBS; Avery-Knodel; 187,000; N; $400
MONTGOMERY—
► WCOV-TV (20) CBS, ABC; Raymer; 76,550; N; $200
► WSFA-TV (12) NBC; Katz; 120,000; N; $350
MUNFORD†—
► WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
► KVAR (12) NBC; Raymer; 141,480; N; $450
PHOENIX—
► KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
► KPHO-TV (5) Katz; 141,480; N; $450
► KTVK (3) ABC; Weed; 165,000; N, LF, LS; $400
TUCSON—
► KOPO-TV (13) CBS; Hollingbery; 53,200; $300
► KVOA-TV (4) ABC, NBC; Branham; 53,100; $300
KDWI-TV (9) 4/19/55-Unknown
YUMA†—
► KIVA (11) CBS, NBC; Raymer; 27,103; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
► KRBB (10) NBC; Pearson; 40,000; $200
FORT SMITH—
► KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
HOT SPRINGS—
KSPS (9) 2/16/56—Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
► KARK-TV (4) NBC; Petry; 152,349; N; $400
► KATV (7) (See Pine Bluff)
► KTHV (11) CBS, ABC; Branham; 158,669; N; $400
PINE BLUFF—
► KATV (7) CBS, ABC; Avery-Knodel; 118,694; N; $450
TEXARKANA—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
► KBAK-TV (29) ABC; Weed; 97,000; $275
► KERO-TV (10) NBC, CBS; Hollingbery; 196,000; N; $500
BERKELEY (SAN FRANCISCO)—
► KQED (*9)
CHICO—
► KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 66,232; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA—
► KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 30,000; $200
FRESNO—
► KJEO (47) CBS, ABC; Branham; 173,000; N, LL; $500
► KMJ-TV (24) NBC; Raymer; 170,000; N, LF, LS; $550
KFRE-TV (12) CBS; Blair; 1/12/56-June
KBID-TV (53) See footnote
LOS ANGELES—
► KABC-TV (7) ABC; Petry; 2,392,383; $1,750
► KCOP (13) Weed; 2,392,383; $1,250
► KHJ-TV (9) H-R; 2,392,383; N; $1,200
► KNXT (2) CBS; CBS Spot Sls.; 2,392,383; N, LS, LF, LL; $2,700
► KRCA (4) NBC, NBC Spot Sls.; 2,392,383; N, LS, LF, LL; $3,600
► KTLA (5) Raymer; 2,392,383; N, LS, LF, LL; $1,500
► KTTV (11) Blair; 2,392,383; $1,750
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
REDDING—
Shasta Telecasters (7) 3/28/56-Unknown
SACRAMENTO—
► KBET-TV (10) CBS; H-R; 397,600; N, LF, LS; $600
► KCCC-TV (40) ABC; Weed; 165,000; $400
► KCRA-TV (3) NBC; Petry; 356,840; N, LF, LS; $650
Capitol Radio Enterprises (46) 3/2/56-Unknown
SALINAS (MONTEREY)—
► KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
SAN DIEGO—
► KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $900
► KFSD-TV (10) NBC, ABC; Katz; 407,092; N; $800
SAN FRANCISCO—
► KGO-TV (7) ABC; Petry; 1,263,097; $1,350
► KPIX-TV (5) CBS; Katz; 1,263,097; N, LS; $1,500
► KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N, LS, LF, LL; $1,500
► KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
► KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
► KVEC-TV (6) ABC, CBS; Grant; 100,964; $200
SANTA BARBARA—
► KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450
STOCKTON†—
► KOVR (13) Blair; 1,165,825; $700
► KTVU (36)
TULARE (FRESNO)—
► KVVG (27) 150,000; $325
VISALIA†—
KAKI (43) 10/6/54-Unknown

COLORADO

COLORADO SPRINGS—
► KKTV (11) CBS, ABC; Bolling; 61,701; $200
► KRDO-TV (13) NBC; Pearson; 44,000; $125
DENVER—
► KBTV (9) ABC; Peters, Griffin, Woodward; 356,380; $650
► KLZ-TV (7) CBS; Katz; 356,380; N; $650
► KOA-TV (4) NBC; NBC Spot Sls.; 356,380; N; $650
► KTVR (2) Hoag-Blair; 356,380; N; $400
► KRMA-TV (*6)
GRAND JUNCTION†—
► KFXJ-TV (5) NBC, CBS, ABC; Holman; 16,873; $120
MONTROSE—
KREX (10) 2/23/56-Unknown
PUEBLO—
► KCSJ-TV (5) NBC; Pearson; 53,450; $150

CONNECTICUT

BRIDGEPORT—
► WICC-TV (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
► WGTH-TV (18) CBS; H-R; 351,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
► WKNB-TV (30) NBC; Bolling; 375,000; N; $500
NEW HAVEN†—
► WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
► WATR-TV (53) ABC; Stuart; 215,400; $200

DELAWARE

WILMINGTON—
► WPFH (12) NBC; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
► WMAL-TV (7) ABC; Katz; 600,000; $750
► WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
► WTOP-TV (9) CBS; CBS Spot Sls.; 704,300; N, LS; $1,500
► WTTG (5) Raymer; 700,000; $600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-5/15/56
FORT LAUDERDALE—
► WITV (17) ABC; Forjoe; 298,980 (also Miami); $500
FORT MYERS†—
► WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
► WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
► WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 358,939; N; $700
WOBS-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
► WGBS-TV (23) NBC; Katz; 302,000; N; $500
► WTHS-TV (*2)
► WTVJ (4) CBS, ABC; Peters, Griffin, Woodward; 365,000; N, LL, LF, LS; $1,000
► WITV (17) See Fort Lauderdale
WCKT (7) 1/19/56-June 1956
WMFL (33) 12/9/53-Unknown
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
► WDBO-TV (6) CBS, ABC, NBC; Hoag-Blair; 160,000; N; $250
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55
PANAMA CITY—
► WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
► WEAR-TV (3) ABC, CBS; Hollingbery; 145,500; N; $300
WPFA-TV (15) See Footnote
ST. PETERSBURG†—
► WSUN-TV (38) ABC; Venard; 205,520; $400
TAMPA—
► WFLA-TV (8) NBC; Blair; 319,542; N, LF, LS; $500
► WTVT (13) CBS; Avery-Knodel; 301,900; N, LF, LS; $600
WEST PALM BEACH—
► WEAT-TV (12) ABC; H-R; 301,875; $200
► WJNO-TV (5) NBC, CBS; Venard; 301,875; $250
WIRK-TV (21) See footnote

SAVE this monthly TELESTATUS section which is perforated for your convenience. Additional copies are available. Write Readers Service Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N. W., Washington 6, D. C.



1.

Vowed Maida McSpinster, "Tonight my boy Chauncey,
So help me, is going to become my fiancé!"



2.

But, sad to relate, in selecting her lure,
The lass's technique proved extremely unsure.



3.

And what good's a louse who just wants to play house
When a gal's got her heart really set on a spouse?

4.

MORAL:



To make the right scents in Dayton

THE SHOW MUST GO ON whio-tv

Does WHIO-TV command the Dayton-Miami Valley area? Just check the facts!

You get a family figure of 593,856 in thirty-seven counties (eleven of 'em in Indiana). You get a set count of 511,310 —and that's a set saturation of 86.1%! And you get surveys that show that WHIO-TV's Channel 7 is the one they're tuned to almost all the time.* So—get aboard while the getting's good. Get the rest of the facts on this $2,161,341,000 retail sales area from scentsible old George P. Hollingbery.

**Pulse for February—15 out of 15 top shows*
**A. R. B. for February—10 out of top 10*

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

B·T TELESTATUS

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LF, LS; $1,000
► WLWA (11) ABC; WLW Sls.; 565,000; $800
► WSB-TV (2) NBC; Petry; 580,600; N, LS, LF; $1,000
WATL-TV (36) See footnote
Atlanta Board of Education (*30) 3/21/56-Unknown

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 184,201; N; $300
► WRDW-TV (12) CBS; Branham; 164,000; $250

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Hoag-Blair; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 150,699; $250

THOMASVILLE†—
► WCTV (6) CBS, NBC, ABC; Meeker; 80,000; $200

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 61,675; $200
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 53,200; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 50,694; $175

LEWISTON†—
► KLEW-TV (3) Weed; (satellite of KIMA-TV Yakima, Wash.)

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 16,000; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 336,235; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,323,200; $2,200
► WGN-TV (9) Hollingbery; 2,300,000; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,287,000; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC, NBC; Bolling; 185,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► WTVH (19) CBS, ABC; Petry; 164,045; N; $350
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY† (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 272,695; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 273,450; N; $700

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 695,661; (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC; H-R; 222,450; $300

EVANSVILLE—
► WFIE (62) ABC, NBC; Venard; 126,088; $350
► WEHT (50) See Henderson, Ky.
WTVW (7) 12/21/55-Unknown

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 115,450; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 176,700; N, LL, LS; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 191,760; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 324,750; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 288,660; $325
► WMT-TV (2) CBS; Katz; 323,605; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 307,070; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 284,500; N, LL, LS; $700
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200

OTTUMWA—
► KTVO (3) CBS, NBC; Bolling; 168,392; N; $300

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $300
► KVTV (9) CBS, ABC; Katz; 176,165; N; $350

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; $400

KANSAS

ENSIGN—
Southwest Kansas Tv Co. (6) 1/25/56-Unknown

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 144,350; $250

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 234,125; N; $500
► KAKE-TV (10) See Wichita
► KEDD (16) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 151,143; $250

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 508,249; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LF, LS; $550
► KEDD (16) NBC; Young; 170,935; $425
► KTVH (12) See Hutchinson

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 98,153; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC; Bolling; $150
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $925
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

OWENSBORO—
Aircast Inc. (14) 3/14/56-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS; Weed; 107,600; $250

New Tv Stations

THE following tv stations started regular programming within the past month:
WAST Hagaman, N. Y., (ch. 29) and CKNX-TV Wingham, Ont. (ch. 8).

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 171,690; N; $250

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 71,175; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 98,466; $250
► KTAG (25) CBS; Young; 62,167; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 286,300; N; $400
KLSE (*13) 12/14/55-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 384,636; N, LF, LL; $850
► WJMR-TV (20) ABC, CBS; Bolling; 139,000; $250
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55
Greater New Orleans Educational Tv Inc. (*6) 2/17/56-Unknown

SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 199,710

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) ABC, CBS; Harrington, Righter & Parsons; 272,923; $300

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $350

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 669,325; $1,100
► WBAL-TV (11) NBC; Petry; 664,388; N, LS, LF, LL; $1,250
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 54,310; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,392,021; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WMUR-TV (9) (See Manchester, N. H.)
► WNAC-TV (7) CBS, ABC; H-R; 1,392,021; N; $2,000
WHMB (38) 10/12/55-Unknown
WJDW (44) 8/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See Footnote

PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (temporarily off air because of wind damage)

SPRINGFIELD—
► WHYN-TV (40) CBS; Branham; 200,000; $400
► WWLP (22) NBC, ABC; Hollingbery; 200,000; N, LS; $500

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 312,555; N; $500

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 333,577; $300

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,610,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100. (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Fall

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 586,604; N; $1,175
WMCN (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 599,570; N; $1,000

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 441,300; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00			*American Forum* L
1:15			
1:30			*Frontiers of Faith* L
1:45			
2:00			*Princeton '56* L
2:15			
2:30		*Adventure*	*Outlook L&F*
2:45			
3:00		*Face the Nation*	*Dr. Spock* L
3:15			
3:30		The CBS Sunday News	*Zoo Parade* L
3:45			
4:00	*Dean Pike* L		(4/8) NBC Opera Theatre
4:15		Front Row Center	
4:30	*College Press Conference* L		(4/22) Hallmark Hall of Fame
4:45			
5:00			4/15) Wide, Wide World
5:15	Hartz Mountain Products Super Circus L		
5:30			Heinz Capt. Gallant F
5:45			
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	Chrysler It's A Great Life F
7:15			
7:30	Pearson Pharmacal Dow Chemical Evinrude Motors Glamorene J. H. Breck Colgate Mobile Hms. Famous Film Festival (Partici-pating) F	Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F
7:45			
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	AVCO Jergens Brown & Williamson NBC Comedy Hour L 7:30-9 p.m. (1 wk. of 4) Sunday Spectaculars
8:15			
8:30			
8:45			
9:00		Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15	Pharmaceuticals Ted Mack Amateur Hour L		
9:30		Bristol-Myers Hitchcock Presents F	
9:45			
10:00	*Outside U.S.A.* L	P. Lorillard (Alt. wks.) Revlon The $64,000 Challenge	Kleenex P&G Loretta Young F
10:15			
10:30		Jules Montenier (Alt. wks.) Remington What's My Line L	American Tobacco Justice L
10:45			

MONDAY

	ABC	CBS	NBC
Noon		Scott Paper Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G As The Earth Turns	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00	Afternoon Film Festival F&L Participating (see footnote)	P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30		P&G The World Within	*Queen For A Day* L
4:45			
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	Co-op Kukla, Fran&Ollie L		
7:15	Daly-News	Whitehall News L	
7:30	*Twilight Theatre*	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	G. MacRae Lever Bros. L
7:45			Camel Caravan L
8:00	Studebaker Packard TV Readers Digest F	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts Caesar's Hr. L
8:15			
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	
8:45			
9:00		P&G (Alt. wks.) Gen. Foods I Love Lucy	GE & G&P Medic F
9:15	Film Fair Participating F&L		
9:30		General Foods December Bride	Johnson Wax alt. with Schick
9:45			
10:00		Westinghouse Studio One L	Robert Montgomery Presents L
10:15			
10:30			
10:45			

TUESDAY

	ABC	CBS	NBC
Noon		Wssn Oil Valiant Lady	*Tennessee Ernie Ford* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G As The Earth Turns	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00	Afternoon Film Festival F&L Participating (see footnote)	P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30		P&G The World Within	*Queen For A Day* L
4:45			
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30		Pall Mall News L	
6:45			
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News	Pall Mall News L	
7:30	L&M Gen. Elec. Monsanto Warner Bros. Presents F	Whitehall (Alt. wks.) Lanolin Plus Name That Tune	Chevrolet Dinah Shore Show L
7:45			Camel News Caravan L
8:00		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Sunbeam RCA Whirlpool M. Raye Show
8:15			
8:30	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F	Maytag Co. (Alt. wks.) Sheaffer Navy Log F	M. Berle Show Chevrolet Chevy Show L
8:45			
9:00	American Tobacco alt. Dodge Danny Thomas F	Pharmaceu. Lombardo's Diamond Jubilee	P&G J. Wyman's Fireside Theatre F
9:15			
9:30	duPont Cavalcade Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre
9:45			
10:00	*Tomorrow's Careers* L	Revlon The $64,000 Question L	Pontiac Playwrights 56 L
10:15			
10:30		G.M. Frigidaire Do You Trust Your Wife?	Lever Bros. A.C. Spark Plug Big Town F
10:45			

WEDNESDAY

	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady	*Tennes Ernie F* L
12:15		Amer. Home Products Love of Life	
12:30		P&G Search for Tomorrow	Colgat Palmoli Feath Your N L
12:45		P&G Guiding Light L	
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G As The Earth Turns	
1:45			
2:00		Robert Q. Lewis (See Footnote)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matine Theatr (Partic pating Color
3:15			
3:30		Bob Crosby (See Footnotes)	
3:45			
4:00	Afternoon Film Festival F&L Participating (see footnote)	P&G The Brighter Day	Borden Date W Life
4:15		Am. Home Pr. Secret Storm	*Moder Roman* L
4:30		P&G The Word Within	*Queen A Da* L
4:45			
5:00			*Pinky Shou* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howd Dood (See Footno
5:45			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News	Whitehall News L	
7:30	American Motors American Dairy Derby Foods Disneyland F	*Brave Eagle*	Coca-C Eddie Fi Show L
7:45			Plymou News Caravi L
8:00		Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	Koda Scree Direct Playho F
8:15			
8:30	Gen. Foods Amer. Tob. M-G-M Parade F		Scott Fathe Know Best F
8:45			
9:00	Pharmaceuticals Inc. Knomark Masq. Party L	Colgate The Millionaire F	
9:15			Kraft Foods Televisi Theatr L
9:30	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L	
9:45			
10:00	Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	P&G This I Your Lif
10:15			
10:30			Whiteh Pharma Midwest Hayri
10:45			

	THURSDAY			FRIDAY			SATURDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
AFTERNOON		Toni Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L *Jack Paar Show* F P&G As The Earth Turns Robert Q. Lewis (See Footnote) Art Linkletter's House Party (See Footnote) Colgate Big Payoff MWF Sus. Tu, Th Bob Crosby (See Footnotes) P&G The Brighter Day Am. Home Pr. Secret Storm P&G The World Within	*Tennessee Ernie Ford* L Colgate-Palmolive Feather Your Nest L NBC Matinee Theatre (Participating) Color L Borden Co. Date With Life L *Modern Romances* L *Queen For A Day* L *Pinky Lee Show* L Howdy Doody (See Footnote)		Gen. Mills Valiant Lady Amer. Home Products Love of Life P&G Search for Tomorrow P&G Guiding Light L *Jack Paar Show* F P&G As The Earth Turns Robert Q Lewis (See Footnote) Art Linkletter's House Party (See Footnote) Colgate Big Payoff MWF Sus. Tu, Th Bob Crosby (See Footnotes) P&G The Brighter Day Am. Home Pr. Secret Storm P&G The World Within	*Tennessee Ernie Ford* L Colgate-Palmolive Feather Your Nest L NBC Matinee Theatre (Participating) Color L Borden Co. Date With Life L *Modern Romances* L *Queen For A Day* L *Pinky Lee Show* L Howdy Doody (See Footnote)		National Dairy The Big Top L Gen. Mills The Lone Ranger F Baseball Preview Colgate-Palmolive (Alt. wks.) Brown & Williamson Falstaff Brewing co-sponsor. American Safety Razor Game of the Week	*Paul Winchell J. Mahoney* L *Choose Up Sides* L
EVENING	Afternoon Film Festival F&L rticipating e footnote)	Mickey Mouse Club (see footnote) F ukla, Fran & Ollie Time Inc. aly-News General Mills Lone Ranger F Admiral Bishop Sheen L Necchi Quality Goods Stop the Music L rillo Star Tonight L estern U. Down You Go L *Music from the eadowbrook* L	News L News L Quaker Oats Sgt. Preston of the Yukon F R. J. Reynolds Bob Cummings Show F Chrysler Motors Climax—Shower of Stars L Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F Toni Co. (Alt. wks.) Hazel Bishop The Arthur Murray Prty. American Home Prod. Quiz Kids	Afternoon Film Festival F&L Participating (see footnote) Mickey Mouse Club (see footnote) F *Kukla, Fran & Ollie* Miles Labs Daly-News National Biscuit Rin Tin Tin F Norwich Hotpoint Quaker Oats Ozzie and Harriet F Chevrolet Crossroads F Helene Curtis Wine Corp. Dollar A Second L Sterling Drug The Vise F Ralston Ethel & Albert L	Whitehall News L Whitehall News L Colgate-Palmolive Co. My Friend Flicka General Foods Mama L General Foods Our Miss Brooks R. J. Reynolds The Crusader F Schlitz Brewing Playhouse of Stars F Brown & Williamson (Alt. wks.) P&G Lineup F Amer. Oil Hamm Elgin Person to Person L	Coca-Cola Eddie Fisher Show L Plymouth News Caravan P. Lorillard Truth or Consqnces. F Gulf Life of Riley F Simoniz & Amer. C&C Big Story F Ponds Campbell Soup Star Stage F Gillette Cavalcade of Sports L State Farm Red Barber's Corner L	American Chicle Co. Am. Home Products & Co-op Ozark Jubilee L Ralston Grand Ole Opry (Every fourth week) Dodge Div. The Lawrence Welk Show L Emerson Drg. Mathiesson Chance of a Lifetime L	Lehn & Fink The Lucy Show F Wrigley Gene Autry Show F Sylvania Beat the Clock L Buick Jackie Gleason Show Nestle Stage Show P. Lorillard Two for the Money L P&G It's Always Jan F (3 of 4 wks.) Liggett & Myers Gunsmoke (3 of 4 wks.) F Anheuser-Busch Runyon Theatre	Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L Speidel Purex The Big Surprise L Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L Toni Papermate People Are Funny F Texaco Star Theatre J. Durante F Armour (alt.) Pet Milk Geo. Gobel Show L Am. Tobacco Warner Lambert Your Hit

AFTERNOON	Noon
	12:15
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MORNING

SATURDAY

CBS: Capt. Kangaroo, 9-9:30 a.m.; General Foods Mighty Mouse Playhouse, 10:30-11 a.m., alt. weeks; Winky Dink and You, 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Best Foods, Pharmaco, Glamorene, Union Underwear, Kendall Co., Coates & Clark, Sterling Drugs, Beltone, Breck Inc., Pearson Pharmacal.
Mickey Mouse Club, Mon.-Fri. 6-6. Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vicks.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Thurs. Hazel Bishop Alt. wks. Toni, Fri. General Mills. 10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue. Kellogg, Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever. 10:30-45 Fri. Hazel Bishop alt. wks. CBS-Hytron. 10:45-11 Fri. S.O.S., alt. wks. Best Foods. 11-11:15 Fri. Yardley. 11:15-11:30 Fri. Masland alt. wks. Converted Rice.

Arthur Godfrey 10:30 - 10:45 a.m. Mon. Easy Washing, Tue., Corn Prod.; Bristol-Myers. 10:45-11 a.m. Mon., Tues., & Wed., Bristol-Myers; Thurs., American Home.

Robert Q. Lewis—2-2:15 p.m. Thu., Ralston alt. wks. Fri. Brown & Williamson alt. wks. 2:15-30 p.m. Mon.—Lanolin Plus.

House Party. 2:30-45 Mon., Wed., Fri. Lever; Tue.-Thu. Kellogg. 2-45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.

Bob Crosby—3:30-45 p.m. Mon. Scott Paper Co., Tue. Hazel Bishop, alt. wks. Carnation, Wed. Gerber Prod. Thu. Toni Fri. S.O.S. alt. wks. Hazel Bishop 3:45-4 p.m. Mon. Procter & Gamble. Wed., Fri.—General Mills. Tue.-Miles Labs Thu.-Scott Paper Co.
Ford Star Jubilee, every 4th Saturday 9:30-11 p.m.
General Foods Circus at Madison Square Garden, 4/3 only Tue. 7:30-8:30 p.m.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Colgate-Palmolive, Continental Baking, International Shoe, Kellogg, Luden's, Standard Brands, Welch Grape Juice.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive, General Mills, Gerber, International Shoe, Manhattan Soap, Procter & Gamble, Wander.

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B·T TELESTATUS

MARQUETTE†—
WDMJ-TV (6) 4/7/54-April
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000, N; $375
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 54,403; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 89,270; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 115,000; $325
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) Avery-Knodel; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 615,000; $800
ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 117,000; N; $250

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
COLUMBUS†—
WCBI-TV (4) CBS, NBC; McGillvra; 7/28/54-7/13/56
HATTIESBURG†—
WDAM-TV (9) 5/4/55-6/1/56
JACKSON—
► WJTV (12) CBS, ABC; Katz; 147,000; $300
► WLBT (3) NBC; Hollingbery; 175,000; N; $300
MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote
TUPELO†—
WTWV (9) 12/8/54-Summer

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 154,000; N; $300
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 91,858; $200
HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS; Weed; 149,060; N; $250
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 87,815; $250
JOPLIN—
► KSWM-TV (12) CBS; Venard; 112,750; N; $200
KANSAS CITY—
► KCMO-TV (5) CBS, ABC; Katz; 563,194; N; $1,000
► KMBC-TV (9) CBS; Peters, Griffin, Woodward; 563,194; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 563,194; N, LS, LF; $960
ST. JOSEPH—
► KFEQ-TV (2) CBS; Headley-Reed; 156,169; $350
ST. LOUIS—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 887,274; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 422,422; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 87,774; N; $200
► KYTV (3) NBC; Hollingbery; 103,040; N; $240

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 27,500; $150
KGHL-TV (8) 11/23/55-Unknown
BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Hoag-Blair; 26,700; $150
MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 24,660; $150

NEBRASKA

HASTINGS†—
► KHAS-TV (5) NBC; Weed; 77,110; $80
HAYES CENTER†—
► KHPL-TV (2) (Satellite of KHOL-TV Holdrege)
KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 89,631; N; $250
LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 151,690; $400
► KUON-TV (*12)
OMAHA—
► KMTV (3) NBC, ABC; Petry; 362,453; N, LS, LF, LL; $800
► WOW-TV (6) CBS; Blair; 351,796; N; $800
Herald Corp. (7) Initial Decision 4/6/55
SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $225
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 29,003; $250
► KLRJ-TV (2) See Henderson
KSHO-TV (13) 9/28/55-April
RENO—
► KZTV (8) CBS, ABC, NBC; Pearson; 21,420; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS, NBC; Weed; 1,089,971; $600
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 70,732; $300
► KOAT-TV (7) ABC; Hollingbery; 62,000; $200
► KOB-TV (4) NBC; Branham; 70,732; $325
CARLSBAD†—
KAVE-TV (6) 6/22/55-Unknown
CLOVIS—
KICA-TV (12) 2/23/56-Unknown
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker, Melville; 32,685; $150
SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WROW-TV (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N; $475
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; 402,170; $800
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown
BUFFALO—
► WBEN-TV (4) ABC, CBS; Harrington, Righter & Parsons; 609,284 (plus 605,479 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Peters, Griffin, Woodward; 1,047,906; (includes Canadian coverage); N; $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52—Unknown
Great Lakes Tv Inc. (7) initial decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC; Weed; 77,230 (plus 50,100 Canadian coverage); $200
ELMIRA—
WTVE (24) See footnote
Central New York Bcstg. Cop. (18) initial decision 3/2/56
HAGAMAN—
► WAST (29) (satellite WROW-TV Albany, N. Y.)
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID† (PLATTSBURG)—
► WIRI (5) NBC, ABC; McGillvra; 98,730 (plus 350,000 Canadian coverage); $250
NEW YORK—
► WABC-TV (7) ABC; Weed; 4,730,000; $3,750
► WABD (5) Avery-Knodel; 4,730,000; N, LL, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC; Meeker; 40,600; $100
ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 325,000 (not including 75,000 Canadian coverage); N; $800
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $750
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 480,850; N; $1,100
SYRACUSE—
► WHEN (8) CBS, ABC, DuM; Katz; 372,160; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 205,500; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 40,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 372,920; $300
CHAPEL HILL†—
► WUNC-TV (*4) 377,350
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55
DURHAM—
► WTVD (11) NBC, ABC; Petry; 282,490; N; $550
FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young; 39,340; $150
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 408,811; N, LF, LS; $650
GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 164,980; $350
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS, ABC; Avery-Knodel; 285,500; N; $250
Capitol Bcstg. Co. (5) Initial Decision 4/19/55
WASHINGTON—
► WITN (7) NBC; Headley-Reed; 144,005; N; $325
WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $200
WTHT (3) 2/17/54-Unknown
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 713,720; N; $550
► WTOB-TV (26) ABC; Venard; 120,000; $200

NORTH DAKOTA

BISMARCK—
► KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 30,450; $200
► KBMB-TV (12) CBS; Weed; 23,000; N; $150
FARGO†—
► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 86,600; $400
GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 33,000; N; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 95,000; N, LF, LS; $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
► WICA-TV (15) 116,285; $200
CANTON†—
Tri-Cities Telecasting Inc. (29) 3/22/56-Unknown
CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Blair; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
CLEVELAND—
► WEWS (5) ABC; Blair; 1,217,000; N; $1,000
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,217,000; N, LS, LF; $1,300
► WXEL (8) CBS; Katz; 1,159,640; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown
COLUMBUS—
► WBNS-TV (10) CBS; Blair; 485,583; N; $825
► WLWC (4) NBC; WLW Sls.; 351,000; N; $800
► WTVN-TV (6) ABC; Katz; 381,451; $600
► WOSU-TV (*34)
DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote
ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown
LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 88,519; $150
MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 358,740; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 180,000; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 180,848; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC; Pearson; 50,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 88,780; N; $225

ARDMORE†—
KVSO-TV (12) 5/12/54-Unknown

ENID—
► KGEO-TV (5) ABC; Pearson; 250,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE†—
► KTVX (8) ABC; Avery-Knodel; 285,700; $450

OKLAHOMA CITY—
► KWTV (9) CBS, ABC; Avery-Knodel; 363,285; N; $800
► WKY-TV (4) NBC, ABC; Katz; 363,285; N, LS, LF, LL; $800
KETA (*13) 12/2/53-Unknown
KTVQ (25) See Footnote

TULSA—
► KOTV (6) CBS; Petry; 316,512; N; $750
► KVOO-TV (2) NBC; Blair; 316,512; N; $700
► KTVX (8) (See Muskogee)
KCEB (23) See footnote
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC; Hollingbery; 61,550; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Summer '56

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 35,500; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery, 340,000; N; $600
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

ROSEBURG†—
► KPIC (4) Hollingbery

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 93,860; $150

ERIE—
► WICU (12) NBC, ABC; Petry; 222,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 93,423; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Headley-Reed; 241,449; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 966,910; N, LS, LF; $750

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,000
► WFIL-TV (6) ABC; Blair; 2,105,636; N, LS, LF; $2,875
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N; $3,200
WPHD (23) 9/28/55—Unknown
Philadelphia Broadcasting Co. (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Peters, Griffin, Woodward; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 400,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WKJF-TV (53) See footnote
WTVQ (47) Headley-Reed; 12/23/52-Unknown

READING—
► WHUM-TV (61) CBS, ABC; H-R; 253,467; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 200,000; $225
► WGBI-TV (22) CBS; H-R; 276,000; N; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 282,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 280,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '56

YORK—
► WNOW-TV (49) Keller; 116,500; $200
► WSBA-TV (43) ABC; Young; 116,500; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 233,806; N; $300
► WUSN-TV (2) NBC, ABC; H-R; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 200,179; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 120,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,410; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 435,768; N; $450
► WGVL (23) ABC, CBS; H-R; 130,000; $200

SPARTANBURG†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-5/1/56

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 16,031; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 180,033 (includes coverage of satellite KDLO-TV Florence); $425

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) NBC, ABC, CBS; Branham; 171,366; N; $400
WRGP-TV (3) NBC; H-R; 2/9/56-4/29/56

JACKSON—
► WDXI-TV (7) CBS, ABC; Burn-Smith; 102,385; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 229,130; N; $500
► WTSK-TV (26) CBS, ABC; Pearson; 182,400; N; $300
WBIR-TV (10) 1/13/56-Unknown

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 414,392; $700
► WMCT (5) NBC; Branham; 414,392; N; $800
► WREC-TV (3) CBS; Katz; 401,127; $700
WKNO-TV (*10) 11/23/55-Unknown

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 455,753; N; $550
► WSIX-TV (8) ABC; Hollingbery; 277,030; $425
► WSM-TV (4) NBC; Petry; 277,305; N, LF, LS; $700

TEXAS

ABILENE—
► KBRC-TV (9) NBC, ABC; Pearson; 59,760; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 83,793; $300
► KGNC-TV (4) NBC; Katz; 83,793; N; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 153,983; N; $400

BEAUMONT—
► KBMT (31) ABC, NBC; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 109,000; N, LF; $300

BIG SPRING†—
► KBST-TV (4) CBS; Pearson; 48,453; $150

CORPUS CHRISTI†—
► KVDO-TV (22) NBC, ABC, CBS (per program basis); Young, 53,500; $200
KRIS-TV (6) Peters, Griffin, Woodward; 12/9/55-May
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 564,080; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 564,080; N; $1,000

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 89,256; N; $450
► KTSM-TV (9) NBC; Hollingbery; 83,545; N; $250
KOKE (13) H-R; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 570,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 570,000; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $700

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 84,875 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 485,00; N; $900 (film)
► KTRK (13) ABC; Blair; 489,250; N, LF, LS, $700
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC; Pearson; 8,000; $150

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 116,237; N; $350
► KDUB-TV (13) CBS; Branham; 119,778; N, LL, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) NBC; Venard; 50,150; $150 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND—
► KMID-TV (2) NBC, ABC, CBS; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $225

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; 44,208; $200

SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 62,000; $200
► KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 302,231; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 301,129; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER—
► KPAR-TV (12) CBS; Branham; 61,362 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 141,096; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC; NBC (per program basis); Venard; 161,840; N; $260

B·T TELESTATUS

TYLER—
► KLTV (7) NBC, ABC, CBS; Pearson; 102,957; $250

WACO (TEMPLE)—
► KWTX-TV (10) ABC; Pearson; 123,000; N; $250

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 83,704; (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 105,135; N; $300
► KSYD-TV (6) CBS; Hoag-Blair; 105,030; $300

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 200,000; N; $600
► KTVT (4) NBC; Katz; 200,000; N; $600
► KUTV (2) ABC; Hollingbery; 200,000; N; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 148,886; $300

VIRGINIA

BRISTOL†—
WCYB-TV (5) Gill-Perna; Initial Decision 2/1/55

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
► WVEC-TV (15) See Norfolk

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Pearson; 131,145; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; 393,790; N, LF, LS; $875
► WTOV-TV (27) 210.000; McGillvra; $180
► WVEC-TV (15) NBC; Avery-Knodel; 220,000; N; $350
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
► WXEX-TV (8) See Richmond

RICHMOND—
► WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS; $750
WOTV (29) 12/2/53-Unknown
WRVA-TV (12) Harrington, Righter & Parsons; 12/2/55-4/29/56

ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 428,679; N, LF, LS; $600

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 225,806; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 494,300; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 500,822; N, LL, LF, LS; $950
► KTNT-TV (11) CBS; Weed; 500,500; N; $900
► KTVW (13) Hollingbery; 494,790; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 166,950; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 162,179; N, LF, LS; $350
► KXLY-TV (4) CBS; Avery-Knodel; 173,358; N, LL, LF, LS; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC; Katz; 204,841; N; $250

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 398,381; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Spring '56

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC; Petry; 203,000; N; $450
► WSAZ-TV (3) NBC; Katz; 650,846; N, LL, LF, LS; $800

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,850; N; $500
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 122,560; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 235,000; $400
► WFRV-TV (5) ABC, CBS; Headley-Reed; 239,340; N; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 110,000; $300

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 126,900; N; $250
► WMTV (33) ABC, NBC; Bolling; 129,000; $280
WISC-TV (3) 12/7/55-June '56

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown
WITI-TV (6) 6/29/55-May 1956; Branham; $600

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Peters, Griffin, Woodward; 127,800; $400
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC (per program basis); Meeker; 86,800; $250

WHITEFISH BAY—
WITI-TV (6) See Milwaukee

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, Day; 23,000; $100
► KTVA (11) CBS; Alaska Radio-Tv Sls.; 22,500; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 8,600; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 8,600; $135

JUNEAU†
Alaska Broadcasting System Inc. (8) 11/2/55-Unknown

GUAM

AGANA†—
Radio Guam (8) 3/28/56-Unknown

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Peters, Griffin, Woodward; 89,500 (includes Hilo and Wailuku satellites); $300
► KONA (2) NBC; NBC Spot Sls.; 87,000 (including Wailuku satellite); $300
► KULA-TV (4) ABC; Young; 78,000; $300

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
► KMVI-TV (12) (Satellite of KONA Honolulu)

PUERTO RICO

CAGUAS†—
American Colonial Bcstg Corp. (11) Initial Decision 3/7/56

MAYAGUEZ†—
WORA-TV (5) CBS; 1/27/55-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 100,000; $200
► WKAQ-TV (2) CBS; Inter-American; 65,000; $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 10,300; $170

CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 34,000; $250

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 40,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; 26,000; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 484,196; $450

KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; 55,000; $250

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 268,450; $350

LETHBRIDGE, ALTA.—
► CJLH-TV (7) CBC; All-Canada, Weed; 7,300; $160

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 128,000; $370

MONCTON, N.B.—
► CKCW-TV (2) CBC; Young, Stovin; 32,000; $200

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 337,000; $900
► CBMT (6) CBC, NBC, ABC, CBS; 460,000; $680

OTTAWA, ONT.—
► CBOFT (9) CBC; CBC; 42,000; $230
► CBOT (4) CBC; CBC; 79,000; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC, CBS, NBC; All-Canada, Weed; 46,000; $230

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC; All-Canada, Weed; 8,500; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, CBS, ABC; All-Canada, Weed; 25,000; $235

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 24,000; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 55,000 (including U. S.); $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 10,650; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 15,000; $230

SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC; All-Canada, Weed; 14,000; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,103; $200

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 32,000; $240

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC; CBC; 440,000; $950

VANCOUVER, B. C,†—
► CBUT (2) CBC; CBC; 142,000; $500

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; 1,588,000; $450

WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada, Young; 85,000; $200

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 69,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)
► XETV (6) ABC; Weed; 324,558; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WTVE (TV) Elmira, N. Y.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohie; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla. WTAO-TV Cambridge, Mass

(Continues from page 82)

REPRESENTATIVE PEOPLE

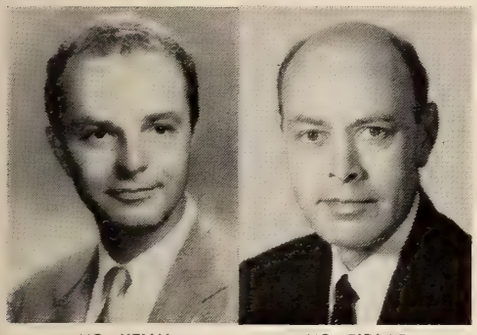
Thomas J. Tilson, former timebuyer with Ted Bates & Co. and Benton & Bowles, both N. Y., to Peters, Griffin, Woodward Inc. (formerly Free & Peters), as television account executive.

John Matthew Boylan, associated at various times over 20-year period with ABC, CBS and NBC, to N. Y. sales staff of Joseph Hershey McGillvra Inc.

Frank Boehm, ABC-TV station clearance department, to Adam Young Inc., N. Y., station representative, as researcher.

STATION PEOPLE

Charles L. Kelly, general manager, WSUN-AM-TV St. Petersburg, Fla., to WCKT (TV) Miami, Fla., as operations manager. He joins new station latter part of April. **Robert L. Fidlar,** sales manager, WIOD Miami, Fla., appointed sales manager of WCKT.

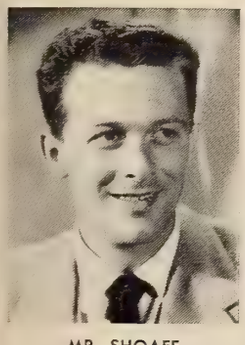


MR. KELLY MR. FIDLAR

James C. Richdale Jr., commercial manager, KOTV (TV) Tulsa, Okla., named to additional post of assistant general manager.

Donald Hosmer, sales representative, WKMF Flint, Mich., to WSAM Saginaw, Mich., as sales manager. **C. E. Rhodes,** program director, WKMF, appointed sales representative, that station. He is succeeded as program director by **Stanley Heinmann,** with station three years. **Oscar Huff,** announcer-newsman, named news director of WKMF.

Robert Shoaff, program director, WGVL (TV) Greenville, S. C., to KBTV (TV) Denver, in same capacity.



MR. SHOAFF

Don Tuckwood, production manager, KTVK (TV) Phoenix, Ariz., named program director, succeeding **Carl Kent,** resigned to join Phoenix advertising agency. **Lloyd Steinkamp,** director, promoted to production manager.

Vic Kearns, KUSN St. Joseph, Mo., appointed program director, succeeding **Don Blue,** resigned.

Bernie Tracy, former general manager of WHBN Harrodsburg, Ky., to WADS Ansonia, Conn., as program director.

Robert A. Forrest, program director, WCAU-TV Philadelphia, named manager of television program department. **Mel Levine,** operation manager, named assistant manager. Other changes: **John F. Horstman Jr.,** operations manager; **Warren Wright,** executive producer; **Glenn T. Bernard** and **Frank Chirkinian,** executive directors; **Arnold Rabin,** director of public affairs; **James C. Krayer, Amram Nowak** and **Allen Ludlum,** program coordinators.

Thomas G. Mallen, formerly in sales and merchandising with Maytag West Coast Co., L. A., to KFRC San Francisco, as account executive.

Jack D. Ellison, manager, KENI-TV Anchorage, Alaska, to sales staff, KPTV (TV) Portland, Ore.

Robert Allen, former district manager, Goodyear Tire and Rubber Co. in California, to KEYT (TV) Santa Barbara, Calif., as manager of station's new sales and service office in Santa Maria, Calif.

Frank Gervan, sales staff, WKBW Buffalo, N. Y., to WGR-TV Buffalo, as sales representative. **Frank Pekorsky,** film editor-projectionist, WIMA-TV Lima, Ohio, and **Harry Fries,** formerly high school instructor, to WGR-TV film technician staff. **George Hurd,** WGR-TV film technician, to floor director staff.

Robert W. Weir, James F. Mullen and **H. Donald Whiteley** to sales staff of WFBL Syracuse, N. Y.

George A. Campbell, formerly salesman, WHLD Niagara Falls, N. Y., to radio sales staff, WBEN Buffalo, N. Y.

Theodore F. Hardy, promotion-publicity manager, KBTV (TV) Denver, to KCCC-TV Sacramento, Calif., as sales promotion director.

Theodore B. Hoffman, producer-director, WILL-TV Urbana, Ill., to WBGH-TV Boston in same capacity.

Edward Skotch, director, ABC-TV *Super Circus,* to KRCA (TV) Los Angeles as director.

William Raden, Chicago newsman, to WFDF Flint, Mich., as assistant news director.

Les Malloy, S. F. radio-tv personality, signed as host of half-hour Mon.-Fri. radio program over KGO San Francisco.

Jeff Baxter, WEOL Elyria, Ohio, to WKOK Cleveland, Ohio, for nighttime musical show.

Gloria Lockerman, young contestant on CBS-TV's *The $64,000 Question,* signed to do Saturday half-hour *Kiddie Musical Show* on WEBB Baltimore, Md. Show is produced by **Jimmy Boyce** with **Del Shields** as technical director.

James Bonner, disc jockey, WORK York, Pa., to WPEN Philadelphia.

Bob Duck, WMLS Sylacauga, Ala., to WSFA Montgomery, Ala.

Bill Moyers, manager of continuity and traffic, KTBC Austin, Tex., granted Rotary Club scholarship for study abroad.

Hal Neal, sales manager, WXYZ Detroit, named chairman of Mich. radio committee for Michigan Week, state promotion.

Tom Dargan, operations manager, KING-TV Seattle; **Richard Ross,** station associate news director; **Mike Rhodes,** announcer; **Bruce Vanderhoof,** KING disc jockey, and **Charles Herring,** KING news director, to rotate as daily hosts on morning *Telescope* show.

Dean Buchanan, music director, KTVW (TV) Seattle-Tacoma, named host of *Club Matinee.*

Alan Dary, Boston disc jockey, to WBZ-WBZA Boston-Springfield, Mass., for daily shows.

Jim Graner, free lance Cleveland, Ohio, sports announcer, to substitute for **Tom Manning** on KYW Cleveland while Mr. Manning covers Cleveland Indian baseball games.

Mary Goode, accounting department, Foote, Cone & Belding, L. A., to Hollywood headquarters of KBIG Avalon, Calif., in similar capacity.

Vic Sterling, disc jockey, KYOS Merced, Calif., to KBIF Fresno, Calif., in same capacity, succeeding **Jim Bailey,** promoted to program director.

Eleanor Sheridan, continuity department, WIRE Indianapolis, to Hollywood traffic staff of KBIG Avalon, Calif. **Nancy Bea Keulen** to KBIG accounting department. **Nancy Finicle** to station's Avalon plant as traffic manager, replacing **Mrs. Dollace Beach,** resigned. **George Prevezich** to Avalon maintenance superintendent, replacing **Ray Jeffries,** resigned.

Don Anderson, actor and former news and special events editor, WBKB-TV Chicago, to WKRC-TV Cincinnati, Ohio, as program host. **Beverly Biddle,** traffic assistant, WKRC-TV, promoted to traffic manager, replacing **Amy Price,** resigned. **Marylynn Anderson,** radio-tv graduate, Cincinnati College of Music, to WKRC-TV as continuity director, succeeding **Maureen Zwinak,** resigned. **Audrey Jeanine Seefried** to assist in traffic and continuity departments.

Art Pallan, disc jockey, WWSW Pittsburgh, Pa., to KDKA Pittsburgh.

NBC

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WICHITA

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Your MAY 1

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Station center of the

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3

KARD-TV

WICHITA • KANSAS

Represented by

Edward Petry & Co., Inc.

Mel Strom promoted to operations department, KCBS San Francisco. **John Cruikshank** to KCBS as apprentice. **Mary Narsis** to station as secretary to news director.

Robert Goodman, program assistant, WCBS-TV New York, appointed staff director.

Jan Baker, formerly in radio, to WHYN-TV Springfield-Holyoke, Mass., for weather show, replacing **Winnie Baird,** resigned.

Arthur Whittemore and **Jack Lowe,** pianist duo, to KPTV (TV) Portland, Ore., for weekly program.

Dick Hafner, page boy at CBS Chicago, signed as singer and permanent member of casts of two musical shows at WBBM that city.

Ted G. Carlson Jr., KCOV Corvallis, Ore., to staff of KSLM Salem, Ore.

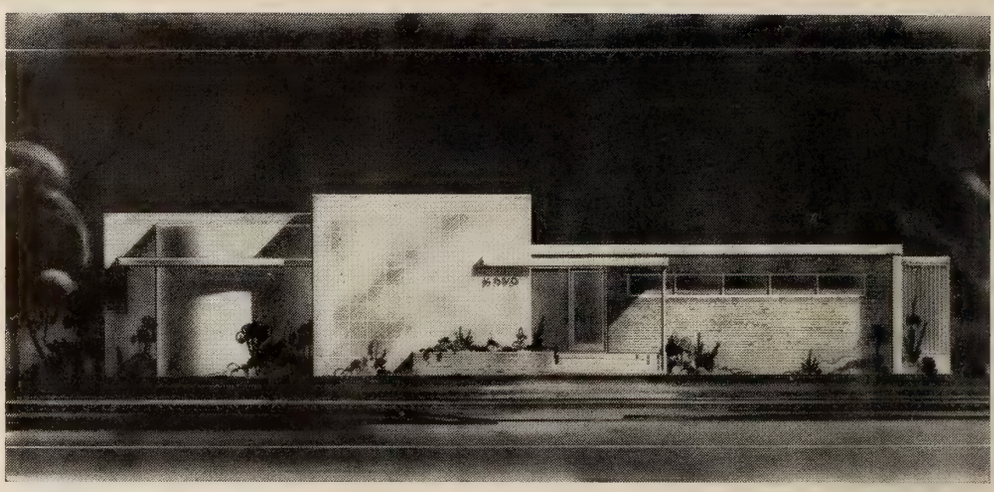
Al McDonald, promotion-publicity director and children's personality, KOTA-AM-TV Rapid City, S. D., resigned to free-lance in partnership with **Glenn Rowell** in Rowell-McDonald Enterprises, which plans to syndicate children's show.

Heber Darton, formerly member of news staff at WHBF-TV Rock Island, Ill., returns to station as head of new merchandising department. **George Koplow** appointed assistant tv program director there.

Julie Craig, women's director at WICS (TV) Springfield, Ill., resigns effective March 30.

Thomas H. Cole, KFMB-TV San Diego, Calif., assigned as publicist, KNXT (TV) Los Angeles, replacing **Michael J. Connelly,** resigned to join L. A. City News Service.

Earl W. Steele, formerly on production staff of WCCO Minneapolis, to WBBM Chicago in similar capacity. **John M. Rebney,** formerly head of own public relations agency in Minneapolis, also to WBBM production department.



ARCHITECT'S DRAWING shows new studio and office building now being constructed by KBWD Brownwood, Tex., at a cost of $40,000. The building also will house central offices for KNOW Austin, KXOL Ft. Worth, WACO Waco, KSNY Snyder, all Texas, and KTOK Oklahoma City, all under affiliated ownership. Wendell Mayes is president and principal owner of the group.

Bill Baker, announcer-disc jockey, WIOU Kokomo, Ind., to WIBC Indianapolis.

Joyce Donovan, N. Y. Capital District broadcaster, to WGY Schenectady, for daily program.

Don Jones returned to announcing staff, KSJO San Jose, Calif., and **Larry Baker** to weekend staff.

Shelley Grey, dance band vocalist and formerly with WWRL New York, to singing staff of WBBM Chicago.

Ray Owens, news director and newscaster, WFBL Syracuse, to news editor, WHEN-TV Syracuse.

Arthur J. Suffolk, formerly with KVEC-TV San Luis Obispo, Calif., and WBUF-TV Buffalo, N. Y., to engineering staff of WXIX (TV) Milwaukee.

Vern Jones, news director, WREB Holyoke, Mass., to WHYN Springfield-Holyoke, as director of news and special events. **Randy King,** Western singer, to WHYN-TV for daily program.

Tom Hooser, formerly of *Lufkin* (Tex.) *Daily News,* appointed news director of KTRE-AM-TV Lufkin.

John Trimble, announcer, WTOP-AM-TV Washington, D. C., to production chief, Armed Forces Radio, Frankfurt, Germany.

Holland Kelley, formerly with *Pittsburgh Courier,* to WILY Pittsburgh, as news editor.

Kay Leuer to KCBS San Francisco as continuity editor. Also new to KCBS: **Edward Hayden,** sales service manager; **John Cruikshank,** apprentice; **Sarah Robinson,** secretary to program director, and **Mel Strom,** operations assistant.

Hal Salzman, assistant news director, WLS Chicago, promoted to news director. He succeeds **William J. Small,** resigned to become news director of WHAS-AM-TV Louisville [B•T, March 12].

Jim Ascher, reporter at Chicago City News Bureau, to publicity staff of WBKB (TV) Chicago.

Bruce Hickman to announcing staff, WGL Fort Wayne, Ind.

Sam R. Elman, general manager, WATR-AM-TV Waterbury, Conn., re-elected president of eight-station Conn. State Network.

John H. Battison, general manager, KAVE-AM-TV Carlsbad, N. M., elected president of Community Chest of South Eddy County.

Add Penfield, sports director, WBIG Greensboro, N. C., named president of Atlantic Coast Conference Sports Writers Assn.

Austin Kiplinger, newscaster at WMAQ and WNBQ (TV) Chicago, elected to board of directors of Chicago Headline Club of Sigma Delta Chi, national professional journalism fraternity. **Sam Saran,** of station's news department, elected second vice president.

Cecil L. Heftel, manager, KLO Ogden, Utah, named to 14-man Mutual affiliates advisory committee as metropolitan-market representative of District 7, replacing **Thomas H. Anderson,** recently resigned as general manager of KALL Salt Lake City.

Bill Thompson Jr., news film director, WRVA-TV Richmond, Va., elected president of Va. Press Photographers Assn.

Lois Csiky, formerly student at Butler U., to continuity staff of WIRE Indianapolis.

Dick Mills, disc jockey, KMA Shenandoah, Iowa, signed by Decca Recordings as recording artist.

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

CONALERT MONITORS CONELRAD



- Fail-Safe
- 5 Channels
- Low Cost
- Meets FCC Requirements
- FCDA Approved

Effective as of Jan. 2nd, 1957—

MANDATORY FOR OPERATORS OF ALL RADIO TRANSMITTERS!

Kaar ENGINEERING CORP.
For complete information write:
2980 Middlefield Road
Palo Alto, California

2981 2983 2984 2985

TelePrompTer Reports Earnings Doubled in '55

TELEPROMPTER Corp., New York, Thursday reported that it had more than doubled its net earnings last year compared to 1954. It reported $96,743 in net earnings, equivalent to 81 cents a share on 120,000 outstanding for 1955 as against $38,583 or 38 cents a share on 100,000 outstanding at the end of the previous year.

TelePrompTer said, however, that figures for 1954 are not "totally comparable" to those for 1955 because of the consolidation of the parent corporation with an "associated sales corporation and the consequent elimination of intercompany transactions."

Attributed to the jump in earnings by President and Board Chairman Irving B. Kahn was the rise in company activities, including:

TeleMation (complete production service for industrial meetings), TeleExecutive (miniature, portable TelePrompTer model), program communications network (a semi-automatic closed circuit tv system), and other sales aids.

TelePrompTer also noted future expansion of its New York headquarters at 300 W. 43d St., to "new quarters four times as large," and said that during the past year its Los Angeles office has been quadrupled in size.

Standard Completes Libraries For Use by Seeburg Corp.

PRODUCTION of two 45 rpm libraries comprising some 1,200 musical selections has been completed by Standard Radio Transcription Services Inc. for distribution by J. P. Seeburg Corp., manufacturer of automatic phonograph equipment, under a licensing agreement negotiated by Seeburg with ASCAP.

The agreement contemplates the installation of machines for airing of background music in offices, restaurants and other public places and is not intended for broadcast use.

Milton M. Blink, SRTS president, emphasized the special project will not serve or has not served to "minimize" his activity in the broadcast field.

Song Ads in San Francisco

A SAN FRANCISCO office has been opened by Song Ads Film-Radio Productions, Hollywood, according to Don Estey, vice president in charge of sales. Hugh Hudson is in charge of the new office, located in the Russ Bldg.; telephone Sutter 1-8585.

PROGRAM SERVICE SHORTS

Washington Evening Star on Sun., March 25, carried first edition of *TeleVue*, weekly tv program guide. Supplement is seven-by-ten inches with first issue carrying 28 pages and four-color cover.

SESAC Inc., N. Y., announces holiday scripts for radio station subscribers of SESAC Inc., being mailed for Memorial Day and Mother's Day. Extra copies are available to non-subscribers.

World Broadcasting System, N. Y., plans to make available to subscribers new radio telephone quiz show, *Radio's Voice of Fortune,* which will be unveiled by WBS at NARTB Convention in Chicago, April 15-19.

expert **tv** lighting



low cost . . .
flexible

One of the largest suppliers of temporary lighting facilities anywhere in the U. S. and Canada.

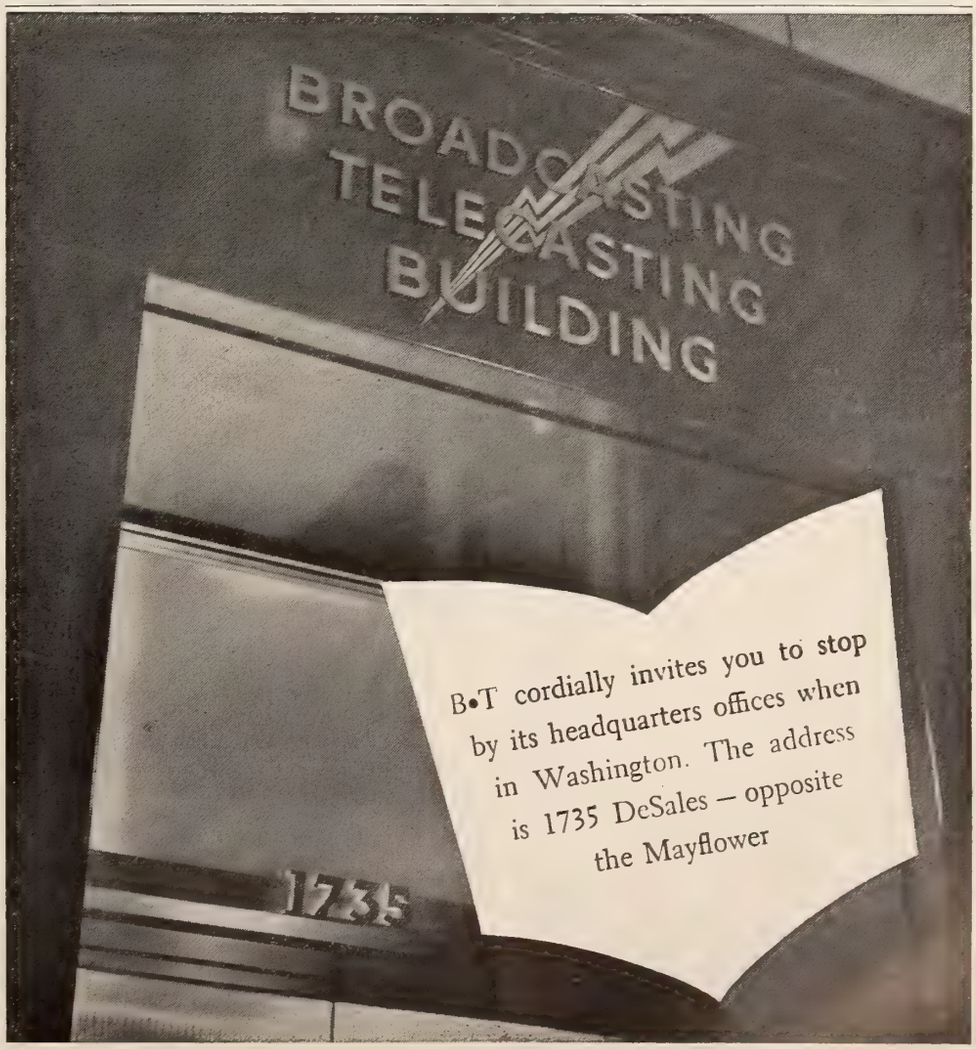
Rental equipment Service includes installation and removal at one low cost.

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Write for Free Catalog of Equipment

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Department BT
234 Piquette Ave.
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EDUCATION

3 Schools Receive Grants To Study Educational Tv

THE Educational Television & Radio Center, Ann Arbor, Mich., has awarded three grants-in-aid to colleges as part of a program of audience research in educational tv. The center hopes to find out who can and does watch educational tv.

Grants were received by North Carolina U., $1,350; Michigan State U., $2,000, and Houston U., $3,225. Center President H. K. Newburn indicated additional research grants will be awarded in an effort to further define the progress and results of educational tv.

Radio-Tv Major Offered By Arizona State College

A MAJOR FIELD of study in radio and television has been inaugurated at Arizona State College, Tempe, Ariz. Existing courses have been reorganized and additional courses added to provide an integrated plan of study for those students interested in entering the production or business side of the broadcasting industry.

On campus, radio facilities of KASC, the school's "wired wireless" station, are used as a laboratory in radio training, and a cooperative arrangement for the training of students in tv production has been set up with KVAR (TV) Mesa.

Educational WHYY-TV Gets $100,000 From City Council

THE Philadelphia City Council last week donated $100,000 to educational WHYY-TV that city for the station's first year operating expenses. WHYY-TV, on ch. 35, plans to go on the air in October.

A similar amount was appropriated earlier by the city's board of education to help get the station on the air.

Fresno State College Offers Television Course for Credit

REACTION to Fresno (Calif.) State College's new experimental extension course on television has been "most gratifying," according to college officials.

A total of 202 students from a wide area around the California city have enrolled for the California literature course, which is telecast on Saturdays over KMJ-TV Fresno. The course is being offered for credit.

Duke U. Station Posts Filled

ROBERT BRUBAKER has been elected station manager of WDBS Durham, N. C., Duke U. radio station, to serve for one year. Others elected to key posts include Edwin Harris, business manager; Peter Yoars, production manager; Robert DePuy, public relations manager; Joseph Lintzenich, engineering manager; Thomas Ferrall, program director, and Carolyn Cone, record librarian.

EDUCATION PEOPLE

Gordon L. Gray, Mich. State U., to Educational Television & Radio Center, Ann Arbor, Mich., as program associate.

Don Nelson, announcer, WNEB Worcester, Mass., to U. of Connecticut, as radio-television supervisor.

INTERNATIONAL

CARTB OUTLINES RADIO-TV PROPOSALS FOR SUBMISSION TO ROYAL COMMISSION

Annual convention at Toronto draws record attendance. Fred Lynds, CKCW-AM-TV Moncton, N. B., heads slate of newly-elected officers.

ACTIONS to be taken before the Royal Commission on Broadcasting and Programming for both radio and television featured the largest annual convention of Canadian Assn. of Radio & Television Broadcasters held at Toronto March 26. Resolutions passed at a closed business session included a request to Canadian government for formation of an independent regulatory body for all telecommunication legislation with provisions for appeal to courts of law, continuance of efforts to have broadcasting recognized as an electronic publication under the law of the land, and a request that all Canadian cities be opened for private television stations.

Briefs are being presented to the Royal Commission on Broadcasting at both private and public hearings to start April 30. Individual stations were urged to present briefs. The convention unanimously decided to invite members of the Royal Commission and their staffs of experts to visit any member stations to facilitate the commission's work.

Fred A. Lynds, owner, CKCW-AM-TV Moncton, N. B., was elected president of CARTB, succeeding Jack M. Davidson, Northern Broadcasting Co. Ltd., Toronto, who remains on the board of directors under a new bylaw passed at the convention. D. A. Gourd, CKRN Rouyn, Que., was elected vice president, radio, and Hal A. Crittenden, CKCK-TV Regina, Sask., elected vice president, television. Directors elected were J. Hirtle, CKBW Bridgewater, N.S.; G. Stirling, CJON-TV St. John's, Newfoundland; Henry LePage, CHRC Quebec, Que.; Roland Couture, CKSB St. Boniface, Man.; F. B. Ricard, CHNO Sudbury, Ont.; W. T. Cruickshank, CKNX Wingham, Ont.; Al Hammond, CFCF Montreal, Que.; W. N. Hawkins, CFOS Owen Sound, Ont.; E. E. Fitzgibbons, CKCO-TV Kitchener, Ont.; R. J. Bus, CHAT Medicine Hat, Alta.; V. Dallin, CKQC Saskatoon, Sask.; Jack Blick, CJOB Winnipeg, Man.; C. J. Rudd, CHUB Nanaimo, B. C., and M. P. Finnerty, CKOK Penticton, B. C. Jim Allard was reappointed executive vice president, with headquarters at Ottawa.

Record Attendance

A record attendance of close to 500 from all parts of Canada and the United States attended the 31st annual convention at the Royal York Hotel. Capacity audiences also were present for separate radio and television sales sessions on the first two days of the meeting.

Monday morning radio sessions started with a sales clinic by Fred A. Palmer of Worthington, Ohio, who lectured on selling radio. He repeated for television broadcasters that afternoon.

Television broadcasters Monday morning heard Donald S. Frost, vice president, Bristol-Myers Ltd., New York, tell how his company used spot television in addition to network television to reach every part of the U. S. He pointed to the value of good local shows for national advertisers and stressed that his company had found out it did not pay to skimp on commercials. He also advised broadcasters not to load too many spot announcements in station breaks and to help advertisers sell goods through merchandising. Mr. Frost felt that in Canada, because of the one-station-in-one-market government policy, television advertising did not have full flexibility. "Television must become competitive in Canada if it is to realize its full potential as an educational, entertainment and advertising medium," he said.

Mr. Frost said his company this year will be spending over twice as much in advertising as two years ago, and over half this will be in spot and network television.

A panel discussion on local television selling followed with Fred Lynds, CKCW-TV Moncton, N. B., as chairman. Panelists were Bob Reinhart, CFPL-TV London, Ont.; E. E. Fitzgibbons, CFCM-TV Quebec, Que.; Wm. McGregor, CKCO-TV Kitchener, Ont., and J. R. Peters, CHCH-TV Hamilton, Ont.

Mr. Reinhart stated that the best time for local advertisers on tv network stations was in daytime and late evening hours. Mr. Fitzgibbons pointed out the necessity for live programming in Quebec City because of the scarcity of good French-language film shows. His station has 27 hours live programming weekly, all sponsored. Mr. McGregor dealt with ways of obtaining new television accounts and the necessity of quoting prices in terms of newspaper or radio rates, giving sponsors an overall quotation on cost of announcement or program. Mr. Peters discussed use of film for local advertisers, stressing news film techniques for local advertising.

Commercial Technique

Proper use of a narrative story technique in radio commercials was discussed and demonstrated by W. C. Standart of Standart & O'Hern Adv. Agency, Kansas City, at the Monday afternoon radio session. In his talk "Selling to Audience," Mr. Standart stated that "the radio technique that we have been so successful with is one whereby we truly adhere to all the tenets of good salesmanship by getting the listener's attention, creating interest, building a desire and then asking for the order. We entertain our listeners as we go through these steps."

He cited difficult assignments given his agency by advertisers and played the commercials developed for each case. These assignments were to develop a personality for a product or an advertiser using the narrative technique. He said that good advertising will result in the future in "consumers coming to hear more and more radio commercials that will effectively picture value, effectively project a personality and effectively entertain in a pleasant way as they sell."

A panel on selling to clients followed under the chairmanship of M. P. Finnerty, CKOK Penticton, B. C. Nine Canadian broadcasters told success stories in specific fields. Taking part were Roland Couture, CKSB St. Boniface, Man.; Don Jamieson, CJON St. Johns, Nfld.; W. A. Stephens, Toronto station representative; J. A. Hammond, CFCF Montreal; C. Rudd, CHUB Nanaimo, B. C.; John French, CKLC Kingston, Ont.; Syd Boyling, CHAB Moose Jaw, Sask.; J. Jackson, CJOY Guelph, Ont., and Jack Blick, CJOB Winnipeg, Man.

Monday afternoon's television session included a panel on the advantages and uses of film, featuring Spence Caldwell, S. W. Caldwell Ltd., Toronto, and Joe Dunkelman, Telepix Movies Ltd., Toronto. They pointed out how film distributors can save tv broadcasters much work in clearing imported film through Canadian customs, arranging for film rights and other international negotiations. Mr. Caldwell felt that stations should expand their hours of

operation and build afternoon audiences for evening shows. He also cited a need for putting Canadian tv talent on film for export to other world markets.

At the annual dinner on Monday evening 16 new members were awarded certificates of membership in the CARTB Quarter Century Club. These were J. S. Boyling, CHAB Moose Jaw, Sask.; W. E. Collier, CKY Winnipeg, Man.; E. C. Connor, CFAC Calgary, Alta.; T. E. Darling, CHML Hamilton, Ontario; E. H. Davies and Eric Davies, CKX Brandon, Man.; F. J. Deaville and A. E. McGregor, Woodhouse & Hawkins (agency), Toronto, Ont.; F. H. Elphicke and C. R. Smith, CKWX Vancouver, B. C.; G. B. Quinney, S. W. Caldwell Ltd., Toronto; A. G. Seabrook, CJIB Vernon, B. C.; Harry Sedgwick, CFRB Toronto; H. T. Trueman, CFBC St. John, N. B.; Donald Wilson, CHUB Nanaimo, B. C., and D. E. Wright, Radio & Tv Sales Inc., Toronto.

At the annual dinner Syd Boyling, CHAB Moose Jaw, Sask., was presented the John J. Gillin Jr., memorial award for his station's continuous community public service projects and programs.

Tuesday morning's television section was addressed by Harry Harding, vice president of Young & Rubicam, New York. He pointed out that television programming represented responsibilities to the entire family as well as calling for high ratings for clients. He emphasized that in Canada there were opportunities in television to make trends and not just to follow trends.

Tuesday Tv Panel

A television panel session heard about local live programming from W. T. Cruickshank, CKNX-TV Wingham, Ont., Herb Stewart CHCT-TV Calgary, Alta., and Murray Brown CFPL-TV London, Ont. Each one discussed live local programs, how they served the community and how they were sponsored. Mr. Cruickshank, operating in a largely rural area, stated that he expected in a short time to have about 40% of his income from local live programs. His station has not yet been on the air a year. Murray Brown dealt with religious programs, and told of a daily two minute afternoon program with the same clergyman officiating for one month at time. Herb Stewart told of public service live programs and a live pantomine "Hit Parade" with recordings used for music.

Tuesday morning's radio session started off with a panel on syndicated radio programs. Gordon Keeble, S. W. Caldwell Ltd., Toronto, announced formation of a Canadian co-operative syndicated program service and discussed ways in which transcribed shows could be best used for good programming. Dana Murray, All-Canada Radio Facilities Ltd., Toronto, dealt with national and local aspects of syndicated shows and how they could be used to bring listeners repeatedly back to the station. Don Jamieson, CJON St. Johns, Newfoundland, pointed to the use of a late night radio theatre with transcribed shows in the same way that television stations use late evening film shows.

What station representatives can do for stations was discussed by Bruce Butler of Jos. A. Harty & Co. Ltd., Toronto, and Adam Young Jr., Canadian station representatives, New York. Mr. Young stated that representatives must do more selling at the top agency level to obtain the high proportion of spot business needed.

Ramsay Lees, radio-tv director of Ruthrauff & Ryan, Toronto, told broadcasters that they could help sell their stations more frequently if they would keep their representatives in major centers informed constantly on availabilities at the station and provide data on programs. In this way, representatives could more readily answer advertising agency queries and get business, he said.

New ideas in programming were reported by Bob Burton, BMI Canada Ltd., New York. He dealt with specific cases showing developments in program mobility, on network and local stations, mobility in musical shows and interview programs, teenage and educational programs. He also showed examples of different types of farm programs, local community news and safe-driving programs which have been tried out in the U. S.

"Good local programming today is the common denominator and the program director is now the key man in the station organization," John M. Outler, general manager, WSB Atlanta, told the radio section of the CARTB convention at the Tuesday afternoon session on programming. "If you haven't got a real solid citizen calling the program shots at your station, if you figure that program expenses must be kept down so that sales and administrative expenses can be plush, you are heading for trouble."

Mr. Outler pointed out that networks have set a program standard which has been accepted by audiences for more than 20 years. Audiences expect the same type of program standard now that stations have to develop more of their own programs. The station program director will make or break the station in the next five years.

A panel discussion followed on Canadian program ideas under chairmanship of Baxter Richard, CHNO, Sudbury, Ont. Frequent local newscasts with one-minute taped interviews were described by Sam Ross, CKWX Vancouver, B.C. Bill Stovin, CJBQ Belleville, Ont., told how his station uses educational programs, and Tom Tonner, CKCW Moncton, N. B., told of successful women's interview programs on his station to compete with daytime network serials.

At a closed television section meeting Tuesday afternoon, annual membership rates starting July 1 were established at four times the hourly Class A rate for stations on the air at the start of this year. Contract forms were discussed containing a six months protection clause.

At Wednesday's closed annual business meeting, retiring President Davidson reported on association activities in presenting seven formal briefs before government bodies during the year. Five directors' meetings were held and a number of directors attended all the regional meetings throughout Canada. Mr. Davidson reported on the association's work with business groups and plans for radio and tv presentations at the forthcoming Assn. of Canadian Advertisers meeting at Toronto. He pointed out that this is the year of destiny for Canadian broadcasters as the report of Royal

THE SMART BUY IN MILWAUKEE



REGIONAL COVERAGE AT LOCAL RATES

NO FOOLIN'

O U APRIL FIRST



We changed our name from:

KXOB

to

KJOY

DIAL 1280

". . . the happiest sound in town"

(Stockton and the San Joaquin Valley, that is)

REPRESENTATIVES:

San Francisco - Los Angeles
McGAVREN QUINN CO.

Elsewhere
JOHN E. PEARSON CO.

BMI

CONCERT MUSIC

Typical of BMI "service" is the complete kit of "Concert Music" material used by broadcasters daily . . . scripts and data which help solve many music programming needs.

Included in BMI's *Concert Music Service* are:

CONCERT PIN-UP SHEET—A monthly listing of new recordings, contemporary and standard.

YOUR CONCERT HALL—A series of half-hour scripts for use with phonograph records.

TODAY IN MUSIC — Dates and facts about the important music events of the month.

BMI-licensed stations — AM, FM, and TV—can be depended upon for complete service in music.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Commission on Broadcasting will settle broadcasting's status for many years to come.

Dick Lewis, publisher, *Canadian Broadcaster* and *Telescreen,* Toronto, emphatically urged broadcasters to stand together in all submissions before the Royal Commission, as the choice for the future of the industry is private enterprise or socialized broadcasting. A barrage of briefs could be expected, Mr. Lewis said, by critics who would belabor advertising content in the present broadcasting system.

Executive Vice-President Allard reported that in eight years CARTB membership has nearly doubled. He reported in detail of the association's work in the past year. Looking to the future, he stated that broadcasting's information role was of the utmost importance. He warned: "Unless voters of the free world are fully informed in a way they can understand and enjoy, our form of civilization is likely to die with us, more from internal decay and fear than from external pressure. Unless citizens of democratic countries have constantly held before them ideas that create freedom, we shall survive only to live in dreary slavery of big brother government."

The business session dealt with revision of the membership fee structure for radio stations based on gross revenue less agency commissions, and television station annual membership fee based on four times the peak hourly rate.

The convention went on record to use all its financial trust fund resources deemed necessary by directors to make adequate presentations before the Royal Commission on Broadcasting.

Directors were asked to study the new Dept. of Transport regulations requiring supplementary proof of performance every five years, and licensing of police band monitors on the recommendation of local police departments.

British Plan Color Tv Tests, Propose Switch to 625 Lines

AN advisory committee of the British Postmaster-General has completed plans for the introduction of color tv in Britain. According to the plans, regular test transmissions of color programs in selected areas would be launched within 18 months. However, entry of color into regular programming is not expected for about five years.

Most interesting item of the committee's plans is a proposed switch from present 405-line system to a color picture of higher definition, namely of 625 lines.

$4,480 Question

ABOUT to debut on commercial tv in Britain is *The 64,000 Question.* No dollars, no pounds, just the plain numeral. Show will be modeled on U. S. original, with one major difference. Payoff will be in sixpences, worth seven cents apiece.

Rank May Set $3 Million Deal With U. S. Tv Interest

JOHN DAVIS, managing director of the Rank Organisation, British maker of theatrical films, is negotiating with unidentified American interests on a deal that would involve further Rank film properties and a minimum cash guarantee of $3 million.

Mr. Davis made this statement in an article in the *London Financial Times.* He added that the Rank Organisation's chief interest still lies with the theatrical field and said: "We must not be led astray by the temptation of television and the quick money which may be available for some picture makers from this new and different medium."

Canadian Ad Council Formed

FORMATION of a Canadian advertising council was begun with a meeting at Toronto, Ont., March 22 of representatives of Canadian Assn. of Advertising Agencies, Assn. of Canadian Advertisers, radio and television stations and various publication groups. The organization meeting heard Merle Schneckenburger, president of ACA, say that advertising needs some good public relations to counteract public feeling against its role. CAAA President E. V. Rechnitzer, chairman of the meeting, stated that a properly controlled council would increase the prestige of advertising.

Job, CFJB Founder, Killed

FENWICK JOB, 37, general manager and founder of CFJB Brampton, Ont., was killed in an automobile accident near Brampton March 23. He started the station in 1952 while publisher of the local weekly *Peel Gazette,* which he later sold, and was formerly sales manager of CKEY Toronto, Ont. He is survived by his wife and four children, all of whom were injured in the accident.

CARTB BRIEF REQUESTS INDEPENDENT TV OUTLETS

IMMEDIATE licensing of non-government television stations in all areas of Canada and the creation of an independent regulatory body for Canadian broadcasting will be the major requests placed by the Canadian Assn. of Radio & Television Broadcasters (CARTB) before the sittings of the Royal Commission on Broadcasting, which start April 30 at Ottawa. (see story, page 95).

The first of a number of briefs by the CARTB is understood to have been filed with the Royal Commission, outlining the background of present Canadian broadcasting controls and regulations and the reasons for the CARTB reguest. CARTB is said to point out that it represents 137 independent radio stations and 25 television stations, and that some 25,000 Canadians depend directly and indirectly on these stations for a living.

CARTB is to have two public hearings before the Royal Commission, and probably one or more private hearings. It plans to supplement its first brief with at least 10 extensive supplementary documents and the answers on programming requested by the Royal Commission.

The extensive brief is understood to point out that Canada now has national coverage of television stations with one station in each major city. According to the 1951 Massey Royal Commission recommendations, when such national coverage was achieved licensing of television stations should be opened up in all sections of Canada. The brief says that Canada's tv frequencies, assigned under international agreement with the U. S., are in jeopardy in border areas as long as they are not in use.

In its case for an independent regulatory body, the CARTB brief contends that no other Canadian regulatory body combines the executive, legislative, judicial and competitive roles now assigned to the Canadian Broadcasting Corp. under the Canadian Broadcasting Act. The CBC not only administers the legislation, sets the regulations, provides programs but also competes with the stations it regulates.

INTERNATIONAL PEOPLE

Robert A. Jouglet, vice president, Inter-Tv Films Ltd., Montreal, named executive vice president.

Len J. Kennedy, radio-tv director of Vickers & Benson Ltd., Toronto, Ont., to manager, Montreal office of Stephens & Towndrow Ltd., radio station representative, Toronto.

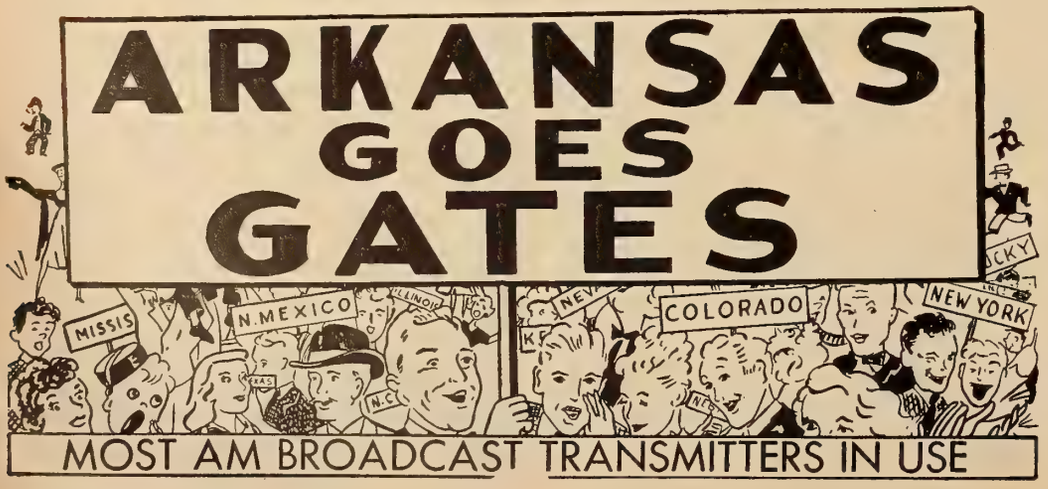
R. W. Bates to advertising manager of Lever Brothers Ltd., Toronto, Ont., succeeding **R. G. Spence,** promoted to general sales manager.

Ralph Draper, salesman, All-Canada Television, Toronto, to media director of new Toronto office of BBDO. **Ramsay Lees,** radio-tv director of Ruthrauff & Ryan, Toronto, to same post with BBDO, Toronto.

E. S. Coatsworth, film procurement editor of Canadian Broadcasting Corp., Toronto, Ont., to assistant general manager of Motion Pictures for Television (Canada) Ltd., Toronto.

Ian Hall, advertising and sales promotion supervisor of Servel (Canada) Ltd., Toronto, Ont., to time sales division of All-Canada Television, Toronto. **William F. Mitchell,** promotion manager of All-Canada Radio Facilities and All-Canada Television, Toronto, to time sales division, All-Canada Television. **Molly Brent** to promotion and advertising supervisor of All-Canada Television.

Ted Abrams, formerly promotion director of CFCF Montreal, Que., to public relations and advertising director of Associated Screen News Ltd., Montreal.



BIG TEAM FOR BASEBALL SALUTE

NBC-TV said last week it will place Gertrude Berg (Molly Goldberg of radio and tv) and cowboy Roy Rogers in the lineup April 15 when the network presents "Salute to Baseball" as the *Sunday Spectacular* colorcast (7:30-9 p.m. EST). On the bench as m.c. and executive producer: Art Linkletter. Miss Berg will be in a comedy sketch in the role of "honorary manager" of a baseball team composed of various major league stars, while Mr. Rogers, Dale Evans, Trigger (horse) and Bullet (dog) will be seen with a group of Little League ball players. Mr. Rogers and Trigger also will be in a skit: Trigger playing the umpire and Roy, the catcher. The pitcher (who may be a baseball star) was not mentioned by NBC-TV. Another "highlight" will be a baseball ballet, "Shoeless Joe from Hannibal, Mo.," from the Broadway musical, "Damn Yankees." NBC-TV did not say what the ball players on the program would do. Sponsors are U. S. Rubber Co., The American Radiator & Standard Sanitary Corp. and The Maybelline Co.

THE 'HALF-SET' APPROACH

SUPPORTED by an extensive saturation campaign on radio and television stressing the theme, "Don't Be Satisfied with Half-A-Television Set," Price's chain of retail outlets in Norfolk and Portsmouth, Va., disclosed that it had sold more than 825 all-channel Magnavox receivers in Norfolk over a 60-day period.



Announcer Howard Keller demonstrates a half-set.

The promotion, conceived and executed by Harold Price, owner of six retail stores, in cooperation with uhf station WVEC-TV Hampton (Norfolk), was designed to impress upon viewers that they are receiving only a vhf signal on their present tv sets, and therefore the sets are only 50% efficient. Price's hammered away at the "half-a-set" theme in newspaper advertisements and spot announcements on WVEC-AM-TV and WTAR-TV Norfolk, the only vhf station serving the area. Stunts used during the campaign included the use of a tv set cut in half on commercials carried over WVEC-TV, and the awarding of $10 to each of the first 100 persons who telephoned Price's about the campaign and started the conversation with the word "Magnavox" instead of "Hello.'

Mr. Price reported he was "elated" over the results of the drive. He had set a quota of 400 all-channel receivers over the 60-day period and the final volume of more than 825 sets, he said, "exceeded all expectations."

MBS BABY SERIES TO BEGIN

A NEW 30-minute program of "hard-hitting, highly interesting facts on baby care" will debut on MBS this Saturday, 10-10:30 a.m. EST, when the network, in cooperation with the medical research division of Johnson & Johnson and the American Academy of Pediatricians presents *For Parents Only*. The program will feature Dr. John Henderson, J&J medical director, and will travel to pediatric centers in New York, Philadelphia, Boston and Washington hospitals for direct interviews with leading pediatricians as well as actual patients.

WHEN EMPTIES PROMOTION BAG

WHEN Syracuse, N. Y., ran the promotional gamut in its efforts to tell Syracusans that WHEN "has gone CBS." In telling the story of the new affiliation, the station used thousands of helium-filled balloons carying premiums redeemable in theatre tickets, clock radios and sports passes; full-section newspaper displays; giant posters on commercial vehicles, buses, taxis and vans; seven foot mobile supermarket displays; signs over drug counters reminding customers that "now is the time to clean out your medicine chest . . . and to hear CBS on WHEN;" theatre marquees; department store window displays; full page insertions in major trade publications, and a saturation spot campaign on both WHEN-AM-TV.

SEGAL BACK FOR DODSWORTH

PRODUCER-DIRECTOR Alex Segal, whose last tv credits were seen in 1955 before the *U. S. Steel Hour* left ABC-TV for CBS-TV, returns to the medium after close to a year's hiatus April 30, when he will produce "Dodsworth" on NBC-TV's *Producers' Showcase*. The 90-minute telecast starring Fredric March and Claire Trevor, will be based on the late Sidney Howard's stage version of Sinclair Lewis' novel. *Showcase* is sponsored by RCA Victor and Ford Motor Co., both through Kenyon & Eckhardt, N. Y.



ARCHIE MOORE, world's light heavyweight boxing champion, checks a 52-week contract with KFMB San Diego. He is doing a sports program and a Saturday disc jockey show under an agreement made in February. With the champion are George Whitney (l), general manager, Wrather-Alvarez Broadcasting Inc., and Arthur M. Mortensen, KFMB manager.

CBS-TV SETS NINE RACES

CBS-TV will telecast nine of the outstanding horse racing events of the 1956 spring-summer season, starting on April 21 with the Wood Memorial race. Other events on schedule are the "Triple Crown" (Kentucky Derby, the Preakness and Belmont Stakes), the Withers, the Carter Handicap, the Brooklyn Handicap, the Saratoga Handicap and the Hopeful.

'KING KONG' SETS RECORD

WOR-TV New York last week claimed to have attracted the largest audience in New York tv history with a week's showing of the motion picture, "King Kong," on the station's *Million Dollar Movie*. According to General Manager Gordon Gray, an estimated 9,395,820 viewers in 3,758,330 homes made up the audience, based on a TelePulse survey which gave the movie an unduplicated rating of 79.7 for the week March 5-11.

DISNEY PROMOTION IN SCHOOLS

IN COOPERATION with New York City's Board of Education, WABC-TV has distributed about 35,000 copies of "Disney on Television," instructional guidebooks for use in elementary and junior high schools. Prepared by Walt Disney Productions and ABC, the kits, designed to encourage self-expression in dramatics, arts and crafts and allied activity projects, currently are being distributed throughout U. S. More than 189,000 copies have been circulated in some 100 cities.

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

*Sept.-Oct. Pulse

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

Recently published . . . got yours?

1956 BROADCASTING YEARBOOK MARKETBOOK

The 22nd consecutive edition of "Radio's One-Book Reference Library" has been mailed recently to subscribers. *If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form*

BROADCASTING • TELECASTING
1735 DeSales Street, N.W., Washington 6, D. C.

Enter my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$9.00 ☐

Adjust my subscription to include the 1956 BROADCASTING Yearbook-Marketbook—$2.00 ☐

Please send me ..... copies of 1956 BROADCASTING Yearbook-Marketbook @ $3.00. ☐

name _____ position/title _____

company _____

street _____

city _____ zone _____ state _____

FOLKSY APPROACH

A "country newspaper of the air" is a new and highly successful feature of WCMW Canton, Ohio.

The station has correspondents in ten of the communities surrounding Canton who broadcast five days a week directly from the towns in which they live. The five minute newscasts, based on happenings in their respective communities, are made over telephone lines. The broadcasts are scheduled in a block, one following the other.

"Our reporters include school teachers, housewives and businessmen," said Clark L. Dozer, WCMW station manager. "And dozens of scoops have resulted . . ."

WXIX (TV) NOTES ANNIVERSARY

WXIX (TV) Milwaukee has begun mass distribution of its first anniversary booklet telling "The Story of CBS Television in Milwaukee." The 22-page booklet was initially passed along to the public at the WXIX booth during Milwaukee Home Show March 3 and features on the cover WXIX's "Miss 19" who emerged victorious in station's recent beauty contest to mark one year on the air. Some 75,000 copies were printed for general circulation.

GABBY HAYES SET FOR ABC-TV

ABC-TV's *Gabby Hayes Show* Western teleseries will premiere May 12 under the sponsorship of the Joe Lowe Corp. ("Popsicles" and other frozen confections), through Paris & Peart, N. Y., it was announced last week by Slocum Chapin, ABC-TV vice president in charge of sales. The show will be seen Saturdays, 5:30-6 p.m. EST.

KLEIN DOCUMENTS SIX YEARS

IN a slickpaper, silver-and-white brochure the Walter J. Klein Co., Charlotte, N. C., agency, has published "the story of an advertising agency that became, in its first six years, the largest and most successful in the Carolinas." In pictures and quotes the booklet's 14 pages tell of progress from a one-room, one-client operation to a monthly billing figure that in 1954 passed the $100,000 mark. The Klein Co., which originates all creative work for all media, including music writing, food testing, color filming, all art and photography, etc., takes two pages of fine print to list services.



APPLBERRY SAUCE now sponsors a daily segment of WINS New York's *Kash Box* and will offer listeners up to $10,000 in cash prizes and free trips to Europe and Bermuda. Completing arrangements are (l to r): J. Leonard Shaub, executive vice president, Rockmore Co. agency, representing Applberry; Robert Leder, WINS vice president-general manager, and Tom Rickenback, Applberry sales manager.

MO. STATIONS JOIN MANHUNT

THE two Jefferson City, Mo., stations, KLIK and KWOS, as participants in a daylong area manhunt ending in capture of two escaped convicts from the county jail, could give tense listeners firsthand reports. KLIK's mobile news unit, the closest vehicle to the scene of the capture, carried the escapees back to jail. Several staffers of KWOS, which had its entire staff covering the story, were armed and patrolling with police in the group which included citizen volunteers.

WAAM (TV) CATCHES CANDIDATES

WAAM (TV) Baltimore spent an hour and a half televising what the candidates had to say March 20 before a League of Women Voters luncheon. It was one of those rare occasions when all the state's leading candidates for the U. S. Senate appeared on the same rostrum. Fireworks threatened when ex-Sen. Millard Tydings took the opportunity to condemn incumbent Sen. John Marshall Butler for claimed circulation of a composite photo of Sen. Tydings and Earl Browder in the campaign for the last election. Sen. Butler did not reply to the remarks, but newspapers gave the incident big coverage. The coverage kicked off the "WAAM Election Year 1956 Feature Series."

RADIO IN VINTAGE YEARS

OVER 90% of men and women in the 50-65 age group sampled by The Pulse Inc. in a recent survey listen to radio each week, with close to half tuning in every day in the week. This figure was reported last week in a new presentation, "Radio and Persons 50-65 Years Old," currently being released by Radio Advertising Bureau.

RAB, basing its contention that radio has its largest audience in the middle-age group on statistics supplied it by The Pulse, says that out of 1,600 persons tested, 93% listen regularly, and that 70% of their households own more than one radio. All samples were conducted in cities where tv's influence is supposedly at its highest, RAB said.

PLEADS SUMMER RADIO CASE

A COLORFUL FOLDER on summer radio (reading time 110 seconds) has been distributed by the Broadcast Advertising Bureau, Toronto, Ontario, radio sales division of the Canadian Assn. of Radio & Television Broadcasters. The folder backs up a contention that "during the summer people don't stop living, buying, listening to radio!" It also shows how certain categories of retail sales, food and drug products, are higher in summer than at any other time and describes in word and picture how people use their radios in summer for outdoor as well as indoor living.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential



CONTRACTS signed with the James Cashman Co., Las Vegas automobile dealer, with KLAS-TV and KLRJ-TV, both Las Vegas, call for 32 hours of television a month—described as the "largest television purchase in Nevada's history." At the signing of the contracts are (l to r): seated, Robert Gardner, general manager of KLRJ-TV, and James Cashman Jr., owner of the car company, and, standing, Alex Gold, KLAS-TV sales manager; Homer G. Nelson, media director of Alcorn Advertising Inc.; Marion Komar, KLAS-TV general manager, and Jack Melvin, Alcorn Advertising president.

SHIP SENDOFF ON ABC-TV

CLAIMING a "first," ABC-TV said last week it plans to telecast live the commissioning of the U. S. S. Saratoga, the newest of the Navy's super-carriers, a week from Saturday, direct from the Brooklyn, N. Y., Navy yard. The program is scheduled for April 14, 3-4 p.m. EST.

WCCO-TV POSTCARD PRIMARY

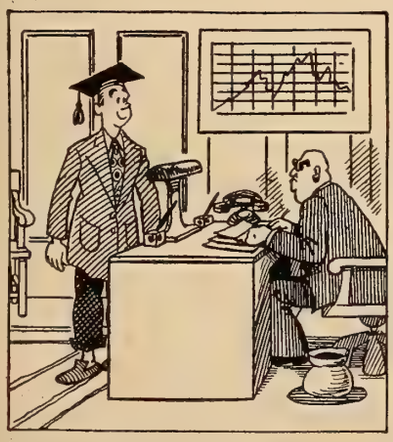
SURVEYING station WCCO-TV Minneapolis-St. Paul with a "postcard primary" predicted Kefauver's victory in the Minnesota Democratic primary within 2% of the actual vote. After two weeks of postcard pleas, with a $100 prize bribe to a lucky balloter, WCCO-TV newsmen were predicting the victory two days before the primary. They claim the real Kefauver strength was not reflected in any of the more formal surveys in the state. When the actual votes were counted, they showed 56% for Kefauver, compared with 54% in the station promotion. The station, which four years ago surveyed local sentiment and predicted an Eisenhower victory, plans to do more postcard surveying in the coming political season.

WOMEN'S GAMES ON KFEQ-TV

FIRST time the Women's National AAU Basketball Tournament has been televised is the claim KFEQ-TV St. Joseph, Mo., makes for its telecast of opening day games March 11 from the St. Joseph City Auditorium. Bob Horstman, station sports director, produced the coverage which stretched over a 12-hour period. The tourney attracted the largest crowds in its 28-year history, says KFEQ-TV.

CELEBRATES SOLD-OUT YEAR

THE 1450 Coffee Club of WMOH Hamilton, Ohio, has passed its first birthday and can look back on a year of being sold out. It can also look at a list of aspiring sponsors, proof of the appeal of the daily morning half-hour of variety which originates from Hamilton's Anthony Wayne Hotel. Cast and musicians entertain not only listeners, but a live audience who come to take coffee and cookies with the radio team.



"—but KRIZ Phoenix said you needed a graduate engineer."

WHO'S PLAYING WHOM?

TV COMEDIENNE Imogena Coca will appear April 11 on *U. S. Steel Hour* on CBS-TV (10-11 p.m. EST), marking her first dramatic role on tv. She will appear in the role of a high-strung comedienne signed to a new show. The program is sponsored by U. S. Steel Corp., through BBDO, New York.

Outstanding Quad-City Favorite

MORNING • AFTERNOON • EVENING

according to

ARB AND PULSE FALL SURVEYS

Ask Avery-Knodel For Figures

CBS FOR THE



WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

Somewhere Every Day

Radio and Television Stations are accused of Committing

LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators

You can't predict claims—
BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.

WRITE FOR DETAILS AND RATES

EMPLOYERS REINSURANCE CORPORATION

21 WEST TENTH STREET
KANSAS CITY, MO.

Station Authorizations, Applications

(As Compiled by B • T)

March 22 through March 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through Mar. 28

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,836	2,832	219	383	160
Fm	539	530	47	22	1

FCC Commercial Station Authorizations
As of February 29, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,832	521	159
Cps on air	9	18	326
Cps not on air	123	13	106
Total on air	2,841	539	485
Total authorized	2,964	552	591
Applications in hearing	150	1	159
New station requests	247	4	22
New station bids in hearing	100	0	106
Facilities change requests	148	6	31
Total applications pending	819	48	281
Licenses deleted in Feb.	1	1	0
Cps deleted in Feb.	1	1	3

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through March 28

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	96	444
Noncom. Educ. on air	14	5	19

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	310	310	620[1]
Noncom. Educational	20	18	38[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	975	337	766	546	1,313[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,036	337	800	573	1,373[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Redding, Calif—Shasta Telecasters, granted vhf ch. 7 (174-180 mc); ERP 12.1 kw vis. 6.1 kw aur.; ant. height above average terrain 3,586 ft., above ground 87 ft. Estimated construction cost $220,880, first year operating cost $165,000, revenue $216,000. Post office address P. O. Box 1819, Redding. Studio location Redding. Trans. location Shasta Bally Mt., 13 miles west of Redding. Geographic coordinates 40° 36′ 10″ N. Lat., 122° 39′ 00″ W. Long. Trans. and ant. RCA. Legal counsel Lyon, Wilner & Bergson, Washington, D. C. Consulting engineer Robert L. Hammett, San Francisco, Calif. Principals are: **Laurence W. Carr, George C. Fleharty, William B. Nystrom, Robert L. Hammett, Carl R. McConnell, George H. Voorhies, C. T. Ross,** and **Morris K. Cohen.** Mr. Hammett is radio engineering consultant. Granted March 28.

Canton, Ohio—Tri-Cities Telecasting Inc. granted uhf ch. 29 (560-566 mc); ERP 206.5 kw vis, 108 kw aur.; ant. height above average terrain 673 ft., above ground 640 ft. Estimated construction cost $337,539, first year operating cost $215,000 revenue $215,000. Post office address 848 Market Ave. N., Canton. Studio location Canton. Trans. location 2 miles SE of Canton. Geographic coordinates 40° 45′ 10″ N. Lat., 81° 20′ 45″ W. Long. Trans. GE, ant. Workshop Assoc. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include Pres. **Morton Frank** (23.4%), pres., publisher and 50% stockholder in Canton Economist Inc. and Stark County Times Inc.; Vice Pres. **Wallace R. Persons Jr.** (9.4%); Secy.-Treas. **Loren E. Souers Jr.** (0.2%), attorney, and **Oral S. Pflug** (9.4%), owner of Oral S. Pflug & Assoc., Cleveland advertising agency, and *Steubenville* (Ohio) *Jeffersonian.* Announced March 22.

Philadelphia, Pa.—Philadelphia Bcstg. Co., granted uhf ch. 29 (560-566 mc); ERP 224 kw vis. 120 kw aur.; ant. height above average terrain 630 ft., above ground 707 ft. Estimated construction cost $445,000, first year operating cost $520,000, revenue $546,000. Post office address Western Savings Fund Bldg., Phila. Studio location to be determined. Trans. location 12 S. 12th St., Phila. Geographic coordinates 39° 57′ 06″ N. Lat., 75° 09′ 39″ W. Long. Trans. and ant. RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Jansky & Bailey Inc., Washington. Principals include Pres. **Theodore R. Hanff** (51-1/7%), stockholder of highway toll bridge company; Vice Pres. **Murray Borkon** (14-2/7%), pres.-50% owner Community Tv System Inc., and Treas. **Isadore B. Sley** (28-4/7%), owner of Phila. chain of parking lots and garages. Granted March 28.

Agana, Guam—Radio Guam granted vhf ch. 8 (180-186 mc); ERP 1.55 kw vis., 776 w aur.; ant. height above average terrain 70 ft., above ground 302 ft. Estimated construction cost $71,048, first year operating cost $75,000, revenue $75,000. Post office address 141 El Camino, Beverly Hills, Calif. Studio and trans. location Agana. Geographic coordinates 13° 26′ 53″ N. Lat, 144° 25′ 21.6″ W. Long. Trans. Gates, ant. Prodelin. Legal counsel Krieger & Jorgensen, Washington, D. C. Consulting engineer Jay E. Tapp. Long Beach, Calif. Permittee is owner of **KUAM Agana.** Granted March 28.

APPLICATIONS

Elmira,, N. Y.—Television Assoc. of Elmira Inc., vhf ch. 9 (186-192 mc); ERP 250 kw vis., 142 kw aur.; ant. height above average terrain 1082 ft., above ground 624 ft. Estimated construction cost $614,487.26, first year operating cost $487,476 revenue $623,579. Post office address 302 East Church St., Elmira. Studio and trans. location Elmira. Geographic coordinates 42° 00′ 26″ N. Lat., 76° 49′ 18″ W. Long. Trans and ant. RCA. Legal counsel Hogan & Hartson, Washington, D. C. Consulting engineer A. D. Ring & Assoc., Washington, D. C. Principals include Pres. **Norman J. Learned** (7%), diversified Elmira business interests; Exec. Vice Pres. **John S. Riggs** (10%), pres.-dir.-28.6% owner, **WELM Elmira,** pres.-dir.-50% owner, **KVOR Colorado Springs, Colo.,** pres.-dir.-50% owner **WAIR-AM-FM Winston-Salem, N. C.;** Treas. **John M. McLeod** (7%), 7.14% owner WELM; Vice Pres. **Warren W. Clute Jr.** (5%), diversified business interests; **J. Fred Schoellkopf IV** (20%), secy.-7.2% owner, **WGR-AM-TV Buffalo, N. Y.;** Gen. Mgr. **Keith W. Horton** (2%), vice-pres.-mgr.-7.14% owner, WELM, and **Paul A. Schoellkopf Jr.** (20%), dir-treas.-7.5% owner, WGR-AM-TV. Filed March 22.

Casper, Wyo.—Donald Lewis Hathaway, vhf ch. 6 (82-88 mc); ERP 12.87 kw vis., 7.72 kw aur.; ant. height above average terrain 77 ft., above ground 381 ft. Estimated construction cost $147,375, first year operating cost $85,000 revenue $90,000. Post office address Box 930, Casper. Studio and trans. location Casper. Geographic coordinates 42° 51′ 00″ N. Lat., 106° 16′ 22″ W. Long. Trans. and ant. RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Gautney & Jones, Washington. Mr. Hathaway is owner of **KSPR Casper.** Filed March 28.

APPLICATIONS AMENDED

Laurel, Miss.—Laurel Television Co. application amended to submit new Sec. III and IV. Amended March 26.

Ponce, P. R.—American Colonial Bcstg. Corp. application amended to change studio location from on top of Cerro Maravilla Mt., 8 miles northeast of Ponce, to corner of Marina and Campeche Sts., Ponce. Amended March 28.

PETITION

Nacogdoches, Tex.—Lee Scarborough petitions FCC to amend Sec. 3.606 (b) so as to allocate ch. 19 to Nacogdoches; ch. 61 to Tyler, Tex.; ch. 66 to Lake Charles, La.; delete ch. 19 from Tyler and delete ch. 19 from Lake Charles. Announced March 23.

Existing Tv Stations . . .

ACTIONS BY FCC

WETV (TV) Washington, D. C.—Station (ch. 20) cancelled and call letters deleted by letter of March 20 at request of attorney. Announced March 22.

APPLICATIONS

WRC-TV Washington, D. C.—Seeks cp to change studio and trans. location to 4001 Nebraska Ave., N. W., Washington, and make ant. and other equipment changes. Ant. height above average terrain 572 ft., 10.5 in. Filed March 27.

WMT-TV Cedar Rapids, Iowa—Seeks cp to change trans. location to 4.75 miles north of Urbana, Iowa, make ant. and other equipment changes. Ant. height above average terrain 1,499 ft. Filed March 27

KTLV (TV) Portland, Ore.—Seeks mod. of cp to change corporate name to Pioneer Bcstg. Co. Filed March 27.

APPLICATIONS AMENDED

WBIR-TV Knoxville, Tenn.—Filed amendment to correct coordinates of Exhibit A to correspond with those specified in Form V-C. Proposed slight change in trans. location (no change in description other than coordinates) to be reinstated. Amended March 28.

KULA-TV Honolulu, T. H.—Files amendment to change name to Television Corp. of America Ltd. Amended March 27.

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CALL LETTERS ASSIGNED

KYAT (TV) Yuma, Ariz.—Wrather-Alvarez Bcstg. Inc., ch. 13.

KSPS (TV) Hot Springs, Ark.—Video Independent Theatres Inc., ch. 9.

KREX (TV) Montrose, Colo.—Western Slope Bcstg. Co., ch. 10.

KICA-TV Clovis, N. M.—KICA Inc., ch. 12.

KTCA (TV) Honolulu, T. H.—Television Corp. of America Ltd., ch. 4. Changed from KULA-TV effective June 1.

New Am Stations . . .

ACTIONS BY FCC

Hemet Calif.—Riverside County Broadcasters application for cp for new am to operate on 1230 kc with power of 100 w unl. dismissed at request of applicant. Action March 27.

Gresham, Ore.—Embco Inc., application for new am to operate on 1230 kc, 250 w unl. dismissed for lack of prosecution. Action March 22.

Dayton, Tenn.—Rhea County Bcstg. Co. application for cp for new am to operate on 580 kc, 500 w D dismissed for failure to prosecute. Action March 27.

Morristown, Tenn.—Clifford G. Frost application for cp for new am to operate on 1150 kc, 1 kw D dismissed at request of applicant. Action March 27.

Charles Town, W. Va.—Richard Field Lewis Jr. application for cp for new am to operate on 1290 kc, 500 w D dismissed at request of applicant. Filed March 27.

APPLICATIONS

Golden, Colo.—George A. Barley, 1010 kc, 250 w D. Post office address Box 512 (1100 Arapahoe), Golden. Estimated construction cost $8,015, first year operating cost $10,000, revenue $15,000. Mr. Barley owns weekly paper in Golden. Filed March 27.

Buford, Ga.—Gwinnett County Bcstg. Co., 1460 kc, 1 kw D. Post office address 3020 Piedmont Rd., N.E., Atlanta, Ga. Estimated construction cost $16,785, first year operating cost $24,000, revenue $30,000. Principals are equal partners **David E. Fleagle**, part-time announcer, **WGAA Cedartown, Ga.**, and **Madeleine O. Fleagle**, secy. Filed March 26.

Manchester, Ga.—Radio Manchester Inc., 1370 kc, 1 kw D. Post office address P. O. Box 526, Winder, Ga. Estimated construction cost $17,427, first year operating cost $36,000, revenue $48,000. Principals are equal owners Pres. **C. H. Grider**, 33.3% owner-general manager **WIMO Winder**, 33.3% owner **WGSW Greenwood, S. C.**; Vice Pres. **George B. Cook Jr.**, WGSW manager; Secy.-Treas. **George T. Burton Jr.**, salesman **WTRP LaGrange, Ga.**, and **W. C. Woodall Jr.**, 50% owner **WDWD Dawson, Ga.**, 33.3% of **WGRA Cairo, Ga.**, 33.3% WIMO and 50% of WGSW. Filed March 28.

Crawfordsville, Ind. — Crawfordsville Broadcasters Inc., 1410 kc, 1 kw D. Post office address 513 S. Washington St., Crawfordsville. Estimated construction cost $33,625, first year operating cost $48,000, revenue $60,000. Principals are Pres. **Robert E. Williams** (30%), congressional executive secretary and formerly manager and secy. of **WFML (FM) Washington, Ind.**; Treas. **Henry Rosenthal** (25%), clothing store owner and **WFAM-TV Lafayette, Ind.**, employe; Secy. **Carl Schlemmer** (20%), **WFAM-TV-WASK Lafayette** employe, and **O. E. Richardson** (25%), owner of WFAM-TV-WASK. Filed March 27.

Hamlet, N. C.—Risden Allen Lyon, 1400 kc, 250 w unl. Post office address Box 341, Wadesboro, N. C. Estimated construction cost $9,300, first year operating cost $15,000, revenue $20,000. Mr. Lyon is 50% owner of **WADE Wadesboro.** Filed March 22.

Midland, Tex.—Great Western Radio Co., 1580 kc, 1 kw D. Post office address 3302 29th St., Lubbock, Tex. Estimated construction cost $13,-265, first year operating cost $36,000, revenue $48,000. Principals are equal partners **George Wayne Inglis**, insurance-real estate interests, and **Elvis Leo Roberts**, movie theatre part-owner. Filed March 28.

Leesburg, Va.—Richard Field Lewis Jr., 1290 kc, 1 kw D. Post office address P. O. Drawer 605, Winchester, Va. Estimated construction cost $29,950, first year operating cost $50,000, revenue $60,000. Mr. Lewis is 60% owner of **WFVA Fredericksburg, Va.**, and sole owner of **WINC-WRFL (FM) Winchester**, and **WSIG Mt. Jackson**, both Va., **WHYL Carlisle** and **WAYZ Waynesboro**, both Pa., and **WELD Fisher, W. Va.** Filed March 22.

East Spokane, Wash.—Robert D. Rapp and **Martha M. Rapp**, 1380 kc, 1 kw D. Post office address 1804 Paris Rd., Columbia, Mo. Estimated construction cost $12,020, first year operating cost $40,000, revenue $50,000. Mr and Mrs. Rapp are general manager and progam director, respectively, of **KBIA Columbia, Mo.** Filed March 27.

Fairbanks, Alaska—Fairbanks Bcstg. Co., 1450 kc, 250 w unl. Post office address Box 1951, Fairbanks. Estimated construction cost $11,857, first year operating cost $36,000, revenue $54,000. Principals are Pres. **Richard J. Greuel** (46.15%), former Midnight Sun Bcstg. Co. program director, presently advertising manager of weekly newspaper, Fairbanks city councilman and member Alaska House of Representatives; Vice Pres. **Wilmer H. Hohn** (46.15%), musician-real estate interests-law clerk, and Secy.-Treas. **Ralph J. Rivers** (7.7%), attorney and member Alaska Senate. Filed March 26.

APPLICATIONS AMENDED

Little Rock, Ark.—Ebony Radio application for new am to operate on 1440 kc, 1 kw D amended to change trans. location to southwest corner of 31st St., extended, and Cumberland, Little Rock. Amended March 26.

Milford, Mass.—James W. Miller amends application for cp for new am to operate on 1490 kc, 100 w unl. to change trans. location to foot of Daniels St., .45 miles east of Milford, and make ant. system changes. Amended March 27.

Existing Am Stations . . .

ACTION BY FCC

WEAM Arlington, Va.—Application for mod. of cp. (as reinstated which authorized change to DA-2) for extension of completion date, dismissed at request of attorney. Dismissed March 27.

APPLICATIONS

KFOX Long Beach, Calif.—Seeks cp to change ant.-trans. location to 500 ft. northwest of intersection of Wardlow Rd. and Cedar Ave., Long Beach; install new ant. and operate trans. by remote control from 220 E. Anaheim St., Long Beach. Filed March 27.

WJSB Crestview, Fla.—Seeks cp to change hours from unl. to D, frequency from 1490 kc to 1050 kc, change power from 250 w unl. to 1 kw D, make ant. system changes and make equipment changes. Filed March 26.

Ft. Walton Beach, Fla.—West Fla. Bcstg. Service seeks mod. of cp. (which authorized new station) to change studio location and remote control point to Miramar Hotel, Main St., Ft. Walton Beach. Filed March 22.

WMEN Tallahassee, Fla.—Seeks cp to increase power from 1 kw to 5 kw and make equipment changes. Filed March 27.

WEIM Fitchburg, Mass.—Seeks cp to increase D power from 1 kw to 5 kw, change from DA-2 and make equipment changes. Filed March 28.

WCRB Waltham, Mass.—Seeks cp to increase D power from 1 kw to 5 kw, make DA pattern change, and make equipment changes. Filed March 27.

WCOW South St. Paul, Minn.—Seeks cp to change from South St. Paul to St. Paul and change from non-DA to DA. Filed March 27.

WBIP Booneville, Miss.—Seeks mod. of license to change hours from unl. to Specified Hours: 6 a.m.-6 p.m. Mon.-Sat. and 7 a.m. to 8 p.m. Sun. Filed March 26.

KFJM Grand Forks, N. D.—Seeks cp to change from 1440 kc to 1370 kc, change hours from Specified Hours to D and change power from 500 w N, 1 kw D to 1 kw D only. Filed March 28.

KUBE Pendleton, Ore.—Seeks mod. of cp to change ant.-trans. location, change studio location and remote control point to 236 South East First St., Pendleton, and make ground system changes. Filed March 27.

KGW Portland, Ore.—Seeks mod. of license to change name of licensee to Pioneer Bcstg. Co. Filed March 28.

WHIS Bluefield, W. Va.—Seeks cp to change power from 5 kw unl. to 500 w N and 5 kw D, and change from DA-N to non-DA unl. Filed March 22.

WELD Fisher, W. Va.—Seeks mod. of cp (which authorized new am station) to change ant.-trans. and studio locations to 825 Hutton Run, Fisher. Filed March 27.

APPLICATIONS AMENDED

KOSI Aurora, Colo.—Application for cp to change from D to unl., 1 kw N, 5 kw D amended to change N power to 500 w, install DA-N and make equipment changes. Amended March 28.

KUBC Montrose, Colo.—Application for cp to increase power from 500 w N, 1 kw D to 1 kw N, 5 kw D, and change DA system, amended to change frequency from 1260 kc to 580 kc, change trans. location to 3.2 miles south of Montrose, make DA system changes, and operate trans. by remote control from "on Rte. 4, east of Montrose" while using non-DA. Amended March 28.

KULA Honolulu, T. H.—Application for cp to change ant.-trans. location to west side of Kewalo Basin Entrance, Honolulu, change studio location to 1290 Ala Moana Blvd., Honolulu, make changes in ant. system and operate trans. by remote control amended to change name of applicant to Television Corp of America Ltd., to change studio location to west side of Kewalo Basin Entrance and to delete request to operate trans. by remote control. Amended March 26.

CALL LETTERS ASSIGNED

WCAS Gadsden, Ala.—Etowah Broadcasters Inc., 570 kc, 1 kw D. Changed from WGWD effective June 1 in lieu of previous effective date of March 5.

WTAM Decatur, Ga.—Republic Bcstg. System Inc., 970 kc, 1 kw D. Changed from WGLS effective April 1 in lieu of previously requested call letters WOOP.

KLEX Lexington, Mo.—Lexington Bcstg. Co., 1570 kc, 250 w D.

KJLT North Platte, Neb.—John Townsend, 970 kc, 5 kw D. Changed from KNBR effective March 15.

WGIR Manchester, N. H.—Northeast Bcstg. Corp., 610 kc, 5 kw D, 1 kw N. Changed from WMUR.

WZKY Albemarle, N. C.—Stanly County Bcstg. Co., 1580 kc, 250 w D.

KBOM Mandan, N. D.—Mandan Radio Assn., 1270 kc, 1 kw D, 250 w N. Changed from KGCU effective April 1.

WMNA Gretna, Va.—Central Virginia Bcstg.. Co., 730 kc, 1 kw D.

KTUT Tooele, Utah—Tooele County Radio & Television Bcstg., 900 kc, 1 kw D.

WIVV Vieques Island, P.R.—Calvary Baptist Mission of Puerto Rico, 1370 kc, 1 kw unl.

Existing Fm Stations . . .

APPLICATIONS

KELE (FM) Phoenix, Ariz.—Seeks mod. of cp (as mod. which authorized new fm) to change frequency to 95.5 mc. Filed March 27.

WRC-FM Washington, D. C.—Seeks cp to change trans. and studio locations to 4001 Nebraska Ave., N. W., Washington, and ant. height above average terrain to 484 ft. Filed March 27.

CALL LETTERS ASSIGNED

WDOV-FM Dover, Del.—Dover Bcstg. Co., 94.7 mc, 9.4 kw. Changed from WDOX (FM).

Ownership Changes . . .

ACTIONS BY FCC

KBLO Hot Springs, Ark.—Granted assignment of license to **J. Carl Bullard** for $29,500. Mr. Bullard is grocer. Granted March 28.

KRDG Redding, Calif.—Granted assignment of permit to Redding Bcstg. Co. for $1,048. Principals are **Howard N. Martineau** (75%), presently part owner of KDRG, and **Reinard W. Brandley** (25%), civil engineer. Granted March 28.

KBTV (TV) Denver, Colo.—Granted transfer of negative control (50%) to **Webb & Knapp Inc.** for $850,000. W&K is 26.5% owned by **William Zeckendorf**, former ABC director. Condition set that **Artemus Gates** resign as officer and/or director of either W&K or Time Inc. (owner **KLZ-TV Denver**). Granted March 28.

WSAC Radcliff, Ky.—Granted transfer of control to same owners under family control; corporate change only. Granted March 28.

WDYK Cumberland, Md.—Granted transfer of control to Tower Realty Co., licensee of **WCUM-AM-FM Cumberland** for $60,000. Tower plans to exchange frequencies with WDYK and thereafter to relinquish WCUM's present frequency (1490). Granted March 28.

KLWT Lebonon, Mo.—Granted transfer of con-



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trol to **Mildred Ashenhurst** as fullfillment of will. Miss Ashenhurst is sole owner of department store in Lebanon. Granted March 28.

KCNI Broken Bow, Neb.—Granted application for transfer of control to **Georgia A. Crawford** as beneficiary. Mrs Crawford is widow of **Bud Crawford**, former station owner. Granted March 28.

WXRA Kenmore, N. Y.-WXRC (FM) Buffalo, N. Y.—Granted assignment of licenses to Western New York Bcstg. Co. for $24,500. **Thaddeus Podbielniak**, presently 50% owner, becomes sole owner. Announced March 26.

WIRI (TV) North Pole, N. Y.—Granted transfer of control to **Rollins Bcstg. Inc.** for $500,000 plus. Rollins owns **WJWL Georgetown**, and **WAMS Wilmington**, both **Del., WRAP Norfolk, Va., WNJR Newark, N. J., WBEE Harvey, Ill., WPTZ Indianapolis, Ind.**, and has application in hearing for new am to operate in Philadelphia. Granted March 28.

WHJB Greensburg, Pa.—Granted assignment of license to **WJHB Inc.** No change in control; corporate change only. Announced March 26.

WKBJ Milan, Tenn.—Granted assignment of license to West Tennessee Bcstg. Co. for $7,000. Present stockholders **H. E. Williams** (33.3%) and **Herbert J. Kropf** (33.3%) are retiring from station management and selling stock to remaining five stockholders who will each retain 20% interest. Granted March 28.

KEPO El Paso, Tex.—Granted assignment of license to KEPO Bcstg. Co. for $90,000. Principals include Pres. **John W. Stayton** (51%), attorney, and Secy.-Treas. **Frank W. Stewart** (48%), former 25% owner of **KTNX Austin, Tex.** Granted March 28.

APPLICATIONS

KWAK Stuttgart, Ark.—Seeks transfer of control to **Melvin P. Spann** for $30,000. Mr. Spann, presently 50% owner, will be sole owner. Filed March 26.

KTLN Denver, Colo.—Seeks assignment of control to Radio Denver Inc. for $300,000 plus signing of four-year non-competition agreement for $50,000. Principals are Pres. **Richard B. Wheeler** (22.16%), former general manager of **WTRI (TV) Albany, N. Y.**; Asst. Secy. **Burton K. Wheeler** (22.33%), attorney and former U. S. senator; Vice Pres.-Secy. **John L. Wheeler** (22.16%), asst. secy. and Pacific Coast counsel of Sears Roebuck & Co.; **Robert L. Howsam** (16.67%), pres.-general manager of Denver Bears (baseball), and **Edwin C. Johnson** (16.67%), former U. S. senator and presently governor of Colorado. Filed March 22.

KTAG-TV Lake Charles, La.—Seeks assignment of permit to **KTAG Assoc.** Corporate change only; no change in control. Filed March 27.

WMAG Forest, Miss.—Seeks assignment of license to Scott County Bcstg. Co. WMAG General Manager **Hugh Hughes** will be brought in as 10% stockholder for "one-tenth of the present investment in station WMAG." No change in control. Filed March 27.

WDAM-TV Hattiesburg, Miss.—Seeks assignment of cp to Lion Television Corp. for $100,000 plus agreement to loan up to $100,000 to corporation. Principals are present three station owners, unincorporated, plus new 25% owner **Alvin H. Fine**, clothing store owner. Filed March 27.

WTRI (TV) Albany, N. Y.—Seeks transfer of control to **Stanley Warner Corp.** for $425,000 in notes and cash. Warner is presently 50% owner of station and will be sole owner. Filed March 27.

WLNA Peekskill, N. Y.—Seeks acquisition of negative control by present stockholders **Francis V. Lough** and **Irving E. Cottrell**. Corporate change. Filed March 27.

WCOG Greensboro, N. C.—Seeks transfer of control to **Harold H. Thoms, M. S. Thoms**, and **Matilann S. Thoms** for $67,500. Contingent upon grant of transfer is simultaneously filed application for assignment of license to Messrs. Thoms d/b as WCOG Inc. H. H. Thoms owns 25% of WCOG at present. The Thoms own **WISE-AM-TV Asheville, N. C.**, 75% of **WEAM Arlington, Va.**, and 25% of **WAYS Charlotte, N. C.** Filed March 27.

KSTB Breckenridge, Tex.—Seeks assignment of license to **Radio Breckenridge** for $35,424 in notes. Principals own **KCLW Hamilton, Tex.** Filed March 22.

WBLU Salem, Va.—Seeks assignment of permit to Salem Bcstg. Co. for $3,000. Sole owner is **M. C. Bowers Jr.**, chief engineer of **WBEJ Elizabethton, Tenn.** Filed March 27.

WAUX Waukesha, Wis.—Seeks transfer of control (50%-plus) to **Meldger Figi**, *et al.*, for $50,303. Mr. Figi and another principal, **Charles E. Williams**, each owns 41 to 165 outstanding shares in WAUX. Filed March 26.

Hearing Cases . . .

FINAL DECISION

Canton, Ohio—FCC announced its decision which (1) granted application of Tri-Cities Telecasting Inc., for new tv to operate on ch. 29 in Canton, (2) denied application of Stark Telecasting Corp., and (3) dismissed with prejudice application of The Brush-Moore Newspapers Inc., both also seeking ch. 29 in Canton. Announced March 22.

INITIAL DECISIONS

WTIF Tifton, Ga.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward (1) setting aside and cancelling Dec. 15, 1954, grant of Radio Tifton for new am (WTIF) to operate on 1570 kc 1 kw D in Tifton and (2) denying said application. (Feb. 10, 1955, Commission postponed effective date of WTIF grant pending hearing and made **WWGS Tifton**, which protested grant, party to proceeding.) Announced March 22.

Presque Isle, Me.—Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of application of Aroostook Bcstg. Corp. for the new tv to operate on ch. 8 in Presque Isle. Action March 27.

OTHER ACTIONS

Tv Station Identification—FCC invites comments by May 23 to notice of proposed rule-making based upon petitions by **WVEC-TV Hampton, Va.**, and **WDSM-TV Superior, Wis.**, for amendment to rules to permit tv stations, under certain conditions, to maintain more than one main studio, to serve more than one principal community, and to include more than one principal community in their station identification. Commission also seeks determination as to whether public interest would be served by including, within scope of amendments permitting dual city location and station identification, situations where main studio of tv station is located astride boundary of two hyphenated cities, channel being assigned to both cities under table of assignments. Announced March 22.

KYAT (TV) Yuma, Ariz.—FCC granted protest by **KIVA (TV) Yuma**, and designated for hearing May 23 application of Wrather-Alvarez Bcstg. Inc., for **KYAT (TV) Yuma** (ch. 13), made protestant party to proceeding; denied KIVA's petition for stay of Jan. 25 grant of Wrather-Alvarez application; authorized latter to utilize its cp and denied its request for waiver of Sec. 3.626 of rules relating to construction and completion dates. Action March 26.

KBOX Modesto, Calif.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of Stanislaus County Broadcasters Inc., for assignment of license of **KBOX Modesto**, to McClatchy Bcstg. Co., for consideration of $75,000. Action March 26.

Elmira, N. Y.—FCC denied petition by **WTVE (TV) Elmira** for leave to intervene, enlarge issues and reopen record in proceeding involving application of Central New York Bcstg. Corp. for new tv on ch. 18 in Elmira to operate initially as satellite of **WSYR-TV Syracuse.** Action March 28.

Wenatchee, Wash.—FCC ordered hearing on Apple Valley Tv Assn., Wenatchee, to show cause why it should not cease and desist from operating tv "booster" stations without licenses and rebroadcasting programs without authority of originating stations. Hearing will be held in Wenatchee on May 8. Apple Valley Tv Assn. was previously warned of unlicensed operations. Announced March 23.

Fort Wayne, Ind.—FCC denied Broadcast Bureau's petition for clarification of Commission memorandum, opinion and order issued Dec. 9, 1955 (which revised record of proceeding that had been reopened on remand, including decision, to reflect death of Paul V. McNutt and ordered that no further revision is made of Commission's decision of Sept. 29, 1954, granting new tv to Radio Fort Wayne Inc., to operate on ch. 69 in Fort Wayne and denying competing application of James R. Fleming and Paul V. McNutt d/b as Anthony Wayne Bcstg.). Action March 28.

WKYV Harlan, Ky.—FCC denied petition and supplement filed Sept. 12, 1955, and Jan. 31, 1956, by **WHLN Harlan** for enlargement of issues in proceeding on application for new am (WKYV) to operate on 1410 kc, 1 kw D in Harlan. (Nov. 7 Hearing Examiner Basil P. Cooper issued initial decision looking toward affirming and reinstating May 18, 1955, grant of said application, which had been protested by WHLN.) Announced March 22.

KOB Albuquerque, N. M.—FCC took following actions on pleadings in proceeding involving applications of **KOB Albuquerque**, for mod. of cp to operate on 770 kc with 50 kw, unl. and for license to cover same.

Denied petition of **WBZ Boston**, for oral argument on various pleadings and postponement of KOB hearing until disposition of WBZ pleadings; denied petition of KLZ Inc., for removal of its pending application (to increase power of **KXA Seattle, Wash.**, on 770 kc, from 1 kw. unl., to 50 kw unl.) from pending file and that it be consolidated for hearing in KOB proceeding, and for oral argument on its petition; and granted motion of **KWBU Corpus Christi, Tex.**, insofar as it requests leave to intervene in KOB proceeding and denied in all other respects.

Directed KWBU to show cause why license should not be mod. to specify D only and whether such license should be made subject to condition that KWBU shall operate with DA designed to adequately protect KOB from interference, if any, if KOB ultimately is required to operate on 1030 kc.

Granted request of WBZ to extent of revising May 26, 1955, further hearing order so as to waive requirement of standards limiting the showing of skywave signal intensities to Fig. 1 of Commission standards (now Sec. 3.182 [t] of rules) to permit making of specific showing requested; denied requests of **WABC New York** to include channels other than 770 kc and 1030 kc in this proceeding, for issuance of show cause orders and that KOB be ordered to immediately return to operation on its licensed facilities of 1030 kc, 10 kw, unl.; granted request of WBZ to delete hearing issue No. 18 and denied request of KOB for inclusion of similar issue as to WABC and granted in part and denied in part other requests of WBZ, KWBU, WABC and KOB for deletion, enlargement or mod. of issues; and amended hearing issues accordingly.

Routine Roundup . . .

March 22 Applications

Accepted for Filing

Modification of Cp

WARK Hagerstown, Md.—Seeks mod. of cp (which authorized new ant., increase height) for extension of completion date.

WINX Rockville, Md.—Seeks mod. of cp (which authorized change in hours, installation of DA-2) for extension of completion date.

WARE Ware, Mass.—Seeks mod. of cp (which authorized change in hours, installation of DA-N) for extension of completion date.

WSAV-TV Savannah, Ga.—Seeks mod of cp (which authorized new tv) to extend completion date to Oct. 20.

WOOK-TV Washington, D. C.—Seeks mod. of cp (which authorized new tv) to Oct. 1.

Remote Control

KPDQ Portland, Ore.; WSPA Spartanburg, S. C.; KRBA Lufkin, Tex.; WRIS Roanoke, Va.; WVCG Coral Gables, Fla.

Renewal of License

KDTA Delta, Colo.; KBNZ La Junta, Colo.; KSCB Liberal, Kan.; WCOW St. Paul, Minn.; KFOR Lincoln, Neb.; KCRG Enid, Okla.; KTJS Hobart, Okla.; KMUS Muskogee, Okla.; KHBG Okmulgee, Okla.; KFMJ Tulsa, Okla.

March 23 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

KNOE Monroe, La.—Granted motion for continuance of hearing conference from March 28 to April 3, re am application and that of B. J. Parrish, Pine Bluff, Ark. Action March 21.

(Continues on page 108)

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To Be Seen by 75,956* Readers
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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

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No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Assistant manager . . . Eastern Pennsylvania station. Will pull board shift . . . assist in every department except technical. Married with car. Excellent position for man looking for opportunity in expanding company. Send tape, photo, resume to Box 926F, B•T.

Kentucky daytimer needs manager, manager-first phone, combo-first phone, also salesman with some announcing. Box 931F, B•T.

Sales manager for station in booming southern California market. Experienced aggressive sales manager who hits the street himself, has plenty of ideas he can turn into sales and knows how to direct a sales staff. Good opportunity to step up to management for the right man. Salary, commission, overide and fringe benefits. Late photo, sales for several years, past and complete business and personal history in first letter. Box 984F, B•T.

Salesmen

Qualified Salesman, small market daytimer, right man can become manager. Box 702F, B•T.

Aggressive, stable salesman for southeast coastal Negro market station; low frequency, top personalities, top ratings. Very competitive market but this long-established station sell with superior ratings and coverage. 20% against $100 draw for right man. Box 821F, B•T.

Experienced salesman for Texas ABC station. Good market. Good deal. Box 929F, B•T.

Immediate opening radio salesman who can assume responsibilities of assistant manager with possibility of leading to manager's position. Position is with one of the youngest and most aggressive radio and tv owners having several radio stations and tv properties. A great future potential for the right man. Confidential. Box 970F, B•T.

Need good salesman at once. Big potential if you are willing to work. Reply immediately. Box 985F, B•T.

Experienced radio salesman. Give complete personal details and current earnings first letter. KVOR, Colorado Springs, Colo.

Wanted: Radio time salesman. 10kw network affiliate in top market. Apply KTBS, Shreveport, La.

Salesman, radio-tv commercials. Travel southern territory. Substantial drawing and expense account. Give details, age, experience, and references. Write Dynamic Productions, Inc., Dome Building, Chattanooga, Tennessee.

RADIO

Help Wanted—(Cont'd)

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Announcer-operator board, some experience in play-by-play for permanent position in progressive 1000 watt, clear channel station in midwest. Extra benefits available. State salary, availability in application . . . reply Box 769F, B•T.

Announcer with above average ability for above average small station in the east. Our staff has an above average deal. You must be experienced. We're not looking for network material but a level headed man who can run board and follow station policy. Good basic salary with increments. Box 850F, B•T.

Announcer-engineer with first class ticket. Excellent opportunity with established Pennsylvania radio station. May have opportunity to learn tv also. Experience helpful but not necessary. We'll train you. Pleasant medium-sized city near large population centers. Congenial staff. Box 872F, B•T.

Up to $120.00 a week straight salary for top DJ to do 30 hours air work weekly. Pleasant small town in Great Lakes area. Best working conditions. Rush picture, tape and references. Box 893F, B•T.

Combination man—announcer-engineer with first class ticket, northeast. Box 925F, B•T.

Announcer—immediate opening for experienced man. Must have car. 1000 watt daytimer in eastern Pa. One of chain. Excellent opportunity for advancement to executive or sales positions. Paid vacations, time and half, etc. Write to Box 934F, B•T.

Announcer: Prefer one with first class ticket but will consider all applicants. Illinois. Pay commensurate with experience and ability. Box 945F, B•T.

Announcer-engineer with first class ticket for 5kw network station in major city of market 250,000 in northeastern state. Want man who can become local personality. Box 979F, B•T.

Wanted, two announcers. Needed immediately at leading 1000 watt daytime independent on east coast. Must have pleasing voices, writing ability, desire to work hard with lots of enthusiasm and stay put. Good salary and profit-sharing plan. Excellent opportunity for news, sports, and program director. Minimum experience, two years. Send full resume and tape to Box 982F, B•T.

DISC JOCKEYS: Want to join Noemac?

There are now openings for top-flight men in several of the top-rated NOEMAC stations. NOEMAC stations are KLIF, Dallas; WRIT, Milwaukee; WNOE, New Orleans; KELP, El Paso; WGLS, Greater Atlanta; KNOE and KNOE-TV, Monroe, Louisiana and KTSA, San Antonio, Texas—the latter subject to FCC approval.

If you are good—especially if you have a "different" style—send us a tape and prepare for advancement in the expanding NOEMAC group. Send tapes to:

Gordon McLendon
2104 Jackson Street
Dallas, Texas

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer—$80.00 to $90.00 per week starting salary with top rated independent station in college town of 10,000. Ideal working conditions and retirement plan. Want experienced, production-minded announcer who can write, edit and deliver news and can handle personality record show. Prefer man from midwest. Send tape, full details to Kay Melia, Program Director, KAYS, Hays, Kansas.

Join the staff of the fastest growing station in south Texas. Need a man that knows radio from engineering to selling and from copywriting to sports. KBLP, Falfurrias, Texas.

Opening for announcer-engineer. Five kilowatt, San Joaquin Valley independent. First phone. Experience, references, photo, first letter. KCHJ, P.O. Box 262, Delano, California.

Young man who knows some radio and would like to learn more. Must have good voice and ability to meet people. KFRD, Rosenberg, Texas.

Wanted: Experienced announcer—good salary. Car necessary. Send tape, photo and resume first letter to KSCB, Liberal, Kansas.

Experienced DJ—combo operation—Must have top voice and knowledge of music—$2.41½ per hour. Send resume with tape (tapes returned) KSPO, Realty Building, Spokane, Washington.

Announcer. Music, news, board work. Wire or write Tom Anderson, WGEZ, Beloit, Wisconsin. State salary, experience or training in application.

Have opening for experienced, reliable staff announcer with sports ability. Rush photo, tape and full details to Fred Krell, WSGW, Saginaw, Michigan.

Announcer-DJ for pop, hillbilly and rythym & blues shows. Must have good commercial delivery. Excellent pay for right man. Must be dependable and permanent. Friendly, fast growing city of 50,000. Send resume and tape to John Garrison, WFUN, Huntsville, Alabama. All tapes returned immediately.

Announcer-engineer, first phone, experience not necessary. Prefer single man, accent on announcing, ability to work into sales and service. $60.00 per week. Start April 15. Contact Carl Pugh, Waynesboro, Georgia.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Wanted: Experienced transmitter engineer for 5kw fulltime network affiliate in southeast. Excellent working schedule. Box 939F, B•T.

Radio and television technical personnel. Midwestern city of half million. Good salary and working conditions. Other benefits. Finest equipment. First phone required. In reply state experience, education, draft status, and send snapshot. Box 940F, B•T.

Wanted: First class engineer with sports announcing experience. Must know and have experience in transmitter, studio, remote control and tape recorder installation and maintenance. Right job for good man in the south. Send tape. Box 951F, B•T.

Need good chief engineer-announcer immediately for west Texas kilowatt daytimer. Excellent salary, permanent position for top-flight man. Send tape, photo and resume to Mike Barrett, KTFY, Brownfield, Texas.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

Wanted immediately, combination first ticket engineer-announcer with emphasis on announcing. Good pay. Central location in south. Apply WGAD, Gadsden, Alabama.

Immediate opening first phone engineer. Permanent position. Phone or wire Frank Laughlin, WGEM Radio & Tv, Channel 10, NBC - ABC, Quincy, Illinois. Phone BA 2-6840.

First class operator, am-fm-tv. No announcing. $2.30 hour top. Contact M. M. Crain, Chief Engineer, WLBC-TV, Muncie, Indiana.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

News editor to gather, edit and report local news. Kw Pennsylvania daytime. Box 873F, B•T.

Experienced continuity writer. Male or female. Account servicing preferably. Give background, references, work sample, photograph, salary. KHUB, Watsonville, California.

Continuity writer—secretary, for new 500 watt daytime station. Good opportunity for future. Send sample copy, photo, salary requirements in first letter. Immediate opening. WADS, Ansonia, Conn.

Situations Wanted

Managerial

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Manager—successful radio and family man desires permanency in medium to large market. Currently sales manager, medium western market. Want to move up. Box 958F, B•T.

Announcers

Top rated deejay, five years experience. Prefer southeast or Florida. Experienced in production spots. $100. Box 928F, B•T.

Staff announcer. Desires position in east. 12 months experience. Control board operation. Box 932F, B•T.

Soon available—top sports announcer—strong on news—10 years experience. Best references—west location. Box 933F, B•T.

Announcer, negro. Real gone. Cool personality. Some experience. Tape available. Box 936F, B•T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 937F, B•T.

Top-flight pop DJ now with 5kw network affiliate would like to become associated with good station in south or southwest. Can also do news, sports. Box 942F, B•T.

Announcer-salesman. One year announcing experience, third class ticket. Eager to learn selling small station southeast. Box 943F, B•T.

Outstanding young play-by-play specialist, all sports—tape backs me up—4 years experience all phases—Ivy college graduate—available July. Box 944F, B•T.

Pops and jazz DJ desires opportunity in metropolitan market. Have delivered audiences for 13 years. 37, married, 3 children, combat leg amputee WW II, very, very deep voice. Emcee, produced jazz concerts. Steve Allen-type interviewer. You won't regret giving me this chance. Presently employed am-tv. Down to earth, no "cool" jargon. Box 956F, B•T.

Experienced announcer, DJ, reliable, ambitious, married, available immediately. Box 959F, B•T.

Experienced announcer, 4 years, news, music, DJ. Fine voice, tape. First phone. Box 971F, B•T.

Negro announcer, sales. Single, 27, College background, will travel. Available immediately. Box 972F, B•T.

DJ, personality plus creative. Willing to start at bottom. Hard worker. Good references. Draft exempt. Box 973F, B•T.

Staff announcer, personality DJ, commercials that sell. Good voice. Musician, comic MC, live camera experience. Tape. Box 975F, B•T.

Deep resonant voiced announcer with working knowledge of the business. Prefer news, commercial, DJ. Third class ticket. Available immediately. Box 976F, B•T.

Southern Florida—young announcer, DJ. Good all around sell. Recordings on request. Box 981F, B•T.

Staff announcer, recent SRT graduate, good personality, selling voice, will relocate, preferably New England states. Tape, resume, available. Cliff Cramer, 4624 258th Street, Great Neck, N. Y. GN 2-2399-J.

Two years radio. Desire music-news operation. Charlie Doll, 907 Clinton, Hoboken, N. J. Ho 4-9976.

RADIO

Situations Wanted—(Cont'd)

Announcers

Married, sales-minded, sober, young veteran available for employment. Formerly DJ, announcer, news (actor, singer) 100,000 watt American Forces Network. References. Any good radio offer considered. California, Florida, climate preferred. Progress with station. Roy Forman, 2002 Blaine, Detroit 6, Michigan. TY 7-3621.

Dependable staff announcer. Small station desired. Will travel. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Technical

Technician or combo—seeks permanent position. Graduate American TV laboratories, Los Angeles, California. First phone—married, veteran, sober, dependable. Tape-photo-resume. Box 822F, B•T.

Chief engineer, experienced, construction, maintenance, directionals, measurements and remote control. Box 880F, B•T.

Chief engineer-announcer. Have good voice. Also experience in time sales. Permanent. South. Box 948F, B•T.

Control room operator—thoroughly experienced all phases control room operation. Day or night work. Prefer east. Box 963F, B•T.

Programming-Production, Others

Here's the right Negro girl for radio and tv! Experienced. Single. Will travel. Box 555F, B•T.

Experienced news editor: Last five years top-rated metropolitan tv—5kw newscaster. Established newsroom, contribute experienced existing facility. Favorite sport . . . scooping newspapers. Excellent voice, references, newspaper background. Employed, 32, college. Box 947F, B•T.

Announcer, thoroughly experienced radio-tv, desires permanency or summer replacement eastern market. Box 950F, B•T.

Experienced newsman, covers beat, writes, broadcasts. College graduate. Family. Veteran. Box 957F, B•T.

Desire change to program or news. Presently manager . . . 5 years here. 9 years radio. Pilot. Available June 1st. Box 983F, B•T.

14 years experience programming, writing, production, announcing, publicity plus 3 years general manager. Steady, dependable, efficient. What do you have? Norm Fisher, 308-3 Avenue S. E., Jamestown, North Dakota. Phone 842-J.

Experienced—newscaster, disc jockey, continuity writer. Excellent voice, creative, versatile, dependable. Desire permanent position with progressive, organized operation. Contact Dick Landfield, 250 N. Monroe, Decatur, Illinois, Telephone 3-2688.

TELEVISION

Help Wanted

Managerial

Manager wanted for top rated CBS affiliate in rapidly expanding Louisiana market, preferably a manager-investor. Background and experience in both management and sales a must. Send complete resume, references, recent photograph, expected earnings. Replies held strictly confidential. Box 727F, B•T.

Salesmen

Super-pay for super tv salesman-promotion. If you are making under $15,000 write Box 861F, B•T.

Technical

Opening exists in engineering department of maximum power station, vhf, for recent tv school graduate with or without experience. First class license desirable. Contact W. E. Neill, WFMY, Greensboro, N. C.

Newspaper owned tv station has immediate opening for controlroom technicians. Send complete background qualifications, photo to Wallace Wurz, Chief Engineer, WTVH-TV, Peoria, Illinois.

Programming-Production, Others

Large journalism school needs television newsman experienced in news photography, to teach, beginning June or September. Permanent. Can do graduate work. Box 930F, B•T.

Continuity writer for Michigan vhf station. Must have experience in tv, radio or print copywriting, training in these fields or show proof of aptitude for continuity work. Opportunity for trained person to step into steady job or for qualified trainee to learn trade under experienced people. Send resume of training and experience to Box 961F, B•T.

Assistant continuity writer for midwest television station. Television experience not necessary. Must have radio background. Give full details including salary requirements. Box 938F, B•T.

Man experienced in directing and production work, to be responsible for creation and execution of commercial for local accounts at established vhf station affiliated with all networks. Good salary. Contact Bob Morrison, WKBT, LaCrosse, Wisc.

(Continued on next page)

STATION MANAGER

THAT'S WHAT YOU CAN EARN AS MANAGER OF THE OK GROUP'S NEWEST SPECIALIZED RADIO STATION WLOK, MEMPHIS, TENNESSEE

$10,000 to $20,000

You will be paid on a percentage of the gross billing plus year-end bonus, and from past experience with other stations, these are realistic figures.

This is what we want in our man:

(1) **Considerable experience in national and regional sales as you will be selling the entire 5 station OK Group in addition to your own station.**

(2) **Handle, develop and train aggressive, hard hitting local sales staff.**

(3) **Any experience in specialized Negro radio or as national rep will help, but not essential.**

(4) **You must be under 40 with proven record that will stand investigation.**

Position is open now. Applications treated in confidence. Write giving full history to Stanley W. Ray, Jr., The OK Group, 505 Baronne Street, New Orleans, Louisiana.

P. S.: We can also use a top-notch salesman at $6,000 minimum guarantee.

TELEVISION

Situations Wanted

Managerial

Manager, commercial manager, or programming manager experienced all these phases tv and radio. Fourteen years experience include network and agency. 37 years old; excellent references; presently employed. Box 864F, B•T.

Mr. Tv Station Owner! I've been operations director in four tv stations, one u and three v's. With each one two to three months prior on-air date. Understand every economy operation procedure including top efficiency from absolute minimum personnel, personally announce, director-switcher, write-produce spots, programs, sales presentations, publicity, promotion. Prefer station not yet on air; under new ownership; or one that must reduce operating costs without lowering program standards. Guarantee results in six months, on trial-basis proposition if desired. Available two weeks or sooner if imperative. Prefer south but locate anywhere. Excellent trade, past-present employer references. Box 954F, B•T.

Desire vhf managerial position west of Mississippi. Young enough to be vigorous, mature enough for responsibility. Excellent radio-tv background in production, sales managerment, administration. Presently sales manager tv ,ready for advancement. Good references. Box 966F, B•T.

General manager—over 20 years successful experience in radio-television, all phases. Presently manager small market dual operation. Seeking larger operation with greater potential. All replies confidential. Box 968F, B•T.

Salesmen

Sales, tv film buyer. 10 years industrial features, etc. Desire overseas offer. Resume upon request. Box 977F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Experienced radio announcer desires permanent position. Affable, versatile, dependable, married, veteran. Exceptional potential. Box 949F, B•T.

Announcer, commercial delivery that sells. Authoritative newscasts. Experienced MC, entertainer. Six years radio, some tv. Age 28, family. Box 787F, B•T.

Married, sober, young, handsome veteran. Experi radio wishes start in tv. Natural delivery. References. Roy Forman, 2002 Blaine, Detroit 6, Michigan. TY 7-3621.

Technical

Chief engineer, presently employed, 15 years tv and broadcasting experience desires responsible position with established station. Prefer south or west. Box 885F, B•T.

1st phone, tv school grad. 2½ years experience radio and tv. Box 906F, B•T.

Chief engineer of proven ability desires to relocate in southwest. Have EE degree and eight years experience, three as chief engineer. Box 962F, B•T.

Programming-Production, Others

Versatility a speciality! Experienced air personality, director, cartoonist, writer, announcer. Do popular weather, children's shows. Good MC, newscaster, solid commercials. College grad, experienced all phases production. Box 927F, B•T.

Television production graduate and student technician requires position in station. Box 935F, B•T.

Dependable film director with two years experience in all phases of film work. College degree, excellent references. Desires permanent position with future. Box 952F, B•T.

Cameraman: Principal filmer-producer on several Disney live-actions desires to re-locate. Qualified for wildlife, documentary, adventure. Talented! For details write Box 953F, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Graduate June. Vet. Degree in tv. Want job leading to tv production-directing. East preferred. Write to Box 960F, B•T.

Film director and film buyer: Experienced all angles film buying. Box 964F, B•T.

Director—experienced—will handle switcher—familiar with operation most tv gear; camera, projection, etc. Box 965F, B•T.

Cameraman-floorman, married, 3 years experience, all studio operation. Best references. Box 978F, B•T.

Aggressive, energetic, and intelligent young program director wants same position with forward-looking television operation. Nine years creative, commercial television. Experienced in film, production, and programming. Best references. Box 980F, B•T.

Top hand, rancho video. Engineer, first phone, can double as western program MC. Trick roper, writer, maintenance. Address "Rancho", 209½ E. Ashby, San Antonio, Texas.

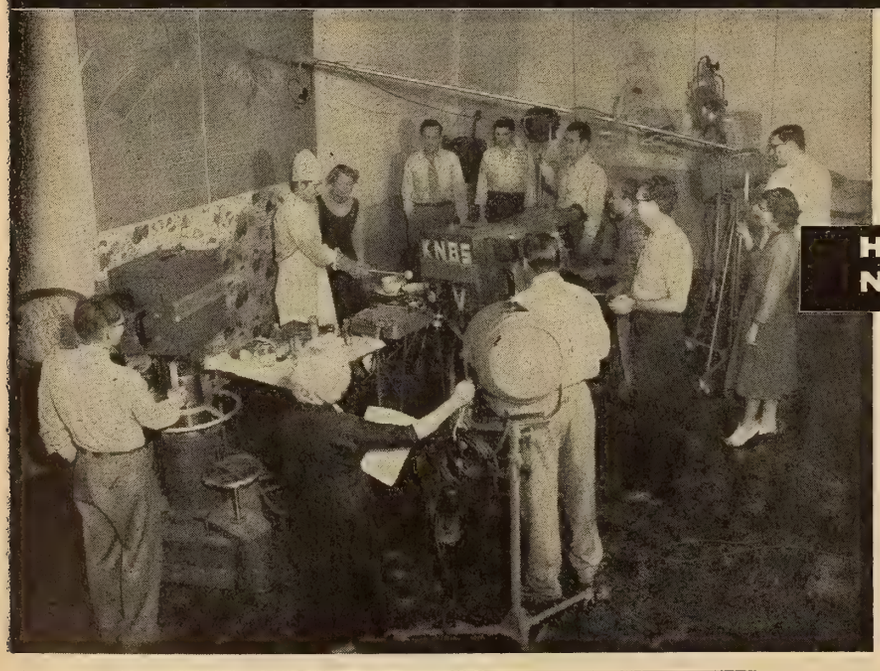
FOR SALE

Stations

New England—$72,000.00 cash; Gross $1,500.00 weekly; expense $1,000 weekly. Virginias—Profitable; $100,000.00; only $30,000.00 down. New York—$50,000.00; $30,000.00 down or $42,000.00 cash. Pennsylvania—$40,000.00; half cash. New York—$80,000, terms; Gross $65,000.00 Net $15,000.00; Land and building worth $50,000.00 included. Haskell Bloomberg, Business Broker, Radio, Television, Newspaper, Advertising Agency, 208 Fairmount Street, Lowell, Massachussetts, telephone GLenview 5-5823.

Television station, VHF, 3rd in area, medium to larger market. Sales of assets priced at cost. Cash required $50,000. Buyer must be prepared to operate. Paul H. Chapman Co., 84 Peachtree, Atlanta.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome Call Northwest *first*. Our Employment Counselor... John Birrel... assures you of immediate, personal attention

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS..... 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C..... 1627 K Street N. W. RE 7-0343

FOR SALE—(Cont'd)

Stations

Piedmont section of Carolina, metropolitan market full time regional. Priced within one and one quarter gross at $135,000, half cash, balance terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Middle south, small markets stations, total price under $30,000. Paul H. Chapman Co., 84 Peachtree, Atlanta.

We offer one of the finest list of radio and tv buys in the United States. Ask for our bulletin. Free and no obligation. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Offering West Virginia indie for $60,000, all cash. Billing $4,500.00 per month. Expenses $3.000.00. Good past record. Good potential. Also Western Pennsylvania indie in black, $40.000.00 asked, one-half down. Both small market operations. John Hanly, 1739 Connecticut Avenue, N. W., Washington, D. C.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

Equipment

Transmission line, communication products, 3⅛ inch, 51.5 ohm line cat #101-506, nitrogen pressurized and in service, available approximately April 1, 1956. F.O.B. Cincinnati. 50—20 foot sections and assorted elbows and fittings and shorter lengths. Box 772F, B•T.

Accepting bids on 10kw, fm type, BTF-10B, RCA transmitter, complete and in excellent condition, presently in operation. Box 857F, B•T.

Opportunity for your to modernize your present turntables. Three brand new Gray playback arms, slightly used, Model 106-SP. Ready for whatever cartridge (standard or microgroove) you wish to use. Will sell any or all. Contact R. A. Pugsley, KFOR, Lincoln, Nebraska.

1 kw 20T Collins transmitter in first-class condition, like new, plus a 5-year supply of main tubes. Purchased in 1950 and used only 2 years. Call or write Werner Weiss, Chief Engineer, WLIN, Merrill, Wisconsin.

Boothe Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductible expense items. Write or call Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Executive car leasing company—Lease a new 1956 Cadillac for only $155.00 per month—Drive a new 1956 Cadillac without investing one cent. Low rental payments include license, taxes, insurance, registration fee. 100% tax deductible. No waiting for model, color or accessories you want. Other makes 1956 cars can also be leased at much lower rate. Call or write Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Television equipment: Camera lenses and optics from the world's largest source. Available from our stock. We are prepared to make prompt shipment from extreme wide angle to extreme telephoto. Color corrected, precision mounted optics now used by major chains. Lists available by return mail. Rental—purchase plan for tight budgets. Write Thomas James, Burke & James, Inc., 321 S. Wabash Avenue, Chicago 4, Illinois.

FOR SALE—(Cont'd)

Equipment

Frequency extension kit, consisting of six high pressure nitrogen condensers, rated 25,000 volts. Current rating approximately 40 ams at 2 mc. Unused in original package. Manufactured E. F. Johnson Co. Sacrifice. Harry J. Abrams, 124 L Street, N. E., Washington 2, D. C

Magnecord PT6-JAH recorder, newly new $450.00. John Monroe, Box 541, Elk City, Oklahoma.

WANTED TO BUY

Stations

All, part or lease good radio property. Owner-manager, successful operator. Box 797F, B•T.

Small-medium station. North-central-northwest. Individual buyer manager. Send details. Replies confidential. Box 967F, B•T.

Responsible group wants to buy tv or radio-tv operation. Give full details. Replies confidential. Box 969F, B•T.

Well-financed Chicago group wants small-market midwest radio property. Outright purchase or management contract with purchase option. Box 986F, B•T.

Border state station. Several prospective buyers. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Stations wanted now! Oklahoma, Texas, Colorado, Missouri, Arkansas, Kansas. Ralph Erwin, Exclusive Broker of Theatres and radio-tv properties, 1443 South Trenton, Tulsa.

Equipment

Wanted to buy: Complete equipment for 1kw am station. Box 854F, B•T.

Wanted: Complete equipment for 3kw fm station. Must be in good condition. List all equipment and state best price. Box 856F, B•T.

Cash paid for operating condition 3kw fm transmitter, antenna, monitor. Prefer West Coast. State make, condition, lowest crated F.O.B. price. Box 902F, B•T.

Wanted: Good late model 1kw transmitter for high end of broadcast band. No composites. Must be in top condition. Cash. Reply Box 912F, B•T.

Wanted to buy: General Electric limiting amplifier, type BA-5-A. State condition, price. Chief Engineer, KHFS, Vancouver, Washington.

Need high-gain used fm antenna. Quote condition and location. Price must be reasonable. Contact KSTN, Stockton, California.

Wanted: 3 bay tv antenna for Channel 2. Write to XHNL-TV, Apartado 1875, Monterrey, N. L., Mexico.

MISCELLANEOUS

Will spend $1,000 a month for good film-western, mystery, drama, comedy. Write Box 860F, B•T.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

Salesmen

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference required. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

Programming-Production, Others

LOOKING FOR TOP-NOTCH NEWSMAN

1. **Experienced in writing and gathering radio (NOT newspaper) news.**
2. **Young, aggressive and not afraid of work and putting in hours. The man who gets this job will have to change the present thinking of the News Department.**
3. **Must have a nose for news, not just copying down what appears on police blotters.**
4. **Must be willing to live with a portable tape recorder and have "fire-horse" instincts at first sign of trouble.**
5. **Also, must be capable of writing good news and have common sense as to good taste and libelous material.**

Station is located in the Midwest — local channel—24 hour operation. Salary is commensurate with above qualifications. Send photo, complete background and tape if available. (All replies held in strict confidence).

Box 941F, B•T

PROMOTION & PUBLICITY

Well established midwest independent needs experienced, aggressive person. Must be good writer, know layout and have lots of ideas. Good salary commensurate with ability. Send complete resume, picture, and sample of work with first letter.

Box 955F, B•T

INTERESTED IN BUYING ONE OR MORE RADIO STATIONS. HAS TO BE NUMBER 1 IN MARKET OR ONE OF THE TOP TWO STATIONS. YEARLY GROSS BILLING TO BE A MINIMUM OF $150,000. WILL DISCUSS WITH PRINCIPALS OR BROKERS. BOX 974F, B•T

RADIO

Situations Wanted

Production-Programming, Others

WILLING TO WORK . . . BUT—

I want to do it for a progressive station with a manager who knows what he's doing. I'm young enough to have ideas and enthusiasm, but old enough to have the experience you want in a Program Director, Assistant Manager, or similar supervisor. Seven successful years in Radio-TV. Excellent record and qualifications. Employed, but ready for more responsibility and/or larger market.

Box 946F, B•T

TELEVISION

Situations Wanted

Production-Programming, Others

—NEWS • SPECIAL EVENTS—

Top producer, writer, performer in large eastern AM-TV operation will take post with news-production challenge. TV and/or radio.

Eight years experience and TOP RESULTS documented in success-story brochure sent on request.

Family—college—ability. Write or wire now.

Box 735F, B•T

FOR SALE

Equipment

TRADE-IN TRANSMITTERS

Gates BC-1E 1kw, about 7 years old, now on 1310kc. Price as is, $3,100.00, or tuned, tested and crystalled to your frequency, $3,250.00.

Gates BC-250GY 250 watt, about three years old. Available end of April. Price as is, $1,500.00, or tuned, tested and crystalled to your frequency, $1,650.00.

Gates BC-250D deluxe 250 watt with voltage regulator. 9 years old. Original $3,650.00 seller. Price as is, $1,400.00.

Gates 250C 250 watt, about 8 years old. Now on 1450kc. Available early April. Price as is $1,000.00.

Collins 20T 1kw. This is the large model made in late 40's. 230 volt 3 phase primary. Price as it, $3,300.00

Above transmittters all FCC approved and with one set tubes, one crystal and oven. Subject to prior sales. Terms 25% with order, balance at time of delivery.

Write, wire or phone

Robert Kuhl
Gates Radio Company
Telephone Baldwin 2-8202
Quincy, Illinois

(Continues from page 102)

By Hearing Examiner Herbert Sharfman

Grand Prairie, Tex.—On examiner's own motion, ordered further prehearing conference re am applications of Grand Prairie Bcstg. Co., Grand Prairie, *et al.*, be continued from April 2 to April 3. Action March 21.

Grand Prairie Bcstg. Co., Grand Prairie, Tex.—Granted petition for leave to amend its am application by proposing new trans. site as result of air hazard disapproval of its previous sites, as well as by showing measurements from **KSEO Durant, Okla.**, to new site, and application as amended is retained in hearing. Action March 21.

By Hearing Examiner Hugh B. Hutchison

Pittsburgh, Pa.—Issued statement and order setting forth determinations and rulings which shall govern course of hearing in ch. 11 proceeding, Pittsburgh, involving applications of WWSW Inc. and Pittsburgh Radio Supply House Inc. and application of **WWSW Inc.** for mod of cp, and further ordered that taking of testimony shall commence April 11. Action March 21.

By Hearing Examiner J. D. Bond

WLAQ Rome, Ga.—Upon motion for correction of hearing transcript filed Jan. 23 by Jane F. Mooney, *et al.* and News Pub. Co. and review having been made of transcript re applications for consent to transfer of control of **WLAQ Rome** and for renewal of license, ordered certain specified correction. Action March 21.

By Hearing Examiner Basil P. Cooper

Munising-Alger Bcstg. Co., Munising, Mich.—Granted petition for leave to amend filed Jan. 24, specifying that **Richard E. Hunt** will not contribute cash for proposed construction and operation of its am station and its petition filed March 9, specifying source of funds to be made available by **Charles A. Symon** and **Stanley L. Sadak**. Action March 19.

Salisbury, Md.—Granted petition of **Hoyt C. Murphy** to amend his am application to request use of 1470 kc, 5 kw, D, using DA (in lieu of 1320 kc, 500 w D), to change cost of construction and provide current financial information and application, as amended, is removed from hearing and returned to processing line; application of **Elizabeth** and **W. Courtney Evans** also removed from hearing and returned to processing line. Action March 20.

By Hearing Examiner Thomas H. Donahue

Shreveport, La.—Ordered conference re am application of Twin City Bcstg. Co., Shreveport, on March 26. Action March 22.

March 26 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

WDBM Statesville, N. C.—Granted petition for extension of time to March 30 to file exceptions to initial decision and to April 6 to file replies to such exceptions as may be filed re am application of WDBM. Action March 23.

By Hearing Examiner James D. Cunningham

Pine Bluff, Ark.—Ordered that, April 3, oral argument will be heard in support of or in opposition to all pending pleadings to amend am applications of B. J. Parrish, Pine Bluff, Ark. which were filed pursuant to understanding reached during hearing conference Feb. 21. Action March 22.

By Hearing Examiner Annie Neal Huntting

Lawrenceville Bcstg. Co., Lawrenceville, Ill.—Granted informal request for extension of time from March 23 to March 28 to exchange direct writtten cases and informal consent thereto by all other parties, re its am application and that of Southern Indiana Broadcasters Inc., Newburgh, Ind. Action March 23.

By Hearing Examiner Herbert Sharfman

Lake Huron Bcstg. Corp., Saginaw, Mich.; Inland Bcstg. Co., Lansing, Mich.; Sparton Bcstg. Co., Cadillac, Mich.—Granted motion of March 22 filed by protestants for continuance of further hearing from March 28 to April 2 in proceeding re application of **WJRT (TV) Flint, Mich.**, for mod. of cp (ch. 12). Action March 23.

South Dakota—Issued statement and order after prehearing conference including continuance of hearing in ch. 5 proceeding, involving applications of Black Hills Broadcast Co. of Rapid City, Lead, and The Heart of the Black Hills Stations, Deadwood, setting forth agreements reached between parties and approved by hearing examiner. Following schedule is set: exchange of written case May 25; further conference June 5; commencement of evidentiary hearing June 20 (continued from April 16). Action March 23.

By Hearing Examiner J. D. Bond

Eatontown-Long Branch, N. J.—Ordered conference April 3 re am applications of Harold M. Gade, Eatontown, Monmouth County Broadcasters, Long Branch, and Long Branch Bcstg. Co., Long Branch. Action March 22.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of March 23

KBHS Hot Springs, Ark.—Granted authority to operate trans. by remote control from 113 Third Street, Hot Springs National Park.

KGUL Galveston, Tex.—Granted mod. of cp to make minor equipment changes; ERP; vis. 263 kw, aur. 132 kw; ant. 1,185 ft.

Following were granted extensions of completion dates as shown: **WARE Ware, Mass.**, to 10-30-56; **WINX Rockville, Md.**, to 7-1-56, conditions; **WARK Hagerstown, Md.**, to 5-1-56; **WSAV-TV Savannah, Ga.**, to 10-20-56; **KHBC-TV Honolulu, T. H.**, to 10-13-56; **KTVE (TV) Longview, Tex.**, to 7-15-56; **WCBF-TV Rochester, N. Y.**, to 7-16-56; **KGEO-TV Enid, Okla.**, to 9-30-56; **WAFB-TV Baton Rouge, La.**, to 10-20-56; **WORA-TV Mayaguez, P.R.**, to 9-27-56; **WMGT (TV) Pittsfield, Mass.**, to 9-1-56.

Actions of March 22

KWIQ Moses Lake, Wash.—Granted license for am station.

KMAP Bakersfield, Calif.—Granted license for am station.

KCHR Charleston, Mo.—Granted permission to sign-off at 6 p.m. April through Sept., except for special occasions when station may operate until licensed sign-off time.

WIZZ Streator, Ill.—Granted permission to sign-off at 6 p.m. April through Sept. or in event that daylight saving time is extended beyond Sept. 29, then through such extended period, but not beyond Oct. 31.

WDOX Dover, Del.—Set aside action of March 15, granting BLH-1101 since application for license had not been amended to reflect change in name.

WDDT Greenville, Miss.—Granted mod. of cp to operate trans. by remote control from 207 Main St.

KTIX Seattle, Wash.—Granted mod. of cp to change ant.-trans. and studio location to Rt. 1, Box 196, 2 Manitou Beach Rd., Winslow, Wash., and 500 Wall St., Seattle, respectively, and remote control operation of trans. from 500 Wall St.

Following were granted extensions of completion dates as shown: **WBGC Chipley, Fla.**, to 4-30-56; **KNAK Salt Lake City Utah**, to 7-15-56, conditions; **KLIZ Brainerd, Minn.**, to 4-10-56.

Following stations were granted authority to operate transmitters by remote control: **WRIS Roanoke, Va.; KRBA Lufkin, Tex.; WSPA Spartanburg, S. C.; KPDQ Portland, Ore.**

FOR SALE

Equipment

EQUIPMENT

Blaw-Knox 385 foot self-supporting TV or FM tower, fully equipped. Also available, 50 foot Western Electric type 54-A, 8-section antenna and 10 kilowatt Western Electric transmitter. All equipment in excellent condition and priced to SELL QUICKLY at LESS THAN HALF THE REPLACEMENT COST. Will consider total package sale or individual units. Box 827F, B•T.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

WANTED TO BUY

Equipment

WANTED

FEDERAL FIELD INTENSITY METER — TYPE 101 WITH LOOPS. CONTACT KARL NEUWIRTH, 16 MAY PLACE, NUTLEY, NEW JERSEY.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary. All Classes—
Over 1700 Successful Students

Actions of March 21

WHDL-FM Olean, N. Y.—Granted request to cancel authorization for SCA.

WLCS-FM Baton Rouge, La.—Granted request to cancel license of fm station and delete call letters.

WJAR Providence, R. I.—Granted authority to operate trans. by remote control from 176 Weybosset St., while using non-DA.

WUNC Chapel Hill, N. C.—Granted cp to replace expired permit (which authorized changes in licensed educational station) which expired 9-17-55.

KELE (FM) Phoenix, Ariz.—Granted mod. of cp to change ERP to 18 kw, ant. height to 115 ft., change ant. system.

Following were granted extensions of completion dates as shown: **WTVK Knoxville, Tenn.**, to 10-19-56; **WDMJ-TV Marquette, Mich.**, to 10--19-56; **KVTV (TV) Sioux City, Iowa**, to 5-1-56; **KTRE-TV Lufkin, Tex.**, to 10-1-56.

Actions of March 20

WDMJ-TV Marquette, Mich.—Granted STA to operate commercially on ch. 6 for period ending April 19.

WINN Louisville, Ky.—Granted authority to operate trans. by remote control from 333 Guthrie St.

WAEB Allentown, Pa.—Granted license covering changes in DA-D pattern.

KRRV Sherman, Texas—Granted extension of completion date to 4-20-56.

Actions of March 19

WVET Rochester, N. Y.—Granted cp to change ant.-trans. location to Winton Rd., Brighton, N. Y.

KSCU (FM) Santa Clara, Calif.—Granted cp to replace permit (which replaced expired permit, which authorized new educational fm station) which expired 1-9-56.

WNYC-FM New York, N. Y.—Granted cp to replace expired permit (which replaced expired permit which authorized changes in licensed station) which expired 1-16-56.

March 26 Applications

Accepted for Filing

Renewal of License

KMDO Fort Scott, Kan.; KWSK Pratt, Kan.; KFBI Wichita, Kan.; KMMJ Grand Island, Neb.; KOLT Scottsbluff, Neb.; KMTV (TV) Omaha, Neb.; WOW-TV Omaha, Neb.; KTVX (TV) Muskogee, Okla.

Cp

WUOM-TV Ann Arbor, Mich.—Seeks cp to replace expired cp (as mod. which authorized new non-commercial tv station).

License to Cover Cp Returned

KHUM Eureka, Calif.—Application for license to cover cp which authorized change in frequency, increased power, installation of DA-N, change trans. location and make equipment changes returned at request of attorney.

Modification of Cp

WAFB-TV Baton Rouge, La.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to Oct. 20.

WLBT (TV) Jackson, Miss.—Seeks mod. of cp (which authorized new tv) to extend completion date to Oct. 26.

KGEO-TV Enid, Okla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 30.

KHBC-TV Honolulu, T.H.—Seeks mod. of cp (which authorized new tv) to extend completion date to Oct. 13.

March 27 Applications

Accepted for Filing

Modification of Cp

WPGC Morningside, Md.—Seeks mod. of cp (as mod. which authorized increase power, install DA-D and make ant. system changes) for extension of completion date.

KGON Oregon City, Ore.—Seeks mod. of cp (which authorized change in frequency, increase power, install DA-1) for extension of completion date.

WTVH (TV) Peoria, Ill.—Seeks mod. of cp (which authorized new tv) to extend completion date to Oct. 13.

KOAT-TV Albuquerque, N. M.—Seeks mod. of cp (which authorized new tv) to extend completon date to Oct. 15.

KSTF (TV) Scottsbluff, Neb.—Seeks mod. of cp (which authorized new tv) to extend completion date to Oct. 18.

KCKT (TV) Great Bend, Kan.—Seeks mod. of cp (which authorized new tv) to extend completion date to Nov. 3.

KTVL (TV) Longview, Tex.—Seeks mod. of cp (as mod., which authorized new tv) to extend completion date to July 15.

License to Cover Cp

KFMB-TV San Diego, Calif.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

WXIX (TV) Milwaukee, Wis.—Seeks license to cover cp (which authorized new tv station) to specify studio location as 5445 N. 27th St., Milwaukee.

WYZE Atlanta, Ga.—Seeks license to cover cp which authorized new am station.

KWRD Henderson, Tex.—Seeks license to cover cp which authorized new am station.

KHFI (FM) Austin, Tex.—Seeks license to cover cp which authorized new fm station.

KELS (FM) Nacogdoches, Tex.—Seeks license to cover cp which authorized new fm station.

KOPO-TV Tucson, Ariz.—Seeks license to cover cp which authorized new tv.

Renewal of License

KBTO El Dorado, Kan.; KGYN Guymon, Okla.; KGGF Coffeyville, Kan.; KWBW Hutchinson, Kan.; KNEX McPherson, Kan.; KANS Wichita, Kan.; KRVN Lexington, Neb.; KAWL York, Neb.; KNOR Norman, Okla.; KTOW Oklahoma City, Okla.; KSPI Stillwater, Okla.

Renewal of License Returned

KOME Tulsa, Okla.—Application for renewal of license returned; not signed properly.

Remote Control

KLX Oakland, Calif.; KJOE Shreveport, La.; KCLV Clovis, N. M.; KBHS Hot Springs, Ark.

March 28 Decisions

By the Commission

Renewal of License

KANA Anaconda, Mont.; KBUN Bemidji, Minn.; KFGO Fargo, N. D.; KLMR Lamar, Colo.; KRSD Rapid City, S. D.; KVRH Salida, Colo.; KSDN Aberdeen, S. D.; KXLK Great Falls, Mont.; WTCN-AM-TV Minneapolis, Minn.; KDZA Pueblo, Colo.; KGMC Englewood, Colo.; KOBK Owatonna, Minn.; WEVE Eveleth, Minn.; KBTK Missoula, Mont.; KBTV (TV) Denver, Colo.

March 28 Applications

Accepted for Filing

Modification of Cp

KECC Pittsburgh, Calif.—Seeks mod. of cp (as mod. which authorized increased power, change to DA-2 and equipment changes) for extension of completion date.

KTTS-FM Springfield, Mo.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WSLA (TV) Selma, Ala.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 24.

KTLA (TV) Los Angeles, Calif.—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to Nov. 1.

KTTS-TV Springfield, Mo.—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to July 17.

KHAS-TV Hastings, Neb.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 4.

WBNS-TV Columbus, Ohio—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to June 18.

WSPD-TV Toledo, Ohio—Seeks mod. of cp (which authorized changes in existing tv station) to extend completion date to Nov. 2.

License to Cover Cp

WQXR New York—Seeks license to cover cp which authorized increased power, installation of DA-1 and equipment changes.

WCBG Chambersburg, Pa.—Seeks license to cover cp which authorized new am station.

WOAY-TV Oak Hill, W. Va.—Seeks license to cover cp which authorized new tv station.

Renewal of License

KARE Atchison. Kan.; KWHK Hutchinson, Kan.; KJCK Junction City, Kan.; KCKN Kansas City, Kan.; KLWN Lawrence, Kan.; KMAN Manhattan, Kan.; KOAM Pittsburg, Kan.; KAKE Wichita, Kan.; KXGN Glendive, Mont.; KFGT Fremont, Neb.; KJLT North Platte, Neb.; KTMC McAlester, Okla.; WNAD Norman, Okla.; KGFF Shawnee, Okla.

Renewal of License Returned

KAYS Hays, Kan.—Application for renewal of license returned to applicant (incorrectly dated).

KGFW Kearney, Neb.—Application for renewal of license returned to applicant (name wrong).

KLPR Oklahoma City, Okla.—Application for renewal of license returned to applicant (incorrectly signed).

UPCOMING

APRIL

April 2: RAB Clinic, Fresno, Calif.
April 3: RAB Clinic, San Francisco.
April 4: RAB Clinic, Portland, Ore.
April 5: Women's Advertising Club of Washington, D. C., Hotel Washington.
April 5: RAB Clinic, Seattle.
April 5-7: Fifth District Adv. Federation of America (Ohio, Indiana, Kentucky, W. Va.), annual convention, St. Francis Hotel, Canton, Ohio.
April 6: RAB Clinic, Boise, Idaho.
April 6: Pennsylvania Associated Press Broadcasters News Conference, Pittsburgher Hotel, Pittsburgh.
April 6-7: Alabama Broadcasters Assn., Reich Hotel, Gadsden, Ala.
April 6-7: Oregon State Broadcasters Assn., Hotel Eugene and U. of Oregon, Eugene.
April 7-8: New Mexico Broadcasters Assn., Hotel La Fonda, Santa Fe.
April 9: RAB Clinic, Kansas City, Kan.
April 10: RAB Clinic, St. Louis.
April 11: RAB Clinic, Peoria, Ill.
April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.
April 12-14: Southern California Adv. Agencies Assn., Oasis Hotel, Palm Springs.
April 12: RAB Clinic, Chicago.
April 13: RAB Clinic, Cleveland.
April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.
April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.
April 16-18: Alpha Epsilon Rho, national radio-tv fraternity, national convention, Columbus, Ohio.
April 23: RAB Clinic, Salt Lake City.
April 24: RAB Clinic, Denver.
April 25: RAB Clinic, Omaha, Neb.
April 26: RAB Clinic, Des Moines, Iowa.
April 26-29: American Women in Radio & Tv Convention, Hotel Somerset, Boston.
April 26-28: American Assn. of Advertising Agencies Annual Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
April 27: RAB Clinic, Cedar Rapids, Iowa.
April 29-May 4: Society of Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.
April 30: RAB Clinic, Raleigh, N. C.
April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

MAY

May 1: RAB Clinic, Charlotte, N. C.
May 2: RAB Clinic, Evansville, Ind.
May 3: RAB Clinic, Indianapolis, Ind.
May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.
May 4: RAB Clinic, Columbus, Ohio.
May 8: RAB Clinic, Philadelphia.
May 10: RAB Clinic, New York.
May 13-19: National Radio Week.
May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.
May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

One on the House

AWARE that hopes are waning for passage this session of a House bill banning all interstate advertising of alcoholic beverages, the dry forces are now reportedly urging their representatives in Congress to confine the bill's targets to radio and television.

The tactical objective is to concentrate the fire on the two advertising media which are already regulated by the government and to reduce the substantial opposition of newspapers and other media by eliminating them from attack. The approach, to repeat, is tactical. The drys hope to knock off radio and tv as outlets for beer and wine advertising (neither medium carries advertising for harder drinks) as the first phase of a campaign against all kinds of advertising for all kinds of alcoholic beverages and indeed of a long range campaign for a return to prohibition.

Several years ago a bill to prohibit radio and tv advertising of alcoholic beverages failed to clear a Senate committee by the hairbreadth margin of one vote. The dry campaign this year has been much better organized and on a vaster scale than ever before.

It is up to broadcasters to get the other side before their congressmen, and it is to be hoped that newspapers, magazines and other media will be vocal too. Even if they are eliminated from immediate danger by an amendment to the proposed bill, their security would be not only temporary but illusory.

Vital Statistics

CONSIDERING the detailed and sometimes painfully explicit research to which it has exposed itself, broadcasting has strangely lacked one vital statistic—an up-to-date estimate of gross spot billings which would be comparable to the grosses obtainable for advertisers using other media.

Happily, this hole will be filled—for television—by a report which Television Bureau of Advertising will issue in about two weeks. (The report will be published in B•T April 16.) TvB will present estimated gross dollar expenditures of leading users of national spot tv. These figures will be comparable to gross advertiser spending in network television and magazines, as supplied by Publishers Information Bureau, and in newspapers, as supplied by the Bureau of Advertising. Hence it will at last be possible to compare the *total* national television billings, network and spot, with national billings in newspapers and magazines.

The statistical validity of TvB's figures cannot be definitely known, of course, until the figures are released and the methods of obtaining them explained. But it is a safe assumption that TvB is taking very special pains to assure reliability and that the tv spot report will therefore become a basic piece of research.

It will also be a basic aid to tv selling. Chances are the publication of these figures will encourage the leading spot users to increase their spot expenditures and their competitors to build up budgets in an effort to narrow the gap separating them from the heavier spenders.

One cannot avoid wishing that radio had developed similar research as an incentive to spot sales development.

Tale of Two (or More) Cities

THE FCC has called rule-making proceedings on multiple-city identification of television stations—a minor crisis amid a plethora of major ones—growing out of the current regulations. These regulations specify that a station must maintain its main studios and associate its call letters to the city in which the particular channel is assigned.

The regulations thus anchor identification to geography, rather than to coverage. It is elementary in broadcasting that electromagnetic waves know no boundaries, whether they're international, state or local. Waves just normally propagate in a more or less concentric circle (unless directionalized), reaching out as far as the wavelength, power and terrain permit.

It is only natural that stations want to claim the largest market areas within economic reason. It is just as natural for the competitive stations which by regulation are assigned to the larger markets to resist the intrusions.

The fact is, however, that these limitations are artificial. It is the function of a licensee to provide service to the greatest number consistent with engineering standards, where it is economically feasible to do so.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Harry likes to hear both sides of every question!"

Without going into the merits of the FCC's new rule-making, it might be helpful to take a backward look at radio. Old-timers will remember that WOR New York used to be in Newark where its "main studios" were located. WJSV, now WTOP Washington, used to be in Alexandria, Va., and identified itself as "Across the Beautiful Potomac From Washington." WCKY Covington, Ky., got its big city identity by being "One Minute From Cincinnati." These stations, and dozens of others, some years ago very quietly moved into the larger markets by FCC authorization through a change in rule that hardly anybody noticed.

The Lost Accord

BROADCASTERS, as well as the makers of recordings for radio and phonographs and of films for television, are watching with interest the revolt of AFM Hollywood Local 47 over the division of the royalty fees paid by the recording and film companies into the Music Performance Trust Funds.

Broadcasters and manufacturers have long agreed that the 5% royalties paid into the funds, which will amount to some $2.8 million this year, might better be devoted to improved disc-tape and film programs at lower prices than to AFM's own make-work program of providing free public concerts by musicians whose performances are paid for with trust fund moneys.

The rebelling members of the Hollywood local seem, in part at least, to share the broadcasters' views that normal commercial interests should come before those of the trust fund. They charge that 33% of the recording royalties and 97% of the film royalties come from Hollywood, but only 4% of the total finds its way back there. Special indignation is vented on the AFM rule which last June took the rescoring fee of $25 per musician levied on theatrical films released to tv from the musicians who worked on the picture and added them to the trust fund barrel. AFM president James Caesar Petrillo is charged with using the trust fund to keep the union's rosters filled with names of musicians who seldom work at this trade but who can always be counted on to vote—and to vote to keep Jimmy in office.

So loud has become the intraunion battle over the division of the spoils that it has grown too big to be confined to AFM meeting halls and executive offices. The union's international executive board has named Arthur J. Goldberg, special counsel to AFL-CIO, as referee to hear testimony in the dispute. Later in April its pros and cons will be heard by a subcommittee of the House Education and Labor Committee, sitting in Hollwyood.

It would probably be naive to expect any Congressional action to do away with the trust funds, which the courts have certified as complying with the laws of the land. But it is not impossible to hope that the House committee will pursue its investigation of the AFM far enough to reveal the truth, if any, in the charges of Local 47, and to require the union to remold its operations into a pattern less dictatorial and more in the public interest.



It's Spring...and another big year for KSTP-TV

Since April 27, 1948, when it became the *first* television station in the Northwest, KSTP-TV has remained the leader in this vital, four billion dollar market.

Last year, KSTP-TV broke all sales records and is well on the way to doing the same thing this year. The reasons are simple.

Through superior entertainment, talent, service and showmanship, KSTP-TV has earned a listener loyalty that means *sales* to advertisers. That's why it is the *first* buy—the *best* buy in this market of more than 600,000 television homes.

For more details on the most efficient, most economical way to sell your product in the active-buying Northwest, contact your nearest Edward Petry office or a KSTP-TV representative today.

KSTP-TV CHANNEL 5 100,000 WATTS

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.

IMAGINATION scores an international first for **KOMO-TV,** Seattle



KOMO-TV's *Chief Newsreel Cameraman, Merle Severn, develops unique fast-processing method for* color *film.*

Color television history was made at 6:30 P.M., February 20, 1956. The program: "DEADLINE," nightly news program over KOMO-TV, Seattle. The event: the first time anywhere, on any screen, viewers saw in *full color*, local news events filmed the same day—*processed in about 90 minutes!*

Imagination, we feel, is responsible—demonstrated by, not only the personal inventiveness of Merle Severn—but the imagination and enthusiasm for color television that prevails at KOMO-TV—in engineering, in programming, sales, throughout the station.

Color or black and white, viewers and advertisers alike look to Channel 4 for television leadership in Seattle and Western Washington.

for greater influence KOMO TV in Seattle & Western Washington

CHANNEL 4 NBC *the COLOR station*

GET THE FACTS FROM YOUR NBC SPOT SALES REPRESENTATIVE

APRIL 9, 1956 35c PER COPY

BROADCASTING TELECASTING

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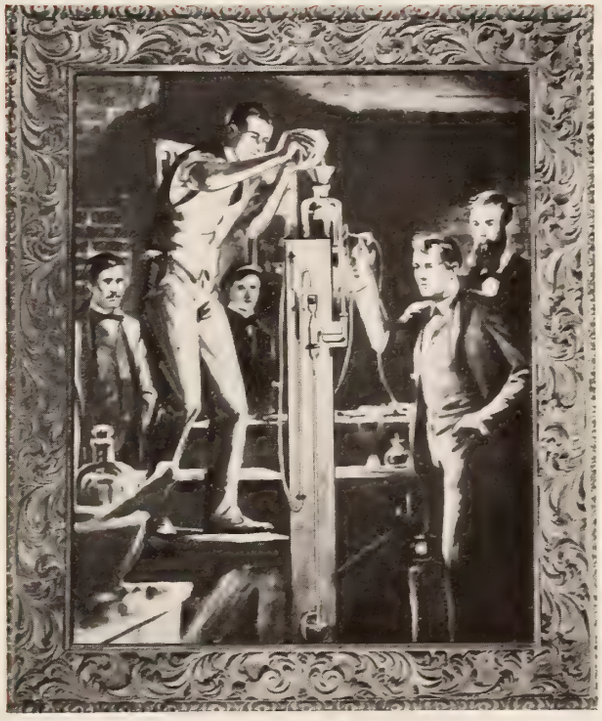
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25TH year

THE NEWSWEEKLY OF RADIO AND TV

60 seconds is all it takes...



After many unsuccessful attempts to find a long-burning material to use inside his incandescent lamp, Thomas Edison experimented with a bamboo strip . . . and, in perhaps less than 60 seconds, the electric bulb was born.

Today, to shed new light on *your* products' market potential—sun lamps in the North, fog lights in the South—to sell merchandise most anywhere . . . . . 60 seconds is all it takes on Spot Radio.

Spot Radio costs *less* to reach *more* of *your* potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of *your* choice.

60 seconds—or *less*—is all it takes to sell *more* with the right, bright buy—Spot Radio.

WSB	Atlanta	NBC
WFAA*	Dallas / Fort Worth	NBC / ABC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC / ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
WISN	Milwaukee	ABC
KSTP	Minneapolis / St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
KCRA	Sacramento	NBC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

* Also represented as key stations of the TEXAS QUALITY NETWORK.

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS





...NOT SEVENTEEN?

YES...WBRE-TV does have a 17 County Coverage

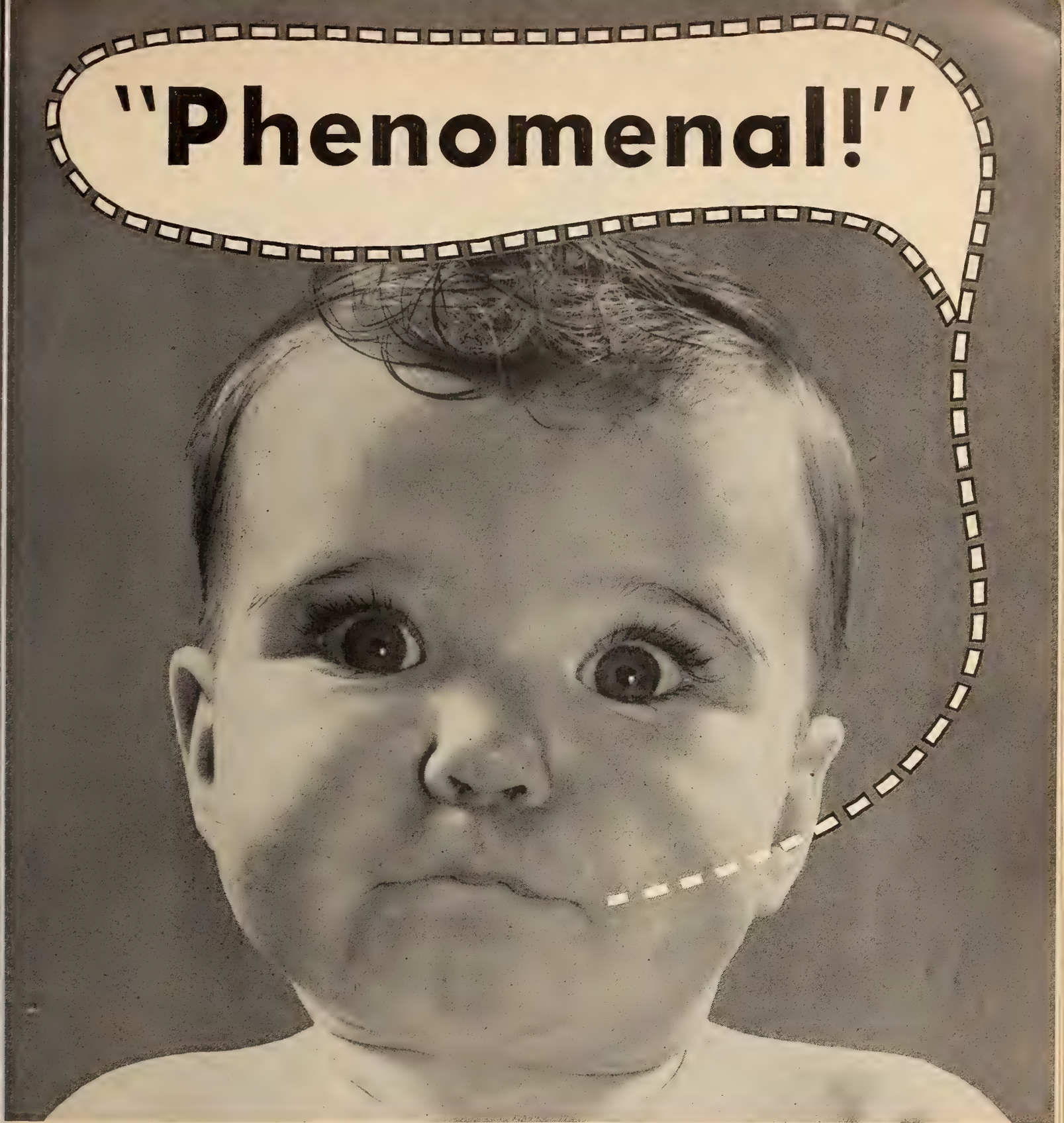
When it comes to trophies, hang up the latest ARB Survey figures for this rapidly growing N. E. Pennsylvania TV market. WBRE-TV has 7 out of the top 10 evening shows, 13 of the top 20 and 26 of the top 50 in a five station market. Of the three major network stations in the Wilkes-Barre-Scranton metropolitan market, WBRE-TV's daytime leadership (7 A.M. to 6 P.M. - Mon. thru Fri.) adds up to 101 quarter hours, station (B) 66 and station (C) 47... in overall nightime coverage (6 P.M. to Midnight - Sun. thru Sat.) WBRE-TV... 83 periods, station (B) 67 and station (C) 16. Additional facts and figures that make WBRE-TV a best of buys are obtainable from us or your Headley-Reed representative.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: *LUZERNE* *LACKAWANNA* *LYCOMING* *COLUMBIA* *SCHULYKILL* *NORTHUMBERLAND* *MONROE* *PIKE* *WAYNE* *WYOMING* *SULLIVAN* *SUSQUEHANNA* *BRADFORD* *UNION* *SNYDER* *MONTOUR* *CARBON*

The antlers of the American Moose has been known to measure 17 and more hands across, and is one of the largest and most powerful of all hooted mammals.

WBRE
TV Channel 28
WILKES-BARRE, PA.



...Those New KRNT-TV Ratings

DES MOINES TELEVISION
KRNT-TV
CHANNEL 8 IN IOWA

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station In Des Moines!





WHEN it comes to coaxing dimes from purses, the Pepsi-Cola Bottling Company of Huntington is used to success. Yet even *its* eyebrows arched in amazement recently after totting up some figures.

With television—and *only* WSAZ-TV—this company raised to a new sales peak during 1955. In fact, by percent, it topped all 79 cities in an entire six-state sales region!

P.S. WE GOT THE RAISE..

That's what the man who owns the Huntington Pepsi-Cola Bottling Company says. He credits WSAZ-TV with a lion's share of responsibility for this 1955 raise in sales. "And," he adds, "I intend to continue TV advertising in the future."

Happens all the time here in our Industrial Heart of America. Advertisers know that WSAZ-TV, all by itself, can do a phenomenal job of tapping the *four-billion-dollar* buying potential in our five-state area—a rich realm where WSAZ-TV is a dominant influence.

Hoisting sales curves is a WSAZ-TV specialty. Give yours a lift by calling the nearest Katz office today!

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated ABC

WSAZ

TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

closed circuit®

TV SWITCH? • FCC now is in "let's do something" mood on tv allocations, and selective deintermixture again is being seriously considered. Both Chairman McConnaughey and Comr. Lee at two meetings held last week (Monday and Friday) evinced new interest in making certain markets all v or all u, but on case-by-case basis. With Comrs. Hyde and Bartley long committed to consideration of deintermixture without awaiting overall rule-making, FCC could move swiftly in that direction. Comrs. Webster and Mack presumably would go along to get things done. Comr. Doerfer, so far, hasn't changed his stance.

B•T

AMONG plans reportedly kicking around FCC on tv allocations is one originated in engineering department proposing ultimate transition, within five-10 year period to uhf, with vhfs to operate simultaneously on both channels until transition is completed. But it isn't expected to get off ground. Biggest worry of vhf licensees is that FCC may go for some degree of "drop-in" technique, and that once it starts, it will be hard to stop.

B•T

ON WITH SHOW • Efforts of toll tv advocates to have Senate Commerce Committee postpone its April 23 session to hear pros and cons of subscription television have been rebuffed by network and other representatives contacted. Report current last week was that Harry M. Plotkin, counsel for International Telemeter (Paramount Pictures), one of three subscription tv applicants, had contacted parties on postponement but that attitude was that proceeding should go on as scheduled.

B•T

LIKELIHOOD of favorable action on administrative agency pay increase bill, which includes FCC, was seen last week. Chairman Olin D. Johnston (D-S. C.) of Senate Post Office and Civil Service Committee, has asked for comments. House has approved recommendation of increase in FCC commissioners' pay from $15,000 to $19,000. Senate committee plans hearing near end of April on House bill and on Senate bill putting figure at $20,000—recommended by White House. Committee probably will report out $20,000 version, with possibility of enactment before current session closes about July 1.

B•T

COUNTEROFFENSIVE • Concentrated attacks of legislators, regulators and private groups on tv commercials and programming are behind special meeting of NARTB's Television Information Committee today (Monday) in New York. Among steps to be proposed will be organized public relations campaign to acquaint public with industry's success in weeding out bait-switch plugs, windy commercials and excessive violence.

UNDER study in jointly sponsored "color cavalcade" merchandising promotion slated for Carson, Pirie & Scott, Chicago department store, during NARTB convention week is plan to invite Carson suppliers to store and display their products on closed circuit color tv. Project is being backed by RCA distributors group, Owens-Corning Fiberglas Corp. and Carsons.

B•T

SENATE SNOOPING • In preparation by staff of Senate Commerce Committee is confidential questionnaire to all network affiliated tv stations, whether primary or secondary. Tentatively scheduled to be dispatched by this month over signature of Chairman Magnuson (D-Wash.), questionnaire would elicit information on option time, must-buys, station coverage patterns, network requirements and presumably also data on profits, losses, line charges, etc.

B•T

WHILE no formal request has yet been filed, there were signs last week that number of tv program syndicators would follow lead of KTTV (TV) Hollywood President Richard A. Moore and request opportunity to testify before Senate Commerce Committee against network option time must-buys and other programming practices purportedly resulting in "block booking." Station representatives, presumably through their trade association, Station Representatives Assn., also expected to appear, though time not yet designated.

B•T

30 MINUTES TO GO • CBS-TV late Friday signed new client of Norman, Craig & Kummel, New York, for one hour weekly of 90-minute *Playhouse 90,* beginning in fall. Client reportedly is manufacturer of small appliances. Contract is said to boost NC&K's rising tv activities by additional $4.6 million.

B•T

WITH change of WXEL (TV) Cleveland call to WJW-TV becoming effective April 15, Herbert Mayer, who sold his Empire Coil Co. (including WXEL and KPYV [TV] Portland, Ore.) to Storer Broadcasting Co. for $8.5 million, intends to keep the WXEL call in his family. He's planning to use it for his Boston ch. 38 permit (now WHMB [TV]).

B•T

INTRODUCTORY COURSE • When Senate Small Business Subcommittee begins hearings (now apparently early in May) on daytime broadcasting [B•T, March 26], sessions will be kicked off by well-known physicist (probably an MIT professor) who will lay groundwork on radio propagation for edification of subcommittee—Sens. John F. Kennedy (D-Mass.), chairman, Wayne Morse (D-Ore.) and Andrew F. Schoeppel (R-Kan.).

FORMATION of an "Fm Defense Committee" to protect fm allocations from outside encroachment and also to foster orderly activation of multiplexing on fm channels to provide functional and other music services to business establishments, is being actively considered. Meeting of fm operators set for 6 p.m. Sunday, April 15, at Conrad Hilton, Chicago, in conjunction with NARTB convention at call of Edward A. Wheeler, WEAW-AM-FM Evanston, Ill., present fm committee member; H Quenton Cox, KQFM Portland, fm director and chairman of NARTB's fm committee, and Ben Strouse, WWDC-AM-FM Washington, former NARTB fm director.

B•T

ON SPOT • Group of non-network owned tv stations represented by CBS Television Spot Sales scheduled to meet April 10 in Washington with FCC's Network Study Staff. Stations invited include WCAU-TV Philadelphia, Pa.; WBTV (TV) Charlotte, N. C.; KSL-TV Salt Lake City, Utah; WTOP-TV Washington, D. C.; WMBR-TV Jacksonville, Fla.; KGUL-TV Galveston, Tex.; WBTW (TV) Florence, S. C., and KOIN-TV Portland, Ore. Staff is also making arrangements with stations represented by NBC Spot Sales, and with affiliates advisory committees of ABC, CBS and NBC.

B•T

COLORADO Republicans are reported grooming Rex Howell (KFXJ-AM-TV Grand Junction, Colo.) to run against Rep. Wayne N. Aspinall (D-Colo.), who has served in Congress for three terms since 1948. Mr. Howell is said to be available if his party wants him.

B•T

BUSINESS AND PLEASURE • Dunnan & Jeffrey Inc., New York, advertising agency for Pink Ice, Drops of Gold and Tinje Magic Color shampoo, will meet with station people at NARTB convention in Chicago next week to plan television and radio spot campaign that advertiser is about to place. Agency will have hospitality suite (2239-2240) at Conrad Hilton Hotel. Client has already bought radio saturation campaign, using 210 announcements per week, in New York for its newest product, Tinje shampoo. Martin Himmell, president of Dunnan & Jeffrey, will be at convention to meet radio and tv station executives.

B•T

WAYNE COY, president of KOB-AM-TV Albuquerque and former FCC Chairman (1947 - 1952), won't be able to make NARTB convention in Chicago on doctor's orders. Mr. Coy reports he has shown improvement from heart seizure suffered several months ago and is now back on the job about half-time.

It's happening fast . . . in Minneapolis-St. Paul!



WDGY leaps to 2nd place in audience after just 5 weeks of Mid-Continent Programming

WDGY 2nd among principal stations, says Hooper:

Station "A" 26.0%

WDGY 16.3%

Station "B" 15.7%
Station "C" 13.1%
Station "D" 9.0%
Hooper, March, 1956
7 a.m.-6 p.m., Mon.-Sat.

That's how fast listening habits are changing in Minneapolis-St. Paul as a result of just 5 weeks of Mid-Continent ideas, music and news. Add to this momentum WDGY's big, 50,000 watt coverage—plus an almost perfect-circle daytime signal . . . and you can see why in Minneapolis-St. Paul . . . the exciting buy is WDGY! Talk to Avery-Knodel, or WDGY General Manager Steve Labunski.

WDGY *50,000 watts*
Minneapolis-St. Paul

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

BIOW AGENCY CLOSING DOORS JUNE 30; CLIENT LIST SCANNING OTHER AGENCIES

THE 38-year-old Biow Co. will cease operations on June 30, it was announced over weekend by Milton H. Biow, board chairman, who founded company and saw it grow to more than $50 million in billing at one time. He will retire from advertising agency field "to devote my time and my efforts to other ventures in which I have long been interested.



MR. BIOW

"I have devoted an entire business lifetime to the advertising profession," Mr. Biow stated, "and I have enjoyed every minute of it. But after 40 years of intensive application, I feel that I can now pursue other interests."

Announcement was made three months in advance, Mr. Biow stated, "to give both the company's clients and its personnel all possible time in which to make other plans."

Procter & Gamble, which had used Biow Co. for Spic and Span, Fluffo and Lilt, will spread products among present five agencies and possibly one other. Spic and Span and possibly Fluffo may go to Benton & Bowles, Leo Burnett, Young & Rubicam or Dancer-Fitzgerald-Sample, with Lilt a possibility for Compton Adv. Kenyon & Eckhardt may be newly-appointed to list of P&G agencies.

Hudson Pulp & Paper Co., New York, also handled by Biow, has been screening other agencies and is expected to name one of following next week: Lennen & Newell, Doyle Dane Bernbach or Norman, Craig & Kummel.

Murrow, Stanton, Paley Top Men on CBS Payroll

NEWSMAN Edward R. Murrow, President Frank Stanton and Board Chairman William S. Paley, in that order, were highest paid directors or officers of CBS Inc., in 1955, according to company proxy statement issued in preparation for annual stockholders meeting April 18. Remuneration to Mr. Murrow totaled $316,076 (not counting his share of $105,600 royalties paid to Persons to Persons Corp., of which he, his son Casey, and his mother own 32.5%); to Mr. Stanton $281,522, and to Mr. Paley $225,000. In addition, pension plan payments for Mr. Stanton totaled $12,335 and for Mr. Paley $16,526.

Other top-paid officers included J. L. Van Volkenburg, president of CBS-TV, $115,000 (plus $14,559 pension plan payments); Arthur Hull Hayes, president of CBS Radio, $42,307 ($8,788 toward pension plan); James B. Conkling, president of Columbia Records, $74,999 ($6,815 toward pension plan); Charles F. Stromeyer, president of CBS-Hytron, $59,999 ($3,527 toward pension plan), and Henry C. Bonfig, president of CBS-Columbia, $40,154. During year, options were granted Mr. Hayes and Mr. Bonfig to buy 7,650 shares of Class A stock each, Mr. Hayes at $21.81 and Mr. Bonfig at $27.94 (stock was selling at figures higher than those when options granted; was selling late last week at about $26.25).

Largest stockholder among current directors, Chairman Paley, shown with 120,199 shares of Class A beneficially owned and 694,467 Class B. These represent 2.92% of outstanding Class A and 20.62% of Class B, and 10.9% of all CBS Inc. outstanding stock. These totals, as of Jan. 16, raised to 161,398 Class A and 783,109 Class B when holdings of "associates" were counted. President Stanton beneficially owned 106,138 Class A and 31,288 Class B. Leon Levy, long identified with CBS and now president of Delaware River Terminal & Warehouse Co., shown as beneficially owning 44,009 Class A and 126,157 Class B.

Proxy statement also shows that during 1955 Adrian Murphy, who resigned as CBS Radio president; Seymour Mintz, who resigned as CBS-Columbia president, and Mr. Van Volkenburg exercised stock options granted previously. Mr. Mintz acquired 7,050 shares of Class A, Mr. Van Volkenburg, 5,650, and Mr. Murphy 3,672.

Election of CBS Inc. directors (re-election of incumbents proposed by management) and of independent public accountant are only specific business mentioned on meeting agenda.

McFadden Succeeds Shea As WRCA-AM-TV Chief

THOMAS B. McFADDEN, vice president of NBC Spot Sales, promoted to vice president in charge of NBC-owned WRCA-AM-TV New York, Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, is announcing today (Monday). Mr. McFadden succeeds Hamilton Shea, who announced resignation Friday (effective April 15) to join WSVA-AM-FM-TV Harrisonburg, Va., in which he has acquired interest (story page 35). John H. Reber, director of television sales for NBC Spot Sales, was named to succeed Mr. McFadden as spot sales director.

Mr. McFadden joined NBC in 1934 as member of guide staff. He was promoted to newsroom in 1935, and added news broadcasting short time later. After World War II duty as Air Force pilot, he served successively as newswriter, director of news and special events for WRCA (then WEAF), assistant manager and then manager of station. In 1948 he became first general manager of WRCA-TV (then WNBT) and two years later was made general manager of KRCA (then KNBH) Los Angeles, returning to New York to head spot sales in April 1952. Mr. Denny, announcing newest assignment, praised his "outstanding leadership" in building NBC Spot Sales and said that "I have long been aware of his desire to return to the station management field and I welcome him into the position of second in command in the NBC owned stations division."

Mr. Reber joined NBC in 1946 and served consecutively as program manager and sales manager of WRCA-TV before moving into spot sales in 1952.

• BUSINESS BRIEFLY

BIG PUSH FOR REVLON • Revlon Products Corp., N. Y., launching intensive tv spot campaigns for number of products through its three agencies. Emil Mogul Co., N. Y., placing 13-week saturation spot campaign for Silken Net in 40-50 markets starting May 8 and eight-week test for Hi and Dri in three markets effective May 6. BBDO, N. Y., effective April 23, buying six-week spot schedule in 10 major markets for Satin Set and lipsticks as well as nail polish. C. J. LaRoche, N. Y., placing five-week special Mother's Day promotion for Intimate perfume in 20-25 major markets, and, starting April 15, 11-week campaign for Love Pat in 25 markets as well as 10-week, 35-market drive for Moondrops facial tonic.

GILLETTE PLANNING • Gillette Safety Razor Co., through Maxon Inc., N. Y., preparing radio spot announcement campaign in 35 large cities starting May 15.

TV FOR INSECTICIDES • Gulf Spray and Trak (insecticide), through Young & Rubicam, N. Y., planning television spot announcement campaign effective April 23 for 13 weeks.

TIRES ANGLING • Hood Tire Div. of Goodrich Rubber Co., Akron, Ohio, through Griswold Eshelman, Cleveland, placing quarter-hour fishing film next to sports programs in number of markets effective May 1 for 13 weeks.

MOVING TIME • Eastman Kodak, Rochester, through J. Walter Thompson Co., N. Y., currently sponsoring *Screen Directors Playhouse* on NBC-TV, Wed., 8-8:30 p.m., effective July 4 moves to ABC-TV in Wed., 9-9:30 p.m. spot, replacing *Masquerade Party*. Latter program moves to Saturday, 10-10:30 p.m. with sponsors, Esquire and Pharmaceutical Inc., expected to remain with *Masquerade* at new time.

CITRUS CONSIDERING • Florida Citrus Commission through Benton & Bowles, N. Y., large spot advertiser, understood considering network show for fall. Commission will have meeting in Florida in June to decide definite budget plans. Meanwhile, agency has been looking over network availabilities.

P&G MAY ALTERNATE • Procter & Gamble reportedly considering alternate-week sponsorship, perhaps starting late this month, of NBC-TV's new *National Bowling Champions* show which started last night (Sun., 10:30-11 p.m.). Agency: Leo Burnett Co., Chicago. General Cigar already signed as one alternate-week sponsor.

NETWORK SALE FOR ZIV? • General Foods Corp. understood considering *The West Point Story*, Ziv tv film series, as possible successor to its *Mama* series (CBS-TV, Fri., 8-8:30 p.m.). It would be widely-syndicating Ziv's first network sale. Agency: Benton & Bowles, N. Y.

FOUR-CITY HOOKUP • F & M Schaefer Brewing Co., through BBDO, N. Y., will sponson NBC-TV telecast, 11:15 p.m.-12:45 a.m. EST, on April 21 to New York, Hartford, Philadelphia and Washington, of the Lambs Gambol (made up of top actors) performing at New York's Waldorf-Astoria.



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is now telecasting with maximum power for the Kansas City area . . .

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KCMO-TV is the basic CBS-TV affiliate for Kansas City.

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MEREDITH *Radio and Television* STATIONS

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at deadline

ReaLemon-Puritan Places $300,000 in Network Radio

NEW $300,000 saturation campaign involving participations on three radio networks revealed Friday for ReaLemon-Puritan Co. (lemon juice). Company has bought, through Rutledge & Lilienfeld Inc., Chicago, about 18 spots per week on NBC's *Weekday* service; two five-minute segments weekly on ABC Radio's *Breakfast Club,* and one five-minute segment on weekly CBS Radio *Robert Q. Lewis Show.* Network timebuys, each reportedly for 13 weeks, are base of firm's spring-summer drive, to be supported with continuing radio-tv spot schedule and printed media [B•T, March 12].

NARTB's Chicago Convention Expects Record Attendance

ATTENDANCE at NARTB Chicago convention April 15-19 will far exceed all previous records, judging by advance registration. Friday check of Conrad Hilton headquarters showed 1,705 paid registrations of which 1,322 are management and 383 engineering (early convention story page 52).

Registration at same point year ago was 1,293 compared to 1,231 in 1954 and 1,114 in 1953. Joseph M. Sitrick, NARTB publicity-information manager, said prepaid delegates would easily pass 1,800 by this (Mon.) morning. Total attendance expected to approach 3,500, including 40 NARTB staff people, 100 speakers and guests, 100 press, 1,000 exhibitor representatives and at least 100 one-day registrants. In addition many persons not officially connected with convention will be in Chicago for event.

FCC Answers Evins Queries

FCC sent answers Friday to controversial questionnaire asked by Evins committee (subcommittee of House Small Business Committee, headed by Rep. Joe L. Evins [D-Tenn.]). Questions regarding tv hearing cases and who handled were answered with everything on the record, but confidential staff memos retained as outside scope of general inquiry. List of commissioners' and staff trips also detailed, but question of gratuities or honorariums left blank, Commission reportedly feeling that if committee has specific questions on that it should ask commissioner or personnel to appear. Commission also informed committee that if it had specific questions on specific tv cases, it would be glad to try to answer them.

Jerrold Asks for 'Peashooter'

APPLICATION filed with FCC by Jerrold Electronics Corp., asking 90-day authority to operate translator "peashooter" operation from site near Ellensburg, Wash. Jerrold proposal would pick up vhf signals (KXLY-TV Spokane and KOMO-TV and KING-TV, both Seattle), convert them to uhf (chs. 72, 74, 76) and distribute translated signals via cable. In comments filed to FCC's translator proposal, Jerrold announced it would ask for experimental authority to test its translator-coaxial cable [B•T, March 12]. Distributing company is Ellensburg-Jerrold Tv Cable Corp. Authority asked would run from May 1 to July 29, 1956.

ORANGE BLOSSOMS

FRESH from its April 17-18 coverage of Ranier-Kelly nuptials in Monaco, ABC Radio plans coverage April 19-20 of Margaret Truman-Clifton Daniel Jr. wedding. Schedule includes 8-8:15 p.m. EST broadcast from Kansas City reviewing wedding preparations on April 19, and next day, 4:45-5 p.m. EST, program on arrival of wedding party and guests at Independence, Mo., church, and at 5:05 p.m., for perhaps 10 minutes or more, wedding party's departure from church. Ted Malone of ABC and Dick Smith, program director, KMBC Kansas City, will handle commentary.

'New Sounds for You' Disappears From ABC Radio

IN MOVES spelling elimination of *New Sounds for You* programming concept, ABC Radio reported Friday it will begin broadcasting today (Mon.) two live musical program series on across-the-board basis. In 8-9:25 p.m. EST period, ABC Radio will carry *American Music Hall,* featuring 35-piece ABC orchestra, except from 8:30-9 p.m. EST on Monday when *Voice of Firestone* is carried and on Wednesday from 8:30-8:55 p.m. when *High Moment* is presented. From 9:30-9:55 p.m. EST, network will carry *Best Bands in the Land,* featuring top bands in local originations from hotels and ballrooms throughout country.

WMCA Adds to Reward For Columnist's Assailant

WMCA New York added $2,500 Friday to rewards posted for capture of thug who threw sulphuric acid into face of Victor Riesel, crusading labor columnist, short time after he had completed appearance on WMCA's midnight-to-2 a.m. *Barry Gray Show* Thursday morning. In broadcast Mr. Riesel, whose anti-Communism, anti-racketeering column appears in *New York Daily Mirror* and 192 other newspapers, condemned racketeering in international union of operating engineers. Both eyes were injured in attack and doctors said it might be several days before they know whether they could save his sight. WMCA offer pushed total rewards for capture of assailant well past $15,000 figure.

SHIRTS AND SETS

PLANS announced Friday for joint advertising and promotion campaign this fall by Cluett, Peabody & Co. (Arrow shirts) and RCA Victor Television Div. centering around theme, "The Look of Compatible Color." Campaign designed to promote sale of CP's dress shirts and casual wear and RCA Victor's color tv receivers through use of NBC-TV's *Producers' Showcase* color show, Radio-tv spot announcements, magazine advertising and point-of-sale displays.

PEOPLE

TITUS HAFFA, president and majority stockholder of Webster-Chicago Corp. (tape recorders, other electronic products), adds duties of board chairman, effective April 30. He succeeds **RUDOLPH F. BLASH,** who died of heart attack Tuesday (early story page 130).

HOWARD L. LETTS, operations manager, and **GEORGE R. MAREK,** manager of record albums department, RCA Victor Record Div., N. Y., elected RCA vice presidents Friday.

GEORGE M. PERKINS, program manager WHDH Boston for past nine years, named manager of WROW Albany, effective May 1.

CURTIS BERRIEN named group head in copy department, Foote, Cone & Belding, Chicago. Copy director for past five years at Needham, Louis & Brorby, same city, he will work on new Ford Motor Co. account.

JEROME B. KATES, television producer, MacManus, John & Adams, N. Y., expected to join NBC-TV shortly as network television producer.

O. GLEN (RED) KENNEDY, with Lehn & Fink Products Corp., N. Y., since 1952 in various sales executive capacities, appointed general manager of company's Lehn & Fink Div., with responsibility over sales, advertising, promotion and merchandising.

GEORGE J. ABRAMS, vice president in charge of advertising, Revlon Products Corp., N. Y., elected to board of directors of Assn. of National Advertisers, filling vacancy caused by resignation of **CHARLES W. RICE** from American Viscose Corp. to join J. Walter Thompson, N. Y.

BEN GRAUER, NBC commentator, named Chevalier of Legion of Honor by French government.

Networks Behind Reserve Week

PLANS for extensive on-air promotion in support of Military Reserve Week, designated as April 22-28 by President Eisenhower and designed to center attention on importance of reserves and especially on advantages of new six-month reserve training program, being announced today (Mon.) by all three national radio-tv networks. Spot announcements appealing for volunteers for reserves will be used during week along with guest appearances by radio-tv stars and military leaders. In addition, ABC-TV will present *The Do-It-Yourself Peace,* narrated by John Daly, at 10-10:30 p.m. April 26, and NBC-TV will offer *The Man in Two Places,* narrated by John Cameron Swayze, at 5-5:30 p.m. April 28.

New Albany, Hagaman Calls

WROW-TV Albany, N. Y., on ch. 41, and its ch. 29 satellite, WAST (TV) Hagaman, N. Y., are changing call letters and will be known in future as WCDA-WCDB. WROW Albany's radio call remains unchanged. Stations are owned by Hudson Valley Broadcasting Co. with Frank M. Smith president and Thomas S. Murphy general manager.

Table Radios by DuMont

PLANS to market complete line of table model radios reported Friday by William C. Scales, sales manager, receiver division, Allen B. DuMont Labs. This is expansion of radio production by DuMont which already makes specialty table radios (since last fall) and high fidelity phonograph units in addition to fashion-styled leather portable radio model.

the week in brief

$7.7 MILLION IN STATION SALES

Sales of WHAM-AM-FM-TV Rochester, N. Y., for $5 million; WSVA-AM-FM-TV Harrisonburg, Va., for $800,000; KEYD-AM-TV Minneapolis-St. Paul for $1.5 million; WGMS-AM-FM Washington for $400,000 are announced, subject to FCC approval 35

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Broadcasting Publications Inc.
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President

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EDITOR & PUBLISHER
Sol Taishoff

MANAGING EDITOR
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SENIOR EDITORS
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SPECIAL PROJECTS EDITOR
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BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
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MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
Virginia Bialas

Toronto: 32 Colin Ave., HUdson 9-2694.
James Montagnes

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NARTB CONVENTION

CHICAGO

APRIL 15 to 19th



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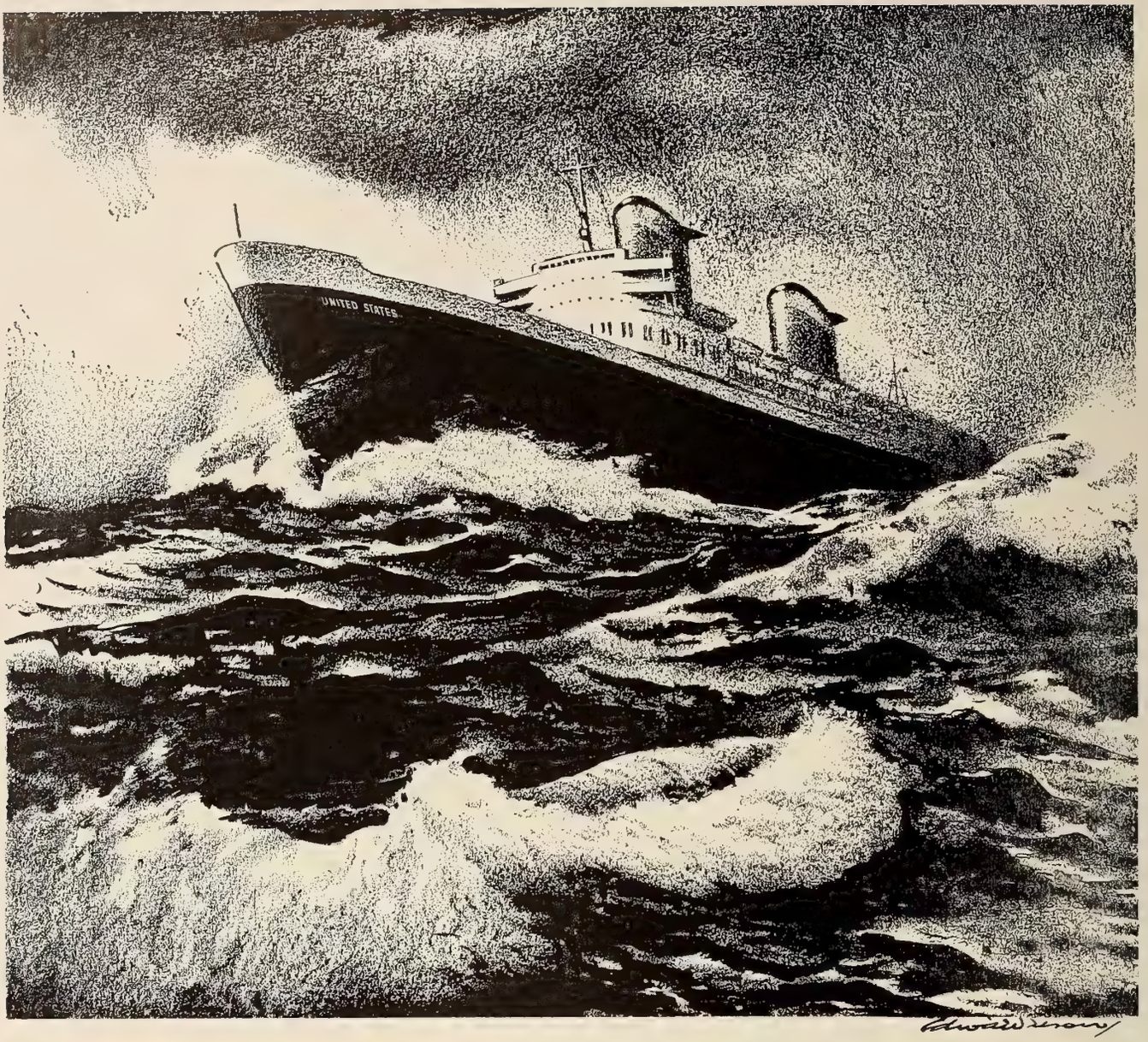
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LEADER IN LUBRICATION FOR NEARLY A CENTURY

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THE BARRETTS OF WIMPOLE STREET

IT was a moving performance that Katharine Cornell gave televiewers last Monday night—and excellent theatre.

There were so few moments when the viewer realized this was tv. That is the best accolade of all.

The 25-year-old play had pace, scenes that glowed with craftsmanship, characterization and staging. On tv, the production moved, albeit that Elizabeth's room was virtually the sole scene. The high order of dramatization was never more evident than in some of the climatic scenes, notably when Robert Browning first visited the invalid Elizabeth—the atmosphere sparkled with intellectual electricity as counterpoint to the prior sickroom mood.

Miss Cornell, making her tv debut (for 25 years she has resisted the blandishments of of Hollywood) was truly the first lady of the theatre. Her Elizabeth, moving from the listless invalid to the love-inspired rebel, showed her range of emotional projection. Mr. Quayle's Robert Browning contained just the right amount of saneness in contrast to the morbidity in the Barrett household. Mr. Daniell's "Poppa" was an intriguing Old Testament tyrant whose sternness was almost too sustained to be believable. In fact, the incestuous undercurrent seemed so out of character that it shocked when it was shown. Miss Coleman's Henrietta was spirited and a fine foil for Miss Cornell's languidness. Miss Daniels' Bella was a joy as she turned a nondescript minor part into a *tour de force* by being properly doll-like and scatterbrain—with a pronounced lisp. The others, while of lesser stature, nevertheless conducted themselves on a high plane of dramatics.

It was a special talent that Mr. McClintic and the production staff brought to the screen. The staging was a superior element in the success of the production. The color, mixed with a hazy, portraiture type of lighting, engendered the miasma of morbidness which is so inherent in the tale. Some scenes had a hauntingly beautiful, Victorian washdrawing effect which added immeasurably to the success of the presentation.

Production costs: $200,000.
Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt on NBC-TV Mon., April 2, 8-9:30 p.m. EST.
Cast: Katharine Cornell as Elizabeth Barrett; Anthony Quayle as Robert Browning; Henry Daniell as Edward Barrett; Nancy Coleman as Henrietta Barrett; Lisa Daniels as Bella Hedley.
Produced, staged and adapted by: Guthrie McClintic; director: Vincent J. Donehue; production executive: Andrew McCullough; author: Rudolf Besier.

OMNIBUS

IN a remarkable one-two punch, the Ford Foundation a week ago first praised the U. S. military for its airmindedness, then damned it for its former lack of same.

For its concluding show of the current season, *Omnibus* first went to Edwards Air Force Base in Muroc, Calif., to show through the eyes of test pilot Maj. Stuart R. Childs "How the F-100 (Super-Sabre) Got Its Tail." The 30-minute film was outstanding not only for its aerial photography but also for its utter frankness; sample: "flying's an indulgence," said Maj. Childs. "Test-flying's a disease . . . a drunkenness."

The program then set out to correct some "mistaken notions" about the trial by court-martial of Col. William Mitchell, Air Service. This trial—currently being studied through CinemaScopic eyes by the U. S. public, courtesy Warner Bros.—was brilliantly dramatized by *New Yorker* staff-writer E. J. Kahn Jr., who based his material on 32 volumes of heretofore "classified" records, which *Omnibus* said were not available to Warner Bros. when it shot the film.

Though necessarily incomplete so far as background was concerned, the script more than made up for this shortcoming by recapitulating the acrimonious exchanges between counsel for the defense and prosecution. Furthermore, the dramatic impact was heightened by actual film clips of the bombing of the "unsinkable" German dreadnaught *Ostfriedland,* the wreck of the dirigible *Shenandoah* and a string of DeHavilland bi-wing fighter crashes.

Acting of the principals—notably James Daly, Richard Carlson and Jack Lord—was outstanding, as was the production pace in general.

Production costs: Approximately $68,000.
Sponsored by Scott Paper Co., Aluminium Ltd., both through J. Walter Thompson Co., and J. P. Stevens & Co. through Bryan Houston, on CBS-TV, Sun., 5-6:30 p.m.
Director: Richard Dunlap; editor and writer: E. J. Kahn Jr.; producer: Robert Saudek and staff of Radio-Tv Workshop, The Ford Foundation.

OUTLOOK

COMBINATION of reporting techniques utilized on the opening telecast of *Outlook,* NBC TV's new Sunday afternoon news program, made its Easter afternoon debut a spotty affair. Best part of the show was an analysis of the views on segregation of Mississippi Sen. James Eastland, presented entirely by the senator himself in filmed excerpts from a political speech made during the 1954 campaign. Worst was a documentary on the problem of disposing of atomic waste, a basically dramatic topic which was presented with all the fervor of a doctor's thesis. The opening program also included a whimsical treatment of the Stalin story by showing the disruption of cities, statues, stores, etc., as well as history books, that would occur here if George Washington were to be suddenly turned from hero to villain; a routine four-reporter summary of late regional news and the customary political report from Washington.

Chet Huntley, long time west coast commentator for NBC who gets his first coast-to-coast stardom in the new series, was easy to listen to and to watch and handled his chores with confidence and competence.

Production costs: $15,000.
Sustaining on NBC-TV, Sun., 2:30-3 p.m. EST.
Supervised by Joseph O. Meyers, Mgr., NBC News; producer: Reuven Frank; director: Jack Sughrue.
Commentator: Chet Huntley.

HIGHLIGHTS OF THE GREATEST SHOW ON EARTH

MENTION of a circus calls up sensations of gaiety, noise, confusion, thrills and all manner of excitement. Only the thrills came through on CBS-TV's hour-long preview last Tuesday of the Ringling Bros. and Barnum & Bailey 1956 extravaganza.

Hosts for the affair were the Bob Cummings family, who explained from time to time that this was a dress rehearsal, not the real thing. Perhaps that was why it missed. The acts, while good in themselves were no better than they would have been on the routine tv variety show. It was a one-thing-at-a-time affair, perhaps necessarily, whereas a large part of a circus's

CAPITAL TYPES #25



OFF-DUTY COP

Known as the Belle of the Masquerade Ball; went to one once disguised as a fig tree. (Friends have called him Newton ever since.) Proud possessor of photograph signed "Best wishes from Evelyn and her Magic Violin." Tough man with a whistle but never fired a shot in anger. Can't stand tuna fish or sound of sirens. Has basset hound named Desmond. Favorite movie star: Rudolph Valentino.

And, in Washington, a year-'round favorite with advertisers is WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO
Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales



Chemical plants on the Ohio River banks draw pure, high quality rock salt from deep beneath the surface. The salt is ideal for the manufacture of chlorine and caustic soda, important ingredients in a wide variety of chemical products. Columbia Southern, Allied Chemical, National Analine and Mobay Chemical are but a few of the major chemical companies now operating in the Ohio Valley. In 1954, $41 million was spent in new construction of these plants and it is expected that $63 million more will be spent in the next two years.



Wheeling, the gateway to the midwest, is the focal point for retail sales, wholesale distribution and manufacturing in the area. Located on the banks of the beautiful Ohio river and on National

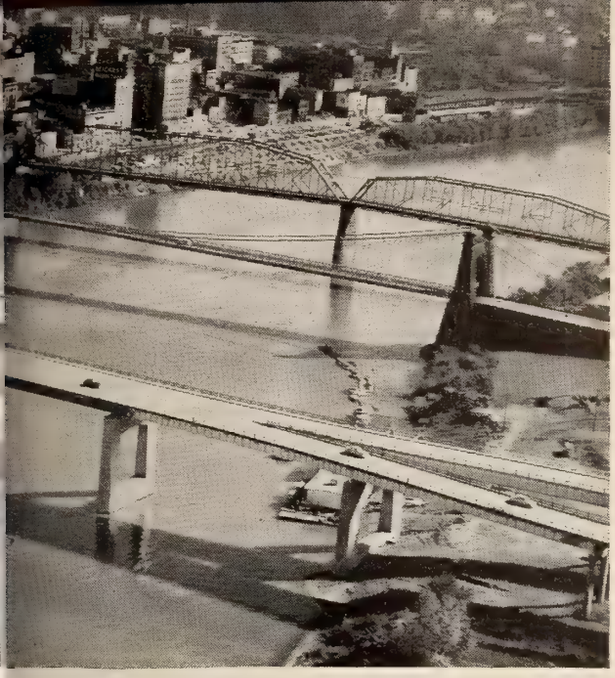
THE BOOMING OHIO VALLEY AND WWVA



In the Wheeling area lies the nation's only natural supply of coal sufficient for power production necessary for aluminum plants in the eastern United States. Here is the world's largest stripping shovel operated by the Hanna Coal Co. New coal processes now make Ohio Valley power available at prices competitive with Hydraulic power Projected underground mines fan out for 30 miles from the Wheeling area.



In 1953 and 1954 generating facilities in the immediate Wheeling area were increased by 1,100,000 KW, more than was added to any other system in the nation during that period. In the next three years new power generating facilities will be increased another 1,000,000 KW s.



Road, Route 40, Wheeling is the natural hub of a prosperous three-state market. In the foreground is Wheeling's new multi-million dollar Fort Henry Bridge.



Steel flows into ingot molds every day in the big steel mills in the Wheeling district. In 1955, the two major Ohio Valley steel industries paid out more than 160 million dollars in wages, an increase of more than 15% over 1954. Expansion will continue with National Steel, of which the Weirton Steel Corporation is a major division, and more than 200 million dollars will be spent in the next three years. The Wheeling Steel Corporation has 65 million planned for expansion in the next three years.

Coal from the hills, salt from the earth and water from the river make the Wheeling industrial area the fastest growing industrial district in the nation. More than One Billion Dollars has been spent in the past five years for new construction and expansion of old. AND A BILLION MORE IS PLANNED FOR THE IMMEDIATE FUTURE!

For 30 years WWVA, the Friendly Voice, has been the dominant radio station, the ONE advertising medium completely serving the entire area.

This dominance and leadership is proved once again by the recent listening survey made by PULSE, Inc. 43 counties surrounding Wheeling were surveyed and in every instance WWVA was the favorite station by a wide margin. WWVA ranked first in every quarter-hour surveyed from 6:00 am to 12 midnight, seven days a week. Every hour, every day, WWVA topped them all.

THE WHEELING AREA...a BOOMING STORER MARKET...served by WWVA.

STORER BROADCASTING COMPANY

WSPD	WJW	WJBK	WAGA	WBRC	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Michigan	Atlanta, Georgia	Birmingham, Alabama	Wheeling, W. Virginia	Miami, Florida
WSPD-TV	**WXEL-TV**	**WJBK-TV**	**WAGA-TV**	**WBRC-TV**	**KPTV**	**WGBS-TV**
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Birmingham, Ala.	Portland, Ore.	Miami, Fla.

SALES OFFICES

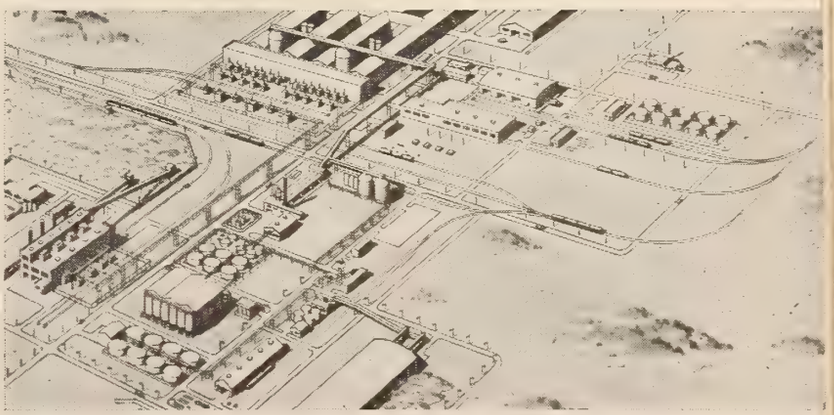
TOM HARKER—vice-president in charge of sales
BOB WOOD—national sales manager
118 East 57th Street, New York 22 • Murray Hill 8-8630

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE V. GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689



The Ohio River provides manufacturers and basic industry with low cost transportation to 60% of the nation's population. During 1955, more than 60 million tons were shipped on the river and it is estimated that tonnage for 1956 will top 85 million tons. Railroads plan $20,000,000 for improvements to meet the area's booming industry.



Recent influx of primary aluminum plants means hundreds of new companies will spring up to process and fabricate the product. Olin Mathieson has begun construction of a new 250 million dollar basic plant which will create at least 3,000 new jobs. It will be the world's first fully integrated aluminum plant and will be so huge that new coal fields and power plants are being constructed to serve it.



attraction is the hopeless endeavor to watch five rings at once.

Instead of the fast beat you would associate with the circus, the show chose to start off with almost dirge music, giving a slow-motion atmosphere which somehow hung on for the rest of the hour. The Cummings, et al, were obviously trying too hard for enthusiasm, while the viewer had none at all.

On the plus side was the ability of the tv camera with Zoomar lens to bring ordinarily hazy performances into close focus. The suspense of the various trapeze and acrobatic acts was heightened by proximity. Perhaps the most spine-tingling aspect was the amateurishness of many of the performers, who slipped, fell, missed and otherwise threatened to splatter themselves over the screen.

Production costs: $75,000.

Sponsored by General Foods Corp. through Benton & Bowles on CBS-TV, Tues., April 3, 7:30-8:30 p.m. EST.

Host: Bob Cummings, his wife, Mary Elliott, and two of their children, Robert Richard, 10, and Mary Melinda Ruth, 7.

Producer: Ted Fetter; director: Byron Paul; special directors: Richard and Edith Barstow; executive producer: Richard Lewine.

Seen & Heard

When Patrice Munsel lost contact with the TelePrompTer during her "Thou Swell" duet with Perry Como on the latter's Easter eve show on NBC-TV, Perry kept the beat going with some ad libbed words until his guest recovered her composure and her place, but not before she herself had ad libbed a vehement declaration "never to watch one of those things again."

Should any of the 1956 "Emmy" judges be passing this corner, we would want to record one solid vote of confidence in Herman Raucher's charming hour-long play, "Finkle's Comet," as done on the *Alcoa Tv Hour* a week ago Sunday. There just don't seem to be enough superlatives around to cover both script and acting, the latter by David Opatoshu and Hans Conried. Messrs. Chayefsky, Rose and Serling, make room for Mr. Raucher. He deserves it.

BOOKS

TUBIE'S MONUMENT, by Peter Keveson; E. P. Dutton & Co., N. Y.; 311 pp.; $3.50.

OBVIOUSLY nothing more than a parody of those "inside tv" novels heretofore published, "Tubie's Monument" deals with such an outrageously implausible situation and like number of characters that it could hardly be considered offensive. A ribald, fast-paced yarn spun by an expert—a former agency executive among whose other contributions to the contemporary American scene is the Muriel cigar jingle—the book is about Adama noodle soup, and how a good-looking, naive Bronx butcher's apprentice named Joe Lavingo is "conned" into selling barrels of it to the U. S. housewife in the Godfrey manner. The "conman" is one Benson Tubrovin—Tubie, for short—the most nervy and presumptuous copywriter in history since Mark Anthony asked Romans to lend him their ears. Together, Joe and Tubie make up a novel that may not be good, but is very funny.

Mr. Keveson originally was with The Biow Co., then went to Lennen & Mitchell and its successor, Lennen & Newell, as vice president in charge of radio-tv copy. He resigned in 1951 to write this book, currently is writing a second and is doing free lance work.

In the Baltimore market
one station*
delivers the most listeners
at the lowest cost per thousand

*and only one



WFBR BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY

RCA INTRODUCES A COMPLETELY "FAMILY" OF AUDIO

A model to "fit" every station requirement . . .

ALL HAVE "BUILT-IN" POWER SUPPLIES, MONITORING AMPLIFIERS AND SPEAKER RELAYS

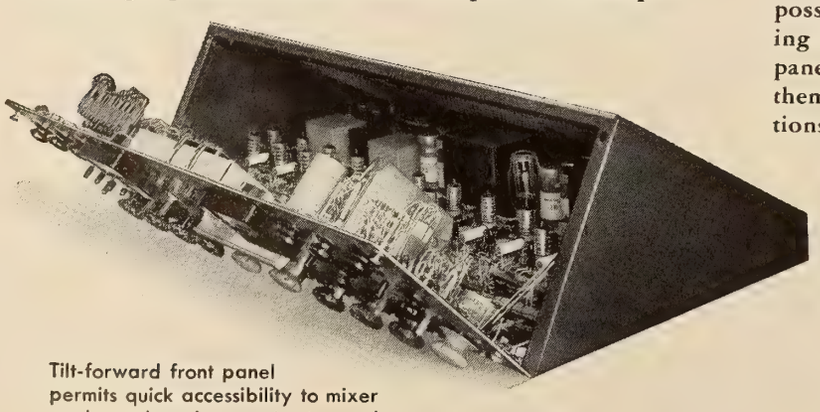
Here is a "family" of three consolettes that give you the widest choice of facilities ever offered. All have printed-wiring amplifiers in modular construction, providing the utmost in circuit uniformity and performance. Each model has its own "built-in" power supply (the BC-6A has two). Each has built-in monitoring amplifiers and speaker relays.

INSTALLATION IS QUICK, EASY...INEXPENSIVE

The "self-contained" feature of all three models makes them easy to install. There is no need for costly external wiring and "hunting" for a place to mount such items as power supplies, monitoring amplifiers and speaker relays. The reduction of external wiring minimizes the chance of stray hum pick-up greatly improving system performance.

CONVENIENT OPERATION

The low height of each consolette affords maximum studio visibility . . . no stretching to observe cues. Relaxed wrist comfort is provided by mixer controls on the right slant . . . at the right position above the desk top. RCA-developed finger-grip knobs provide convenient, positive control and are color coded for "function identity."



Tilt-forward front panel permits quick accessibility to mixer pads and spring contacts; makes maintenance easy.

EASE OF MAINTENANCE

Routine maintenance time is reduced by the quick accessibility of all components . . . easy-to-clean mixer pads, simple-to-adjust leaf-spring contacts on key and push-button switches. This is achieved by a snap-off top cover and a tilt-forward front panel, in addition to strategic placement of components.

RCA MATCHED STYLING PERMITS EXPANDABILITY

Styled with 30-degree sloping panels which match previous equipments such as the BC-2B consolette, BCM-1A mixer, and compatible among themselves, a wide range of augmented facilities is possible. Paired BC-5As provide dual channel operation and extended facilities. Addition of the BCM-1A mixer to any of these consolettes is simple and provides added microphone inputs.

THEY WORK WELL INTO CUSTOM ARRANGEMENTS

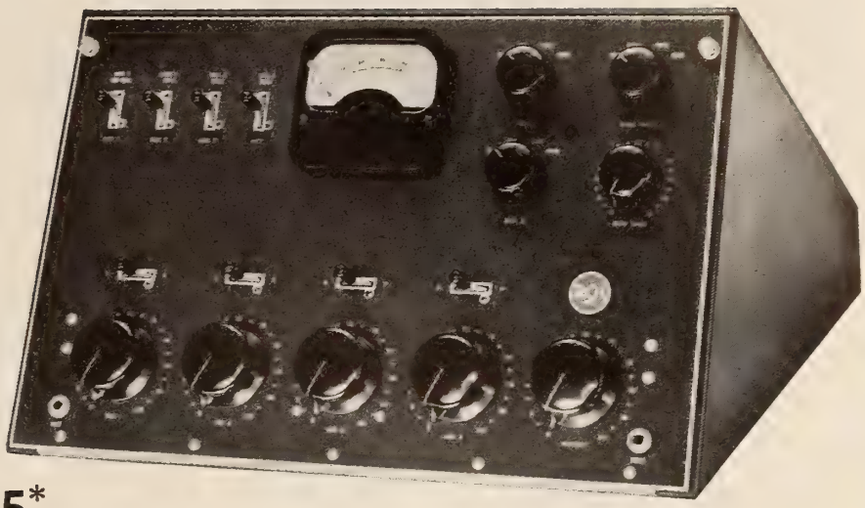
Simple functional design and "engineered" compactness makes any number of custom installation arrangements possible. A custom "U" arrangement of two BC-5As flanking a BCM-1A mixer is possible. The 30-degree front panels match the slope of video control equipment making them suitable for use in television studio custom applications as well as in radio.

Ask your **RCA** *Broadcast Sales Representative for detailed information*

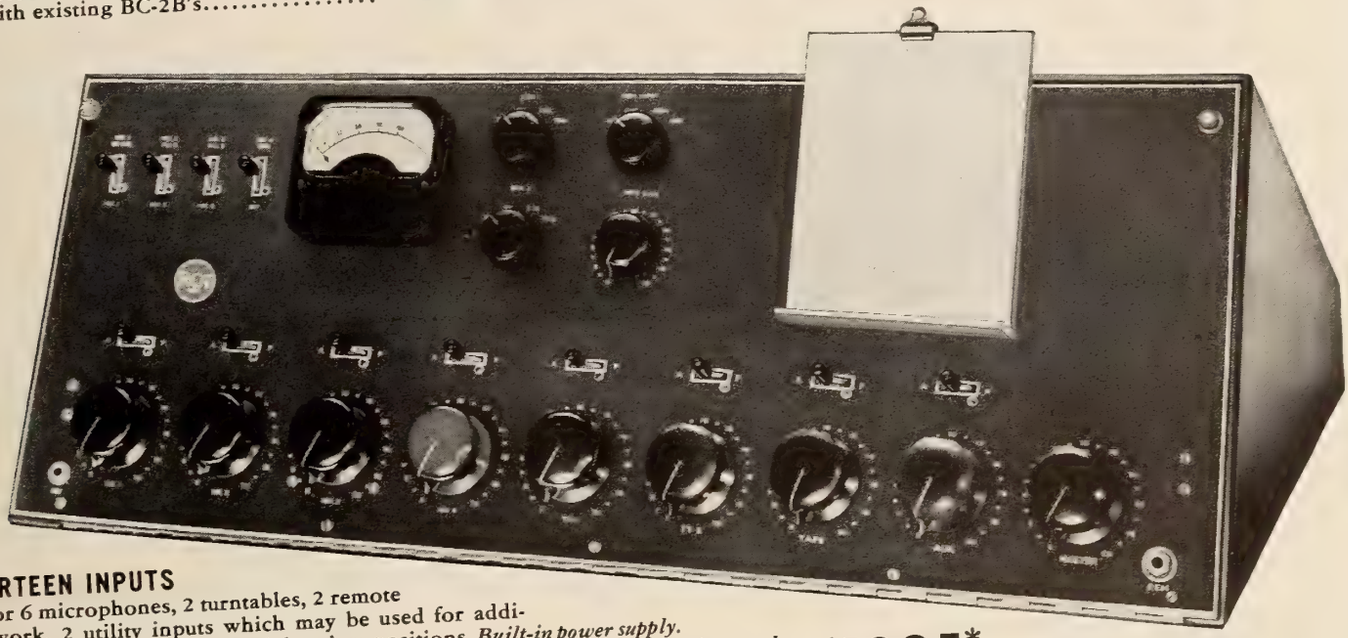
RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

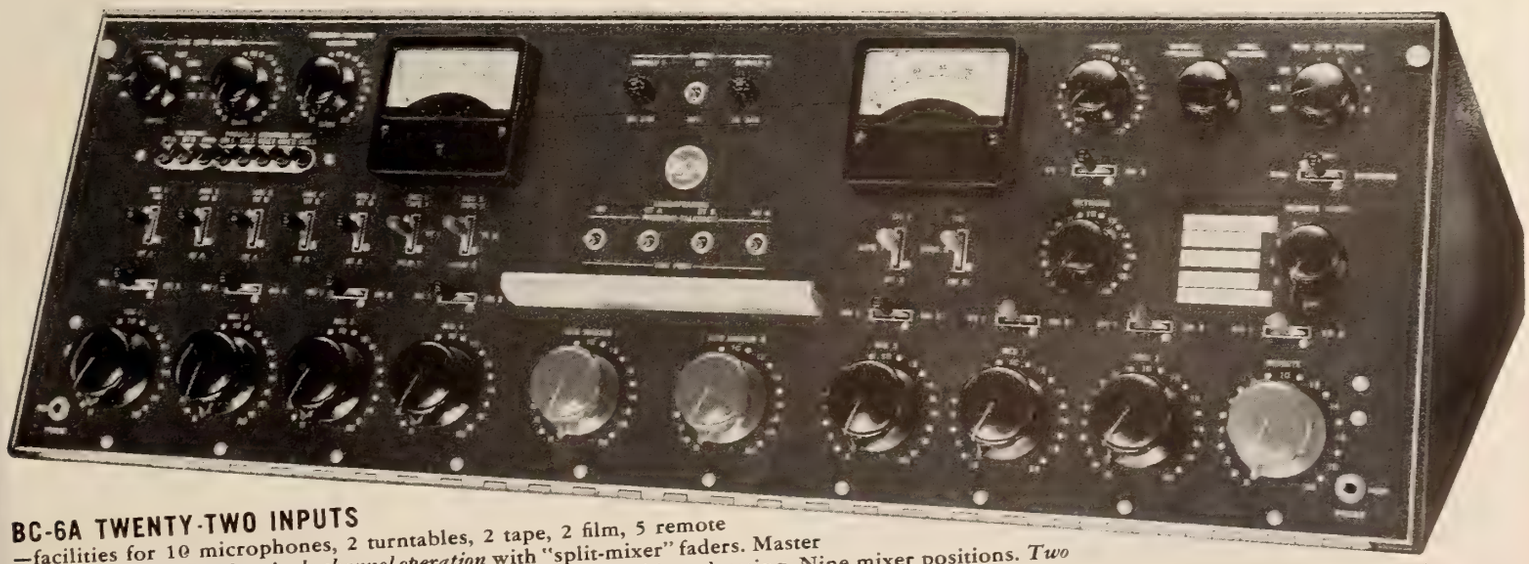
NEW CONSOLETTES



BC-5A NINE INPUTS
—facilities for 4 microphones, 2 turntables, 2 remote lines, 1 network or tape. 4 mixer positions. *Built-in power supply.* Easily expanded for dual channel use by "pairing." Block building lends "custom touch" when paired with existing BC-2B's..... **$875***



BC-3B THIRTEEN INPUTS
—facilities for 6 microphones, 2 turntables, 2 remote lines, 1 network, 2 utility inputs which may be used for additional turntables, tape, or as required. Eight mixer positions. *Built-in power supply.* Easily expanded for dual channel use by pairing with BC-5A. Convenient script rack. **$1095***



BC-6A TWENTY-TWO INPUTS
—facilities for 10 microphones, 2 turntables, 2 tape, 2 film, 5 remote lines, 1 network. *Dual or single channel operation* with "split-mixer" faders. Master fader controls both channels simultaneously. Ideal for binaural broadcasting. Nine mixer positions. *Two built-in power supplies* (one for each channel) for greater reliability. Two monitoring channels, one for program monitoring and talkback, one for cueing and feeding background to studios. Convenient script rack. **$1750***

**Less Tubes—Prices subject to change without notice.*

This Personality
SELLS
To The People Who
BUY
In The
Textile Center of the World



Joe Jones Farm Digest

No. 1 farm program for rural Piedmont and tops in WESC's superior 27 PRIMARY COUNTY COVERAGE.

Informative, authoritative. Joe Jones—Farm Agent for Greenville County . . . graduate of Clemson Agriculture College.

Farm Digest presents direct, consistent and powerful approach. Ratings? . . . Excellent.

Daily—12:05 to 12:15 P.M.

RADIO
WESC
"660 IN DIXIE"
FIRST IN GREENVILLE, S.C.

REPRESENTED
BY RAMBEAU
SOUTHERN - CLARKE BROWN

5000 WATTS
THE CLEAR CHANNEL
VOICE OF GREENVILLE

ANA Meeting

EDITOR:

Let me take this opportunity to thank you for the excellent way you people handled the reporting of the [ANA] meeting [B•T, March 19].

Paul B. West, Pres.
Assn. of National Advertisers
New York

Good Friday Gesture

EDITOR:

I think WCOW has a "first." Good Friday, from 5 a.m. until 6:15 p.m., WCOW donated its entire schedule to the Catholic and Protestant churches of the Twin Cities. The feature of the day's broadcast was a six-hour program entitled "The Life Of Christ" as told by Bishop Fulton J. Sheen.

This morning (Saturday, March 31) I was surprised to find over 400 letters and post cards in our mail commending us for our gesture. From Mrs. Ann M. Hauser of St. Paul: "Most wonderful Good Friday spent with radio. . . ."

Victor J. Tedesco, Operations Dir.
WCOW St. Paul

You Name It

EDITOR:

In looking through your March 26 issue, I noticed in OPEN MIKE a request for the pamphlet entitled "You Name It—Radio Can Sell It." I, too, would appreciate your sending me four copies of the above.

I enjoy your magazine very much and especially the articles on radio. I hope you will continue to publish articles evaluating the radio industry and especially the job it continues to do in selling advertisers' products.

Richard J. Carman, Sales Dept.
WHBY Appleton, Wis.

EDITOR:

Please send me one copy . . . .

Helen W. Newman, Radio Dir.
Gotthelf & Weil Inc., New York

[EDITOR'S NOTE: Copies of the eight-page reprint which contains reports of 81 successful radio campaigns conducted by local retailers are available at 25 cents a copy or $15 per hundred.]

Where on the Dial

EDITOR:

There are three radio sets in front of me. The dial of one, a Philco, is numbered as follows: 55, 60, 70, 80, 100, 130, 160. Another set, also a Philco, is numbered: 55, 6, 7, 8, 10, 12, 14, 16. The third radio, a Fada, is numbered: 55, 60, 70, 90, 11, 14, 16.

Question: How are we supposed to tell our listeners where to find us on their radio dials?

I had assumed that RETMA had long since been confronted with this chaotic condition and was doing nothing about it simply because it was impossible to get the manufacturers to agree on a standard dial numbering. However, as a shot in the dark I wrote Hal Fellows suggesting that NARTB take the matter up with RETMA again.

John Meagher [NARTB vice president for radio] replied with a very nice letter stating that NARTB has been endeavoring to "stir something up" in this direction. John said that the appropriate people at RETMA advised him, *this was the first complaint of this nature they have had,* and that they would discuss the matter further. . . .

As you can see, from the illustration above, it's rather futile for us to tell our listeners they can find WCUE at eleven-fifty on their radio dial. It's equally futile to describe our location as one-one-five-o, one-fifteen, half past eleven, etc., etc. In fact, with the present variation in radio dials there just isn't any meaningful way to express our dial location. Therefore, why promote it?

There's another side to this problem, too. Hooper's operators are instructed to probe respondents who can't identify stations by call letters. Uncertain respondents are asked to check the position of their dials and give Hooper's operators the number to which their set is tuned. Perhaps this crazy situation helps explain the discrepancy between surveys. . . .

Tim Elliot, Pres.-Gen. Mgr.
WCUE Akron, Ohio

Way to Save Money

EDITOR:

We recently discovered a new way to save money in the broadcasting business. Perhaps by passing along the method to other small station operators, lots of money can be saved all over the country. . . . This move of ours should be copied by all radio stations now buying records from the various label makers under a "monthly subscription service" plan.

We, who must buy records from the makers for the dubious privilege of playing them for our listeners, are giving away millions of dollars in free radio time by not charging for this service. Without the plugging of recorded music by radio stations, the label-Lords would have much trouble peddling them.

Let's all refuse to buy records and begin banking the difference.

Charley Drew, Mgr.
WWKY Winchester, Ky.

Unique Situation

EDITOR:

With regard to House Resolution 4627 and Senate Bill 923 pertaining to alcoholic beverage advertising and the possibility that such legislation would apply to radio and tv only:

Wouldn't it be a unique situation if alcoholic beverage advertising were carried in newspapers and magazines which are distributed partially at government expense (through mailing privileges) while that same government banned such advertising in radio and tv, operating without government subsidy?

J. Nelson Rupard, Gen. Mgr.
KIND, Independence, Kansas

Time for Religion

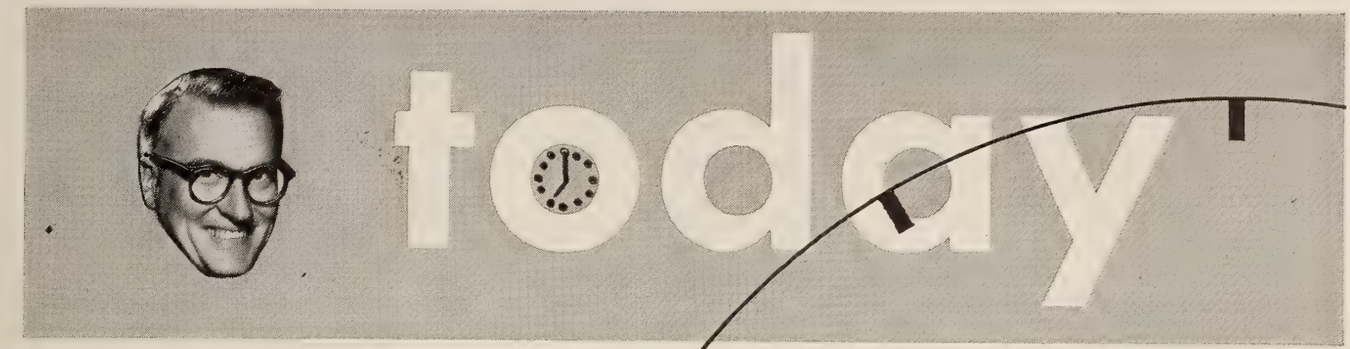
EDITOR:

I have read with great interest your article concerning the National Council of Churches and their opposition to "bought" time on radio and tv [B•T, March 12].

Oddly enough, KDJI shares that opinion and gives its time on Sunday to the churches of our community, which include the Christian Science, Baptist, Catholic, Mormon and Community. All are given a half-hour each Sunday with the exception of Christian Science, who asked for and received a quarter-hour.

We are, however, a wee bit unhappy with various religious organizations such as the Catholic Church which does not supply us with the *Hour of St. Frances.* There are many other excellent church programs we would be delighted to carry free because they are well produced and enable us to better serve the religious needs of our community. . . .

Blake Tabor, Gen Mgr.
KDJI Holbrook, Ariz.



WKNB-TV

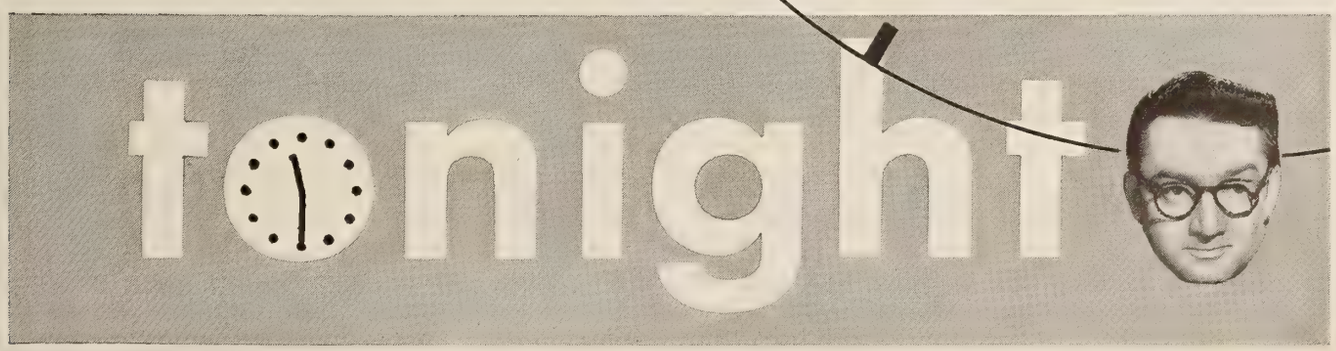
Hartford County

is a *Selling* medium

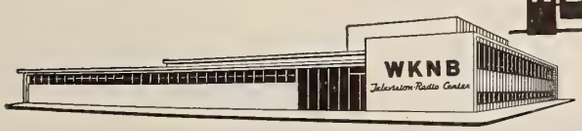
Between **today** and **tonight** — two of NBC's finest weekday shows — WKNB-TV gives its audience 100% good entertainment *all day, every day . . . all week.*

WKNB-TV combines the complete lineup of NBC star-studded shows with its own popular local live shows. Whatever time you choose from dawn to midnight every day, you'll find that WKNB-TV is *more than* an advertising medium — WKNB-TV is a *selling* medium in the 1¾ billion dollar Hartford County Market.

Contact The Bolling Company, Inc., for the full WKNB-TV success story.

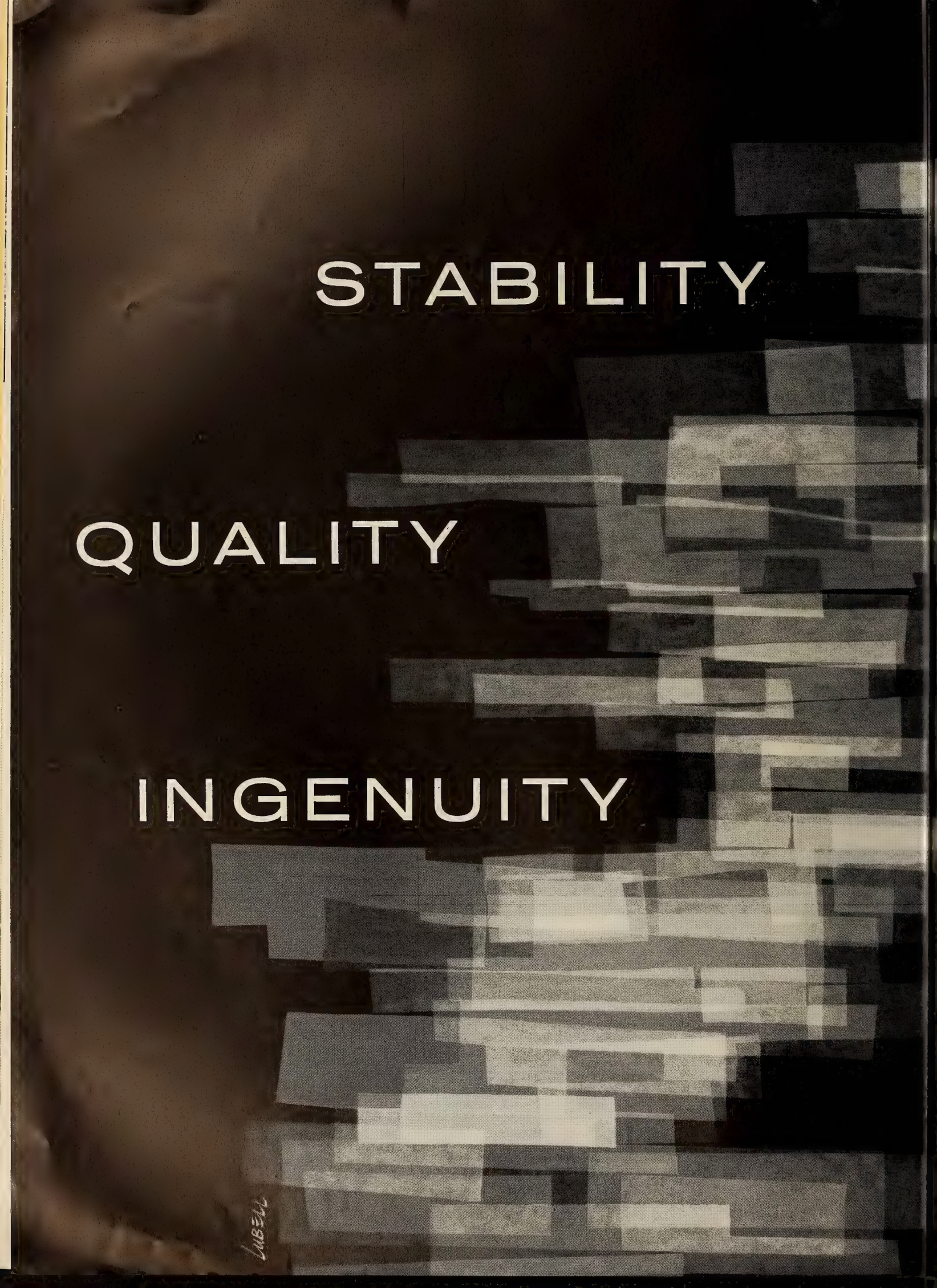


Basic NBC



WKNB-TV channel 30

STUDIO AND OFFICES WEST HARTFORD 10, CONNECTICUT


STABILITY
QUALITY
INGENUITY

When you come right down to it, today's good radio and television representation – infinitely more complex than yesterday's – is still very largely a matter of principles.

It requires *stability* – but a stability emphasized by continuing growth and expansion of service, physical plant and responsibility.

It requires *quality* – a quality best mirrored in the maturity and judgment of its executives, its salesmen, its sales development arms.

Above all, it demands *ingenuity* – an inventiveness punctuated by aggressive, even unorthodox salesmanship.

These are, of course, the hallmarks of good business – as necessary to good representation as they are to good station management.

For twenty-four years they have stood for Raymer representation – just as Raymer has stood for them.

PAUL H. RAYMER COMPANY, INC.

Exclusive National Representative Since 1932

NEW YORK • CHICAGO • LOS ANGELES

DALLAS • SAN FRANCISCO

DETROIT • ATLANTA

PAUL H. RAYMER COMPANY EST. 1932

CASE HISTORY—RESTAURANTS



Hey, Fellows!

Which way to Chefs Inn

Halfway between Los Angeles and San Diego is Robert Hill's Chefs Inn of Corona del Mar . . . one side facing the blue Pacific, the other the teeming traffic of Highway 101.

For years this restaurant built a substantial business on excellence of product and word of mouth, but without advertising . . . "tapping," in the words of managing director Hugh Hutson, "only 30% to 40% of our potential." Writes Hutson:

"We started looking for the best advertising medium and selected KBIG, because of its policy of a restricted amount of commercials and its excellent coverage of Southern California, which gave us a chance to put Chefs Inn in the minds of millions of people annually visiting Los Angeles and Orange counties."

A one-minute transcribed spot featuring the seductive KBIG trade-character mermaid has run on KBIG before lunchtime and dinnertime since summer 1955. To quote Hutson once more: "Our increased business has been most gratifying. Robert Hill's Chefs Inn is a confirmed K-BIG advertising account."

Covering ALL Southern California at lowest cost-per-thousand listeners, KBIG delivers RESULTS . . . Good if you have one front door like Chefs Inn; better, if you have many.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to GERALD ARON BARTELL



IT'S A rare acumen that enables a broadcaster who has been fighting for deintermixture for more than a year, and against the issuance of a final decision that brings the first vhf outlet to his community, to end up in partnership with the losing applicant for that very same vhf facility.

The incident involves the Bartell-owned ch. 33 WMTV (TV) Madison, Wis. For more than a year it has fought to have Madison deintermixed (made all uhf). For almost a year it has fought to stop the FCC from issuing its final decision in the Madison ch. 3 case. Success has not come; deintermixture is all tied up in the current allocations proceedings, and in December last year, the FCC issued its final decision, granting the ch. 3 facility to WISC-Morgan Murphy interests and denying the WIBA *(Capital Times-State Journal)* application.

Three months later, announcement was made that WMTV and WIBA were merging their interests and that WIBA was paying $600,000 for a two-thirds interest in the uhf television station [B•T, March 12].

That does much to explain the characteristics of Gerald Bartell who has combined a talent for artistry, a perspicacity for business and a decided penchant for perfection into a small empire builder in the past nine years.

As president of the Bartell Group, Mr. Bartell oversees a strategic alignment of radio-tv properties centering in the midwest and stretching eastward to Georgia and westward to Arizona and California.

The Bartell group comprises in addition to WMTV, WOKY Milwaukee, and WAPL Appleton, Wis.; WAKE Atlanta, Ga.; KCBQ San Diego, Calif., and KRUX Phoenix (Glendale). WAKE, KCBQ and KRUX are recent acquisitions. Mr. Bartell headquarters in Madison as general manager of WMTV, which began operations in July of 1953.

Other station operators in any given market soon ascertain they are in for a hotly-competitive scramble when Mr. Bartell moves into the area, partly because of his simple credo that "nobody can beat us when we have the dominant audience." They also may quarrel, as they did in ratings-minded Milwaukee, with certain promotion, programming and merchandising techniques. Mr. Bartell credits a "scientific approach" and "imaginative merchandising and promotion," however, with the success of his lone tv and five radio outlets.

He also is quick to cite the "teamwork" of the Bartell family for the growth of the Bartell Group, since each holds a responsible position in radio or television.

Promotion and merchandising were Mr. Bartell's strong suit for many years; ever since he served on the faculty of the U. of Wisconsin.

A native of Chicago (born May 20, 1914), Gerald Aron Bartell is one of a family that also includes brothers Lee (executive director of the Bartell Group), David (now general counsel) and Mel (general manager of WOKY) and a sister, Rosa Evans (executive secretary of the group).

Young Jerry Bartell spent his youth in Wisconsin and enrolled at the U. of Wisconsin in 1932. His life at that time meshed into a combination of college and career before he was graduated with a BA degree in economics in 1937 and, as a graduate student, received his master's in 1939.

In 1936, while still in school, he also worked in Chicago, hub of the radio soap opera era, as a network actor on many programs. Later, while on the U. of Wisconsin faculty, he went to New York and took up sales, merchandising and production work at NBC, where he supplemented his income by means of announcing and actor roles. This experience was made possible through a fellowship involving radio work granted to the U. of Wisconsin by the Rockefeller Foundation.

Mr. Bartell was named to the university faculty in 1939 as a radio instructor and production director of WHA, university-owned outlet. While there, he specialized in children's recordings, conducting a weekly 30-minute program on the station.

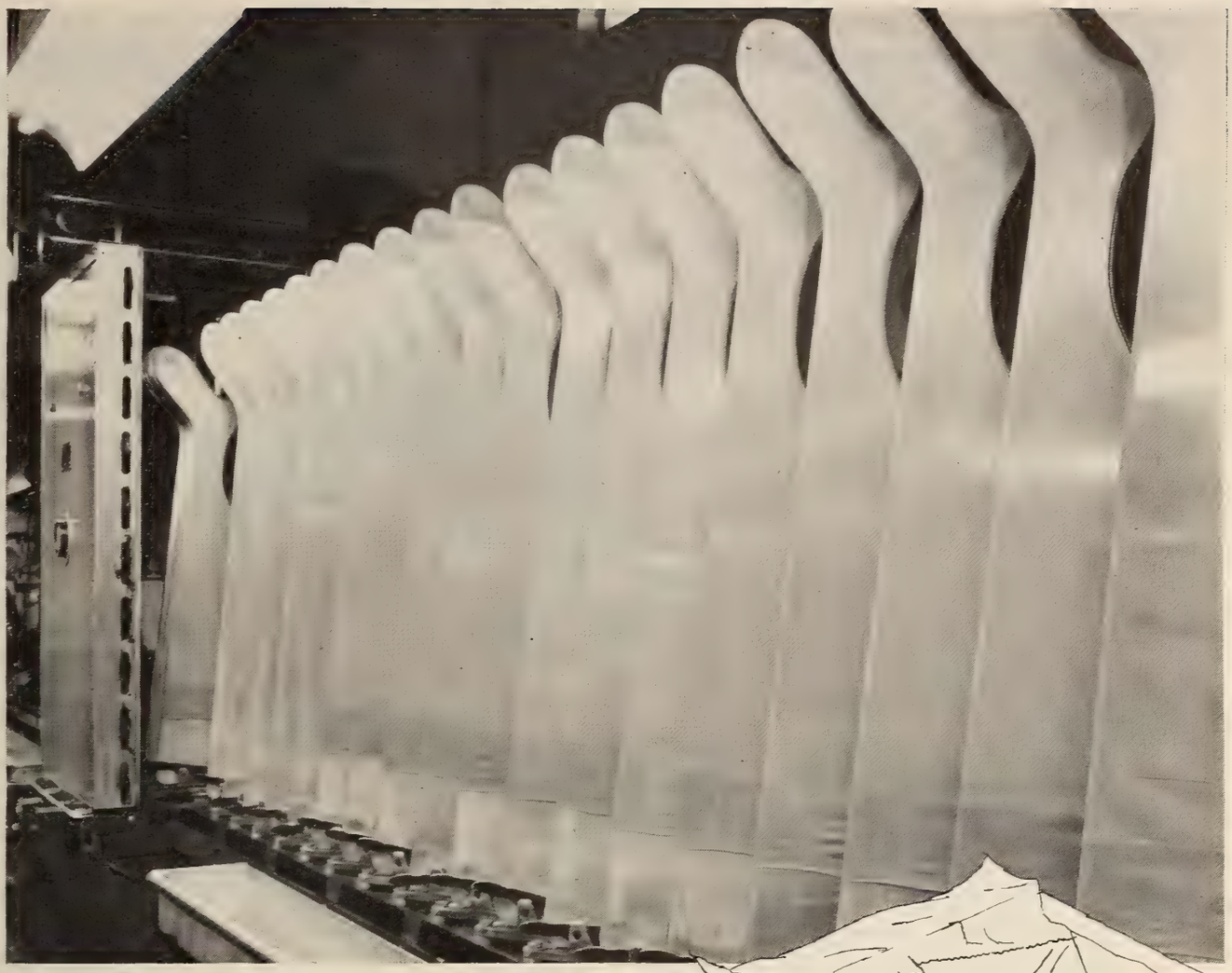
In 1942, Mr. Bartell married the former Joyce Jaeger, fellow university graduate and script-writer. They worked at WHA for five years, distinguishing themselves for showmanship techniques. He served for three years in Naval aviation with a patrol bombing squadron.

The Bartell family took over its first station in 1947—a daytimer on 1430 kc which later moved to 920 kc. WOKY was the fount for other station additions, with operation keyed to research, and talent promotion activities with an eye alert to prospective salesmen, disc jockeys and other personnel.

At one time, the Bartells held a license for ch. 19 WOKY-TV Milwaukee. These facilities were purchased by CBS for $335,000 and approved by the FCC in January 1955. CBS, which also bought the physical assets of ch. 25 WCAN-TV Milwaukee in the same transaction, changed the WOKY-TV call letters to WXIX (TV). This was CBS' first uhf television buy.

Mr. Bartell believes firmly in educational radio-tv, a throwback to his days at the U. of Wisconsin. He cites the importance of educational radio-tv, noting that it creates benefits that accrue to all of the broadcasting industry.

For hobbies, Mr. Bartell likes to compose jingles, attend plays and otherwise patronize the arts. His family includes Jeffery 13, Denis 9, Laura 2 and Jane Alice, born Feb. 27.



PROFITABLE *S-T-R-E-T-C-H*

Every year, millions of pairs of high fashioned — full fashioned hosiery are stretched to a perfect fit in hosiery mills throughout the Prosperous Piedmont section of North Carolina and Virginia . . . home of WFMY-TV. Manufacturers such as Burlington, Mojud, Hanes, McCrary, and Baker-Cammack make this section the largest producer of full fashioned hosiery in the world.

WFMY-TV, basic CBS for this 46-county area, completely dominates the viewing habits of the hundreds of thousands of employees of these tremendous hosiery mills.

Telecasting on Channel 2 since 1949 to some 2 million potential customers for your product, WFMY-TV gives you full 100,000 watt coverage of this expanding area of the South.

To stretch your profits in this $2.3 billion market, call your H-R-P man today.



WFMY-TV...Pied Piper of the Piedmont

wfmy-tv
Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

CBS

Now In Our Seventh Year



WEEKDAY, NBC Radio's daytime program service which is attracting millions of housewives, now offers the newest *selling* attraction of all. Now WEEKDAY presents the largest galaxy of famous personalities in daytime radio, every one a well-known authority... starring as *salesmen!*

These stars—popular co-hosts Virginia Graham and Mike Wallace, Mary Margaret McBride, Helen Hayes, Dr. Frances Horwich and all the others—will work hand-in-hand with you, telling millions of housewives about *your product,* recommending it personally, *selling* it across the nation.

Your product can be associated with the biggest stars, the newest, most merchandisable programming service in all of daytime radio and at a low-low cost that will



specials every day!

amaze you. Special tie-ins tailor-made for mass merchandising are also available on WEEKDAY.

Because WEEKDAY plays a personal role in focusing women's minds on food store and drugstore shopping, it's currently selling for many major national advertisers . . . General Foods, Standard Brands, Sterling Drugs, Miles Laboratories, among others. Join these leaders.

Consider WEEKDAY's star personality-*salesmen,* its low-low cost and total flexibility which permits you to buy a single announcement or an entire campaign. Then talk to your NBC Radio Network Representative.

exciting things are happening on the

NBC radio network

a service of RCA



Yes, WEMP keeps Milwaukee company around the clock with the latest news 38 times daily, the best in recorded music and a regular schedule of play-by-play sports. The result is that if you turn on a radio hereabouts, no matter what time of the day or night, chances are it's already tuned to WEMP 'cause that's where it was set when it was last used . . . and chances are too, someone'll tell you to let it set just the way it is.

In short, WEMP is a HABIT in Milwaukee with Dad, Mom, the teen-agers, the sports . . . everyone! They're the people you want to reach fast, 'cause when you sell 'em, you're in business with a capital "B"! Looks like you better get a line on WEMP rates and availabilities, doesn't it?

Milwaukee's Best Buy **WEMP**

5000 Watts at 1250

1935-1955 . . . 20 years of service to Milwaukee — Represented nationally by Headley-Reed



ROBERT JAY MISCH

on all accounts

IN 1926, *The New Yorker* magazine—then scarcely a year old—began running a series of articles titled "Manhattan Manual" by a 21-year-old "unknown" named Robert Jay Misch. A week or two after the first piece hit the newsstands, Mr. Misch—then "quite ungainfully employed" as a cub with the now-defunct George L. Dyer agency—received a phone call from Albert Frank & Co., forerunners of Albert Frank-Guenther Law. "We're looking for a free-lancer who can write ads for us in 'The New Yorker' manner," he was told. "Can you?"

He could—and did. Twelve years later, Mr. Misch left AF-GL as an account executive and vice president, and joined Al Paul Lefton, New York, in a similar capacity. He's been there ever since, writing copy, servicing a host of clients and—after 5:30 p.m.—turning out a vast number of "extra-curricular credits." Among them:

A fortnightly food and wine column for *The Playbill,* New York theatre program, called "Inside Us," a string of free-lance magazine articles on cookery, two books—a juvenile, *At Daddy's Office* for Alfred Knopf, *Foreign Dining Dictionary* for Doubleday—that have sold "quite well, thank you," and active membership in the New York Chapter of the Wine & Food Society, which he helped found after World War II.

Yet the two foods Mr. Misch deals with most frequently are coffee and noodles, for in his capacity as account executive at Lefton, he handles both Jos. Martinson's regular and instant coffee and A. Goodman & Sons macaroni, both heavy spot users. Other accounts serviced by him include: RCA Tube Div. (promotion spots for color tubes on NBC-TV's *Producers' Showcase,* etc.); Lovable brassieres (past tv spot sponsor), and Pearson Pharmacal Co. (participations for EyeGene on ABC-TV's *Film Festivals,* NBC-TV's *Queen for a Day* and MBS' Multi-Message Plan).

Mr. Misch, armed with a B.S. degree, *magna cum laude,* and a scrapbook of clippings, entered the Dyer agency as copywriter on U. S. Rubber bicycle tires. "After seeing my voluminous report on what I'd learned in six weeks at the U. S. Rubber school in Hartford," Mr. Misch recalls, "they switched me into Best Foods' mayonnaise." The Albert Frank job followed shortly thereafter. In 1938, he switched agencies and also wed the former Janet B. Wolff—"then, as now, my toughest copy chief." They have two children, Kathy, 12, and Mary, "14-going on 21."



You Might Swim 100 Yards in 49.2 Secs.—*

BUT . . . YOU NEED WKZO-TV TO MAKE A SPLASH IN WESTERN MICHIGAN!

AMERICAN RESEARCH BUREAU NOVEMBER 1955 REPORT GRAND RAPIDS-KALAMAZOO		
	Number of Quarter Hours with Higher Ratings	
Monday thru Friday	WKZO-TV	Station B
8:00 am to 6:00 pm	109	91
6:00 pm to 11:00 pm	80	20
Saturday and Sunday 10:00 am to 11:00 pm	87	17

NOTE: Survey based on sampling in the following proportions—Grand Rapids (44.8%), Kalamazoo (19.8%), Battle Creek (18.3%), Muskegon-Muskegon Heights (17.1%).

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It's Channel 3 with 100,000 watts from a 1000′ tower. Delivers brilliant picture to almost 600,000 television homes in 29 Western Michigan and Northern Indiana counties—*one of America's top-20 TV markets!*

New ARB figures (left) show that WKZO-TV is the BIG favorite—morning, afternoon and night, not only in Kalamazoo and Grand Rapids, *but also in Battle Creek and Muskegon, as well!*

100,000 WATTS • CHANNEL 3 • 1000′ TOWER

AM – TV – FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**Richard Cleveland set this world's record at Columbus, Ohio, in February, 1952.*

WORLD'S GOT IT!...at the

"RADIO'S VOIC

FORTUN



World's new and effective answer to the question of HOW TO BUILD YOUR SALES VOLUME and FOCUS NEW ATTENTION ON YOUR STATION!

NARTB Convention!

E OF

E

*distinctively
YOUR STATION'S
VOICE OF FORTUNE
when tied in
with your station
call letters!

YOUR LOCAL MERCHANTS WILL

BUY AND BUY AND BUY!



You'll sell announcements and program time on your station morning, noon and night. This is the irresistible kind of radio advertising and merchandising idea that local, regional and national advertisers will want to get in on.

WORLD

SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI HOLLYWOOD

CANADIAN REPRESENTATIVES ALL CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

WHAT IS IT ?

We'll give you a hint. It's an audience-building game . . . a red-hot promotion! For full details visit WORLD'S CONVENTION DISPLAY ROOMS, 512-A AND 513-A, Hotel Conrad Hilton, Chicago on April 15th thru April 19th, 1956. We'll be looking for you!



KTHS (LITTLE ROCK)

DOES BIG JOB IN *LITTLE,* (ARK.)!

KTHS, 50,000 watts, is Basic CBS Radio in Little Rock. It does a tremendous job there—and throughout most of the *rest* of the State, too.

KTHS delivers a big clear signal to *Little* (Ark.), for example. This tiny Desha County community wouldn't even rate an asterisk in most market books. But as one of Arkansas' *many* small cities and towns, it helps make up KTHS's *interference-free daytime coverage of 3.3 million people!*

Ask your Branham man for full details on KTHS—Arkansas' *big* radio value!



The Station KTHS Daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President
B. G. Robertson, General Manager

BROADCASTING TELECASTING

April 9, 1956 Vol. 50, No. 15

BRISK BUYING SURGE SWAPS FOUR STATIONS, $7.7 MILLION

- **SOLD: WHAM-AM-FM-TV Rochester for $5 million**
- **SOLD: WSVA-AM-FM-TV Harrisonburg for $800,000**
- **SOLD: KEYD-AM-TV Minneapolis for $1.5 million**
- **SOLD: WGMS-AM-FM Washington for $400,000**
- **AND: Another $8 million in sales in prospect**

FOUR major station operations (all but one including tv) changed hands last week—with the total bill adding up to $7.7 million.

And, in various stages of negotiations, were five other sales with a total possible $8 million tab.

Announced last week and all subject to FCC approval were the following:

• WHAM-AM-FM-TV Rochester, N. Y. Sold by Stromberg-Carlson Div. of General Dynamics Corp. to Transcontinent Television Corp. for a reported $5 million.

• WSVA-AM-FM-TV Harrisonburg, Va. Sold by Frederick L. Allman to NBC executive Hamilton Shea and Transcontinent Television Corp. for an aggregate $800,000.

• KEYD-AM-TV Minneapolis - St. Paul, Minn. Sold by Morris T. Baker and associates to Sy Weintraub, Flamingo Pictures, and a group including some WENS (TV) Pittsburgh stockholders for $1.5 million.

• WGMS-AM-FM Washington, D. C. Sale by M. Robert Rogers and associates to RKO Teleradio Inc. for $400,000 virtually concluded.

Other transactions still in various stages of completion were:

• KGUL-TV Galveston-Houston, Tex. Being sold to J. H. Whitney Co. for an amount reported to be in excess of $4.5 million.

• WINS New York. Reported under consideration by a number of large entities (Westinghouse Broadcasting Co., Plough Inc., among others) for a sum understood to be close to $2.5 million.

• KYA San Francisco. Purchase from J. Elroy McCaw and John D. Keating by Gene Autry and Robert O. Reynolds understood to be near closing for $550,000-$600,000.

• WQAM Miami, Fla. Number of bidders interested in property which is required to be sold because of duopoly conflict with grant of Miami ch. 7 to Biscayne Television Corp. Figures mentioned range up to $500,000.

Transcontinent Television Corp., a new entity in broadcasting, but including several who have broadcast interests, reached out for two properties last week. It bought pioneer WHAM, and its fm and tv facilities, for $5 million and it joined with NBC vice president Hamilton Shea, WRCA-AM-FM-TV New York general manager, in the $800,000 purchase of WSVA-AM-FM-TV Harrisonburg, Va.

A Buffalo, N. Y., group, Transcontinent was formed last year for the purpose of buying and operating radio and tv stations in the U. S. and foreign countries. It comprises among its principals the following:

David C. Moore, president; 1955 assistant to the Assistant Secretary of the Air Force for Materiel. Mr. Moore had been national divisional sales manager of International Business Machines Corp. in New York, served with the Air Force as a lieutenant colonel in World War II.

Paul A. Schoellkopf Jr., chairman; vice president and director, Niagara Share Corp., Buffalo. He also has interests in Trico Products Corp. (automobile equipment and accessories), Mohawk Airlines Inc., and Marine Trust Co. of Western New York.

J. Fred Schoellkopf IV, vice president and director of the Buffalo and New York investment firm of Schoellkopf, Hutton & Pomeroy.

Others in Transcontinent are Seymour H. Knox, Buffalo branch manager of Dominick & Dominick stock exchange firm; and David G. Forman, formerly with Bell Aircraft Corp.

The Schoellkopfs and Mr. Knox own between 7% and 8% of WGR-AM-TV Buffalo, N. Y. The Schoellkopfs each have 20% in Television Assoc. of Elmira Inc., one of three applicants for that upstate New York city's ch. 9.

Its purchase of the WHAM properties was 100%. However, it was announced that the General Railway Signal Co., Rochester, will become a part owner. Those details are being worked out now, it was learned.

At the same time that Stromberg's sale of its broadcast properties was announced, the company also revealed that it had ceased television receiver manufacturing as of the end of March (see page 130).

Class 1-B, 50 kw WHAM was founded in 1922. It was bought by Stromberg-Carlson in 1927. It operates on 1180 kc, is affiliated with NBC and represented by George P. Hollingbery Co. WHAM-TV on ch. 5 began telecasting in 1949, has the same NBC affiliation and Hollingbery representation as the am station.

Ownership of Stromberg-Carlson passed to General Dynamics Corp. last July when the two corporations merged. General Dynamics is a leading producer of military and commercial aircraft (Convair), submarines (Electric Boat) and guided missiles.

Headquarters of Transcontinent is at 15 East 47th St., New York.

Joining with Transcontinent in the purchase of WSVA stations in the Shenandoah Valley city is Hamilton Shea, one-time controller and treasurer of Emerson Drug Co. (Bromo-Seltzer), Baltimore, Md., who was controller of NBC stations division before being appointed to manage the network's New York key sta-



PRINCIPALS in the $800,000 purchase of WSVA-AM-FM-TV Harrisonburg, Va., check details. L to r: Frederick L. Allman, present owner of the Shenandoah Valley stations; William A. Porter, WSVA attorney; Hamilton Shea, NBC executive who will be 50% owner of the Harrisonburg properties; James W. Blackburn, Blackburn-Hamilton Co., broker in the transaction, and David C. Moore, president Transcontinent Television Corp., which will own the other 50% of the WSVA stations.

tions. Mr. Shea will own 50% of WSVA and Transcontinent the other 50%. He is resigning his NBC position as of April 15. He will be president and general manager of the WSVA properties, and is a vice president of Transcontinent.

WSAV began operating in 1935 and holds a license for 550 kc with 5 kw day and 1 kw night. It is affiliated with NBC and represented by John E. Pearson Co. WSVA-TV on ch. 3 began operation in 1953. It is affiliated with all three networks.

Mr. Allman retains a one-third interest in WJMA Orange and 10% of WREL Lexington, both Virginia. At one time he was a stockholder in WAAM (TV) Baltimore.

The Harrisonburg transaction was handled by Blackburn-Hamilton.

Sale Signed Last Week

Contract for the sale of the KEYD stations was signed late last week. It is being bought by United Television Inc., which includes among its principals Thomas P. Johnson, chairman; Mr. Weintraub, president; Larry H. Israel, executive vice president; George Eby, secretary-treasurer, and Donald C. Lott, steel, and William F. Adler, publisher of the Pittsburgh edition of *TV Guide*.

Messrs. Johnson, Israel, Eby and Lott are stockholders in WENS. Mr. Johnson is an attorney and a co-owner of the Pittsburgh Pirates. Mr. Weintraub is president of Flamingo Pictures. Mr. Israel is vice president and general manager of WENS.

Mr. Israel will be in charge of both the Pittsburgh and Minneapolis operations, but will retain his headquarters in Pittsburgh. Aside from the appointment of a local manager for the KEYD stations, no other personnel changes are contemplated.

After the purchase is consummated, KEYD will be sold for about $100,000 to Robert Purcell, managing director of the Minneapolis-St. Paul stations, and James A. McKenna Jr., Washington attorney.

KEYD began in 1948 on 1440 kc with 5 kw daytime. It is non-affiliated and represented by H-R Reps. Inc. KEYD-TV on ch. 9 began in January 1955. It also is represented by H-R Reps. Inc. It is owned 84% by Morris Baker and family and 10% by Lee L. Whiting, executive vice president and general manager.

Rumored for weeks, the purchase of Washington's good music stations, WGMS-AM-FM by RKO Teleradio was reported last week as virtually completed but for the signing of the contract. The station, which only recently secured FCC approval to operate unlimited time, operates on 570 kc with 5 kw day, 1 kw night. It is owned by M. Robert Rogers and wife, Pierson Underwood and L. M. C. Smith. The Rogers and Mr. Underwood own 83⅓%; Mr. Smith 16⅔%. Last week in Wilmington, Del., Mr. Smith filed a stockholder's suit seeking to enjoin the sale of the station. Mr. Smith owns WFLN (FM) Philadelphia and WAEB Allentown, Pa.

To Remain in Posts

The agreement, which is expected to be signed momentarily, provides that Mr. and Mrs. Rogers continue as general manager and station manager respectively, and that Mr. Underwood continue as music director. A consultants' agreement taking the place of a management contract is also provided for the Rogers', paying $30,000 a year for five years.

RKO Teleradio will maintain the present program structure of the Washington stations, it was reported, but will modify the am station to accommodate MBS programs. WGMS-FM, which became the MBS Washington outlet last month, will continue on a sustained good music format, and will be used to feed such programs to other RKO Teleradio stations (WOR-FM New York, WNAC-FM Boston, KHJ-FM Los Angeles are among these) as well as to MBS affiliates who desire.

Only last month, RKO Teleradio sold WGTH Hartford to H. Scott Killgore's Tele-Broadcasters Inc. for $250,000 [B•T, March 26]. This was necessary to comply with the FCC's rule that a single entity can own no more than seven stations. In addition to the fm stations in New York, Boston and Los Angeles (which also include am and tv adjuncts), RKO Teleradio owns WGTH-TV in Hartford (sale to CBS pending FCC approval), KFRC San Francisco, WHBQ-AM-TV Memphis and WEAT-AM-TV West Palm Beach, Fla.

The WGMS transaction was handled by Allen Kander & Co.

Tentatively scheduled to be closed in Washington this week, with an application possibly to be filed next week, is the sale of CBS-affiliated, ch. 9 KGUL-TV Galveston-Houston to the Whitney company. The Whitney firm, headed by John Hay (Jock) Whitney, owns ch. 6 KOTV (TV) Tulsa and has investments in a number of community tv systems. Mr. Whitney is a brother-in-law of CBS chairman William S. Paley. The transaction was first reported in B•T [Closed Circuit, March 19, 26].

It was understood that only 90% of KGUL-TV is involved; Texas oilman Wesley West retains his 10% interest. Mr. West paid $150,000 for the interest several months ago. He bought it from R. Lee Kempner, who has a 10% interest now.

Paul E. Taft, present president-general manager and 40.5% stockholder, will, it was understood, remain as operating head of the station. He will also reacquire a 10% interest in the station.

KGUL-TV began operating in 1953. It is represented by CBS Television Spot Sales. The move of its antenna nearer Houston, granted by the FCC earlier this year, has been appealed to the federal courts by ch. 13 KTRK (TV) Houston.

WINS Negotiations

Meanwhile, still in the negotiating stage is the sale of 50 kw independent WINS—with most reports indicating that Westinghouse is the prospective purchaser. At one time, Plough Inc. was understood to be talking to J. Elroy McCaw, 75% owner of the New York outlet (on 1010 kc). Mr. McCaw and his associates bought WINS from Crosley Broadcasting Corp. in 1954 for $450,000.

Also near closing, it was understood, is the sale of KYA San Francisco by Mr. McCaw and Mr. Keating to movie-tv star Gene Autry and Robert O. Reynolds. KYA is on 1260 kc with 5 kw day, 1 kw night. Messrs. Autry and Reynolds own KMPC Los Angeles; Mr. Autry owns 56.4% of KOOL-AM-TV Phoenix and 48% of KOPO-AM-TV Tucson, Ariz.

Mr. McCaw and Mr. Keating together own 50% of KONA (TV) Honolulu. Mr. McCaw, in addition to his 75% interest in WINS, also owns KORC Mineral Wells, Tex.; KTVW (TV) Tacoma, Wash.; 50% of KELA Centralia, Wash.; 75% of KTVR (TV) Denver and has minor interests in KYAK Yakima and KALE Richland, both Wash.

Purchase of WQAM Miami is reported under serious consideration by Plough Inc., Memphis pharmaceutical manufacturer (St. Joseph aspirin, Mexsana powder, etc.)—which in one week last month laid out over $1 million for WCAO-AM-FM Baltimore (between $550,000 and $600,000) and WCOP Boston (about $450,000) [B•T, March 26, April 2]. However, it was understood that there are a number of other bidders for the Miami property.

Plough Inc., through its newly-formed subsidiary, Plough Broadcasting Corp., owns WJJD in Chicago and plans to have this subsidiary as licensee of WCAO-AM-FM. WMPS Inc., also under Plough Inc., is licensee of WMPS Memphis. Abe Plough is president of Plough Inc. Harold Krelstein, Plough Inc. vice president in charge of radio-tv operations, is also president of the subsidiary firm.

The sale of the ABC Miami outlet (operating on 560 kc with 5 kw day, 1 kw night) is a condition of the Miami ch. 7 grant to Biscayne Television Corp. Biscayne comprises the Knight interests (WQAM-*Miami Herald*), the Cox interests (WIOD-*Miami News*) and Niles Trammell, former NBC president.

COLLIER'S HEAD COY ABOUT PLANS FOR TV

President Paul Smith of Crowell-Collier discourages reports his firm seeks to buy 'San Francisco Chronicle' newspaper-radio-tv or 'Cincinnati Inquirer'; says C-C will decide 'later this year.'

PAUL C. SMITH, president and editor-in-chief, Crowell-Collier Publishing Co., last week reiterated the company's plans to "go into television" but refused to divulge specifics.

In an interview with B•T Mr. Smith said, "I can only talk about intentions—not specifics."

In Portland, Ore., Mr. Smith on Feb. 29 told reporters that "transactions on our first property [newspaper and/or station] will be completed within the next 60 days," and that bids were then being considered on other properties as well.

Mr. Smith told B•T last week that this plan has not "worked out."

One of the properties Mr. Smith was reported to be eyeing—and still is—the *San Francisco Chronicle*, owns KRON-TV San Francisco and also holds a 97⅓% interest in KBAK-TV Bakersfield, Calif.

However, Mr. Smith said: "This Chronicle



COLLIER'S MR. SMITH

thing is a widely misunderstood matter." He explained that even if he wanted to buy it "today" he could not, because the Chronicle properties "reside in irrevocable trust."

Since the death of publisher George Cameron, ownership of the paper and its stations is shared among the three immediate survivors of founder Mike de Young (including Mrs. George Cameron) and seven grandchildren, "all of them over 35."

Mr. Smith did not deny that he had "great interest" but said that with "this family matter" and the "exorbitant cost" (reportedly $20 million) his interest is "purely academic."

Mr. Smith also punctured a report that another of his major interests is the *Cincinnati Inquirer*, currently undergoing a struggle for control. He said: "I heard the gentlemen [James H. Ratliff Jr. and J. Henry Berne] were in town looking for buyers. I am not one of them."

As to specific newspaper or station buys, Mr. Smith said: "No decision will be forthcoming until later this year." He did not say when. He did say, however, that Crowell-Collier would prefer to make its tv property purchases in "a money making market."

He felt that launching a station in an as yet undeveloped tv market would not be "as profitable for us as buying a station already on the air which could be doing better financially under new management."

At the annual stockholders meeting Thursday, Mr. Smith dodged several specific queries regarding Crowell-Collier's tv plans. Asked, "How will our company prevent tv from creeping in on us?" Mr. Smith replied: "Well, we're creeping into television." Just when or how, he declined to say. "We are always looking for new ways in which to develop new sources of revenue," Mr. Smith said, "and as soon as we find the ways and the means and the properties we'll go into business."

He also told stockholders that "we hope to be in the record club mail order business by the end of the year." He said, however, that Crowell-Collier will "not go into the manufacturing or retail business."

Particulars Declined

Mr. Smith declined to spell out, in the B•T interview, details of such matters as the Crowell-Collier Record Club [B•T, March 26] other than to say that "it is highly probable" that the firm's repertoire would come from the archives of Urania Records Inc., New York. Another operational phase of the division would be that of radio-tv production, packaging and syndication. Such a move, Mr. Smith acknowledged, would force Crowell-Collier to revolutionize article payments, since at the present time the company's three magazines purchase only the first rights, permitting the author to collect additional fees for tv adaptations. Earlier, another official said, "One reason we are considering tv production within the shop is that we would like to share some of these revenues that television is paying our contributors right now."

For Mr. Smith, diversification has been a pet project ever since he joined Crowell-Collier in May 1953, as "a dangling vice president." The following January after becoming president he outlined diversification as "the fourth necessary step" in what he called "Operation Chewing Gum and Scotch Tape." The operation was designed to bolster C-C's finances, then some $4.2 million in the red.

After revamping financial, administrative and editorial phases of the firm's operations, Mr. Smith in 1955 told stockholders that he had cut the losses 45% and last week he reported the first profit ($773,917) in three years.

NEW CONTRACT FORMS ISSUED BY AAAA FOR AGENCY USE IN BUYING OF SPOTS

Copyrighted blanks incorporate changes to conform with terms of association's consent decree in the government's anti-trust suit. NARTB also distributing them to its members.

NEW copyrighted contract forms for use by agencies in buying spot radio and spot television time were issued by the American Assn. of Advertising Agencies last week and distributed also by NARTB to its members.

The new forms incorporate changes made to bring the blanks formerly used into conformity with terms of the AAAA consent decree in the government's anti-trust suit [B•T, Feb. 6]. New order blanks, similarly revised, were released at the same time for use in buying space in publications and for transportation advertising.

The AAAA, in sending copies of the new forms to "all agencies of record in the U. S.," including those which are not AAAA members as well as those which are, reported that three principal changes are involved. "There is nothing in the new forms which should require any change in an agency's customary methods of dealing with media," AAAA said.

The three main changes in format, as cited by AAAA:

1. Deletion of the former prohibitions against "secret rates, rebates or agreements affecting rates" and against splitting commissions. AAAA explained that these provisions of the old forms were removed in order to secure Justice Dept. approval. It saw "no reason for agencies or advertisers to be disturbed" by the change and pointed out that "agencies are entitled to all rate information on request."

2. Addition, with approval of AAAA's special counsel, of a new provision on each of the revised forms: "Agency represents that it is primarily engaged in the business of developing, servicing, and placing advertising, and that no advertiser, medium, or supplier has a direct or indirect financial interest in it, and that its principal owners are active in its work." Inclusion of this provision makes it necessary for so-called "house agencies," for example, to signify on the form, if they use it, that they do not have the independent status described in this provision.

3. New wording has been added to the "rate policy" provision to make clear that the "station represents" that the rates named in the contract are the lowest which the station has established for similar broadcast time "at the time this contract is executed." If the station lowers the rate for equivalent time during the life of the contract, the contracting advertiser also gets the benefit of such reduction.

These revisions were described by AAAA as "the only substantive changes."

Speaking of the new forms as a whole—those for publications and for transportation advertising as well as for radio and tv—the association pointed out that there have been "a number of minor changes in wording . . . including changes required by the government attorneys for the purpose of making each form appear to be, as it is, a contract between an individual agency and an individual medium. These changes do not, in our opinion, affect the day-to-day usefulness of the forms from the viewpoint of either agencies or media . . .

"It should be noted that the important provision which makes the agency solely liable for payment has been continued in all the forms."

AAAA copyrighted forms are intended primarily for use by, but are not restricted to, AAAA members. They have been widely used in the past. AAAA noted that "most national advertising has been placed by means of the forms, and they have been over the years a major convenience in the flow of business between agencies and media."

It is no longer necessary for an agency to get AAAA's written permission to use the forms, "because if any agency is not prepared to sign the representations and commitments embodied in the copyrighted conditions covering, among other points, agency's sole liability for payments to media, and agency's independent character, it must so indicate on the face of the form.

"Media also are authorized to use AAAA copyrighted forms with agencies whenever they wish to, especially in cases when agencies do not have forms of their own."

Both agencies and media are free to add provisions or modify the conditions to suit their needs. However, AAAA said, "any change affecting the copyrighted conditions must be clearly and conspicuously noted on the face of the forms. Changes on the back are *not* permitted." This, it was explained, is the purpose of the AAAA copyright and conformance "is necessary so that neither medium nor agency will need to read the fine print on the back of each order to find out whether the conditions have been altered in any way."

Has Right to Withdraw Form

AAAA also pointed out that "permission for agencies to use the AAAA copyrighted forms is a privilege which may be withdrawn in any individual case if, for example, it should be reported that an AAAA form was being used to deceive or mislead media, or to help perpetrate a fraud on the public, or for other illegal purposes, or was being used to the detriment of advertising."

Although use of these forms by an agency does not guarantee the agency's credit, AAAA said that "media may now expect the forms to be used by agencies—

"Which (1) are 'primarily engaged in the business of developing, placing, and servicing of advertising,'

"In which (2) 'no advertiser, medium, or supplier has a direct or indirect financial interest,'

"In which (3) the principal owners are active in the work,

"Which (4) accept the principle of the agency's sole liability for payment to media."

Media were requested to notify AAAA headquarters "if they suspect that any agency is abusing the privilege of using the AAAA copyrighted forms. Upon such notification, AAAA may inquire of the agency in question, and upon due consideration, may decide whether permission for that agency to use the copyrighted forms should be withdrawn."

Hotpoint Names NL&B

APPOINTMENT of Needham, Louis & Brorby Inc. as advertising agency for Hotpoint Co.'s new tv receiver line, expected to be introduced in July, was announced last week. The company hopes to sell more than 100,000 sets (made by General Electric) this year and eventually market color receivers under its own name. D. Edward Weston Jr. is general manager of the newly-created tv department.

DOES TV SELL AUTOS? AUTOMAKERS SAY YES



- **Major car advertisers testify to tv's effectiveness**
- **They take issue with criticism by Pontiac's agency**
- **Others bring up proof that tv is durable for durables**

AUTOMOBILE and other durable goods manufacturers joined agencies and television industry members last week in upholding tv's power to move big, expensive products as well as smaller, less costly items.

Some volunteered and others gave their views in response to an informal survey conducted by B•T after Ernest Jones, president of MacManus, John & Adams, Detroit, questioned television's ability to move durable goods [B•T, April 2].

Mr. Jones himself undertook to clarify the situation his published speech had provoked, explaining in a statement to B•T that he had only meant to put television into proper perspective among media, that he has high regard for tv and will continue to use it for Pontiac and other MacManus, John & Adams clients (see text of statement, page 39).

Reaction generally was divided into two categories: (1) We have proof that television is a top-notch buy for durable goods sellers and here it is, or (2) if we didn't rate it highly, would we be spending all these millions on it?

One new study that came to light in B•T's canvass of big-goods advertisers showed that of all the recent buyers who first heard of American Motors' Rambler through some form of advertising, more than half became interested through television. Television Bureau of Advertising also made public some of the highlights of a recent special study of television and the automotive market.

Reactions during the week included:

• Al Gage, national advertising supervisor of American Motors, said that "television is increasing floor traffic as well as reaching a lot more people than ever before." He reported that in a survey among recent buyers of the company's 1956 Ramblers, more than 42% said that they had first heard of the Rambler through advertising—and that 56.3% of that 42% indicated that television was responsible for first interesting them in the car. American Motors (Nash and Rambler) sponsors *Disneyland* on ABC-TV (Wednesdays, 7:30-8:30 p.m.) through Geyer Inc., New York.

• R. J. Fisher, advertising manager, Mercury Division, Ford Motor Co., stated that "Mercury Division's continued sponsorship of the *Ed Sullivan Show* speaks for itself." Lincoln-Mercury has sponsored the Sullivan show on CBS-TV (Sundays, 8-9 p.m.) for the past five years and plans to continue to underwrite the program next year. Kenyon & Eckhardt, New York, is the agency.

• Frank Noble, assistant sales manager of Studebaker Division, Studebaker-Packard, said "Our dealers are very enthusiastic about the *Reader's Digest* show. The ratings of the show have gained consistently since we started in 1954 and the dealers' enthusiasm has increased equally. In our business," he pointed out, "advertising must have high acceptance from dealers. On this score our show is highly satisfactory." Studebaker-Packard sponsors the *Tv Reader's Digest* (ABC-TV, Mondays, 8-8:30 p.m.) and plans to continue next year. Benton & Bowles and Ruthrauff & Ryan, both New York, are the agencies.

• Henry B. Daniels, general sales manager, Lincoln Division of Ford Motor Co., told B•T that "television plays a vital role in Lincoln's advertising program. Our participations on the *Ed Sullivan Show* and *Producers Showcase* have undoubtedly contributed to the rising demand and sales of the 1956 Lincoln."

• G. C. Eldredge, advertising manager, Ford Division, Ford Motor Co., said: "The Ford division considers television advertising one of the strongest of the many media. It has grown in importance each year since we began to use it. Tv has had a very real effect, in our opinion, in the development of preference on Ford products.

"Properly used, television has the ability to build real consumer belief in the merits of a product. People can be shown engineering and construction advances. Visual demonstration can point out handling and performance superiorities.

"We launched a new safety idea with our 1956 models. After four of our monthly *Ford Star Jubilee* programs, which we use along with our weekly *Ford Theatre,* our consumer research surveys showed that lifeguard design had been firmly established as a distinct product advantage in the minds of two-thirds of the people who saw at least one of the shows. We have reached as high as 15,700,000 homes with this program. This is an outstanding demonstration of the way tv helps to put across a convincing Ford sales message."

Plymouth Likes Its Tv

• Bruce E. Miller, advertising and merchandising director, Plymouth Division of Chrysler Corp., had a good word for television even though he announced Plymouth is dropping sponsorship of the Wednesday and Friday segments of *NBC News Caravan* with John Cameron Swayze on June 29. Plymouth's plans are up for review and future broadcast possibilities will be determined when these plans are definitely set, he said, asserting:

"We have been completely satisfied with the sales performance of the Plymouth *News Caravan* since its inception in January 1955. Our relationship with NBC and Mr. Swayze has been pleasant and mutually profitable."

N. W. Ayer & Son, New York, is agency for Plymouth. It was understood that television definitely is being considered in the company's current review and planning.

• Spokesmen for Buick Division of General Motors declined to be quoted formally but an official noted that Buick is spending $11 million on its sponsorship of the Jackie Gleason *Honeymooners* show (CBS-TV, Saturdays, 8-8:30 p.m.). Spending that sort of money, he observed, Buick obviously believes television can sell cars.

• George Wolf, vice president and director of radio and television, Ruthrauff & Ryan, New York, cited published accounts of Mr. Jones' Pittsburgh speech and said: "Nowhere in Mr. Jones' remarks does he mention any of the advertising agency's responsibility in the buying of television on behalf of its clients. Instead, we have a gouge in the eye for the medium as a mover of durable goods and a kick in the pants for the networks for their 'arrogance' in programming matters. Speaking as an agency man, I am embarrassed by his attack on a medium that has done so much for the agency business and advertisers in the last decade."

• Chris J. Witting, vice president in charge of the consumer goods division of Westinghouse Electric Co., a major manufacturer of durable goods, called attention to its reliance on television via *Studio One* and its $5 million sponsorship of CBS radio and tv coverage of the forthcoming political conventions and election returns (also see story, page 40). Any medium that reaches 25 million people in an evening, he said, referring to *Studio One,* "is bound to be good." But he pointed out that no single commercial on the air, no single ad in a magazine, no single message on a billboard will do the trick alone—that there must also be efficient merchandising and sales promotion to sell goods.

"Television," he said, "certainly is a traffic building medium like there's never been before. But after you build traffic into the stores—which is what you're trying to do—then the sales promotion and merchandising take over."

• Jack Minor, general sales manager, Dodge Division of Chrysler Corp., already was on record that the proof for any medium is "actual sales at the retail level"—and that Dodge's use of television has won dealer favor, which is the company's yardstick in judging tv's worth [AT DEADLINE, April 2].

Through Grant Adv., Detroit, Dodge sponsors the *Lawrence Welk Show, Break the Bank,* and *Make Room for Daddy,* all on ABC-TV.

• Two prominent film distributors—Ziv Television Programs and National Telefilm Assoc.—issued statements pointing up the extensive and successful use of television by automobile and other durable goods dealers.

Just how big *is* the durable goods market in television? Mr. Jones estimated that the automobile industry alone is spending $100 million a year in tv. When other durable products—refrigerators, stoves, etc.—are added, the total is increased almost incalculably.

A study of NBC-TV's 1955 commercial schedule, for instance, shows that a total of 46 advertisers whose products might be called "durable goods" sponsored programs or bought participations in the NBC-TV lineup last year. An unofficial estimate put their gross billing—for time alone—at around $48.5 million. Publishers Information Bureau records show 34 such advertisers with gross billings of $39.3 million on CBS-TV. On ABC-TV, without counting other durable-goods programs, five shows sponsored by three automobile manufacturers probably represent a gross annual out-

lay of better than $16 million for time and talent.

PIB figures for January, the latest available, reflect a much heavier automotive use of television this year than last. Counting equipment and supplies as well as automobiles, auto gross billings in tv amounted to $5.4 million as compared to $3.5 million in January 1955.

By car make, auto gross tv network billings in January this year were broken down as follows: Chrysler $588,260; Chevrolet $579,402; Dodge $537,770; Ford $500,539; Lincoln-Mercury $459,925; Pontiac $367,071; Buick $313,786; Plymouth $249,184; DeSoto $226,836; Nash $205,127; Studebaker-Packard $168,058; Oldsmobile $129,547, and Chrysler, for "general promotion," $120,538.

Television Bureau of Advertising, which had answered Mr. Jones' speech shortly after it was made [AT DEADLINE, April 2], meanwhile last week released some of the highlights of a special automobile study conducted for TvB by A. C. Nielsen Co. TvB's national sales director Halsey Barrett also was in Detroit last week acquainting automotive advertisers with details of the study, which was completed in January.

One feature of the Nielsen findings, TvB pointed out, is that the automobile market is not nearly as "selective" as many people think. As a matter of fact, officials said, the automobile market actually can be termed less selective than the cigarette market, for example. Among television homes, it was explained, 79% have automobiles, as against 67% than can be classed as cigarette smoking homes.

The Nielsen-TvB study shows that three-fourths (76%) of the homes with cars are television homes; that almost four-fifths of television homes (79%) are car-owning homes; that less than three-fifths (59%) of non-television homes are car-owning homes.

Moreover, the study found, families that spend the most time with television also spend the most time in their cars. That is, when tv homes were divided into equal fifths, the fifth that averaged the most time watching television (8 hours 59 minutes per home per day) also had the highest average car mileage (13,383 miles per tv car-owning home per year).

TvB has a count, via the Nielsen project, of the audiences reached by various television shows that are sponsored by auto makers.

It was found that *Ford Theatre,* for instance, reaches 62.5% of all car-owning tv homes 2.2 times per month, while Lincoln-Mercury's *Ed Sullivan Show,* as another example, reaches 75.8% of all car-owning tv homes 2.5 times a month.

Meanwhile, Ziv Television Programs released a study which drew what it called a "strong relationship" between an auto dealer's share of a billion-dollar new car market at the local level and the extent to which he uses tv program film locally to pinpoint the buying audience. According to Ziv, this was particularly so with Pontiac's dealers, as well as Chevrolet, Oldsmobile and Buick.

The study, said Ziv, was "clearly indicative of television's ability to sell an expensive 'durable goods' product like an auto within a given community."

According to Ziv, at least 52% of Ziv's dealer-sponsored shows have been signed by dealers handling various General Motors lines, a figure, the company said, which parallels closely the general share of the market won by GM dealers in the past year.

GM dealers, Ziv said, have been joining its client list locally at a faster rate than those handling other lines. Overall increase in auto dealer volume at Ziv Tv for the past 12 months was placed at 17%, with GM dealers spending for local sponsorship up more than 22%.

Breakdown of Ziv Tv auto dealer business by percentages: Chevrolet, largest single group on Ziv's roster, 27%; other GM-make dealers, 25%; Ford-made products, 30%; Chrysler, 13%; with the remaining 5% made up of various independents like Studebaker-Packard.

Ely Landau, president of National Telefilm Assoc., said: "Television advertisers are living more compatibly with tv now than ever before." In a lengthy statement issued early in the week, Mr. Landau played on the Jones' statement of "the public's honeymoon with television is over," to stress that the "advertisers' 'honeymoon' developed into a happy marriage many years ago." Advertisers, he continued, are buying tv time to sell cars, air conditioners, and washing machines as well as washday soaps, toothpaste and coffee. "It's no secret that the line forms to the right to buy prime time on the tv networks. Many in that line are the manufacturers of automobiles and other durable goods," asserted Mr. Landau.

Mr. Landau also took issue with Mr. Jones' references to tv being not as selective a medium as print, declaring "it is far fetched to assume that print media intended for mass circulation is any more selective than tv, which reaches the same mass audience more dramatically."

As did others, Mr. Landau offered the success association of Lincoln-Mercury and the *Ed Sullivan Show* on CBS-TV. He noted that the longevity of this association was only one example of an automobile advertiser staying in tv "for the only good reason—that it sells automobiles." Other examples he cited: Ford Corner, Manchester, N. H., and Jim Moran's Courtesy Motors, Chicago. These, said Mr. Landau, were "incontrovertible proof of the fact that tv sells cars at the retail level."

These case histories, Mr. Landau related, can base their success on tv formulas—Mr. Moran, for example, sponsored both live shows and feature film programs, thus augmenting on the local level the manufacturer's tv efforts nationally.

Another case, said Mr. Landau, was that of

TV: ANOTHER TOOL, NOT THE WHOLE TOOL KIT

PRESIDENT Ernest Jones of MacManus, John & Adams, Detroit, discovered last week that he had toppled a bee-hive with the questions he raised about television in his speech to the Pittsburgh AAAA Council 10 days ago [B•T, April 2]. He had not intended to belittle television, he said, but rather to suggest that it be treated "as another great advertising tool and not the whole tool kit." In the absence of a text of his speech (he had spoken from notes in Pittsburgh), Mr. Jones prepared this clarifying summary of his views for B•T:

"I must admit that I am not a little surprised, and also flattered, at the tremendous interest in my remarks regarding television made before the Pittsburgh Council of the 4A's last week. I only wish that all of those interested in the subject could have heard my talk in its entirety, for I am sure they would have felt, as did members of the audience who were present, that I am not an arch enemy of television. In fact, I think I can honestly say that I have been an enthusiastic supporter for the medium and initiated many ideas dating back to the early days of commercial television. Perhaps it is only natural that the more dramatic portions were selected for publication.

"In my Pittsburgh talk I actually covered several subjects dealing with the future of advertising and the responsibilities that those of us now actively engaged in the business must take on our shoulders as our predecessors have done so well in the past. Many practices are abusing advertising and I pointed out what I consider to be certain shortcomings of our business relating to the use of advertising gimmicks, cut-throat methods, and local advertising practices that are undermining the public's faith in all advertising.

"As to network television *per se,* I said in my Pittsburgh speech that the American public's 'honeymoon' in television is over and that in agency thinking it must now take its normal and rightful place as another great advertising tool and not the whole tool kit. For I firmly believe that tv is both powerful and impressive, and every sign points to its continued growth as the nation grows.

"We have every intention of continuing to use this powerful communication instrument in every way that makes good sense. But I also have real concern for this bouncing baby. Remember, back in the mid and late 30's when automobile and other durable goods' advertisers virtually dominated radio? Nearly every automobile manufacturer was in radio up to its hub caps. And then that 'honeymoon' was over. No one wants to see that happen to television, where nearly 100 million automobile dollars will be spent this year. Costs have gone up to a point where we who are charged with the responsibility of investing our clients' advertising budgets, must continually examine the results achieved on an economic and unsentimental basis.

"Quoting further from my Pittsburgh talk: 'We must have a venturesome spirit to succeed in this business of ours but the variables of television are many and formidable, such as shifting adjacencies, changing opposition, plus the age-old gamble of entertainment itself.' For example, most tv spectaculars cost more than a Broadway show which might run for months, or even years. Yet there is no degree of certainty for the advertisers . . . for there is no sure thing in the entertainment field. Don't forget that even Rodgers & Hammerstein once wrote a turkey called 'Allegro.'

"And when I said that the public's 'honeymoon' with tv is over, I certainly did not mean that they are no longer watching. Surveys show the audience is growing . . . but the days of the 50 or 60 rating smash hit is essentially over. Yet the tv people continue to present programs to us and to our clients calling for more and more money, more and more talent, more and more time, as the formula for the automatic production of results as spectacular as the Spectacular itself.

"When the formula fails—as it must—the whole medium falls in esteem.

"As I said in Pittsburgh, let the tv networks and the agencies and the advertisers work together to protect this powerful medium from itself so that it can take its rightful place in the advertising tool kit, a credit and a benefit to all concerned.

"And may I add here that our relation with the broadcasting networks has always been extremely affable. We have had our differences, but they are usually resolved on a high plane and a fine basis. We have every intention to continue to use tv for Pontiac and other clients in the months ahead."

Sol Polk, also of Chicago, and a retail merchant he described as "the world's largest seller in virtually every nationally advertised appliance item." He said Mr. Polk spends $650,000 a year in Chicago on tv alone and "attributes his phenomenal success in selling appliances almost exclusively to his use of tv." (See separate story, page 72.)

Mr. Landau cited Buick, Westinghouse and General Electric as having been in tv from the start and with no inclination to drop out of tv because of the medium's contribution to their growths.

At another point, Mr. Landau was critical of what he said was Mr. Jones' "under rating" of the tv commercial's impact. He referred specifically to Mr. Jones' contention of the 60-second commercial being "too fleeting" for major purchases which require thought and consultation of the family. This, said Mr. Landau, "just doesn't stand up."

Time as a "sole and arbitrary measurement of selling effectiveness is certainly an inadequate approach," he asserted. He said a salesman—or "his tv equivalent"—could do more to influence the buyer by speaking for 60 seconds than in a letter which took four hours to write. He emphasized that in the 60-second period, the tv advertiser has the sole attention of viewers.

Radio-Tv Campaign Set for Westinghouse

About $10 million is budget for electronic media in biggest advertising push in company history. Firm tries to recoup losses incurred in recent strike.

RADIO and television will carry a major share of the load in the heaviest advertising and promotion campaign in the history of Westinghouse Electric Co. [B•T, March 26], Chris J. Witting, vice president and general manager of the Consumer Products Div., reported last week.

The radio-tv budget for 1956, Mr. Witting said, comes to approximately $10 million. This includes a heavy saturation radio spot campaign as well as the $5 million political convention-elections package on CBS Radio and CBS-TV, and Westinghouse's *Studio One* program on CBS-TV. The overall campaign starts April 16, with the saturation radio drive starting in late May.

Plans for the campaign—and also for new and restyled products including Westinghouse's new 22-inch color television receiver, which is slated to go into production within 30 days—were outlined by Mr. Witting and key officials of his division at a news luncheon in New York on Monday. They made plain that Westinghouse is out to sell in nine months what it normally would have expected to sell in 12 if the 156-day Westinghouse strike had not intervened.

Mr. Witting said the most intensive and aggressive selling effort of Westinghouse's 70-year history, designed to boost sales of many of its products by 35%, will be launched on radio in late May. Stations in approximately 100 markets will be used, spokesmen reported, and in some cases will carry up to 100 messages weekly where that much time is available.

The radio drive will be preceded and augmented by a "product pre-sell campaign" in newspapers, starting April 16.

Theme of the overall campaign will be "Watch Westinghouse" and commercials employing that slogan will be used on *Studio One* beginning April 30 as well as on the subsequent political package on both CBS networks, which will include political debates as well as convention and election night coverage. Consumer magazines and trade journals also will be used along with radio, tv and newspapers in the campaign, which is being handled through McCann-Erickson, Fuller & Smith & Ross, and Ketchum, MacLeod & Grove.

Edward J. Kelly, general manager of the television-radio division, said Westinghouse will produce color sets "in great quantities," starting with a run of 10,000 and with the subsequent production rate depending on sales. Prices will be "competitive" with those of other manufacturers, he reported.

Meanwhile, Westinghouse President and Board Chairman Gwilym A. Price told stockholders at their annual meeting in Pittsburgh on Wednesday that the company suffered an estimated net loss of more than $16 million in the strike-bound first quarter of 1956. At Monday's news luncheon, Mr. Witting was asked whether Westinghouse expected to "make money" this year. He said he "hoped" it would but that he realized that "you have to pay the price of admission to get a ringside seat," that Westinghouse was aware that "we've been out" but that "we intend to get back in."

SOFT DRINKS — IN CHICAGO RADIO-TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

THE RADIO INDEX (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Pepsi-Cola (Kenyon & Eckhardt)	—	5	88	197
2.	Coca-Cola (D'Arcy)	—	1	38	116
3.	Seven-Up (J. Walter Thompson)	—	2	9	14
4.	Canfield (Wesley Aves & Assoc.)	—	1	6	— (1)

THE TELEVISION INDEX (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	Commercial Units	Hooper Index
1.	Coca-Cola (D'Arcy)	4	3	51½	563
2.	Seven-Up (J. Walter Thompson)	—	3	13	110
3.	Pepsi-Cola (Kenyon & Eckhardt)	—	4	16½	109
4.	Hires Root Beer (N. W. Ayer)	—	1	4	27
5.	Canada Dry (J. M. Mathes)	—	1	2	12

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred Jan. 16-22, 1956.

[1] HIBA not computable because all Canfield progams involved—three 10-minute shows a week at 6:35 a.m.—are scheduled before daily rating measurements begin at 7 a.m.

Shulton Inc. Plans to Make Entrance Into Television

A MEN'S toiletries manufacturer, Shulton Inc. (Old Spice and other products), is taking a significant plunge into network tv.

It includes Shulton's buy of a two-part *See It Now* series, "Report From Africa," each program one-hour in length. Part I of the series will pre-empt Westinghouse Electric Corp.'s *Studio One* (10-11 p.m.) on April 23, and Part II will occupy Toni Co.'s alternate sponsorship of *The Arthur Murray Party* (10-10:30 p.m.) and American Home Product's *Quiz Kids* (10:30-11 p.m.) on May 17. Shulton's agency is The Esley Assoc., N. Y.

At the same time, Shulton purchased an hour-long Victor Borge special, Mr. Borge's first, which will be slotted on CBS-TV at 10-11 p.m. on June 14. The program basically will be hinged on Mr. Borge's successful, three-year, one-man show on Broadway.

Up to this time, Shulton has confined most activity to radio and tv spot except for having backed an earlier *See It Now* show last December. The report on Africa will take in a filmed study of the entire Dark Continent based on material gathered by CBS Newsman Alexander Kendrick and cameraman Bob McClure over a seven-month tour.

ONE CENT



will go a long way these days on WHO Radio!

Take 6:00 to 10:00 at night as an example . . .

THERE'S a lot of talk around these days about "dead" periods in radio — nighttime, mid-morning, etc. — and some of this yak is preventing some advertisers from grabbing a lot of *amazing* opportunities.

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 6 and 10 p.m. will deliver 54,934 actual listening Iowa homes.

That's 8.9 homes for a penny, or 1,000 homes for $1.12—*ALL LISTENING TO WHO!*

That's the *minimum.* In addition, WHO's 50,000-watt, Clear-Channel voice gets thousands of *unmeasured* listeners both in and outside Iowa! There are half a million extra home sets and half a million automobile radios *in Iowa alone*—and countless bonus sets in "Iowa Plus"!

Let Peters, Griffin, Woodward, Inc. set the WHO Radio picture straight for you. It's a tremendous story!

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey ratings against our 26-time rate.)

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

NBC-TV

BASIC NETWORK

in the rich market of

RICHMOND

Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain . . . more than 100 ft. higher than any station in this market. WXEX-TV has maximum power—316 KW. There are 415,835 TV families in the WXEX-TV coverage area. See your Forjoe man for full details about this great buy.

CHANNEL 8

WXEX-TV

Tom Tinsley, President Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

WANT A RATING BEFORE SHOW IS AIRED? SINDLINGER & CO. NOW SUPPLIES A FIGURE

Pennsylvania researcher furnishes predicted audience, based on year-round interviews, before program is broadcast or telecast. KWTV (TV) has been a satisfied client since last September.

WOULD YOU, Mr. Advertiser, like to have a rating on your next week's program today, rather than a week or longer afterwards?

Would you, Mr. Broadcaster, like to know why that new program series is not getting the audience you feel it deserves?

"We can tell you," says Albert E. Sindlinger, president, Sindlinger & Co., audience researcher with headquarters at Ridley Park, Pa., a suburb of Philadelphia. The firm's new rating-in-advance service, called "Audience Action Index," is now being offered to advertisers, agencies and broadcasters after more than six months of testing in the motion picture field, where predictions are checked against actual box office receipts.

In principle the Sindlinger plan is simple: First, find out how many people know about the broadcast program or theatrical film. "If they don't know it's there they can't very well plan to see it," Mr. Sindlinger points out. Next, find out what its appeal is. Now, combine know-about and appeal and you'll have the potential audience who might stay home to watch the show on tv or hear it on radio, or who might go out to see it at their neighborhood movie theatre.

But it's not quite that simple. It's not just a matter of whether a satisfactory number of people want to watch a particular program (or see a particular movie). The real question is: Do they want to do that more than they want to do something else? They may want to see a certain movie, but not if it falls on the night of their favorite weekly tv show. They may want to watch a certain spectacular, but not if it is telecast the evening their bridge club meets. What determines their final action—whether or not they watch the telecast, whether or not they go out to the movie—is the intensity of its appeal.

Continuous Interviewing

To collect information as to how the public is apt to react to any given theatrical motion picture or broadcast program, Sindlinger interviewers are on the telephone daily from 3 to 9:30 p.m., seven days a week, 52 weeks a year. "We have no rating week, when audiences may be artificially inflated," Mr. Sindlinger explains, "We believe in continuous interviewing, weekdays, weekends, day after day throughout the year."

The Sindlinger interviews run seven to 12 minutes, long in comparison with those of the rating services using the coincidental telephone technique, but they are so constructed and conducted that between 80% and 85% are completed, Mr. Sindlinger states. Beginning with a couple of questions as to viewing and listening going on in the home at the time of the call, the interviewer then checks the length of time the family tv and radio sets were used the previous day and also on time spent reading newspapers and magazines, with particular attention to the radio-tv and amusement pages of the newspapers. Then it gets into the part vital to Mr. Sindlinger and his clients: What the public knows about particular programs and movies and how intensely it desires to see them (or hear, in the case of radio).

Each week the telephone interviews are augmented by personal face-to-face in-the-home interviews in the ratio of about 80% phone to 20% personal. The personal interviews, which are arranged by letter from respondents previously interviewed over the phone, explore in considerable detail the ways in which the respondent learned of a program or picture (through advertising and if so in the paper, on radio or tv; from a friend who recommended it, etc.) and the intensity of the appeal. Also checked in both types of interview is the frequency of attendance at the movies, the date of last attendance, etc., and the regularity of watching a certain tv series or listening to a certain radio series. Programs on other stations at the same time are also checked for audience and appeal.

"Unlike the rating services, which are interesting primarily in audience behavior at particular times, we are interested in its behavior in relation to specific programs or motion pictures. We make no attempt to check in detail on all viewing or listening; we do attempt to check very closely on the audience for particular programs or pictures. Each week for 29 weeks we've been checking on the appeal of certain motion pictures and telling theatre operators in advance whether their attendance would rise or fall and by what per cent. We've never once pointed the wrong way."

So far, the Sindlinger service has concentrated chiefly on the motion picture field. "Here we have a definite check on our accuracy in actual box office receipts and no arguments over techniques or sample size have any effect. We're either right or we're wrong." Continued renewals of original theatre clients and an expanding list of subscribers as the service expands have convinced Mr. Sindlinger he's on the right track. "We are now active in 23 states," he reports. "We're adding about five counties a week and will be completely national by June, when we're under contract to begin a weekly report on the number of people exposed to advertising on movie theatre screens."

However, since last September, Sindlinger & Co. has been serving one tv station, KWTV (TV) Oklahoma City. He describes KWTV as a "satisfied client," an opinion concurred in by Montez Tjaden, promotion manager of the station, who told B•T that information provided by the Sindlinger service has been of great help to her station. She cited the example of one program series which was not drawing the audience anticipated when it was scheduled. Sindlinger interviewers found that few members of the public knew about the program. An intensive promotion-publicity campaign was staged and the show's rating rose from 10 to 26, Miss Tjaden stated.

The Sindlinger service has been helpful in

EXPOSURE TO TV

AVERAGE DAY, WEEK OF MARCH 18-24, 1956

FOR ALL U. S. ADULTS (14 OR OVER)*

	Males %	Females %	All %
SOUTHWEST			
Total Exposed	72.0	74.9	73.5
Viewed Less than 1 hour	2.3	3.3	2.8
Viewed 1-2 hours	28.3	20.4	23.7
Viewed over 2-3 hours	14.6	16.1	15.4
Viewed over 3 hours	26.8	35.1	31.6
MIDWEST			
Total Exposed	74.7	78.0	76.4
Viewed Less than 1 hour	4.0	3.0	3.4
Viewed 1-2 hours	24.5	23.1	23.8
Viewed over 2-3 hours	11.1	13.2	12.2
Viewed over 3 hours	35.1	38.7	37.0
EAST			
Total Exposed	78.6	80.2	79.5
Viewed Less than 1 hour	2.4	3.1	2.8
Viewed 1-2 hours	19.8	18.0	18.9
Viewed over 2-3 hours	17.5	13.3	15.3
Viewed over 3 hours	38.9	45.8	42.5
SOUTH			
Total Exposed	70.1	70.9	70.5
Viewed Less than 1 hour	6.0	4.0	4.9
Viewed 1-2 hours	22.4	23.8	23.1
Viewed over 2-3 hours	11.9	13.9	13.0
Viewed over 3 hours	29.8	29.2	29.5
NORTHERN CALIFORNIA			
Total Exposed	69.4	69.9	69.6
Viewed Less than 1 hour	2.8	3.6	3.2
Viewed 1-2 hours	33.3	15.7	24.9
Viewed over 2-3 hours	13.9	10.8	12.5
Viewed over 3 hours	19.4	39.8	29.0

*Sample represents entire adult population, 14 years old or over, regardless of tv set ownership.

program planning and in promotion, Miss Tjaden said, reporting that certain local programs had been dropped or rescheduled in more favorable time periods as a result of the Sindlinger reports. "The service gives us guidance we didn't have before and we get it early enough to help us correct faults where necessary."

Checking on one of last fall's new CBS-TV shows, *You'll Never Get Rich,* Sindlinger's interviewers found many people who had never heard of this series but who had enjoyed watching Phil Silvers. These findings caused KWTV to retitle the program as *The Phil Silvers Show,* a change which was adopted a month later by CBS-TV.

Another Sindlinger discovery has been that the use of film stories and film clips on tv has adversely affected attendance at motion picture houses. While relatively unimportant to television, they are extremely important to the movies, he said, because they appeal most strongly to the most important source of movie revenue, the individual who goes to the movies once a week or oftener.

A report, "Hollywood Goes Living-Room," issued in February, summarized Sindlinger findings as follows: "In areas

"a) where the public had the opportunity to watch *Warner Bros. Presents, M-G-M Parade, 20th-Century Fox Hour, Disneyland* and the *Ed Sullivan Show,* theatre attendance during October-November-December of 1955 was down 17 to 20%;

"b) where the public could only view two or three of the above programs, attendance was down 8%;

"c) where the public could view less than two programs, attendance was down only 1 to 2%;

"d) where the public could not view any of the above programs, attendance was up 3 to 7% over the comparable period of the previous year."

Tv can help movies as well as hurt them, however, according to Sindlinger data. The March 24 report, commenting on the telecast of the Oscar awards on NBC-TV March 21, noted that while it cost movie theatres more than $180,000 in lost admissions that evening, the promotion given "Marty" and "Rose Tattoo" should increase their box office receipts by more than $2 million each, for a net gain of $4.5 million for movie theatres as a result of the telecast.

Interviews are selected by a probability sample at Sindlinger headquarters. Interviewers get only the telephone numbers and are not allowed to make substitutions. A minimum of 300 interviews is made for any assignment, more for most. The base is the total population of persons 14 years old or older, regardless of radio or tv ownership, making data comparable for newspapers, magazines, theatres, radio and tv.

The service is sold on a per interview basis, with the 300 minimum, costing 20 to 30 cents per question per interview, depending on the length of the question. Questions can be localized to a single community or asked nationwide. Mr. Sindlinger estimated that a survey might cost as little as $150 or as much as $5,000.

Depth interviews, taking from an hour to 90 minutes, are more expensive, usually running from $45 to $65 apiece, he said, but they include questions covering a number of broadcast programs and/or motion pictures, so the cost is divided among a number of clients. These interviews are tape-recorded, each client receiving a dubbing of the section of interest to him.

Formerly in the ratings field himself, with Radox, an electronic measurement of dial turning, Mr. Sindlinger feels his new service supplements rather than competes with program ratings. "We tell in advance what's going to happen; they report afterwards on what did happen." He has been pleased to find that his program predictions check very closely with the average of the ratings they receive.

LATEST RATINGS

NIELSEN

Top Tv Programs (Two Weeks Ending March 10, 1956)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time (EST)	†Total Audience No. of Homes Reached (000)
1.	I Love Lucy	Procter & Gamble General Foods	Biow Young & Rubicam	CBS	155	Mon. 9-9:30	17,796
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	187	Sun. 8-9	17,410
3.	$64,000 Question	Revlon	BBDO	CBS	164	Tues. 10-10:30	16,673
4.	Ford Star Jubilee	Ford Div.-Ford Motor Co.	J. W. Thompson	CBS	172	Sat. 9:30-11	15,690
5.	Disneyland	American Motors American Dairy Assn. Derby Foods	Geyer & Brooks, Smith, French & Dorrance Campbell-Mithun McCann-Erickson	ABC	178	Wed. 7:30-8:30	15,444
6.	Jack Benny Show	American Tobacco Co.	BBDO	CBS	174	Sun. 7:30-8	14,637
7.	December Bride	General Foods Co.	Benton & Bowles	CBS	182	Mon. 9:30-10	14,567
8.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs. 8:30-9	13,584
9.	Perry Como Show	Armour Co. Dormeyer Co. Gold Seal Co. International Cellucotton Products Noxzema Chemical Toni Co.	Tatham-Laird John W. Shaw Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer, Colwell & Bayles Weiss & Geller	NBC	95	Sat. 8-9	13,338
10.	You Bet Your Life	DeSoto Div. of Chrysler	BBDO	NBC	157	Thurs. 8-8:30	13,303
	The Millionaire	Colgate-Palmolive	Ted Bates	CBS	139	Wed. 9-9:30	See Ratings Below
	GE Theatre	General Electric Co.	BBDO	CBS	152	Sun. 9-9:30	

Rank	Program	‡Average Audience (000)	Rank	Program	†% Total Audience	Rank	Program	‡% Average Audience
1.	I Love Lucy	16,953	1.	I Love Lucy	52.5	1.	I Love Lucy	50.1
2.	$64,000 Question	15,620	2.	Ed Sullivan Show	51.9	2.	$64,000 Question	46.3
3.	Ed Sullivan Show	14,496	3.	$64,000 Question	49.4	3.	Ed Sullivan Show	43.2
4.	December Bride	13,689	4.	Ford Star Jubilee	47.6	4.	December Bride	40.5
5.	Jack Benny Show	13,233	5.	Disneyland	45.6	5.	Jack Benny Show	40.1
6.	Disneyland	12,671	6.	Jack Benny Show	44.4	6.	Disneyland	37.4
7.	Dragnet	12,636	7.	December Bride	43.1	7.	Dragnet	36.7
8.	You Bet Your Life	12,390	8.	Perry Como Show	40.2	8.	The Millionaire	36.6
9.	The Millionaire	12,145	9.	Dragnet	39.5	9.	You Bet Your Life	36.3
10.	GE Theatre	12,110	10.	The Millionaire	39.5	10.	GE Theatre	36.3

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

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VIDEODEX

Top 10 Network Tv Shows
(March 1-7, 1956)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time (EST)	% of Tv Homes	Total Tv Homes	(000) Total Homes Rank
1.	$64,000 Question	Revlon	BBDO	CBS	164	Tues. 10-10:30	35.3	13,184	(1st)
2.	Ed Sullivan Show	Lincoln Mercury	Kenyon & Eckhardt	CBS	187	Sun. 8-9	33.5	12,109	(3d)
3.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs. 8:30-9	33.3	11,973	(4th)
4.	I Love Lucy	Procter & Gamble General Foods	Biow Young & Rubicam	CBS	155	Mon. 9-9:30	32.7	11,549	(5th)
5.	George Gobel	Armour Pet Milk Co.	Foote, Cone & Belding Gardner	NBC	177	Sat. 10-10:30	32.3	11,455	(6th)
6.	Disneyland	American Motors American Dairy Derby Foods	Geyer & Brooks, Smith, French & Dorrance Campbell-Mithun McCann-Erickson	ABC	178	Wed. 7:30-8:30	31.4	12,116	(2nd)
7.	Playhouse of Stars	Schlitz Brewing	Lennen & Newell	CBS	125	Fri. 9:30-10	30.6	10,549	(8th)
8.	Climax	Chrysler Corp.	McCann-Erickson	CBS	162	Thurs. 8:30-9:30	30.2	10,366	(10th)
9.	You Bet Your Life	DeSoto Div. of Chrysler	BBDO	NBC	157	Thurs. 8-8:30	29.8	10,616	(7th)
10.	GE Theatre	General Electric Co.	BBDO	CBS	152	Sun. 9-9:30	29.2	.....	.....
	December Bride	General Foods Co.	Benton & Bowles	CBS	182	Mon. 9:30-10		10,389	(9th)

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457 in Nielsen Lineup

TOTAL of 457 radio and television stations has subscribed for Nielsen Coverage Service No. 2 thus far, according to the April issue of "Nielsen Newcast" distributed last week.

NCS interviewers have begun field work on the service, a county-by-county measurement of stations coverage, and questionnaires have been mailed to some 250,000 families.

Curtis Group Buys Montenier

PURCHASE of Jules Montenier (Stopette deodorant, other products), Chicago, by the profit-sharing retirement plan trust of Helene Curtis Industries Inc. for an estimated $2.5 million was announced in Chicago last week. Both companies are substantial network tv advertisers.

Car Dealers Sponsor Dreier

AN Alex Dreier nightly newscast will be sponsored on seven midwest NBC radio outlets for 26 weeks, effective April 16, by the Lincoln-Mercury Dealers Assn. (Chicago District). Agency is Kenyon & Eckhardt Inc., Chicago.

DON'T LEAVE CHICAGO

WITHOUT COMPLETE INFORMATION ON THESE 104 FINE FIRST RUN FEATURE FILMS!



SOLD . . . in New York City, Los Angeles, Dallas, Denver, Minneapolis . . . and a total of 21 leading cities! ACT NOW!

Get Your Personal Copy!

NOW . . . for the very first time, titles, story lines, stars, credits and playing time . . . all in this one compact volume.

SCREEN GEMS TELEVISION SUBSIDIARY OF **COLUMBIA PICTURES**

CONRAD HILTON HOTEL — SUITE 519A 520A

TV ROLE SEEN INCREASING IN DEBUT OF PRODUCTS

Annual seminar in New York sponsored by Hilton & Riggio hears American Safety Razor vice president say that cost of unveiling items on video "is lower because of the volume secured" by such advertising.

TELEVISION advertising—especially its wide audience factor—is playing a greater role in new product introduction today than ever before, according to several leading advertisers.

Speaking last week at the third annual seminar on New Product Introduction, sponsored by Hilton & Riggio, New York, Edwin B. De Mesquita, vice president, American Safety Razor Co. (Gem, Pal, Personna blades, ASR lighters), New York, said that so far as his company is concerned, "though the cost of television is higher than other media, the cost of introducing the product is lower because of the volume secured through television advertising. Television, we found, was better able to sell the product and to produce those all-important across-the-counter sales."

Another major advertiser—one who can well attest to "television volume"—was George J. Abrams, vice president in charge of advertising, Revlon Products Corp. (sponsor of *The $64,000 Question* on CBS-TV). Mr. Abrams told the forum that "if your product has a demonstrable difference, demonstrate. If your product provides a benefit, show it."

Take Tips from Success

He said that the best advertising campaigns are those planned after studying what competitors have done in way of new product introduction. "It's a shortsighted marketing man, indeed, who fails to study the *successful*—and even more important—the unsuccessful campaigns of those who have introduced new products. For the monuments (and tombstones) of these campaigns have behind them the very things we seek to learn here today—why one product goes on to become a permanent part of American brand name history, while others are quickly forgotten, dying perhaps in a typical test city in a not so typical test," Mr. Abrams declared.

He went on to list some successes: introduction of Amm-i-dent Tooth Powder, Instant-Dip (silver polish), Good Luck Margarine, Cheer, Lipton's Onion Soup and a number of Revlon products introduced in the past 11 months; and these "failures": Pamper shampoo, Green Mint mouthwash, Staze dental adhesive.

Other speakers at the forum were Royal Little, board chairman, Textron American Inc.; Curtis C. Rogers, executive vice president of Market Research Corp. of America; John Diebold of John Diebold Assoc.; Charles Broderick, chief economist, Lehman Bros., and West Virginia Gov. William C. Marland.

D. C. Ad Group Warned Of Pitfalls in Ratings

"MURDER by decimal point" was the label given tv ratings by Ted Cott, vice president and general manager of the DuMont Broadcasting Co., at a luncheon of the Women's Advertising Club of Washington last week. "A difference in one decimal point can represent the loss of one million people," Mr. Cott continued.

He called for one rating system saying that under present conditions figures are abused and the results suspect. "But meanwhile many valuable programs will be lost, many performers' careers ruined and many businesses affected by the chaos which now exists," Mr. Cott declared.

COLORCASTING

Advance Schedule
Of Network Color Shows

(All times EST)

CBS-TV

April 12 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp., through McCann-Erickson.
April 14 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co., through Ruthrauff & Ryan (also April 21, 28, May 5, 12, 19, 26).
April 17 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co., through Gardner Adv. on alternate weeks.
April 26 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.
May 5 (9:30-11 p.m.) *Ford Star Jubilee,* "This Happy Breed," Ford Motor Co., through J. Walter Thompson.
May 10 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp., through McCann-Erickson.
May 24 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

NBC-TV

April 9-12 (3-4 p.m.) *Matinee,* participating sponsors (also April 16-20, 26, 30-May 4, May 7-11).
April 9-13 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also April 16-20, 23-27, 30-May 4, May 7-11).
April 14 (9-10:30 p.m.) *Max Liebman Presents,* "Marco Polo," Oldsmobile, through D. P. Brothers.
April 15 (4-5:30 p.m.) *Wide Wide World,* insert at approximately 5:15 p.m., General Motors.
April 15 (7:30-9 p.m.) *Sunday Spectacular,* "Salute to Baseball," participating sponsors.
April 22 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs and American Chicle, through Ted Bates, alternate weeks.
April 24 (8-9 p.m.) *Milton Berle Show,* Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.
April 29 (9-10 p.m.) *Alcoa Tv Playhouse,* Alcoa, through Fuller, Smith & Ross.
April 30 (8-9:30 p.m.) *Producers Showcase,* "Dodsworth," Ford Motor Co., through Kenyon & Eckhardt and RCA, through Kenyon & Eckhardt, Al Paul, Lefton and Grey.
May 3 (10-11 p.m.) *Lux Video Theatre,* Lever Bros., through J. Walter Thompson.
May 6 (4-5:30 p.m.) *Hallmark Hall of Fame,* Maurice Evans Presents "Cradle Song," Hallmark Cards, through Foote, Cone & Belding.
May 12 (9-10:30 p.m.) *Max Liebman Presents,* Oldsmobile, through D. P. Brothers.

[Note: This schedule will be corrected to press time of each issue of B•T]

TOP AGENCY POSTS URGED FOR 'BROADCAST-MINDED'

Westinghouse Broadcasting's McGannon, speaking before district meeting of Advertising Federation of America at Canton, Ohio, says radio-tv should be equally represented with print to avoid dominance of one over other.

A CALL for advertising agencies to place "broadcast-minded executives" at top management levels was made Friday by Donald H. McGannon, president of Westinghouse Broadcasting Co., in a talk before the fifth district of the Advertising Federation of America at Canton, Ohio.

"Unless both print and radio-television are equally represented, the agency's philosophy will be dominated by one rather than being shared equally," Mr. McGannon asserted.

Admitting that print dominance in agencies grew up with the years of newspaper and magazine top positioning in the communications field, Mr. McGannon noted:

"Today, we do have top people in the advertising profession who grew up in the broadcasting branch of advertising, but too many agencies, in my opinion, continue to suffer from a lack of broadcasting's representation in the agencies' highest decision-making councils. Changes in communications demand that agencies shift their emphasis."

Mr. McGannon observed that whereas only a few years ago, "virtually every agency in the nation was print-minded," many of these same agencies today "have struck a balance between print and broadcasting."

Emphasizing that radio alone last year accounted for more than $450 million in revenues and that tv's revenues came close to $700 million, Mr. McGannon declared that "some people will rationalize" that this money was spent for national advertising exclusively and that the small agency cannot expect to make "a dent" in an industry so dominated.

"The facts prove otherwise," said Mr. McGannon, who pointed up that radio is no longer dominated by national advertising. He attributed radio's "great upswing" the past two years to strong local business. Tv, he said, is expanding both nationally and locally.

Other points discussed by Mr. McGannon were bait advertising and certain "myths of broadcasting." He asserted bait advertising was accepted by broadcasters who have lost sight of long-range goals and placed most broadcasters in the category of those who are interested in the long-range effects. He said radio station operators and advertising people must work together to set up a high standard for advertising on all stations.

The myths included "the dormancy of radio," citing radio set selling as continuing to outstrip that of television; radio as an exclusive medium for teenagers, asserting the facts proved otherwise with high listening periods falling between hours when teenagers are in school, and that tv is only for the big company.

Muriel Cigars Names L&N

CONSOLIDATED Cigar Corp., which recently purchased cigar interests of P. Lorillard & Co., appointed Lennen & Newell, N. Y., to handle advertising for the Muriel Cigars Div. Muriel cigars had been owned by Lorillard. The agency serviced the account prior to acquisition by Consolidated.

WFBL

THE BIG STATION

TOP RATED STATION
IN
SYRACUSE, N. Y.

Powered for Coverage

5 KW Day and Night

Programmed for Maximum Listener Attention

A B C
Brooklyn Dodgers
Outstanding Local Personalities

Denny Sullivan
Ron Curtis
Art Peterson

Bill Thorpe
Bob Ives
Ed Kaish

NEWS
Every Thirty Minutes

One of the Founders Corporation's Group of Stations; Associated with KPOA and the Inter-Island Network, Honolulu; WFBL, Syracuse, N. Y. and KTVR, Channel 2, Denver.

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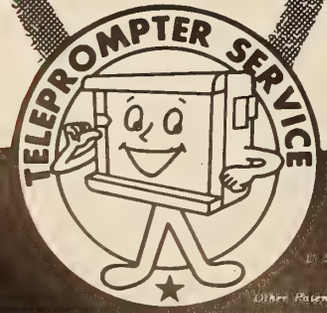
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LOS ANGELES CHICAGO WASHINGTON TORONTO

Bait Advertising Strictures Sought in Baltimore Council

ANSELM SODARO, state attorney for Baltimore City, has asked the city council for a new law which would put more teeth into regulation of advertising. The request came just prior to grand jury action against the Arnold Sales Co., Baltimore, for allegedly deceptive advertising of television sets.

Charles Roeder, WCBM Baltimore news director, said that no advertising on radio or tv was involved in the action, which named the company, its president, Herbert Sweren, a vice president and a salesman. An indictment is expected early this week.

Mr. Sodaro said the charge was made under an old Baltimore city ordinance and that he would continue to press for a stricter law regarding bait-switch advertising. He also stated that he expects to press charges against other firms in the near future.

Baltimore Adwomen's Plan

BALTIMORE's Women's Advertising Club last week recommended to the Maryland state attorney that a self-policing advertising industry "standards committee" be organized to uphold a "truth in advertising code."

Committee members would be from the advertising, media and business fields and the Better Business Bureau, it was suggested. Under the plan, previously submitted to the BBB, the Bureau would report suspected violations of the code to the committee, which would determine what if any further action was necessary.

N. Y. Session to Discuss 'Bait'

BAIT ADVERTISING, misleading guarantees, disparagement of competitors' products and deception in general are topics on the agenda of the Combination Storm Window & Door Industry trade practice conference scheduled for April 24 at New York City's Park Sheraton Hotel, the Federal Trade Commission announced last week.

Serta Mattress Names R&R

RUTHRAUFF & RYAN Inc. has been appointed to handle the $1 million-plus advertising account of Serta Assoc Inc., an organization of 44 U. S., Canada and Hawaii mattress manufacturers, effective March 30. Radio-tv and other media plans will be announced at a later date, according to the agency. Serta has used radio and television in the past and currently has participations on CBS-TV's *Garry Moore Show*.

Grant Names Heagerty V. P.

APPOINTMENT of Lee J. Heagerty as vice president in charge of merchandising for all domestic and international operations of Grant Adv. Inc. was announced last week by Will C. Grant, the agency's president.

Mr. Heagerty has been identified with advertising for 30 years and specialized in merchandising, sales and cooperative advertising since 1934. He was vice president and general manager of Grant Adv. (of Canada) Ltd. until his promotion. He will headquarter in Chicago.

NEW BUSINESS

White Owl Cigars sponsoring on alternate week basis NBC-TV's *National Bowling Champions,* new sports program begun yesterday (Sunday, 10:30-11 p.m. EST), replacing *Justice,* sponsored by American Tobacco Co. Agency for White Owl is Young & Rubicam, N. Y. Show is sustaining on alternate weeks.

RENEWALS

Johnson & Johnson, New Brunswick, N. J., through Young & Rubicam, N. Y., and Wildroot Co., Buffalo, through BBDO, N. Y., have renewed *The Adventures of Robin Hood* over CBS-TV (Mon., 7:30-8 p.m. EST), starting in fall.

National Biscuit Co., N. Y., has renewed for second year Screen Gems' *Adventures of Rin Tin Tin* on ABC-TV (7:30-8 p.m. Fri.), starting in September. Agency: Kenyon & Eckhardt, N. Y.

A&A PEOPLE

Robert W. Ballin, vice president, J. Walter Thompson Co., N.Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president in charge of radio-tv program development. He has been with JWT past five years in radio-tv dept.


MR. BALLIN

George W. Davis, account executive, Campbell - Ewald, Detroit, named vice president.

John M. Toland, account executive, Grey Adv., N. Y., to Ruthrauff & Ryan, N. Y., as vice president.

Ellen Stillman, formerly vice president and advertising director of National Cranberry Assn., Hanson, Mass., appointed vice president of Hermon W. Stevens Agency, Boston.

B. W. S. Dodge, supervisor of retail layout and copy, advertising department, Gulf Oil Corp., Pittsburgh, Pa., appointed director of advertising, succeeding **W. E. Dermody,** retired after 22 years with firm.

Walter P. Smith, formerly account executive with Ruthrauff & Ryan, S. F., named advertising manager of Olympia Brewing Co., Olympia, Wash. Agency is Botsford, Constantine & Gardner, Seattle.

Kay Reed, formerly account executive on cosmetic accounts at The Martin Co., Chicago, appointed advertising manager of Lady Esther Div. of Chemway Corp., same city.

George W. Davis, account executive and associate creative director of copy at Campbell-Ewald Co., Detroit, elected vice president of agency.

James J. McLaughlin, formerly advertising and public relations director, Dormeyer Corp., Chicago, to Erwin, Wasey & Co., same city, as account executive. **Muriel Bullis,** formerly timebuyer at Foote, Cone & Belding, L. A., to Erwin, Wasey, L. A. office as radio-tv timebuyer. **Edwin T. Morgan,** formerly film producer at Leo Burnett Co., Chicago, appointed production manager of radio-tv department for Erwin, Wasey & Co., L. A. **Marion Russell,** network sales service manager, ABC Western Div., to Erwin, Wasey as business coordinator for L. A. radio-tv department. **Sigrid Hedin,** formerly timebuyer with several New York and Los Angeles agencies, to copywriting staff of Erwin, Wasey, L. A.

WTAC THE *Big* STATION

JUMPS TO FIRST PLACE IN FLINT

in just 49 days . . . with over 50% audience increase.

WTAC . . . First in Flint	
WTAC	18.7
Station "B"	13.1
Station "C"	11.3
Station "D"	10.6
Station "E"	8.5
Station "F"	4.6

Hooper, March 1956
12 noon - 6:00 P. M. Mon. - Fri.

WTAC's new programming is fast changing Flint's listening habits. Added to this is WTAC's greater coverage of Michigan's second market. Talk to The George P. Hollingbery Co., or Tom Warren, WTAC, National Sales Manager.

WTAC

FLINT • MICHIGAN

One of the Founders Corporation's group of stations; Associated with KPOA and the Inter-Island Network, Honolulu; WFBL, Syracuse, N. Y. and KTVR, Channel 2, Denver.

IN LOS ANGELES
ELECT SEVEN
TO CARRY
YOUR CAMPAIGN



X

MARK THE BALLOT OF SOUTHERN CALIFORNIA'S FAVORITE SONS*

Sky King . . . . . 11.1 ARB
Buffalo Bill, Jr. . . . 14.9 ARB
Wild Bill Hickok . . 11.6 ARB
Chucko, The Clown 9.4 ARB
Sheena . . . . . 12.5 ARB

Write in your candidate

(must be top quality film property)

Hold a caucus with your client and you'll vote the straight Sales Ticket . . . on

CHANNEL 7 KABC-TV

*5 to 6 pm block of programming following "Mickey Mouse Club". . . ARB, February 1956

Represented by

Edward Petry & Co., Inc.
NEW YORK · CHICAGO · ATLANTA · DETROIT
LOS ANGELES · SAN FRANCISCO · ST. LOUIS

N. Y. AFM LOCAL ENDORSES TRUST FUND

Officials say, however, that action does not indicate support of either national union or rebelling Los Angeles Local 47.

NEW YORK Local 802 of the American Federation of Musicians last Monday approved a resolution endorsing the music performance trust fund, but officials later explained that this move did not indicate support of the AFM in its controversy with Los Angeles Local 47 or opposition to the west coast local's action [B•T, April 2].

The resolution, which was approved by "a large majority" of more than 800 musicians attending the meeting, took "due notice of the importance of the continuance and maintenance of the music performance trust funds for the success of the employment promotion program of the administration, and directs the administration to take further appropriate action to enlarge the scope of its live music campaign."

Al Manuti, president of Local 802, explained at a news conference Tuesday that the resolution could not be interpreted as "a slap at Local 47" or "a supporting action" for AFM. He said he viewed the west coast dispute as "purely an internal political struggle within Local 47, and we don't intend to inject ourselves into it."

Manuti's Report

The resolution was adopted by Local 802 after hearing a report from Mr. Manuti who had visited the west coast for a first-hand survey of developments there. The meeting also heard a talk by Cecil F. Read, Local 47 vice president and a leader in the revolt against the AFM administration, during which he outlined the position of his faction within the local.

Mr. Manuti told newsmen Tuesday he personally was opposed to the tactics of Mr. Read and his supporters, referring to their action in deposing several officers of the local. Mr. Manuti expressed the view that Mr. Read should have made his position known at the AFM convention in June and also should have entered a slate of candidates in Local 47's election in December, so the full Los Angeles membership could decide whether to support Mr. Read or his opposition.

Mr. Read, and other rebel principals are to appear today at the Hollywood Plaza Hotel before special referee Arthur J. Goldberg, counsel for the merged AFL-CIO, who was handpicked by Mr. Petrillo to hear the charges raised in appeals by deposed Local 47 officers John te Groen and Maury Paul, Petrillo sympathizers.

Messrs. te Groen and Paul had opposed demands raised by the Read group and subsequently were impeached by the Local 47 membership [B•T, Feb. 27 et seq.] Mr. Read, Local 47 executive vice president, was named acting president to succeed Mr. te Groen. Mr. Paul was recording secretary.

Read Hits Resolution

According to Mr. Read, who was present for the New York meeting which lasted from 10:30 p.m. until 2 a.m. Tuesday, the session was anything but orderly and quiet. The resolution was described as an arbitrary action by Local 802 President Al Manuti as he "undemocratically" adjourned the gathering of 1,100 musicians without a vote.

"Bedlam broke loose," Mr. Read recalled, "and the hardboiled New York musicians, with tears in their eyes from rage and frustration, rushed the platform to argue with Mr. Manuti. New York musicians came to the Essex House to apologize to me and we didn't break up until 6:30 a.m."

Mr. Manuti and Local 802 Vice President Al Knopf were sent to Hollywood a fortnight ago by their membership to observe Local 47's impeachment of Mr. Paul. The purpose of Local 802's meeting last Monday was to hear their report.

Mr. Read said that he met with Mr. Manuti in Hollywood then and Mr. Manuti offered to "help" the Read faction in the long run if he were allowed to kill a current resolution which Local 802 offered a month ago endorsing the anti-Petrillo revolt within Local 47. The resolution had been tabled pending Mr. Manuti's trip to the coast.

Mr. Read explained that Mr. Manuti felt the tabled endorsement would embarrass him in the East since he said he aspires to be Mr. Petrillo's successor when Mr. Petrillo retires and is a candidate for the International Executive Board at the June AFM convention. Mr. Read said he agreed to go along with this deal but then realized it would mean sacrificing New York musicians who openly were his supporters and already have been threatened. He said he also wanted to let Monday night's meeting openly show the membership's sentiment.

Mr. Read related that he met with Mr. Manuti in New York last Sunday and told him he had changed his mind and would not make the deal. Mr. Manuti was quoted as refusing to invite Mr. Read to the Monday Local 802 meeting but explained he wouldn't keep him out if he came. Mr. Read went.

At the Meeting: Boos and Catcalls

The Local 47 rebel leader said Mr. Manuti's report on the Hollywood revolt was nothing but a travelogue of his trip without union information and was received amid "boos and catcalls and hollering to hear from Mr. Read." Mr. Manuti gave him the platform, Mr. Read said, with the admonition, "Keep it brief. We want to get out of here."

Mr. Read said he talked for nearly two hours amid Mr. Manuti's frequent pleadings to stop and when he did finish reviewing the whole anti-Petrillo position "the applause continued for a long time."

Mr. Read related that Mr. Manuti then proceeded to give the "federation line" and warned his membership to stay out of the Local 47 fight but "got in great trouble with his audience and could only out-shout them with his microphone."

The Local 47 rebel chief said the New York membership called for the earlier endorsement resolution to be taken off the table but Mr. Manuti refused, following his own faction instead to offer the pro-Petrillo resolution and declaring the measure approved after a "very questionable" voice vote as he also declared the meeting adjourned.

Mr. Read said that "at the present time I have no intention of running for Mr. Petrillo's office" and explained that he always felt he never would want the job with the present organization policy and bylaws. Subsequently, however, he admitted it might be a good idea after all to try to replace Mr. Petrilllo and then sponsor the organization changes his group feels are needed. He explained it wouldn't occur at least "until we get things cleaned up around here" (Local 47).



YOU WANT EVIDENCE?

There's lots of it . . . and it all points to a healthy curiosity on the part of radio and TV buyers. They want to know exactly what coverage they are getting for their money. And they are fussy about the source of coverage data. The facts must be up-to-date . . . reflecting the big changes that are taking place in both the industry and the nation's socio-economic structure. Yes, buyers are *demanding* authentic coverage data.

EVIDENCE *100%* of the top ten domestic advertising agencies* have already subscribed to Nielsen Coverage Service No. 2 (NCS No. 2). In fact, *every one* of the 29 largest agencies subscribe to Nielsen audience measurement services!

MORE EVIDENCE 92% of the $255.9 million spent on radio and TV spots by the top 25 agencies in *spot broadcast buying* in 1955** was invested by agencies using Nielsen audience measurement service. Plus millions spent by smaller agencies who rely on NCS as a guide in spot buying.

STILL MORE EVIDENCE NCS No. 1 has proved itself so valuable over the past four years that *many more* stations, agencies and advertisers signed up for NCS No. 2 . . . even before field work started!

VERDICT More radio and TV time will be bought and sold on the basis of Nielsen Coverage Service than ever before. That is why more than 400 stations and four networks have already subscribed . . . they want to know where they stand in this rapidly changing field . . . to have answers for the skeptics . . . to have authentic data for those who want to get technical.

Find out today what NCS No. 2 will cost you. Just telephone or wire (collect) to your nearest Nielsen office and ask the cost for an organization of your size. There is no obligation.

**As listed by Advertising Age, February 27, 1956.*
***As listed by Broadcasting/Telecasting, March 12, 1956.*

N&S

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POLITICAL BROADCASTING, SALES FORUMS SET PACE AT NARTB CHICAGO CONCLAVE

Presidential News Secretary James C. Hagerty scheduled to address tv meeting discussing forthcoming national elections. Media presentations and agendas for convention are announced.

PROGRAMMING for the NARTB convention in Chicago, to be held April 15-19 at Conrad Hilton Hotel, neared completion last week as events on the Television Day (Wednesday) agenda were announced by the co-chairmen of the arrangements committee—Campbell Arnoux, WTAR-TV Norfolk, Va., and E. K. Hartenbower, KCMO Kansas City. (See full engineering and management agendas, pages 92 and 108, respectively.)

James C. Hagerty, news secretary to President Eisenhower, will deliver an address at the Wednesday afternoon tv meeting of management delegates during a program built around political telecasting. J. Leonard Reinsch, WSB-TV Atlanta, will speak on the forum. Open discussion will be led by Otto Brandt, KING-TV Seattle; Edwin K. Wheeler, WWJ-TV Detroit, and Robert Heald, NARTB chief attorney.

Tv Bureau of Advertising will conduct a sales program as the final event of the afternoon. The Wednesday morning tv program will be opened by Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman. A television code presentation will be conducted by G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the Tv Code Board, and Edward H. Bronson, tv code affairs director.

A tv film forum will include Harold Essex, WSJS-TV Winston-Salem, N. C.; Harold P. See, KRON-TV San Francisco, chairman of the NARTB Tv Film Committee; George T. Shupert, ABC Film Syndication, and John L. Sinn, Ziv Television Programs. A color tv management forum will feature Jules Herbuveaux, WNBQ-TV Chicago; Harold Hough, WBAP-TV Fort Worth; Thomas Howard, WBTV (TV) Charlotte, N. C., and Robert D. Swezey, WDSU-TV New Orleans.

The combined list of management, engineering and unofficial convention meetings includes a number of sessions for network and other industry organizations, starting next Sunday. Monday will be marked by a morning fm meeting and afternoon tv membership business session, plus the unofficial events. NARTB's first labor clinic will be held in the afternoon, with Leslie C. Johnson, WHBF Rock Island, Ill., presiding. Mr. Johnson is chairman of the NARTB Employer-Employe Relations Committee.

Monday luncheon speaker at the Enginering Conference will be Dr. William L. Everitt, dean of the College of Engineering, U. of Illinois.



DR. EVERITT

Management and engineering delegates will merge Tuesday for the keynote address by Robert E. Kintner, ABC president. FCC Chairman George C. McConnaughey will be luncheon speaker. A special freedom of information presentation after the luncheon will be addressed by John Daly, ABC vice president. He will be introduced by Mr. Swezey, chairman of the NARTB Freedom of Information Committee.

All members of the FCC will take part in a panel discussion that will close the Tuesday meeting, with NARTB President Harold E. Fellows as moderator.

Wednesday will be television day for management delegates and radio day for engineering delegates. The day opens with a wage-hour breakfast. Thursday the radio-tv topics will be reversed, with the convention banquet winding up the five-day program.

The equipment and service exhibits will open Sunday.

A round of special features during the convention will start with the B•T golf tourney at the Midwest Country Club Sunday morning (April 15) in Hinsdale, Ill.

Heading a series of non-agenda meetings will be those conducted for ABC radio-tv and MBS affiliates, plus assorted luncheons and receptions. Among organizations holding separate functions, according to an NARTB list released last week, are Broadcast Music Inc., Assn. for Professionel Broadcasting Education, Walter Schwimmer Co. committee for Competitive Tv, Clear Channel Broadcasting Service, and Community Broadcasters. Others probably will be set before convention time.

Not listed but scheduled to meet informally will be members of the Daytime Broadcasters Assn. in the hospitality suite of Jack Younts, WEEB Southern Pines, N. C., and DBA president. Election of officers also will be held.

Official schedule of "special convention features" (all to be held in the Hilton Hotel) follows:

SUNDAY—April 15
9:30 a.m.—B•T Golf Tournament, Midwest Country Club, Hinsdale, Ill.
10 a.m.-12:15 p.m.—MBS Affiliates Meeting, Beverly Room.
10 a.m.-2 p.m.—BMI Board Meeting and Luncheon, Room 14 (fourth floor).
10 a.m.-5 p.m.—APBE Meeting and Luncheon, Room 18 (fourth floor).
12:15 p.m.-2 p.m.—MBS Luncheon, Williford (B) Room.
2-5 p.m.—MBS Affiliates Meeting, Beverly Room.
3-4 p.m.—ABC Affiliates Meeting, Waldorf Room.
4-5 p.m.—ABC Radio Affiliates, Waldorf Room.
4-5 p.m.—ABC-TV Affiliates.
5-7 p.m.—ABC Reception, Williford (A and B) Room.
6-8 p.m.—Walter Schwimmer Co. Reception, Room 18 (fourth floor).
8-10 p.m.—Competitive Tv, Lower Tower.

MONDAY—April 16
9 a.m.-5 p.m.—APBE Meeting and Luncheon, Room 14 (fourth floor).
9:30-11 a.m.—Clear Channel Broadcasting Service Meeting, Bel Air Room.
4-6 p.m.—Community Broadcasters Assn. Meeting, Lower Tower.
6-8:30 p.m.—MCA-TV Reception and Dance, Grand Ballroom.

TUESDAY—April 17
(Nothing listed)

WEDNESDAY—April 18
8 a.m.—Wage & Hour Breakfast, Boulevard Room.
6-8 p.m.—Film Producers' Reception, Williford Room.
7:30 p.m.—Closing. Radio Pioneers Dinner, Grand Ballroom.

B•T: Suite 706-A

OFFICIAL headquarters of BROADCASTING • TELECASTING during the NARTB Chicago convention will be Suite 706-A in the Conrad Hilton Hotel. Representing the magazine will be Sol Taishoff, Maury Long, Ed James, Win Levi, Kenneth Cowan, Warren Middleton, Ed Sellers, Frank Beatty, Rufus Crater, Bruce Robertson, Don West, John Osbon, Gladys Hall and Barbara Kolar.

Hospitality Suites Set Up For NARTB Convention

HOSPITALITY suites will be maintained by NARTB associate members, the networks and other groups in the Conrad Hilton Hotel for the convenience and comradery of delegates during the convention.

Network suite assignments as listed by NARTB last Wednesday:

CBS Radio, 1900-01-02A; ABC Film Syndication, 1205-06A; NBC Tv Film Div., 2104-05-06A; CBS-TV, 2306; NBC Tv and Radio, 2306-10-11A; CBS Television Film Sales Inc., 2300-01-02A; MBS, 1604-06A; ABC, 1804-06-08A.

NARTB associate members: Branham Co., 700-01; William G. Rambeau Co., 900-01-02A; A. C. Nielsen Co., 1000-01-02A; Bolling Co., 1100-01-02A; General Electric Co., 1400-01-02A; Meeker Co., 1500-01-02A; DuMont Labs, 1600-01-02A; Katz Agency, 2000-01-02A; Venard, Rintoul & McConnell Inc., 2100-01-02A; George P. Hollingbery Co., 2200-01-02A; Hollywood Tv Service, 2400-01-02A; Edward Petry & Co., 1700-01; Bonded Tv Service, 705-06; International News Service, 805-06; Willard F. Pierce (Standard Rate & Data Service), 805-06A; MCA-TV, 904-5-6; Ziv Television Programs Inc., 904-05-06A; American Telephone & Telegraph, 1105-06; Caterpillar Tractor, 1105-06A; Gill-Perna Inc., 1304-05-06; Headley-Reed Co., 1604-05-06-07-08-09; Philco Corp., 1705-06; Henry I. Christal Co., 2105-06; Visual Electronics Corp., 718-19-20A; Joseph Hershey McGillvra Inc., 1218-19; Kay Labs, 1022-23A; Gates Radio Co., 833-34A; Stainless Inc., 1233-34A; Adler Electronics Inc., 1333-34A; Houston-Fearless, 1433-34A; The Pulse Inc., 1735-36A; Lang-Worth Feature Programs Inc., 1833-34A; Vitapix, 2235-36A; John Blair & Co., 2305A; United Press Movietone, 1039-40; Raytheon Mfg. Co., 1039-40A; Hughey Phillips, 1139-40; Standard Television, 1139-40A; Avery Knodel, 1108-9, Blackstone Hotel; Harrington, Righter & Parsons, Blackstone Hotel; H-R Representatives, Morrison Hotel.

Other suites: Blackburn-Hamilton, 1200-01-02A; S. W. Caldwell (Canadian), 1300-01-02A; Meredith Radio & Tv, 1005; Storer Broadcasting Co., 1005A; Westinghouse Broadcasting Co. Inc., 1504-05-06A; RAB, 1118-19-20A; McKenna & Wilkinson, 1322-23-24; Welch, Mott & Morgan, 1522-23-24; National Telefilm Assn. (no number given); Jules Collins (ASCAP), 1239-40; Jack Younts (Daytime Broadcasters Assn.), 1239-40A.

NARTB Delegates to See C-C Color Tv Promotion

A UNIQUE merchandising promotion designed to spotlight color tv and showcase fabrics and designs in tint is being planned for Chicago during NARTB convention week under cooperative sponsorship of RCA Dist. Corp.,

LOWEST CHANNEL — HIGHEST TOWER

WRGP-TV

CHATTANOOGA, TENNESSEE

Announces
the appointment of

H-R TELEVISION, INC.



AS NATIONAL REPRESENTATIVES

AIR DATE APRIL 29, 1956

CHANNEL 3 — NBC-TV AFFILIATE

244,126 Television Homes

Chattanooga's First and only Full Power Station

THE ONLY LOW-BAND "V" IN MARKET

Ramon G. Patterson
President

Harry Stone
Station Manager

NOW XETV

Channel 6

CARRIES THE SURE-FIRE PROGRAMMING of the

ABC NETWORK

IN THE BILLION-DOLLAR SAN DIEGO MARKET

When a top independent joins forces with the ABC Network, you can get spectacular adjacencies at LOWEST COST-PER-THOUSAND! Ask the Weed Boys for the complete, fabulous story!

6 XETV

Julian M. Kaufman, V.P. & Gen. Mgr.
General Offices — 4229 Park Boulevard
SAN DIEGO 4, CALIFORNIA
Represented by WEED TV

Owens-Corning Fiberglas Corp. and Carson, Pirie & Scott Co., local department store, B•T learned Thursday.

The project is described as a "color cavalcade," utilizing closed circuit color tv techniques and featuring periodic hourly in-store showings of commercial announcements, fashion shows, talent, test patterns—and affording the public an opportunity to see itself on color receivers.

A similar merchandising venture was tested earlier this year at Burdine's Dept. store in Miami, Fla.

Closed circuit transmission will be furnished by the DuMont Labs Vitascan process and be received on 20 RCA receivers throughout the store, as supplied by RCA Dist. Corp. of Chicago and NBC. Studios will be located on the 6th floor of Carson's.

6 Ohio Uhfs Pledge Committee Support

ALL Ohio uhf television station operators attended a regional meeting of the Committee for Competitive Television in the Pick Ohio Hotel, Youngstown, Thursday.

Six Ohio commercial stations pledged support to the organization and two educational stations have referred the matter to their governing boards. In addition, one Pennsylvania station pledged aid.

Joining were Warren Williamson, WKBN-TV Youngstown; Larry Israel, WENS (TV) Pittsburgh; William Maag Jr., WMJM-TV Youngstown; Bernard Berk, WAKR-TV Akron; John Colin, WICA-TV Ashtabula; Allan Land WHIZ-TV Zanesville, and Robert Mack WIMA-TV Lima.

Representing the educational stations were Robert C. Giggy, WOSU-TV Columbus, and Albert O. Neely, WCET (TV) Cincinnati. Also attending was K. K. Hackathorn, WHK-TV Cleveland, who represented *Cleveland Plain Dealer* interests.

John G. Johnson, chairman of the Committee for Competitive Television, stated the objectives of the organization are to urge the Senate Interstate & Foreign Commerce Committee and the Federal Communications Commission to take immediate steps to assure the future of all-channel television.

The meeting was the second regional gathering of the Committee in two weeks, a similar session being held last week in Harrisburg, at which Pennsylvania stations assured aid.

A meeting for all uhf station operators in the nation is scheduled at the NARTB convention in Chicago Sunday, April 15, at the Conrad Hilton Hotel.

Arkansas Radio Assn. Names B. J. Parrish as President

ELECTION of B. J. Parrish, KOTN Pine Bluff, as president of the Arkansas Associated Press Radio Assn. was announced last week by AP. Mr. Parrish succeeds Bill Bigley, KVMA Magnolia.

Clarence Adams, KBTM Jonesboro, was chosen vice president of the association. Newly-elected members of the board of directors are C. R. Horne, KXRJ Russellville; Ted Woods, KOSE Osceola and Don Cathey, KAMD Camden. W. N. McKinney, KELD El Dorado, was presented with the association's first "member of the year" award at the semi-annual meeting in Little Rock.

AWRT Sets Agenda For Boston Meeting

PANEL sessions and general discussions on broadcast topics, with emphasis on women broadcasters' performances, are set for the fifth annual national convention April 26-29 of the American Women in Radio & Television at the Hotel Somerset, Boston. More than 600 delegates are expected.

A panel on "Women, the Unexploded Radio-Active Bomb" will launch the convention on April 27. On the panel, Herbert E. Evans, vice president and general manager, People's Broadcasting Corp., Columbus, Ohio, will speak on the advertiser and the woman broadcaster; Norman Knight, executive vice president and general manager of the Yankee Div. of RKO Teleradio Pictures, on the woman broadcaster and management; Robert D. Swezey, executive vice president and general manager, WDSU New Orleans, on "What Women Need to Keep Pace," and Oliver Treyz, president of Television Bureau of Advertising, on women's future in television.

Discussion of women's programming, news and copy writing in radio will be presented in a general session April 28 by Gordon Davis, KYW Cleveland; Ralf Brent, WIP Philadelphia; Edward O. Obrist, WNHC New Haven, and Richard M. Pack, national program manager of Westinghouse Broadcasting Corp. That same day, a panel on educational tv will be explored under the chairmanship of Gertrude Broderick of the U. S. Office of Education.

A luncheon under auspices of Procter & Gamble April 28 will feature NARTB President Harold E. Fellows as principal speaker. An afternoon panel discussion will explore various phases of tv, from makeup, food and fashion, to cost and design of sets. Keith Thomas, radio and tv director, Fred Rosen Assoc., will moderate an "experts" panel made up of Janet Waterman, executive set decorator, CBS-TV; Kit Kinne of Video Vittles Inc. (NBC-TV); Dick Smith, director of makeup at NBC-TV, and Jean Connelly of *Wayne Griffin Show* (KDKA-TV Pittsburgh). Henry Toy Jr., executive director, National Citizens Committee for Better Schools, will address the opening convention banquet April 26.

Public Relations Conference Presents Top Award to RCA

RCA was awarded a Silver Anvil for doing the best public relations job in the field of communications during the 12th annual conference of the American Public Relations Assn. in Washington last week. Crosley Broadcasting Co., Cincinnati, also received an award. Robert H. Hinckley, ABC Washington vice president, was one of the judges.

Retiring APRA President William F. Treadwell, public relations director of Leo Burnett Co., Chicago, was succeeded by Paul H. Bolton, executive vice president of the National Assn. of Wholesalers, Washington.

William M. Freeman, advertising and marketing columnist of the *New York Times*, told conference delegates that the advertising agency of the future will be a marketing agency. He said the agency will retain its name but will become a public relations outfit that also writes and places advertising. John P. McGill, American Trucking Assn., said that the public relations man can do a better job by keeping up with new developments in radio and television.

know who's got the most looked at figure in Milwaukee?

...it's **WRIT,** of course...

Advertising time buyers are watching the meteoric rise of Milwaukee's sensational 24 hour music and news station, already near the top in Milwaukee ratings . . . For 21 years Milwaukeeans have had the 1340 habit, and nowadays it's stronger than ever on WRIT.



WRIT MILWAUKEE
WNOE NEW ORLEANS
KLIF DALLAS
KTSA SAN ANTONIO*
WGLS GREATER ATLANTA
KELP EL PASO
KNOE MONROE



*FCC APPROVAL OF TRANSFER PENDING

NATIONALLY REPRESENTED BY H-R REPRESENTATIVES, INC.

NOEMAC STATIONS
NEWS MUSIC

Big Ten Plans to Supplement Live Tv Coverage With Films

LIMITED by the National Collegiate Athletic Assn. in the number of television appearances its teams may make during the 1956 football season, the Big Ten last week announced plans to supplement live tv coverage with an extensive film program.

Appointment of Alfred D. LeVine, Chicago tv film salesman, as its representative for the sale of "highlight" films to interested midwest regional sponsors also was announced by Kenneth L. (Tug) Wilson, Big Ten commissioner.

The series will take the form of a filmed 30-minute show comprising highlights of four or five games each week, with releases planned for within 24 hours of the actual playing day. The Big Ten hopes to develop sponsor interest in a type of regional network, Mr. Wilson said.

Last year Big Ten teams had three playing appearances on the NBC-TV schedule of eight national dates permitted by NCAA and five other Saturdays under the regional setup carried by CBS-TV. Big Ten teams will be seen live on only six dates this fall under restrictions of the NCAA plan.

Film Distributors Group Nearing Formation Stage

LONG-PLANNED move toward formation of a tv film distributors' association advances closer to fruition this week when representatives of five leading tv film companies meet in New York to iron out remaining kinks in the proposed association's objectives.

Tv film distributors which are leading the way are Screen Gems, Ziv Television Programs, Guild Films, Official Films and Television Programs of America. Representatives of these companies have been holding conferences for several weeks and have set a meeting for this week, although the exact date has not been arranged.

A source close to the situation said the companies hope to make a formal announcement of formation of the association during the NARTB convention, explaining objectives and extending membership invitations to other tv film companies.

Tv Inc. to Elect Officers April 15 at Chicago Meeting

ELECTION of new officers and directors will take place at a board of directors meeting of Tv Inc. April 15 at the Sheraton-Blackstone Hotel in Chicago [B•T, April 2].

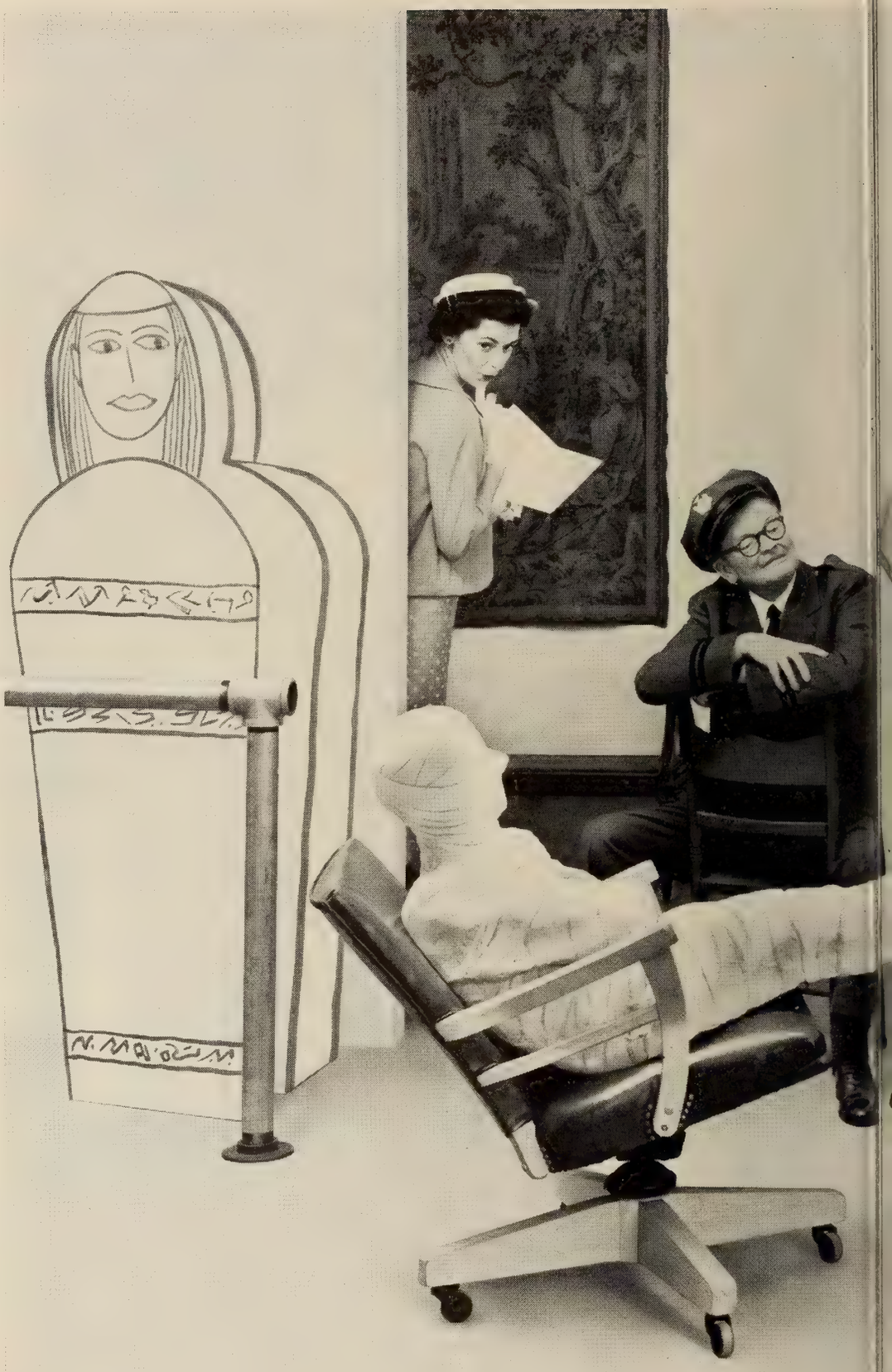
The nationwide station-owned, collective film purchasing organization will have a membership breakfast meeting April 17 at the same hotel. More than 150 station executives are expected to attend, according to Joe Floyd, KELO Sioux Falls, S. D., president-board chairman of Tv Inc.

Rating Services Club Topic

"WHAT'S Wrong With Radio and Tv Rating Services?" is the title of the second of a series of "soul-searching" luncheon sessions of the Pittsburgh Radio and Television Club scheduled for next Wednesday (April 11).

All rating services have been invited to send representatives, and two services have indicated they will do so.

Presentation at the luncheon will be limited to brief explanations of the methods used by the various rating services. Most of the time will be devoted to a question period.



Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami . . . . . .



Everybody listens...

Can't keep mum about the fact that WLW Radio offers the only Certified Audience Plan in any broadcast media . . . certifying a pre-determined audience at a low one dollar (or even less) per thousand home broadcasts—backed by the official NIELSEN REPORTS. That wraps it up!

. . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

WLW



radio world

Reps Meet to Study 'Film for Time' Deals

ISSUE of "film for time" deals is expected to figure prominently in discussions Thursday at what officials said will be the first of a series of sales and service meetings to be held in Chicago, under the auspices of the station Representatives Assn. for Chicago staffs of SRA's membership.

Though SRA has taken no formal position on these barter arrangements, it is known that the association has urged members to approach such deals with caution. Some members are known to have voiced disapproval of "film for time" transactions.

Adam Young, president of SRA, will conduct the Chicago meetings. In attendance from New York will be Lawrence Webb, managing director of the association, and other officers and members of the board. Similar meetings will be held at later dates. There is no formal agenda for the meetings, but both Messrs. Young and Webb believe the conferences will help fill the need for closer liaison between the New York and Chicago staffs of the SRA.

Banks, Baillie Address Chicago AWRT Chapter

AGENCY and measurement service viewpoints on ratings criteria were explored before the Chicago chapter of the American Women in Radio & Television at its dinner meeting Wednesday, with George Baillie, account executive, A. C. Nielsen Co., and Dr. Seymour Banks, manager of media planning and research for Leo Burnett Co., as guest speakers.

Dr. Banks claimed ratings will impart information on "how many people you reach" and audience composition but reveal little in some instances about the "pattern of loyalty" to some programs, "cumulative effect" and frequency. He said "audience cumulation vs. frequency is not available through ordinary ratings services and knowledge of this is the real key."

Mr. Baillie explained Nielsen's Audimeter and Recordimeter devices and the nature of measurements offered by his company's various services.

Women to Discuss Politics

RADIO-TV coverage plans, with particular emphasis on the role of women at the national political conventions this year, will be discussed today (Monday) by William R. McAndrew, NBC's director of news, at a luncheon meeting of the New York City chapter of the American Women in Radio & Television.

Buck to Address Institute

MAX E. BUCK, director of advertising, merchandising and promotion for NBC owned stations, will talk on "How to Make Radio and Television Work at Point of Sale" at a meeting of the Point of Purchase Advertising Institute in New York tomorrow (Tuesday).

TRADE ASSOCIATION PEOPLE

Vincent J. Riso, account executive, General Outdoor Adv., N. Y., to Radio Advertising Bureau there as executive in national sales department, concentrating on developing business in tobacco and financial categories. He also has been on staff of WNEW New York and American Tobacco Co. **James H. Shoemaker,** former commercial manager of WWCA Gary, Ind., to RAB as member of station relations department.

NBC-TV Buys Re-Run Rights To 'I Married Joan' Series

PURCHASE by NBC-TV of the tv rights to 98 re-run episodes of the *I Married Joan* series from Interstate Television Corp., New York, was announced last week by Richard A. R. Pinkham, vice president in charge of programming for NBC-TV. Through no figures were disclosed, the purchase price was understood to be about $750,000.

Mr. Pinkham said the programs will be used on NBC-TV (Mon.-Fri., 5-5:30 p.m. EDT; Sat., 10:30-11 a.m. EDT), starting next month. The series will replace the *Pinky Lee Show* on weekdays, which will be dropped after May 11, and on Saturday the Lee program will be shifted to 10-10:30 a.m. instead of 10:30-11 a.m. EST, effective April 7. Mr. Pinkham disclosed that Pinky Lee had requested NBC-TV officials to reduce his heavy working schedule and that negotiations are in progress with the comedian for a new Saturday morning show for early fall programming.

'Blondie' Series for Tv

First production emerging from the recent agreement between the Vitapix Corp. and Hal Roach Studios, Culver City, Calif., will be *Blondie,* half-hour tv filmed serial, based on the radio-motion picture serial. Their arrangement provides for the production and sale of film series by Hal Roach and scheduling and time clearance by Vitapix.

Roach has begun production on the *Blondie* series which is scheduled for showings on Vitapix stations in early October. It is being made available to national spot advertisers on a Vitapix-package basis.

Ziv Adds 'Outside' Directors

IN A MOVE attributed to a "stepped-up" production schedule, Ziv Television Programs announced last week that the company has engaged several free-lance directors and has assigned them to various tv serials. The "outside" directors and the programs on which they are working are: Paul Guilfoyle, *Science Fiction Theatre;* Thomas Gries, *Science Fiction Theatre* and *Reader's Digest,* and Alvin Ganzer, *Highway Patrol.*

Freeman Joins Telemat

APPOINTMENT of Sid Freeman, western spot sales manager of Frederic W. Ziv Co., as general sales manager of Telemat, Hollywood producer of a library of television film clips for building local 10- and 20-second animated cartoon commercials, was announced Monday by Alan Wise and Daniel Gertsman, Telemat partners. Mr. Freeman resigns from the Ziv radio organization after 20 years to join Telemat effective April 15. He was promoted to western spot sales manager of Ziv, with headquarters in Los Angeles, in October 1953.

Crosley Buys NTA Package

PURCHASE by the Crosley Broadcasting Corp. of National Telefilm Assoc.'s "TNT" package of 36 feature films was announced jointly last week by John T. Murphy, vice president in charge of tv for Crosley and E. Jonny Graff, NTA's vice president in charge of midwestern sales. The Crosley buy was on behalf of its four stations, WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton and WLWA (TV) Atlanta.

FILM SALES

Sterling Television Co., N. Y., has sold *Bowling Time* to Bowling Proprietors of Springfield for WICS (TV) Springfield, Ill., and to Dixie beer, Baton Rouge, La., for WAFB-TV Baton Rouge; *Tales of Tom* to Electronics Distributors, Columbus, Ohio, for WTVN-TV Columbus, and *Little Theatre* to Pratt Paint Co., Bay City, Mich., for WNEM-TV Bay City.

FILM DISTRIBUTION

Association Films, N. Y., is making available to tv stations film titled, "Mr. O'Flynn's 50 Million Wheels," produced by Transfilm Inc., N. Y., for Automobile Mfrs. Assn.

BBDO, N. Y., and **George Blake Enterprises,** N. Y., have produced documentary film about new approach to juvenile delinquency. Titled "Mirror in the Mountains," 18-minute film outlines the youth therapy technique practiced at Berkshire Farms, Canaan, N. Y. It will be made available to tv stations.

Sterling Television Co., N. Y., has issued catalogue containing titles of more than 2,000 filmed short subjects available for tv use. Subjects cover art, music, travel, documentary, sports, cartoons and romantic-dramas, and others.

FILM PEOPLE

Harold J. Algus, publicity manager, MBS, appointed director of public relations, National Telefilm Assoc., N. Y.



MR. ALGUS

Robert B. Hicks, formerly with United Film and Recording Studios, appointed sales manager of Colmes - Werrenrath Productions, Chicago tv film producer and consultant. **Joyce E. Balle,** formerly with WGN-TV Chicago film department and Kling Film Enterprises, appointed public relations director at Colmes-Werrenrath.

Lang S. Thompson, vice president of Wilding Pictures Productions Inc., Chicago, assumes additional duties of general manager.

Donald La Badie, television editor and film reviewer, *Film Daily,* N. Y., to Office du Cinema Francais, N. Y., French film promotional organization, as executive assistant to office head, **Joseph Maternati.**

Richard Rogers, formerly production supervisor in film department of Shell Oil Co., N. Y., and previously with Flamingo Flms, N. Y., as salesman, appointed to sales staff of Sterling Television Co., N. Y.

FILM PRODUCTION

ABC-TV Hollywood reports Louis Edelman, executive producer of network's Danny Thomas and *Wyatt Earp* shows, filming pilots for two half-hour series for fall network showing. *The Long Highway,* directed by Lewis R. Foster, is based on "They Drive by Night" by A. I. Bezzerides, about trucking. *The Tempered Blade* will star Scott Forbes as inventor of Bowie knife, with Mr. Foster as producer.

The Christophers, N. Y., announce completion of seven 30-minute tv films to be shown on weekly series throughout U. S. and Canada. Featured are Art Carney, Eddie Dowling, Roddy McDowell, Garry Moore, Dave Garroway, Sam Levenson, Giselle MacKenzie, Siobhan McKenna and columnist Jack O'Brian.

*I have but one lamp to guide my feet, and that is the lamp of experience.—Patrick Henry

VENARD, RINTOUL & McCONNELL, INC.

OFFERS

*The Lamp Of EXPERIENCE

	OUR EXPERIENCE	CHECK YOUR NEEDS
Station Sales Experience (local)	✓	
Station Sales Experience (national)	✓	
Station Ownership Experience	✓	
Station Sales Management Experience	✓	
Station Program Management Experience	✓	
Station Research Experience	✓	
Station Finance Experience	✓	
Station Promotion Experience	✓	
Representation Management Experience	✓	
Representation Sales Experience	✓	
Representation Research Experience	✓	
Network Relations Experience	✓	
Network Sales Experience	✓	
Technical Experience	✓	

Balanced Experience

VENARD, RINTOUL & McCONNELL, INC.

TV & Radio Station Representatives

NEW YORK **CHICAGO** **LOS ANGELES** **SAN FRANCISCO**

Convention Headquarters - 2100 - Conrad Hilton Hotel

Pay Tv Negotiations 'News' To Cuban Tv Official There

THOUGH reports circulated last week that negotiations are in progress to begin subscription television by Skiatron in Cuba before the end of this year, Goar Mestre, director-general of the CMQ-TV Network in that country told B•T that he knew "nothing about it."

Mr. Mestre, who is one of the leading television broadcasters in Cuba, directing its largest network of stations, said in an overseas telephone interview that he had no inkling of this reported development until he received a letter from an interested person in the U. S., asking him for comment. He told B•T that he "liked to think" he would know about such negotiations, even though he is not directly involved in them. Though Mr. Mestre would make no comment on the attitude of Cuban viewers toward toll television, another source close to Cuban tv interests said "the people won't be delighted at paying for television when they're getting it for nothing now."

A spokesman for Matthew Fox, who heads Skiatron Tv Inc., which controls world rights to the system developed by Skiatron Electronic & Television Corp., claimed that negotiations are in progress with several representatives of Cuban tv interests but would not identify them. Another source close to Skiatron said that several Cuban tv officials had seen a demonstration of Skiatron's "subscriber-vision," adding "these people were most enthusiastic about the system." He added that subscription tv in Cuba would give Skiatron a chance "to get the bugs" out of the system and also stimulate interest in the U. S.

Mayers Will Head Visual Closed Circuit Operation

ESTABLISHMENT of a closed circuit operation by Visual Electronics Corp., New York, with Morris A. Mayers as head, is being announced today (Monday) by Herbert Bloomberg, secretary of VE.

As manager of closed circuit operations, Mr. Mayers will direct all activities in this field for VE on behalf of advertising agencies and clients. He served most recently as general manager of closed circuit operations at DuMont Broadcasting Corp., where he negotiated and produced closed circuit telecasts for such advertisers as Esso Standard Oil and Remington Rand.

Woodall Forms Music Firm

BACKGROUND MUSIC Inc. has been organized by Allen Woodall, president, WDAK Columbus, Ga., it was announced last week by Magne-Tronics Inc., New York, franchisers of multiplexed background music for industrial, commercial and mercantile subscribers.

Capitol Tower Dedicated

DEDICATION of Capitol Records Inc.'s new 13-story international headquarters in Hollywood was to have taken place last Friday. The ultra-modern Capitol Tower, as the structure is called, is described as the world's first circular office building. It is located on Vine Street just off Hollywood Blvd.

Hotel Tv System Shown

AN in-hotel tv broadcasting system was shown last week at the Midwest International Hotel Convention in Chicago by Emerson Industrial Products Corp. The system was developed by Ampli-Vision, a division of International Telemeter Corp., Los Angeles.

L. A. INDEPENDENT TV MAKES $396,886 PROFIT

Report on KTTV (TV) shows station's 1955 profits were 76% above its 1954 figure. Parent firm, Times-Mirror Co., grosses over $70 million in '55.

FINANCIAL details on the operation of KTTV (TV) Los Angeles since 1951 were made public Thursday night in a special release to B•T by Richard A. Moore, president of KTTV Inc. and station general manager, showing that the independent outlet in 1955 had profits after taxes of $396,886 as compared to $225,833 in 1954, representing a 76% increase.

Net sales revenue for 1955 was $7,473,759 as compared with $5,640,555 in 1954, an increase of 33%. A subsidiary of the Times-Mirror Co., publisher of the *Los Angeles Times* (morning paper) and *Mirror-News* (afternoon), KTTV has won wide recognition for its competition with network programs through extensive use of syndicated film.

Mr. Moore a fortnight ago charged the major networks with violation of antitrust laws in testimony before the Senate Commerce Committee [B•T, April 2].

The figures released to B•T by Mr. Moore disclosed that KTTV did not show a profit after taxes until 1954 and that the station lost $607,699 in 1953, $896,930 in 1952 and $1,110,856 in 1951. Net sales were $4,011,981 in 1953, $2,911,547 in 1952 and $2,672,129 in 1951.

The parent firm, Times-Mirror Co., had a consolidated gross income from all operations in 1955, including KTTV, of $70,687,787, an increase of $13,998,591 over 1954. Gross income last year of Times-Mirror Co. without KTTV was $63,214,028, exceeding 1954 by nearly 24%. Consolidated net earnings of Times-Mirror Co. and KTTV Inc. for last year totalled $3,228,786, equal to $280 per share as compared with $169 per share in 1954, $115 per share in 1953 and $121 per share in 1952.

Stockholders of the parent firm last week approved a split of 100-1 in the company stock, reducing par value from $1,000 to $10 and increasing total shares outstanding to 1,152,000. Times Co. President Norman Chandler said the smaller stock units would improve marketability and eventually provide a broader base of stock ownership.

The parent firm's annual report showed the gross revenue of the newspaper division in 1955 was $58,445,513, exceeding that of 1954 by $11,758,610 or 25.2%. Gross revenue of the *Los Angeles Times* was $48,352,537, and that of the *Mirror-News* was $10,092,976. *The Times* last year obtained first position in total volume of advertising among all newspapers in the U. S. and was second in 1954.

WGN-TV to Colorcast On Non-Commercial Basis

WGN-TV Chicago has purchased color tv equipment from RCA for test pattern and other experimental purposes, J. Howard Wood, president of WGN Inc. (WGN-AM-TV), announced in a statement prepared for release yesterday (Sunday). Delivery is expected by next weekend.

The *Chicago Tribune* station plans to telecast live and film programs occasionally to train its operating personnel in color tv engineering techniques and not for commercial use, according to Carl J. Meyers, engineering director of WGN-AM-TV.

The equipment is a three-tube vidicon color film chain, a camera control panel-monitor and color camera for studio test work.

WGN-TV is equipped for color with a $300,000 transmitter plant on the 40th floor of the new Prudential Bldg. and has been operating on ch. 9 with maximum 316 kw.

KRON-TV Opens Color Clinic

A COLOR CLINIC has been established by KRON-TV San Francisco for the benefit of northern California advertising agencies. According to KRON-TV General Manager Harold P. See, every Tuesday from 1:30 to 3 p.m., agencies are invited to bring their client's products, packages, display pieces and other material to the station's studio to see how they look on closed-circuit color tv.



FOR the second straight year Du Pont Co., Wilmington, Del., carried the Delaware congressional delegation's testimonial dinner for Delaware's Cherry Blossom princess on WTUX Wilmington. No commercials were given during last Wednesday's hour remote from Washington, D. C., only an announcement at the beginning and end of the program that it was sponsored by Du Pont as a public service. Among those present at the dinner were (l to r) Joe Desmond, WTUX public relations director; Rep. Harris B. McDowell Jr. (D-Del.); Janice Olson, Delaware's Cherry Blossom Princess who also will represent the state in the Miss America competition this summer, and Jim Termine, WTUX program director.



UNLOADING the first box of engineering equipment for KENS-AM-TV San Antonio's new studios are Albert D. Johnson (l), station manager, and Frank G. Huntress, president of the Express Publishing Co., station owner. KENS-AM-TV is spending $325,000 for remodeling and new equipment for the building, which was built several years ago but not occupied. Occupancy is planned for May 27.

KJEO-TV Begins Telecasting 21 Local Color Shows Weekly

KJEO-TV Fresno, Calif., last week began telecasting 21 local live color shows, consisting of eight hours and 45 minutes of programming weekly. In making the announcement, J. E. O'Neill, KJEO-TV president, said that plans call for the expansion of local color shows to 15 hours per week.

Advertisers using any of the local color shows for live commercials will not be charged extra for color advertisements, Mr. O'Neill said.

Mass. Lt. Governor Speaks At Final WTAO-TV Telecast

MASSACHUSETTS Lt. Gov. Sumner G. Whittier expressed regrets at ceremonies marking the last telecast of WTAO-TV Cambridge, Mass. (ch. 56). More important than the economic losses to the individuals concerned, the state official said, was the curtailment of choice on the part of the viewing public.

He said the uhf station had acted to pull together local organizations and "was very close to the people." The Massachusetts state official did not take a stand on the various pending recommendations to aid uhf, nor did he cite any new solutions to the problem.

WFMY-TV Installs Line Switch

WFMY-TV Greensboro, N. C., has installed a new RCA motor-driven antenna line changeover switch, permitting the station to change automatically from its main 25 kw transmitter to an auxiliary 5 kw transmitter. The change is made in a second's time and "few viewers would ever be aware that it has been made," according to WFMY-TV General Manager Gaines Kelley.

Pool Formed to Cover Denver Murder Trial

FOUR TELEVISION and 14 radio stations in the Denver, Colo., area will form a pool to cover the murder trial of John Gilbert Graham in that city April 16. Representatives of the stations were to meet last Friday to work out details.

The stations will be limited to sound-on-film movies and tape or wire recordings for later broadcast, according to a ruling March 31 by Judge Joseph M. McDonald, who denied requests for live tv and radio broadcasts.

Judge McDonald's ruling was made after "test" filmings by Denver television stations of an earlier and "less significant" murder trial in his courtroom. The stations filmed the proceedings from a booth in the rear of the courtroom, and the judge decided that this procedure did not affect the dignity of the court or interfere with the trial.

In the April 16 trial, Graham, a 24-year-old Denver man, is accused of dynamiting a United Air Lines plane last Nov. 1. He is charged specifically with the slaying of his mother, Mrs. Daisie King, 54, one of the 44 passengers killed.

Sheldon Peterson, KLZ-AM-FM-TV news editor, said that requests had been received from CBS Newsfilm and UP Movietone News for prints of films of the Graham trial to be made by the Denver pool.

N. M. District Court Surveys Canned Coverage of Trials

FIVE JUDGES of the district court at Albuquerque, N. M., will meet later this month to discuss the possibility of permitting film and still-camera coverage in their courtrooms by radio-tv stations and newspapers, it was reported last week.

The Colorado Supreme Court has dropped its ban in that state against the taking of pictures of court trials, leaving the final decision up to each judge in the state.

Soon after the Colorado high court decision, District Judge J. M. Scarborough of Santa Fe said he would permit the taking of pictures in his courtroom under certain conditions. He was quoted as saying that he will not allow the use of flash bulbs but will permit silently operated cameras used unobtrusively.

Russell G. Winnie Dies During Florida Vacation

RUSSELL G. WINNIE, assistant general manager of WTMJ-AM-TV Milwaukee, died March 30 of a heart attack while on vacation at Fort Lauderdale, Fla. He was 49.



MR. WINNIE

At the time of his death Mr. Winnie had been with the *Milwaukee Journal* stations for 28 years, starting as an announcer in the early days of radio (he was one of the first play-by-play sports announcers) and filling almost every position in the station until he reached the assistant managership in 1953. He also was a member of the board of directors of the Journal Co.

Surviving besides his wife are a son, Alon, and a sister, Mrs. Howard Thwaites of Whitefish Bay.

At the Ball Game

IT'S now S.O.P. in New York City to include the setting aside of space for radio-tv studio facilities whenever a new blueprint proposes redevelopment of an area. The latest was disclosed last week. A new 50 million triple-deck, roofed stadium on stilts seating 110,000 would be built for the New York Giants baseball club on Manhattan's West Side (bounded by 60th and 72d Sts., West End Ave. and the West Side Highway). Organized and constructed by private capital, the if-and-when project would include plans for "possible development of radio and television studios."

WESO 20% Owner Amaturo Named General Manager

JOSEPH C. AMATURO, veteran in the station representation field, resigned as an account executive with NBC Spot Sales in New York effective March 31 to become general manager of WESO Southbridge, Mass., which he and a group of associates acquired in a transfer approved by the FCC three weeks ago [B•T, March 19]. WESO is a 500 w daytimer on 970 kc.



MR. AMATURO

Mr. Amaturo was associated with H-R Representatives and Free & Peters (now Peters, Woodward, Griffin) prior to joining NBC two years ago. He owns a 20% interest in WESO Broadcasting Corp., which bought the station for $99,370. Principal owner is Joseph L. Rosenmiller of H-R Television Representatives, who is president and owns 53%, while Peter A. Bordes, marketing and business consultant, is vice president-treasurer and owns 17%.

WCCO-TV Survey Predicted Kefauver's Minnesota Win

WCCO-TV Minneapolis-St. Paul believes it is the only organization to have predicted a Democratic victory for Sen. Estes Kefauver in Minnesota's preferential primary March 20. A "post card primary" conducted by the station's department forecast the final outcome within 2% of the actual vote, according to F. Van Konynenburg, executive vice president of WCCO-TV.

When the survey ended March 19, more than 10,000 cards had been received at WCCO-TV, with 54% indicating a preference for Sen. Kefauver and 46% for Adlai Stevenson. The station forecast a Kefauver victory on its newscast that day. In the primary itself, Sen. Kefauver was designated the choice on 56% of the ballots, just 2% more than had been indicated by the WCCO-TV survey.

Radar for WLW Weather

PERMISSION to use radar as part of its weather forecasting service has been granted by FCC to WLW Cincinnati. Authorization, in the Land Radio Positioning Service, was granted to July 1. The station will operate with 20 kw peak power on 9320-9500 mc. Radar will be used to evaluate cloud formations, now an established method in forecasting.

H-Bomb Blast Coverage Causes Media Protest

THE Atomic Energy Commission has indicated it will turn down television's request for two additional representatives to report the H-bomb blast scheduled on or about May 1 at AEC's Eniwetok Proving Ground. This leaves radio and tv with the five correspondents originally allocated the news media for coverage.

The AEC asked the Washington Radio & Television Correspondents Assn., in cooperation with the radio-tv industry, to select the five newsmen to cover the operation (a megaton yield nuclear detonation) on a pooled basis. The request was made in a letter to the group's president, Joe McCaffrey. Of the five media men allowed, radio received two (newsman and engineer) and television three (newsman, cameraman and engineer).

The Washington association held a drawing, with ABC selected to furnish the radio coverage and NBC-TV television. Scheduled to go for NBC are Dexter Alley and Ted Mann, both Los Angeles. CBS was asked to furnish a cameraman and Wade Bingham, Tokyo, has been named. ABC selected Bryson Rash, Washington, as correspondent and has yet to select an engineer. All these names are tentative.

Lewis Strauss, AEC chairman, said that there would be no censorship of printed copy and radio broadcasting and that limitations on film recording would be held to the minimum consistent with national security. The AEC will hold "thorough" background briefings and tours of proving ground installations to aid newsmen in giving a full and complete picture of the complex operation.

Other news media alloted coverage and newsmen allowed: The three wire services, one representative each; Capitol Press Gallery, one morning newspaper reporter and one evening newspaper reporter; White House Photographers Assn., one photographer for still picture syndicates, one for weekly news periodicals and one theatrical newsreel crew consisting of one cameraman and one engineer. Executives of the three weekly news magazines that operate on a pool basis for special White House events will select one pool representative.

The theatrical newsreel spaces, however, were turned back to the AEC, which in turn gave the two extra spaces to the printed media. Mr. McCaffrey and other representatives of the broadcasting industry immediately protested the action, requesting that the spaces be allocated to television. Ted Koop, director of Washington news and public affairs for CBS, said that the extra space was requested for a camera crew to provide adequate protection for television film coverage in case something happens to the one camera and operator now allowed.

An official of the AEC said last Thursday that the extra space would remain assigned to print and would not be reassigned to tv.

One hitch developed and was quickly solved last week when it was revealed that plans call for the *U. S. S. McKinley* (now in the Pacific fleet) to be used as communications ship. The *McKinley* does not have the power necessary to relay live coverage to the United States. RCA learned of the situation and Friday shipped a transmitter by air to Pearl Harbor which will be installed aboard the *McKinley*. It will allow live radio broadcasts to be transmitted to the U. S.



HENRY KOCH, sales manager, Rowland Pontiac-Cadillac Center, Tacoma, Wash., signs for his firm to sponsor 16 quarter hours each week of KMO Tacoma's *Weekend on Wheels*. Howard R. Smith (l) of the agency bearing his name and J. Archie Morton, KMO president-general manager, watch the signing.

WOAI San Antonio Tower Destroyed in Superfort Crash

THE 435-ft. tower of WOAI San Antonio, Tex., was demolished last Tuesday (April 3) when it was struck by a B-29 Superfortress from Randolph Field. The plane then crashed in a cornfield near the tower site at Selma, Tex., 16 miles from San Antonio, killing one of its crew members.

Within two minutes after the tower was struck, WOAI was operating with 5 kw power on its auxiliary antenna, located on the WOAI-TV tower in downtown San Antonio, according to James M. Gaines, general manager.

Mr. Gaines said that a new 435-ft. tower is being secured and that the radio station expects to return to a 50 kw operation by next Sunday (April 15).

More Films on Tv—Weed

USE of feature films for spot tv will reach a "new high" after the conclusion of this year's political campaign, Joseph J. Weed, president of Weed Television Corp., station representative, forecast last week. In a message to his clients, Mr. Weed found tv rental fees for films "still too high" but held out hope for a lowering next year as "massive" catalogues of major film studios become available and as competition grows. He also saw "keener selectivity" of feature films by both station and advertiser, thus increasing audiences.

KSMN Sold for $115,000

SALE of KSMN Mason City, Iowa (1 kw daytime on 1010 kc), by Robert M. Carson and associates to Charles Warren (KJFJ Webster City, Iowa) for $115,000 was announced last week. Transaction, subject to usual FCC approval, was handled by Allen Kander & Co.

STATION SHORTS

WLBG Laurens, S. C., has opened remodeled offices and studios in Clinton, S. C.

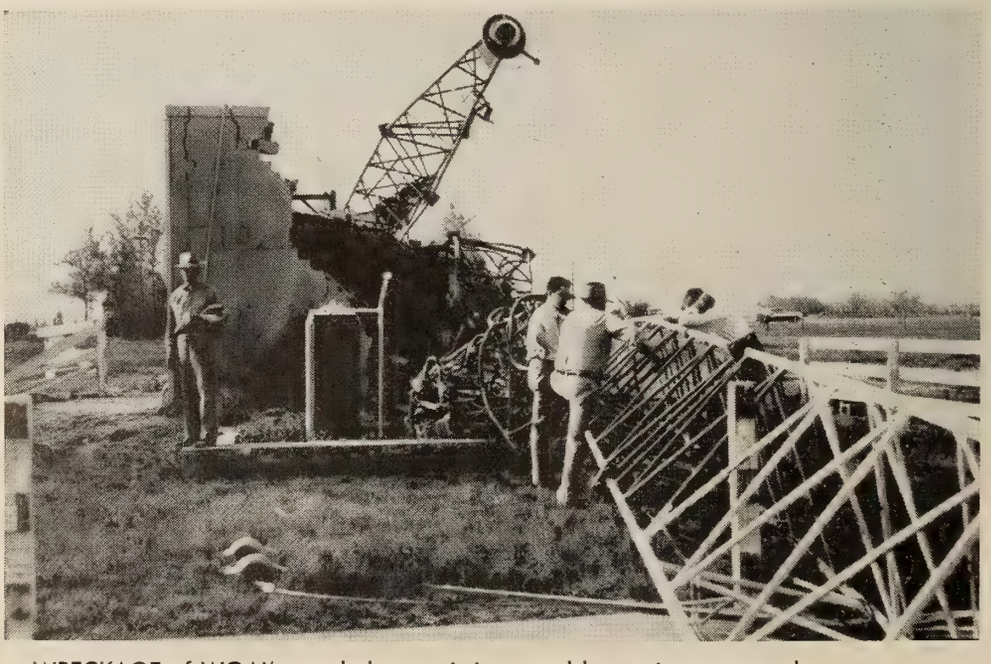
KFMB San Diego, Calif., appoints Lisle Shoemaker Adv. Agency, that city, for publicity, promotion and advertising, working in cooperation with station's sales development and promotion department. Appointment does not involve KFMB-TV. Mr. Shoemaker was formerly public relations-promotion director of KFMB.

KNXT (TV) Hollywood using new "keyed matte amplifier," electronic bridging device developed by CBS-TV, Hollywood. Device, used on news shows, pictures commentator looking from set window onto scene where newsfilm was shot. Matting system is more economical and convenient than rear-screen projection, KNXT says.

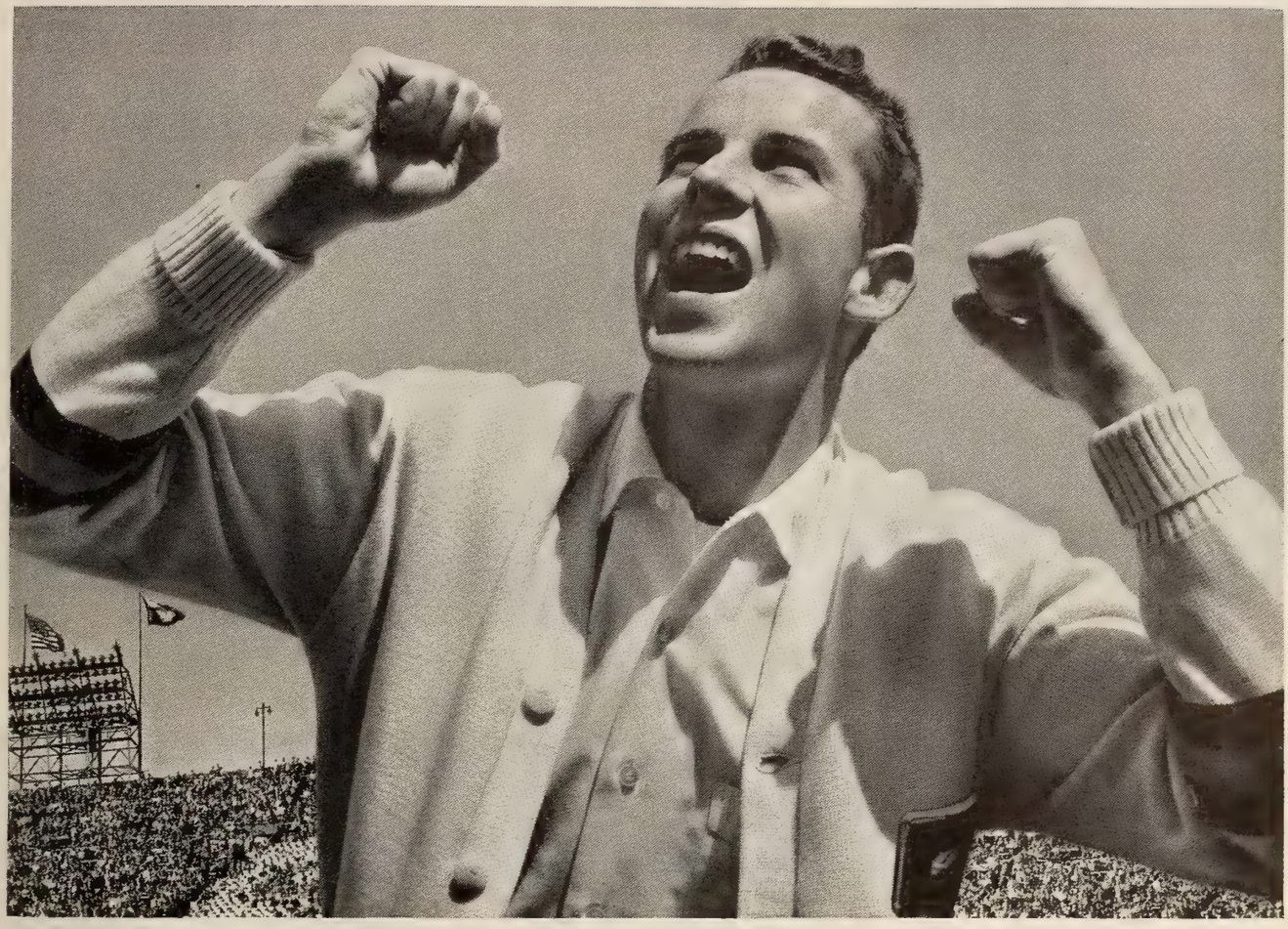
WEMP Milwaukee business offices and recording studios moved to New Equitable Life Bldg., 1701 W. Wisconsin Ave.

WKMH Dearborn, Mich., has added news cruiser mobile unit as part of fulltime operation.

WSGN Birmingham, Ala., reports local business responsible for 35% increase in gross sales in January and February 1956 over same period in 1955.



WRECKAGE of WOAI's toppled tower is inspected by station personnel.



Allan Green

For all of us, something to cheer about

ASSISTANT cheer leader Allan Green is a sophomore in the College of Letters, Arts, and Sciences of the University of Southern California.

He's also, through foresight, one of the youngest of the 46,175 people who hold shares in Union Oil, the 40th largest industrial company in the country. And his 55 shares entitle him to a report on our 65th year of business.

In 1955 our customers paid us the record amount of $368,760,900.

$59,286,200 of this amount, or 16.1%, was paid our 8,839 employees as wages and for benefits to protect them and their families.

Taxes took 3.6%. This does not include the $65,875,000 we also collected from customers as fuel taxes for governmental agencies.

We spent 72% with more than fifteen thousand other companies and individuals with whom we do business.

This left 8.3% of the $368,760,900 as net profit. Slightly more than half of these earnings were paid in cash dividends to Allan Green and our other 46,174 share owners, who also received one additional share of stock for each ten held.

The balance of net earnings, equal to 3.9% of the customers' dollars, we reinvested in the business for necessary expansion and modernization of facilities.

Whether or not you own stock in this or any other company, it seems to us that this report is of vital concern to you.

For so long as companies like Union Oil have the incentive to compete and make a profit, Allan Green and others like him will have the incentive to hold shares in that company.

This is the best possible economic climate for continuing prosperity. Which is, for all of us, something to cheer about.

* * * *

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company of California, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

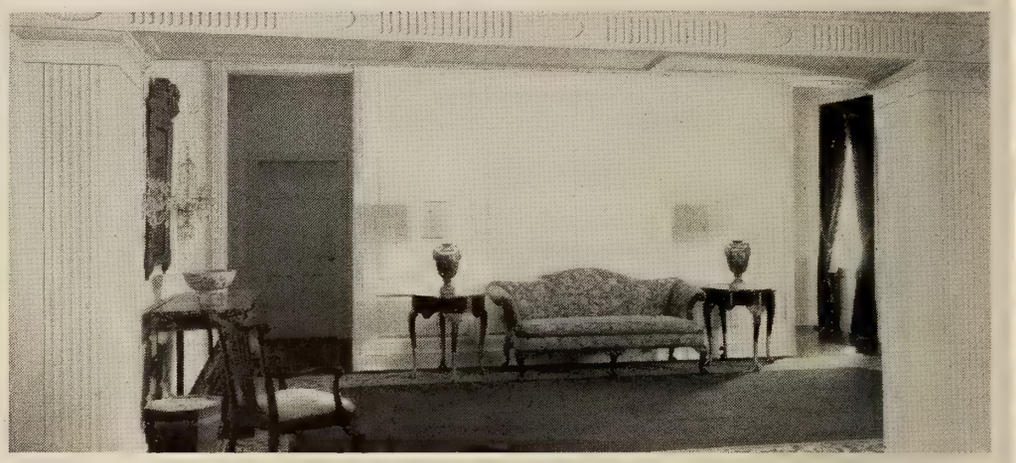
MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

WHITE COLUMNS

BROADCASTING IN ANTE BELLUM SHOWCASE



ATLANTA'S traditional southern charm is reflected in WSB's new center.



NUMEROUS PIECES of period furniture, many of them imported, contribute to the luxurious appointments of the reception room off the entrance hall.

ON THE THEORY that "a thing of beauty is a joy forever," WSB-AM-TV Atlanta bypassed the current station trend toward contemporary design to choose classic Georgian architecture for its new $1.5 million broadcasting facility. With its eight lofty, fluted columns, its estate-like setting overlooking historic Peachtree Street, the striking structure, which was dedicated yesterday (Sunday), easily could pass as a mansion for Scarlet O'Hara. Yet with all its traditional decor, White Columns, as the center has been appropriately named, houses a most complete and functionally efficient radio-television station. The structure contains all of WSB's studio operations and business activities in the fields of tv and am. It was designed and built by The Austin Co., Cleveland, Ohio.



ONE of the two large tv studios at the center. Both studios have 50-ft. long-span roof joists on four-ft. centers among other noteworthy features.



SOLID WALNUT paneling and silk wall covering are features of the office of J. Leonard Reinsch, managing director of Cox stations.



THE ACCENT is on modern in the employe lounge, which has self-service refreshment facilities.

Industry Leaders Present For WSB-AM-TV Dedication

DEDICATION of WSB-AM-TV's new $1.5 million broadcasting facility was to have taken place yesterday (April 8) in Atlanta with key officials of the radio-television industry in attendance. The ceremony was to be simulcast from 1:30 to 2 p.m. EST.

Out-of-town guests were to be flown to Atlanta from New York and Washington, D. C., by Eastern Airlines and returned by Delta. Among these were to be RCA Chmn. Brig. Gen. David Sarnoff, NARTB President Harold E. Fellows; FCC Commissioners Rosel H. Hyde and John C. Doerfer; NARTB Vice Presidents John Meagher and Thad H. Brown.

Harry Bannister, NBC vice president of station relations; Joseph V. Heffernan, NBC financial vice president; Donald J. Mercer the network's director of station relations; Sol Taishoff, B•T editor-publisher; Jack Gould, television editor of *The New York Times;* Edward Petry, Thomas Knode, Douglas McClatchey, John Ashenhurst, William Mallifant and Lou Smith, all of Edward Petry & Co., and James M. Cox, president of the Cox stations.

Atlanta Mayor William B. Hartsfield issued a proclamation designating yesterday as WSB Day, and a special edition of the Margaret Mitchell book *Gone With the Wind* has been issued to mark the occasion.

Myerson Named Manager Of WITI-TV Whitefish Bay

J. I. MEYERSON, national sales representative for the broadcast properties of Time Inc., has been appointed general manager of WITI-TV Whitefish Bay (Milwaukee), which plans to start operation May 21 as an all-color independent operation [B•T, April 2]. He will assume his new duties April 16, supervising all operations of WITI-TV, according to Jack Kahn, president.

Mr. Meyerson has headquartered in New York the past two years as the sales representative for *Time-Life* stations-KLZ-AM-TV Denver, Colo., KDYL and KTVT (TV) Salt Lake City, Utah, and KOB-AM-TV Albuquerque, N. M. Previously, for three years, he was general manager of KOB-AM-TV and also general manager of KOME Tulsa. His earlier associations included the post of assistant to the publisher of the *Muskogee* (Okla.) *Phoenix* and *Times Democrat.* He was identified with both the radio and newspaper properties of the Oklahoma Pub. Co. for over 20 years.

KAVE-TV Plans June Start

A JUNE target date has been set by KAVE-TV Carlsbad, N. M., General Manager John H. Battison announced last week. Construction has started on a new studio and transmitter building for KAVE-AM-TV with the operations to be combined. A 300 ft. tower has been ordered from Liberty Tower Co. for the CBS-TV affiliate.

Peter G. Moon Dies

FUNERAL services were conducted in Chicago Wednesday for Peter G. Moon, 40, vice president of Functional Music Inc. and general manager-program director of WFMF (FM) Chicago. He died of natural causes in his Lake Shore Drive apartment April 1. Functional Music supplies background music to cover 600 subscribers and is a subsidiary of Field Enterprises Inc. Mr. Moon is survived by a daughter, Mrs. Diana Plank.

looking for a big, rich market?
Annual retail sales in Flint and the Saginaw Valley top
ONE BILLION DOLLARS!



MICHIGAN'S 2nd RICHEST MARKET!

NBC abc

The stars shine on WNEM-TV. Smart advertisers know the potential of Michigan's second richest market . . . and the influence of its most important station.

Here, in the Flint-Saginaw market, average city-family income is $6,092.75. And retail sales are more than *one billion dollars.* That's a lot of spending . . .

- **$298,940,000 for food**
- **$243,634,000 for automobiles and accessories**
- **$51,806,000 for home furnishings**
- **$36,387,000 for drug products**

These big-talking dollars listen to WNEM-TV. 86.9% of the market homes are television homes—tuned to WNEM-TV for the best local and network picture. For WNEM-TV is the *only* station *completely* covering the 274,067-set Flint-Saginaw market. ARB and PULSE say *WNEM-TV is the BIG "first".*

See Headley-Reed or Michigan Spot Sales.

WNEM-TV
A GERITY STATION
serving Flint, Saginaw, Bay City, Midland
CHANNEL 5

your direct channel to Michigan's Golden Valley

REPRESENTATIVE APPOINTMENTS

WMGY Montgomery, Ala., names Robert S. Keller Inc., N. Y., for national sales and promotion.

WRTA Altoona, Pa., appoints Everett-McKinney Inc., N. Y., effective immediately.

REPRESENTATIVE SHORTS

Robert Meeker Assoc., radio representative, and **Meeker Tv Inc.,** both N. Y., have merged under one company name, **The Meeker Co. Inc.,** at same address. Personnel and clients unchanged.

George P. Hollingbery Co., San Francisco office moved to Suite 1005, 417 Montgomery St.

Forjoe & Co., station representative, has opened new office at 414 Times Square Bldg., Seattle, Wash. Robert Swanson is manager.

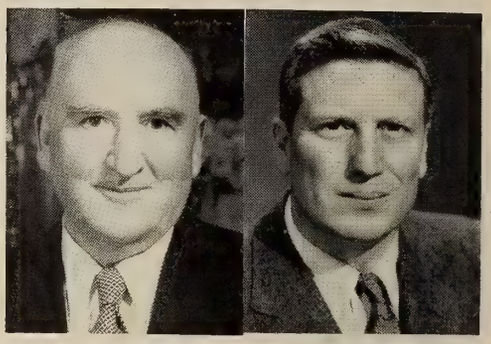
Avery-Knodel Inc., station representative, moved L. A. office to larger quarters in Tishman Bldg., 3325 Wilshire Blvd. Suite number is 712 and new telephone is Dunkirk 5-6394.

REPRESENTATIVE PEOPLE

Dick Hughes, tv sales manager, Atlanta division, Edward Petry & Co., father of girl, Leslie, March 29.

STATION PEOPLE

Ivor Sharp, executive vice president, KSL-AM-FM-TV Salt Lake City, named vice president in charge of corporate developments, and **Jay W. Wright,** administrative vice president of corporation, to executive vice president, succeeding Mr. Sharp [At Deadline, April 2].



MR. SHARP MR. WRIGHT

William J. Calvert, announcer-producer-time salesman, WPAT Paterson, N. J., to vice president and director of operations.

George W. Harvey, general manager of WFLA-AM-FM-TV Tampa, Fla., elected vice president of Tribune Co., stations' licensee.

W. H. Grumbles, formerly manager of WHBQ-TV Memphis, Tenn., named assistant general manager, WMC and WMCF (FM) Memphis [At Deadline, April 2]. He has been in Memphis radio and television since 1947.



MR. GRUMBLES

Edward J. Marsett, account executive, KOOL Phoenix, Ariz., named sales manager, replacing William J. Connelly, resigned.

Daniel H. Smith, chief engineer and assistant manager, WTVT (TV) Tampa, Fla., named vice president in charge of technical operations.



MR. SMITH

James Schiavone, program and production manager, WWJ-TV Detroit, appointed operations manager.

John Cummins, sales staff, KFMB-TV San Diego, Calif., named assistant sales manager.

James E. Allen, formerly editorial director, *Sponsor* magazine, N. Y., to WBZ-TV Boston as advertising and sales promotion manager.



MR. ALLEN

Paul B. Marion, for six months radio-tv director, Bennett Adv. Inc., Charlotte, N. C., and formerly sales manager, WBTV (TV) Charlotte, to WBT that city as national sales manager.

A. E. Cowan, formerly executive director of WCPO-TV Cincinnati, Ohio, to WLWT (TV), as

NEW YORK
CHICAGO
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MIAMI
MEMPHIS
LOS ANGELES
SAN FRANCISCO

representing **RADIO**
representing **TELEVISION**

BRANHAM

national advertising representatives

11 OFFICES
FROM COAST
TO COAST. . . . .



Can You Name One Of Today's Best Buys?

The price of almost anything you buy today seems high. That always happens in an expanding economy.

So you hear people lament "the good old days" when prices were so low that they now seem almost improbable. But, of course, buying power was low, too, and sometimes that is forgotten. Buying power is near an all-time peak today, so it is adjusted to today's price levels.

And there still are "bargains"—yesterday's price for today's buying power.

One of the outstanding "bargains" is freight transportation. Transportation's share of the national dollar hasn't begun to keep pace with other product and service items. Studies indicate that since 1939 wholesale commodity prices have risen 25% *more* than the cost of inter-city freight transportation.

Why is transport such a good buy?

Because of competition. Regulated competition, under public control, has produced not only the finest freight service but the lowest comparative cost on record. When you hear proposals to eliminate controls in transportation it is well to remember that the kind of competition we now have has given this country the greatest competitive transportation facility in the world.

AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!

program director. **Gene Dailey,** acting program director, WBBM Chicago, to WLW and WLWT (TV) Cincinnati, Ohio, as director of "Comex," communications exchange coordinating news-weather-sports operations.

Robert A. White, local sales department, WOR New York, to WPEN Philadelphia sales staff.

C. Wesley Quinn, Phyllis Lacy Adv. Agency, Tampa, Fla., to WFLA-TV Tampa as sales representative in St. Petersburg.

W. H. Adams, farm director, KGO San Francisco, to Calif. Farm Bureau Federation, Berkeley, Calif., as radio director, doing daily broadcasts on eight-station hookup. He succeeds **Bert Buzzini,** appointed assistant director of Farm Bureau public utilities department.

Percy Hearle, newscaster, WAGA Atlanta, appointed director of community projects, WAGA-AM-FM-TV, new post.



MR. HEARLE

Ray Baker, recently resigned as commercial manager of KOMO-AM-TV Seattle after ten years with station, named general manager of Washington Transit Advertising, Seattle.

James Ingraham, continuity acceptance editor, KHJ Los Angeles and Don Lee Bcstg. System, named KHJ account executive.

George A. Corkum, WHVH Henderson, N. C., to sales staff, WFTL Fort Lauderdale, Fla.

Ed Schaughency, newsman, KDKA Pittsburgh, Pa., appointed director of community service programming.

William Davis, director of sales, merchandising and advertising, Great Eastern Stores, to WAAT and WATV (TV) Newark, as merchandising director.

Alan Sternberg appointed executive producer, WTVN-TV Columbus, Ohio. **Robert C. Stone,** formerly relief announcer, WOR New York, to WTVN-TV as staff announcer, replacing **Chuck Craig,** resigned. **Ruth Stanley** to WTVN-TV continuity department, replacing **Don Hardin,** reporting for military service. **Dollie Holliday** to station accounting department, succeeding **Mrs. Howard Oberg,** resigned.

Lou Wagner, formerly news editor, WTTM Trenton, N. J., to WTNJ Trenton as head of new fulltime news staff.

Javier Perez Berdeja, Mexico City, to KWKW Los Angeles, Spanish language station, for morning program.

Dick Brasie, news department, WSM Nashville, to news department of WOOD-AM-TV Grand Rapids, Mich.

Art Stanley, KOIL Omaha, Neb., to KLIK Jefferson City, Mo., as announcer and disc jockey. **Don Steele,** WJEF Grand Rapids, Mich., to KLIK as sportscaster and announcer.

Maj. Gen. George A. Horkan, U.S.A. (ret.), formerly Quartermaster General of U. S., doing series of weekly commentaries on WGAY Silver Spring, Md.

Teddy Brenner, boxing matchmaker, signed by WABD (TV) New York as producer of station's *Monday Night Fights,* replacing **Tex Sullivan,** former president of now-defunct London Sporting Club.

Spencer Allen, news director, WGN-AM-TV Chicago, appointed director of Headline Club, local chapter of Sigma Delta Chi, professional journalistic fraternity.

Dan Daniel, news director, WAPI Birmingham, Ala., elected vice president, Ala. Associated Press Broadcasters.

Carl George, general manager, WGAR Cleveland, Ohio, elected vice president and director of Cleveland Rotary Club.

James M. Hughes, program director of WJAS Pittsburgh, Pa., for thirty years, died March 23.

Claudius H. (Uncle Bud) Ward, 55, Washington m.c. and operator of advertising agency in Alexandria, Va., died March 26, of cancer. For last several years he conducted program on WPIK Alexandria.

Floyd H. Corliss, 60, news writer, KSD St. Louis, died March 24 of heart ailment.

James D. Shouse, board chairman, Crosley Broadcasting Corp., Cincinnati, Ohio, married to **Katherine Fox,** former director of special broadcast services, WLW Cincinnati.

Ray Clevenger, stage manager, KHJ-TV Los Angeles, father of girl, Catherine Ann.

Richard Zavon, promotion manager, WLWC (TV) Columbus, Ohio, father of boy, Bruce Paul, March 7.

Stephen Strassberg, press information director, WABC-AM-FM-TV New York, father of girl, Jane Lisa, April 2.

Robert Hurlbut, film department manager, KNXT (TV) Hollywood, father of boy, Jeffrey Lawrence, March 27.

MORNING DOMINANCE GREATER THAN EVER!

IN CHATTANOOGA,

Ask the BRANHAM BOYS—

See The NEW HOOPER!

BEST BUY in the 79th MARKET

NBC AFFILIATE

WDEF Radio

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

COLOR ROUND-THE-CLOCK AT WNBQ (TV) CHICAGO

NBC outlet to begin programming Sunday as first all-color television station. Ceremonies, in conjunction with opening of NARTB convention, mark completion of $1.25 million conversion project announced last November by Brig. Gen. Sarnoff.

IN CHICAGO next Sunday, at about 4:15 p.m. CST, NBC President Robert W. Sarnoff will push a button. At that moment, some 110 affiliated stations along the route of NBC-TV's *Wide, Wide World,* will transmit a momentous development in television.

"C-Day" will have arrived for NBC's o&o WNBQ (TV), the world's pioneer all-color television station, after weeks of intensive preparation, orientation and activity. Dedication ceremonies will usher in a new era for WNBQ. All its local live studio programs, plus a supplement of network colorcasts, some film and all station breaks, will be transmitted in color.

At the outset, WNBQ will program about five hours daily of local shows in color—about seven hours in all with NBC's regular color stanzas and its spectaculars—in three prime time areas (12 noon-2 p.m., 5-6:30 p.m. and 10-11 p.m.). Network shows, local remotes and some film segments in monochrome will, of course, continue to be black-and-white. Eventually, WNBQ plans to colorcast around 10 hours each day.

The inauguration of "C-Day" on the eve of the annual NARTB convention represents the culmination of a $1.25 million color conversion project announced last fall [B•T, Nov. 7, 1955] by Brig. Gen. David Sarnoff, RCA board chairman (and then NBC board chairman). It was conceived as a daring move to "break through the black and white curtain."

Jules Herbuveaux, NBC vice president and general manager of WNBQ (and of WMAQ Radio), sums up the import of "C-Day" in these words:

"The eyes of the entire industry will be on Chicago. Our operations in blazing this trail will set the pattern for local color broadcasting throughout the nation." He adds: "If anybody doesn't think that color television is here and ready, he ought to get back to cranking his automobile—or try to buy into a good harness shop."

WNBQ's trail-blazing toward this new kind of rainbow horizon got under way soon after Gen. Sarnoff's historic Nov. 3 announcement—as a major link in the RCA-NBC chain to expand and sell color tv on selected fronts.

Within the past five months, the Chicago outlet has been preparing for tinted tv, on its own front with all the dexterity of an electronic centipede. Under the leadership of Mr. Herbuveaux and Henry Sjogren, assistant general manager, the hustle-bustle of activity has cut a wide swath across programming, sales, advertising and promotion and engineering fields.

"C-Day" will climax various endeavors, including the establishment of selected programs for color; orientation sessions for present WNBQ clients showcasing their commercials in color; a spirited $165,000-plus advertising and promotion campaign utilizing various media built around a cartoon character and a viewers' contest; the conversion of black-and-white studios to color; the indoctrination of local WNBQ technicians and engineers, and the solution of various talent (wardrobe and makeup) problems.

What must be done to convert a conventional black-and-white station to all-color? The following is an exploration of the methods and techniques used in various areas by the world's first all-color station.

PROGRAMMING

At the outset last November, WNBQ moved cautiously into color with the *Judge Roy Bean* film series on the *RCA Color Theatre* each Monday evening (10:30-11 p.m.) under sponsorship of RCA (which recently renewed it for another 13 weeks effective April 2). *Theatre* combines both film and live portions.

By late January WNBQ had added a special stanza of *Kukla, Fran & Ollie,* color pioneers on their own, with Burr Tillstrom on Thursdays (10:30 p.m.) and John Ott's *How Does Your Garden Grow?* (Saturdays, 5:30 p.m.) was tapped for time-lapse color inserts. On Feb. 3 similar inserts were added (on Fridays) to the *Bob & Kay Show with Eddie Doucette.*

With NBC-TV network colorcasts (*Matinee Theatre, Howdy Doody, Max Liebman Presents, Producers Showcase* and *Color Spread,* plus inserts on *Today, Home* and other shows), WNBQ early in February was programming about 10 hours weekly in tint, with the nightly 10:30-11 slot serving as the core of the initial conversion. Two of the five weekday half-hours in that segment were in color.

After the color shakedown next Sunday evening, WNBQ's schedule will follow a fairly familiar pattern, starting the following morning with Everett Mitchell's *Town and Farm* show at 6:45 a.m., Monday through Friday. Other across-the-board series will include Len O'Connor's newscasts in five-minute segments in the 7-9 a.m. slot, a noontime spread featuring *Noontime Adventures With Uncle Johnny Coons, Bob and Kay With Eddie Doucette, Elmer the Elephant* (5-5:35 p.m.) and the *Adults Only* variety show interspliced with five-minute sports, weather and news periods.

The 10-11 p.m. slot will adhere closely to the pattern to be set on the premiere next Sunday save for the insert of Jack



CHECKING construction against blueprints (l to r): WNBQ Assistant General Manager Sjogren, General Manager Herbuveaux and Engineering Chief Luttgens.



THIS animated exhibit, shown here in an artist's conception, will treat WNBQ visitors to a short course in the fundamentals of how color television works.

Angell and the news nightly (Mr. Dreier is on Sunday evenings). In the key 10:30 p.m. slot, it will be *RCA Color Theatre* Mondays, *Championship Golf* (remote in black-and-white) on Tuesdays, a variety show on Wednesdays, *Kukla, Fran & Ollie* on Thursdays and *Walt's Workshop* on Fridays.

The weekend local schedule calls for *Kid's Holiday* and *It's Chris* on Saturday mornings and such Sunday features (from 8:30 a.m. to 1:30 p.m.) as *Sunday Funnies, Bible Time, Live & Learn* and *City Desk*.

Limited by the availability of color film, WNBQ has been quietly building up a library, to be supplemented by more and more footage (shot by NBC-TV newsreel cameramen) for news programs. It plans no color remotes for the present (such as golf and bowling shows) until it obtains the necessary equipment. The other limitations are black-and-white film programs and those network programs transmitted in monochrome. Most late evening film features will continue in monochrome, of course.

SALES

On the basis of early indications, WNBQ's present clients who have seen their commercials demonstrated in tint seem impressed with the results. These "anchor" advertisers are faced, in a sense, with the prospect of fishing or cutting bait, as their respective programs are converted to color where film may be involved. Live commercials, of course, will be converted with ease.

The WNBQ sales force is headed by John Keys, sales director, with Floyde (Bud) Beaston as sales manager. Under them, the color orientation sessions for clients have progressed smoothly since March 12. Clients were invited to use the station's facilities for camera and lighting tests on products, emphasizing packaging features, trademarks and other aids. The combined resources of WNBQ's engineering, program and production staffs were put to the test at specified times, six days a week, as clients went through their paces.

Among the advertisers who saw their commercials in color were Peter Hand Brewing Co. (Meister Brau beer), Santa Fe Railway, Jewel Food Stores, Joanna Western, Armour & Co., Sears, Roebuck (which plans to market its own color receiver under the Silvertone brand name, with Warwick Mfg. as the manufacturer), Wanzer milk, Commonwealth Edison & Co., Cole-Finder Mercury dealers, Coca-Cola, Kresge Stores, Universal Motors, Illinois Northern Gas Co., Scott Paper, Miles Labs and Drewry's Ltd. (beer).

The tests were conducted under actual studio conditions. Agency and client representatives were shown how proper lighting and staging could lend greater appeal to their food, beer, automotive, dairy and other products. For contrast, they could observe these same items on strategically-placed black-and-white sets under normal, home viewing conditions. Production of color film already is a reality for such advertisers as Peter Hand and Coca-Cola. The tests will continue during the initial color shakedown weeks.

What are the prospects for more advertisers using color? Mr. Keys points out that the color conversion offers "any advertiser, national or local, a very fine opportunity to test television and particularly color tv" by working with WNBQ's various departments.

WNBQ has been concentrating on its present clientele, but the pitch will eventually be made for prospective new advertisers as color becomes more widely accepted. (WNBQ has not made any rate card increases for color, but reportedly is considering a special facilities charge.)

Mr. Beaston predicts that color at WNBQ "will open the doors to new areas we haven't been able to crack before"—like department stores.

ADVERTISING & SALES PROMOTION

Advertising and sales promotion activities are handled by Howard Coleman, advertising, promotion and merchandising manager of WNBQ. Looking toward "C-Day," he launched a $165,000 campaign in virtually all media March 19. (About $90,000 worth of radio-tv on-the-air "promos," calling attention of WNBQ viewers and WMAQ listeners to "WNBQ—First in Color"; $56,000 in other advertising and sales promotion activities, and perhaps $22,000 in reciprocal ads.)

Of course, there had to be a symbol that would dramatize the coming of "C-Day" and there was. For over a fortnight now, a puckish character has been cutting capers and otherwise cavorting in cow-catcher or station break time on Chicago screens. His name: "Tommy Tint," with red hair, green shirt and blue pants.

As "C-Day" approached, Master Tint could be seen, either painting the town ("gonna paint the town red, gonna paint the town blue, gonna paint the town green, gonna paint it every hue") or preparing to blow it up as he pushes the handle of a dynamite plunger ("I'm Tommy Tint, I'm T-N-T, just like color on NBC.")

Master Tint first appeared a few weeks ago in slides and has been seen with increasing frequency (anywhere from nine to 12 times daily on 10- and 20-second films) as "C-Day" approaches. (From March 19 to April 20 WNBQ is substituting its color tag for the standard "A Service of RCA" station identification.)

Highlight of the campaign was a "Tommy Tint Contest" for viewers, conducted on the station's *RCA Color Theatre*, with prizes including an RCA Victor color set, two high fidelity units and 22 portable radios. Contestants were asked to complete, in 25 words, "My favorite ch. 5 program—because. . . ." Tomorrow (Tuesday) is the deadline and the top prize winner will be honored "in color" on the *RCA Color Theatre* April 16. Last week WNBQ ran approximately eight or nine station breaks a day on WMAQ promoting the contest.

Aside from using radio-tv, WNBQ also

Last Call

NARTB GOLFERS



B•T's annual Blind Bogey Golf Tournament will be held Sunday, April 15, at the 27-hole Midwest Country Club (above), Hinsdale, Ill. Over 20 prizes, including B•T's silver trophies for low gross and low net, will be awarded. Tee-off time is 9:30.

MAIL THIS RESERVATION TODAY, TO:
BROADCASTING • TELECASTING 1735 DeSales St., N.W., Wash., D. C.

Name .....

Address .....

Firm .....

I will want a ride to the club ☐

April 15 ***Tee-off time: 9:30 a.m.***

pushed "C-Day" in other media as part of its "spectrum spectacular" in advertising-promotion. It is utilizing newspapers (14,000 lines), tv fan magazines and other consumer publications, trade organs (four-page color inserts), car cards (2,750) and newsstand posters, and plans to use "in the air" or skywriting April 15 when three planes are scheduled to color-puff red, green and blue smoke over Chicago and its suburbs.

The sky-writing technique will be tied to a "color on the air and color in the air" theme in WMAQ radio spots urging automobile listeners to park and look skyward.

Merchandising has not been forgotten in WNBQ's plans, either. Stories on color have appeared in WMAQ's "Food News" and "Drug News" as well as in WNBQ's "Tv News Revue," with the WMAQ merchandising pieces saluting its sister outlet. All three pieces will be made available for distribution in a color kit at the NARTB convention. Additionally, RCA Victor dealers received some 300 easel-backed counter cards April 1.

Among other activities: WNBQ is supplying square ash trays (with the color message silk-screened in primary colors) as a giveaway piece for WNBQ and NBC-TV spot salesmen. And last month the station launched a monthly color program schedule for agencies and clients.

ENGINEERING & PRODUCTION

How well is WNBQ equipped to operate as the world's first all-color television station? And how extensive are its facilities bought by the $1.25 million NBC invested in the color conversion project? The project is under the general supervision of Howard C. Luttgens, chief engineer for WNBQ and WMAQ.

He is working with John Lake, project engineer, and Ted Nolan, installation engineer, members of NBC New York's audio-video engineering staff, who are in charge of technical phases of the color conversion project.

The station has seven color camera chains (five for live studio shows and two color film projectors for 35 mm and 16 mm films) and will have four color studios. The conversion is concentrated on the uppermost floors of the Merchandise Mart where extensive remodelling and construction has been under way since last November. WNBQ immediately took two studios (A, B) out of service looking toward their consolidation as one large color production center on the 19th floor.

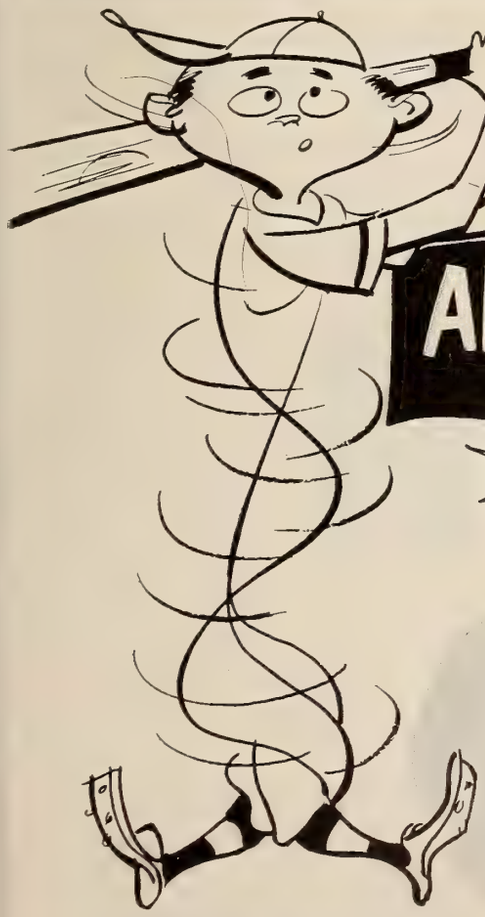
Remodelling of Studio A (once the site of such early tv shows as *Garroway at Large* and *Hawkins Falls*) and Studio B (formerly used for radio), covering 5,000 square feet, is nearing completion and the production center is slated momentarily to be ready for program tests and rehearsals. Once Studio A and its satellite B are pressed into service, another studio (E), now confined to black-and-white service, also will be converted. It measures 2,500 square feet.

Separating the dual studio area and Studio E is a room called "Color Central," which will house color video equipment, film chains and other gear and serve all color studios. The equipment processes electronic signals from color cameras and enables engineers to regulate pictures to insure maximum fidelity of reproduction in color as well as in monochrome. A fourth and smaller studio, adjoining Color Central, will be utilized for single camera shows and station breaks.

WNBQ also has leased an additional 25,000 square feet on the Merchandise Mart roof for tv production and service shops, and another 25,000 for further expansion and possible use as an outdoor tv production area.

On the 20th floor, in what used to be the reception lobby, work is nearing completion on the RCA-NBC exhibition hall and the "Gallery of Color—WNBQ's Public Showplace." In the gallery visitors will see color receivers operating continuously and see displays and exhibits tracing the history and development of tv, as well as an electronic mural graphically illustrating how color tv works. Visitors may pass through a viewing corridor and look down on programs while they are actually being televised from Studios A and B.

By far the most complex task during this



Michigan's Biggest Sport Feature!

BASEBALL PLAY-BY-PLAY

ALL DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

Cash in on this popularity
from early Spring to late Fall!

Save up to 15%
By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

WKMH — Dearborn-Detroit
WKMF — Flint, Mich.
WKHM — Jackson, Mich.
WSAM — Saginaw, Mich.
Jackson Broadcasting & Television Corp.

Represented by HEADLEY-REED

Get the Jack out of Jackson on
WKHM
JACKSON, MICHIGAN
Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Broadcasting & Television Corp.
KNORR Broadcasting Corp. Affiliate

conversion campaign has been the installation of electronic equipment. To complete the job, WNBQ put a task force of 80 technicians through "college." They have been learning their lessons around the clock in a special training program designed to qualify them as color broadcasting technicians.

"We instruct our technicians in everything from the operation of color cameras to the operation and maintenance of the electronics equipment which actually composes and broadcasts color pictures," says Chief Engineer Luttgens.

How much time is needed to convert a black-and-white engineer for color? Bud Prather, WNBQ technical supervisor, says it depends on each particular job. WNBQ cameramen got their schooling in a matter of days, while video engineers (who compose the pictures) and maintenance staffers (who keep up equipment) had to attend the course for several weeks.

Whatever the time factor, the "faculty" members have been hard put to jam in the training courses between regular duties. By March 28 WNBQ had "graduated" about half the task force and is still holding classes. Technical personnel also are conducting training sessions for scenic artists, production staffers and station talent.

The convention project entailed an increase in air-conditioning capacities for the color studios and the erection of new sets with emphasis on color qualities, design and lighting (about 30% more lighting is required for color). Furniture, interior furnishings and wall pictures are being pretested for color as well, and talent has been concerned, of course, with wardrobe and makeup problems.

CHICAGO TV DEALER GOES BULLISH ON COLOR

LAST NOVEMBER, after Brig. Gen. David Sarnoff, RCA board chairman, and top NBC executives outlined network color plans, including those for conversion of WNBQ (TV) as the pioneer outlet, Sol Polk acted with typical dispatch: he placed an order for 500 color sets "for earliest possible delivery." Attending the two-way closed circuit color tv news conference between New York and Chicago, he was convinced then and there that NBC's color policy "will at last break the 'color barrier' and will very soon bring the enchantment of color television into American homes—at a reasonable price."

As head of Polk Bros. Appliance & Furniture Stores (estimated annual sales, $40 million; tv advertising outlays, $750,000-$1 million annually), Mr. Polk is prepared to sell about 10,000 color receivers in 1956—or about 3% of the anticipated industry total.

It would be gilding the truth to report that Polk Bros.' 10-store chain, staffed by nearly 500 salesmen (25 specialists in color), disposed of the original allotment of 500 RCA 21-inch color receivers like the proverbial hotcakes when, frankly, they sold like color tv receivers.

(Just as RCA based its original color marketing decision on the "middle income" group, so, too, has Polk concentrated on the "classes rather than the masses" at the outset. "Exposure," he decided, was the first requisite.)

But most of that initial inventory of 500 from RCA is depleted now, plus a backlog of perhaps 250 other brand receivers. Sales picked up in November and December, tapered off around the first of the year and moved on the upgrade in late January and early February, according to Lester Bachmann, executive vice president. Polk's heaviest sales of sets (in the $695-$995 retail price range) have been for RCA, CBS-Columbia and Motorola sets (he handles monochrome sets of nearly all major manufacturers). Currently he sells anywhere from five to 15 sets a day.

Like manufacturers and many another dealer, Mr. Polk is reconciled to the prospect of no profits until the chicken-and-egg riddle (mass market and sponsor acceptance vs. consumer reluctance and limited network programming) resolves itself with reduced prices.

In addition to pushing color to the consumer with trade-in and shipping policies, Polk Bros. has maintained an aggressive program "exposure" campaign of its own. Sol Polk has held open house during just about every spectacular or colorcast that has been networked in recent months—and has publicized his invitations lavishly.

Polk customers, present and prospective, have been invited to any one of its showrooms to watch the World Series, Tournament of Roses Parade, "Peter Pan", and other special color events, including regular dramatic and variety fare.

With WNBQ committed to a heavy schedule (about eight hours daily) of color fare (both network and local live, plus film), Polk Bros. showrooms are expected to bustle with activity (afternoon and evening) in the weeks ahead. Polk Bros Appliance & Furniture Stores will tie in closely with WNBQ programming via its own tv shows, newspaper ads, direct mail and other media.

The promotion will extend in these media to the newest color models expected to be announced by leading manufacturers this summer during the semi-annual home furnishings market. These include RCA, CBS-Columbia, Motorola, Philco Corp., DuMont, Admiral, General Electric and Emerson.

Whatever the prices, Sol Polk is prepared by both temperament and policy to "make any deal within reason."

QUOTATIONS FROM A HEARTY ADVOCATE

SOL POLK has made his mark not only as a promoter of color television but also as a major Chicago tv advertiser. The following quotes show the enthusiasm with which he regards the medium.

". . . AS FAR as I can see today in looking into the future . . . television is the greatest vehicle for our particular type of business . . . "What other advertising medium can give me results within three minutes of the time it hits the prospect? And what other medium can enable me to demonstrate—make millions of *complete* sales calls a week, and presell the customer before he gets to the store?"

"Many people will disagree with me, but in my opinion, the people who run department stores and, shall I say, old-time stores, are not familiar with the use of television. They haven't got personnel . . . who know how to use television effectively, and they are so imbedded with their own methods of merchandising that they don't want to change."

". . . Many department stores would not commit themselves like our company has done . . . With newspapers they can run an ad one day and be out . . . for two or three days . . . But in television it's different . . . regardless if you have a hot product or a cold product—you still own the time . . ."



". . . We had a very difficult time selling the manufacturers in allowing us to use the cooperative money which we earned — to use it on television. We did a great deal of pioneer work in selling the manufacturers. Today the manufacturers will cooperate on television and accept it as a local medium . . . I believe that when history is written, a great deal of credit will go to us for pioneering television on a cooperative basis."

"The future of merchandising is to merchandise. The responsibility rests on our shoulders today to move the merchandise out of the factories and get it into the customers' homes at the lowest possible cost, and this can be done by mass selling and getting our story across . . . There's no vehicle that can get our story across better than television."

to help color get off the ground. That has been his unmistakable approach right along.

As a case in point, Polk Bros. since early 1955 has maintained a policy whereby a customer may buy a monochrome tv receiver with the assurance he could trade it in, any time prior to Feb. 1, 1957, and receive the equivalent of the original purchase price toward a new color set.* What's more, Polk Bros. will pre-pay freight charges to any point in the country and guarantee complete installation and servicing (service contracts run $99.50 on, say, an $895 RCA 21-inch console model).

Within the past fortnight, Polk Bros. extended this trade-in offer another year—to Feb. 1, 1958. Sol Polk describes his latest action frankly as a "$1 million gamble" for him if color tv prices "break badly" later this year but he says it's designed to protect the monochrome receiver market. He doesn't feel color prices will, but if they do, he reasons, black-and-white sales could suffer appreciably as customers reject conventional models for tinted units.

Sol Polk ardently believes that anybody of influence, whether he be doctor, lawyer, salesman or advertising representative, should have a color television receiver, if only as a symbol of prestige and an example to the rest of his community. Last year he compiled such a list of the 1,000 leading and prominent personalities in Chicago.

Moral Obligation to Pioneer

He reasons they have a moral obligation as influential members of society to be in the pioneering front of "what we envision as a new era of merchandising in furniture, appliances, clothing and all the consumer items which contribute to a better way of life in this country."

The conversion of WNBQ, Mr. Polk has said, "will have more influence on this nation's prosperity than any other development since the inception of black-and-white commercial telecasting shortly after World War II. . . . The advent of consistent color telecasting at the local level [by WNBQ] will serve to provide all of our merchandise with an aura of newness and freshness in the coming period of 'color emphasis.' "

Sol Polk claims that, generally, "as the inevitable sales boom in color sets progresses, other industries and arts will boom in direct proportion" and will serve as the keynote of this new merchandising era.

But what, specifically, of prices? It's basic to Mr. Polk:

"Competition will bring prices down. Also competition will stimulate research and produce more engineers. And more research will help in bringing lower prices." That should happen this year, Mr. Polk feels, as the accent shifts from the Cadillac classes to the John Q. Public masses.

In the interim period between Gen. Sarnoff's announcement of conversion plans for WNBQ and the station's actual debut April 15, Polk Bros. has been placing about 50% of all color sets in homes and the balance in public places. Polk also has made a policy of loaning out sets to social, fraternal and other organizations.

It seems typical of Sol Polk that he conceived the idea of identifying the "pioneers" with colored antennas atop their homes, although nothing seems to have come of it from manufacturers. What he has done, however, is to make sure that any tavern which buys a color set from him gets the full treatment—signs, streamers and the like heralding the arrival of color tv.

Also typical was the pre-Christmas mailing of colored Vogue cigarettes and a letter inviting agency, client and other executives to have a smoke on Polk while the president of Polk Bros. discusses the "challenge and promise" of color television. In it Mr. Polk suggested a set as a gift "for those key people on your management staff." He also noted the emergence of color in every-day appliances, men's wear and "even cigarettes."

Mr. Polk's own office is equipped with conventional and closed-circuit tv receivers (the latter for watching store traffic) and, of course, color. He envisions the day when suburban customers might well be able to convene in outlying "dummy" stores and inspect and order merchandise from centrally-located warehouses by closed circuit, large-screen 3-D—color television. Such a system would include a two-way communications system and Zoomar lens for showcasing products.

** CBS-Columbia last year instituted a similar deal, enabling a customer to trade in a monochrome receiver up to $400 on an $895 19-inch color set.*

SEE YOUR A.R.B.

for the

TOPEKAREA

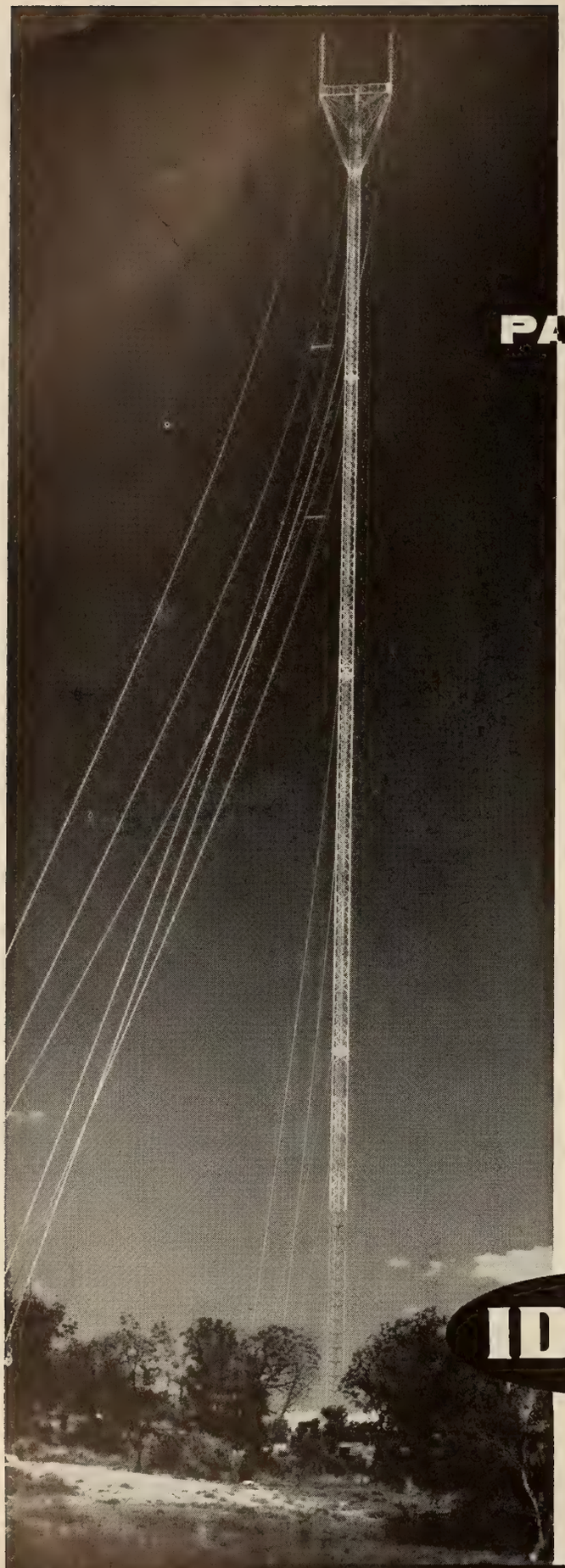
20 counties dominated by

WIBW-TV

WIBW-TV SEE YOUR Channel 13 CAPPER MAN VHF
The Kansas View Point

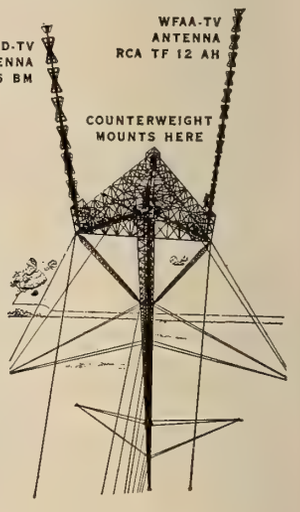
CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.



PAY-DIRT IS UP

That's right . . . even in Texas where liquid gold is 'way down under, pay-dirt for radio and TV stations is UP. Up in power . . . up in antenna height . . . UP with towers by Dresser-Ideco. Across the nation, Ideco towers are helping broadcasting stations dig UP to pay-dirt. Whether your station's tower must go up a matter of several hundred feet, or should push toward two thousand feet . . . you can profit from Dresser-Ideco's experience in designing and constructing towers since broadcasting's infancy. Guyed, self-supporting, fixed base, pivoted base, insulated . . . when it comes to towers, you'll do well to come to Dresser-Ideco. Write us . . . or contact your nearest RCA Broadcast Equipment representative.



Unique candelabra TV tower, 1521 feet tall, completed by Dresser-Ideco for WFAA-TV and KRLD-TV, Dallas. Eighty-foot wide top platform supports twin antennas.

IDECO®

ONE OF THE DRESSER INDUSTRIES

DRESSER-IDECO COMPANY

Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" keeps you on the air

At the NARTB Convention visit Dresser-Ideco . . . Conrad-Hilton Hotel, Suite 604-5-7

ADVANCE: WHAT'S SET FOR THE CONVENTION

- **Equipment makers will show their latest gear . . . . . page 75**
- **While program services display radio-tv offerings . . . page 92**
- **And delegates hear papers on new developments . . . page 100**

Tentative Management Conference Agenda 108

NEWEST developments in broadcasting engineering and technical services will be shown at the NARTB convention April 15-19 in the Conrad Hilton Hotel, Chicago. Many exhibitors are revealing new items for the first time.

Heavy equipment will be displayed in the lower lobby exhibit room of the Conrad Hilton. Lighter equipment, along with technical and program services, will be displayed on the fifth and sixth floors of the hotel. Many firms will have hospitality suites, starting at the seventh floor.

Color tv, of course, will be featured by such major equipment firms as RCA, GE and DuMont. RCA will show operation of black-and-white lenticular (Eastman) film for color kinescope recording. The film is said to provide fast and low-cost color service. GE's display will include an automatic program control system and a 2000 mc tv relay system weighing under 200 pounds, with common aural-video antenna. DuMont will exhibit the Vitascan technique and multi-scanner pickup, and stage continuous color shows.

In the antenna field Blaw-Knox will show how the new T-1 steel is employed for towers. Dresser-Ideco will have a film showing construction of 1,500-foot towers.

Other equipment items include small-sized am transmitter, new antenna types, power units, transmission lines, telescoping mast for station wagon, multiplexing apparatus for fm stations, more efficient tv gear, remote control apparatus and related developments. Lighting firms will show their newest types.

Radio-Electronics-Tv Mfrs. Assn. will have a display of new types of radio receivers, including portable models.

Programming exhibits (see page 92) will include disc, tape and film features as well as news service. Their displays will show audience building ideas.

Adler Electronics Inc.

ADLER ELECTRONICS Inc., affiliated with Adler Communications Labs., will display equipment for low power television transmitting and satellite systems in Exhibit Space 19. All components for these systems are designed for assembly and integration in accordance with the broadcaster's specific requirements. In addition, Adler will display the M-16 Master Monitor, a unit which provides supervision of any desired video signal from camera through transmitter, and an economical 275-volt regulated power supply with 600 MA maximum output.

Adler representatives at the convention: Ben Adler, Carmen J. Auditore, Edward Galuska, S. David Scher, and Frederic L. Ohmer.

Allied Radio Corp.

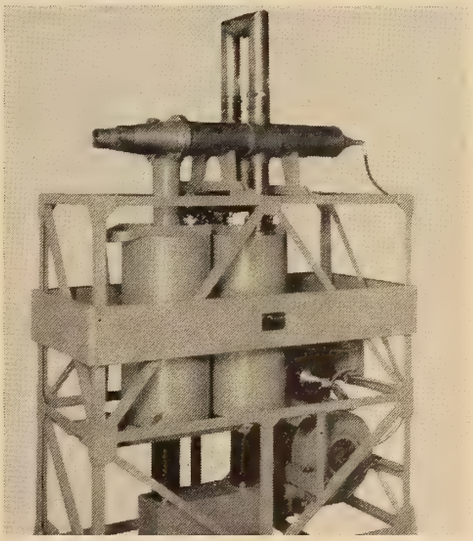
VARIOUS PRODUCTS for radio-tv will be shown by Allied Radio Corp. in Suite 610A-611A. These include ampere transmitting and power tubes, gas and vacuum rectifiers, special purpose electron tubes for communication and industry, Allied-Knight test instrument kits and Knight recording tapes.

The company specializes as distributor of electronic tubes for radio-tv broadcast application and in high fidelity audio equipment as well as in electronic parts and accessories.

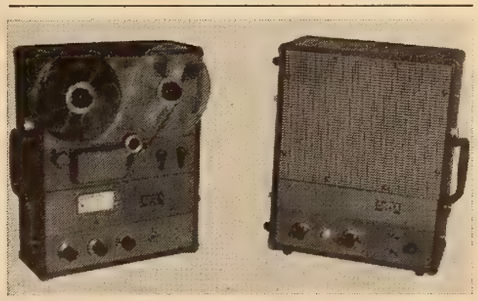
Personnel: Sanford H. Levey, sales manager; Al Brook, field supervisor, and J. Threlkeld, Al Parson, D. Towler, B. Stone, J. Rogers and R. Heydenburg, sales representatives.

Alford Mfg. Co.

DIRECTIONAL and omnidirectional tv broadcast transmitting antennas will be displayed by Alford Mfg. Co. in Space 9. Alford also will show a new diplexing filter for combining aural and visual transmitter outputs into single line feeder and will exhibit several types of measuring equipment. Space 9.



ALFORD Mfg. Co.'s new diplexing filter, which combines aural and visual transmitter outputs into a single line feeder.



AMPEX 600 portable tape recorder (l) weighs 28 pounds, sells for $545. Matching companion for Ampex 612 or 600 system is 620 amplifier-speaker (r), selling for $149.50, available in blonde or brunette furniture or portable case.

American Tel. & Tel. Long Lines

FEATURE of Bell Telephone System's display will be a black and white "see yourself" closed-circuit tv hookup. Visitors can see themselves on two monitors, one carrying a picture that travels less than 25 ft., the other 2,000 miles. Flashing lights will trace signals along the 2,000 mile circuit on a map. This map also will show Bell System network routes now equipped for color.

Some highly-specialized equipment used to transmit tv signals also will be shown, including an intermediate station TD2 radio relay bay and L3 coaxial cable equipment.

Representing AT&T Long Lines will be F. A. Cowan, assistant director of operations, New York; A. J. Esrey, general manager, Kansas City; C. W. Floyd, area commercial manager, White Plains, N. Y.; R. E. Gradle, division commercial manager, New York; E. C. Laird Jr., area commercial manager, Kansas City; F. R. McFarland, commercial staff supervisor, White Plains; E. McCaffrey, area commercial manager, Cincinnati; M. G. Wallace, commercial operating engineer, New York, and H. A. Carlson, Illinois Bell Telephone Co. Space 26.

Ampex Corp.

SIMPLIFIED complete broadcasting station—with a record console and turntable—will be exhibited by Ampex Corp. to show how simple it is to coordinate an Ampex tape recorder with an existing broadcasting studio.

Ampex will show its 350 tape recorder, its 600 portable tape recorder and its 620 portable amplifier-speaker. The firm will be represented by Philip L. Gundy, audio division manager; Russell J. Tinkham, audio marketing manager, and Robert Miner, audio sales manager. Room 529.

Andrew Corp.

THEME of Andrew Corp.'s display will center about the firm's new catalogue, which covers in detail the 500 products being offered to the broadcaster and others.

Andrew will show coaxial transmission lines for uhf tv, vhf tv, fm and am, a waveguide for uhf, a complete line of accessories, parabolic antennas for STLs, antennas for fm, phasing and tuning equipment for am, tower lighting equipment and portable or mobile telescoping masts for survey work or remote pickup.

The firm will emphasize its new uhf coaxial switch, serving the frequency range from zero to 900 mc, and available to uhf tv transmitters in manual or remote-controlled models. Andrew also will introduce a new telescoping mast, available in various sizes from 30-ft., station wagon mounted, to 100-ft. in hydraulic or pneumatic types. The 30-ft. mast is useful in broadcasting and telecasting for pattern survey and remote pickup work, the company said.

It is installed in the purchaser's station wagon, complete with tank and compressor, and operates off the car's power system of six of 12 volts. Space 21-B.

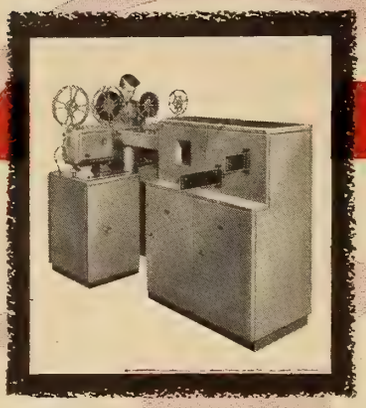
Berlant-Concertone

NEW Series 90 automatic tape recorder to be shown by Berlant-Concertone features a completely new mechanism but with the same physical dimensions as the firm's Series 20 and 30 units.

The Series 90, according to Berlant-Concer-

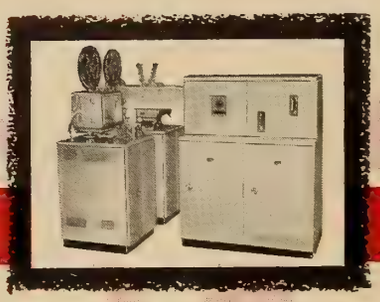
Speaking of chain reactions...

EXCELLENT MONOCHROME



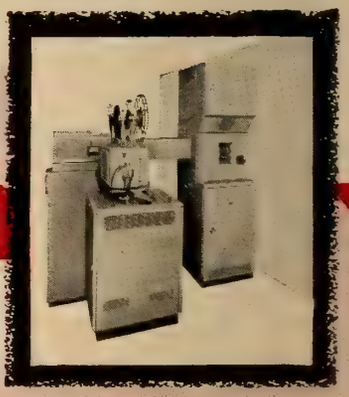
1 The Du Mont Multi-Scanner permits reproduction of monochrome slides, opaques, and 16 mm film. Flexibility of the system is practically unlimited. System may be built up starting with any one of 5 pickups.

SUPERIOR COLOR



2 The color Multi-Scanner produces beautiful high-fidelity pictures from slides or film. This system may be purchased as a complete unit, or as a simple conversion for the monochrome Multi-Scanner.

LIMITED LIVE COLOR

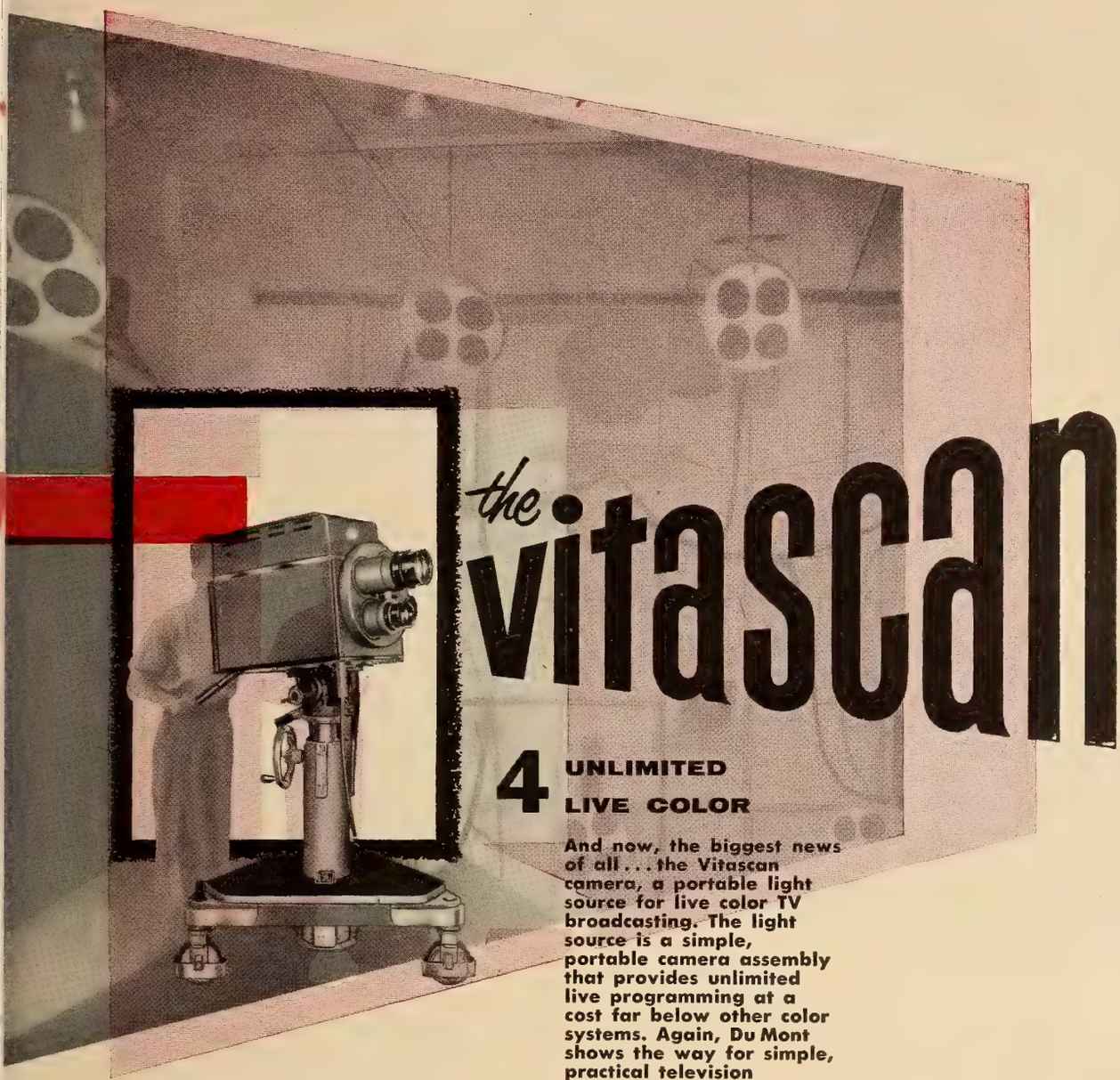


3 The talk of the industry... the Multi-Scanner may be used for local live color in addition to film and slide pickup. The light source of the Multi-Scanner scans a live scene, and associated equipment picks up the reflected light to produce a color signal of superior quality. System costs but a fraction of other live color systems. Completely integrated... five simultaneous picture sources.

When the Du Mont Flying Spot Scanner was first introduced, the industry knew it was good... but few foresaw the tremendous success it has had in all its adaptations. Today, the flying spot scanner principle as applied by Du Mont leads in simple, economical and practical television broadcasting of both monochrome and color film, opaques, slides and live programming.

DU MONT®

Television Transmitter Department
Allen B. Du Mont Laboratories, Inc.
Clifton, New Jersey



the vitascan

4 UNLIMITED LIVE COLOR

And now, the biggest news of all... the Vitascan camera, a portable light source for live color TV broadcasting. The light source is a simple, portable camera assembly that provides unlimited live programming at a cost far below other color systems. Again, Du Mont shows the way for simple, practical television broadcasting.

Here's one you can control!

Start your scanner operations at any point you need! If you need a source for only monochrome film, opaques, and slides choose the Monochrome Multi-Scanner. If you plan color for later on, you can always convert at minimum expense. At any time, you can add live color with either the fixed or portable light sources. Here is television broadcasting equipment *tailored* to your exact needs!

- VITASCAN WEEK IN CHICAGO!
  During the NARTB Show there will be two complete Vitascan systems operating in Chicago. One will be in Area 22 at the Show, while the other will be on public demonstration as a merchandising tool at Carson, Pirie Scott & Co. Department Store. Be sure to see it!

tone, offers "complete interlocking, 'dump-proof' tape handling, removable cables using AN connectors, reel size switch for large or small reels, improved tape motion using flywheel and dampers and a stainless steel capstan to reduce hum level." Series 20 and 30 also will be shown.

Representing Berlant-Concertone will be Eddie Altschuler, marketing manager of American Electronics Inc. Consumer Products Div., and John Gray, chief engineer, Berlant-Concertone. Room 516.

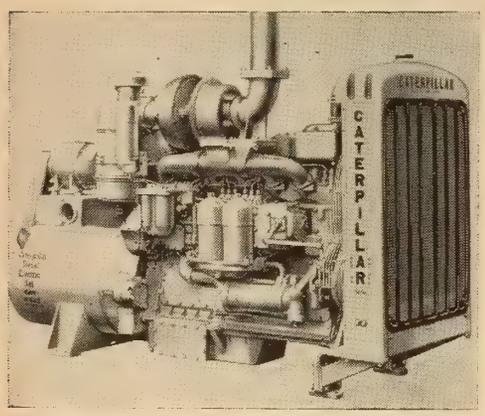
Blaw-Knox Equipment Div.

THE new U. S. Steel, T-1, will be emphasized in the Blaw-Knox exhibit. Use of T-1 in the 1,379-foot tower being erected for WSM-TV Nashville will be demonstrated along with other types of towers and associated equipment. Blaw-Knox representatives are A. H. Jackson, R. A. Troman, William Roscoe, Robert M. Kuhn, John Cummings, Paul F. Vollmer and Robert Malley. Rooms 546-547.

Caterpillar Tractor Co.

ON display for the first time will be Caterpillar Tractor Co.'s new turbocharged D337 diesel electric set, which combines Caterpillar's 310 hp four-cycle D337 engine with a "highly compact" Cat self-regulated generator.

This unit is described as ideally suited for both prime and standby power at radio and tv



CATERPILLAR's new Cat D337 self-regulated electric set.

stations. Caterpillar also will show a cutaway model of the Cat D397 diesel engine.

Caterpillar will be represented by R. V. Bradley, R. G. Burdick, R. E. Mathis, J. A. Hasten and D. W. West. The firm will display in Booth 17 on the main exhibition floor.

Century Lighting

CENTURY LIGHTING will exhibit in Booth 18 a complete line of Fresnelite; a C-Lector, a Magnatrol board, projectorama, a CI all-electronics control board, a mike boom, scoops and projectors.

Personnel: Ed Kook, president; Jim Fedigan, general manager; N. Sonnenfeld, New York branch manager; Earl Koehler, Chicago representative; Charles Shevlin, sales engineer; Rollo Williams, color lighting consultant; Bill Merrill, Port-O-Vox sales manager; Jim Thompson, switchboard engineer, and Stanley McCandless, development and research chief.

Collins Radio Co.

ON DISPLAY in Collins Radio Co.'s 70-ft. booth will be broadcast transmitters 21E/M 10,000/5,000-w, 20V-2 1,000/250-w and 300J-2 250/100-w; remote system; 212A-1 studio console; 212U-1 and 212Y-1 remote amplifiers; tv microwave (STL) relay system; rack mounted audio equipment and accessories. New items to be shown are 212F-1 studio console and 212Z-1 transistorized remote amplifier.

Collins will be represented by R. H. Hollister, H. O. Olson, T. M. Sharpe, J. D. Phelan, J. H. Hamilton, J. F. Stanbery, R. A. Powell, R. D. Sidwell, F. P. Wallave, J. F. Wright, M. N. Oebbecke, L. H. Leggett, G. C. Wetmore, E. S. Gagnon, E. J. Maloney, K. L. Caldwell, C. M. Lowder and Paul Wulfsberg. Space 28.

Conrac Inc.

CONRAC Inc. will display its new CH-21 color television monitor and present line of other television broadcast units, including the AV-12-A off the air tuner, CB-17 monitor and CF/CG series of tv monitors.

Conrac executives attending convention will be W. J. Moreland, president; J. Grayson Jones, vice president-chief engineer; Kenneth Williams, engineer, and Russell M. Alston, plant superintendent. Suite 561.

Continental Electronics

CONTINENTAL ELECTRONICS will show photographs of super power forward scatter transmitters, microwave STL gear, one million w am broadcast transmitters and demonstration equipment for remote control of transmitters operating into directional antenna systems. W. M. Witty, Mark W. Bullock and Thomas B. Moseley will represent Continental. Suite 632.

Dage Tv Div. of Thompson Products

INTEREST is likely to center on color and low power tv station equipment for smaller cities at the Dage exhibit (in Space 5 and Room 609A). Five product lines will be shown, the newest being the new Vidicon Studio Camera (Model 320), which Dage claims to be as effective as an image orthicon on live studio and film work.

Other equipment to be displayed and demonstrated will be a low power tv station, complete with 200 w transmitter, two cameras, studio lighting and multiplexing, parts and tools, camera control, switching console, audio control center, tape recorder and amplifier and other items, and pegged to sell for about $50,000; standard black-and-white film equipment, plus a system convertible to color with Vidicon camera, control console and power supply rack and complete color film chain. Provision is made for color with a three vidicon system shown at last year's NARTB convention.

Personnel: James L. Lahey, general manager; John R. Howland, general sales manager; James E. Campbell, industrial sales manager; Robert E. Green, director of educational tv; Neff Cox Jr., broadcast equipment sales manager; J. W. Alinsky, chief engineer; George H. Fathauer, chief of development and design engineering; W. E. Smith, assistant to general sales manager; H. E. Crow, assistant to chief engineer; J. E. Banister, field engineer; H. C. Garba, supervisor of field engineering; Harold Ennis, systems engineer; Clifton Schmidt, test engineer; and district sales managers Mort Zimmerman, Wynne Stewart, Lyle Burrichter and C. W. Kimes.

As a special feature, Dage will maintain its own private plane at Midway Airport, offering to transport any convention delegates to Michigan City (20 minutes ride) for a conducted plant tour there.

Dresser-Ideco Co.

FILM depicting planning and construction of what Dresser-Ideco Co. claims to be the world's two tallest structures will be shown at regular intervals, beginning at 3 p.m. Sunday. These are the 1,572-ft. tower of KWTV (TV) Oklahoma City and the 1,521-ft. "candelabra" platform tower built at Dallas for KRLD-TV that city and WFAA-TV Fort Worth.

Former Walt Disney animator Lenn Redman will be back again to sketch caricatures of visitors. Rooms 604, 605, 607.

Allen B. DuMont Labs

LIVE COLOR TV will be accentuated by Allen B. DuMont Labs, which will feature in its exhibit two color equipment "packages," one for film and slides, the other for live programming. DuMont's display, which will be showcased in Space 22, will include numerous closed-circuit colorcasts utilizing the new DuMont "Vitascan" live color pick-up system (Package No. 1) and color Multi-Scanner (Package No. 2).

"Vitascan" and Multi-Scanner systems are designed to provide the "most complete operating flexibility." The combination of the systems will enable the average station to begin complete colorcasting "with a minimum of equipment and cost," according to Kenneth F. Petersen, sales manager of DuMont's transmitter department.

As a sidelight to NARTB activities, conventioneers can see DuMont's "Vitascan" system in operation at the Carson, Pirie, Scott & Co. department store, where the Owens-Corning Fiberglas "Color Cavalcade," using DuMont equipment, is being demonstrated. The store is on State St., six blocks from the Conrad Hilton.

Representing DuMont at the convention, in addition to Mr. Petersen, will be:

Technical Products Div.: Dr. P. S. Christaldi, division manager; R. E. Kessler, general manufacturing manager; G. R. Mezger, general sales manager, A. J. Talamini Jr. and F. S. Newman.

Tv Transmitter Dept.: C. E. Spicer, sales operations manager; G. H. Wagner, sales engineering manager; H. W. McCrae, F. Bonvouloir, L. C. Radford Jr., R. J. Myers, L. Keys, B. J. Klindworth, F. A. O'Connell, G. Winston, H. Del Muro, D. Stewart, J. Shearer, F. C. Grace, N. Ritter, R. Bollen, L. Litchfield, J. Sims, M. Shovlowsky, L. Larson, L. Wallace, R. Petruzelli, H. Mate, F. Tamaro, and D. Quinlan.

International Div.: John W. Morrisey television transmitter sales manager, and R. B. Austrian, west coast manager.

Elgin Metalformers Corp.

ELGIN Metalformers Corp. will exhibit a large portion of its new EMCOR modular enclosure system. This system is described as ideal for enclosing a wide variety of equipment, including electronic gear and instrumentation for a number of purposes. The line is said to be made to the highest standards of quality but with production tooling so that large savings can be realized over custom construction.

Representatives to the convention: S. K. Frankel, James G. Wells, Herb C. Golz, Larry Fay. Exhibit Space 11.

Foto-Video Labs. Inc.

COMPLETE line of black-and-white and color test equipment will be demonstrated by Foto-Video Labs Inc. in Room 545. Included in its video display are a vidicon film multiplexer for films, slides and opaques; color and monochrome sync generators and distribution amplifiers; medium and heavy duty power supplies; aperture and phase correctors; waveform monitors, and high-pass filters.

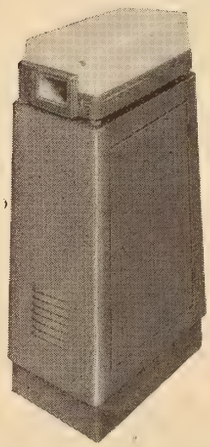
"Foto" products on exhibit: tv light box for image orthicon and vidicon (color and black-and-white models); resolution and linearity and gamma test slides; charts and opaques, and tv station test patterns.

Foto-Video President-Chief Engineer Albert Baracket will head the company delegation at-



True color... high definition

yours with GPL's 3-Vidicon Color Film Chain



Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain developed and manufactured by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy integration with your present monochrome film layout.

These and the many other outstanding features of this chain will make color film telecasts a profitable feature of your station. Ask GPL engineers to show you how.

SEE US AT BOOTH 24 N.A.R.T.B. SHOW OR SUITE 553, CONRAD HILTON HOTEL

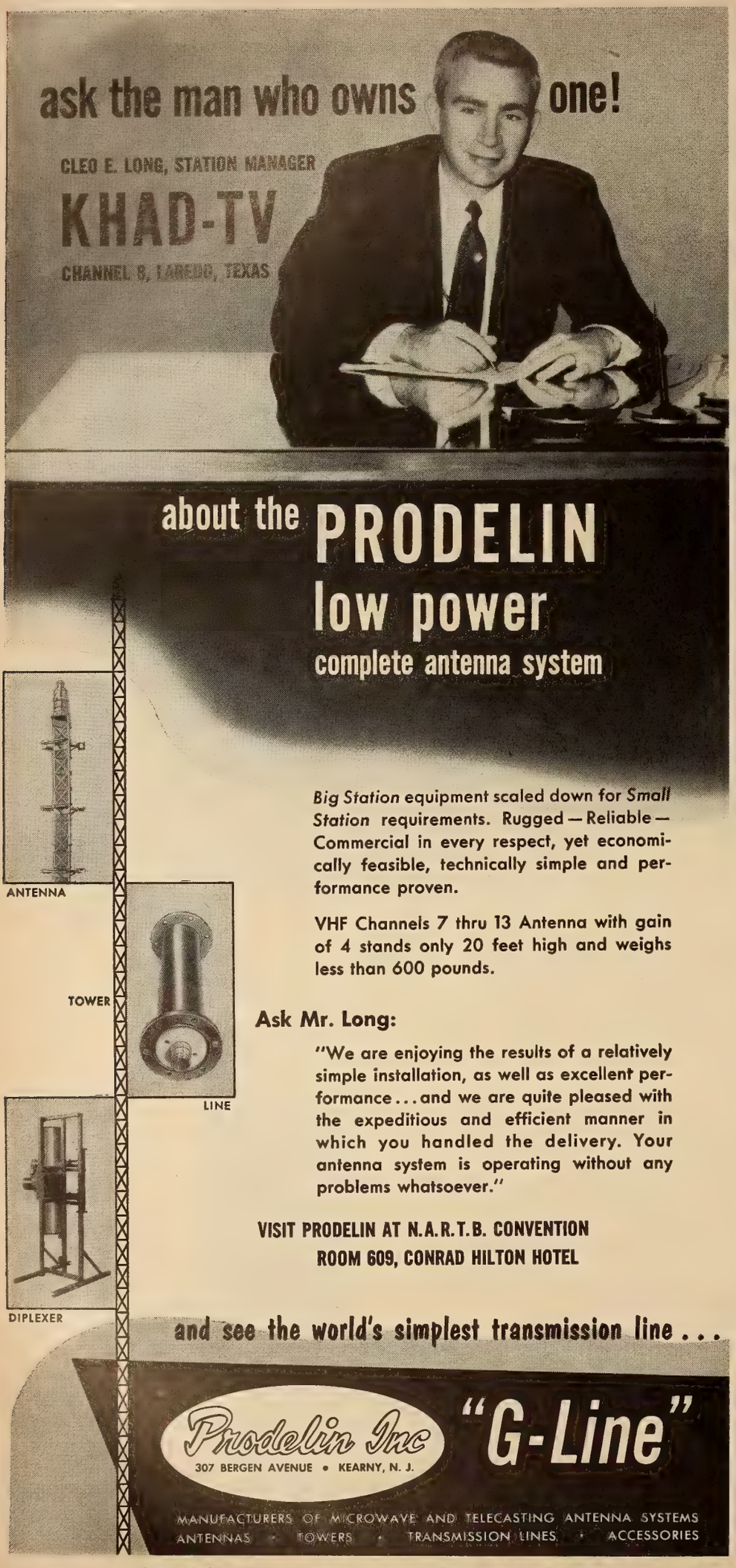
GPL

General Precision Laboratory Incorporated

63 Bedford Road, Pleasantville, N. Y. • 188 W. Randolph St., Chicago, Ill. • 21 N. Santa Anita Ave., Pasadena, Cal.

Cable Address: PRELAB

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



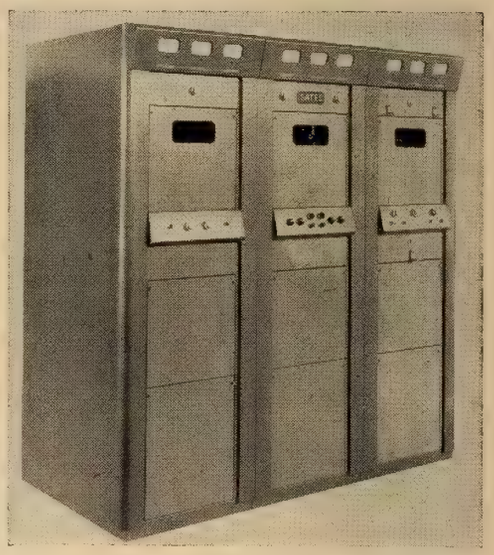
tending the convention. Other F-V representatives will be Vice President A. R. Fiore, Sales Manager C. E. Underwood, John J. McMahon, George J. Anderson, Hans Nord, and M. K. Widdekind.

Gates Radio Co.

FIRST public demonstration of new model Gates Radio Co. 5-kw am transmitter (BC-5P), billed as smallest 5 kw radio transmitter on the market, will be held by Gates in Space 4.

The BC-5P, under development for one year, is completely self-contained with dimensions of only 73⅛ (width) and 39 3/16 (depth) inches. The unit will have automatic power reduction to 1 kw as standard equipment and will feature "highest possible refinement to reduce harmonic radiation."

Also in the Gates exhibit will be a complete line of transistorized remote amplifiers, which were unveiled by the company at the Institute of Radio Engineers convention, held in New York last month [B•T, March 26]. Included in the latter group are the "Twinsister" and "Transmote," light-weight, self-contained units using six and five transistors, respectively.



NEW Gates 5 kw, BC-5P transmitter is described as the smallest on the market.

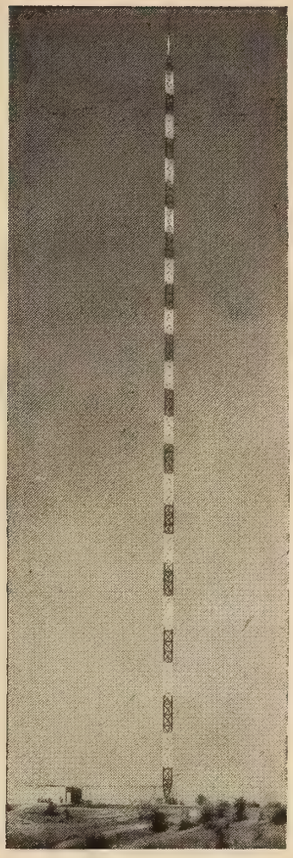
Gates representatives on hand at NARTB exhibit will be: P. S. Gates, president; Larry Cervone, general sales manager; N. L. Jochem, director of engineering; Jay Blakesley, Robert Maki, Urlin Whitman, John Haerle, Robert Ware, Stan Whitman, Ken Neubrecht, Richard Spruill and Wayne Marcy.

General Electric Co.

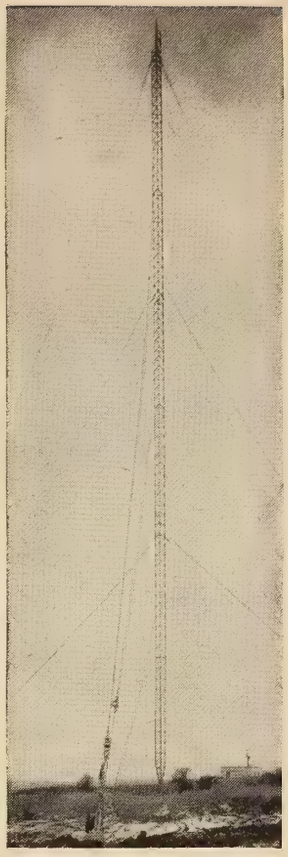
THE General Electric Co. exhibit, to be held in Space 23, will feature among new products a 2,000-mc microwave tv relay system, described as "a unique approach to tv microwave communication." The "new and compact unit" weighs less than 200 lbs. and is said to combine for the first time outputs of separate aural and visual transmitters into a common antenna.

GE also will have on display its model GE-BC-16-A automatic program control sytstem, which automatically handles switching necessary to program films, slides, network and audio tape. Utilizing a 60-ft. punched ribbon, the unit can handle all program operation of am, fm or tv stations for a 24-hour period. Other new products: color automatic gain control amplifier, which automatically compensates for variations in densities of film and slide color commercials; limiting amplifier designed to permit a substantial increase in average program level without danger of any audio peaks exceeding pre-

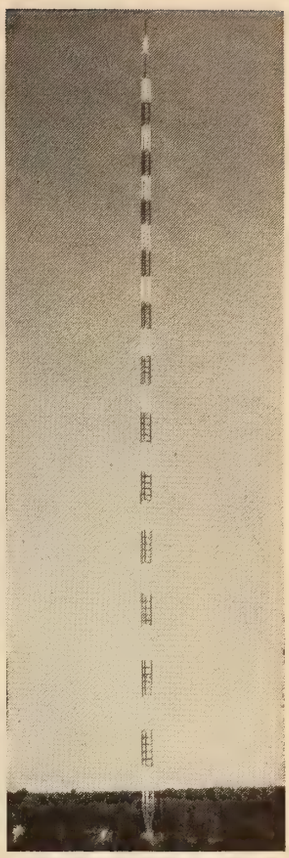
for peak performance ... in all weather



KTBS-TV, Shreveport, La.
1153 feet tall

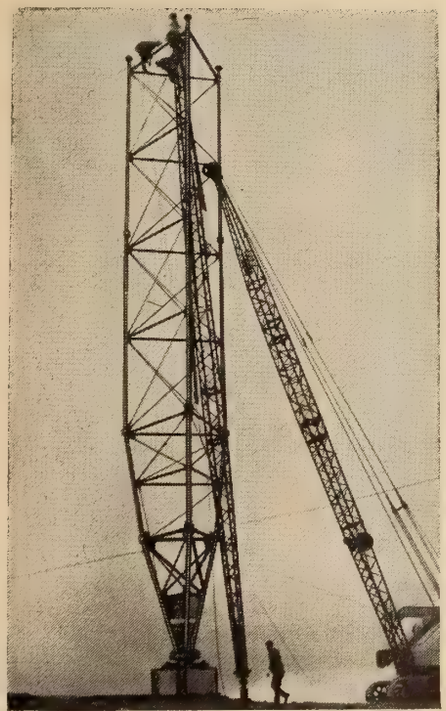


WFMJ-TV, Youngstown, Ohio
1015 feet tall



WBAP-TV, Fort Worth, Texas
1113 feet tall

TRUST TRUSCON'S TALL TOWERS



Construction close-up on new 1282-foot Truscon Triangular Guyed Tower for WWTV in Cadillac, Mich.

"Neither snow nor rain nor heat nor gloom of night..."

This part of the inscription on New York's main post office might have been written about Truscon® Towers. And we might add, "nor wind . . ."

It's a fact, when you specify Truscon you get more than a tower of steel. You get dependability—peak performance *proved* under all weather conditions. You can trust Truscon's tall towers. They go up to stay.

Whatever your tower requirements—any height—guyed or self supporting—tapered or uniform—for AM, FM, TV or Microwave—Truscon has the experience, skill and facilities to design and build the tower you need, *right,* from the ground up.

For complete information on Truscon Steel Towers, phone or write any Truscon district office. Or call us direct at "tower headquarters" in Youngstown.

TRUSCON®

TRUSCON MARK OF MERIT PRODUCTS

TRUSCON STEEL DIVISION
REPUBLIC STEEL

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

REPUBLIC STEEL

A NAME YOU CAN BUILD ON

HERE IT IS!

Philco



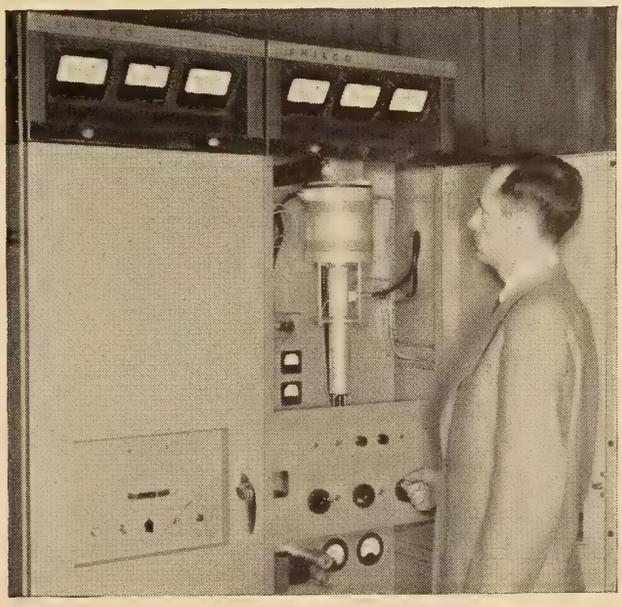
Low-Power TV Broadcast Transmitter

THE perfect answer to the recent FCC ruling which permits low-power operation of TV broadcast stations. This tested and proved Philco transmitter incorporates advanced design circuitry. A crystal controlled exciter feeds picture and sound outputs to a 20-watt linear amplifier which, in turn, drives a final power amplifier : : : *150 watts peak output visual and 75 watts aural!*

Complete Low-Cost TV Station "Package"

This new transmitter is the "heart" of Philco's compact, economical TV station package . . . including film and live pickup cameras, switching and monitoring facilities. And . . . Philco also offers an *entirely new Microwave* for relaying programs from remote sources ! Write Dept. BT for complete information : : : or better yet, talk to us at NARTB.

- ★ **Exciter utilizes conventional receiving tubes.**
- ★ **150 watts visual . . . 75 watts aural.**
- ★ **Compact . . . occupies minimum floor space.**
- ★ **Economical to operate.**
- ★ **Available for VHF and UHF channels.**



See Philco Low-Power TV Broadcast Equipment at NARTB

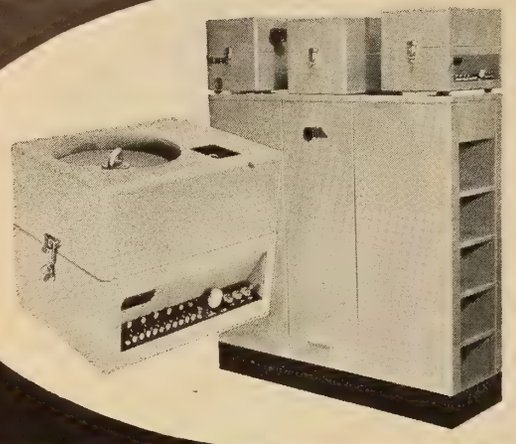
PHILCO CORPORATION

Government and Industrial Division

Philadelphia 44, Pennsylvania

In Canada: Philco Corporation of Canada Ltd., Don Mills, Ontario • In Europe: Philco Corporation, Paris, France

The NEW SARKES TARZIAN *50-Slide Automatic and 100-Slide Automatic* SLIDE PROJECTOR



You can program your entire slide needs in advance—for the entire day—with the new Tarzian 100-Slide PROJECTOR. Field-tested for more than a quarter million slide changes under all conditions. Requires little, or no, maintenance, and carries full year guarantee.

FEATURES

- 100-Slide Capacity
- Individual Selection of Any Slide, Any Time
- Holds Any Type 2 x 2 (35 mm.) Slide
- Automatic Indexing
- Smooth Optical Dissolve Between Slides
- Self-Contained Pedestal
- Requires No Oiling
- Small Floor Space Requirement
- Provision for Presetting
- Broadcast Ruggedness
- Easy to Load
- Extremely Flexible to Use

The Tarzian Projector allows optical dissolve between slides and holds any type of slide mount, including cardboard, glass and metal-mounted slides. Slides are automatically indexed and can't slip or turn.

High slide capacity and selectability feature—which permits selection of any slide, at any time—eliminates need for duplicates. All station ID's and trouble slides can be permanently mounted and be made instantly available. Spare drums can be used for slide storage, providing dust-free compartments and convenience in cataloguing. Pedestal provided with dual drum automatic slide projector provides storage space for 10 drums.

Write or call for further information:

Sarkes Tarzian, Inc.
BROADCAST EQUIPMENT DIVISION
Bloomington, Indiana
Telephone: 7251



GE broadcast engineers test new 2,000-mc television microwave system.

determined levels, and new version of a multiplexer.

GE also will maintain a hospitality room.

In addition to many engineering and sales people, GE will have the following executives on hand for the convention:

William J. Morlock, general manager, Technical Products Dept.; Paul L. Chamberlain, general manager, Broadcast Equipment; Frank P. Barnes; Charles J. Simon; Alfred F. Wild; C. Graydon Lloyd; C. Wesley Michaels; Wells R. Chapin; M. Roy Duncan, and Roy D. Jordan.

General Precision Lab

IMPROVED, restyled tv equipment with special demonstrations of its 3-Vidicon color film chain will comprise the exhibit of General Precision Lab, which will hold forth in Space 24 and Room 553. GPL also will maintain open house.

Other equipment on display includes the 16-mm and 35mm telecast projectors, image orthicon camera and the vari-focal lens.

GPL representatives in attendance will be Vice Presidents Dr. R. L. Garman and Blair Foulds, and Sales Manager N. M. Marshall.

Other GPL executives on hand will be J. W. Belcher, W. E. Smith, A. G. Balletta, R. H. Johnston, E. J. Manzo, R. K. Hunsicker, A. F. Brundage, G. Q. Herrick, L. L. Pourciau and Dr. F. N. Gillette.

General Radio Co.

A NEW tv monitor for both color and monochrome, claimed to incorporate the features and functions heretofore contained in two monitors, will be the highlight of General Radio's exhibit (Space 1).

Features of the new transmitter monitor (Type 1184A): It permits tests for continuous monitoring and performance, allows new measurements for transmitter adjustments and safeguards against obsolescence as well as audio and video frequency and otherwise fulfills FCC monitoring requirements. The new monitor is described as a fresh approach to instrumentation.

Personnel: C. A. Cady, development engineer; Joseph Belcher, servicing engineer; and W. R. Thurston, Robert E. Bard and William M. Ihde, engineers in General's sales and application work.

Harkins & Hershfield

FM MUSICAST system is the name given the Harkins & Hershfield multiplex equipment to be on display in Rooms 613-614. To be shown are the SCT-2 Subcarrier Generator, FME-50 Exciter, amplifiers, speakers, baffles, antennas and other accessories, including a special fm

CLASSIFIED ADS

RADIO

Help Wanted

Can you sell a radio commercial—any commercial? Are you smart enough to pick your own

Programming-Production, Others

Creative, thorough and experienced program director required for one of the midwest's great independent 5000 watt stations. Send work resume, snapshot and tape (if air work is strong). Box 2[illegible]E, B•T.

Kansas station in urgent need commercial copywriter. Excellent opportunity for one who wants permanent location work with congenial efficient staff in new studios as modern as tomorrow. Good starting salary. Give complete background first letter. Box 2[illegible]E, B•T.

North Carolina 250 Mutual affiliate needs experienced copywriter who can also gather, write local news. Car essential. Air mail complete data, references, starting salary needed, availabilit[illegible] Box 2[illegible]E, B•T.

SITUATIO[illegible]

General manag[illegible] petitive [illegible] similar [illegible] Experien[illegible] tion thro[illegible] commensu[illegible] ership poli[illegible] Box 2[illegible]E,

Ten years ra[illegible] eran. Want [illegible] immediately.

Announcer, D.[illegible] Married. Seel[illegible] Box 2[illegible]E, B•T.

Good voice, no [illegible] taught. Will sen[illegible]

Yankee yearns t[illegible] Box 2[illegible]E, B•T.

Announcer — 3½ [illegible] easy-going deejay.

Immediate opening [illegible] in competitive m[illegible] plus comm[illegible]

Manager-sale[illegible] market [illegible] all inclu[illegible] erences, [illegible]

Manager, y[illegible] experience [illegible] or manager[illegible] B•T.

Florida coastal[illegible] perienced sales[illegible] lent. Ground fl[illegible] 104E, B•T.

Experienced sa[illegible] de-pendent in rich[illegible] $400 per month guarantee[illegible] Protected account list. Poter[illegible] per year and up to hard worker. No [illegible] or radio competition. Applicant must seek personal interview. Box 154T, B•T.

Regional station in south-southwest market has immediate opening for experienced man. This job is worth about $6-7,000 a year to the right party. Guarantee. 15-25%. Box 2[illegible]E, B•T.

New station has openings for salesmen. Guarantee and liberal commission. Must be experienced in radio or TV sales. Box 2[illegible]L, B•T.

Midwest station operating 24 hours a day needs topflight salesman who, over long haul, is capable of earning more than general manager. $100.00 per week guarantee, 15% commission above guarantee. Should earn in excess of $7,000.00 first year, $9,000.00 second year. No ceiling except as imposed by time and ability. Heavy drinkers and floaters need not apply. Give full details first letter. Box 2[illegible]L, B•T.

250w network affiliate southeastern Massachusetts. Salary, commission and mileage allowance. Good opportunity for aggressive young man. Box 2[illegible]E, B•T.

RADIO

Help Wanted—(Cont'd)

[illegible]mmediate opening in fast growing Virginia town and news, wants inde-experienced, responsible straight announcer with first ticket (also without ticket apply), enthusiastic delivery, know Gates operation. Excellent salary, conditions, permanent. Air mail tape, photo and information to vote a great amount of his time to selling. The amount of compensation is open, because we are

Announcer-salesman. Good voice, desire to sell. Experience not necessary. Prefer southerner. Salary, commission, expenses. Personal interview. The man we seek is a hard working, "idea man." He will supervise a small sales staff, and will

Wanted: Staff announcer with [illegible] gather and write local [illegible] hours. Contac[illegible]

[illegible]ion. Must [illegible]ll equipment. Be an [illegible]e man and good general starting pay with regular increases. [illegible]C, B•T.

[illegible]f engineer with first phone ticket [illegible]W, prefer single man with auto. [illegible]ng to work short hours and good [illegible] watt independent daytime station. [illegible]E, B•T.

Chief engineer—experienced in remote control transmitter. 5 kw southeastern station. Send resume and salary expected. Box 2[illegible]E, B•T.

Nebraska daytimer has opening for chief engineer, with emphasis on announcing. Only good, clean, experienced fellows need apply. Will pay up to $400.00 a month for the right man. Box 2[illegible]T, B•T.

Chief-engineer-announcer — new — beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. rience. Opening due to promotion. Send full resume in first letter to Manager,

Chief engineer — some announcing if possible. station's top local active and potential list of calls. Include salary and references.

Opening for experienced chief engineer-an-accounts. Weekly guarantee, 15% commission above guarantee. This is a $13,000.00 and up posi-

tion. Michigan's second and most prosperous market. Ability more important than long expe-

TELEVISION

New station on Channel [illegible] This man may desire [illegible]sas has openings for men or women in continuity, good community man who wants to make Oelwein, Iowa, a permanent home. Send tape, photo,

Situations Wanted

Announcers

Woman commentator. 4 years N.Y.C. experience, interested in job commentating and/or woman's director of tv station. Coast, southeast, southwest. Box 2[illegible]E, B•T.

TV student [illegible] any job in television field. Coll[illegible] business administration. Mail[illegible] 2[illegible]6 W. 2[illegible]th St., New

[illegible]duate. First phone, [illegible]ars electronic field.

[illegible] power vhf, desires [illegible]gineer. Have con-[illegible] on maintenance, [illegible] Mont. Box 2[illegible]E,

[illegible]32, grad radio [illegible] Cap, 233 Cook

[illegible] who can han-[illegible] independent. [illegible]ay shift only. [illegible]icing. Salary [illegible]owa.

Guarantee photo, ref-California.

[illegible]ng experi-[illegible]d market. [illegible]as.

[illegible]oking for [illegible]ht man, Manag-

[illegible]ressive, [illegible]s com-[illegible] pro-Station

[illegible] fulltime regional [illegible] letter including experi-[illegible]on and salary requirements. Box [illegible].

Top-flight morning man for radio who would like to do an afternoon show on a full power NBC-TV affiliate. Immediate opening. Salary limited only by ability to produce. Send pic, tape, full history and salary requirements to Box 203E, B•T.

Southern California's finest community outstanding in climate and culture. Kilowatt affiliate needs exceptional announcer with first ticket. Must have good voice, experience and persuasive sell. Send resume, snapshot and tape which will be returned. Box 250T, B•T.

DJ for combo operation. Must have expert knowledge of popular music field and be topnotch air salesman. Should have more than passing interest in news, community services. Excellent opportunity for man with ideas who concentrates on work rather than clock watching. No beginners; no floaters, no politicians considered. Work with most congenial, mature staff. Finest new equipment in studios as modern as tomorrow. Midwest. Give full story in first letter which will be treated confidentially. Box 2[illegible]E, B•T.

Morning personality for established am in growing Michigan market. If you can sell on the air and keep sponsors happy let us know about your background and experience. Send tape and photo. Box 2[illegible]E, B•T.

Aggressive five kilowatt independent expanding. Will hire top announcers . . tv in future . . we start $90.00 . . rest is up to you. Tape and qual-music, do a telephone show, make and keep an audience? Do you want to work? We want a

Topflight announcer-operator for station where quality and production important. Up to $80 for right man. Opportunity for additional income in sales if desired. Don't apply unless experienced and versatile. Send tape and details immediately small-medium market looking for good manage[illegible]

Have tower
...will travel!

contact: TOWER CONSTRUCTION CO.
Sioux City, Iowa

tower fabricators and erectors the world over


beware
PLEASE STAND BY
WE HAVE LOST OUR VIDEO!
TIME
CONTRACT



Should a component failure cause down time on TV transmitting equipment, stations utilizing

S-E TRANSMITTING EQUIPMENT WITH EXCLUSIVE PATCHOVER

can return to the air more quickly and prevent the nightmare of complaint calls from sponsors, agencies, viewers . . . minimize loss of station revenue!

of the telecasting dts*

**down time on transmitting equipment*

The unique Patchover System incorporated in Standard Electronics transmitting equipment enables stations to re-route RF signal the moment an amplifier fails. This system is based on identical impedances at the input and output of S-E amplifiers. The inoperative amplifier can be immediately patched out and the remaining transmitting equipment then connected to the antenna for temporary reduced power operation . . . all in a matter of seconds! Thus, telecasting can continue while amplifier maintenance is performed.

With this system, a station can also utilize an S-E Driver for full power standby service . . . eliminating the need for a costly transmitter line-up solely for standby! And the savings that result from the first time you might be called upon to use Patchover . . . **may more than offset the cost of the entire transmitter!**

There is less likelihood of transmitting failures with superbly engineered Standard Electronics transmitters and amplifiers. Will **you** be prepared should failure occur with your present equipment? Insure your operation against costly air time loss . . . with Standard Electronics Transmitting Equipment—featuring exclusive Patchover. Complete details on request.

HOW PATCHOVER WORKS

WITH AMPLIFIER FAILURE

Dotted line in Fig. 1 shows patch-out of inoperative amplifier Ai. Similar procedure shown in Fig. 2 applies if failure occurs with amplifier Af. The entire diagram shows patch-out procedure in the event both amplifiers should fail; driver is connected to antenna for reduced power operation.

WITH DRIVER FAILURE

Dotted line indicates patch-over procedure called for by driver failure. Patch-over is made from amplifier Ai to the standby driver. Patch-over is done in seconds . . . requires just a screw driver!

standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

VHF TV Transmitters	high band	500 W	10 KW	25 KW	50 KW
	low band	500 W	10 KW	25 KW	50 KW
VHF TV Amplifiers	high band		10 KW	25 KW	50 KW
	low band		10 KW	25 KW	50 KW

STANDARD ELECTRONICS SE

285-289 EMMETT STREET
NEWARK 5, NEW JERSEY

Musicast receiver. This equipment is sold through Schafer Custom Engineering, which will occupy the same suite. On hand will be Dwight Harkins and Walton N. Hershfield.

Harrison Labs

HARRISON LABS will show in the exhibit hall (No. 30) a line of power supplies and transmitter amplifiers for television and an aperture equalizer.

Personnel: C. W. Harrison, president; A. M. Darbie, engineer, and G. C. Harrison, secretary-treasurer.

Harwald Co.

BEING introduced for the first time is Harwald Co.'s Splice-O-Film automatic splicer. This splicer meets the rigid requirements of television stations and provides a splice of very low visibility. Also to be shown is the improved Inspect-O-Film Editor and the new 16mm Movimatic sound projector which holds an endless reel of 16mm sound film and projects a large, brilliant picture on a screen larger than a 27-in. tv set. The Movimatic uses the cabinet of the Admatic slide projector, suitable for use in lobbies and other public places. Also to be shown are discabinets, film racks, film shipping cases and chemical film conditioner. Representing the photo visual manufacturer will be Robert Grunwald, president; Robert Menary, sales manager, and Richard Wallace, technical director. Space 16-A; exhibit, Room 603.

Houston-Fearless

HOUSTON-FEARLESS Div., Color Corp. of America, is not exhibiting on its own, but its equipment—automatic film processing machines, camera pedestals, dollies, cranes, tripods, and microwave mounting gear—will be on display with leading manufacturers, such as RCA, Philco, General Electric, and others. Representatives of the company will be in Room 1433A.

Hughey & Phillips Inc.

OBSTRUCTION lighting equipment by Hughey & Phillips Inc. will be in Room 549 and will include a demonstration of a remote lamp failure indicator system which provides a continuous and positive means of monitoring lamp conditions. Also on demonstration will be tower light control and alarm units for unattended microwave relay stations, combination photoelectric control and beacon flasher unit, beacons, obstruction lights and various control units. In attendance will be J. H. Ganzenhuber, vice president and general manager; H. J. Geist, W. L. Hotz, R. L. Lang, M. J. Cudahy, sales representatives.



LAMBDA-PACIFIC Engineering will show this new 0.1 w Microwave Link for color.

Kay Lab

FEATURE of the Kay Lab display this year will be a full remote control operation designed for low-cost, low-power tv stations. A complete line of studio equipment for a one-man operation has been developed, including a new vidicon camera described as having extreme sensitivity and full remote control. The master-control operator can pan or tilt camera, focus and operate the three-lens turret.

Kay Lab also will display new portable vidicon field equipment as well as new studio vidicon camera with five-inch viewfinder, four-lens turret and side-handle focus. A complete studio will be operated. Representing Kay Lab will be R. T. Silberman, vice president; Dick Langworthy, chief engineer, and Garry Gramman of the field engineering department. Space 20.



NEW five-inch view-finder studio camera with four-lens turret will be shown by Kay Lab. Camera has rear turret control with side-handle focus.

Kliegl Bros.

KLIEGL BROS. will show a complete line of tv studio lighting equipment for both black-and-white and color telecasting. Also Saf-Patch and Rotolector switching systems and dimmer control mechanisms. Kliegl will be represented by Herbert R. More, Samuel V. Keyian, Jack Higgins, Paul Bowers and Joel E. Rubin. Space 21.

Lambda-Pacific Engineering Inc.

NEW 0.1 w Microwave Link for color will be displayed by Lambda-Pacific Engineering Inc. It is a companion to the 1.0 w Lambda Link and is convertible to 1.0 w. Its frequency ranges from 5.9 to 7.2 kmc and is available with program channel. The unit is so new that printed literature is not available. Space 27.

Magne-Tronics Inc.

MAGNE-TRONICS Inc., tape-recorded background music program service for fm multiplex or land line transmission to business and industry on a subscription basis, will offer a demonstration of its Motivational Music in Room 615. A special highlight of the exhibit will be an actual demonstration of multiplex transmission on a closed circuit basis. Programs will originate in the exhibit, be transmitted over a multiplex channel and be picked up in the same location via a multiplex receiver.

Multiplex Development & Multiplex Services Corp.

MULTIPLEX Development & Multiplex Services Corp. will demonstrate for the first time (Suite 657) actual production models of receiving and transmitting equipment for multiplexing. Demonstrations of multiplexing will be given using transmitter installed in the hotel. Full information will be provided on actual field operations of stations using multiplex equipment and data given on methods of conversion and other aspects of multiplexing.

Personnel: William S. Halstead, president; Gordon B. Halstead, general manager; Benjamin C. Lord, chief engineer.

Nems-Clarke Inc.

FEATURING the Nems-Clarke display in Rooms 542A-544A will be a new telesync unit taking the sync voltage from rebroadcasting receiver, reshaping it and generating driving voltage for camera chain. It takes the place of a sync generator in low-cost installations. The price is $650. Other items in the display will be field intensity meters, phase monitors, tv rebroadcast receivers, and video jacks and plugs. Attending the convention are Raymond Rosenberg, K. B. Redding and Edward Swansen.

Phelps Dodge Co.

PHELPS DODGE Co. will exhibit syroflex coaxial cables. Room 539A.

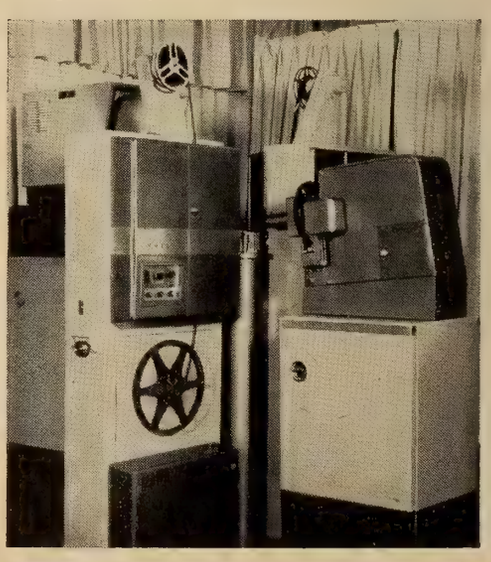
Personnel: F. W. Lemley, sales manager; John Lynch, electronic engineer, and George Yates, Chicago district manager.

Philco Corp.

PHILCO will highlight its new low power tv broadcasting equipment with program originating facilities, which can be operated by one man. It consists of a crystal modulator unit, an intermediate amplifier of 20 w and a final amplifier providing 150 w peak power.

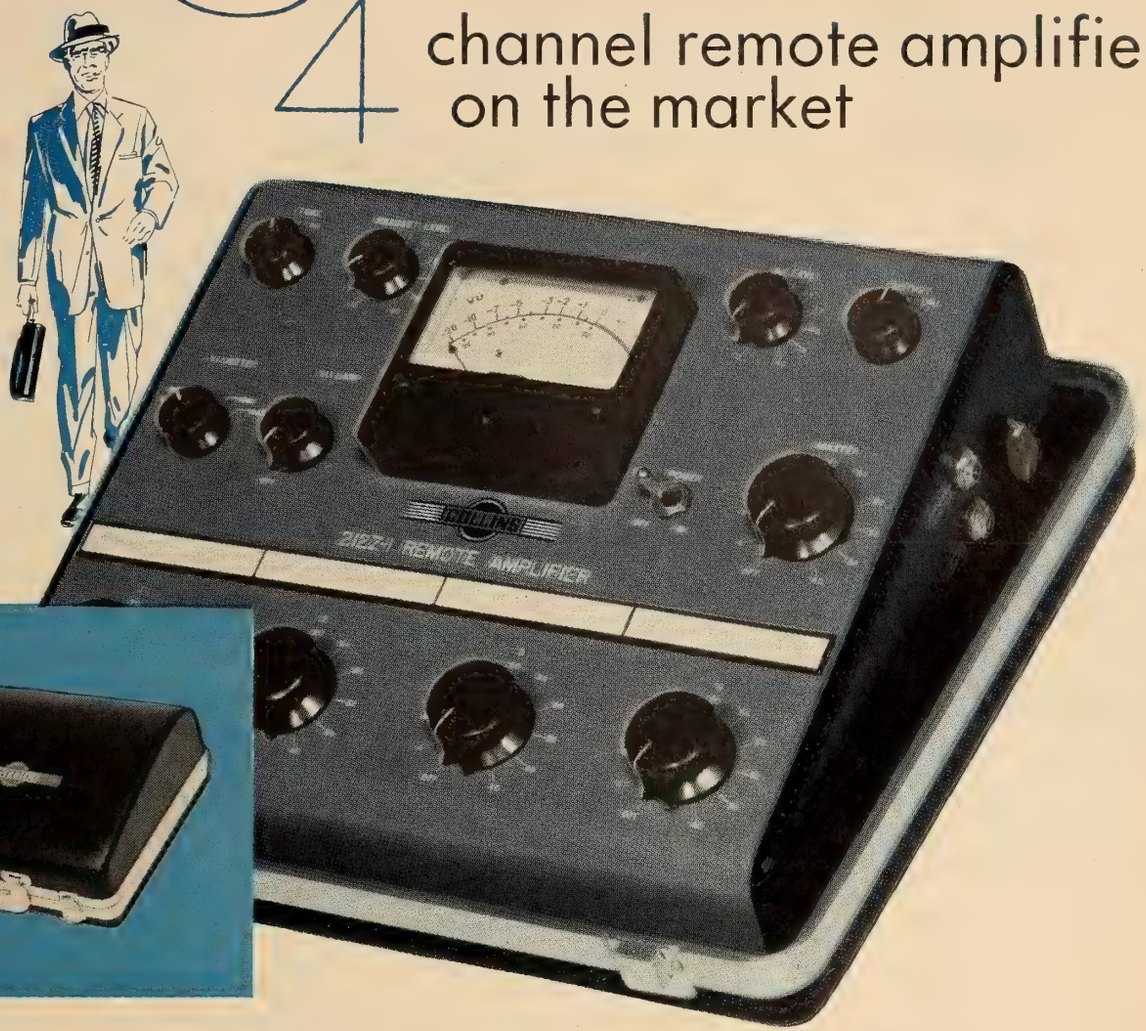
Philco also will exhibit multihop microwave relay equipment, tv studio CineScanner film systems with associated video switching facilities and portable microwave relay equipment. Space 14.

Representing Philco will be J. D. McLean,



PHILCO's CineScanner light source and monitor (l), 16mm film transports and dual slide changer.

Lightest 4 channel remote amplifier on the market



COLLINS NEW TRANSISTORIZED 212Z-1

Weighs only 22 pounds in carrying case with batteries

Now, a transistorized remote amplifier lighter and more convenient than any other 4-channel remote you have ever used. Collins 212Z-1 weighs only 22 pounds including carrying case and batteries, is no bigger than a portable typewriter and just as easy to carry and set up. It has all the outstanding qualities of its predecessor, Collins 12Z, plus many new features.

OUTSTANDING FEATURES:

- Four High Level Channels
- Printed Circuits
- Completely Transistorized
- Both 115 VAC and battery power source
- Automatic power changeover
- Self-contained batteries with minimum 75-hour life
- Maximum gain—90 db
- Tone oscillator for line-level setup
- Auxiliary output for PA feed
- High quality step type faders
- Matches all standard mike impedances from 30-600 ohms
- Compact, streamlined Royalite case with room for power cord
- All terminals and jacks readily accessible

Collins CREATIVE LEADER IN BROADCAST EQUIPMENT COLLINS

See the latest Collins Broadcast developments at Booth #28, N.A.R.T.B. Convention, Chicago, April 15-19.

COLLINS RADIO COMPANY, Cedar Rapids, Iowa • 261 Madison Avenue, New York 16 • 1200—18th Street N. W. Washington, D. C. • 1930 Hi-Line Drive, Dallas 2 • 2700 W. Olive Avenue, Burbank 1318—4th Avenue, Seattle • 215 Petroleum Building, Tallahassee • Dogwood Road, Fountain City, Knoxville.



Lot's to See at

TARC

ROOM NO. 553A

NARTB CONVENTION

CHICAGO • APRIL 16-19

•

COLOR

AND MONOCHROME

•

TV BROADCAST

AND TEST EQUIPMENT

TARC products now in use by networks and stations across the nation.

For the best in hue...
TARC ELECTRONICS, INC.
48 URBAN AVENUE • WESTBURY, N. Y.

vice president-general manager, M. A. Williams, general sales manager, G. A. Hagerty, F. F. Bartlett, K. C. Moritz, W. F. Tait, J. R. McKenna, F. Langstroth, D. B. McKey, G. L. Ashby, J. S. Bedner, M. D. Borks, L. J. Boss, J. L. Herre, J. J. Johnston, L. Kendall, M. H. McLaughlin, W. D. Myers, B. M. Stol, C. M. Volkland.

S. C. Spielman, J. B. Williams, J. Colocousis, T. S. Dix, A. D. Emurian, H. P. Ford, H. A. Millett, F. H. Nelson, K. E. Walker, J. R. Henhoeffer, J. H. Roth, C. L. Jensen.

A. Pollack, H. Hockheimer, J. Dershimer, W. B. Nielsen, C. A. Barker, T. A. Dorsay, C. M. Haas, J. B. Patterson, O. I. Thompson, K. E. Brigham, M. L. Gaskill, T. A. Patterson.

Prodelin Inc.

A COMPLETE low-power tv antenna line will be shown by Prodelin. Related equipment is included. Attending will be L. A. Bondon, president, and J. F. Cosgrove, sales manager. Room 609.

Raytheon Manufacturing Co.

AN OPERATING KTR-1000A (R), transmitter with remote alarm panel (Model 3-270), being shown for the first time, will highlight Raytheon Manufacturing Co.'s exhibit. Also shown by Raytheon will be microwave audio channel (Model TMA-75), and automatic carrier interrupter units (Models 3-110 and 3-176).

Raytheon will be represented by D. J. Webster, A. E. Keleher Jr., E. Alpert, J. J. Sedik, W. P. Sharpe Jr., P. J. Pontecorvo, S. Topol, W. E. Marcley and W. H. Bickford. Space 10.

RCA Broadcast & Tv Equipment Dept.

RCA will make the first public showing of a number of new types of equipment featuring small size, greater efficiency and economical operation. RCA exhibits will be found in Space 15, Rooms 602A, 604A, 605A, 607A, 600, 601, 602.

New color developments will be dramatized and latest studio equipment will be shown, according to A. R. Hopkins, manager, RCA Broadcast & Tv Equipment Dept. Two new transmitters for radio broadcasters will be displayed and a color studio will be in continuous operation for origination of live studio presentations and motion picture films and slides.

A simple optical color filter which converts RCA 3-Vidicon film camera system for use with 35 mm Lenticular film will be shown. The black-and-white film can be used to record and project color pictures, reducing processing time for color kinescope recording to less than three hours and saving up to $1,200 an hour. Lenticular film contains myriads of lenses or imprinted dots providing varying color intensity. The optical system enables the 3-Vidicon camera to reproduce standard 35mm color monochrome for Lenticular film interspliced in any combination.

Other RCA items to be shown for the first time:

Low-cost 6 kw low-band TT6AL transmitter, using much less floor space. It is one of a new series of low-band vhf tv transmitters ranging from the TT2BL 2 kw transmitter to the TT25CL 25 kw transmitter. These will be available this year.

Complete 50 kw am ampliphase transmitter using only four standard cubicles or half the usual space for 40 kw equipment. Provision is made for remote control.

One kw am transmitter BTA1MX designed for maximum economy in initial cost, operation and maintenance, with half the normal tube complement and adaptability for remote control as well as hi-level modulation for optimum low distortion of audio.

Three new audio consolettes for radio and tv studios, all using etched-wiring amplifiers plus other features.

RCA's new midget power supply unit WP-15 for use with tv studio equipment, scheduled for commercial availability in May. It requires only 10½ inches of rack space, with up to 70% cut in tube and space needs.

A small transistorized ac or battery-operated portable remote amplifier BN6A, a four-channel type weighing 10 pounds.

A TK41 live color camera chain will be set up in a studio. A complete operative 3-Vidicon color film camera system will be shown as will an extension lens system which enables camera chains to produce live color commercials. Other color equipment includes a projector operating through a periscope.

Three-speed turntables, tape recorders and antenna gear will be shown.

RCA representatives will be headed by Arthur L. Malcorney, general manager, RCA Commercial Electronic Products; Dr. James Hillier, chief engineer, commercial electronic products, and Mr. Hopkins. Other executives of the broadcast-tv department will be E. N. Luddy, manager of transmitter equipment sales; J. P. Taylor, advertising manager; E. C. Tracy, broadcast sales manager; M. A. Trainer, broadcast system administrator; V. E. Trouant, chief engineer, and W. B. Varnum, manager, studio equipment sales. RCA broadcast field sales representatives will attend.

Rust Industrial Co.

FIVE new products to be shown by Rust Industrial Co. include an output switching unit, push button adapter, automatic meter sampler, remote control phase monitor (new model) and tube cooling delay unit. Other Rust products on display will be the remote control tv lighting panel, temperature indicating unit, and "24," "10" and "4" function remote control systems for transmitters, plus accessories.

The output switching unit is a motorized cam-operated device controlled by a "raise-lower" switch, used with RF contractor(s) to switch patterns, towers or transmitters. Operating cycle, two seconds. The push button adapter is for use at the transmitter with a remote control system to operate contractors wired for a normal push button station. The automatic meter sampler has a continuously running clock motor and cam to selectively switch one meter position to "off, 1, 2, 3, 4, 5 and repeat." Total cycle, 30 seconds, with approximately two seconds between readings.

Rust will be represented by President-General Manager William F. Rust and Broadcasting Sales Manager Donald G. Inman. Room 533.

Paul Schafer Custom Engineering

REMOTE control apparatus is the feature of the Paul Schafer Custom Engineering exhibit in Rooms 613-614, Conrad Hilton Hotel. To be shown is the new Model 400-R, which provides 24 metering circuits and 40 control circuits, contains all plug-in relays and built-in telephones. System operates up to 100 miles, and is declared to be adequate to control any am, fm, directional, low or high power transmitters. Also to be shown are components, including relay, plate voltage, line voltage, primary circuit breaker, antenna current and filament voltage units. Paul Schafer Custom Engineering is also sales representative for Harkins & Hershfield multiplex equipment for fm stations.

Standard Electronics Corp.

STANDARD ELECTRONICS Corp. will show its two new transmitters, 25 kw Model TL-634 (for chs. 2-6) and 50 kw Model AH-654-2 (for

HE CAN CHECK VIDEO ANYWHERE

HE HAS A NEW VIDEO TRANSMISSION TEST SET



The Original Full Rack and the Portable Unit Produce the same Precise Test Signals.



TELECHROME INCORPORATED **Model 1003-A**

Video Transmission Test Signal Generator

★ Completely self contained ★ Portable ★ Multi-frequency burst ★ Stair-step ★ Modulated stairstep ★ White window ★ Composite sync ★ Regulated power supply.

Now, Telechrome Video Transmission Test Equipment is available as *a completely portable* 12¼" standard rack mounting unit.

Everyday these Test Signals generated by Telechrome equipment, are transmitted Coast-to-Coast by NBC, CBS, ABC, the Bell System, Canadian Bell and leading independent TV stations throughout the U. S. and Canada. Hundreds of network affiliated TV stations and telephone TV centers thus check incoming video signals.

The compact, inexpensive, portable Model 1003-A is all that is required to generate signals for local and remote performance checking of your entire video, cable, or micro-wave facilities.



MULTI-FREQUENCY BURST

AMPLITUDE vs FREQUENCY. Check wide band coaxial cables, micro-wave links, individual units and complete TV systems for frequency response characteristics without point to point checking or sweep generator.



WHITE WINDOW

LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, smears, steps, low frequency tilt, phase shift, mismatched terminations, etc. in TV signals or systems.



STAIRSTEP SIGNAL modulated by crystal controlled 3.579 mc for differential amplitude and differential phase measurement. Checks amplitude linearity, differential amplitude linearity and differential phase of any unit or system.



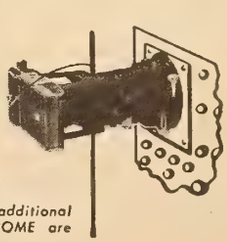
MODULATED STAIRSTEP signal thru high pass filter. Checks differential amplitude.



MODULATED STAIRSTEP signal thru low pass filter. Checks linearity.

Model 608-A HI-LO CROSS FILTER for Signal analysis.

1521-A OSCILLOSCOPE CAMERA —Polaroid type for instantaneous 1 to 1 ratio photo-recording from any 5" oscilloscope.



DELIVERY 30 DAYS

Literature on these and more than 150 additional instruments for color TV by TELECHROME are available on request.

TELECHROME INCORPORATED

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
AMityville 4-4446

BOOTH #12 NARTB CONVENTION—CONRAD HILTON HOTEL

chs. 7-13). Features of the 25 kw transmitter are a built-in patchover system, full view tempered glass doors, built-in power supplies and blowers for each amplifier stage, and self-contained cabinets. The 50 kw transmitter provides a space saving of 50% over other models, the company reports.

William H. Zillger, vice president; Harry R. Smith, manager of engineering; William H. Rappolt, manager of customer service, and Stanley L. Chaikind, manager of marketing, will head a staff of engineers who will be available for assistance and recommendations concerning tv transmission problems. Space 2.

Tarc Electronics Inc.

TARC ELECTRONICS Inc. will feature its "tune-up-for-color" campaign by showing the following "forward design" items:

Color scope (Model TE 6,000) is a 10-function studio test instrument which evaluates incoming color signals. Stabilizing amplifier (Model SA 7410) functions as a clamp amplifier for color and as a stabilizing amplifier for monochrome. Chroma-video distribution amplifier (Model DA 7126) is a four channel unit; low power drain, differential phase distortion approximately .25 degrees for 1 V Pp input. Model 7130 is a five channel version of the DA 7126.

Pulse distribution amplifier (Model 7190) provides six individual stages of 75 Omega source impedance lines at bridging impedance. Power supply (Model PS 1536) is 750 ma and (Model PS 1540) is 1,500 ma. Both are only 5¼ inches high with precise electronic voltage regulation, low ripple, metering facilities and germanium rectifiers for long life and stability. Video test generator (Model TE 6120) is a multi-function studio instrument, including square wave generator, composite video stair-step generator and internally generated calibrated phaseable 3.58 mc composite signal generator. Room 553A.

Sarkes Tarzian Inc.

REFINEMENTS and improvements in its slide projector will be shown by Sarkes Tarzian Inc., along with a complete line of tv broadcast equipment, including new 200 w vhf transmitter, image orthicon camera and portable and long-range microwave equipment.

Fully automatic slide projector has a number of fresh features from last year's model, including addition of a slide holder and provision for optical dissolves between any of 100 slides, all designed for pre-program planning and permanency of station IDs. Slides (glass, cardboard or metal mounted) are automatically indexed, permitting the operator to flick any at will. With the accessory panel, commercials and IDs may be pre-arranged for a whole day's programming.

The 200 w transmitter is designed for satellite or low-power operation and, with addition of extra rack and amplifier, the station could reach 1 kw power. Among other items are relay and switching equipment, vidicon camera for studio or remote use, tv audio equipment with monitor and limiter amplifiers in a self-contained unit and film chain with 16 mm film and slide projectors and camera control console.

Personnel: Biagio Presti, sales manager; Tom Tervoe and Leonard Gary, salesmen; Wendell Fuller, chief engineer; John Guthrie, assistant chief engineer; Gene Keith, Melvin Jones, Gus Abbott and Bill Norris, engineers; Don Meadows, commercial manager, and Mort Weigel, production manager. Space 3.

Telechrome Inc.

TELECHROME will show several of its latest developments with extended applications in the fields of color tv, video transmission facilities testing and telemetering.

Model 1003-A is a video transmission test signal generator, portable and standard rack mounting unit which produces multi-frequency burst, stairstep, modulated stairstep and window signals. It produces composite tv waveforms for measuring amplitude vs. frequency, differential amplitude vs. amplitude, dynamic linearity, differential phase vs. amplitude, high frequency transient response and low frequency phase of streaking.

A $400 color tv receiver, Model 311-BR, features a 22-in. Lawrence "Chromatron" picture tube, simplified circuits, vertical chassis with construction of monochrome components. A chromatron color monitor, Model 315-A, is said to be unaffected by the earth's magnetic field and features simplified circuitry incorporating no special components.

A portable test unit, Model 1073-A, produces a new type of waveforms for testing any part of all of a tv pulse system for amplitude and phase characteristics. Space 12.

Telemat

TELEMAT, maker of 20-second film clips for building local commercials in the same fashion as ad mats function for newspapers, will screen its new offerings for the 1956-57 season, including color spots. Telemats are convertible to 10-second spots.

Telemat will introduce its new general sales manager, Sid Freeman, who for 20 years was with Frederic W. Ziv Co. and who resigns from Ziv as western spot sales manager to join Telemat April 15. Other Telemat executives to attend the convention include Business Manager Daniel Gertsman, Production Manager Alan Wise and Midwest Sales Representative Bill Ermeling. Suite 539.

TelePrompTer Corp.

TELEPROMPTER CORP., New York, will display a full line of its equipment, including latest cueing equipment, featuring Magic Ring control; TeleMation, studio automation through the TelePrompTer; TelePro, a new rear-screen projection system with complete remote control; TeLights, new, efficient lights and systems, and TelePrompTer Program Communications Network, an actual demonstration showing push-button and automatic equipment for intra-television industry communications.

Also featured will be demonstrations of the TelePrompTer and TeleMation National Live Spot Package.

Manning the exhibit will be Irving B. Kahn, president; Hubert J. Schlafly Jr., vice president in charge of engineering; Herbert W. Hobler, vice president in charge of sales; James Blair, sales service director; Raymond Hagen, special field representative; Ted Boisumeau, manager, midwest division; Joe Kovalchik, chief technician; Trig Lund, Philadelphia representative; Steve Karkula and Frank Emmanuel, engineering staff. Space 25.

Utility Tower Co.

PHOTOGRAPHS, literature and engineering on the newest am, fm, tv and microwave towers will highlight the Utility Tower Co. exhibit. Special emphasis will be placed on the PL-09 plastic tower and actual sections of the most popular types of Utility towers with associated hardware.

The Oklahoma City firm will be represented by C. E. Nelson, V. G. Duvall and Jerry Nelson. Space 30.

PROGRAM SERVICES

Associated Artists Productions Inc.

ASSOCIATED Artists Productions will show film clips from Warner Bros. successes and promotional pieces on Warner Pictures for tv in Room 509A. AAP personnel attending: Bob Rich, general sales manager; Paul Kwartin, vice president, sales promotion; Ken Hyman, executive vice president; Arthur Kalman, vice president, midwest sales; Donald Klauber, vice president, east coast sales; Seymour Abeles, Herman Katz, Lester Tobias and Jeremy Hyman, field representatives; Carol Levine, director of press information; Jean Smith and Fred Hyman, treasurer's office, and Bob Kronenberg, West Coast sales.

Associated Press

ASSOCIATED Press will not have an exhibit, but will maintain headquarters in the Green room of the Blackstone Hotel for visitors.

Personnel: Oliver S. Gramling, assistant general manager; Robert Cavagnaro, and Frank King, general executives, plus regional membership executives Tom Aden, Andy Anderson, Paul Breining, Tom Cunningham, Jerry Gill, Clayton Hickerson, Mark Knight, Bob Lee, Harry Snyder, Frank Stearns, Al Stine, Jerry Swisher, Bill Tobin and Jack Weldon.

Broadcast Music Inc.

BROADCAST MUSIC INC. will show "The BMI Script Story," a display of its many and varied services to broadcasters, and also will show exhibits of original manuscripts of many of the greatest song hits of the past 15 years.

Representing BMI will be Carl Haverlin, president; Sidney M. Kaye, board chairman and general counsel; Glenn Dolberg, vice president, station relations, and Robert J. Burton, vice president in charge of publisher and writer relations. Suite 639A.

Community Club Services

COMMUNITY Club Services Inc., owner of the Community Club Awards sales promotion campaign service, will be in Room 656. John Gilmore, Joseph B. Matthews and Vic Diehm will represent CCS.

Harry S. Goodman Productions

"RADIO Is Better Than Ever" will be the theme of Harry S. Goodman Productions' exhibits. Goodman will audition 15 half-hour programs in the mystery-adventure category and for stations featuring news and music, is introducing custom built station identification spots. Rooms 556A-557A.

Guild Films Co.

GUILD Films Co. will maintain hospitality Suite 656, at the Conrad Hilton where it will distribute literature on all its tv filmed serials.

Personnel: Reub Kaufman, president; John Cole, west coast sales manager; Robert De Vinny, midwest sales representative, and Art Gross, assistant sales manager.

Hollywood Television Service

HOLLYWOOD Television Service, Republic Pictures subsidiary, will screen in Room 550A its current syndicated shows, including *Dr. Fu Manchu, Stryker of Scotland Yard, Commando Cody, Stories of the Century, Frontier Doctor* and *Statue of Liberty* (in cooperation

with U. S. Immigration and Naturalization Service). Details on *Hoodlum Empire,* a new series in production, will also be available.

Hollywood Tv Service executives attending will be Earl Collins, president; Richard G. Yates, vice president; Rex Allen, star of *Frontier Doctor,* and Sam Seplowin, sales representative.

Hygo-Unity

HYGO Television Films Inc.-Unity Television Corp. will have a hospitality suite in Room 524A and 526A. Personnel: Jeromes S. Hyams, president; Robert Seidelman, vice president and general sales manager; Stanley Dudelson, midwestern sales manager; William E. Young; southwest division sales manager; Jerome Wesfeldt, western division sales manager, and Carl Goldstein, salesman, New York.

International News Service

INTERNATIONAL News Service will distribute literature—including copies of INS 1956 baseball handbook. INS delegation to the convention will be headed by Robert H. Reid, tv sales manager, and will include Gene Roguski, managing editor of INS central division headquarters, Chicago; William C. Wilson, sales and business representative, Atlanta; William Peart, Dallas salesman; Richard H. Coyle, Chicago salesman, and Saul Reiss, New York salesman.

Major INS film services for television are Telenews Daily Newsfilm, Telenews Weekly News Review and This Week in Sports. Other products for tv include the facsimile circuit, news wire, film library, and the recently-inaugurated special transparency photo service for smaller tv markets. Rooms 805-806.

Keystone Broadcasting System

KEYSTONE Broadcasting System will feature coverage maps, statistical data and its 1955-56 advertising program in an exhibit in Suite 546A-548A. Representatives attending include Sidney J. Wolf, Noel Rhys, Edwin R. Peterson, Joseph Bayer, Arthur Wolf, E. Richard Peterson Jr., Blanche Stein and Jane C. McFadgen.

Lang-Worth Feature Programs

A NEW commercial spot service titled "Hucksters" will highlight Lang-Worth's presentation of specialized features in Rooms 556, 557 and 560. "Hucksters" comprises more than 400 sales treatments.

Lang-Worth "Shorties," standard and hit tunes averaging 1 min. 45 sec. in length, also will be on display, along with the firm's five-minute "Featurette" series. Lang-Worth's hospitality suite will be in Rooms 1133 and 1134A.

Personnel: C. O. Langlois Sr., president; John D. Langlois, general manager; Winnie O'Keefe, vice president; Hugh S. Allen Jr., Edmond K. Gardiner, Robert Hall and Spence Caldwell.

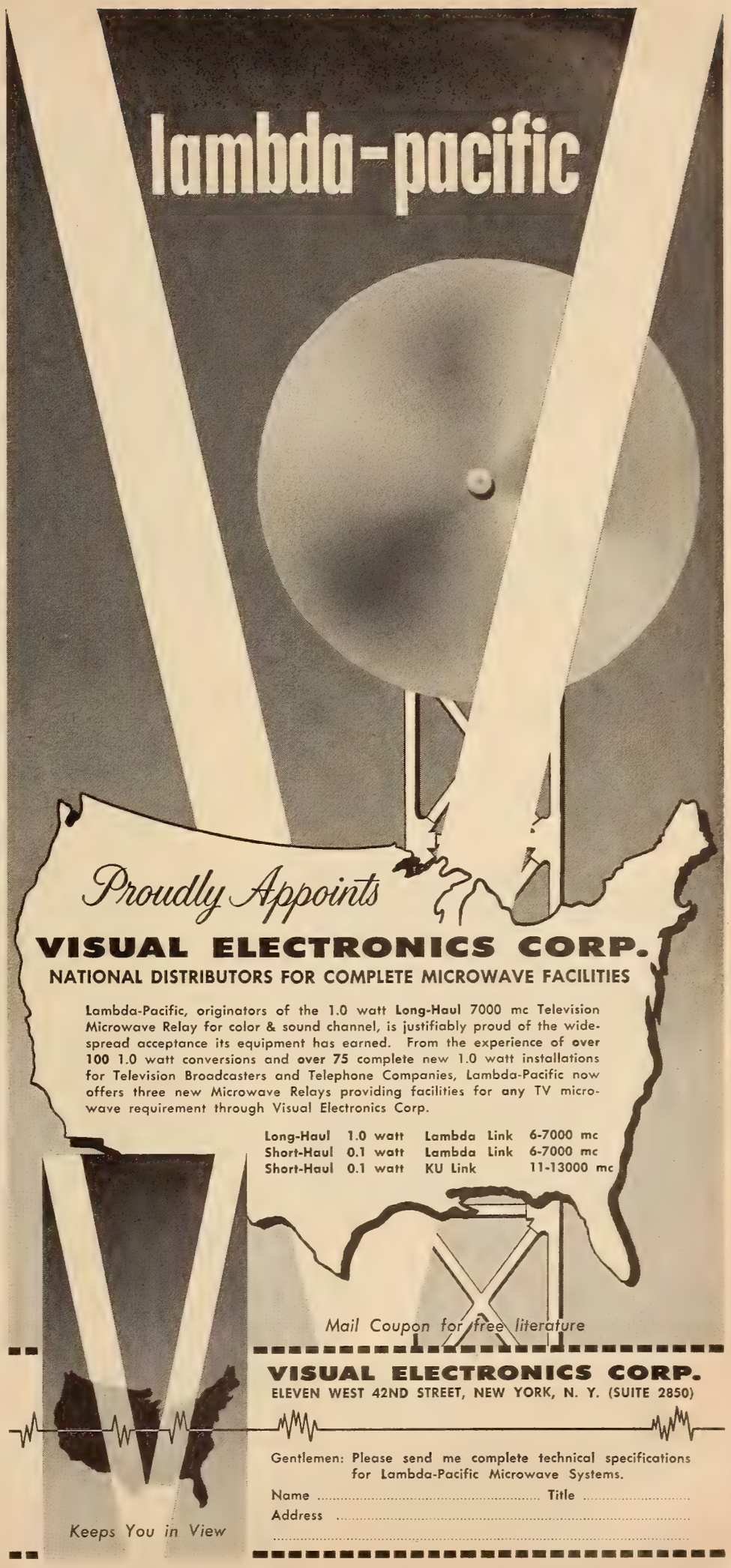
M & A Alexander Productions

FEATURES and western pictures will highlight the M & A Alexander Productions exhibit, with emphasis on the new "Power Plus Package." Arthur Alexander, Ben Elrod, Arnold Stern and Larry Stern will represent the firm. Suite 535A.

MCA-TV

MCA-TV Film Syndication Div.'s exhibit will cover all the company's shows and services, with the spotlight on new *Rosemary Clooney Show,* in Suite 504A, 505A and 507A.

The second annual MCA-TV cocktail dance



will be held in the Conrad Hilton ballroom from 6 to 8 p.m. April 16. Eddy Howard and his orchestra will play.

A coffee bar will be situated in the MCA-TV suite during the morning hours and cocktails will be featured in the afternoon. Door prizes—one a "grand giveaway"—will be other highlights.

MCA-TV executives attending include Layton Bailey, De Arv Barton, Aaron Beckwith, Howard Berk, Frank Brill, Albert Dorsking, Lou Friedland, Allen Green, Robert Greenberg, Raoul Kent, Hank Long, Henry Luhrman, Tom McManus, Frank McMahon, Frank Mincola, Wynn Nathan, Jim Necessary, Charles Richter, Robert Reagan, John Rohrs, Noel Rubaloff, Dale Sheets, David Sutton, Herb Stern, Karl Von Schallern, Ray Wild, Paul Weiss, Martin Williams, Kenneth Cleveland and Stu Smith.

National Musitime

NATIONAL MUSITIME will occupy Suite 556-57-60 and is exhibiting its national franchised background music service for fm stations.

Personnel attending include Charles Rynd, president; Jerome K. Levy, vice president; Robert D. Winston, vice president, and Gordon Myers, program director.

National Telefilm Assoc.

WITH the theme of "NTA, Your Ticket to Top Television Programming," National Telefilm's exhibit will be in Suite 504-505-507. One room will be devoted to a theatre, where there will be continuous showings of selected portions of NTA's "TNT" package of feature films, plus full-length showings of the David O. Selznick features. Entrance to NTA's suite will be decorated to simulate a theatre front, complete with lighted marquee and box offices.

In advance of the convention, NTA will distribute guides to the City of Chicago to more than 3,000 stations, agency representatives and sponsors personnel.

Personnel: Ely A. Landau, president; Oliver A. Unger, executive vice president; Harold Goldman, vice president in charge of sales; Edythe Rein, vice president; Edward Gray, vice president in charge of west coast sales; E. Jonny Graff, vice president in charge of midwest sales; Bernard Tabakin, director of national program sales; Martin Roberts, director of promotion and sales service; Raymond E. Nelson, director of sales development, and Harold J. Algus, director of public relations, and salesmen Don Swartz, Gerald Corwin, Nick Russo, Charles D. McNamee, Pete Rodgers, Bert Freeman, Victor H. Bickel, Sherlee Barish, Anthony Azzato and Allen Wallace.

NBC Television Films

NBC TELEVISION FILMS, now a division of Kagran Corp., will have a hospitality suite with the following officials on hand: Carl M. Stanton, vice president; H. Weller Keever, national sales manager; Daniel Curtis, eastern sales manager; Edward Montanus, central sales manager; Clifford Ogden, western sales manager; Seymour Eaton, central sales supervisor; James A. Strain, western sales supervisor; William Breen, southeastern sales supervisor; John F. Tobin, northeastern sales supervisor; Jay H. Smolin, manager of advertising and promotion, and Frederick Jacobi, publicity manager.

Official Films

OFFICIAL FILMS CO. will maintain headquarters in Suite 520 where literature about its filmed properties will be placed.

Herman Rush, sales vice president; Jack Garrison, midwest sales manager; Wells Bruen, assistant sales manager, and Art Breecher, Jerry Lee and Bob Conn, salesmen, will represent official.

RCA Recorded Program Services

RCA Recorded Program Services will exhibit four new RCA Thesaurus features recently added to its transcription library. The new features include "Show Stoppers," designed to add humor and variety to disc jockey programs; "Sell-Tunes," series of 100 musical introductions to sharpen commercial impact; a fully-transcribed five-minute radio show, *Great American Women,* and Norman Granz's *Jazz at the Philharmonic,* featuring jazz greats, which can be used as special dj material or as complete show.

Live entertainment—Kukla, Fran and Ollie, hillbilly singer Jimmy Dean and the Texas Wildcats, songstress Lurlean Hunter, Bob Wedyck trio, magician Bob Sharpe, comedian Randy Brown and hypnotist Harry Belmar—will spark the Thesaurus exhibit. Vaughn Monroe also will be on hand. Door prizes are another feature.

RCA Recorded Program Services also will spotlight three new film series: *Junior Sports League, The World Around Us* and *The Sam Snead Show.*

RCA's exhibit will be at the perennially famous "Key Club" (Suite 600) where members can't get in without a key. However, two platinum blonde models will be handing out keys by the hundred to everybody at the convention.

Walter Schwimmer Co.

FILM EXCERPTS, various sales and merchandising aids and success stories will provide the core of exhibiting Room 638A manned by Walter Schwimmer Co., tv film distributor. The properties: *Championship Bowling, Eddie Arnold Time, It's Baby Time* and *Lucky Number Calling.*

Delegates may see an exhibit of the current 1956 bowling series and receive plans for the 1957 "C" series, slated to go into production this June. Material will point up advertiser successes and ratings. Preview of *It's Baby Time,* produced by Herbert S. Laufman and distributed nationally by Schwimmer, will

It Won't Come Off!

ALL RECORDING TAPE is coated with magnetic oxide. On ordinary tapes this coating rubs off in use and forms a harmful deposit of abrasive dust on the recording head. Unless the head is constantly cleaned, the collection of abrasive dust eventually wears it out. A further disadvantage of oxide-shedding, common to ordinary tapes, is that after a few playings, the tape loses enough coating to alter its original frequency response characteristic.



The irish *FERRO-SHEEN* process of tape manufacture anchors the oxide coating to the base permanently, inseparably and much more smoothly. The obvious advantage of the homogeneous bond is that *the entire vicious cycle of shedding and abrasion of recording head and tape is eliminated, resulting in longer life for the tape, longer life for the head and flat frequency response over a wider range.*

***FERRO-SHEEN* is now available in these three quality irish BRAND tapes:**

SHAMROCK #300: The ultimate in premium, professional tape for broadcast and studio use. Comes with 5' Mylar leader in dust-proof polyethylene bag. **1200'....on 7" reel**

LONG-PLAYING #600: Extends playing time 50% over conventional tapes on same size reel. New Dupont 1 mil Mylar base ..... **1800'....on 7" reel**

SOUND PLATE #220: The super-tough tape, pioneered by ORRadio, now on 1.5 mil Mylar. Used for tape-masters and permanent program storage ..... **1200'.... on 7" reel**



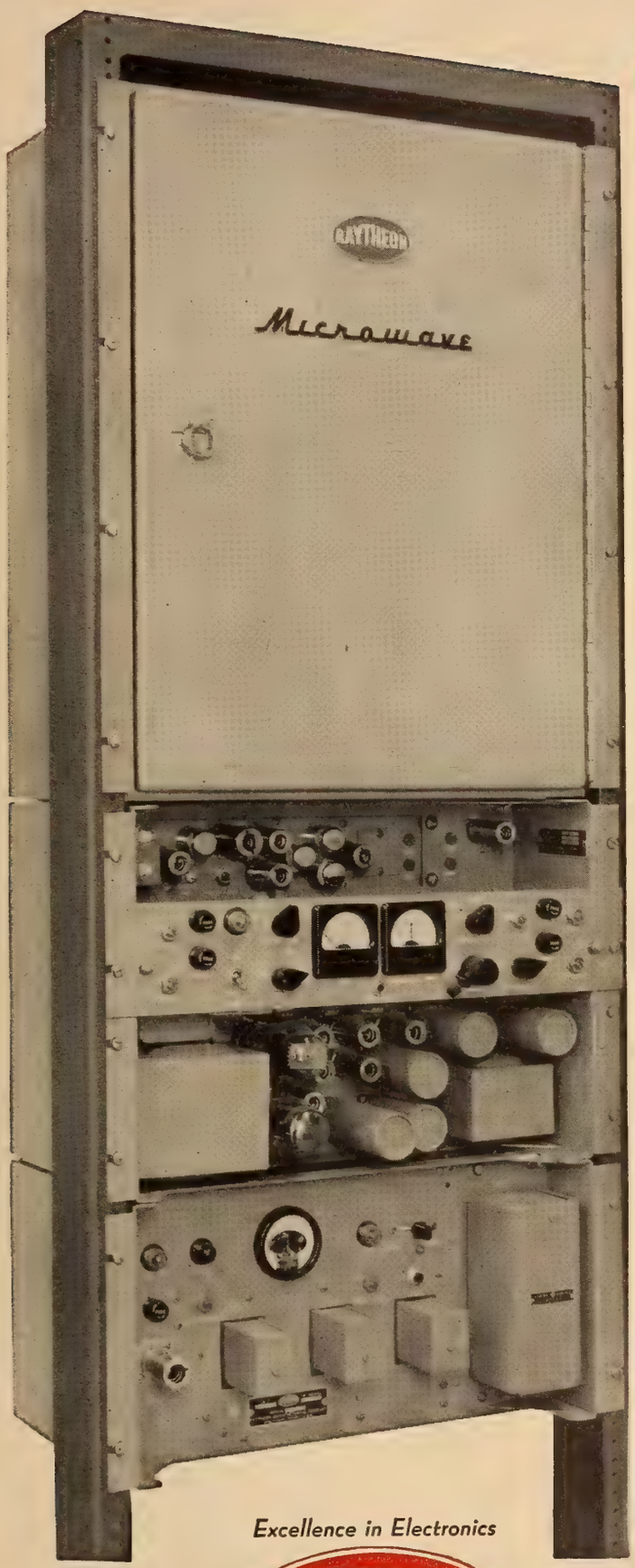
Write for name of local dealer:

ORRADIO INDUSTRIES, INC.

World's Largest Exclusive Magnetic Tape Manufacturer

Opelika 14, Alabama

EXPORT DIVISION:
Morhan Exporting Corp., N.Y.C.
IN CANADA:
Atlas Radio Corp., Ltd., Toronto



NOW AVAILABLE

RAYTHEON KTR SERIES TV MICROWAVE LINKS FOR RACK MOUNTING

To meet your need for permanent TV relay installations, Raytheon now provides its famous KTR series links for fixed as well as portable use. Retaining all of their fine performance features, the KTR-100 and KTR-1000 (100 mw and one watt) are now available rack mounted for the 6000 and 7000 mc bands.

A new accessory system offers remote control of important transmitter and receiver functions and also includes an alarm circuit. Both rack-mounted and portable units can be operated with waveguide extensions. A ferrite isolator eliminates long-line effects, thus permitting indoor operation and maintenance of the entire equipment, with the antenna system separated from the radio equipment by as much as 100 feet.

In nearly 200 television stations*, Raytheon KTR links provide monochrome or color with simultaneous program audio transmission at lowest cost with greatest reliability. With the addition of rack mounted units, Raytheon now serves you with the most complete line in the industry.

PORTABLE KTR UNITS FOR REMOTE PICK-UPS



The ultimate in simplicity and portability, Raytheon KTR equipment for portable use consists of only four compact units with a total weight of 162 lbs. Portable units are available for all bands—color or monochrome with audio channel—if desired.

Names on request.

Excellence in Electronics

RAYTHEON

For complete information, please write Dept. 6120.

RAYTHEON MANUFACTURING COMPANY

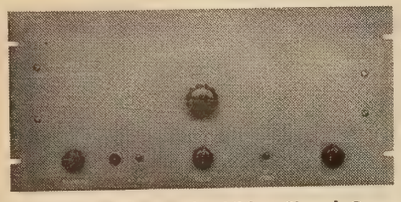
A-3012

Equipment Marketing Department, Waltham 54, Mass.

see Raytheon's exhibit at Booth 10, NARTB Show

FOTO-VIDEO Laboratories, Inc. BT-4
Eagle Rock Bldg., Little Falls, N. J.
Send **FREE** Catalog on your latest studio test apparatus and Color and Monochrome TV equipment.
Name ..... Title .....
Firm .....
Address .....
City ..... Zone .... State .....

● How to Save Money on TV station maintenance . . .



N E W

V-3A Keyed Composite Video Signal Generator Specified by such famous studios as WABC-TV, WABD, KING-TV, WCCO-TV, WTVN, WSPD-TV, KSL-TV, and Philco & Du Mont labs. Uses: test frequency and square wave response of studio, microwave & transmitter with actual operating signal & no disabling of clamp circuits; direct resolution test of picture & waveform monitors (read no. of lines on dial); time measurements; test differential gain & complete frequency range. Built-in regulated power supply. **Important use:** in keying a sweep generator signal with TV sync to provide instantaneous response data.

● and on studio TV equipment!

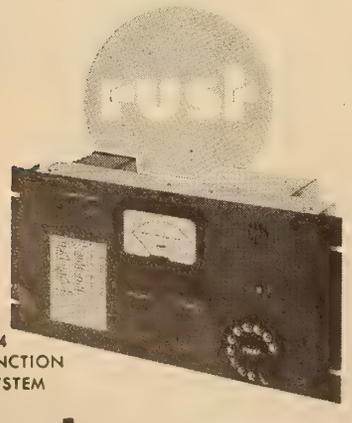
V-7B 525-Line TV Sync Generator. Highest stability & reliability (used in USAF TV equipment). Features: no tube sel.; term board constr.; many test points. All RETMA sync signals. Reliable shaper circuitry & time-proven binary counter. Built-in convergence-linearity dot generator supplies black or white dot pattern as **separate** signal. 5 lock-in sources, including xtal. Instantly convertible to Color with V-8A color generator. Power supplied by single V-2A Supply.

F-102A Vidicon Film Multiplexer. Uses single Vidicon camera with 4 picture light sources (**opaques**, slides & films). Highest quality & definition picture without ghosts. Both camera & slide projector platforms adjustable to accommodate most std studio types. Operates with but one alignment & control setting. Push-button switches for local or remote operation.

ARE YOU READY FOR DIRECTIONAL REMOTE CONTROL?

The Rust Model 108D and Model RI-136 Phase Monitor have been designed as a reliable combination to accommodate such operation when authorized by the FCC.

Write, wire, or phone us today for details. See this remote control combination for broadcasting stations at the NARTB Convention in Chicago, April 15-19.



24 FUNCTION SYSTEM

rust industrial co., inc.
130 Silver St., Manchester, N. H.
Tel. NA. 3-3596

be shown, along with presentation of Mr. Schwimmer's new daytime live tv series, *Lucky Number Calling.*

Personnel attending include Walter Schwimmer, president; Bernie Cross, sales manager, and Art Pickens, program director. Company will hold an informal reception for station managers, sales managers, film directors and other executives in its suite April 15 from 6-8 p.m.

SESAC Inc.

SESAC Inc. will reveal part of its 25th anniversary promotion program as a feature of its exhibit in Suite 528A and 530A. "The Brightest Lights Are on SESAC" will be the theme of the exhibit—to be dramatized by a replica of a television set. A TelePrompTer will carry the SESAC sales message to visitors. Latest transcribed library series, new program aids, including an alphabetical and classified catalogue which the company has prepared as a companion volume to its bridges, moods and themes catalogue. Giveaways and promotion gimmicks "galore" are planned.

Representatives: Alice Heinecke, Evarard S. Prager, Robert Stone, Jim Myers, David R. Milsten, Sid Guber, Hal Fitzgerald and Glenn Ramsey.

Standard Radio Transcription Services Inc.

EXHIBITS of Standard Radio Transcription Services Inc. will be built around the Standard Program Library and the Super Sound Effects, and special emphasis will be placed on the baby of the Standard Family, Shorty Tunes. Twenty-eight stations recently have added the latter service, according to Olga Blohm, manager of the corporation. Room 612A.

Sterling Television Co.

STERLING Television Co. will use a hospitality suite to tell about two new film packages, Jungle Adventure, featuring footage by Osa and Martin Johnson and Frank Buck, plus other jungle movies, and Children's Films, including films about animals as children like to think of them, fairy tales and real life adventures. In addition, Sterling will distribute its new library catalogue. Rooms 560A, 561A.

Tele-Pictures Inc.

COMPLETE sales kits, synopses and analyses of its various feature motion picture properties for tv will be available from Tele-Pictures Inc. in Suite 657A. Company claims over 160 feature theatrical releases as distributing outlet and stresses availability for television stations almost simultaneous with theatrical showings.

Personnel: Edmund Baumgarten, president, and Marvin Lowe, Chicago sales representative.

Television Programs of America

TPA's newest syndicated property, *Stage 7*, will be on display in Rooms 515A-517A with the company's other programs, both syndicated and network. The former include *Edward Small Features, Ramar of the Jungle, Ellery Queen, Captain Gallant of the Foreign Legion, Science in Action, The Count of Monte Cristo, Susie* and *Halls of Ivy*. TPA network shows are *Private Secretary, Fury, Lassie* and *Captain Gallant of the Foreign Legion.*

In addition, TPA will show all its merchandising and promotion material—such items as Lassie dolls and Ramar helmets that are licensed in connection with various series.

Representing TPA will be Milton A. Gordon, president; Michael M. Sillerman, executive vice president; Bruce Eells, vice president western division; William Fineshriber Jr., vice president New York division; Hardie Frieberg, vice president eastern division; Leon Bernard, manager midwestern division; Kurt Blumberg, assistant to the president; Jerry Franken, director press-promotion; Eli Harris, director of advertising, and Pat O'Brien, Chicago office manager.

UM&M Tv Corp.

UM&M Tv Corp. will have its exhibit in Suite 532-33-34A and will set up a screening room where sample films from the UM&M catalogue will be shown on request. Among films in the company's catalogue are *Little Lulu* and *Betty Boop* cartoons, *Sherlock Holmes, Paris Precinct* and *New Orleans Police Dept.* series and a variety of short subjects.

Personnel: Charles Amory, president; Irving Feld, station sales manager; Richard Carlton, eastern sales manager; Leo Brody, New England sales manager; John L. Peters, advertising manager; Neale Oliver, midwest supervisor, and Don Schuler, southern supervisor.

United Press

UNITED PRESS' exhibit will include a facsimile machine and a UP radio wire, as well as a UP Movietone television script wire and a UP Movietone television news film. The facsimile newspicture wire delivers dry prints of newspictures at the editor's desk. The television script wire carries constantly updated scripts timed and cued to UP Movietone film.

World Broadcasting System

A NEW telephone quiz game for radio—*Voice of Fortune*—will be demonstrated by World Broadcasting System at its exhibit in Rooms 512A and 513A. Designed to act as an all-day audience-builder, the game is based around a telephone quiz in which listeners are called and asked to identify the voice they have heard on the station airing the show. The "mystery voices" will be recorded segments featuring well-known national personalities. Contestants will register to be called by filling out entry blanks available at the point-of-sale of participating sponsors.

World executives attending the convention: Pierre Weis, general manager; Robert W. Friedheim, vice president, and sales executives Dick Lawrence, James Weathers and Ken Josephs.

Ziv Tv

ZIV TV will stage an exhibit of its television films available in syndication in Suite 500-501-502. These include *Man Called X, Highway Patrol, Science Fiction Theatre, I Led Three Lives* and *Cisco Kid.*

Special attention will be given to the rating performance of these shows in major tv markets as well as to the extensive merchandising aids, point-of-sale pieces, contest promotions, posters, and giveaways offered by Ziv Tv to program advertisers.

Ziv delegates will include John Sinn, president; M. J. Rifkin, vice president in charge of sales; Fred W. Ziv, board chairman, and Al Unger, vice president of the Chicago office.

OTHER EXHIBITORS

Advertising Council—NARTB

SECOND public service exhibit sponsored by the Advertising Council and NARTB will be held in the Normandie Lounge and writing room. Nearly 50 organizations will have exhibits following the theme, "Broadcasters, You Can Be Proud of Your Service to America." Coordinating exhibit are Mrs. L. S. Schwartz and Gordon Kinney, for the council, and Fred Garrigus, for NARTB. The following government agencies and private organizations will have booths:

National Citizens Council for Better Schools, CARE, United Community Funds & Councils of America, Crusade for Freedom, Federal Civil Defense Administration, U. S. Forest Service, American Red Cross, Religion in American Life, National Safety Council, U. S. Treasury Dept. (U. S. Savings Bonds Div.), Ground Observer Corps, American Heritage Foundation, U. S. Committee for United Nations Day, American Cancer Society, American Diabetes Assn., American Heart Assn., Arthritis & Rheumatism Foundation, Big Brothers of America, Boys Clubs of America, Boy Scouts of America, Campfire Girls Inc., Keep America Beautiful, National Assn. for Mental Health, Religious Overseas Aid, National Conference of Christians & Jews, National Foundation for Infantile Paralysis, National League for Nursing, National Society for Crippled Children, National Tuberculosis Assn., United Cerebral Palsy, United Negro College Fund, National Multiple Sclerosis Society, National Fund for Medical Education, Junior Achievement, American Hearing Society, National Assn. for Retarded Children, Pan American Union, Dept. of Defense, The President's Committee on Employment of the Physically Handicapped, 4-H Clubs, ACTION, National Fire Protection Assn.

American Research Bureau

SURVEY information and copies of work done by American Research Bureau will be demonstrated. Services include television audience measurement with complete reports covering the entire United States and 100 separate metropolitan areas. Reception studies are available covering 350 additional markets, including uhf information.

Personnel: James W. Seiler, Roger N. Cooper, Lorin S. Myers and Jack Gross. Rooms 610-611.

A. C. Nielsen Co.

A. C. NIELSEN Co. will demonstrate its Audimeter (for national network ratings) and Recordimeter (for Nielsen station index ratings) devices in Suite 1000. Delegates will be able to see firsthand how devices work when attached to sets and examine various data, including questionnaires and station subscribers in connection with Nielsen Coverage Service Study No. 2.

As a special feature, Nielsen will display a new Rand-McNally "merged relief map" showing pictorially the contours of the U. S. Nielsen publications also will be available.

Nielsen will have a "Treasure Chest" and guests choosing the right keys may win certificates good for electric razors, clocks and other merchandise.

Personnel attending include Vice Presidents John K. Churchill, E. P. H. James, J. R. Mathews, George E. Blechta and William R. Wyatt (midwest sales manager); B. A. Traylor, sales service executive; account executives, research, and other specialists from Chicago headquarters. Suite 1000-1001.

Metropolitan Life Insurance Co.

NEW to NARTB's annual exhibits will be Metropolitan Life Insurance Co. Three representatives will explain operation of NARTB's group life insurance plan, which will operate in all states but Texas and Ohio. Attending for Metropolitan will be J. Henry Smith, L. F. Nickel and F. E. Cragg. Room 537.

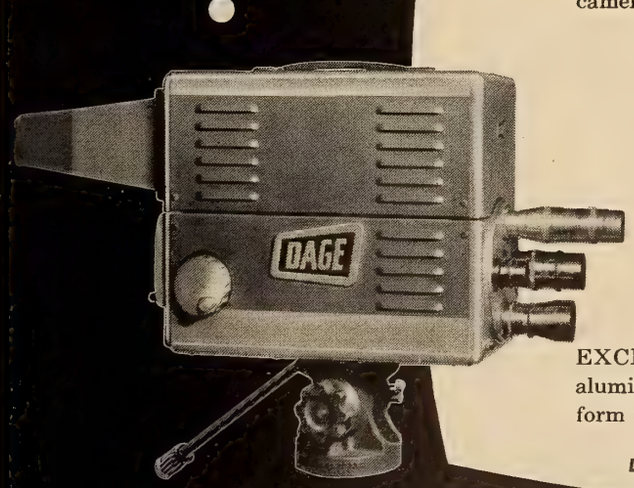
Tourney Prizes Set

TWO silver trophies and 14 prizes will go to golfers taking part in the annual B•T Golf Tournament to be held Sunday, April 15, as first feature of convention week. Three more prizes—portable radios—have been donated by New York independent stations who asked to join Chicago stations as donors of tournament prizes. The three outlets—WMCA, WOV and WMGM—said they "want to show that independent radio is very much alive in New York and that it is a great medium."

The tournament will be held at Midwest Country Club, Hinsdale, Ill., Chicago suburb. B•T buses leave the Conrad Hilton Hotel at 8:30 a.m. Chicago stations donated 11 prizes ranging from a transistor radio to phonographs.

TELECASTERS: CUT PRODUCTION COSTS

With the New DAGE Model 320A Camera



FOR USE IN: STUDIO • REMOTE TELECASTING • FILM PICKUP • KINESCOPING PROGRAMS

Enjoy greater handling ease and high telecasting quality without the need for extensive operator training and experience. The Dage Model 320A Vidicon Camera is a greatly improved version of the Model 300D camera which has been widely used for studio, remote and film pickups.

- Sweep failure protection for Vidicon pickup tube.
- Removable Electronic Viewfinder. 5" tube. White phosphor.
- 8 MC bandwidth with adjustable phase and aperture correction and adjustable peaking coils.
- Overscan switch.
- Switch-selected control of electrical focus at either camera or control unit.
- Four-lens turret operated from rear of camera.
- Relay operated tally lights in hood and end panels.
- Camera control consoles include 10" aluminized picture tube and 5" waveform monitor. Built-in target calibration, regulated kinescope high voltage supply.

EXCLUSIVE NEW DAGE master monitor Model 635A includes 10" aluminized picture tube with inter-laced pulse-cross display, 5" wave form monitor, built-in calibration pulse for level adjustments.

Dage produces complete studio, pickup, switching and distribution equipment.

DAGE TELEVISION DIVISION
Michigan City, Indiana
In Canada, distributed by: Rogers Majestic Electronics, Ltd., Toronto

A Thompson Product

Television's finest achievement...

The American Story





originally titled "Cavalcade of America"

DRAMA • ADVENTURE •

produced expressly for one of the Nation's largest prestige advertisers

39 Half-hour TV Programs

Proudly offered to a select group of advertisers

PRESTIGE – STATURE – PRIDE

Impact advertising for products and services

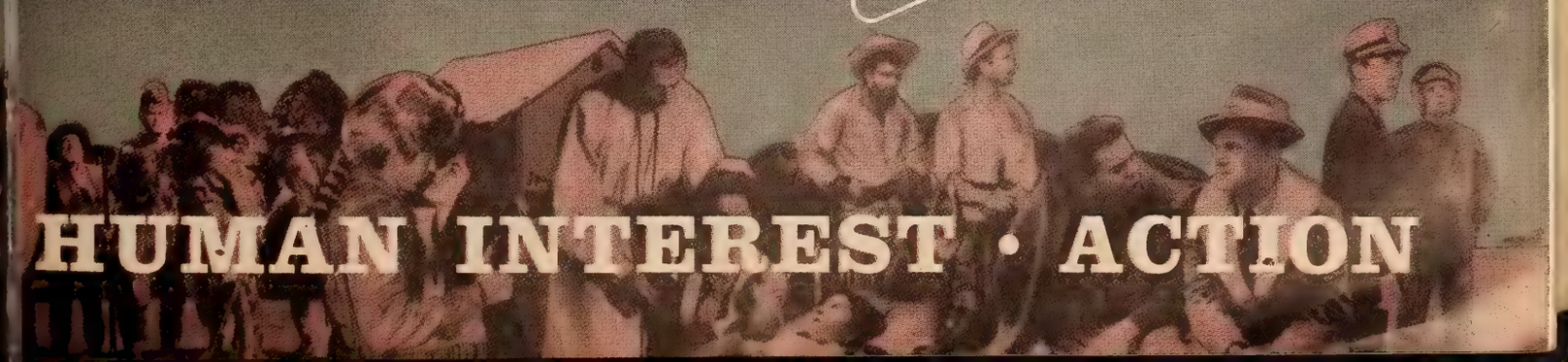
Established audience attraction with an 18 year radio success on two major networks

produced by the ranking craftsmen of Hollywood and TV

vivid, entertaining stories . . . behind-the-scenes drama with the men and women who made America's History

Phone – Wire – Write
The Man From Official Today!

OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N. Y.
Plaza 7-0100



HUMAN INTEREST · ACTION

THE ENGINEERING PAPERS

Delegates to next week's NARTB convention will hear the latest word on new developments in the broadcast field during three days of dissertations by specialists in the field.

NEWEST techniques in radio and tv transmission will be unveiled to the nation's broadcast engineers during three days of programming at the 10th annual NARTB Broadcast Engineering Conference at the Conrad Hilton Hotel, Chicago. Willard J. Purcell, WGY Schenectady, is chairman of the conference committee.

Executives of equipment firms, networks and stations will offer papers on color tv, radio and tv transmitters, cameras, antennas, fm multiplexing and remote control operation.

Programs start Monday, April 16, with color tv as the topic. Luncheon speaker Monday will be Dr. William L. Everett, U. of Illinois. Engineering delegates will meet jointly with the Management Conference Tuesday and the annual FCC panel discussion will be held Tuesday afternoon. FCC Chairman George C. McConnaughey will be the Tuesday luncheon speaker.

Programming has been criss-crossed with the management agenda so that radio topics will be discussed Wednesday by engineers while tv is providing the management theme. Tv subjects will be covered Thursday by engineers while management delegates are concentrating on radio.

Opening the Monday morning technical session will be A. Prose Walker, NARTB engineering manager,



MR. PURCELL



MR. WALKER

COLOR TELEVISION DAY
(Monday) MORNING

Presiding: Raymond F. Guy, Dir. of Radio Frequency Engineering, NBC



MR. GUY

Color Tv Systems Planning

9:30-10:15 a.m.

By: Chester A. Rackey, Director, Audio & Video Engineering, and Donald Castle, Manager, Audio-Video Engineering Group, National Broadcasting Co.

THE problem facing the engineer designing a technical system for color television broadcasting is somewhat more complicated than that for monochrome. This is due to some basic differences between the two systems in operational, transmission and lighting requirements. These several differences and the problems resulting therefrom are separately discussed, together with some of the solutions to these problems which have been employed in recent National Broadcasting Company color studio installations. Differences in technical requirements between the smaller, independent station type of installation and the systems required for network broadcasting will be discussed briefly also. A description and slide pictures of the lighting system used in a recent NBC color studio will conclude the discussion.

Studio Lighting for Color Originations

10:20-10:45 a.m.

By: Edward Tong, Tv Studio Supervisor, WDSU-AM-FM-TV New Orleans.

A GREAT DEAL of the color in our present day color television system depends upon proper lighting. There is a marked difference between the lighting methods used for black-and-white productions and those used by our new friend, color. A marked difference also appears between the lighting methods as used on the local station level and those used on the network level. Of interest to stations contemplating expansion to live studio color pickups are the experiences of WDSU-TV in the field of live color origination and the philosophy behind its color lighting, control system, equipment inventory and methods. The interrelation of lighting with other facets of a television production, such as make-up, scenic design and set proportions, is discussed.

New Color Television Transmitter Monitor

10:50-11:15 a.m.

By: Charles A. Cady, Engineer, General Radio Co.

A NEW MONITOR for use with monochrome or color television transmitters will be described in detail. The instrument has been designed in accordance with modern transmitter practice and provides many new features not found in existing equipment. It provides the means for making many of the tests required by the FCC for continuous monitoring and proof-of-performance tests. Several auxiliary measurements can be made with the new monitor. These have been included both as a safeguard against early obsolescence in the rapidly advancing field of television and as a tool to be used by operators in locating transmitter faults or improper adjustments. The mechanical and electrical features of the new monitor represent a new approach to the problem of instrumentation in the modern television broadcasting station.

Test Transparencies for Color

11:20-11:45 a.m.

By: Edward P. Bertero, Staff Engineer, Engineering Development, National Broadcasting Co.

THERE has long been a need for an improved method of aligning existing black-and-white television cameras. This has become apparent to even the average viewer on many occasions. With the advent of color the inadequacies of our present practices have been emphasized by the need for two additional test patterns for camera alignment purposes. An appraisal of our present method of camera alignment will be made. Several approaches and shortcomings of possible solutions to the problem will be indicated. The development and use of 8 x 10 transparencies for color camera alignment will be described. The feasibility of 8 x 10 color transparencies for possible use in an operational color camera matching technique also will be discussed in detail.

Installation and Adjustment of Color Television Receivers

11:50-12:15 p.m.

By: E. R. Klingeman, Manager, Field Service Engineering Group, Engineering Dept., RCA Service Co.

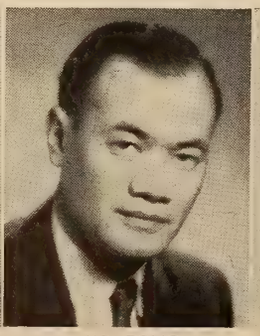
WITH the installation rate of color television receivers approximating 1,000 per week, the cooperation of the broadcasters in supplying color programs, and especially color test signals, is invaluable to the service man. Receiving antennas and test equipment for color receiver installation and service are readily available and training of service men by RCA and other manufacturers and their distributors has been increasing steadily since 1954. New and unconventional circuitry is materially reducing the number of tubes and components in the receiver. Both vhf and uhf color television reception is completely satisfactory, although problems sometimes develop in small localized areas. With close cooperation between the television stations' technical staff and the local service man, it is hoped that these problems can be solved.



MR. RACKEY



MR. CASTLE



MR. TONG



MR. CADY



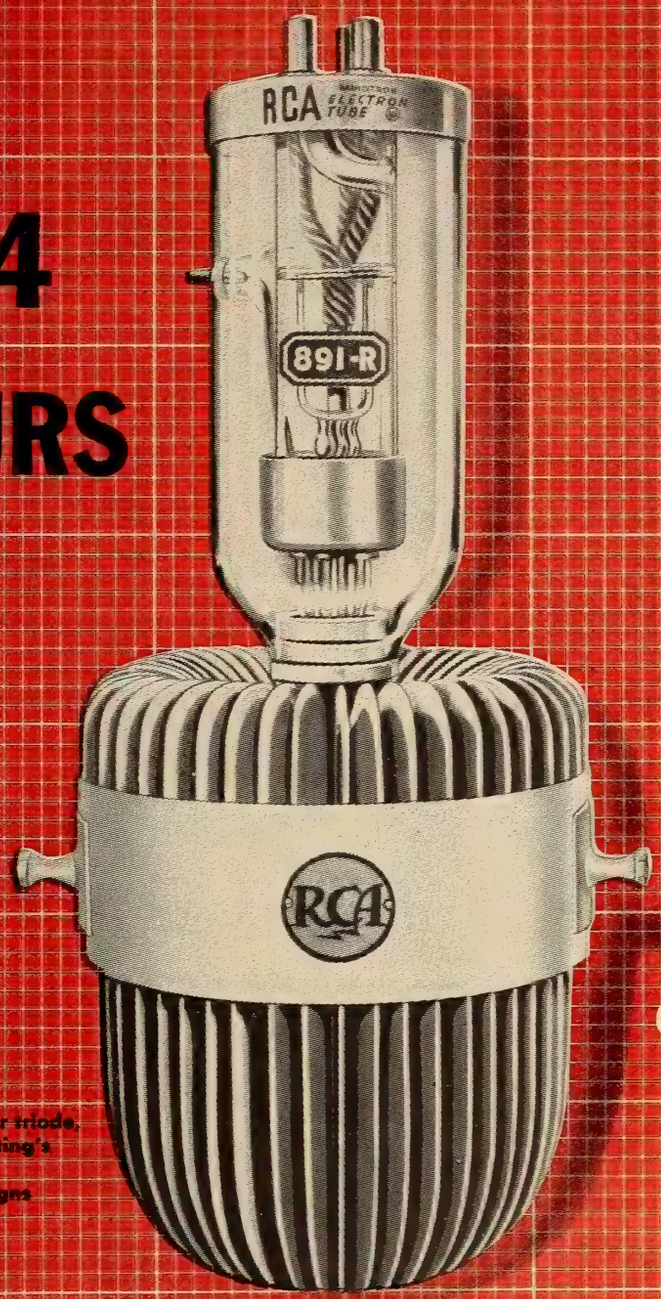
MR. BERTERO



MR. KLINGEMAN

RCA Time-proved Tube Designs...for longer service

48,044 HOURS ON-AIR



...in 11 years of operation

RCA-891-R power triode, one of broadcasting's first forced-air-cooled tube designs—still a favorite.

The remarkable endurance of RCA Power Tubes is due in great measure to *"proved-in"* designs—that have withstood and passed the "shake-down" tests of practical transmitter operation for years and years. Take RCA's famous forced-air-cooled designs—like the RCA-891-R at WOI. Says WOI's Chief Engineer, Keith K. Ketcham:

"In April of 1952 we removed from our RCA 5DX 5-kw transmitter, an RCA-891-R modulator tube...which was purchased by WOI in September 1939... The total number of hours in use chalked up by this tube amounted to 48,044.6—which amounts to approximately 11½ YEARS OF SERVICE IN OUR TRANSMITTER."

RCA application-proved power-tube designs are paying off for broadcast stations like WOI every day—in assuring greater reliability of equipment operation—in reducing tube cost per hour of operation! Your RCA Tube Distributor is ready to handle your call for RCA Tubes of all types promptly—for virtually every need and operation in a broadcast station.

HOW TO GET MORE HOURS FROM AN RCA-891-R

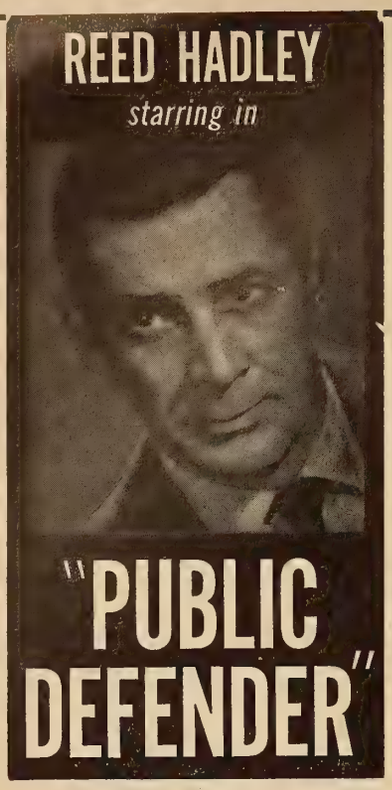
- Reduce filament voltage to the minimum to give required output at acceptable distortion level—then increase by the amount required to compensate for line-voltage regulation.
- Keep air-cooling system clean—to prevent tube and circuit damage from overheating.
- When handling tube, lift it by the handles to avoid mechanical damage: Don't bump glass envelope or grid arm.
- Operate spare tubes periodically.
- Operate RCA-891-R within RCA ratings. Always follow the instructions packed with each tube.

Don't Miss The RCA TUBE EXHIBIT at the NARTB Convention April 15-19th!

RCA

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA · HARRISON, N. J.





He's a rugged, no hold-barred square shooter who works tirelessly to win a case. And a sizable section of the population is always on hand pulling for him.

In fact, even more women than men make up that big following of Reed Hadley in Public Defender.

Put this hard working, proven audience puller to work in your market. Whatever you're selling, the Public Defender series can influence a big jury of enthusiastic fans to choose your brands.



69 HALF HOURS

First run in many markets! Powerful re-run value in ALL markets!

Interstate
TELEVISION CORPORATION

NEW YORK 445 Park Ave. MUrray Hill 8-2545 | CHICAGO 1250 S. Wabash WAbash 2-7937 | HOLLYWOOD 4376 Sunset Drive NOrmandy 2-9181

COLOR TELEVISION DAY

(Monday)

AFTERNOON

Presiding:

Thomas E. Howard, Engineering Vice President, WBT-WBTV (TV) Charlotte, N. C.



MR. HOWARD

Compact, Plug-in Color Video Equipment

2:30-2:55 p.m.

By: Wilfrid B. Whalley, Senior Project Engineer, Engineering Dept., CBS Television

IT is apparent that with more and more stations turning toward color and the supply of trained color personnel being somewhat limited, not to mention existing studio space, there exists a great need to provide the industry with more compact equipment which will meet today's trends. Five new color video components have been developed in the continuing CBS progress toward compact, plug-in television studio equipment. This paper describes the design and operating characteristics of a newly designed color video distribution amplifier, a color video relay switcher and a regulated power supply. These newly designed pieces of equipment are characterized by not only unusual performance but also by their stability, simplicity, quick replacement, ease of maintenance, and economy of space.

Systems Planning for Color Television Studio Equipment

3-3:45 p.m.

By: Andrew F. Inglis, Manager of Studio Systems Engineering, RCA

THE tv broadcasters faces many questions as he takes the necessary steps to enter color telecasting. A number of helpful considerations are discussed that will help him in planning a more efficient installation. The adoption of compatible color television was advantageous from a system standpoint, not only for the receiver portion of the system, but also for the studio. The use of compatible color in the studio permits complete integration of color and monochrome original handling facilities, and it is recommended that broadcast engineers plan their installation on this basis. Some of the important factors to be considered in this planning are discussed including: advantages and disadvantages of switching simultaneous color signals, linearity and frequency response requirements, non-synchronous operation timing problems, special effects, and other color problems.

Techniques of Color Film Reproduction

3:50-4:35 p.m.

By: H. N. Kozanowski, Manager, Television Special Projects, RCA

WITH film reproduction rapidly becoming the so-called backbone of black-and-white television, it follows that this may eventually become true in color. Television broadcasters are rapidly expanding their activities to include the color reproduction of color film and slides. The characteristic of 35mm and 16mm film prints are discussed with particular emphasis on practical methods for obtaining best color tv results with currently available material. The role of electrical masking is described in detail. Recent developments in 3-v equipment make it possible to include high quality reproduction of color opaques and live commercials in the color tv programming schedule. The versatility provided by these sources appears to have great commercial significance.



MR. WHALLEY



MR. INGLIS



MR. KOZANOWSKI



MR. WENTWORTH

Color Test Equipment Test Procedures

4:40-5:25 p.m.

By: John W. Wentworth, Manager, Television Terminal Equipment Engineering Group, RCA

PRACTICAL operating experience with compatible color television systems has confirmed the need for certain specialized measurements. This paper presents a review of the testing problems encountered in color television and summarizes recent developments in test equipment designed to solve these problems. The work of several industry committees that have been active in this area is discussed, with special emphasis on the progress achieved in reaching agreement on standardized conditions and procedures for measurement. The paper is illustrated by color slides, many of which show the distortions that can be caused by improperly adjusted transmission equipment.

CHICAGO TOURS

8-11 p.m.—Tours of WBBM-TV and WNBQ (TV) facilities.

RADIO DAY

(Wednesday)

MORNING

Presiding:

John T. Wilner, Engineering Vice President, WBAL-AM-TV Baltimore



MR. WILNER

Results of Experimental Remote Control of Directional and High Power Standard Broadcast Stations

9:30-11 a.m.

By: A. Prose Walker, Manager of Engineering, NARTB; Henry H. Fletcher, President and General Manager, KSEI Pocatello, Idaho;

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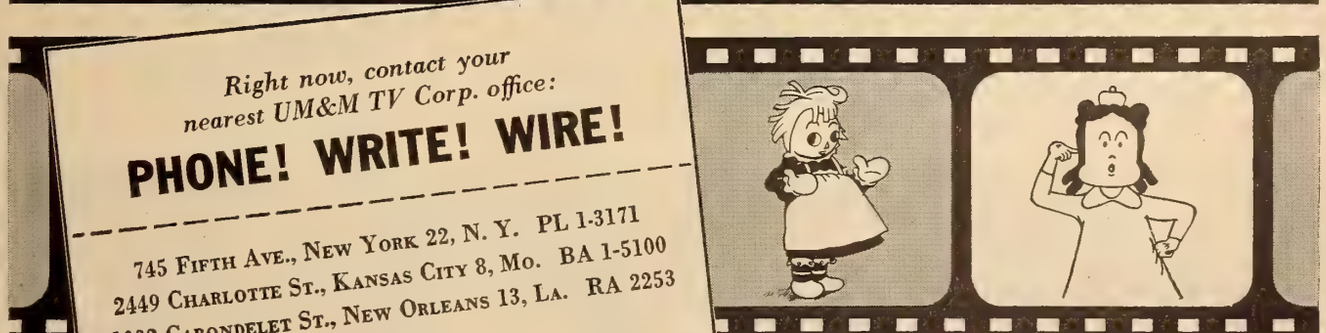




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R. E. L. Kennedy, Kear & Kennedy, Consulting Engineers; T. C. Kenney, Chief Engineer, KDKA Pittsburgh; R. W. Naylor, Manager, Broadcasting Engineering Group, Canadian G. E., Ltd.; Robert J. Sinnett, Technical Director, WHBF Rock Island, Ill.; Urlin Whitman, Gates Radio Company; D. B. Williamson, Broadcast Systems Engineer, Canadian Westinghouse Co. Ltd.

ON February 15, 1956, the NARTB filed with the Federal Communications Commission a petition for rule-making to extend remote control authorization to stations using directional antennas and powers up to and including 50 kw. Top engineering panelists from manufacturing, broadcasting and consulting engineering fields will discuss the field experiments and ramifications of this proposal. Installation, maintenance, personnel adjustment, fire alarm system, high power operation with remote control will be thoroughly discussed. A general discussion pertaining to the contents of the 400-page petition will be given along with a generous supply of slides depicting the petition's contents. This timely topic will be discussed by some of the men who took part in the actual field experiments.



MR. WALKER



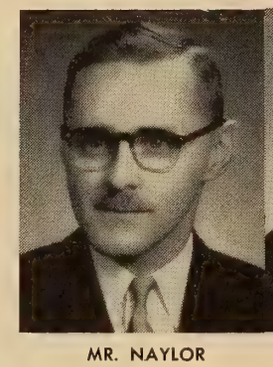
MR. FLETCHER



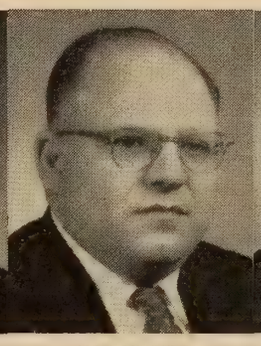
MR. KENNEDY



MR. KENNEY



MR. NAYLOR



MR. SINNETT



MR. WHITMAN



MR. WILLIAMSON

Conelrad—Is it Necessary?

11:05-11:30 a.m.

By: Ralph J. Renton, U. S. Supervisor Conelrad, FCC

THIS PAPER will embrace the reasons and necessity for electromagnetic controls. Air Defense requirements as they concern this matter will be reviewed and a brief resume and progress report of Conelrad will be given explaining advantages and limitations of the system. The broadcasters' role in Conelrad such as, what he is required to do, what he is not required to do, what he may volunteer to do and what he can do to improve the system will be discussed. A report on coverage and the Civil Defense problem will be given with proposals for improving the operation.

The Ohms Law Phasor and Its Relationship to Remote Control of Directional Antenna Systems

11:35 a.m.-12:10 p.m.

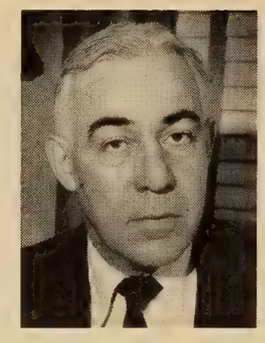
By: John H. Mullaney, Consulting Radio Engineer

THIS paper will deal with a method for controlling power distribution in a directional antenna phasor by use of a new type of circuit called the Ohms Law phasor. The paper will treat the conventional versus Ohms Law phasor in detail, discussing typical type designs, adjustment characteristics, stability of their operation and the adaptability to remote control. It will be shown vectorially why the Ohms Law phasor enhances band-width characteristics of an array and in addition stabilizes any type of configuration. Some of the technical problems involved in the remote control of directional antenna systems will be discussed and a suggested method will be offered for accomplishing remote control of directional antenna systems.

RADIO DAY

(Wednesday)
AFTERNOON

Presiding:
James E. Barr,
Assistant Chief,
Broadcast Bureau,
FCC



MR. BARR

Fm Broadcast Multiplex Equipment Design, Development, and Production

2:30-2:55 p.m.

By: Dwight (Red) Harkins, Harkins and Hershfield (Manufacturers), General Manager, KTYL Mesa Ariz.

THE ACTION of the Commission with respect to multiplexing of subsidiary transmissions is considered by many in the broadcast industry to mark an important milestone in the development of the radio art. This paper will outline the development of the basic components required for multiplexing such as the sub-carrier generator, the transmitter, and the receiver. A detailed explanation will be presented regarding the method of introducing the sub-carriers to the main carrier without producing cross-modulation, along with measures taken to prevent possible cross-modulation. Use of printed circuits in the manufacture of the multiplex receivers is detailed. Results of field tests in the various cities are cited as well as the necessary modifications required of the existing fm installations.

Automatic Program Log Devices

3-3:25 p.m.

By: S. L. Huffman, President, WCMW, and Clark Dozer, Station Manager, WCMW Canton, Ohio

IT is only logical that the next step along the road to automation in the broadcast industry take place in the program department. This paper discusses a new system of automatic logging, posting, and billing which has been in successful use in radio station WCMW for more than four years. Station operators attending this season will see demonstrated the simplicity of this automatic logging system which consists of a 36-drawer steel filing cabinet to accommodate IBM cards and a small box that is placed on the control desk to receive the day's logs. The paper will go into detail regarding the installation, operation, and problems involved in such an automatic system.

Automatic Gain Control Devices in Audio Circuits

3:30-3:55 p.m.

By: Archie A. McGee Jr., Studio Facilities Engineering Section, General Electric Co.

WITH the ever increasing demands made upon studio and transmitter engineers, it is most desirable to make the audio signal as nearly automatic as possible, yet maintain a signal which will provide high average modulation of the



MR. RENTON



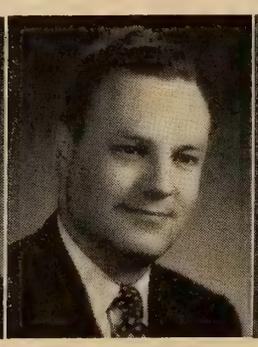
MR. MULLANEY



MR. HARKINS



MR. HUFFMAN



MR. DOZER



MR. McGEE

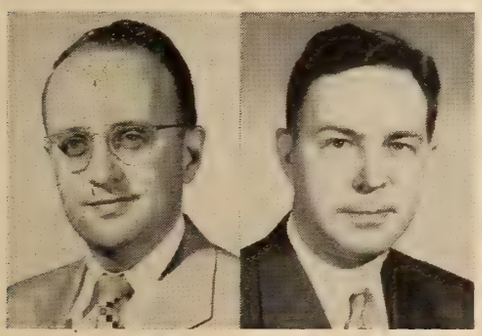
transmitter. A combination of two broadcast audio amplifiers will be discussed. The automatic gain control amplifiers are the newly developed Uni-Level and the new Programatic Limiting Amplifier. The Uni-Level is a program or line amplifier incorporating AGC. The new Programatic Limiting Amplifier retains important features found acceptable in previous equipment. Other features are unique circuitry, greater range of limiting, higher output level, and about half the usual mounting space.

Bringing Microphones up to Date

4-4:25 p.m.

By: R. H. Carrell, Design and Development Engineer, and A. H. Lind, Manager, Audio and Mechanical Devices Engineering, RCA

IN ADDITION to having a functional microphone appear in an attractively styled case, microphones designed today are evolved to meet a number of carefully evaluated engineering criteria. General considerations in the acoustical design approach are outlined in detail. The important characteristics of signal-to-noise ratio with its many contributing factors are elaborated upon as a fundamental design consideration. Along with the above, frequency response and balance versus application are commented upon. In the discussion various parts of the microphone design are considered in detail, the effect



MR. CARRELL MR. LIND

of some of the variable factors shown and an account given of the experimental methods used in the development. Finally, various aspects of the performance such as wind noise, magnetic induction pickup, directivity patterns are discussed referring to test data obtained.

Transistors and Their Application in Broadcast Equipment

4:30-5 p.m.

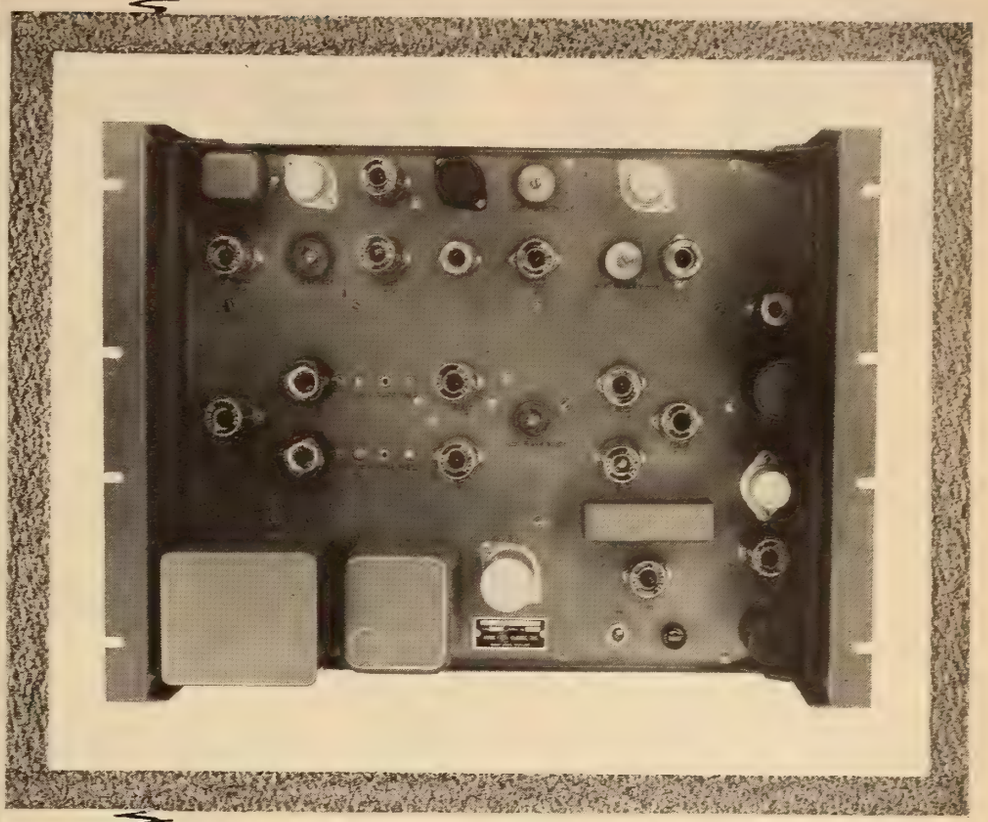
By: Paul G. Wulfsberg, Assistant Director for Research and Development, Collins Radio Co.

TECHNICAL and economic progress in the field of semi-conductors has increased the application of transistors in broadcast equipment. It is now possible, using existing components and techniques to design a completely transistorized broadcast studio and remote system. The application of the transistor not only ushers in the field of miniaturization but increases overall reliability. This paper will review some of the existing designs together with newer equipment applications not yet available on the commercial market. Advantages and limitations of transistors and associated circuits will be discussed in detail along with life expectancy based on previous experience. The importance of power rectifiers and power transistors is reviewed and high power applications are demonstrated.



MR. WULFSBERG

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The Type TS-1 Telesync equipment has been designed specifically to meet the requirements for a high quality unit for generating RETMA sync signals when used in conjunction with a high fidelity TV receiver such as the NEMS-CLARKE TR-1 or equivalent.

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The low cost and simplicity of operation as compared to a regular synchronizing signal generator is obtained by using the radiated signal of a television broadcasting station. This signal is picked up by a high quality TV receiver such as the NEMS-CLARKE TR-1. The video is removed and the sync only is supplied to the TS-1. It is then separated, delayed and mixed.

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MR. HARMON

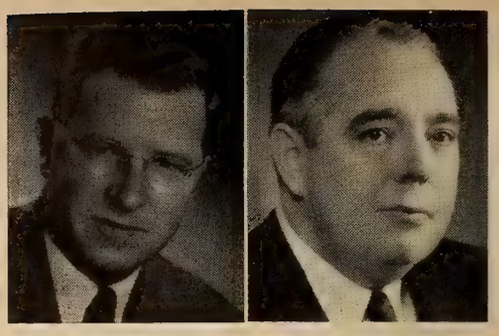
TELEVISION DAY

(Thursday)
MORNING

Presiding:
Raliph N. Harmon,
Engineering Vice
President,
Westinghouse
Broadcasting Co.



MR. ADLER MR. CHAMBERLAIN



MR. LODGE MR. COWAN

Tv Translators

9:30-9:55 a.m.

By: Benjamin Adler, President, Adler Electronics Inc.

A RECENT proposed rule-making of the Federal Communications Commission looking toward the authorization of low power translator television stations operating in the upper portion of the uhf spectrum is the basic topic of this paper. There will be a brief review of the need for this type of tv service and a discussion of the proposed rules relating to the service. A tv translator transmitter capable of accepting aural and visual vhf signals from a receiving antenna and delivering ten watts of peak visual and five watts of aural to a uhf transmitting antenna will be fully described. Data and information will be presented on application problems and signal coverage that may be expected from an installation of this type.

A Cordless Microphone System

10-10:15 a.m.

By: Adolph B. Chamberlain, Chief Engineer, CBS Television

A CORDLESS MICROPHONE system successfully used by CBS Television, consisting of a small microphone, miniature fm transmitter, special receivers, and a diversity antenna system will be described. In addition, a motion picture short will be shown to demonstrate typical applications of cordless microphones. The need for continued development work to produce smaller, more rugged and reliable components, having as an objective a system with performance and dependability equal to that obtained from standard studio microphones, will be stressed. A system of this type could materially lessen the need for microphane booms in television and motion picture studios. Also emphasized will be the fact that even more important than improved performance and relief from microphone boom problems, is the freedom of movement given the performer, made possible by the cordless microphone system. Speakers at the engineering conference will be equipped with the system.

VITEAC (Video Transmission Engineering Advisory Committee)

10:20-10:40 a.m.

By: William B. Lodge, Vice President in charge of Engineering, CBS Television and Frank A. Cowan, Assistant Director of Operations, Long Lines Department, AT&T

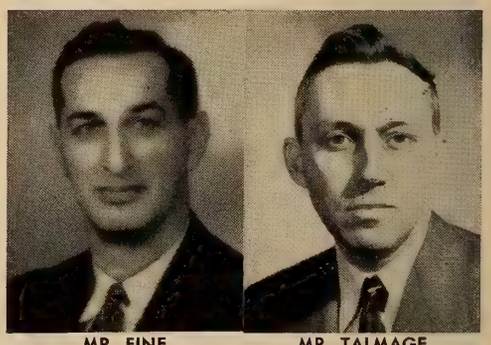
THE TELEVISION networks have grown rapidly and at present close to 70,000 miles of network circuits are in use. This growth has been accompanied by an increasing complexity such as multiple pick-ups and the addition of color. It became apparent that closer liaison was necessary between station engineering and the Long Lines Dept. of AT&T for solutions to existing problems. Consequently, in September 1954 there began a series of monthly meetings attended by the top engineers of the television networks and the appropriate persons in Long Lines and the Dept. of Operation and Engineering of the AT&T Co. Subsequently, the chief engineer of the Manahattan and Bronx area of the New York Telephone Co. was added to the committee. Thus began VITEAC—"Video Transmission Engineering Advisory Committee." This paper will outline the objectives, activities, and accomplishments of this group.

Present Knowledge of Propagation in the VHF and UHF Tv Bands

10:45-11:10 a.m.

By: Harry Fine, Chief, Applied Propagation Branch, Technical Research Div., FCC

THE PURPOSE of this paper is to review propagation studies as they affect the extent of vhf and uhf television service. Emphasis will be given to the practical results of the studies rather than to a discussion of the phenomena and the theoretical explanations. Although the authors are employed by the FCC, this paper should not be regarded as an official expression of the Commission, but only the authors' personal appraisal of the data. It is hoped that this paper will give an over-all appreciation of recent propagation developments as they may affect the performance of television stations. In many areas the need for more experimental and theoretical work will also be apparent. In many cases data is now available where the earlier studies required extrapolation.



MR. FINE MR. TALMAGE

New Developments in VHF Television

11:15-11:40 a.m.

By: F. E. Talmage, Manager, Low Power Transmitter Design Section, Broadcast Transmitter Engineering Dept., RCA

THIS PAPER describes new developments in tv transmitters which include a unique type of enclosure providing a maximum degree of accessi-



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bility with a considerable reduction in floor area requirements. Also described are some new circuits providing inter-carrier frequency control, linearity correction, and a centralized control system. This, together with a high degree of circuit stability, will permit operation without adjustment over extended periods.

Cost Estimating for Television Station Engineers

11:45 a.m.-12:15 p.m.

By: Rodney D. Chipp, Director of Engineering, Allen B. DuMont Labs

STATION engineers are frequently called upon to estimate the cost of new construction building repairs, equipment installation, etc., and it is useful to be able to arrive at a quick answer of sufficient accuracy to determine whether the project should be dropped or approved. If approved, more precise figures can be obtained from engineers, architects, or contractors. This paper will describe some "rules of thumb" suitable for estimating the cost of building and studio construction, power requirements, heating and ventilating acoustic treatment and other similar items.



MR. CHIPP



MR. SLUSSER

TELEVISION DAY

(Thursday)
AFTERNOON

Presiding:
J. A. Slusser, Chief Engineer, KOA-AM-FM-TV Denver

Daylight Saving Time Delayed Video Operation for 1956

2:30-2:55 p.m.

By: Theodore B. Grenier, Video Facilities Engineer, ABC, and William P. Kusack, Chief Engineer, WBKB (TV) Chicago, Ill.

DURING the six-month period of daylight saving time, the networks' desire to delay certain television programs for one hour presents an interesting challenge. The one-hour time delay dictates a narrow time margin between the completion of a television recording and the start of the playback process on the air. The schedule severely restricts the time available for preparation of the television recording for playback. A complete system to facilitate a video delay using 35mm equipment is described. A novel arrangement for continuous recording and simultaneous processing has been developed.



MR. GRENIER



MR. KUSACK

Tv License Application Requirements—Proof-of-Performance Measurements

3-3:25 p.m.

By: James E. Barr, Assistant Chief of the Broadcast Bureau, FCC

THIS PAPER will attempt to clarify an area of ambiguity and possible misunderstanding with respect to the measurement data that is required in applying for television licenses. There will be some discussion of the purposes of the measurements, the extent to which they can be utilized by the FCC to insure operation within the tolerance limits prescribed by the rules, and FCC views regarding the practical limit on the scope of such measurements. The specific requirements in responding to questions contained in the license application will be outlined.

A New Approach to Automatic Program Control

3:30-3:55 p.m.

By: Alexander C. Angus, Studio Facilities Engineering Group, General Electric

MUCH has been said in the past and much will be said in the future regarding the subject of automatic program control. It is a lively subject with a very bright future if guided correctly and in the proper direction. This paper deals with the subject by outlining the features and application of one type of automatic program control system. The basic control function is in the form of a perforated paper tape adaptable to any broadcast operation.

Improving the Performance of Micro-Wave Television STL'S

4-4:25 p.m.

By: Peter K. Onnigian, Chief Engineer, KBET-TV Sacramento, Calif.

THIS paper deals with micro-wave problems which are encountered not only in the initial installation but during the general day-to-day operation. Comparisons are made between the overall performance of a kmc and a 7 kmc micro-wave tv studio-to-transmitter link. The path length is approximately 35 miles. Long time fading measurements over a period of one year were made along with recordings showing the effects of space and frequency diversity. The effects of Fresnel zone clearances on both bands are clearly shown.



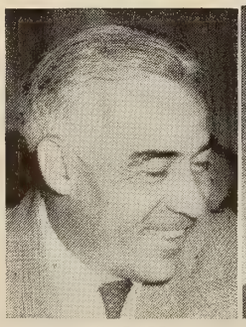
MR. ONNIGIAN

Color Video Effects

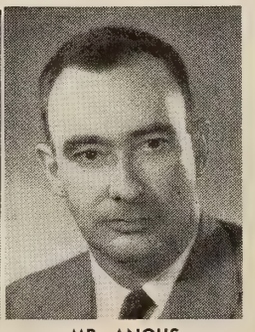
4:30-5 p.m.

By: Edward Bertero, NBC (picture page 100)

MR. BERTERO will discuss programming and production effects made possible by new electronic techniques.



MR. BARR



MR. ANGUS

Tentative Agenda NARTB 1956 Convention Conrad Hilton Hotel

Sunday, April 15

Registration, Lower Lobby, 7 a.m.

Monday, April 16

Registration; Lower Lobby, 7 a.m.

FM SESSION

10 a.m.-noon

PRESIDING: H Quenton Cox, KQFM (FM) Portland, Ore., senior NARTB fm director

MESSAGE OF WELCOME: Harold E. Fellows, president and chairman of the board, NARTB

THE FM BAND: PAST, PRESENT AND FUTURE: Dr. Frank E. Schooley, dir., U. of Ill. Broadcasting

WHAT OUR FM FACILITIES MEAN TO US: George J. Volger, KWPC-FM Muscatine, Iowa; F. Merrill Lindsay, WSOY-FM Decatur, Ill.; Calvin J. Smith, KFAC-FM Los Angeles

FM—THE PLUS FACTOR: George A. Heinemann, program dir., WMAQ-FM Chicago

CURRENT DEVELOPMENTS IN MULTIPLEXING: Ross Beville, WWDC-FM Washington; Sam Gersh, WFMF (FM) Chicago; William S. Halstead, Multiplex Development Corp., New York; Walton N. Hershfield, Harkins & Hershfield Mfg. Co., Phoenix, Ariz.

TELEVISION BUSINESS SESSION

2:30 p.m.

PRESIDING: Clair R. McCollough, WGAL TV Lancaster, Pa., chairman, NARTB television board of directors

PRESIDING AT THE ELECTION: Judge Justin Miller, consultant to NARTB

LABOR CLINIC

(For station management only)
4-6 p.m.

PRESIDING: Leslie C. Johnson, WHBF Rock Island, Ill., chairman, NARTB employer-employee relations committee

SPEAKER: John W. Seybold, industrial relations director, Allied Printing Employers' Assn.

PANEL: Mr. Seybold; Bert Locke, dir. of labor relations, Associated Industries of Minneapolis; Lowell Jacobsen, dir. of personnel, NBC, New York; Calvin J. Smith, president and general manager, KFAC Los Angeles; Charles West, assistant to the treasurer, *Peoria Star Journal,* owner and operator of WTVH Peoria, Ill.

QUESTION AND ANSWER SESSION:

Tuesday, April 17

Registration; Lower Lobby, 7 a.m.

JOINT SESSION MANAGEMENT AND ENGINEERING CONFERENCES

10:30 a.m.-noon.

PRESIDING: E. K. Hartenbower, KCMO Kansas City, Mo., co-chairman, 1956 convention committee

INVOCATION: Rabbi Louis L. Mann, Chicago Sinai Congregation

PRESENTATION OF THE COLORS:

KEYNOTE ADDRESS: Robert E. Kintner, president, ABC

PRESENTATION OF KEYNOTE AWARD

TO MR. KINTNER BY: Harold E. Fellows, NARTB president and charman of the board

LUNCHEON

12:30-2:30 p.m.

PRESIDING: Campbell Arnoux, WTAR-TV Norfolk, Va., co-chairman, 1956 convention committee

INVOCATION: The Reverend E. Jerry Walker, Pastor of St. James Methodist Church, Chicago

INTRODUCTION OF SPEAKER: Mr. Fellows

SPEAKER: Hon. George C. McConnaughey, chairman, FCC

SPECIAL FEATURE: Dennis P. Longwell, Herrin, Ill., Voice of Democracy winner

AFTERNOON JOINT SESSION

2:45-3:30 p.m.

PRESIDING: Mr. Arnoux

SPECIAL PRESENTATION — FREEDOM OF INFORMATION: John Charles Daly, vice president, ABC

3:45-5 p.m.

A PANEL DISCUSSION-Federal Communications Commission

Moderator: Mr. Fellows

Panel: Comrs. George C. McConnaughey; Rosel H. Hyde; Edward M. Webster; Robert T. Bartley; John C. Doerfer; Robert E. Lee; Richard A. Mack

ENGINEERING RECEPTION

6:30 p.m.

Wednesday, April 18

WAGE-HOUR BREAKFAST (An Informal Discussion)

8 a.m.

Registration; Lower Lobby, 9 a.m.-5 p.m.

MANAGEMENT CONFERENCE

10 a.m.-12:30 p.m.

PRESIDING: Mr. Arnoux

OPENING REMARKS: Clair R. McCullough, WGAL-TV Lancaster, Pa., chairman, NARTB television board of directors

NARTB TELEVISION CODE PRESENTATION: G. Richard Shafto, chairman, NARTB television code review board

Edward H. Bronson, director, television code affairs

FORUM-TELEVISION FILM: Harold Essex, WSJS-TV Winston-Salem, N. C.; Harold P. See, KRON-TV San Francisco, chairman, NARTB Television Film Committee

George T. Shupert, president, ABC Film Syndication; John L. Sinn, president, Ziv Television Programs

FORUM-COLOR TELEVISION MANAGEMENT PROBLEMS: Jules Herbuveaux, WNBQ (TV) Chicago; Harold Hough, WBAP-TV Fort Worth; Thomas Howard, WBTV (TV) Charlotte, N. C.; Robert D. Swezey, WDSU-TV New Orleans

LUNCHEON

12:45 p.m.

PRESIDING: Mr. Arnoux

INVOCATION: The Very Reverend Monsignor Edward V. Dailey, St. Veronica's Church, Chicago

ANNUAL REPORT: Harold E. Fellows, president and chairman of the board

AFTERNOON SESSION

2:15 p.m.-3:30 p.m.

PRESIDING: Mr. Arnoux

POLITICAL TELECAST FORUM: Ad-



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BOB WOOD, National Sales Manager, 118 East 57th Street, New York ..... ELdorado 5-7690
LEW JOHNSON, Midwest TV Sales Manager, 230 North Michigan Avenue, Chicago ..... FRanklin 2-6498
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dresses: J. Leonard Reinsch, executive director, WSB-TV Atlanta, Ga.; James C. Hagerty, news secretary to President Eisenhower

OPEN FORUM: Otto Brandt, KING-TV Seattle, Wash.; Edwin K. Wheeler, WWJ-TV Detroit; Robert Heald, chief attorney, NARTB

3:30 p.m.-5 p.m.

TELEVISION BUREAU OF ADVERTISING: Oliver Treyz, president, "Focussing Tv's Spotlight—New Perspective on National and Local Spot"

RADIO PIONEERS DINNER
7:30 p.m.

Thursday, April 19
Registration; Lower Lobby 9 a.m.-5 p.m.

MANAGEMENT CONFERENCE
10 a.m.-12:15 p.m.

PRESIDING: Mr. Hartenbower, KCMO Kansas City, Mo., co-chairman, 1956 convention committee

OPENING REMARKS: Henry B. Clay, KWKH Shreveport, La., chairman, NARTB Radio Board

THE FUTURE OF RADIO AUDIENCE MEASUREMENT: Dr. E. L. Deckinger, vice president of The Biow Co. and chairman of the Advertising Research Foundation's radio-television ratings review committee

"IT'S YOUR DECISION": Walter E. Wagstaff, KIDO Boise, Idaho, chairman, NARTB radio standards of practice committee

"SELLING YOUR SALESMEN"—A Panel Discussion: Charles H. Tower, manager, NARTB employer-employee relations department, moderator

William T. Earls, general agent, Mutual Benefit Life Insurance Co., Cincinnati; Robert Jones, vice president, WFBR Baltimore; J. C. Luhn, president, Easterling Co., Chicago; Dr. Robert N. McMurry, senior partner, McMurry, Hamstra & Co., Chicago; Todd Storz, president, Mid-Continent Broadcasting Co., Omaha

"THE SCHOFIELD 7": Arthur C. Schofield, advertising and sales promotion director, Storer Broadcasting Co.

"RADIO WEEK RALLY": National Radio Week committee

LUNCHEON
12:45 p.m.

PRESIDING: Mr. Hartenbower

INVOCATION: The Right Reverend Charles L. Street, Suffragan Bishop of Chicago

ADDRESS: To be announced

CONVENTION BUSINESS SESSION
AFTERNOON
RADIO ADVERTISING BUREAU
2:45-5 p.m.

"RADIO: BEST OF THE BIG FOUR": Kevin B. Sweeney, president; John F. Hardesty, vice president—A detailed comparison of radio advertising with other major media for all types of national and regional advertisers

ADJOURNMENT
ANNUAL CONVENTION RECEPTION
6 p.m.

ANNUAL CONVENTION BANQUET
7:30 p.m.

CANADIAN TV, TWO AM'S RECOMMENDED

CBC board of governors takes favorable action on licensing video station for CKDA Victoria, B. C., and radio stations at Portage La Prairie, Man., and Port Hope, Ont.

ONE new television station and two radio stations have been recommended for licensing by the board of governors of the Canadian Broadcasting Corp.

CKDA Victoria, B. C., has been recommended for a tv station on channel 6 with 1.8 kw video and 900 w audio with antenna 269.5 ft. above average terrain. Richard Digby Hughes has been recommended for a radio station license at Portage La Prairie, Man., with 250 w on 1570 kc. Foster M. Russell has been granted license approval for 1 kw daytime station on 1500 kc at Port Hope, Ont. D. B. Williamson was denied a station license at Burlington, Ont., for 500 w on 1320 kc.

Approval of the sale of one-third ownership of CKLW-AM-TV Windsor, Ont., opposite Detroit, was among other actions at the CBC board of governors' meeting March 28 at Ottawa.

Sale of control of CKNW New Westminster, B. C., suburb of Vancouver, B. C., to Inglewood Investments Ltd. and Muro Investments Ltd., both of New Westminster, was approved with the understanding that multiple ownership provisions of the CBC regulations shall be maintained. Sale of the station to Southam Co. Ltd., Vancouver, was denied because this newspaper chain already has control of two radio stations, CJCA Edmonton, and CFAC Calgary, Alta., and minority holdings in a third, CKOC Hamilton, Ont.

The CBC board of governors approved power increases for the following stations: CFRN-TV Edmonton, Alta., from 27.4 kw video to 180.3 kw video and 13.7 kw audio to 90.4 kw audio, on ch. 3 with antenna at 441 ft. above average terrain;

CJIC-TV Sault Ste. Marie, Ont., on ch. 2 from 5.16 kw video to 28 kw video and from 2.58 kw audio to 15 kw audio, with antenna 225 ft. above average terrain;

CKCK-TV Regina, Sask., ch. 2, from 18.9 kw video to 100 kw video, and from 10 kw audio to 53.5 kw audio with antenna 588 ft. above average terrain;

CJET Smith Falls, Ont., from 250 w to 1 kw on 1070 kc; and CJBQ Belleville, Ont., from 250 w on 1230 kc to 1 kw on 800 kc.

Share transfers were approved for CHCT-TV Calgary, Alta., CFCW Camrose, Alta., CKDM Dauphin, Man., CFBC St. John, N. B., CJFX Antigonish, N. S., CKBW Bridgewater, N. S., CKVR-TV Barrie, Ont., CKLB Oshawa, Ont., CJRW Summerside, P. E. I., and in Quebec province CHAD Amos, CKRN Rouyn, CKVD Val D'Or, CKLS La Sarre, CKVM Ville Marie, CHEF Granby, and CKLD Thetford Mines.

British Film Makers Seek Johnston Aid on U. S. Imports

BRITISH Film Producers' Assn. and other British organizations from the theatrical film field have sent a protest telegram to Eric Johnston, Motion Picture Export Assn. president, on behalf of recent large-scale sale of theatrical films by major Hollywood companies to British tv interests. The Britons have asked Mr. Johnston to make MPA member companies



NEW BOARD of Canadian Assn. of Radio & Television Broadcasters attends a directors meeting following the annual CARTB meeting at Toronto, Ont. [B•T, April 2]. (L to r): seated, E. E. Fitzgibbons, CKCO-TV Kitchener, Ont.; Chuck Rudd, CHUB Nanaimo, B. C.; D. A. Gourd, CKRN Rouyn, Que., vice-president; Fred A. Lynds, CKCW-AM-TV Moncton, N. B., president; Hal Crittenden, CKCK-TV Regina, Sask., vice-president; F. Baxter Ricard, CHNO Sudbury, Ont.; John Hirtle, CKBW Bridgewater, N. S.; standing, W. N. Hawkins, CFOS Owen Sound, Ont.; Geoffrey W. Stirling, CJON-TV St. John's, Newfoundland; Al Hammond, CFCF Montreal, Que.; Jack Davidson, Northern Broadcasting Co. Ltd., Toronto, immediate past president; W. Cruickshank, CKNX-AM-TV Wingham, Ont.; Bob Buss, CHAT Medicine Hat, Alberta; Vern Dallin, CFQC Saskatoon, Sask., and M. Finnerty, CKOK Penticton, B. C. Not present when picture was taken were Henri Lepage, CHRC and CFCM-TV Quebec, Que.; Roland Couture, CKSB St. Boniface, Man., and Jack Blick, CJOB Winnipeg, Man.

exclude Britain as a sales area from further film deals with tv interests.

Mr. Johnston's reply was that large Hollywood companies in most cases do not own tv rights now on sale, that independent Hollywood companies are often more directly involved in sale of the theatrical product to tv, and that British moviemakers and exhibitors would be better off to come to New York and discuss problems involved with different companies directly. Mr. Johnston declined to come to London for a discussion.

It is unlikely that the British film producers will go to New York to discuss their proposals.

BBC Reported Considering Shutdown of Radio Channel

THE British Broadcasting Corp. is considering shutting down one of its three radio channels because of television competition, it was reported last fortnight.

The government-owned system may merge its "home" and "light" channels, with the cultural "third program" continuing under another name. It also was reported that another BBC-TV channel may be opened to compensate for the loss of the one radio channel.

American Methods Studied

NINETEEN radio and tv specialists from 12 foreign countries are studying at Boston U. under the sponsorship of the International Educational Exchange Service of the U. S. Dept. of State. After three weeks of studying American methods of broadcasting and administration, the group will be assigned individually to selected U. S. radio and tv stations for three months observation.

CKLW-AM-TV SHARES PURCHASED BY RKO

In recommending approval, CBC board seeks law limiting amount of ownership by foreign investors to 20%.

OVER ONE-THIRD control (2,677 common shares of an 8,000 total) of CKLW-AM-TV Windsor, Ont., has been sold to RKO Distributing Corp. of Canada Ltd., Toronto, and the sale recommended for approval by the Canadian Broadcasting Corp. board of governors at its March 28 meeting in Ottawa.

The CBC board also recommended to the Canadian government that it limit future sale of shares in Canadian broadcasting and television stations to 20% ownership by non-Canadian interests, similar to the foreign ownership in U. S. stations permitted under U. S. law. RKO Distributing Corp. of Canada Ltd., is a subsidiary of RKO Corp. in the U. S.

The CBC board approved the sale "on the condition that there be no further transfer of share ownership, directly or indirectly, to non-Canadian control." Under the sale, two of the directors of Western Ontario Broadcasting Co., owner of CKLW-AM-TV, will be U. S. citizens.

The recommendation stated that "recently the board has heard of several suggestions to transfer control of companies licensed to use Canadian air channels to interests controlled from outside the country. The board finds some difficulty in the fact that there has been no rule, statutory or otherwise, to which applicants, such as the present one, could turn for assistance in establishing the basis upon which their applications will rest. . . . It recommends that the licensing authority give consideration to this matter and to the desirability of a provision relating to the degree of non-Canadian control, direct or indirect, in use of a Canadian air channel, possibly along the lines of the United States provision limiting the amount of alien interest in a licensed station in that country of 20%."

CFCY-TV Lists Rates

CFCY-TV Charlottetown, P. E. I., which expects to be on the air in early June, has released its first rate card. Rates in Class A time start at $190 per hour and $33 per minute. CFCY-TV will be on ch. 13 with 79 kw video and 39.5 kw audio power. Bob Large is manager of CFCY-TV and CFCY. Wanda MacMillan is program traffic manager and A. L. Finley is technical supervisor. The station is represented in Canada by All-Canada Television, Toronto, and in the U. S. by Weed Television, New York.

European Radio-Tv Tour Set

A RADIO-TV tour of Western Europe, providing an opportunity for four-weeks study of radio and tv installations in England and the Continent, is being arranged by Simmons Tours, Cultural Travel Council, 441 Madison Ave., New York 22. The tour is scheduled to get underway in mid-May. West European broadcasters and staff members of Voice of America are cooperating in the travel plans, which include stops at Rome, Venice, Vienna, Salzburg, Innsbruck, Munich, Berlin, Copenhagen, Paris and London. The tour will be led by David Gordon, WPAT Paterson, N. J.

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MR. FELLOWS

RADIO FREE AND HOW IT

MR. FELLOWS: Well, gentlemen, the basic purpose of our being here is for me to get you to discuss and explain the size and depth and breadth of your organization. Let's start right here in Munich and in this building, which is headquarters for your whole European operation, as I understand it. How many studios do you have here?

MR. CONDON: We have 21 studios in this building and a couple of mobile vans which in themselves are complete studios. In fact, they're miniature broadcasting stations because they do have link equipment for getting remote material in here from the outside.

MR. FELLOWS: What is the size of this administration program building? How long is it?

MR. CONDON: The main corridor is 200 meters, which is a little better than 600 feet. There are in this building 350 offices, each of which is about 12 by 12 feet. There are those 21 studios I mentioned, a cafeteria which will take care of a couple of hundred persons, one large studio which will take care of about 100, which we use for audience participation shows and for dramatic productions, and there is an awful lot of corridor space.

We had to do it this way rather than go up more than two or three floors, in order to comply with the local landscaping requirements. It has worked out very well, even though it is sprawling. When we started here with only one station, the Voice of Free Czechoslovakia, in 1951 we were sort of feeling our way; we really didn't know how we were going to do it. This thing has evolved continually and it is continuing to evolve, so we were able with this piece of land, shaped as it is, to add wings as we went along until we got the complex arrangement you see now. I think we are just about settled.

MR. FELLOWS: You mentioned 350 offices and 21 studios, apart from the other areas and working space. How many people do you have here?

MR. BELL: About 1,200 working in the building.

MR. FELLOWS: Full time?

MR. BELL: That is correct.

MR. FELLOWS: Of those 1,200 people, how many are refugees?

MR. CONDON: About 450. We have roughly, in addition to the 1200 people in this building, 200 more outside in our information gathering network. The total strength is about 1,400, of which about 700 are Germans, another 450 or 500 are stateless people or refugees, and about 150 are Americans. There is a total of 38 nationalities in this organization, including one Afghan.

MR. FELLOWS: Why an Afghan?

MR. CONDON: He came in because of special language skills.

MR. FELLOWS: The program side of the picture involves the majority of these people?

MR. BELL: That's right. There are 454 people in the program department.

MR. FELLOWS: Virtually all of your production is taped before it is put on the air, isn't it?

MR. BELL: Almost all of it. The news, of course, is live.

MR. FELLOWS: To me the tape library in this place is unbelievable. Your program content for months past, perhaps all the way back, is right there, isn't it?

MR. BELL: Not all the way back. We erase some of the things, particularly those subjects which are of immediate news interest. They are kept for the necessary number of repeat broadcasts for that day, but such things as dramas and music and others which are not immediate are kept for a longer period of time.

MR. FELLOWS: You might also say this is as big as a network. Didn't you tell me that in effect you are operating five separate radio stations?

MR. CONDON: Yes. We do have five stations here. Moreover, each of these stations is a miniature network in itself because each station broadcasts on five, six, or seven transmitters. They are not all located in close proximity to Munich, so those transmitters have to be fed from the five different stations with land lines and short wave relay.

MR. FELLOWS: I've been told that you are shipping programs out of here all the way to Lisbon for broadcasting and Lisbon is 1,300 miles from here, if I remember correctly. Then at the same time you are broadcasting from other places with up to eight or ten transmitters in various locations shooting at the same time at the same target. Is that correct?

MR. CONDON: That is correct.

MR. FELLOWS: You have all five of these miniature networks operating at once?

MR. BELL: Yes, that's right, so we can cover our five target countries—Poland, Czechoslovakia, Rumania, Bulgaria, and Hungary.

MR. FELLOWS: All operating simultaneously?

MR. BELL: All on the air at the same time.

MR. FELLOWS: How much time?

MR. BELL: Eighteen hours for Poland, Czechoslovakia and Hungary, down to four hours in the case of Rumania and Bulgaria, but we are now expanding those stations.

MR. FELLOWS: In other words, full time operating on these networks?

MR. BELL: Absolutely.

REFLECTING LIFE BEHIND THE CURTAIN

MR. FELLOWS: In my tour around your Radio Free Europe headquarters here I've been amazed to see that although you are serving foreign countries into which you have no entry, your programming is not unlike that in an American community where the radio station attempts to reflect the actual day to day living, the events, the happenings, the progress, the difficulties, the tragedies, that go on in their own back yard. I'm told much of your information comes from this great monitoring system which you have. How many Communist regime stations do you monitor completely every day?

MR. CONDON: We monitor some 30 or 35 regularly and spot check another 12 or 15. We monitor not only the domestic radio stations, the home services of these captive countries, but also their outgoing services.

As you saw here in the building, we have monitors who are listening to Warsaw, Budapest, Bratislava and Prague constantly during the day and who are in a position within a matter of minutes to communicate to our people who can then broadcast back into that country what has just been said to the audience by their own radio station. At times, for instance, we are able to listen to Moscow broadcasting to the outside world and to put the news into the satellite countries before they get it from their own local radio stations, who are waiting for clearance to come down from the Kremlin.

MR. FELLOWS: Another thing that fascinates me is the tremendous filing system you have. I don't know just how to describe it, but as I saw it yesterday it seemed to me that every single thing that you take from your monitoring is carefully gone over by a whole group of people and then each little item that concerns,

EUROPE, OPERATES

AN INTERVIEW by Harold E. Fellows, president of NARTB, with Richard Condon, European director, and Theodore Bell, program manager, of Radio Free Europe. The interview occurred in Munich during Mr. Fellows' tour of the continent.



MR. CONDON



MR. BELL

say, the life of a minor regime official who may be on the up, is all filed away, so that if a year from now something happens and he winds up in Moscow in a prominent position, in a matter of moments you could tell the people of his own country his entire background and explain a lot of things they may not have known. Where is this monitoring done?

MR. CONDON: Schleissheim is the chief place for it. We have one other location, because we weren't able to pick up one station which is further away, but Schleissheim is the place where all the words, the teletype copy, the printed copy come in. We churn up some 220,000 words a day out of Schleissheim. It all comes into this building where it is used in programming and then goes to build up these evaluation files, as we call them.

These files are run just as the stations are, on a national basis. Just about every bit of information that has come to light in the last five years on these countries is entered there on cards which form an index to the background material. This material also contains not only the monitoring, but information which comes in from our news gathering bureaus, which are active in interviewing refugees and travelers—sources which have information about these countries.

Before any information is used in broadcasting, it is checked against this material in the files for fact and then goes to make a part of the system you just described. We think here, and we have been told by just about everybody who comes to do research on Europe, that these files contain more current information on these captive countries than exists anywhere else in the world.

MR. FELLOWS: Apart from your monitoring efforts and activities, you subscribe to every single daily newspaper in these five countries, don't you, and every current publication and magazine?

MR. CONDON: Every one we can get our hands on. Some are banned for export and difficult to come by. It helps us a lot to get a Prague newspaper and be able to go on the air as quickly as possible. At one time we could get the Prague morning daily the same afternoon and go on the air that evening with a program called *The Other Side of the Current Coin*. We would say "Open up the *Rude Pravo* of this morning to page two. Look at column four. Now, you see that story there; here is the other side of the coin." We don't get it that fast any more.

MR. BELL: No, it is coming in about a day late.

MR. CONDON: However, we are able to do the same kind of program on their broadcasts the same day. We can monitor their radio stations and then go on the air within a matter of minutes refuting a false story.

MR. FELLOWS: If I remember correctly, you have on this *The Other Side of the Current Coin* practically a one-hour schedule from the time you receive this information to the time you go back on the air to interpret it to the people of this country?

MR. BELL: That is correct. There is a custom in Europe, different than in the United States, of using the lead editorial of the paper on the regime stations.

MR. FELLOWS: What is the general content of a day in your broadcasting, for instance, to Poland? How much of it is news, what other types of program material are used?

MR. BELL: Well, this is a pretty well-rounded station, very much like any American station, except for a heavy emphasis on news and political commentaries. Political commentaries here are something we can hardly compare to anything in the United States. Political commentary could even include a remark about the youth situation.

MR. FELLOWS: You mean that almost everything is considered political?

MR. BELL: Yes. The word "political" here certainly has not the same connotation as it does in the United States. But even with the heavy increase of this kind of thing as against what we do in America, we also have ordinary dramas, music, quizzes, daytime serial shows and all the other things you find in any American radio station.

MR. FELLOWS: I was interested to learn that you have disc jockeys.

MR. BELL: We have them, although they are not the happy-go-lucky type of disc jockey. There is a certain political note in what they say regarding the music and there is a political note in the music itself, because we try to play music that they are not allowed to have. That has changed considerably, because jazz is coming up.

MR. FELLOWS: Before we leave this, I think we could recapitulate your sources of information. They start with this monitoring system?

MR. CONDON: The monitoring system, yes. Then there's our own information gathering network—15 bureaus ringing the Curtain all the way from Stockholm to Istanbul and including offices in places like Berlin, London and Paris.

For news from behind the Curtain, the bureaus and the monitoring are the two prime sources, and newspapers of course are another prime source. Additionally, we have several western press agencies servicing us with news from the West and the rest of the world.

MR. FELLOWS: Don't you depend to some degree on the escapees, too?

MR. CONDON: Yes, we do. Escapees coming out can give us their own stories and a picture of attitudes and life within their country, as well as economic and political conditions.

GERMANY TO PORTUGAL TO TARGET

MR. FELLOWS: I'd like to backtrack a minute to clear up a point of engineering. Although your studios are here, right next door to the Iron Curtain, some of your transmitters are 1,300 miles away in Lisbon. Probably any engineer knows the answer, but for the benefit of non-engineers like me, can you explain why you send your programs half way across Europe to Lisbon and broadcast them back from there?

MR. CONDON: Without getting into technicalities too deeply, let me say that it's a matter of the propagation characteristics of short wave. You see, a frequency is used as a function of time and distance—not only the time of day, but also the time of year. We can get into our target areas from Lisbon on other frequencies than those which we use from Germany. This helps us quite a bit in combatting jamming because the jammer has to be the same distance away from the target as we are. When we transmit from Lisbon, we give the listener a couple of more chances to get us on his receiver than he would have if we were broadcasting only from here in Germany.

MR. FELLOWS: If he gets you from here he is more likely to get you from middle wave than short wave, isn't he?

MR. CONDON: No, short wave. We have one medium wave transmitter here, but we have short wave transmitters up at Biblis, which is a couple of hundred miles away from here and still in Germany. They are on different bands than the transmitters in

Lisbon, so that the listener in the target country, if he finds we are jammed on one wave length, moves to another one. There is always the seasonal variation business, where the frequency from Lisbon comes in better than the ones from Biblis, or vice versa.

MR. FELLOWS: In effect, if you had the Lisbon transmitters here in Munich, with the same power, under given circumstances you would wind up with a prime target somewhere in Pakistan instead of Czechoslovakia?

MR. CONDON: Absolutely. We have to use the same frequencies from Germany even if we had the transmitters here, and that wouldn't be very gainful.

MR. FELLOWS: I was interested in the way you check on your operations. Don't you have three outposts—in Berlin, in Vienna and in Istanbul where someone is always monitoring the material to see how well you are getting into those three points just outside the Iron Curtain?

MR. CONDON: That's right. They do a technical monitoring job, as we call it here. Their reports will show that we may be



A "FREEDOM SCROLL" urging support of Radio Free Europe is presented by Mr. Fellows to Mr. Condon on behalf of Washington, D. C., broadcasters. At the ceremony are (l to r): Padeusz Zawadzki, Polish desk; Noel Bernard, Rumanian desk chief; Andor Gellert, Hungarian desk chief, and Julius Firt, Czech desk chief, all Radio Free Europe officials.

jammed on one or two or three frequencies, but there are always one or two open and clear.

MR. FELLOWS: They show which ones are coming through that day?

MR. CONDON: Yes, and that always gives us a good check as to what frequencies are the best to use any particular time of year and day. They send us here in Munich daily reports which indicate during the day on which they are reporting which stations got through and how well they were received.

MR. FELLOWS: Didn't I hear that you hardly dare estimate just how many jamming stations the Soviets have, but certainly there are 200?

MR. CONDON: Yes, I would say so. The total Soviet jamming effort was estimated a couple of years ago at almost 1,000 transmitters, but that is for everything, Voice of America, BBC, Radio France, the Vatican, Radio Madrid, and so on.

MR. FELLOWS: Can't you tune a receiver here and determine which stations are being jammed?

MR. CONDON: Yes, although this isn't as good a check as a place like Vienna for Hungary, because Vienna is almost in the target area.

MR. FELLOWS: One thing I thought particularly interesting is that these jammers operate in wolf packs. One fellow is a leader and he sends out a signal and tells everybody to come on this one frequency and kick the devil out of it. Is that right?

MR. CONDON: Yes. He has a code number for his group. When he comes up on a frequency with his code number, all of the other wolves go along with him and sit on that frequency.

MR. FELLOWS: Did I get it correctly that no one here that is connected in this amazing work—the Voice of America, yourselves, Radio Liberation—has engaged in jamming. All the jamming is from the other side?

MR. CONDON: That is right. We never jammed, even during the war. Jamming is, after all, a rather negative thing. It is an admission of weakness and it is also expensive. If we had more money, I think what we would do, if we could get the channels of course, would be to hang more transmitters on to the program or more power on to the output rather than go into a thing like jamming.

MR. FELLOWS: Your answer to jamming, then, is the technique of having a number of transmitters sending to the same target, so if they jam one or two frequencies you still have some left to get your signal through. Is that right?

MR. CONDON: That is correct and there's also the fact that we are on the air all day.

MR. FELLOWS: What's this thing you use which you refer to as a Block Buster?

MR. CONDON: That is our saturation broadcast which we use after midnight. We take 22 transmitters and put them into each of three countries, consecutively.

MR. FELLOWS: All bearing simultaneously on one country at a time?

MR. CONDON: Yes, and then successively on the other two countries.

MR. FELLOWS: And any time you are in this overall simultaneous effort, it is impossible to jam you?

MR. CONDON: That is right. Somebody can certainly get us there; he has 22 chances.

MR. FELLOWS: Do you tell the people of those countries that you are going to concentrate on them at a given time?

MR. CONDON: That is now standard practice every night after midnight.

MR. FELLOWS: There is a general concept throughout the United States that Radio Free Europe is sort of a temporary measure. It has been going on quite a while now, but it started with the idea that this was something that might go down in a few months or a year or two. It looks almost permanent to me. How long do you think it's going to continue?

MR. CONDON: We still use the phrase "Cold War" because, despite peaceful coexistence or competitive coexistence, these countries are not free. They do not have the right of electing free governments as we have and until that day comes, there is a job here for us to do.

We—along with our companion operation, the Free Europe Press, the balloon leaflet part of the business—are the only voices of opposition that exist in these countries. We are the only instruments of communication for the members of that opposition—and by opposition I don't mean any resistance or organized resistance group. This is something we do not encourage because it will get one nowhere. But until there are free elections and these people can elect governments of their own democratic choosing, it is certainly up to us to provide a voice for the opposition.

This, we think, as the years go by is a great symbol of hope. It is about the only thing that they can look to and say: "We do have a free press and radio. It is outside the country, but it is nevertheless the thing that is sustaining the opposition that already exists among the people."

I think if we let that go, we'd leave them without hope.

MR. FELLOWS: How about winding this up with a brief message to your fellow broadcasters in America?

MR. CONDON: We feel that the support of the people of the United States and, in this instance, particularly of the broadcasters in getting our message across to the people, is something without which we simply couldn't continue.

U. S. GROUP AGAIN HITS FILM PLAN FOR OLYMPICS

CBS, NBC, INS-Telenews, and UP Movietone News send cable to Australian organizing committee terming as 'completely unacceptable' proposal to sell coverage of events.

THE AUSTRALIAN Olympics Organizing Committee's plan to sell film coverage of the November Olympics games in Melbourne was termed "completely unacceptable" last week by CBS, NBC, INS-Telenews, and UP Movietone News, the principal organizations furnishing news film for U. S. television [CLOSED CIRCUIT, April 2].

The four agencies reiterated their stand for free access to coverage of news events in a cable for presentation to the Australian committee at a meeting scheduled for last Wednesday. They have the backing of Canadian Broadcasting Corp., British Broadcasting Corp., and the commercial tv interests in Great Britain as well as ABC-TV, which is serviced by Telenews.

The Olympics Organizing Committee at Melbourne had been reported on March 27 to be considering a plan to retain to itself the rights to film the finals of all Olympics events. Chairman William Kent Hughes announced that the committee had invited worldwide bids by April 27 for film tv rights to the games. He said the committee was considering a plan to contract for the coverage and then market the film itself. One price reportedly mentioned for world tv rights was $168,000.

The U. S. networks and news film companies had said previously that they would support a pool system which would pay the actual expenses incurred by the film companies to obtain the coverage. But they have opposed any payment of royalties or other fees above actual cost for the coverage, insisting on the principle of free access limited only by the physical limitations of the stadium.

In their message last week, the U. S. group again acknowledged that television pays for rights for complete live coverage of sports events in many cases, but pointed out that this issue is "completely separate" from that of newsfilm coverage, which is "never barred or charged." Television news has gained worldwide acceptance as an "important news medium" and the Australian committee should not discriminate against it, they maintained.

The U. S. group included William R. McAndrew and Len Allen, NBC; John Day and Frank Donghi, CBS; Burt Reinhardt, Movietone News, and William Montague, Telenews.

INTERNATIONAL PEOPLE

John A. Winter, formerly with Cockfield, Brown & Co. Ltd., Montreal, and **Kenneth A. MacKenzie,** vice president, Miller Commercial Displays Ltd., to Kenyon & Eckhardt Ltd., Montreal, as radio-television manager and account executive, respectively. **Robert P. Young,** copy and public relations man, MacLaren Adv., Montreal, to Kenyon & Eckhardt Ltd., Montreal, as copywriter. **William G. M. Haire,** formerly with McKim Adv., Montreal, to K&E, Montreal, as staff artist.

Donald Manson, formerly general manager of Canadian Broadcasting Corp., Ottawa, and advisor to CBC since his retirement two years ago, appointed director and special advisor of S. W. Caldwell Ltd. (equipment and program distributor), Toronto.



Advertisement

From where I sit *by* Joe Marsh

They Travel "In Class"

Our high school correspondent says that Economics and Geography students are going in for "grass roots" studying.

They're going to charter buses and take off on Operation See-For-Yourself—have a ten-day look at some of the things they've been studying about.

As I remember, it was hard to keep your mind on schoolbooks at this time of year. Today's kids can give in to that old urge to bust out of the classroom—with a clear conscience. Wish they'd take me along.

From where I sit, it doesn't hurt us adults, *either, to get out and see how the rest of the country lives. We find the "typical American" doing everything from herding cattle to flying planes . . . with everything from steak to chowder for his favorite dish . . . everything from beer to buttermilk for his favorite beverage. And the more we study our* differences *the more we learn how* alike *everyone is underneath.*

Joe Marsh

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8846-P



CBS-TV AFFILIATES PLAN CHICAGO MEETING

General business meeting of television network station personnel will be held Friday-Saturday prior to NARTB convention also in Chicago. Formalization of affiliate organization to be discussed.

MORE than 300 officials of CBS-TV affiliates were reported last week to have signed up for attendance at the second general conference of CBS-TV affiliates, to be held Friday and Saturday at the Conrad Hilton Hotel in Chicago.

The meeting, scheduled on the eve of next week's NARTB convention at the Hilton, will open at 10:15 a.m. Friday and include a luncheon Friday with CBS Inc. President Frank Stanton as principal speaker, a banquet Friday night, and another luncheon Saturday in addition to the business sessions on both days [B•T, April 2].

President J. L. Van Volkenburg will head the CBS-TV delegation, which includes key executives who will report to the affiliates on developments and plans in their respective departments. C. Howard Lane of KOIN-TV Portland, Ore., heads the affiliates in his role as chairman of the CBS Television Affiliates Assn. During the course of the meeting, the question of by-laws for a more formal organization of the affiliates is slated for discussion

Pre-registration for the meeting, as released by CBS-TV last Thursday, includes the following (except where otherwise indicated, the delegates are registered at the Conrad Hilton):

Paul Adanti, WHEN-TV Syracuse; John S. Allen, WTVJ (TV) Miami; H. E. (Hap) Anderson, WDEF-TV Chattanooga; M. W. Armistead III, WDBJ-TV Roanoke; H. Leslie Atlass, WBBM-TV Chicago (hotel not indicated); James T. Aubrey Jr., KNXT (TV) Los Angeles (Blackstone).

Joseph M. Baisch, WREX-TV Rockford, Ill.; T. B. Baker Jr., WLAC-TV Nashville (hotel not indicated); Paul R. Bartlett, KFRE-TV Fresno; A. J. Bauer, WINK-TV Fort Myers, Fla.; Ben Baylor, WINT (TV) Fort Wayne (Blackstone); Fred Beard, WWL New Orleans (hotel not indicated); Edgar T. Bell, KWTV (TV) Oklahoma City (Blackstone); Ridley Bell, WRBL-TV Columbus, Ga. (hotel not indicated); N. L. Bentson, KELO-TV Sioux Falls, S. D.; John W. Boler, KCJB-TV Minot, N. D.; John Bone, WNAO-TV Raleigh.

Richard A. Borel, WBNS-TV Columbus, Ohio (hotel not indicated); Thomas C. Bostic, KIMA-TV Yakima, Wash.; M. N. Bostick, KWTX-TV Waco, Tex.; J. L. Bowden, WKBN-TV Youngstown, Ohio; Clayton Brace, KLZ-TV Denver (hotel not indicated); Kenyon Brown, KFEQ-TV St. Joseph, Mo. (Blackstone); Walter Brown, WSPA-TV Spartanburg, S. C.; Edmund C. Bunker, WXIX (TV) Milwaukee (Blackstone); F. E. Busby, WTVY (TV) Dothan, Ala.; Richard Butterfield, WARD-TV Johnstown, Pa.

Hartwell Campbell, WNCT (TV) Greenville, N. C.; V. E. Carmichael, KWK-TV St. Louis (Ambassador); Murray Carpenter, WTWO (TV) Bangor, Me.; L. E. Caster, WREX-TV Rockford, Ill.; Thomas Chauncey, KOOL-TV Phoenix, Ariz. (Ambassador); Henry B. Clay, KTHV (TV) Little Rock; Neil D. Cline, WHAS-TV Louisville (Ambassador-W).

Roger W. Clipp, WNBF-TV Binghamton, N. Y.; Wilton Cobb, WMAZ-TV Macon, Ga.; John C. Cohan, KSBW-TV Salinas-Monterey, Calif.; George D. Coleman, WGBI-TV Scranton, Pa.; R. T. Convey, KWK-TV St. Louis (Ambassador); Maurice Corkin, WHBF-TV Rock Island, Ill. (Sherman); Oscar P. Covington, WCOV-TV Montgomery, Ala.; Charles Crutchfield, WBTV (TV) Charlotte, N. C. (Ambassador-E).

Ray E. Dady, KWK-TV St. Louis (Ambassador); Howard Dahl, WKBT (TV) La Crosse, Wis. (hotel not indicated); Harold P. Danforth, WDBO-TV Orlando, Fla.; Glover Delaney, WHEC-TV Rochester, N. Y.; Charles N. Derose, WHYN-TV Holyoke, Mass.; Gene Deyoung, KERO-TV Bakersfield, Calif.; Sam Cook Digges, WCBS-TV New York (Blackstone); Robert Dillon, KRNT-TV Des Moines (Blackstone); Jack O. Downey, WGTH-TV Hartford, Conn.; J. C. Drilling, KJEO (TV) Fresno, Calif.; Richard D. Dudley, WSAU-TV Wausau, Wis.; Helen S. Duhamel, KOTA-TV Rapid City, S. D.; George R. Dunham, WNBF-TV Binghamton, N. Y.

James A. Ebel, KOLN-TV Lincoln, Neb.; Vance Eckersley, WGBI-TV Scranton, Pa.; William J. Edwards, WKNX-TV Saginaw, Mich.; Gene Ellerman, WWTV (TV) Cadillac, Mich. (hotel not indicated); Robert D. Ellis, KKTV (TV) Colorado Springs; Richard C. Evans, KGMB-TV Honolulu, Hawaii; Hayden R. Evans, WBAY-TV Green Bay, Wis.

Don Faust, WJRT (TV) Flint, Mich.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Deane Flett, KSLA-TV Shreveport, La.; Joseph Floyd, KELO-TV Sioux Falls; Frank P. Fogarty, WOW-TV Omaha; Edward Frech, KFRE-TV Fresno, Calif.; George T. Frechette, WSAU-TV Wausau, Wis.

Creighton E. Gatchell, WGAN-TV Portland, Me.; Tom E. Gibbens, WAFB-TV Baton Rouge, La.; Rod Gibson, WSTV-TV Steubenville, Ohio; Kenneth R. Giddens, WKRG-TV Mobile, Ala.; Jack Gilbert, KHOL-TV Kearney, Neb.; Albert J. Gillen, WHAS-TV Louisville (Ambassador-W); Earl Glade Jr., KBOI-TV Boise; Alex Gold, KLAS-TV Las Vegas; Paul H. Goldman, KNOE-TV Monroe, La. (hotel not indicated).

Sydney A. Grayson, KSYD-TV Wichita Falls, Tex.; Herman M. Greenspun, KLAS-TV Las Vegas; Humboldt J. Greig, WHUM-TV Reading, Pa.; Glenn C. Griswold, KFEQ-TV St. Joseph, Mo. (Blackstone); Harold F. Gross, WJIM-TV Lansing, Mich. (hotel not indicated); J. Robert Gulick, WGAL-TV Lancaster, Pa.

Saul Haas, KIRO Seattle; Allen L. Haid, WSPD-TV Toledo; J. Haldi, WBNS-TV Columbus, Ohio (hotel not indicated); Payson Hall, Meredith Pub. Co., Des Moines; George Hamilton WIMA-TV Lima, Ohio; Harold J. Hamilton, KHOL-TV Kearney, Neb.; Betty Handy, KRCG-TV Jefferson City, Mo. (hotel not indicated); John W. Harkrader, WDBJ-TV Roanoke; Austin A. Harrison, KSWM-TV Joplin, Mo.; E. K. Hartenbower, KCMO-TV Kansas City, Mo.; George Hartford, WTOP-TV Washington (Sheraton).

E. A. Hassett, KDUB-TV Lubbock, Tex.; John S. Hayes, WTOP-TV Washington (Sheraton); A. R. Hebenstrait, KGGM-TV Albuquerque; J. N. Heffron, KOTA-TV Rapid City, S. D.; James W. Hicks, WRDW-TV Augusta, Ga.; A. G. Hiebert, KTVA (TV) Anchorage, Alaska; James W. Higgins, WCNY-TV Watertown, N. Y.; J. M. Higgins, WTHI-TV Terre Haute; Len Higgins, KTNT-TV Tacoma; Luther Hill, KRNT-TV Des Moines (Blackstone); Swan Hillman, WREX-TV Rockford, Ill.; Oscar C. Hirsch and Robert O. Hirsch, KFVS-TV Cape Girardeau, Mo.

James Hobbs, WSPA-TV Spartanburg, S. C.; Phil Hoffman, KLZ-TV Denver (hotel not indicated); Mrs. Douglas Holcomb, WGBI-TV Scranton, Pa.; Ben F. Hovel, WKOW-TV Madison; Barron Howard, WRVA-TV Richmond; Rex Howell, KFXJ-TV Grand Junction (hotel not indicated); Harry Huey, KZTV (TV) Reno; Ray Huffer, KTVH (TV) Hutchinson, Kan.; B. W. Huiscamp, WKOW-TV Madison; Frank Huntress Jr., KENS-TV San Antonio (Blackstone); Walter E. Hussman, KCMC-TV Texarkana, Tex.-Ark.

Glenn Jackson, WAGA-TV Atlanta; E. K. Jett, WMAR-TV Baltimore (hotel not indicated); Albert D. Johnson, KENS-TV San Antonio (Blackstone); Leslie C. Johnson, WHBF-TV Rock Island, Ill. (Sherman); Richard E. Jones, KXLY-TV Spokane, Wash.; Rogan Jones, KVOS-TV Bellingham, Wash.; Wallace Jorgenson, WBTV (TV) Charlotte, N. C. (Ambassador-E).

J. C. Kellam, KTBC-TV Austin, Tex.; Gaines Kelley, WFMY-TV Greensboro, N. C.; Robert J. Kerns, WBRC-TV Birmingham, Ala.; Stanton P. Kettler, Storer Broadcasting Co. Miami Beach; Alfred H. Kirchhofer, WBEN-TV Buffalo; Norman Knight, WNAC-TV Boston (Ambassador-E); Ewald Kockritz, Storer Broadcasting Co., Miami Beach; Marian Y. Komar, KLAS-TV Las Vegas; Milton Komito, WTAP (TV) Parkersburg, W. Va.; Worth Kramer, WJRT (TV) Flint. Mich.

Robert Lambe, WTAR-TV Norfolk (Blackstone); Howard C. Lane, KOIN-TV Portland, Ore. (Drake); T. B. Lanford, WJTV (TV) Jackson, Miss.; Al Larson, Meredith Pub. Co., Des Moines; Philip G. Lasky, KPIX (TV) San Francisco; John J. Laux, WSTV-TV Steubenville, Ohio; Val Lawrence, KROD-TV El Paso, Tex. (hotel not indicated); C. N. Layne, KID-TV Idaho Falls; William Lewis, WROW-TV Albany, N. Y.; Herbert R. Levy, WEHT (TV) Evansville, Ind.; Winston Linam, KSLA-TV Shreveport, La.; C. B. Loeke, KFDM-TV Beaumont, Tex.; Ben Ludy, WIBW-TV Topeka (hotel not indicated); Harold C. Lund, KDKA-TV Pittsburgh, Erwin F. Lyke, WVET-TV Rochester, N. Y.

R. W. Mack, WIMA-TV Lima; Guy Main, WCIA (TV) Champaign, Ill.; Rudy Marcoux, WTWO (TV) Bangor, Me.; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; Stuart T. Martin, WCAX-TV Burlington, Vt.; George Mayoral, WORA-TV Mayaguez, P. R.; Bruce McConnell and Robert McConnell, WISH-TV Indianapolis; H. Moody McElveen Jr., WNOK-TV Columbia, S. C. (hotel not indicated); Don McGannon, Westinghouse Broadcasting Co., New York City; Frank C. McIntyre, KLIX-TV Twin Falls, Idaho; William McNally, WCCO-TV Minneapolis, Minn. (Blackstone); George Mead, WSEE-TV Erie, Pa. (Blackstone); Edward T. Meredith, Meredith Pub. Co. Des Moines; August C. Meyer and Mrs. C. R. Meyer, WCIA (TV) Champaign, Ill.; Bill Michaels, WJBK-TV Detroit; Merritt Milligan, KHQA-TV Quincy, Ill.; Frank Mitchell, KIMA-TV Yakima; E. S. Mittendorf, KOPO-TV Tucson (hotel not indicated); Bob Moody, WHIO-TV Dayton; Kenneth Morton, KOOL-TV Phoenix (Ambassador); A. J. Mosby, KGVO-TV Missoula, Mont.; D. Lennox Murdoch, KSL-TV Salt Lake City (hotel not

indicated); Thomas S. Murphy, WROW-TV Albany, N. Y.; Robert Myers. WCIA (TV) Champaign, Ill.; John F. North, WDXI-TV Jackson, Tenn.; John H. Norton Jr., WMTW (TV) Mt. Washington, N. H.

Herbert R. Ohrt, KGLO-TV Mason City, Iowa; J. E. O'Neill, KJEO (TV) Fresno, Calif.; Frank Palmer, WSEE-TV Erie, Pa. (Blackstone); Carter M. Parham, WDEF-TV Chattanooga; John F. Patt, WJRT (TV) Flint, Mich. (hotel not indicated); C. P. Persons, WKRG-TV Mobile, Ala.; C. Wrede Petersmeyer, KOTV (TV) Tulsa.

Jack Petrick, WORA-TV Mayaguez, P. R. (hotel not indicated); Harold V. Phillips, WTVH (TV) Peoria, Ill. (hotel not indicated); R. Morris Pierce, WINT (TV) Fort Wayne (Blackstone); Jack Poor, WNAC-TV Boston (Ambassador-E); William B. Quarton, WMT-TV Cedar Rapids; J. William Quinn, WBTW (TV) Florence, S. C. (Ambassador-E).

Odin S. Ramsland, KDAL-TV Duluth, Minn. (hotel not indicated); Jerome Reeves, WBNS-TV Columbus, Ohio (hotel not indicated); J. Leonard Reinsch, WHIO-TV Dayton; Clyde W. Rembert, KRLD-TV Dallas; Robert M. Reuschle, WLAC-TV Nashville (hotel not indicated); Donald W. Reynolds, KZTV (TV) Reno; Pat Rice Jr., WRDW-TV Augusta, Ga.; O. E. Richardson, WFAM-TV Lafayette, Ind. (hotel not indicated); James C. Richdale Jr., KOTV (TV) Tulsa; Robert Ridder, WCCO-TV Minneapolis (Blackstone); William Rina, Storer Broadcasting Co., Miami Beach; Aaron B. Robinson, WDXI-TV Jackson, Tenn.; W. D. Rogers, KDUB-TV Lubbock, Tex.; Walter J. Rothschild, KHQA-TV Quincy, Ill.; Gunnar Rugheimer, Canadian Broadcasting Co., Toronto, Canada (hotel not indicated); James D. Russell, KKTV (TV) Colorado Springs; Lee Ruwitch, WTVJ (TV) Miami; Cecil M. Sansburg, WEHT (TV) Evansville, Ind.; John H. Schacht, KBET-TV Sacramento, Calif. (Morrison); Oscar Schloss, WIIC (TV) Pittsburgh, Pa.; Arnold F. Schoen Jr., WPRO-TV Providence (hotel not indicated); Colin M. Selph, KEYT (TV) Santa Barbara, Calif. (University Club); L. M. Sepaugh, WJTV (TV) Jackson, Miss.

E. C. Severson, WKOW-TV Madison; Frank Shakespeare, WCBS-TV New York (Blackstone); John Shay, WTVJ (TV) Miami; Victor A. Sholis, WHAS-TV Louisville (Ambassador-W); Henry P. Slane, WTVH (TV) Peoria (hotel not indicated); Frank Smith, WROW-TV Albany, N. Y.; Hugh Smith, WCOV-TV Montgomery, Ala.; John J. Smith, WWTV (TV) Cadillac, Mich. (hotel not indicated); Roy A. Smith, WLAC-TV Nashville (hotel not indicated); George Steffy, WNAC-TV Boston (Ambassador); Charles Stone, WMBR-TV Jacksonville, Fla.; George B. Storer Sr. and George B. Storer Jr., Storer Broadcasting Co., Miami Beach; W. H. Summerville, WWL New Orleans (hotel not indicated).

Dave Taft, WKRC-TV Cincinnati; Hulbert Taft Jr., WKRC-TV Cincinnati; Paul E. Taft, KGUL-TV Galveston; R. D. Thomas, WBNS-TV Columbus, Ohio (hotel not indicated); C. Robert Thompson, WBEN-TV Buffalo; Donald W. Thornburgh, WCAU-TV Philadelphia (Ambassador-E); Robert R. Tincher, KVTV (TV) Sioux City, Iowa (Blackstone); John W. Tinnea, KWK-TV St. Louis (Ambassador); Walter Tison, WTVT (TV) Tampa; George R. Torge, WBEN-TV Buffalo; Kenneth I. Tredwell, WBTV (TV) Charlotte, N. C. (Ambassador-E); Cecil L. Trigg, KOSA-TV Odessa, Tex. (hotel not indicated).

Fred Vance, KWTV (TV) Oklahoma City (Blackstone); Charles Vanda, WCAU-TV Philadelphia (Ambassador-E); F. Van Konynenburg, WCCO-TV Minneapolis (Blackstone); Lew Van Nostrand, WMT-TV Cedar Rapids (hotel not indicated); Lee Wailes, Storer Broadcasting Co. Miami Beach; G. Pearson Ward, KTTS-TV Springfield, Mo.; J. B. Watkinson, KIMA-TV Yakima.

Stewart Watson, WKOW-TV Madison; Dick Watts, KROD-TV El Paso, Tex. (hotel not indicated); Roland Weeks, WCSC-TV Charleston, S. C.; Neal B. Welch, WSBT-TV South Bend, Ind.; Charles West, WTVH (TV) Peoria, Ill. (hotel not indicated); Mel Wheeler, WJDM-TV Panama City, Fla.; Frank Whisenant, WMSL-TV Decatur, Ala. (hotel not indicated); George Whitney, KFMB-TV San Diego (hotel not indicated); Ben Wickham, WJW-TV Cleveland; Ben Williams, WTOC-TV Savannah, Ga.

Jean G. Williams, WGAN-TV Portland, Me.; Warren Williamson Jr., WKBN-TV Youngstown, Ohio; Walter M. Windsor, KCMC-TV Texarkana, Tex.-Ark.; Howard H. Wolfe, WKNX-TV Saginaw, Mich.; Louis Wolfson, WTVJ (TV) Miami; Robert D. Wood, KNXT (TV) Los Angeles (Blackstone); J. W. Woodruff Jr., WRBL-TV Columbus, Ga. (hotel not indicated); Hoyt B. Wooten, WREC-TV Memphis (Morrison); Jay Wright, KSL-TV Salt Lake City (hotel not indicated); Melvin B. Wright, KGMB-TV Honolulu, Hawaii; Robert F. Wright, WTOK-TV Meridian, Miss.

KGHF Joins Intermountain

KGHF Pueblo, Colo., last week joined the Intermountain Network in addition to its basic affiliation with ABC and its affiliation with Mutual. The station replaces KCSJ Pueblo as the Intermountain affiliate in the Pueblo market, with the latter station now an independent operation, according to an Intermountain spokesman.



KRIS-TV Corpus Christi, Tex. (ch. 6), which plans to go on the air April 29, has signed with NBC as an optional interconnected affiliate. At the signing are (l to r) Allan Bengtson, NBC station relations representative; Don Mercer, NBC director of station relations, and T. Frank Smith, station president.

Affiliates to Hear ABC Report in Chicago

ABC's radio and tv affiliates will receive an "overall report" from network officials April 15 at Chicago's Conrad Hilton Hotel coincident with the opening of the NARTB convention, ABC is announcing today (Monday).

At the joint radio-tv session—set for 2 p.m. in the Hilton's Waldorf Room—ABC President Robert E. Kintner will deliver the main talk. Later, separate ABC-TV and ABC Radio affiliate meetings will be addressed by Mr. Kintner and Leonard Goldenson, AB-PT president.

ABC executives scheduled to attend the joint session include: James Connolly, vice president in charge of the San Francisco office; Michael J. Foster, vice president in charge of press information and advertising; Robert H. Hinckley, vice president in charge of the Washington office; Harry Jacobs, chief engineer, San Francisco; Ernest Lee Jahncke Jr., vice president and assistant to the president; Charles Cocher, chief engineer, Detroit; William Kusack, manager, engineering, Central Div.; Frank Marx, vice president in charge of engineering and special services; Cameron Pierce, chief engineer, Western Div.; John Preston, director of engineering facilities and general services; James G. Riddell, president and general manager, WXYZ-AM-TV Detroit; William Trevarthen, director of engineering operations; Harold Wettersten, sales manager, Central Div.; and Harold L. Morgan Jr., vice president and controller.

Scheduled to attend the television session are these ABC-TV executives: James W. Beach, director of network tv, Central Div.; Alfred Beckman, tv station relations director; Theodore Grenier, chief video facilities engineer; Edward Hamilton, chief engineer, WABC-TV New York; Robert F. Lewine, vice president in charge of programming and talent; John H. Mitchell, vice president in charge of ABC-TV, and Donald Shaw, tv station clearance director.

ABC Radio executives attending the radio session will include William Aronson, director of sales service; Edward J. DeGray, station relations director; Don Durgin, vice president in charge of ABC Radio; Earl Mullin, station relations manager; Michael Renault, general manager, WABC New York; Stephen Riddleberger, business manager, ABC Radio; George Sax, manager of co-op programs; Dean Shaffner, director of sales development and research; Peter Wade, director of station clearance, and Emil Vincent, chief audio facilities engineer.

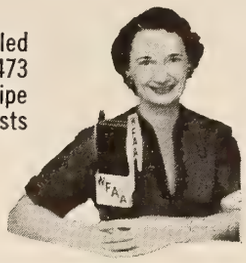
ONE OF A SERIES

What Makes a Radio Station Great?

PULLING POWER

with Homemakers

Polly Pulled 1473 Recipe Requests



She wasn't giving away $64,000, nor even left-handed butter spreaders—just recipes for old-fashioned fruit cake. What's more there were no simple coupons to fill out—listeners had to do it the hard way, write a card or letter to get them.

Yet "Polly's Kitchen" pulled 1473 recipe requests in one month recently on WFAA.

This sort of pull is typical of all WFAA programs.

Much planning, research and experience goes into WFAA programming. As a consequence WFAA has built outstanding programs in every category—women's, farm, news, religious, and musical.

This kind of programming is responsible for WFAA's leadership* in North Texas—an area where adults spend more time with radio than any other medium.

If you're looking for the best medium in the best market south of Mason-Dixon's line . . . ask your Petry man about WFAA.

*Whan Study — A. C. Nielsen, N.S.I.

WFAA
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50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

WFAA
is a great radio station
Edward S. Petry & Co., Representative

NBC-TV, ABC-TV Join CBS-TV in Fee Drop

NBC-TV and ABC-TV have joined CBS-TV in accepting the new pattern of network rates to political parties for pre-emption of five minute segments of programs, which will mean an estimated saving of nearly $10,000 to $20,000 (depending on network) per five minute political broadcast for all parties.

The rate, conceived by Reggie Schuebel, vice president of Norman, Craig & Kummel, New York, advertising agency representing the Democratic party, was first acknowledged and placed in effect by CBS-TV [B•T, March 26]. NBC and ABC, in that order, also agreed to the plan after notifying their stations last week.

The cost to political parties for five minute programs will be one-sixth of the half hour charge for five minutes pre-empted from a half-hour or one twelfth of the cost of an hour for five minutes pre-empted from an hour show. Previously CBS-TV was to charge political parties 30% of the hourly rate, while NBC-TV's rate was 25% of the hourly rate and ABC-TV's 26⅔% of the hourly rate.

Keystone Adds Affiliates

ADDITION of four new affiliates was announced Monday by Keystone Broadcasting System, bringing its total to 878 stations. New affiliates, according to Blanche Stein, KBS station relations director, are KXGI Fort Madison, Iowa; WCPC Houston, Miss.; KOHU Hermiston, Ore., and KSOP Salt Lake City, Utah.

Political Profiles

AS a supplement to its regular Tuesday-Friday weeknight series, *People in the News* (9:55-10 p.m. EST), ABC Radio is "profiling" political candidates each Monday. Starting with Sen. Stuart Symington (D-Mo.), ABC will continue through the pre-convention and election campaign to spotlight candidates for the presidency, Congress, governorships and other high offices.

Renewals of Bishop Sheen, 'Navy Log' Seen in Doubt

STATUS of two network tv properties involving midwest advertisers was uncertain last week.

The programs are CBS-TV's *Navy Log* and ABC-TV's *Life Is Worth Living* with Bishop Fulton J. Sheen. It was reported that both the Maytag Co., handled by Leo Burnett Co., and Sheaffer Pen Co., serviced by Russel M. Seeds Co., favor renewal of the time (Tues., 8:30-9 p.m.) and *Navy Log* itself. The decision was said to hinge on whether CBS-TV retains the show next fall as part of its projected realignment of Tuesday evening segments.

The Bishop Sheen series is in doubt this fall insofar as the sponsor, Admiral Corp., is concerned. Admiral officials scotched reports last week that the manufacturer had definitely decided to drop the program after many years and said no conclusion would be reached until late this summer. Bishop Sheen has a contract with ABC-TV and not Admiral. The agency for Admiral is Russel M. Seeds Co.

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$19 Million in Renewals Marked up for Disney Shows

RENEWALS representing $19 million in total billings for ABC-TV's *Disneyland* and *Mickey Mouse Club* have been announced by ABC President Robert E. Kintner. Both sponsorships are an outgrowth of ABC's 1954 pact with Walt Disney, and will run to the autumn of 1957.

Renewing *Disneyland* (Wed., 7:30-8:30 p.m. EST) for the third consecutive year are: American Dairy Assn. through Campbell-Mithun, Minneapolis; American Motors Corp. through Geyer Adv., New York, and Brooke, Smith, French & Dorrance, Detroit, and Derby Foods, through McCann-Erickson, New York.

Listed as renewing sponsors of *Mickey Mouse Club* (Mon.-Fri., 5-6 p.m. EST)—which premiered last October—are Bristol-Myers Co., through Doherty, Clifford, Steers & Shenfield, New York; Armour & Co., through Tatham-Laird, Chicago; Carnation Milk Co., through Erwin, Wasey & Co., Los Angeles; Coca-Cola Co., through McCann-Erickson, New York; General Mills through Knox, Reeves Adv., Minneapolis; Mattel Inc. through Carson-Roberts Inc., Los Angeles, and the S.O.S. Co. through McCann-Erickson.

ABC Radio Promotes Aronson, Sax, Wade

A SERIES of promotions at ABC Radio were announced Friday by Don Durgin, vice president in charge of the network. The changes take effect immediately.

William Aronson, manager of radio co-operative program department, has been named to the newly-created post of director of sales service. He joined ABC in 1954 as a sales representative in the tv co-operative program department.



MR. ARONSON

George Sax, manager of program operations, will assume the additional duties of manager of the radio co-operative program department. Mr. Sax began his broadcasting career with NBC in 1928, serving as a talent representative. He joined ABC in 1946 as assistant night program manager and later served in various programming positions.



MR. SAX



MR. WADE

Peter Wade, manager of sales service, has been elevated to the new position of director of station clearance. He has been with ABC since 1949, serving in the sales service and station clearance departments.

Cornell Fans

OVER 28 million viewers—or 14 times more than those who have seen Katherine Cornell's stage portrayal of Elizabeth Barrett Browning in Rudolf Besier's "The Barretts of Wimpole Street"—were reported last week to have seen "any part or all" of NBC-TV's colorcast of the same play on 97 stations. This figure was compounded by NBC's research department, which based it on advance rating information projected into total number of viewers.

Three New Hampshire Ams Form New Radio Network

THREE 5 kw New Hampshire radio stations were to join forces today (Monday) to form the Northern New England Network Inc. The three stations — WKNE Keene, WGIR (formerly WMUR) Manchester, and WWNH Rochester— have been interconnected by telephone lines, and plans have been made to carry certain programs which will originate from the Manchester station. The first program to be carried on the network will be the *Connie Stockpole Show*.

Officers of the new corporation include Mrs. M. M. Girolimon, president; Joseph K. Close, vice president; A. J. K. Malin, treasurer; Frank B. Estes, assistant treasurer; Warren H. Journay and M. Chester Ball, vice presidents, and William Phinney, clerk.

WEHT (TV) Is CBS Primary

ADDITION of WEHT (TV) Henderson, Ky. (ch. 50), as a primary CBS-TV affiliate in the network's basic optional group, effective last Thursday, was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

WEHT is the 22d uhf station with primary CBS-TV affiliation. Twenty-two other uhf outlets carry one or more CBS-TV programs on a per program basis. WEHT (TV), which went on the air Sept. 27, 1953, is owned and operated by the Ohio Valley Television Co., Evansville, Ind., of which Herbert R. Levy is president and Cecil M. Sansbury is general manager.

Merkle Returns to ABC-TV

JOSEPH L. MERKLE, general manager of WCTN-AM-TV Minneapolis and formerly with ABC-TV station relations, has returned to the network as regional manager in the tv station relations department. His territory includes ABC-TV stations in 14 western states, Alaska and Hawaii. His headquarters will be in New York.



MR. MERKLE

Before joining ABC-TV for the first time in 1950, Mr. Merkle was director of station relations for the former DuMont Television Network. He left ABC-TV for WCTN-AM-TV in 1954.

Coward Back on 'Jubilee' With 'This Happy Breed'

AFTER a few ups and downs on the tv world's popularity teeter, Britain's Noel Coward has a video spirit once again more blithe than bleak.

He will be back on tv May 5, starring, directing and writing the tv version of the American premiere of his play, "This Happy Breed," on CBS-TV's *Ford Star Jubilee*. Mr. Coward has appeared with Mary Martin in "Together With Music" and with Claudette Colbert and Lauren Bacall in his play, "Blithe Spirit," both on *Jubilee*.

Mr. Coward actually contracted with CBS-TV to appear in three tv shows in the current season. He was placed via the Ford Motor Co. and its agency, J. Walter Thompson, New York, on two *Ford Jubilee* telecasts.

Amid conflicting reports on alleged feelings in agency and sponsor quarters that Mr. Coward's presentations have been "above the audience" and thus not "right" for tv in this country, Ford and JWT spokesmen let it be known a few weeks ago that Mr. Coward would not appear for a third time on *Jubilee*, Admitting to this, CBS-TV then scheduled Mr. Coward as the star to open the network's projected 90-minute weekly dramatic series. *Playhouse 90*, that will start in October.

Suddenly the gears were thrown into reverse. Ford Motor Co. and CBS-TV jointly announced March 23 that Mr. Coward would be back on the program with "This Happy Breed." By last week, network spokesmen said the possibility of Mr. Coward's future appearance on *Playhouse 90* now seems remote. JWT, in an

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PRESENTS

BOB SIEGREST NEWS

10:00-10:15 P.M. DAILY

The *NEW* WISN presents music, news, weather and sports . . . and the cream of the ABC network . . . and everybody's feeling the results!

Bob Siegrest and the News at 10:00 P.M. . . . currently sponsored by E-Z Painter Corp. . . . gives the loyal WISN audience a concise and accurate reporting of the news. Here is local Milwaukee's ONLY award winning newscaster and commentator . . . having won two Freedoms Foundations Awards AND a Christopher Award for radio news reporting. Another GREAT WISN salesman working for you on the *NEW* WISN! Remember, too, WISN has its own news department covering all important *local* news stories!

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WISN SALES or
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NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

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announcement, told of Mr. Coward's third *Jubileee* show, and said in part:

"The May 5 appearance of the British theatrical genius, temporarily jeopardized by difficulty in preparing a property in time, will complete a schedule of three Coward shows. . . ."

Olympic Fund to Get $25,000 If NBC-TV Can Find Sponsor

IF ONE or more advertisers are found for a projected two-hour show on NBC-TV June 30, the Olympic Fund Committee's coffers stand to gain $25,000.

The network has tentatively agreed to air a 4-6 p.m. show originating from the Coliseum in Los Angeles and covering tryouts for the Olympic Games to be held in Melbourne, Australia, in November—providing that $25,000 is contributed to the Olympic fund by the sponsor or sponsors. That sum would be in addition to time and production costs.

CBS-TV to Go Ahead on Gehrig

PLANS to continue with the April 19 *Climax* program on the life of the late Lou Gehrig were confirmed by CBS-TV Hollywood despite a notice of intention to sue for injunction filed earlier last week in Los Angeles Superior Court by Samuel Goldwyn Productions Inc. Goldwyn claims the ball player's widow, Mrs. Eleanor Gehrig, assigned all rights to the movie firm in a 1951 contract for the film "Pride of the Yankees." CBS contends that it used the story last May on another network show without objection and then and now received Mrs. Gehrig's express permission, unaware of the Goldwyn claim.

Livingston, Stern Take Kagran Corp. Posts

ALAN W. LIVINGSTON, executive vice president, Capitol Records Inc., and with Capitol since 1945, has resigned to become president of Kagran Corp., NBC film syndication subsidiary, NBC President Robert W. Sarnoff announced Tuesday.



MR. LIVINGSTON

Mr. Livingston, who will maintain offices at NBC's Pacific Div., Hollywood, will report to Emanuel Sacks, chairman of Kagran's board.

With the election of Mr. Livingston, effective this Sunday, President Sarnoff also announced that Kagran, which handles film syndication and other enterprises such as subsidiary rights for various tv network properties and personalities, would add a newly-created entertainment unit, NBC Theatrical Div., that will direct operations of the touring NBC Opera Company and NBC-TV's *Opera Theatre*.

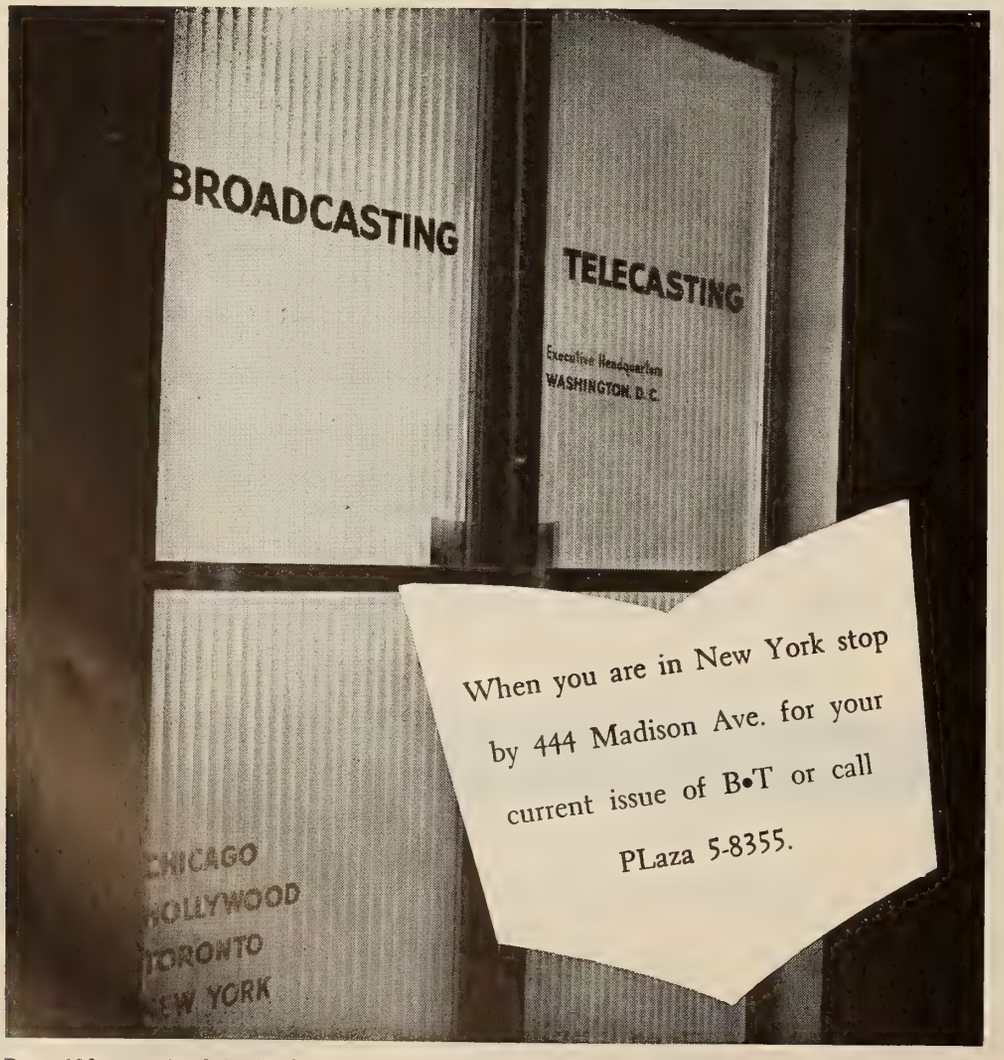
J. M. Clifford, NBC administrative vice president, has relinquished the Kagran presidency to permit the appointment of an executive who could devote full time to Kagran's operations, according to Mr. Sarnoff. Mr. Clifford continues on Kagran's board of directors.

Development of children's recordings is credited to Mr. Livingston, who joined Capitol in 1945 as an assistant in the artists and repertoire department, becoming in 1948 director of album repertoire and in 1949 a vice president. After he assumed charge of all artists and repertoire at Capitol in 1951, he subsequently was made executive vice president and a member of the board.

The election of Alfred R. Stern as vice president of Kagran was to be announced today (Monday) by the firm. Mr. Stern will continue his present duties as assistant to NBC President Robert W. Sarnoff and be in charge of Kagran's newly-created NBC Theatrical Div.

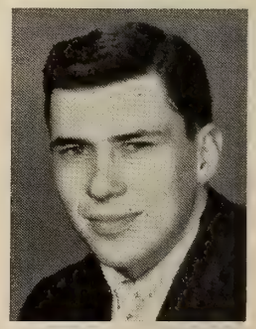


SEALING with a handclasp the signing of WDEF-TV Chattanooga as a primary affiliate of CBS-TV effective May 10 [B•T, March 26], are Carter M. Parham (l), president of WDEF Broadcasting Co., and Ed Shurick, director of station relations for CBS Television. Standing is Dave Williams, eastern manager of station relations for the network.



NETWORK PEOPLE

E. Richard Peterson, Oakland district office manager, Ill. Bell Telephone Co., appointed account executive, Keystone Broadcasting System, Chicago. He is son of Edwin R. Peterson, Keystone vice president.



MR. PETERSON

Ralph H. Davison Jr., local sales manager, KGMB-AM-TV Honolulu, to Inter-Mountain Network, Salt Lake City.

Edgar Peterson, tv and motion picture producer for 15 years, appointed producer of CBS-TV *Climax!* weekly series.

Buzz Kulik, producer, J. Walter Thompson Co., L. A., to CBS-TV on West Coast as director of *You Are There,* effective April 1.

George F. Milne, supervisor of technical records, ABC, to traffic coordinator.

SNIPING AT RADIO-TV: NEW NATIONAL PASTIME

The industry catches it from all sides as critics have a field day. Over it all is the spectre of stern government regulation unless voluntary action weeds out offenders. Here is a B•T roundup of the protagonists and their party lines, as compiled by Senior Editor J. Frank Beatty.

THE broadcasting business is most everybody's business this spring as radio and tv, especially the latter, are on the catching end of the sharpest shooting in recent history.

Flaming oratory, election-year headline hunting and just plain honest advice offer a setting resembling the pre-Blue Book period of a decade ago.

The favorite targets: long and pitchy commercials, bait-switch advertising, violent programming. And, naturally, the NARTB tv and radio codes that ban these practices.

None of the tactics used by critics are new to these federally regulated advertising and entertainment media. No novel ways of embarrassing or counseling broadcast management have been unearthed.

It's just the intensity and frequency of the critical barrages.

In essence, the attacks on broadcasting take three forms—official (legislative and regulatory); hobby (audience organizations), and printed media criticism (some honest, some not).

Legislative attacks have crashed out of committee hearing rooms into printed media (see Congress box score page 125). The current crop of investigations is so bountiful that a reporter is apt to find three or four going on at once in the halls of Congress, plus another at the FCC and assorted probings at the hands of such agencies as Federal Trade Commission and Washington Air Space Panel (tower hearings), with maybe an antitrust conference or two at the Dept. of Justice. And in Brooklyn, a district attorney has set up a battery of radio and tv monitors.

House and Senate committee rooms are bulging with proposed legislation that would do everything but percolate management coffee in an average radio or tv station. There are bills that would—

- Draw up more severe controls over the way networks and stations do business.
- Guarantee equal time for political candidates.
- Pay for campaign broadcasts out of government money.
- Control access to the air for Communists.
- Protect broadcasters from time demands of splinter parties and candidates.
- Set up Uncle Sam as proctor of gain-riders, governing their very digits as they control the volume of commercial messages so the level isn't nudged up a decibel or two or more.
- Forbid beer and wine advertising on the air in what is called the foot-in-door strategy of prohibitionists and their lobby, one of the most powerful in the memory of Washington observers.

These bills and others have triggered a series of investigations that—

- Seek a solution for the vhf-uhf allocation dilemma.
- Aim at finding if FCC regulates the industry or vice versa.
- Hunt evidence that networks are violating antitrust laws in dealing with affiliates.
- Look into network and station commercial messages.
- Search for a way of reconciling the sun's orbit and the seasonal limits on the hours of daytime-only radio stations.
- Grope for headline material by old-fashioned political flimflamming.
- Probe carefully for ways of halting low-grade broadcast practices and avoiding bureaucratic control along the lines of dictator governments.
- Simply warn that displeasing industry practices should be corrected by voluntary measures.

THE heat is on, all over Washington and all over the nation, with civil servants currently the leading stokers of the fire. FCC Chairman George C. McConnaughey and Comr. Robert E. Lee have used private forums to warn that broadcasters are facing government controls of frightful severity unless they cease some of their present practices by voluntary action.

FTC Comr. Lowell Mason, an eloquent foe of bureaucratic over-doses and self-professed friend of American broadcasting and enemy of censorship, startled a sedate Harvard audience by predicting Congress may vest FTC with a radio-tv monitoring directive underwritten by a million dollars of Uncle Sam's money. He drew headlines with a title attractive to printed media—"Huckstering in the Home." The title had no relation to the fact that his seven-year FTC term expires next September, Mr. Mason told B•T.

Just last week Comr. Mason appeared to temper the slashing criticism of broadcast advertising and programming in his Harvard speech by lauding NARTB's tv code but reminding that "the ninety and nine broadcasters are at the mercy of one shill." He added that NARTB can't impose code sanctions because of the antitrust laws. He intimated he had a plan to solve the problem, leading listeners to wonder if it might be a set of FTC trade practice rules.

Comr. Mason, in the manner of legislative critics, vented wrath on bait-switch ads. He told B•T his evidence was screened from a nationwide survey of all local Better Business Bureaus conducted by the national bureau.

Outside the government, printed media and audience groups are directing criticism, favorable and unfavorable, at broadcasting.

Tv programs are scanned and appraised by such groups as National Assn. for Better Radio & Tv, National Assn. of Educational Broadcasters, National Audience Board, General Federation of Women's Clubs, parent-teacher groups, Thomas A. Edison Foundation and many others. Their findings, professionally compiled in some cases and carelessly tossed together in others, show either widespread improvement in tv programming or contamination of the American home with electronic filth—depending to a large extent on the motives of those who review the findings.

Publications often have a field day when they choose to comment on radio and tv. *Coronet* carried an "I Was Cured of Tv" piece in the manner of dope addiction. E. A. Batchelor was "saved from a fate worse than death. . . . Today I can either take television or leave it." Corey Ford, in *Reader's Digest,* tagged tv as "a ghastly neurosis" and offered "Audiences Anonymous" as a cure.

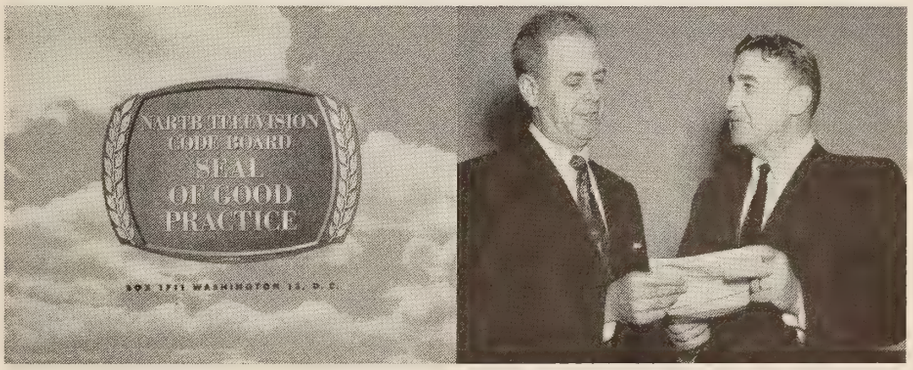
John Steinbeck, in *Reporter* magazine, poked fun at westerns and commented: "Whether for good or bad, television has taken the place of the sugar-tit soothing syrups, and the mild narcotics parents in other days used to reduce their children to semi-consciousness and consequently to semi-noisiness."

The *New Yorker* wailed that advertisers forced performers on tv to become hucksters and then snuck in this commercial on behalf of its own medium: "In this age of television, this day of the spoken word and the fleeting image, we find ourself taking satisfaction in the printed word, which has a natural durability."

Here's a current sample of what happens when a publication sets out to do a job on a competing advertising medium:

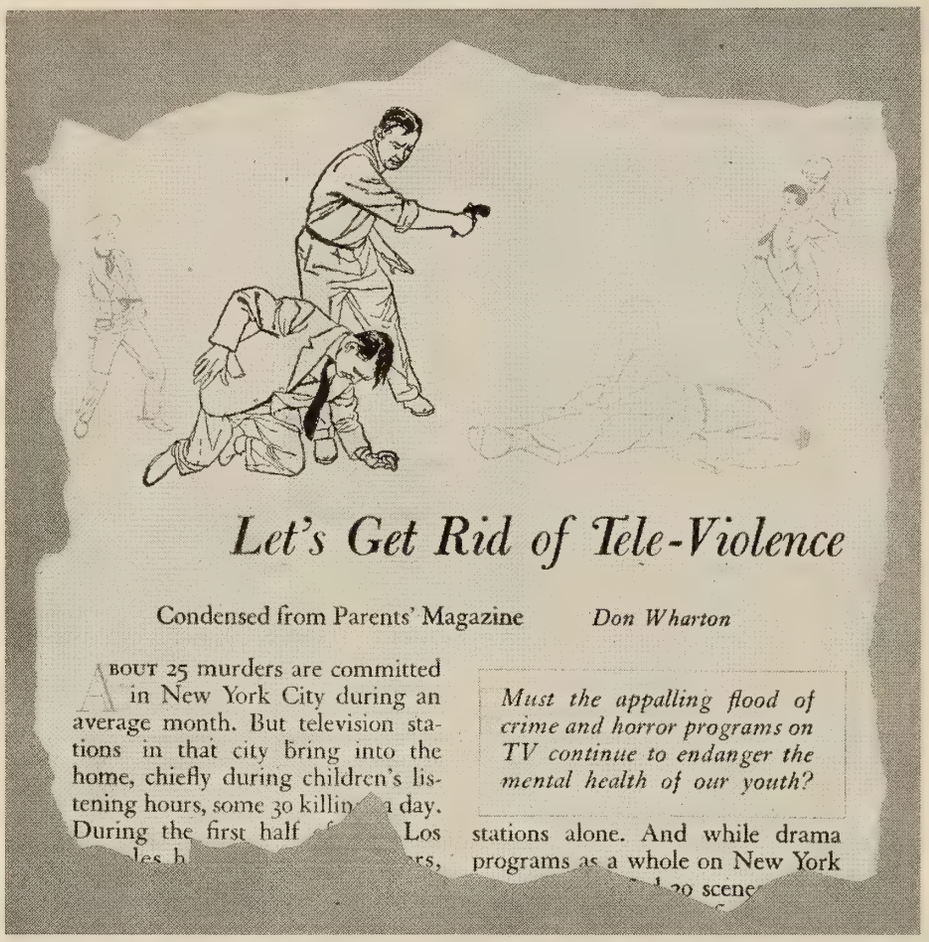
An article, "Let's Get Rid of Tele-Violence," condensed from *Parents'* magazine, appeared in the April *Reader's Digest,* on the stands March

THE SEAL AND ITS ADMINISTRATORS



THIS is the official seal of the NARTB Tv Code Board, designed for showing by subscribing stations. Of the 444 commercials stations on the air, 276 have subscribed. Conduct of code affairs is in charge of G. Richard Shafto (l), chairman of the code board and president of WIS-TV Columbia, S. C., and Edward W. Bronson, NARTB director of code affairs.

WHOSE FOOT DOES THE SHOE FIT?



Let's Get Rid of Tele-Violence

Condensed from Parents' Magazine — *Don Wharton*

ABOUT 25 murders are committed in New York City during an average month. But television stations in that city bring into the home, chiefly during children's listening hours, some 30 killin[illegible] a day. During the first half [illegible] Los [illegible]les h[illegible]rs, stations alone. And while drama programs as a whole on New York [illegible]20 scene[illegible]

Must the appalling flood of crime and horror programs on TV continue to endanger the mental health of our youth?

"MUST the appalling flood of crime and horror programs on tv continue to endanger the mental health of our youth?" asks *Reader's Digest* in its April issue. The question appears in a blurb for the *Digest's* "Let's Get Rid of Tele-Violence" article, reprinted from the April *Parents'* magazine.

That's on page 93.

On page 216 the *Digest* says:

"Tv Reader's Digest, televised weekly by the Studebaker-Packard Corp. and its dealers over ABC-TV, currently presents: March 26 —'The Trigger-Finger Clue' (*The Reader's Digest,* June '47). J. Edgar Hoover's story of the solving of the Lamar, Colo., bank murders."

The March 26 *Tv Reader's Digest* included these incidents: First National Bank of Lamar, Colo., held up, showing criminals' operating methods in detail; bank president and his son murdered during fusillade of bullets after president shot bandit in face; teller and cashier taken as hostages; teller thrown out of bandit auto; cashier bound and gagged, then riddled by bullets; $250,000 loot taken; doctor forced to operate on bandit; doctor murdered, body thrown under bridge; leader of gang was Big Mike Preisser ("The moment he draws blood, he can't control himself").

Local officers found one neglected finger print in the doctor's car and the FBI brought the villains to justice.

In an article by Don Herold in the January issue of the magazine, this statement appears, "If you haven't been watching *Tv Reader's Digest* one night a week, you've been missing a thrill especially appealing to *Reader's Digest* fans. It's fun to read it—and then live it . . . on tv!"

This reassuring message concludes Mr. Herold's article, which appears on the inside back cover of the issue, "As you trust the *Digest,* trust *Tv Digest* to lift you and entertain you with satisfying regularity."

21. *Parents'* appeared 10 days later.

Don Wharton, author of the article, quoted a figure of 120 murders in a single week on Los Angeles tv programs. In quoting National Assn. for Better Radio & Television's research, he overlooked what NAFBRAT termed improvement in tv programming for children—"the most impressive and encouraging in the history of television."

Off to a gory start, the Wharton article adds, "During one week in 1954 the Purdue Opinion Panel found 7,065 acts or threats of violence on New York stations alone."

What the article carefully refrained from adding was this significant fact—58.6% of the violence in children's programs was of a humorous nature. Most of it was found in animated cartoons. Every time a puppet mowed down an adversary, the surveyors jotted down an act of violence. And every time a mouse stomped an elephant's toe, the violence quota was increased. The article ignored the inclusion of "sham violence or humorous violence" in the definition of the term.

Dr. Harry J. Skornia, who directs the U. of Illinois Radio-Tv Seminar, is executive director of National Assn. of Educational Broadcasters, which conducted the Purdue study. Irked by past distortion of his research, he told B•T that he had made this observation to *Reader's Digest* research-writing people: "This time don't quote just the violence. Why not do an honest piece?" He told them further, "I urged that, in the quotation of statistics on acts of violence on tv, some qualifications be included, similar to those found in our tv monitoring studies.

"If these qualifications were not present, I felt, a fair and true picture would not be given and the honest efforts being made to provide better children's programs would be overlooked and readers would be likely to conclude that if we get rid of all tele-violence, most of our juvenile delinquency problems would be solved."

Having read the magazine version of his research, Dr. Skornia chided them for refusal to heed his requests and regretted that the articles not only gave a one-sided version of a two-sided picture, but offered no helpful ideas. He asked: "If violence as such is objectionable, with what is it to be replaced? I had hoped that Mr. Wharton's article would contain some suggestions along this line. Otherwise we are left with only destructive criticism which does little to improve the situation."

Writing to Mrs. Clara Savage Littledale, editor of *Parents',* Dr. Skornia observed:

"The brutal fact is that we are living in a violent and trying age. All aspects of our culture are bound to reflect this violence. To eliminate its reflection in tv will help. But if elimination of this reflection makes people less aware of it as a problem, a disservice rather than a service may result.

"Television is powerful and obvious enough to awaken us to it; unfortunately it is also convenient enough to serve as a scapegoat. . . . I hope some use may be made of it [Mr. Skornia's letter] to balance the picture presented by your article, carried also by the *Reader's Digest.*"

The *Digest* quoted NAFBRAT to show 120 murders in a week on Los Angeles stations (seven), ignoring the emphasized observation that much progress has occurred in tv programming in favor of this statement ". . . there were about four times as many crime programs for children in 1955 as there were in 1951." In the manner of the pitchman, the *Digest* added, "So it goes from coast to coast; a polluted stream of crime, violence, brutality and sadism is steadily being pumped into the nation's homes."

Again the *Digest* cites two sources to show "a mountain of evidence that tele-violence has led to emulation" and overlooks mountains of evidence that it does no such thing.

The Wharton article quotes a Harvard survey to show that children remember the aggressive material rather than the quiet mild portions, minimizing the defeat of the villain. But the article failed to mention a series of observations by Dr. Eleanor Macoby of the Harvard social relations department, describing the desirable effects that tv programs—even westerns—have on the behavior of children. And last summer's Kefauver report was adroitly handled to prove a point rather than to provide information.

The tv industry's four-year voluntary code, with 276 station subscribers out of 444 on the air and all three networks, is kissed off this way, "For several years the industry has had a code concerning violence. But the code doesn't get at the heart of the matter, and isn't even subscribed to by about half the tv stations." Actually 62% of stations subscribe to the code. The article de-emphasized unanimous network participation.

Offsetting the *Digest's* violence article in the

April issue is a one-page piece by John Crosby, *New York Herald Tribune* columnist, showing how tv has encouraged reading.

And so goes the media parade. A Washington (D. C.) Sunday newspaper carried an article about revulsion caused by commercials and in the same issue offered several ads for false-teeth fasteners, a soother for irritated bladders and a large block of space promoting a vaginal antiseptic reputed to be a popular contraceptive. Other city newspapers in other cities are carrying strong condemnations of commercials and programming, outside the normal type of tv-column criticism.

The critical storm rages on and on, with no sign of letup. Sen. Mike Monroney (D-Okla.) says radio is 50-50 plugs and programs. An Alexandria, Va., dentist blames tooth decay on tv-induced consumption of soft drinks, candy and chewing gum. The National Society for Prevention of Blindness says many people complain of eye pains after an evening of tv.

NARTB President Harold E. Fellows, watching the political and publication excitement, told B•T "Everybody seems to be disturbed but the public, although naturally we know that tv is by no means lily white."

Fewer than 1,000 complaints have been made to the tv code board during its four years although the code is displayed and promoted in varying degrees by subscribers. NARTB concedes its small public response may be due to inadequate display of the seal.

Boxscore at the FCC

FCC received a grand total of 2,938 complaints in the first 11 months of 1955. Of these, 1,545 dealt with advertising, 1,296 being directed at alcoholic beverage advertising. The alcoholic beverage figure, 1,296, includes 16 petitions with 650 signatures, one with 464 and one with 22. These petitions reflect the organized effort of anti-alcohol groups.

Excessive advertising drew 86 complaints, false and misleading another 70. Minor numbers dealt with editorialization and political and operating practices (36 mentioned loud commercials). Programming attracted 1,226 complaints. Of these, 709 dealt with excessive crime and horror and included the same petition with 650 signatures in the alcoholic beverage category. Complaints of alleged indecent and obscene programming totaled 112 and 179 objected to changes in network affiliation (includes two petitions with 50 signatures).

What is the NARTB tv code doing to meet what Messrs. McConnaughey, Lee and Mason call a groundswell of public revulsion? And what about the radio standards of practice, an eight-year-old counterpart?

Station and network performance are watched by an NARTB monitoring setup, with monitors at Washington headquarters watching network-originated shows 150 to 175 hours a month. Monitoring reports are sent to the networks. Monitoring of station-originated programs runs about 4,000 hours per year, mostly conducted by private research firms and supplemented by staff monitoring in the field. The monitoring work is being expanded.

Here is a sample violation: An eastern station's announcer was found ad libbing that liquors were available and low-priced in connection with a store's beer-wine announcement. Station management was notified by the code staff and stopped the practice at once.

The code went into operation March 1, 1952, after many months of preparation. Since the beginning it has carried a penal clause—lifting of the seal from stations violating its provisions. To date, the penalty has not been invoked, a fact that code critics cite. These critics dwell, too, on the fact that the Tv Code Board can't invoke a penalty but can merely make a recommendation to the NARTB Television Board of Directors.

As a voluntary industry document, the code should be appraised with this in mind, its defenders insist: No record can be kept of the tremendous amount of undesirable business and programming kept off the air by individual stations. As to networks, NBC-TV, according to Stockton Helffrich, editing chief, screens over 100,000 scripts, films, commercials and announcements a year. It gets little critical mail from the public.

Herbert A. Carlborg, in charge of CBS editing, directs processing of hundreds of programs and commercials every week. He commented to the code board, "I think we're on the threshold of having the code come into its own in a medium that isn't simple." Last fall Mr. Carlborg made a New York-Hollywood trip to persuade a top whodunit tv and movie producer to delete the two words "polite violence" from a script. His staff has eliminated bedroom and bathroom scenes from British films; references to sex abnormality; flogging of a mother in prison; cartoon scene involving roosters and illegitimacy; divine-healing claims and papal-like gestures; suicide scenes, and drinking sequences.

Grace Johnsen, heading the ABC-TV editing staff, is convinced the code board is doing a good job, with most subscribers adhering to the code. ABC-TV's screening often is taken to agencies for cuts.

The code board, under its first chairman, John E. Fetzer, head of the Fetzer Stations, and G. Richard Shafto, WIS-TV Columbia, S. C., its current chairman, has chosen to live a private regulatory life. Personal and telephone calls have been extremely effective in persuading stations to stay in line where monitors have discovered dubious material, code officials say.

Now the code's private life may be forced into the open. Network officials have been complaining about the secrecy, it's whispered around New York. They're getting punchy from the organizational and media barrages. An aggressive defense is being considered. Among ideas are the public withdrawal of the code seal from a subscriber and a public relations campaign that can match similar efforts by other industries.

NARTB has a Television Information Committee that has published roundups of what people say about the code and has offered proposed answers to the charges of critics. Soon to appear is a quarterly publication that will reproduce published articles for the attention of persons and groups influencing public opinion.

Obviously the code's affirmative and preventive record hasn't been publicized properly. Few are aware, as Edward H. Bronson, tv code





director put it, that the code board "hasn't yet found a really serious complaint that hasn't been corrected."

The public is due to be reminded that the partly clothed expanse of Dagmar's chest is barely a memory and that the suds have been removed from the eager lips of announcers who exploit the traits of beer.

Backdrops and plugs for movie films built around guest appearances provide a code headache. The board has advised stations and networks to tighten their policies on these so-called tradeout plugs.

Tv commercials are watched carefully by networks and stations to keep them within the 3-to-4 minute limits for half-hour programs, depending on class of time. The radio standards have similar provisions, and numerous agency-advertiser contacts are made every day to keep commercials within time limits.

About bait-switch—and millions of words have been written about it. This trick of offering a powerful vacuum cleaner for $9, sure to make home hygiene a pleasant hobby for tired housewives, is an illegitimate cousin of a legitimate old Yankee trading device—the loss leader. Legally the distinction can get pretty fine. The former is a cruel fraud; the latter a store traffic lure whose main problem is availability of the goods advertised.

NARTB's Tv Code Board sent telegrams March 22 to its 276 station-3 network list of subscribers. It asked them to reply in 48 hours with information about: Bait-switch policy, any business rejected, attitude on voluntary regulation.

As of last Thursday the board had received 251 replies. All three tv networks and 248 stations had answered. Code officials would not comment on the possible attitude of the 28 non-replying stations.

With a few qualified exceptions, the replying stations hate the very thought of a bait-switch commercial. Large numbers of them clear doubtful commercials through local Better Business Bureaus. Many stations take part in BBB activities and carry BBB officials on their air. Others check into unusually seductive sales offers. Nearly all cancel if they find a bait client.

Two stations in widely separated major cities wired they turn down an average of $350,000 a year in bait-switch time. Many cities have no bait-switch; at least the tv stations haven't been approached. Others have seen it occasionally. Quite a few said newspapers in their cities carry bait-switch business.

In general, bait-switch practices are more numerous in major cities. Around medium-sized cities the word gets around quickly and bait-switching often destroys itself.

Main offenders, according to station and BBB files, are sellers of storm windows, upholstery service, houses, deep-freeze chests, vacuum cleaners, long-term credit appliance stores, Florida real estate and fast-flying finance outfits.

Another code board problem getting a lot of current attention is the advertising pitch. Here the definition is tougher than bait-switch. Just how loud and fast and long should a salesman be allowed to talk? What's the difference between sincere selling and hawking?

Film programming, too, offers a special set of headaches. Many of the films cleared by the Hollywood movie code are full of scenes and lines that are objectionable in the living room. NARTB's code board plans to invite film producers turning out programs for television to join its code on an associate basis.

NARTB is often urged to clear programs in advance and give the seal to each separate film, live program and announcement. This would follow the Hollywood film code plan, which involves around 300 clearances a year. In the case of tv, the clearing of hundreds of thousands of programs and short continuities would be involved. Hence the policy of station and network subscription on a voluntary basis. A proposed rival tv code is being worked out in Hollywood by a group of producers working with the National Audience Board, headed by Peter Goelet. This document is to be offered to the Academy of Television Arts & Sciences (see below).

Those who collect the comments of public servants and private observers, and who sift the sincere from the malicious or mink-coat-hunting political clatter, are convinced the industry must do something and do it quick. They'll admit the answer is as tough as shoving a shotgun scatter back into the barrel, but all agree that broadcasters simply can't sit around any longer and watch Congressional committees overlap each other in investigating the same things with widely differing efficiency and effectiveness.

First off, a weary Washington observer suggested, might be legislation setting up a director of investigation liaison. But of course, the sponsors of this plan note, a lot of nice jobs and easy headlines would be denied posterity.



THESE THREE wield the blue pencils for the tv networks. L to r: Stockton Helffrich, director of continuity acceptance, NBC; Grace M. Johnsen, continuity acceptance director, ABC; Herbert A. Carlborg, director of editing, CBS.

HOLLYWOOD DRAFTS PRODUCTION CODE TO GUIDE FILM, LIVE TV PROGRAMMING

SAID to represent another industry effort at self-reevaluation, an interim draft of a proposed new television production code was mailed last week by a special committee in Hollywood to producers of both live and film tv programs throughout the U. S. Their comments are solicited before a final draft is prepared for implementation by the Academy of Television Arts and Sciences. It is a voluntary code.

The special committee, headed by Martin Leeds, Desilu Productions, includes representatives of the tv production field as well as two representatives of the National Audience Board. The latter pair are attorney D. Brandon Bernstein and William H. Mooring, syndicated columnist of several national Roman Catholic publications. The group has been meeting since last October when Mr. Bernstein unsuccessfully suggested adoption of the NARTB Tv Code in lieu of another new list of regulations.

Mr. Leeds told B•T that the NARTB code is "a very good one" but that the tv producers preferred to work out a more "streamlined" code for practical day-to-day use. He said the interim draft relaxes some of the NARTB provisions and puts more stress on others. He preferred not to cite specific details, indicating he wished to wait until comments of others have been received.

National Audience Board spokesmen explained that the new code proposal incorporates the chief provision of the three existing codes in the entertainment world, those of NARTB, motion pictures and the theatre. The draft was presented to FCC Chmn. George C. McConnaughey in Washingtson a fortnight ago by Mrs. Dorothy Thalheimer, an NAB leader and president of the Beverly Hills Board of Education, B•T learned Thursday. Mrs. Thalheimer reported to NAB that the FCC chairman was impressed by the display of "self-discipline" evidenced in the proposal and committee work. She said the only thing Chairman McConnaughey didn't like about broadcasting is bait-and-switch advertising and that he hoped local units of NAB would watch for this advertising abuse.

An NAB source said the preamble to the interim draft of the code was written initially by Mr. Mooring, revised by Mr. Bernstein and finally edited by Mr. Leeds. The preamble sets forth the proposition that "television is the most potent medium of mass entertainment and information yet devised." It continues in part:

"This declaration is not an instrument of censorship. It postulates neither arbitrary nor rigid rules.

"It is a free and earnest expression on the part of those creating, devising or delivering television into millions of American homes, of their acknowledgment of public responsibility.

"The tremendous impact of television upon people everywhere, and especially upon the family unit which forms the substratum of our national greatness, is recognized and understood by those engaged on all creative and commercial levels of television production."

"These men and women proudly share with their fellow citizens the aspirations and ideals of a people dedicated to principles of human decency, justice and freedom.

"They recognize that while the primary function of television is to entertain and inform, without explicit purpose of teaching or propagandizing, television can contribute directly to the happier social life of the nation, and indirectly to the elevation or demotion of public intelligence and good taste."

An NAB representative told B•T that his organization expects to conduct a public education campaign when the code is finished to show that the tv industry can regulate itself and that censorship is not necessary.

THE OFFICIAL SIDE OF IT ALL

The listing that follows on the next pages is a rundown of current investigations, legislation and other matters which involve the broadcasting industry with the government. It is a lengthy list.

SENATE HEARINGS
SECOND SESSION

• Senate Commerce Committee began hearings Jan. 26 in its probe of tv networks and uhf-vhf troubles and on S 825 (see Senate Bills). FCC witnesses testified Jan. 26, Feb 7, 20-21. Uhf tv broadcasters, Justice Dept., educational and community tv, union, equipment manufacturing and other witnesses testified Feb. 27-29, March 2. Uhf, vhf equipment and other witnesses testified March 14-16. Three tv networks and Los Angeles independent vhf testified March 26-28. Scheduled are pros and cons of subscription tv April 23-27 and return of network witnesses in mid-May.

• Senate Commerce Committee held hearings Feb. 15-17 on S 923 (see Senate bills), which would prohibit alcohol advertising on radio-tv and in other media, with testimony from witnesses for bill and against it, latter including radio-tv media and other advertising interests.

• Senate Internal Security Subcommittee questioned WDSU-TV New Orleans Program Director Herman Liveright March 20 on alleged Red activities. When Mr. Liveright refused to answer queries, WDSU-TV fired him.

• Senate Small Business Subcommittee, hearing testimony from motion picture exhibitors on scarcity of films last month, asked FCC to furnish names of film producers who hold tv station interests.

PLANNED HEARINGS

• Special subcommittee of Senate Small Business Committee plans to open hearings in early May on problems of daytime broadcasters, based on complaints from daytime stations.

• Senate Government Operations Reorganization Subcommittee has said it intends to hold hearing on bill (S 2308) to exempt radio-tv stations from the provisions of the Federal Lobbying Regulation Act, as newspapers and periodicals are at present.

• Senate Appropriations Subcommittee will hold hearings on House-passed $7.8 million FCC budget, probably late this month.

COMMITTEE REPORTS

• Senate Patents, Trademarks & Copyrights Subcommittee reports need for further investigation of the patents picture, citing government action against RCA.

• Senate Government Operations Committee says questions of license fees for FCC and other agencies should come under Senate committees having jurisdiction over respective agency.

MEASURES APPROVED

• Senate approved (and President signed into law) HR 5614, giving FCC more leeway in handling protests of grants made without hearing. House had passed bill in first session.

• Senate approved $250,000 (S Res 163) for Senate Commerce Committee investigations for 1956, including current probe of tv networks and uhf-vhf problems.

NEW SENATE BILLS

S 3074, Sen. Carl T. Curtis (R-Neb.). Similar to S 636 (see Senate bills), but aimed against political spending by labor unions.

S 3308, Senate Majority Leader Lyndon B. Johnson (D-Tex.). Amend Sec. 315 (a) of Communications Act to allow broadcasters to furnish time to presidential and vice presidential candidates of major political parties on an equal basis without being required to give equal time to candidates of minority parties. Co-sponsored by 85 senators and planned to be offered on Senate floor as amendment to S 636 sometime after today (Monday).

S 3242, Sen. Richard L. Neuberger (D-Ore.). Provide government financing of federal election campaigns by paying both major parties $11,065,985 for 1956 campaign.

Neuberger amendment to S 636 would provide government grant of $1 million each to major parties for purchase of radio and tv time for presidential and vice presidential candidates.

S 3494, Sen. Estes Kefauver (D-Tenn.). Vest a "property right" in a station's network affiliation by requiring network to pay station the value of the affiliation franchise if the network cancels contract at its own option.

SENATE BILLS
(Introduced First Session)

S 771, Sen. John M. Butler (R-Md.) and others. Withdraw from persons convicted of subversive activities and members of subversive organizations equal rights in political broadcasts. Referred to Pastore subcommittee.

S 825, Sen. John W. Bricker (R-Ohio). Authorize FCC to regulate networks. In Senate Commerce Committee. Subject of current tv network and uhf-vhf allocations hearings.

S 950, Sen. Warren G. Magnuson (D-Wash.). Prohibit broadcasts of certain gambling information (horse racing information). In Senate Commerce Committee.

S 1208, Sen. John M. Butler (R-Md.). Relieve stations from liability for defamatory statements made in political broadcasts by candidates. In Senate Commerce Committee.

S 1390, Sen. Estes Kefauver (D-Tenn.). Prohibit transmission of horse racing information. In Senate Commerce Committee.

S 1648, Sen. Magnuson. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Hearing held by Pastore subcommittee. House-passed version (HR 5614) passed by Senate. (See Measures Approved.)

S 1909, Sen. Neuberger. Require tv stations to inform viewers when political candidate being televised is using face make-up or prompting devices. In Senate Commerce Committee.

S 2128, Sen. Magnuson. Provide reasonable notice to agency (including FCC) of applications to courts of appeal for interlocutory relief against orders of agency. In Senate Commerce Committee.

S 2306, Sen. Frederick G. Payne (R-Me.). Implement proposal by CBS President Frank Stanton to authorize stations and networks to allow candidates of major political parties to appear on news, interview, forum, debate and similar programs without having to give "equal time" to candidates of minority parties. In Senate Commerce Committee.

S 2321, Sens. Carl Hayden (D-Ariz.) and Homer Capehart (R-Ind.). Prohibit FCC from denying grant to competing newspaper applicant for station on grounds other than news monopoly in community if newspaper's other qualifications are superior to competitor. Referred to Pastore subcommittee.

S Res 13, Sen. Magnuson. Authorized Senate Commerce Committee to make investigations,

THE BIG 25

SESAC'S BIG 25TH BIRTHDAY OFFER TO BROADCASTERS THAT MEANS BIG SAVINGS FOR YOU! HEAR ALL ABOUT IT AT SESAC HEADQUARTERS, SUITES 528-A AND 530-A, CONRAD HILTON HOTEL, CHICAGO, WHILE YOU'RE AT THE NARTB!

SESAC

CELEBRATING OUR 25TH ANNIVERSARY

including networks and uhf-vhf probe, with funds of $200,000 for 1956. Approved by Senate.

S J Res 33, Sen. Price Daniel (D-Tex.). Identical to S 950 above. In Senate Commerce Committee.

S 2639, Sen. Magnuson. Increase salary of FCC members and those of certain other agencies from $15,000 to $21,500 yearly. In Senate Commerce Committee.

S 923, Sen. William Langer (R-N. D.). Prohibit advertising of alcoholic beverages on radio, tv or in other media. Hearings held Feb. 15-17 by Senate Commerce Committee.

S 1898, Sen. Russell Long (D-La.). Allow federal excise tax credit of $7 each on tv sets equipped for all uhf channels. In Senate Finance Committee.

S 636, Sen. Thomas C. Hennings Jr. (D-Mo.). Revise upward legal limit political candidates may spend in election campaigns. Hearing held by Senate Elections Subcommittee of Rules & Administration Committee. Reported to Senate floor and now on calendar. Also see S 3308, S 3242, S 3074 and Neuberger amendment to S 636.

S Res 17, Amend Senate rules so witness at committee hearing can object to appearing before tv cameras on grounds of harassment and distraction, with committee members deciding whether cameras are to be allowed (most Senate committees follow this practice generally). Placed on Senate calendar and passed over several times.

S 2628, Sen. Olin D. Johnston (D-S. C.) and Frank Carlson (R-Kan.). Raise FCC salaries from $15,000 to $20,000. In Senate Post Office & Civil Service Committee.

SENATE HEARINGS FIRST SESSION

The Senate Juvenile Delinquency Subcommittee wound up a series of hearings on tv programs as a possible factor in juvenile delinquency and in August 1955 issued a report calling for FCC censorship of programming and other measures.

The Senate Elections Subcommittee held hearings on S 636 (see Senate Bills) at which broadcast industry witnesses testified on significance of radio-tv media in elections.

The Senate Commerce Committee held hearings on S 1648, amending Sec. 309 (c) of the Communications Act. An identical House measure was enacted into law in the Second Session. The Senate group also held hearings on the nominations of George C. McConnaughey and Richard A. Mack to the FCC. Committee members also issued the Plotkin and Jones reports in the First Session.

The Senate Internal Security Subcommittee heard testimony from CBS newsman Winston Burdett on past Communist activities.

HOUSE HEARINGS SECOND SESSION

• Transportation & Communications Subcommittee of House Commerce Committee on Feb. 2-3, 7-8, heard testimony on the following: HJ Res 138-139—identical measures to limit tv towers to 1,000 feet—from FCC; HR 3789—deny equal time under Sec. 315 (a) to Communists or subversives—from NARTB, FCC; HR 4814—exempt broadcasters from liability for libelous statements made on air by political candidates—from NARTB, FCC; HR 6810—relieve broadcasters from "equal time" requirement when they present candidates on news, forum, debate and similar type shows—from CBS, Democratic National Committee (NBC later endorsed bill); HR 6968 and HR 6977—identical bills to prohibit "discrimination" against applicants for radio or tv licenses who have interests in newspapers or other media "primarily engaged" in gathering and dissemination of information—from FCC, Reps. John V. Beamer (R-Ind.) and John W. Heselton (R-Mass.). Other hearings planned on these and additional bills affecting radio-tv.

• House Commerce Committee on Feb. 16-17 heard testimony on HR 4627, to prohibit alcohol advertising on radio-tv and in other media, with radio-tv industry and other advertising interests among witnesses speaking against bill. Same witnesses were heard on Senate's S 923.

• Evins Subcommittee of House Small Business Committee heard testimony March 20-21 on alleged broadcast industry and White House influence in FCC decisions, subpoenaing on short notice RCA-NBC and CBS records on dealings with FCC and subpoenaing two tv broadcasters. The House unit also heard testimony from uhf tv industry spokesmen. The hearing followed a lengthy questionnaire sent by the group to the FCC last December. Subcommittee staff expects to resume hearings in May and hear network and other witnesses.

• Antitrust Subcommittee of House Judiciary Committee heard testimony Feb. 27 from head of Justice Dept.'s antitrust division on NBC-Westinghouse station swap. House group expects to resume hearings in a few weeks on alleged "regulation of the FCC by the industries it is supposed to regulate." Rep. Pat Hillings (R-Calif.) has asked this group to probe complaints that National Collegiate Athletic Assn. exercises monopoly in its control of televised college football.

• Government Information Subcommittee of House Government Operations Committee heard testimony Feb. 17 from the FCC in the House unit's inquiry to find if government agencies and departments are withholding information from the public and congressmen.

• House Appropriations Committee's Independent Offices Subcommittee on Feb. 15 heard FCC testimony on its fiscal 1957 budget. Amount the House group approved ($7.8 million) later was approved by the House and sent to the Senate.

• The House Un-American Activities Committee held hearings last August in New York on alleged Communist infiltration of radio-tv and other entertainment media. In its annual report issued in January, the House group said active Reds still are members of American Federation of Tv & Radio Artists, thus may be expected to call up other witnesses in radio-tv.

PLANNED HEARING

• House Commerce Committee Chairman J. Percy Priest (D-Tenn.) has said his group's Transportation & Communications Subcommittee—or a special subcommittee—will hold hearings this session on a bill (HR 395) to create uniform laws regulating Daylight Saving Time.

MEASURES APPROVED

HR 9739, Independent Offices Appropriations Bill. Provides $7.8 million for FCC for fiscal 1957, an increase of $930,000 over fiscal 1956, and includes $141,000 for the FCC's network study. Now in Senate Appropriations Committee with hearings planned in late April.

NEW HOUSE BILLS

HR 9762, Rep. Emanuel Celler (D-N. Y.), chairman of House Antitrust Subcommittee. Give Justice Dept. authority to take antitrust action against industries under regulation by federal agencies. In House Judiciary Committee.

HR 10,217, Rep. Oren Harris (D-Ark.). Authorize stations to make time available to presidential and vice presidential candidates of major political parties on an equal basis without being required to make time available on same basis to candidates of minority and splinter parties. In House Commerce Committee.

H Res 449-450, Rep. Martha W. Griffiths (D-Mich.). Permit radio and tv coverage of House chamber and committee proceedings. In House Rules Committee.

HOUSE BILLS (Introduced First Session)

HR 177, Rep. Katherine St. George (R-N. Y.). Require stations to investigate persons and groups for whom contributions are solicited on radio and tv programs. In House Commerce Committee.

HR 395, Rep. Harley Staggers (D-W. Va.), provide uniform Daylight Saving Time.

HR 524, Rep. Carl Hinshaw (R-Calif.). Designate subscription tv and theatre tv as common carriers. In House Commerce Committee.

HR 626, Rep. Emanuel Celler (D-N. Y.). Prohibit commercial sponsorship of televised or broadcast coverage of congressional hearings. In House Commerce Committee.

HR 789, Rep. Kenneth Keating (R-N. Y.). Anti-gambling bill (see S 950, S 1390, S J Res 33). In House Commerce Committee.

H. J. Res 138, 139, identical bills by Rep. Oren Harris (D-Ark.) and Carl Hinshaw (R-Calif.) to limit radio-tv antenna towers to



—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

1,000 feet. In House Commerce Committee. Hearings held Feb. 2-3, 7-8 by Harris Subcommittee.

HR 3461, Rep. J. Percy Priest (D-Tenn.). Anti-gambling bill (see HR 789 and similar Senate bills). In House Commerce Committee.

HR 3789, Rep. Edward T. Miller (R-Md.). Equal rights (see S 771). In House Commerce Committee. Hearings held Feb. 2-3, 7-8 by Harris subcommittee.

HR 4073, Rep. Kenneth Keating (R-N. Y.). Anti-gambling (see HR 789, HR 3461 and similar Senate bills). In House Commerce Committee.

HR 4814, Rep. Edward T. Miller (R-Md.). Libel relief (see S 1208). In House Commerce Committee. Hearings held Feb. 2-3, 7-8 by Harris Subcommittee.

HR 5614, Rep. Priest. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Passed by House with amendments. Approved by Senate and enacted into law.

HR 5741, Rep. John W. Heselton (R-Mass.). Provide FCC regulation of amount of radio and tv program time which may be devoted to advertising. In House Commerce Committee.

HR 6631, Rep. Priest (see S 2128). In House Commerce Committee.

HR 6810, Rep. Harris. Implements Stanton proposal on time for political candidates (see S 2306). In House Commerce Committee. Hearings held Feb. 2-3, 7-8 by Harris Subcommittee.

HR 6899, Rep. Celler. Prohibit subscription forms of tv. In House Commerce Committee.

HR 6913, Rep. Frank Chelf (D-Ky.). Deny FCC right to decide subscription tv question. In House Commerce Committee.

HR 6968, Rep. John V. Beamer (R-Ind.). Forbid FCC discrimination against newspaper ownership of radio-tv facilities. (Also see S 2321.) In House Commerce Committee. Hearings held Feb. 2-3, 7-8 by Harris Subcommittee.

HR 6977, Rep. Harris (see HR 6968, S 2321).

HR 4627, Rep. Eugene Siler (R-Ky.). Anti-alcohol advertising (see S 923). Hearing held Feb. 16-17 by House Commerce Committee.

HR 4903, Independent Offices Supplemental Appropriations bill, giving FCC $85,000 to maintain its staff level for fiscal 1955 to work on applications backlog. Approved by House, Senate, signed by President.

HR 4070, Rep. Frank Ikard (D-Tex.). Exempt tv sets equipped to tune all uhf channels from 10% federal excise tax. Considered by House Ways & Means Committee, but not acted upon. Treasury Dept. made unfavorable report.



"Since we started advertising on KRIZ Phoenix, every man in town has been demanding proof—or no sale!"

H Res 99, Rep. George Meader (R-Mich.). Amend House rules to permit broadcasting and televising of House committee public hearings. Hearings held and turned down by House Rules Committee.

HR 5240. Independent Offices Appropriations Bill for fiscal 1956. House approved $170,000 increase of FCC fiscal 1956 budget over Budget Bureau recommendations, including $90,000 for work on applications backlog and $80,000 for study of network broadcasting industry. Senate approved House-passed $6,870,000 figure after hearings by Senate Appropriations Subcommittee.

HR 7024, Rep. Richard M. Simpson (R-Pa.). Exempt radio and tv sets used in business from 10% federal excise tax; also radio and tv components used in manufacture of any article. Reported by House Ways & Means Committee to House floor, passed by House. Reported to Senate floor by Senate Finance Committee with amendment.

HR 7387, Rep. Sid Simpson (R-Ill.), Raise FCC salaries from $15,000 to $22,500. In House Post Office & Civil Service Committee.

HR 7619, Rep. Tom Murray (D-Tenn.). Raise FCC salaries to $19,000. Reported to House floor by House Post Office & Civil Service Committee. Passed by House in First Session. Now in Senate Post Office & Civil Service Committee.

HR 7620, Rep. Edward H. Rees (R-Kan.). (Same as HR 7619.) In Post Office & Civil Service Committee.

Congress May Require FTC To Monitor Radio-Tv: Mason

IF CONGRESS passes a law requiring the government to check radio and tv advertising, the Federal Trade Commission will undoubtedly be called on to implement it. That was the theme of FTC Comr. Lowell Mason's speech before the Federal Communications Bar Assn. in Washington last week. (Also see story page 121.)

Citing a number of FTC orders which were based on fraudulent pictorialization, Mr. Mason declared that this had built up in the FTC a body of experience that would be helpful in checking tv commercials.

This was Mr. Mason's second public statement on false advertising over the air. He made his first attack last month in a speech before the Harvard U. Marketing Club [B•T, March 19]. He is scheduled to talk on the same subject at Temple U., Philadelphia, April 21, and at the U. of Richmond, Richmond, Va., May 8.

Daly Requests for Air Time Under Consideration by FCC

LAR DALY, America First candidate for the Republican nomination for President, was told by the FCC last week that it could not possibly decide on his request for time on the networks before the Illinois Republican Primary tomorrow (Tuesday).

The FCC told Mr. Daly it had sent copies of his requests to ABC, CBS, NBC and Mutual and to the secretaries of state in four states—Illinois, Indiana, Montana and South Dakota—where Mr. Daly says his name has been entered as candidate for nomination in the respective primaries. But replies cannot possibly be forthcoming before the Illinois primary tomorrow, the FCC said.

Mr. Daly wired the networks Thursday, explaining that the FCC had informed him that it was doubtful it could act in time for tomorrow's Illinois primary vote. He said that if the FCC finally rules in his favor, he would demand "full financial value lost Illinois golden opportunity due to networks' procrastination."

Another 1st in MICROWAVE

For the first time a dependable high powered microwave transmitter is available at a low cost.
Convert now from RCA type TTR Relay Transmitter to the new high powered MWT transmitter.
All accessories of your old RCA Type TTR Relay Transmitter can be used in conjunction with this New MWT unit.

Specific features of type MWT Microwave Relay Transmitter:

- *Frequency Range: 7 KMc for STL and Remote pickup.*
- *Power output of 1 watt minimum using low cost varian VA-220 Klystron.*
- *Waveguide assembly may be quickly rotated to provide either horizontal or vertical polarization.*
- *Broadband video response for NTSC color transmission.*
- *4 Mc "off the air" monitoring facility provided.*

Note: Your replaced equipment remains available as standby unit and at no time leaves your facility.
For complete details on the Type MWT Microwave Relay Transmitter write:

American a m c Microwave

11754 Vose St., No. Hollywood, Cal.

you'll get 3-way eye-traffic

Starting with the May issues of Standard Rate's Spot Radio and Spot TV books and every *month* thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—(1)—the map of your market, and (2) statistics on your market, will be right where they belong—in SRDS—with (3) regular listing of rates and data.

This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS
Standard Rate & Data Service, Inc.



COURT TO HEAR APPEALS OF VHF GRANTS

Full court sits next week for arguments about FCC final decisions in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis.

A FULL nine-judge appellate court will sit to hear the pleas of uhf stations against the issuance of final vhf decisions, it was announced last week.

Reconsidering a March petition for an *en banc* hearing—which, it was understood, failed to be accepted because of a four-to-four split (there was one vacancy at the time)—the court, on its own, last week agreed to sit in full array for what is expected to be a precedent-making decision. Normally a three-judge panel hears such arguments.

At stake in the April 18 argument are the three final vhf decisions in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis., issued by the FCC late last year. They were the first to be made following a year-long campaign by uhf stations to persuade the FCC to deintermix these and other cities. Most of the cities which were targets for deintermixture already are served by uhf stations. The grants were the first vhf outlets for these communities. On April 20 the full court will also sit to hear arguments on the drop-in of ch. 10 to Vail Mills, N. Y. (Albany).

New to the appeals court bench will be Warren E. Burger, who was confirmed by the Senate last week to succeed the late Harold M. Stephens. Mr. Burger was assistant attorney general in charge of the civil division before being nominated to the District of Columbia Circuit by President Eisenhower. He is due to be sworn in April 13.

Involved are the following:

Corpus Christi ch. 6 grant to KRIS there, appealed by ch. 22 KVDO-TV same city; Evansville ch. 7 grant to Evansville Television Inc., appealed by ch. 62 WFIE (TV) that city, ch. 50 WEHT (TV) Henderson, Ky., and by ch. 21 WKLO-TV Louisville, Ky.; Madison ch. 3 grant to WISC there, appealed by ch. 27 WKOW-TV, ch. 33 WMTV (TV), both Madison, and ch. 39 WTVO (TV) Rockford, Ill.

In the Vail Mills, N. Y., case, ch. 35 WTRI (TV) Albany and ch. 19 WMGT (TV) Pittsfield, Mass., appealed the FCC's authorization allocating the vhf channel to that small community outside of Albany.

In the vhf grants, the court refused to issue a stay order; but in the Vail Mills drop-in, a stay was ordered.

Nub of the appeals is this: That the FCC should not make final, pending vhf grants while the issue of deintermixture is still being considered. Last November the Commission dismissed all pending deintermixture petitions, but instituted at the same time an allocations proceeding which numbers deintermixture as one of the issues.

Since then the FCC has issued two other final decisions in so-called deintermixture cities: Fresno, Calif., and Miami, Fla. Both of these also have been appealed. Still waiting for final decisions are those in Jacksonville, Fla.; Hartford, Conn.; Lake Charles, La.; New Orleans, La., and Peoria, Ill., among remaining deintermixture cities.

Supreme Court Refuses To Review WFLA-TV Case

LAST move ended in failure for WTSP St. Petersburg, Fla. (*St. Petersburg Times*), in its fight to overturn the FCC's grant of ch. 8 Tampa-St. Petersburg to WFLA-TV (*Tampa Tribune*). The U. S. Supreme Court last week refused to review the grant, awarded in August 1954 and upheld by the Court of Appeals [B•T, Jan. 23]. WTSP, owned by Nelson Poynter, is the losing applicant for the two-city facility.

This is the second time within the last two weeks that the Supreme Court has refused to review an FCC grant. Earlier, the court declined to review an appeals court decision which upheld the Commission's grant of ch. 8 Petersburg, Va., to Petersburg Tv Corp. (WXEX-TV) [B•T, April 2]. Pending before the Supreme Court is a request by KFDM Beaumont, Tex. (ch. 6 grantee), which seeks review of a Court of Appeals edict remanding the case to the FCC.

Put Community Tv Under FCC, Western Telecasters Petition

FIRST concerted move to place community tv systems under the jurisdiction of the FCC took place Friday, with the filing of a complaint by a group of western telecasters.

The document claimed that community tv systems—there are about 350 of them throughout the United States—were common carriers under the meaning of Title II of the Communications Act of 1934 as amended. It named about 200 such systems.

Among those signing the complaint were:

KFBC-AM-TV Cheyenne, Wyo.; KSTF (TV) Scottsbluff, Neb.; KFXJ-AM-TV Grand Junction, Colo.; KOTA-AM-TV Rapid City, N. D.; KID-AM-TV Idaho Falls, Idaho; KSPR Casper, Wyo.; KGVO-AM-TV Missoula, Mont.; KLIX-AM-TV Twin Falls, Idaho; KLAS-AM-TV Las Vegas, Nev.; KANA Anaconda, Mont.; KGLN Glenwood Springs, Colo.; KRAL Rawlins, Wyo., and KSID Sidney, Neb.

The telecasters claimed that community tv systems are not complying with the Communications Act in that they have not filed tariffs with the FCC.

It was indicated that there is an adverse economic impact on broadcasting.

The charges were filed by the Washington law firm of Koteen & Burt in behalf of the broadcasters.

For several years, some telecasters have urged that community tv systems be brought under the jurisdiction of the FCC. The subject has cropped up from time to time in association meetings (the Wyoming broadcasters passed a resolution last year asking the NARTB to look into the matter). It has also been the subject of one speech by FCC Comr. John C. Doerfer, who addressed the National Assn. of Railroad & Utilities Commissioners in Chicago two years ago. Also in 1954, then Sen. Edwin C. Johnson (D-Colo.) declared that community tv is not a public utility. However, in recent months the states of Wyoming and California have declared that the local tv systems actually are public utilities.

Only last month, community tv became an issue in the $370,000 purchase by WSTV Inc., Steubenville, of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, W. Va. Objectors claimed there was overlap between WSTV-TV and WBLK-TV because Clarksburg community systems were relaying the Steubenville signals to their subscribers.

Subject of community tv is being studied by an NARTB committee, an RETMA committee and BMI, it was learned.

DUMONT REPORT EXPLAINS 1955 LOSSES

Deficit of nearly $3.7 million attributed to broadcasting and 'special inventory reserve' by chairman of the board.

"SUCH (broadcast) losses are behind us now," Dr. Allen B. DuMont, chairman of the board, told Allen B. DuMont Labs' stockholders in the 1955 annual report released last week.

The company last year suffered a net loss of nearly $3.7 million [AT DEADLINE, March 26]. Dr. DuMont explained in the report that this loss "resulted from broadcasting losses of $2.8 million and a special inventory reserve of $1.4 million." (The actual net loss was computed in the balance sheet after taking into account a $383,000 gross income remaining after deduction of costs and expenses, and an adjustment for depreciation.)

A rundown of the report disclosed that DuMont's troubles have not been in broadcasting alone. Sharing most of the difficulty is the "special inventory reserve" which is explained in more detail in the following summation of DuMont's transmitter equipment activity:

"Our activities in the television broadcast equipment field were not profitable in 1955. Excessive inventories and credit problems with broadcasters were factors that caused losses. The expected growth of stations based on uhf was not realized." The report indicated that FCC action either to provide additional vhf channels or to "alleviate the economic handicap of uhf broadcasters" would help this market. Anticipated, however, was a continuing replacement market for transmitter and studio equipment as broadcasters expand facilities and modernize existing equipment.

To add to DuMont's troubles in uhf equipment and broadcast operations, the company's consumer business last year was spotty. Main areas of difficulty: tv tubes, receivers and DuMont's International Div. Mainstays appeared to be electronic instruments, special type tubes and multiplier phototubes and government prime and sub-contract projects. Hopes were expressed for studies in techniques of forward scatter of long distance signal transmission; the Electronicam tv-film system; its mobile radio production and hi-fi units and clock and table radios.

Tv tube business at DuMont was faced with "highly competitive pricing" which the company is trying to counteract by instituting new and improved production techniques to reduce manufacturing costs. Tv receiver operations "were not satisfactory from a profit standpoint," said the report. The firm pointed out that tv set making is "our largest single operation" and that a "lack of satisfactory profit" in the field "has an important bearing on the company's earnings." Sales volume of its international activity was hampered last year by a slump in demand for tv picture tubes and receivers in Italy (has improved since), European competition in Latin America and to a lesser extent in the Middle East.

The special inventory reserve, Dr. DuMont said in his report, was set up after a study of existing market conditions in broadcast equipment "especially as they relate to uhf equipment, the possibility of obsolesence, the unbalance of our inventories and the prices being presently quoted by our competitors."

Highlights of DuMont's corporate year, in itself extremely active and outstanding in DuMont history: disposal of WDTV (TV) Pittsburgh; discontinuance of DuMont Television Network; separation of broadcasting from other operations through the setting up of DuMont Broadcasting Corp, and its spin off to stockholders; reclassification of common stock from A and B which held separate voting rights and prerogatives, into one class stock; change in the stock's par value from 10 cents to $1 and an increase in authorized shares of common from three million to five million, and the election of David T. Schultz, senior vice president and treasurer, Raytheon Mfg. Co., as president of the laboratories and the elevation of Dr. DuMont to chairman of the board.

New product developments included the Electronicam; Vitascan (low cost unit for color pickup for broadcast or closed circuit); improved tv transmitting and studio equipment, and various electronic test equipment and new lines of table and clock radios, tv sets and hi-fi phonographs.

Progress in Color

Of color tv, Dr. DuMont had this to say: "We continued (in 1955) our work on color television, and, in common with the bulk of our industry, our goal is technical and economic justification for the marketing of color television receivers in quantity. We already are producing and marketing color broadcast equipment."

WDTV (TV) was sold by DuMont on Jan. 10, 1955. DuMont in 1954 realized a capital profit on the sale of approximately $6.7 million. Dr. DuMont, however, emphasized that income from the station was received for only the first 10 days of last year and that the elimination of income from WDTV affected the firm's operating results.

Dr. DuMont asserted WTTG (TV) Washington and WABD (TV) New York, both now owned by DuMont Broadcasting Corp., "had the handicap of being basic and program origination stations of a losing network." Though handicapped, the stations, Dr. DuMont thought, "fared fairly well, and had not contributed materially to the loss burden of the network."

The demise of DTN, however, meant a transition for the stations and non-reliance on network sales for revenue while building local sources for revenue, said Dr. DuMont, who pointed out that this situation cut into revenues and profits of the stations.

Reflected Dr. DuMont: "Thus, we came to the close of 1955 without ownership or responsibility for broadcasting properties or operations, yet with a financial result for the year reflecting broadcasting losses of more than $2.5 million. Such losses are behind us now."

Looking elsewhere for figures showing financial strength potential, Dr. DuMont recalled that the company's gross income in 1946 was only nudging $2.5 million but by 1954 was up to $72 million.

$53,752,000 IS A LOT OF HAMMERING!



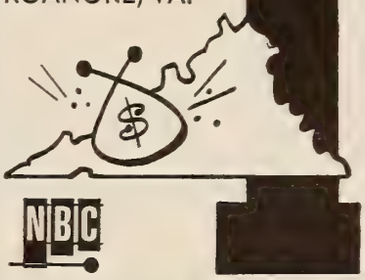
THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Hazleton, Pa.

the station that made ROANOKE

VIRGINIA'S NO. 1 TV MARKET

70.2% station share of sets... (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.



NBC

Represented Nationally—Avery-Knodel, Inc.

3

triple-play... well assisted

Starting with the May issues of Standard Rate's Spot Radio and Spot TV books and **every month** thereafter, you'll get 3-way eye-traffic for your Service-Ads—because—(1)—the map of your market, and (2) statistics on your market, will be right where they belong—in SRDS—with (3) your regular listing of rates and data.

This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.

SRDS
Standard Rate & Data Service, Inc.

Tv Set Making Ended By Stromberg-Carlson

STROMBERG-CARLSON, which sold WHAM-AM-TV Rochester last week (see story, page 35), also is out of the tv set making business.

The company, a division of the huge General Dynamics Corp. (principally in marine and air navigation engineering-equipment) will continue to make and merchandise radio-phonographs and hi-fi equipment.

Robert C. Tait, president of Stromberg-Carlson, revealed last week that the division completed production March 1 of its current tv receiver line and that since then the company has been converting the facilities to other production. All personnel involved have been absorbed.

The decision to suspend production of tv sets followed more than a year's "careful" study and a fact-finding survey by an independent research firm, said Mr. Tait, who also cited an increasing demand on the division's facilities in the design and production of electronics equipment for industry and government.

Stromberg-Carlson is a pioneer in home radio receiver production. Its work dates back to 1924, and as expressed by Mr. Tait, the firm has been known "as a producer of a limited number of instruments built primarily for fine performance rather than price appeal." Mr. Tait also stressed S-C's contributions to the set industry as "being the first to introduce many features . . . since . . . universally accepted and adopted."

Other factors put forward by the company as leading to the end of tv set production: space problems created by expanding telephone, government and sound equipment business; new projects being developed that will open up "still larger markets for our products" in the communications-electronics field, and stronger profit potential in the latter fields.

In shutting off further tv set production, Mr. Tait emphasized Stromberg-Carlson will assure owners and purchasers of its tv sets continued service via honoring warranty obligations and setting up replacement parts depots throughout the nation.

An annual report released last week by General Dynamics, which last year merged Stromberg-Carlson Co., Rochester, N. Y., as a division of the company, pointed out that S-C is in development and production work on the Charactron tube for the Defense Dept. The tube displays thousands of characters visually in a fraction of a second.

Regulation on Screen Size Termed Confusing by Philco

PHILCO Corp. lashed out last week at the "public confusion" being caused by a Federal Trade Commisison rule relating to the advertising of tv set screen-size.

Under fire was Rule 9 of FTC's radio-tv trade practice rules, which was designed to curb what the FTC called "deceptive ad practices" with respect to the advertising of tv sets. Philco said the rule as designed was a "failure" and asked the FTC to either repeal it or amend it to make it more realistic.

Rule 9 requires that the size of tv sets be based on the linear measurement of the viewable picture area and prescribes only three advertising methods: (1) horizontal measure; (2) diagonal measure (if used, so specified), or (3) area in square inches.

Noting that Rule 9 became effective only last December, Philco said that over 43 million sets have been sold based on previous industry standards (the longest diameter to the nearest inch). Sales of such magnitude, Philco suggested, proves that the public accepted the previous method.

If the FTC is unwilling to repeal Rule 9, Philco asked that it be amended to provide for a tolerance of 5.5% between viewable diagonal and the stated overall diagonal.

New Mechanization Program Put Into Effect by Philco

PHILCO Corp., tv set manufacturer, has put into effect a mechanization program—never specifically referred to as automation—which is designed to make the corporation more competitive with other aggressive set producers. The program's aim was outlined by Reese B. Lloyd, vice president in charge of Philco's television division, in a statement last week distributed to the Philadelphia plant's 6,000 employes.

Mr. Lloyd said the program will keep the large plant from following in the footsteps of the company's Croydon, Pa., unit, which closed because of high manufacturing costs and affected 630 workers.

Harry Block, president of Dist. 1, AFL-CIO International Union of Electrical Radio & Machine Workers, said Philco's changes are in line with the rest of the industry.

Collins Radio Co. Names Wright, Leggett Salesmen

COLLINS RADIO Co. (broadcast equipment manufacturer), Cedar Rapids, Iowa, has appointed Joseph F. Wright Jr. and L. H. Leggett as broadcast sales representatives in the Midwest and New England areas, respectively.

Mr. Wright will headquarter in Cedar Rapids and is a former sales manager of WJIM-TV East Lansing, Mich. Mr. Leggett, formerly with WOR New York, will operate from Collins' New York office.



MR. WRIGHT



MR. LEGGETT

Magnavox Pays $5.1 Million For Sentinel Radio Corp.

PRICE tag of $5,152,000 has been placed on the sale of assets of Sentinel Radio Corp., Evanston, Ill., to the Magnavox Co., Ft. Wayne, Ind., which was consummated in Chicago last week.

The county recorder's office recorded two deeds conveying the property, which includes all Sentinel assets, properties and good will but excludes liabilities of the radio-tv and phonograph manufacturer.

The sale was approved by Sentinel stockholders a fortnight ago. Sentinel will change its name, operating as the Dempster Investment Co. Sentinel shareholders will receive about $8.63 per share and an initial cash payment of $8 per share within 80 days [B•T, March 5].

Webcor Chairman Dies

FUNERAL SERVICES will be held in Chicago Monday (today) for Rudolph F. Blash, 70, founder of Webster-Chicago Corp., electronics manufacturer, who died in Fort Lauderdale, Fla. At the time of his death last Tuesday, Mr. Blash was board chairman of Webcor (maker of tape recorders and other products). In 1914 he founded the Webster Novelty Co., which later became the Webster-Chicago Corp. He is survived by his wife, Emma.

Lambda-Pacific Names Visual

APPOINTMENT of Visual Electronics Corp., New York, to handle national distribution of complete microwave facilities manufactured by Lambda-Pacific Engineering Inc. was to be announced today (Monday) by Larry Mallach, president of the manufacturing firm, at its headquarters at Van Nuys, Calif.

Sarnoff Presents Bell

BRIG. GEN. DAVID SARNOFF, RCA board chairman, last week presented a scale copy of the Liberty Bell to the Industrial College of the Armed Forces for the institution's "outstanding educational work in promoting national security through its national resources conferences." The gift was accepted by Major Gen. Robert D. Hollis, commandant of the Industrial College, at a dinner in New York. Gen. Sarnoff has served as guest lecturer at the institution on several occasions.

MANUFACTURING PEOPLE

Fred Mayhew, sales manager of Moto Radio Distributing Co., Pittsburgh, to manager of DuMont National Distributors, N. Y. DND is new division of Allen B. DuMont Labs television receiver division, set up to strengthen and control distribution for tv receivers and other products in markets currently not covered by DuMont distributors.

J. H. Pearson III, manager, inside construction sales, Graybar Electric Co., appointed manager, Graybar, Memphis, Tenn., branch, succeeding **W. J. Berry,** named district manager of Southeast, headquartering in Richmond. B•T erroneously reported March 19 that **C. S. Powell,** Graybar Mississippi Valley district manager, St. Louis, and member of firm's board of directors, had moved to Memphis location.

Roy E. Nelson, administrator of microwave planning, to manager, microwave tube planning and promotion, RCA Tube Div., Harrison, N. J.

Russell E. Norem to manager of finance, communications equipment section, Electronics Div., General Electric Co., Syracuse, N. Y.

Sidney A. Schneider, formerly with American Television Co., appointed service manager of Crescent products, Crescent Industries Inc., Chicago.

Kenneth H. Brown, service manager tv division, Bendix Aviation Corp., Baltimore, to radio-tv division, Westinghouse Electric Corp., Metuchen, N. J., in similar capacity.

Alfred Strauss, formerly manufacturing director for mechanical division of General Mills Inc., Minneapolis, appointed plants manager for west coast operations of Elgin National Watch Co., electronics division, at Burbank and Pasadena, both Calif. He succeeds **I. G. Odell,** recently named manager of Elgin's commercial development department, Elgin, Ill.

AD COUNCIL PUBLIC SERVICE ROLE CITED

Annual conference in Washington told media's contribution will be increased 20%.

THE volume of public service advertising provided by members of The Advertising Council, placed in radio, tv, printed and other media, will be increased 20%, the nation's business leaders were told Tuesday at the Council's 12th annual Washington conference. President Eisenhower addressed the morning session.

Louis N. Brockway, chairman of the Council's board and executive vice president of Young & Rubicam, said demands on the mass information machinery of the nation have greatly increased though time and space now donated to the Council runs $125 million annually. He urged members to "serve as an ambassador among business friends" to promote wider understanding of the operation and to bring about full cooperation with the Council.

"In the coming year—the year of a Presidential election—we have, in addition to our regular campaigns, a big job to do in persuading qualified Americans to register and vote," Mr. Brockway told the Council. He listed such other requests as an appeal for wider understanding of NATO, mental health, and promotion of a better understanding by youth of their obligation to serve in the armed services.

Guest speaker at the opening dinner Monday was Sir Roger Makins, British Ambassador. He was introduced by Philip L. Graham, publisher of the *Washington Post & Times Herald* and former Council chairman. Luncheon speakers Tuesday were Mr. Brockway; Sherman Adams, Assistant to the President, and F. G. Gurley, president of Atchison, Topeka & Santa Fe Railway System.

The conference with government officials included Gabriel Hauge, economic adviser to the President; Reuben B. Robertson Jr., Deputy Secretary of Defense; Theodore C. Streibert, director of U. S. Information Agency, and other promiment figures.

President Eisenhower praised the contribution of radio and tv as well as other media for their "good work" in promoting important public service campaigns. He lauded the People's Capitalism exhibit which will show other nations how democracy operates.

As to Council media campaigns, he said, "Every dollar we put into this kind of thing, if it is intelligently spent, is to my mind, in the long run, worth any five we put just in sheer defense because in the long run it is a constructive thing. It is a developing thing, the kind of development America has done at home and which we must help do abroad."

A panel discussion Tuesday afternoon included George M. Humphrey, Secretary of the Treasury, and several Council members.

The Council is a non-profit, non-partisan public service organization conducting campaigns on behalf of defense, civic, health and general welfare groups. Its 1952 register-and-vote campaign was credited with bringing out a record Presidential vote. Projects are conducted with the volunteer cooperation of broadcasting, advertising and publishing industries. Operating funds are contributed by the advertising industries and individual corporations. Theodore S. Repplier is Council president.

Sponsored radio network programs alone supply over two billion home impressions a year for Council projects. Network sustaining and local station projects more than triple this figure, according to the Council. Practically all network radio advertisers support the Radio Allocation Plan. Radio kits are distributed on all major campaigns. Tv home impressions average six billion home impressions annually, with practically all tv network advertisers participating. Tv kits are provided for major drives.

WBC Democracy Spots

THE Institute For Democratic Education, a non-profit organization to preserve America's democratic heritage, in cooperation with the Westinghouse Broadcasting Co., is presenting series of 23 spots on WBC-operated stations in Boston, Pittsburgh, Cleveland, Ft. Wayne and Portland, Ore. Featured are voices of prominent celebrities stressing principles of Democracy: teamwork, brotherhood and opportunity. WBC said series will be made available to other U. S. stations at later date.

WCTC Drive Aids Injured Teen-Ager

A NINE-HOUR radiothon, aired by WCTC New Brunswick, N. J., to raise money for medical expenses of a 17-year-old high school student who was seriously burned in a chemical explosion, brought in over $4,000.

$60,000 for WMAZ-TV Telethon

NINETEEN-HOUR Cerebral Palsy telethon over WMAX-TV, Macon, Ga., brought in cash and pledges of well over $60,000, with money continuing to arrive by mail. In addition to parade of local talent, Johnny Desmond, Buster Crabbe and Betty Ancona were on stage of Macon auditorium.



WESTINGHOUSE Broadcasting Co., which earlier this year presented a special four program series on the White House Conference on Education, has donated the films to the National Citizens Council for Better Schools, and the council will show the series to Parent-Teachers Assns. and other educational groups throughout the country. WBC President Donald H. McGannon (r) presents the films to Henry Toy Jr., executive director of NCCBS. The series—titled "The Big 'R' "—was produced via the four WBC stations, WBZ-TV Boston, KDKA-TV Pittsburgh, KPIX (TV) San Francisco and WPTZ (TV) Philadelphia, now KYW-TV Cleveland.

Outstanding Quad-City Favorite

MORNING • AFTERNOON • EVENING

according to ARB AND PULSE FALL SURVEYS

Ask Avery-Knodel For Figures

CBS FOR THE



WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

BMI

MILESTONES

for May

BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the May package commemorates a special event of national importance:

"THE BILLION $$$$$$ MELODY"
National Music Week
May 6 - 13, 1956

"WHAT IS A MOTHER"
Mother's Day
May 13th, 1956

"POWER FOR PEACE"
Armed Forces Day
May 19th, 1956

"ICE CREAM: 2,000 YEARS OF PLEASURE"
May 23 - 30, 1956

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

5,000 WATTS Day and Night

WESTERN MICHIGAN'S WKNK MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST

EDUCATION

Brand Names Week Begins With College Essay Contest

BRAND Names Foundation, New York, in cooperation with the New York U. School of Retailing, last week announced details of a nationwide essay contest for college students which will mark the opening of Brand Names Week April 16.

Students submitting the best essays on "The Influence of Manufacturers' Brands on Better Retailing" are eligible to win prizes consisting of a $1,000 scholarship, a color tv set and a complete fall wardrobe. Tv sets will also be awarded to the instructor of each of the three major prize winners, and merit certificates will go to the authors of the 25 outstanding essays.

Winners of the contest will be announced June 4 after screening by a panel of judges that includes Russell K. Jones, vice president of Cunningham & Walsh; Palmer Hoyt, publisher of the *Denver* (Colo.) *Post,* and other advertising and retail executives.

KIRO Records to Wash. U.

KIRO Seattle, Wash., has donated its collection of records of CBS' coverage of World War II to the U. of Washington School of Communications. The recordings represent about 2,000 discs, or 80 quarter hours, and cover the major events of the war with commentary by President Roosevelt, among others. The university plans to place the recordings on tape to preserve them.

EDUCATION PEOPLE

Richard J. Goggin, staff member, Educational Television & Radio Center, Ann Arbor, to join faculty of N. Y. U. this summer as chairman of motion picture and radio departments at Washington Square College of Arts & Science.

Dr. Robert Dreher, assistant professor of psychology, San Francisco State College, appointed head of college experimental television teaching project. Experiment scheduled for 1956-57 school year.

EDUCATION SHORT

U. of Miami, Coral Gables, Fla., announces four short summer workshop courses in tv and motion pictures planned for two and three week periods from June through August. Courses are for employed college graduates who want to learn how to use tv and film in regular work.

AWARDS

Radio-Tv Capture Photography Awards

NBC emerged with three honors and CBS with two in the 13th annual "News Pictures of the Year" photography contest sponsored jointly by the National Press Photographers Assn. and *Encyclopedia Britannica.*

Cameramen for the two networks and four individual stations were cited in the newsreel category for presentations at the NPPA convention April 1 in Chandler, Ariz. Other organizations responsible for supplying newsreel film to tv networks and stations also were honored. The awards, type of shot, cameraman and company follow:

Spot news: First prize, "Tenement Fire," Charles Sciurba, WISN-TV Milwaukee; second prize, "Algerian Fighting," Jacques Alexander, CBS; third prize, "Sperry Strike," Simon Avnet, NBC; honorable mention, "Ledge Jumper," Jess Sabin, NBC.

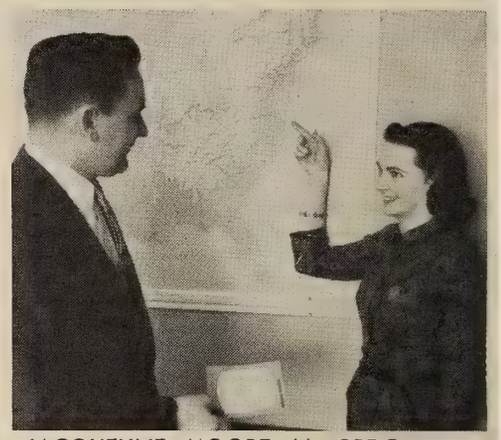
Features: First prize, "Arctic Operation," Phil Pendry, Warner Pathe; second prize, "New Orleans," Maurice Levy, NBC; third prize, "Portia Howe," Stan Zieve, WCCO-TV Minneapolis; honorable mentions, "Girl Rescues Puppy," William D. Snyder, WDAY-TV Fargo, N. D., and "Father Aids Blind Daughter," Coy Watson, CBS.

Synchronized sound: First prize, "Senate Hearing," Key Herbert, WBAP-TV Fort Worth, Tex.; second prize, "Spelling Bee," Murray Alvey, Warner Pathe; third prize, "Murder Trial, Tv Camera Telecast," Gordon Yoder, Telenews.

Sports: First prize, "Alligator Handicap," Bill Wilson, Tel-Ra; second prize, "Texas, Nursery of Acrobats," Gordon Yoder, Telenews; third prize, "Moppets Auto Race," Norman Alley, Telenews.

Network Newsmen Honored

FOUR NETWORK newsmen were among those who received plaques at the annual awards dinner held Tuesday in New York by the Overseas Press Club. Winners: David Schoenbrun, CBS, for best radio reporting from abroad; Edward R. Murrow, CBS, for best tv reporting of foreign affairs; John Daly, ABC, for best reporting originating in the U. S. or United Nations on world affairs, and Eric Sevareid, for best radio interpretation of foreign affairs. Posthumous grant of the George Polk Memorial Award went to Gene Symonds, United Press, who was killed in Singapore last year while covering Communist riots. Mr. Polk was a CBS correspondent murdered in Greece while covering Communist activities in that country. CBS contributes $500 annually as part of the Polk award.



JACQUELINE MOORE (r), BBDO timebuyer, receives a $150 gift certificate from Bill Rohn, Petry account executive, as winner of the WTAR-TV Norfolk contest to guess the population of Norfolk-Portsmouth-Newport News, Va. Miss Moore's guess of 722,385 was the closest among 476 entries from agency timebuyers. Actual population is 722,500.

AWARD SHORTS

Joe Kavigan, sound editor, CBS-TV *Lassie* series, and **Robert Maxwell,** program producer, awarded plaques by Motion Picture Sound Editors for best sound editing of films for television.

James Garfield, moderator, *Voice of the Blind* program on KGFJ Hollywood, given award of merit from L. A. County Optometric Assn. and made honorary association member.

WTIC Hartford, Conn., is administering $1,000 scholarship given station as part of national award by Thomas Alva Edison Foundation for "Radio Station That Best Served Youth in 1955."

Norman Knight, executive vice president-general manager, Yankee Div. of RKO Teleradio Pictures Inc., selected for Outstanding Young Men award of Boston Junior Chamber of Commerce, given annually to ten young men for professional achievement and community service.

Norman F. Hall, president, Hall & Thompson Inc., Oklahoma City advertising agency, recipient of Oklahoma City Adv. Club 1956 Distinguished Service Award for service to city and advertising profession.

KRLD-TV and **WFAA-TV Dallas, Tex.,** honored for joint 1,521-ft. tower by North Texas Radio-Television Distributors, which presented inscribed silver trays, and Advertising League of Dallas, which presented certificates to stations and **Hill Tower Corp.** for construction of candelabra tower.

WKZO Kalamazoo, Mich., honored with "Distinguished Service to Health" award from Mich. State Health Society for continuous eight-year series, *Tell Me, Doctor,* along with **Drug Shop,** sponsor of the programs. **Upjohn Co.,** Kalamazoo, cited for support of Doctor Placement Program launched by society several years ago.

KHOL-TV Holdrege, Neb., received Recognition and Appreciation Award from Holdrege Junior Chamber of Commerce.

Ben Duffy, president, BBDO, N. Y. and **Paul F. Harron,** president, WIBG Philadelphia and WPFH (TV) Wilmington, Del., received honorary doctor of law degrees from St. Joseph's College, Phila.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

CKNW New Westminster, B. C., won annual award of New Westminster Safety Council for contribution to safety education during 1955.

Jimmy Durante, star of NBC-TV's *Texaco Star Theatre,* awarded American Heart Assn.'s "Heart and Torch" award for "outstanding contributions" to 1955 Heart Fund Campaign.

Janet Ross, women's broadcaster, KDKA Pittsburgh, Pa., awarded Pittsburgh Adv. Club annual "Addy" statuette as "Pittsburgh's Advertising Woman of the Year."

Paul Coates, KTTV (TV) Los Angeles, star of *Confidential File,* presented American Legion narcotics division award.

Rod Cameron, star of MCA-TV's *City Detective* series, cited by Attorney General of Texas for "outstanding contribution to law enforcement."

Bert Horner, governor of 10th district of Adv. Federation of America, presented honorary life membership in Oklahoma City Adv. Club.

WWJ Detroit received citation for safety service from Allstate Insurance Co. for *Listen and Live,* traffic safety program.

Alan Scott, WRCV-TV Philadelphia, m.c. of *Let Scott Do It* program, received Poor Richard Almanack Award from Poor Richard Club in Philadelphia in recognition of participation in Ben Franklin 250th birthday week, Jan. 16, 1956.

WTVJ (TV) Miami, Fla., and **Ralph Renick,** news director, given special commendation by Miami Board of Realtors for four week series, *Bumper-to-Bumper,* on automobie traffic.

John D. Beaty, junior of U. of Fla. School of Communications, Gainesville, Fla., received second annual WRUF (university station) Red Barber Award for radio announcing.

Guild Films Co., N. Y., and **Columbia Transcriptions,** N. Y., presented with joint award of National Premium Industry Assn. for "best tie-in premium sales plan," centering around Liberace 78 rpm recording, produced by Columbia Transcriptions and made available to sponsors of *Liberace* tv program by Guild Films.

Frank E. Pellegrin, partner and vice president of H-R Representatives and H-R Television Inc., N. Y., station representatives, and graduate and former faculty member of Creighton U., Omaha, Neb., cited by university as "one of ten distinguished alumni . . . a master in the field of communication arts."

Herbert Hands, sales staff, RKO-WOR Film and Sound Recording Studios, N. Y., won tour of Europe for two, for increasing his sales quota by 119% in four months of company sales contest.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

—PROGRAMS & PROMOTIONS—

'WIRE SERVICE' FOR SALE

NOTICE of sponsorship availability for a new ABC-TV film presentation, *Wire Service,* was being circulated last week by the network's sales development department. The program, an hour-long weekly adventure series, is a salute to press association reporters. The series, filmed in Hollywood by Desilu Productions, was created by Don Sharpe and Warren Lewis, and stars George Brent, Dane Clark and Dennis Morgan. ABC-TV described the series as "completely fiction" and not a documentary or news show. The presentation, a 30-page booklet, has as its cover a miniature newspaper mat.

WCBS-TV PUTS ON DAILY FILM

IN its first use of syndicated filmed programming on across-the-board basis, WCBS-TV New York will begin carrying *My Little Margie* (Mon.-Fri., 9-9:30 a.m. EST) and *Amos 'n' Andy* (Mon.-Fri., 9:30-10 a.m. EST), effective April 16. Four participations daily will be offered for sale to advertisers.

WRCA-TV USES TRIED AND TRUE

WANT news to travel fast? Telegraph, telephone or tell a woman, they say. Using the latter means, Max E. Buck, promotion and advertising manager of WRCA New York last week began introducing the station's newest personalities by hosting groups of clubwomen to lunch in the metropolitan New York area. Lunches are then interrupted while the WRCA "personality" salutes the various women's clubs on his or her noontime program via specially-provided portable radios. Then, especially-retained home economists who are "holding" the lunches, tell the girls all there is to know about the star, urging them to spread the good word back home. The final ploy: the star "drops into" one luncheon or another after he or she gets off the air, via automobile—or helicopter, if need be.

'Bridey' Listens Too

STEVE SORENSON, better known to KSPO Spokane, Wash., listeners as "Mr. Callahan," began a disc jockey program from the window of his appliance store at noon, March 15, and continued without sleep for 85 hours and five minutes, claimed to be an unofficial disc jockey record.

In the marathon's final hours, Mr. Callahan did his announcing from a cot, on doctor's orders, while taking oxygen and uttering statements of his "fine condition."

Many listeners formed clubs to stay up with the appliance salesman and encourage him to a new record. Other listener reactions:

A college student jumped out of her dormitory window at 3 a.m. to visit the marathon.

Local entertainers came by to play for the audience, which reached hundreds at a time.

A local firm installed a portable shower for Mr. Callahan's use.

One of many telegrams received was signed "Bridey Murphy."

Two teenage boys asked Mr. Callahan's help in getting dates for a St. Patrick's dance—they received over 100 offers.


Bea Johnson, Director of Women's Activities for KMBC-KFRM and one of the best-known woman broadcasters in America. Her "Happy Home" is a "must" with both housewives and advertisers.

LISTEN the New Sound of
KMBC-KFRM
The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.
KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America


now there are
Starting with the May issues of Standard Rate's Spot Radio and Spot TV books, and every month thereafter, you'll get 3-way eye-traffic for your Service-Ads — because —
(1) — the map of your market, and
(2) statistics on your market, will be right where they belong — in SRDS — with
(3) your regular listing of rates and data.
This gives you a great new opportunity to take advantage of the tripled eye-traffic with your Service-Ads in appropriate positions near your market data and near your listing.
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LISTENERS GO RIDING IN POLICE PATROL CAR

ON KFBK SACRAMENTO'S 'UNIT 99' PROGRAM



"KMA 907 . . . Sacramento Police Department . . . to Unit 99 . . . Are you in the clear?"

". . . Unit 99 to KMA 907 . . . 99 . . . in service . . . and on the air!"

With these cryptic words, *Unit 99,* the on-the-spot police car radio program, shifts into high gear for Northern California listeners of KFBK Sacramento, Calif.

Unit 99 revolves around the night beat of a police car, known in law enforcement circles as a unit, and its crew. Its stage is the city. Its actors are the everyday people of the city who suddenly need the help of the law or run afoul of it. Five nights a week a police sergeant assigned to *Unit 99* covers this night beat, recording for the radio audience the experiences of a policeman in an average American city . . . happenings which are sometimes dangerous, sometimes pathetic, always dramatic.

The entertainment value of *Unit 99* is proving to be high. The average private citizen's fascination for police work, his knowledge that the episodes were real, the voices genuine and action authentic and recorded at the scene are adding up to a real success.

The City of Sacramento's police department purchased a squad car especially for the program. It assigned the car its euphonious number and the full time efforts of Police Sgt. Dan Meredith, who drives the car and handles the interrogation. His relief man is Sgt. Bruce Guthrie. Both are accompanied by a KFBK engineer who carries the recorder.

Selling the program was no problem. The first prospect to hear the show immediately signed up as sponsor. The Sacramento Association of Insurance Agents has continually sponsored *Unit 99 ever* since. ABC is now using a three-times-a-week, 10-minute segment of *Unit 99* as a part of its new evening programming concept, *Listen.*

What types of cases has *Unit 99* handled? They run the gamut of police work, from robberies and lineups to run-away children.

One hears the voices of tough juveniles, robbers, dope addicts, swindlers and housebreakers. Citizens in trouble, family quarrels which have culminated in blood letting, and frightened, lost children have created some of the scenes.

The windup of each program is handled by Police Chief James Hicks. He describes the disposition of the persons involved, adding a few words of advice to others who might make mistakes similar to those heard on the air. Chief Hicks also gives each tape a final approval before it is broadcast making sure no information is let out which might interfere with future legal proceedings. In 47 shows, not one deletion has been made.

The physical setup for *Unit 99* includes a small, portable tape recorder, battery operated, and carried with a strap over the engineer's shoulder. The microphone is concealed in a large flashlight held casually by the police sergeant in charge.

Personnel of KFBK who work the night beat carry special officer credentials, a status which was somewhat hastened when KFBK's special events manager, Tony Koester, who played a prominent role in creating *Unit 99,* found himself the only block between freedom and a giant of a man who had been taken to the city's emergency hospital for care. Fast talking on Koester's part kept the hulking inebriate occupied until the return of the officers.

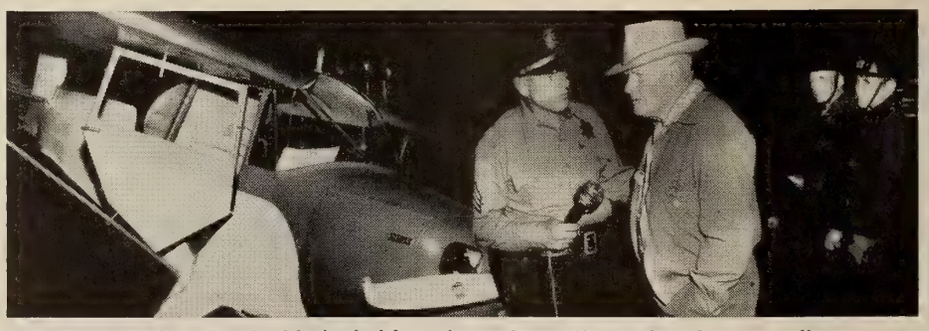
The program could not continue without the complete cooperation and assistance of the police department. Chief Hicks recently wrote:

"I believe this program has created better public relations with the citizens of our community. Through this medium they have learned of the trials and tribulations of police officers during their tour of duty."

If Chief Hicks had any doubts about *Unit 99,* a recent telephone call from New York would have cleared them up. An irate listener, having just heard the network show, was on the line demanding the program be taken off the air. He contended, in outraged tones, that it was not good for his young son to hear . . . too much talk about crime and actually to have young hoodlums on the air was going too far.

"Why don't you turn off the radio?" inquired Hicks.

"Oh, I can't do that," replied the caller, "I'm listening to it myself . . . wouldn't miss a night!"



UNAWARE that the flashlight held in the police officer's hand is actually a concealed microphone, the pilot of a private airplane which had crashed only minutes before, tells of his experience, to be broadcast on KFBK's *Unit 99.*

SOLID FRONT IN TWIN CITIES

COOPERATION between two ordinarily spirited competitors, WCCO-TV and KSTP-TV, both Minneapolis-St. Paul, to telecast the entire three-day Minnesota state high school basketball tournament was likened by one station to "Gimbel's embracing Macy's." The stations, which alternated telecasts, also fed the games to regional stations. The joint endeavor resulted not only in reaching the largest audience ever to watch a Minnesota high school athletic event, but increased stature of Northwest television, the stations report.

WBIR COVERS COUNCIL BRAWL

CITY COUNCIL coverage can be lively listening, WBIR Knoxville, Tenn., can testify. Station microphones were there for a blow-by-blow account when councilmen abandoned oratory for fisticuffs at one session recently. WBIR has been broadcasting city council proceedings in their entirety as a public service for four years.

KDKA CLAIMS CRASH SCOOP

KDKA Pittsburgh, Pa., cites a list of "firsts" in its coverage of the April 1 TWA airliner crash at the Greater Pittsburgh Airport. With the news on the air some 20 minutes after it occurred, KDKA claims: first report of the crash in any news medium, first report on a national network, first broadcast on an interview with a survivor and first coverage for independent radio and tv stations.

'HOME' DIPS INTO POLITICS

IS a woman's place in the home? Not during election-year, hints NBC-TV's *Home*, and they'll have women delegates on hand to prove it. The weekday morning program will select two women from among the delegates to attend the Chicago and San Francisco conventions—a Democrat from the West and Republican from the East—and follow them through the political campaign. NBC-TV thus hopes to show women "campaigning in their local areas, reveal the effect on their families and show all their other political activities." *Home* had previously announced plans to telecast directly for two days from each of the convention cities during the weeks of Aug. 13 and 20.

LISTENERS IN ON KLZ ACT

TO the program staff of KLZ Denver, "radio really gets around" is anything but a cliché. It's a proven idea. Several months ago, the station launched locally a 75-minute program, *Party Line*, with KLZ personality Star Yelland. Idea of the program was that Denver listeners would call Mr. Yelland on the phone and talk about anything from city hall to the weather, with both sides of the conversation aired on the show. Shortly thereafter, when three local sponsors happily "cut into" the Party Line, KLZ's representative, The Katz Agency, approached three of its clients—WTVN Columbus, KCMO Kansas City and WKRC Cincinnati—and "sold" them on launching their own versions of the program. In each case, the stations reported sponsor activity, high ratings and neck-and-neck competition with prime evening tv time.

THREE 'WINDOWS' ON WRCA-TV

WRCA-TV New York has added the Monday-through-Friday, 11:25-11:30 a.m. segment for its *Window* color series, selling the period to B. Altman & Co. (department store), New York, for six weeks, starting April 9. The station has been carrying *Window* on an across-the-board basis from 8:55-9 a.m. and from 9:55-10 a.m., and the new time period preempts five minutes of NBC-TV's *Home*.



CHATTING just before the start of the Maryland Day marathon relay from the steps of historic State House, Annapolis, Md., to the city hall in Baltimore are (l to r) Thomas Garland Tinsley Jr., president of the Maryland Broadcasting Co. (WITH-AM-FM-TV); Mrs. Theodore R. McKeldin and Gov. McKeldin; Mrs. Tinsley, and Dr. V. K. Wellington Koo, ambassador from China. The Olympic Games development race was sponsored by WITH Baltimore and WNAV Annapolis.

FINDS 1,012 WORDS IN KNOE

LISTENERS to KNOE Monroe, La., aren't going to forget that station's call letters soon—not after KNOE's contest asking them to make as many words as possible from the call letters. The eight-day competition drew 1,643 entries, with the winner finding 1,012 words in KNOE. Miss Hildreth Adair won $50 for wordiest entry.

KYW BARKS UP RIGHT TREE

KYW Cleveland, Ohio, personality, Wes Hopkins, in town for only a month, is certain of at least one segment of the listening population—the dog lovers. At the conclusion of a two-week contest asking listeners to guess a dog's weight from a tape-recorded bark, the station counted more than 2,000 mail contest entries. The winner claimed a beagle puppy, with runner-up receiving a $25 gift certificate. Forty others got copies of *How to Teach Your Dog to Sing*.

Joy Comes to Stockton

USING the theme that radio is the business of "top entertainment to make people happy and more receptive to advertisers commercial messages," KXOB Stockton, Calif., conducted a major promotion campaign among agencies, advertisers and listeners to herald the April 1 change of call letters to KJOY with an accompanying switch of program format to the "happy" theme.

Models dressed in the new KJOY "jester" trade mark costumes called on clients and prospects and made public appearances, including water ski rides up Stockton harbor, while other models telephoned more than 100 agencies in Los Angeles and San Francisco to introduce the 25-second "happy" announcement on tape by KJOY Sales Manager Herb Wixson. KJOY president is Joseph E. Gamble, who also has newly opened KWIP Merced, Calif.

'NO PROPAGANDA' BY ABILENE

ABILENE Christian College, Abilene, Tex., is offering free to all takers a taped 13-minute radio program, *Worship in Song*, featuring campus choral groups and continuity for their songs. Nineteen stations are now carrying the program, which, the college says, "is not a propaganda release" for ACC.



Buffalo's

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Sales Team

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

Station Authorizations, Applications

(As Compiled by B•T)

March 29 through April 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through April 4

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,837	2,833	226	381	163
Fm	539	529	48	22	1

FCC Commercial Station Authorizations
As of February 29, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,832	521	159
Cps on air	9	18	326
Cps not on air	123	13	106
Total on air	2,841	539	485
Total authorized	2,964	552	591
Applications in hearing	150	1	159
New station requests	247	4	22
New station bids in hearing	100	0	106
Facilities change requests	148	6	31
Total applications pending	819	48	281
Licenses deleted in Feb.	1	1	0
Cps deleted in Feb.	1	1	3

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through April 4

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	96	444
Noncom. Educ. on air	14	5	19

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commecial	310	311	621[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	975	337	766	546	1,313[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,036	337	800	573	1,373[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Elmira, N. Y.—Central New York Bcstg. Corp., granted uhf ch. 18 (494-500 mc); ERP 15.4 kw vis., 796 kw aur.; ant. height above average terrain 700 ft., above ground 324 ft. Estimated construction cost $95,579, first year operating cost $30,090, revenue not separable. Post office address 224 Harrison St., Syracuse, N. Y. Studio location, none proposed. Trans. location Hawley Hill approx. three miles west-northwest of Elmira. Geographic coordinates 42° 06′ 20″ N. Lat., 76° 52′ 17″ W. Long. Trans. and ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington, D. C. Consulting engineer Craven, Lohnes & Culver, Washington, D. C. Principals are owners of **WSYR-TV Syracuse, N. Y.**; station is to be WSYR-TV satellite. Granted April 4.

Philadelphia, Pa.—Metropolitan Philadelphia Educational Radio & Television Corp. granted uhf ch. 35 (596-602 mc); ERP 20.85 kw vis., 11.25 kw aur.; ant. height above average terrain 503 ft., above ground 585 ft. Estimated construction cost $283,499, first year operating cost $200,000, revenue $250,000. Post office address 2801 Packard Bldg., Philadelphia. Studio and trans. location Philadelphia. Geographic coordinates 39° 57′ 04″ N. Lat., 75° 10′ 08″ W. Long. Trans. and ant. RCA. Legal counsel Saul, Ewing, Remick & Saul, Philadelphia. Consulting engineer William H. Johnson Jr., Philadelphia. Permittee is licensee of **WHYY (FM) Philadelphia.** Granted March 29.

APPLICATIONS AMENDED

Brownwood, Tex.—Victoria Television Co. application amended to change ant. system. Amended April 4.

Victoria, Tex.—Victoria Television Co. application amended to insert street after Jordan in studio-trans. location and change ant. system. Amended April 4.

Milwaukee, Wis.—Board of Vocational & Adult Education application amended to change trans. location to 1015 N. Sixth St., Milwaukee; ERP to 105.35 kw vis., 63.9 kw aur.; make changes in ant. system and incorporate additional legal and financial data. Ant. height above average terrain: 370 ft. Amended April 4.

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

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60 East 42nd Street • New York 17, N. Y. MU 7-4242
35 East Wacker Drive • Chicago 1, Illinois RA 6-3688

Existing Tv Stations . . .

ACTION BY FCC

WDBJ-TV Roanoke, Va.—Granted mod. of cp to change trans. location from site 5.6 miles from city to Poor Mountain, 13 miles from center of city, and change ant. and other equipment; grant is without prejudice to action Commission may take as result of decision by Court of Appeals involving move of **WSPA-TV Spartanburg, S. C.**, trans. site. Action April 4.

APPLICATIONS

WROM-TV Rome, Ga.—Seeks mod. of cp to change trans. location to highpoint no. 2, near Thompsonville, Ga.; ERP to 316 kw vis., 178 kw aur., install new ant. system and make equipment changes. Ant. height above average terrain: 1,558 ft. Filed April 2.

WTOK-TV Meridian, Miss.—Seeks mod. of cp to change ERP to 169.5 kw aur. Filed March 29.

KAVE-TV Carlsbad, N. M.—Seeks mod. of cp to change description of studio and trans. location to 2907 West Church St., Carlsbad, ERP to 10.23 kw vis., 5.13 kw aur. Filed March 29.

WFBG-TV Altoona, Pa.—Seeks cp to make minor ant. and equipment changes. Filed April 2.

KGUL-TV Galveston, Tex.—Seeks mod. of cp to change studio location to 11 Video Lane, Galveston (not move) and to make ant. changes. Ant. height above average terrain: 1,170 ft. Filed April 4.

APPLICATIONS AMENDED

WFBG-TV Altoona, Pa.—Files amendment to also cover facilities specified in BPCT-2069, authorizing new studio location. Filed March 29.

Agana, Guam—Radio Guam files amendment to correct figures of geographic coordinates (minutes of longitude). Amended March 29.

CALL LETTERS ASSIGNED

WETV (TV) Atlanta, Ga.—Board of Education of City of Atlanta, ch. 30.

WCDA (TV) Albany, N. Y.—Hudson Valley Bcstg. Co., ch. 41. Changed from WROW-TV, effective April 2.

WCDB (TV) Hagaman, N. Y.—Hudson Valley Bcstg. Co., ch. 29. Changed from WAST (TV), effective April 2.

New Am Stations . . .

ACTIONS BY FCC

Dover, Del.—Chesapeake Bcstg. Corp., granted 1600 kc, 500 w D. Post office address P. O. Box 97, Havre de Grace, Md. Estimated construction cost $27,922.70, first year operating cost $45,000, revenue $60,000. Principals include Pres. **Jason T. Pate**, minority owner of **WASA Havre de Grace.** Granted April 4.

Green Cove Springs, Fla.—William F. Askew granted 1220 kc, 250 w D. Post office address 2566 Anniston Rd., Jacksonville 7, Fla. Estimated construction cost $9,245, first year operating cost $15,600, revenue $24,000. Mr. Askew is pastor, and former chief engineer of **WOBS Jacksonville, Fla.** Granted March 29.

Wachula, Fla.—L. B. Meadows application for cp for new am to operate on 1590 kc, 500 w D dismissed at request of applicant. Action April 2.

Gainesville, Ga.—Hall County Bcstg. Co., granted 1580 kc, 5 kw D. Post office address 535 N. Bradford St., Gainesville. Estimated construction cost $31,106.37, first year operating cost $25,000, revenue $30,000. Principals are **Ernest H. Reynolds Jr.**, movie house assistant manager, **Bob Phillip Gordon**, partner in retail dry goods store, **D. T Pethel Jr.**, loan, automobile and real estate interests. Granted April 4.

Mt. Pleasant, Iowa—Henry County Bcstg. Co. application for new am to operate on 1340 kc, 100 w unl. reinstated after dismissal for failure to prosecute. Action April 2.

Haynesville, La.—Charles Edward Ray, granted 1580 kc, 250 w D. Post office address, 3678 Beckham Dr., Shreveport, La. Estimated construction cost $14,700, first year operating cost, $21,000 revenue, $26,000. Mr. Ray is 11.88% owner of Twin City Bcstg. Co. and Vox Inc. which are applicants for new am stations in, respectively, Shreveport and Baton Rouge, La Granted April 4.

Vivian, La.—Joel Ellis Wharton, granted 1600 kc, 500 w D. Post office address 929 Pine Hill Rd., Shreveport, La. Estimated construction cost $13,443.31, first year operating cost $21,000, revenue $30,000. Mr. Wharton is radio engineer with minority holdings in applicants for new am stations at Shreveport and Baton Rouge, La. Granted April 4.

Grand Haven, Mich.—Grand Haven Bcstg. Co., granted 1370 kc, 500 w D. Post office address 128½ Washton St., Grand Haven. Estimated construction cost $14,980, first year operating cost $29,450, revenue $50,000. Principals are: Pres.-Asst. Treas. **Robert N. Runyon** (20%), special events and news director of **WOOD-AM-TV Grand Rapids, Mich.**; Vice Pres.-Gen. Mgr. **Robert L. Smith** (20%), staff announcer, WOOD-AM-TV; Treas.-Chmn. of Board **Hilbert Wulf** (40%), manufacturing in-

terests, and Secy.-Gen. Counsel **Joseph F. Deeb** (20%), attorney. Condition set that Messrs. Runyon and Smith sever connections with WOOD-AM-TV in accordance with statement contained in application. Granted April 4.

Bucyrus, Ohio—Bucyrus Enterprises Inc. application for new am to operate on 1010 kc, 250 w D returned (signed and dated wrong). Action April 4.

Burns, Ore.—Radio 395-B Inc. application for new am to operate on 1340 kc, 250 w unl. dismissed for lack of prosecution. Action April 2.

Phillipsburg, Pa.—Moshannon Valley Bcstg. Co. granted 1260 kc, 1 kw D. Post office address 1703 Columbia Ave., Tyrone, Pa. Estimated construction cost $14,366.91, first year operating cost $19,140, revenue $40,512. Principals are equal partners Rev. **William Emert,** pastor, and **Earl B. Bartley,** auto transport firm owner. Granted March 29.

Fountain Inn. S. C.—Fountain Inn-Simpsonville Enterprises Inc., granted 1600 kc, 1 kw D. Post office address Box 311, Fountain Inn. Estimated construction cost $25,075.99, first year operating cost $28,102, revenue $45,000. Principals are eight partners, each holding about 6% of authorized stock. These are: **Arthur Edwin Green,** service station and other interests; **D. L. Bramlett Jr.,** banker, insurance agency owner; **Melvin K. Younts,** stockholder in **WMRB Greenville, S. C.; Conway J. Jones Jr.,** furniture store partner; **Robert W. Edwards,** promotion manager **WFBC Greenville, S. C.; Charles W. Spence,** lawyer; **Steven W. Hiott,** bank director, insurance supervisor, and **Joe F. Thomason,** grocer. Granted April 4.

Abilene, Tex.—Key City Bcstg. Co. application for new am to operate on 860 kc, 250 w D dismissed for lack of prosecution. Action April 2.

Slaton, Tex.—Star of the Plains Bcstg. Co. application for new am to operate on 1050 kc, 250 w D returned (Sec. VA and VG dated after verification in Sec. I).

APPLICATIONS

Ridgecrest, Calif.—Ridgecrest Radio, 1400 kc, 250 w unl. Post office address P. O. Box 300, Salinas, Calif. Estimated construction cost $21,475, first year operating cost $48,000, revenue $60,000. Principals include equal partners **John C. Cohan,** pres.-gen. mgr., 25% stockholder, **KSBW-AM-TV Salinas,** and **John W. Mowbray,** account executive, George P. Hollingbery Co., San Francisco, radio and tv representatives. Filed April 2.

Madison, Fla.—Norman O. Protsman, 1230 kc, 250 w limited. Post office address P. O. Box 655, Live Oak, Fla. Estimated construction cost $8,642, first year operating cost $19,000, revenue $30,000. Mr. Protsman owns **WNER Live Oak.** Filed April 2.

Rockford, Ill.—Town & Country Bcstg. Inc., 1150 kc, 1 kw D. Post office address 926 Main St., Peoria, Ill. Estimated construction cost $33,375.60, first year operating cost $84,000, revenue $100,000. Principals include Pres. **John R. Livingston,** pres., majority stockholder **WPEO Peoria;** Vice Pres.-Secy. **David T. Pritchard,** assistant manager, WPEO. WPEO Inc. will control majority of stock. Filed April 2.

Milford, Mass.—Milford Bcstg. Co., 1490 kc, 250 w unl. Post office address 25 Seventh St., Providence, R. I. Estimated construction cost $12,395, first year operating cost $22,000, revenue $31,000. Principals are Gen. Mgr.-Treas. **Lorraine M. Salera** (55%), 5% owner of applicant for new am to operate in West Warwick, R. I., and former manager of **WNRI Woonsocket, R. I.,** and Sales Mgr.-Prog. Dir. **Arthur L. Movsovitz** (45%), pres. Auto Previews Inc., Providence advertising agency. **Jack C. Salera,** husband of Lorraine Salera, is 32% owner of WNRI and 47.5% owner of West Warwick applicant. Filed April 4.

Holland, Mich.—Ottawa Bcstg. Co , 1280 kc, 500 w D. Post office address U. S. 31 and James St., Holland. Estimated construction cost $23,594, first year operating cost $30,000, revenue $36,000. Principals are equal owners **Bernard Grysen,** deputy sheriff of Ottawa County; **Leonard Ver Schure,** deputy sheriff of Ottawa County, and **John Lewis Klungle,** engineer, **WHTC Holland.** Filed April 4.

Dillon, Mont.—Vigilante Bcstg. Co., 800 kc, 1 kw limited. Post office address 7 S. Arizona St., Dillon. Estimated construction cost $16,543.03, first year operating cost $18,000, revenue $25,000. Principals include Pres. **Allen H. Smith** (30%), station manager, **KANA Anaconda, Mont.;** Vice-Pres. **Burt H. Oliphant** (30%), employe, **KWSC Pullman, Wash.;** Treas. **Claude Moore** (30%), commercial mgr., KANA and Secy. **Donald J. Smith** (10%), attorney. Filed April 4.

Albuquerque, N. M.—David M. Segal, 1270 kc, 500 w D. Post office address P. O. Box 98, Aurora-Denver, Colo. Estimated construction cost $15,750, first year operating cost $36,000 revenue $48,000. Mr. Segal is pres.-dir., majority stockholder, **KOSI Aurora, Colo.;** pres.-dir., **KLEE Ottumwa, Iowa;** pres.-dir. majority stockholder, **KUDL Kansas City, Mo.** (sales approval of which is pending before FCC); pres.-dir., majority stockholder, **WGVM Greenville, Miss.** and is applicant for new ams in Boulder, Colo., and Phoenix, Ariz. Filed April 4.

Olney, Tex.—Olney Bcstg. Co., 540 kc, 250 w D. Post office address Radio Center Bldg., Denton, Tex. Estimated construction cost $13,487, first year operating cost $24,000, revenue $36,000. Sole owner is **Harwell V. Shepard,** owner of **KDNT-AM-FM Denton.** Filed Apil 4.

San Saba, Tex.—Radio San Saba, 1410 kc, 500 w D. Post office address 1601 Rindie St., Irving, Tex. Estimated construction cost $15,800, first year operating cost $26,000, revenue $30,000. Principals are equal owners **J. Earl Webb,** painting contractor, and **Gilbert T. Webb,** commercial manager of **KSWA Graham, Tex.** Filed April 4.

Chelan, Wash.—Lake Chelan Bcstg. Corp., 1220 kc, 1 kw D. Post office address P. O. Box 1510, Wenatchee, Wash. Estimated construction cost $13,185, first year operating cost $30,000, revenue $36,000. Principals own **KWNW Wenatchee.** Filed March 29.

Arecibo, P. R.—Abacoa Radio Corp., 1070 kc, 500 w unl. Post office address P. O. Box 126, Arecibo. Estimated construction cost $14,970, first year operating cost $24,000, revenue $36,000. Principals are equal owners Pres. **Jose D. Casanova,** furniture store owner; Vice Pres. **Gloria Ramos de Donate,** housewife; Secy.-Treas. **Manuel Pirallo-Lopez,** 27% owner **WISO Ponce, P. R.,** and **Carlos Pirallo-Lopez,** 19% owner WISO. Filed March 29.

APPLICATIONS AMENDED

Lakeland, Fla.—Denver T. Brannen application for new am to operate on 1010 kc, 250 w D amended to change to 1570 kc, change trans. and studio locations to Rt. 92, Damon Ave., Plant City, Fla. and change station location to Plant City. Amended April 4.

Clinton, Iowa—Mississippi Valley Bcstg. Co. application for new am to operate on 1390 kc, 1 kw D amended to specify studio location as "on Teed's Grove Rd., 2.5 miles north of Iowa 136, near Clinton." Amended April 4.

Bath, Me.—Winslow Turner Porter application for new am to operate on 730 kc, 1 kw D amended to change to 500 w and make ant. system changes (decrease height). Amended April 4.

Salisbury, Md.—Hoyt C. Murphy application for new am to operate on 1320 kc, 500 w D amended to change to 1470 kc, 5 kw, change trans. location and install DA-D. Amended April 4.

Las Vegas, Nev.—Rainbow Inc. application for new am to operate on 1050 kc, 500 w D amended to make changes in officers, directors and stockholders. Amended April 4.

Ridgewood, N. J.—American Family Bcstg. Co. application for new am to operate on 540 kc, 500 w D amended to make changes in corporate structure. Amended April 4.

Alva, Okla.—Aubrey D. Conrow application for new am to operate on 1430 kc, 500 w unl. amended to change DA pattern. Filed April 2.

Grand Prairie, Tex.—Grand Prairie Bcstg. Co. application for cp to operate on 730 kc, 500 w D amended to change trans. and studio locations to .5 miles west of Belt Line Rd. on Beatty Rd., three miles south of Grand Prairie, and make DA pattern changes. Amended April 4.

Existing Am Stations . . .

ACTIONS BY FCC

WMYR Fort Myers, Fla.—Granted mod. of cp to change from DA-2 to DA-N, operating unl. on 1410 kc, 500 w, 5 kw-LS. Action March 29.

WTCO Campbellsville, Ky.—Granted cp to change location to Munfordville, Ky., continuing operation on 1150 kc, 1 kw D; trans. to be operated by remote control from main studio site. Action April 4.

WAIM Albion, Mich.—Granted increase in power from 500 w to 1 kw, continuing operation on 1260 kc, D. Action April 4.

WGSA Ephrata, Pa.—Granted increase in power from 500 w to 1 kw, continuing operation on 1310 kc, D. Action April 4.

WKMC Roaring Spring, Pa.—Granted increase on 1370 kc from 500 w to 1 kw, continued D operation. Action March 29.

KIMA Yakima, Wash.—Application for mod. of license to change name of licensee to Cascade Bcstg. Co. returned (filed in wrong name). Action April 2.

APPLICATIONS

WGSV Guntersville, Ala.—Seeks cp to change ant.-trans. location to 2.7 miles south of Guntersville and operate trans. by remote control from "on U. S. Hwy. 241, between Brown's Valley Rd. and U. S. Hwy. 241, Guntersville." Filed March 29.

KGEN Madera, Calif.—Seeks cp to change ant.-trans. location to 600 ft. southeast of intersection Rd. 28 and Ave. 15 (Friant Rd.), Madera, and make ant. changes. Filed April 4.

KXRX San Jose, Calif.—Seeks cp to increase power from 1 kw to 10 kw, and make changes in DA-1. Filed April 2.

WGTO Haines City, Fla.—Seeks cp to increase power from 10 kw to 50 kw. Filed April 2.

WABR Winter Park, Fla.—Seeks mod. of cp to increase power from 1 kw to 5 kw. Filed April 4.

WSNT Sandersville, Ga.—Seeks mod. of cp to make ant. changes. Filed April 2.

KLFT Golden Meadow, La.—Seeks cp to increase power from 500 w to 1 kw. Filed April 2.

WMIS Natchez, Miss.—Seeks cp to change ant.-trans. location to Shady Lane (just off Hwy. 61, south) Natchez, and make changes in ant. system. Filed March 29.

KWRE Warrenton, Mo.—Seeks cp to increase power from 500 w to 1 kw. Filed March 29.

WCGC Belmont, N. C.—Seeks cp to change hours from D to unl., change power from 500 w D to 500 w N, 1 kw D and install DA-N. Filed April 4.

WPFD Darlington, S. C.—Seeks cp to increase power from 500 w to 1 kw. Filed March 29.

KELA Centralia-Chehalis, Wash.—Seeks cp to increase power from 1 kw unl. to 1 kw N, 5 kw D. Filed April 2.

WHIS Bluefield, W. Va.—Seeks mod. of cp to decrease N power from 5 kw to 500 w and change from DA-N to non-DA. Filed March 29.

WCHF Chippewa Falls, Wis.—Seeks cp to increase power from 1 kw to 5 kw. Filed April 4.

WHOA San Juan, P. R.—Seeks cp to change from 1400 kc to 640 kc, hours of operation from unl. to D, power from 250 w unl. to 5 kw D, and make equipment changes. Filed April 4.

APPLICATIONS AMENDED

WCRK Morristown, Tenn.—Application for cp to change from 1450 kc to 1150 kc; increase power from 250 w to 500 w N, 1 kw D; install DA-N and change ant.-trans. location, amended to make changes in DA pattern. Filed April 2.

CALL LETTERS ASSIGNED

WFBS Fort Walton Beach, Fla.—West Florida Bcstg. Service, 950 kc, 500 w D.

WMLF Pineville, Ky.—States Bcstg. System Inc., 1230 kc, 250 w unl.

WAGN Menominee, Mich.—Men-Mar Bcstg. Corp., 1340 kc, 250 w unl. Changed from WNAW.

WAVN Stillwater, Minn.—St. Croix Bcstg. Co., 1220 kc, 250 w D. Changed from WSHB effective May 1.

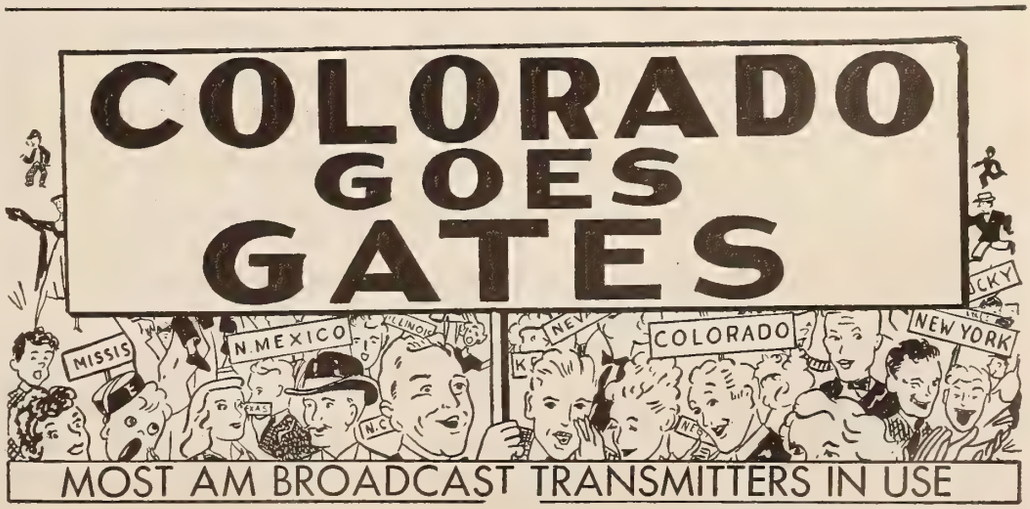
KHAM Albuquerque, N. M.—Rex A. Tynes, 1580 kc, 1 kw D.

WORM Savannah, Tenn.—Florence Bcstg. Co., 1010 kc. 250 w D.

New Fm Stations . . .

ACTION BY FCC

Minneapolis, Minn.—Fidelity Bcstg. Co. granted 97.1 mc, 3 kw unl. Post office address 3800 Minnehaha Ave., Minneapolis. Estimated construction cost $31,682, first year operating cost



$36,000, revenue $38,000. Principals include **Northwestern Television & Electronics Institute** (57%), former owner of non-commercial **WNOV St. Paul, Minn.** Granted April 4.

APPLICATION

Newark, Del.—George E. Remp, 89.1 mc, .01921 kw. Post office address 31 Kullen Drive, Brookside Park, Newark. Estimated construction cost $475, first year operating cost $50. Station is for non-commercial, educational use. Filed April 2.

Existing Fm Stations . . .

ACTIONS BY FCC

KELE (FM) Phoenix, Ariz.—Granted mod. of cp to change to 95.5 mc. Action March 30.

KOEN (FM) Oceanside, Calif.—Granted request to cancel license of non-commercial/educational fm station and delete call letters. Action March 30.

WLCS-FM Baton Rouge, La.—Granted request to cancel license of fm station and delete call letters. Announced April 3.

WWMT (FM) New Orleans, La.—Granted cp to change to 44 kw, ant. height to 215 ft. and make slight ant. system changes. Action March 30.

WRFM (FM) Hattiesburg, Miss.—Granted request to cancel license of fm station and delete call letters. Action March 30.

KWOS-FM Jefferson City, Mo.—Granted change in ERP from 3.1 kw to 765 w, and waiver of Sec. 3.204 to permit operation with 250 w trans. on class B ch. in place of present 1 kw trans. Action April 4.

APPLICATION

WLOG-FM Logan, W. Va.—Seeks cp to change ERP to 2.1 kw. Filed April 2.

CALL LETTERS ASSIGNED

WRNC (FM) Bradbury Heights, Md.—Chesapeake Bcstg. Co., 95.5 mc, 16.5 kw, changed from WBUZ, effective March 30.

Ownership Changes . . .

ACTIONS BY FCC

WKTM-AM-FM Mayfield, Ky.—Granted assignment of licenses to **Fred L. Thomas** for $50,000. Mr. Thomas is watchmaker. Granted April 4.

KTAG-TV Lake Charles, La.—Granted assignment of permit to **KTAG Assoc.** Corporate change only; no change in control. Granted March 30.

KOBK Owatonna, Minn.—Granted transfer of control to **Robert W. Behling, Gerald J. Boos,** and **Duane Allen** for $21,024. Messrs. Behling, Allen and Boos are general manager, program dir., and chief engineer, respectively, of **WDLB-AM-FM Marshfield, Wis.** Granted April 4.

WKDL Clarksdale, Miss.—Granted assignment of license to Coahoma Bcstg. Co. for $4,000 plus assumption of liabilities (balance sheet indicated $3,366 in current liabilities). Principals are **Anne P. McLendon** (60%), wife of **John M. McLendon,** 50% owner of **WOKJ Jackson** and 50% of **WNLA Indianola,** both **Miss.,** and **W. L. Kent** (40%), 50% owner WOKJ and WNLA. Granted April 4.

WBEN-AM-FM-TV Buffalo, N. Y.—Granted transfer of control to **Kate Robinson Butler,** executrix under will of late **Edward H. Butler.** Mr. Butler was majority stockholder of Buffalo Evening News Inc., which controls **WBEN-AM-FM-TV.** Announced April 2.

KRUL Corvallis, Ore.—Granted transfer of control to **John G. Severton** for $14,155. Mr. Severton, among interests, is electrical appliance wholesaler. Granted April 4.

KLAD Klamath Falls, Ore.; KBOY Medford, Ore.—Granted assignment of licenses to K-Lad Broadcasters and K-Boy Broadcasters, respectively, for $70,000. Principals are equal partners **Clarence E. Wilson** and **P. D. Jackson,** presently part-owners of KLAD and KBOY. Announced March 28.

KBEN Carrizo Springs, Tex.—Granted assignment of license to Radio Station KBEN for $16,000. Principals are partners **Walter H. Herbort Jr.,** manager of KBEN, and **Roy W. Herbort,** engineer-announcer of **KDLK Del Rio, Tex.** Granted April 4.

KSTV Stephenville, Tex.—Granted assignment of license to KSTV for $57,500. Principals are **Oscar H. Halvorson** (50%), chief engineer, **KGCX Sidney, Mont.,** and **Olaf Folkvord,** rancher. Granted April 4.

KRGV-TV Weslaco, Tex.—Granted transfer of negative control to **LBJ Co.** for $5,000 plus loan of $140,000. Loan of $103,000 to **KRGV Weslaco** is also called for with LBJ Co. to hold option for 50% of outstanding stock. **KRGV-TV** owes transferor **O. L. Taylor,** who will maintain 50% control, $90,000. LBJ Co. is owner of **KTBC-AM-TV Austin, Tex.,** and 29% owner of **KWTX-AM-TV Waco, Tex.** Granted April 4.

WTCS Fairmont, W. Va.—Granted transfer of control to **Nicola Fantasia** for $21,500. Mr. Fantasia is sports director-account executive of WTCS. Granted April 4.

WCAN-TV Milwaukee, Wis.—Granted assignment of cp to **Lou Poller,** present 95% owner. Mr. Poller is buying remaining 5% from **Alex Rosenman** for $54,259. Granted March 29.

APPLICATIONS

KONI, KELE-FM Phoenix, Ariz.—Seeks assignment to Anjo Broadcasters & Telecasters Inc. for 97% interest in Anjo to **James T. Ownby,** present owner of stations, who becomes secy.-treas. of Anjo. Other stockholder is Pres. **Annie Dee Davis,** 20% owner of **WDOB Canton, Miss.** Filed April 2.

KPOK Scottsdale, Ariz.—Seeks transfer of control to **Arizona Aircasters Inc.** for $10,000 plus assumption of over $4,500 in outstanding notes. Arizona Aircasters is applicant for new am to operate in Scottsdale. Filed April 4.

KBAB El Cajon, Calif.—Seeks transfer of control to **John H. Babcock,** *et al,* for $83,000 in cash and notes. Mr. Babcock is presently joint 50% owner of KBAB and will be 25% owner with five local corporations equally holding remaining shares. Filed April 2.

KFMU (FM) Glendale, Calif.—Seeks assignment of license to **Brazy Bcstg. Corp.** Corporate change only; no change in control. Filed April 4.

KSDA Redding, Calif.—Seeks transfer of control (51%) to **Betty Maxine Farelle,** president minority stockholder, for $5,500. Filed March 29.

WFMQ (FM) Hartford, Conn.—Seeks assignment of license to **General Bcstg. Corp.** for $10,000 and 1,000 shares in General Bcstg. Assignee is owner of **WTMH (FM) Providence, R. I.** Filed April 4.

WLCO Eustis, Fla.—Seeks assignment of license to **Floyd W. Hess** for $35,000. Mr. Hess is former station manager of **WPMP Pascagoula, Miss.** Filed March 29.

WQIK-TV Jacksonville, Fla; WWOK Charlotte, N. C.—Seek assignment of license and assignment of permit, respectively, to **Carmen Macri.** Corporate change only; no change in control. Filed April 4.

WFUL-AM-FM Fulton, Ky.—Seeks transfer of control to **R. Paul Westpheling Jr.** and **Johanna S. Westpheling,** owners and publishers, *The Fulton County News,* for $30,500. Mr. and Mrs. Westpheling are minority stockholders in WFUL-AM-FM. Filed April 4.

WTSN Dover, N. H.—Seeks assignment of permit to **WTSN Inc.** Corporate change only; no change in control. Filed April 2.

WBLA Elizabethtown, N. C.—Seeks assignment of permit to Bladen Bcstg. Corp. for $6,500. Eight principals each own 12.5%. Among principals are **Roy Helms,** theatre owner, and **Jessie Lee McCulloch,** owner of *Bladen Journal,* Elizabethtown, N. C. Filed April 4.

KGCU Mandan, N. D.—Seeks transfer of control to **C. E. Kempel** (79.30%), **John K. Harris** (10.35%), and **Richard C. Johnson** (10.35%), for $45,351 in cash and notes. Mr. Kempel is former shareholder in **KCJB-AM-TV Minot, N. D.,** and **KXJB-AM-TV Jamestown, N. D.** Filed April 2.

WCDL Carbondale, Pa.—Seeks transfer of 14.79% of presently outstanding stock to **Carbondale Bcstg. Inc.** for $5,929 through purchase from Vice Pres. Roy T. Merkel who is dropping out of corporation. No change in control. Filed April 2.

WERC-AM-FM Erie, Pa.—Seeks assignment of licenses to WERC Bcstg. Corp. for $132,500. Principals are Pres. **Joseph L. Brechner** (55%), 29.7% owner **WGAY Silver Spring, Md.,** 26% owner **WLOF Orlando, Fla.,** and 26% owner of Mid-Florida Television Corp., applicant for tv operation in Orlando; Vice Pres. **Marion B. Brechner** (5%), 3.2% owner WGAY, and Secy.-Treas. **Vasil Polyzois** (40%), 20% owner WLOF and 20% owner of Mid-Florida. Filed March 29.

KSTB Breckenridge, Tex.—Seeks involuntary transfer of control to present minority stockholder **Elizabeth Chapman,** executrix and sole legatee under will of **R. W. Chapman,** deceased. (Previously filed application for assignment license to Radio Breckenridge is pending.) Filed April 2.

KGBT Harlingen, Tex.—Seeks assignment of cp to Harbenito Radio Corp. for $286,582, of which $4,500 is cash and remainder assumption of notes. Stations are presently owned by **McHenry Tichenor** (approx. 40%), **James Cullen Looney,** (approx. 40%), and **Troy McDaniel** (10%). If present application is approved principals wil be Pres. McHenry Tichenor (26%); **McHenry Tichenor Jr.** (25%), no business interests; Vice Pres. James Cullen Looney (14%); Secy.-Treas. Troy McDaniel (10%), and **Margaret L. Looney** (25%), no business interests. Filed April 2.

KTSA-AM-FM San Antonio, Tex.—Seek transfer of control to **McLendon Investment Corp.** for $306,000. McLendon owns **KLIF Dallas, KELP El Paso,** both **Tex., WRIT Milwaukee, Wis.,** controls **WGLS Decatur, Ga.,** holds cp for tv at El Paso, and is applicant for new am to operate in Houston, Tex. Filed April 4.

KLUB Salt Lake City, Utah—Seeks assignment of license to KLUB Bcstg. Co. for $149,439. KLUB Bcstg. Co. sole owner is **Frank C. Carman,** presently 37.5% owner of KLUB. Mr. Carman owns 25% of **KUTV (TV) Salt Lake City,** 37.5% of **KGEM Boise,** 18.75% of **KLIX Twin Falls,** 18.75% of **KIFI Idaho Falls,** all **Idaho,** and 25.125% of **KOPR Butte, Mont.** Filed April 2.

WMOD Moundsville, W. Va.—Seeks assignment of license to Miracle Valley Bcstg. Co. for $57,000. Principals are Pres. **John T. Taylor** (56%), WMOD manager; Vice Pres. **Andrew J. Smik** (37%), radio-tv performer, and Secy.-Treas. **James William Jones** (7%), WMOD chief engineer. Filed March 29.

WDLB-AM-FM Marshfield, Wis.—Seeks assignment of licenses to **Clarkwood Bcstg. Corp.** Corporate change only; no change in control. Filed March 29.

Hearing Cases . . .

FINAL DECISIONS

Torrance-Huntington Park, Calif.—FCC denied petition by Charles R. Bramlett (applicant for new am to operate on 1190 kc, 250 w unl., in Torrance) requesting dismissal of application of Huntington Park Bcstg. Co., Huntington Park; and, on Commission's own motion, set aside hearing record and removed from hearing docket to processing line applications of Huntington Park for new am to operate on 1190 kc, 1 kw D, and Robert Burdette for new am on 1190 kc, 5 kw D in San Fernando, Calif. Action April 2.

WBUF-TV Buffalo, N. Y.—FCC granted petition of **WGR-TV Buffalo** to withdraw from proceeding based on its protest to grant of assignment of cp for **WBUF-TV Buffalo** from WBUF-TV Inc. to NBC; terminated and dismissed said proceeding. Action April 4.

Elmira, N. Y.—FCC made effective immediately initial decision and granted application of Central New York Bcstg. Corp. for new tv to operate on ch. 18 in Elmira, initially as satellite of **WSYR-TV Syracuse, N. Y.** Action April 4.

Nespelem-Quincy, Wash.—FCC ordered R. E. Darwood, *et al.,* Quincy and any and all agents thereof, and H. J. Miller, Nespelem, to cease and desist (1) from operating tv "booster" stations without having first obtained license from this Commission, (2) from carrying on operation of these stations without person holding appropriate operator's license from this Commission, and (3) from rebroadcasting programs without authority of originating stations. Effective date of orders is April 9. Announced March 29.

INITIAL DECISIONS

WLAQ Rome, Ga.—Hearing Examiner J. D. Bond issued initial decision looking toward

(Continues on page 144)

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RADIO

Help Wanted

Managerial

Assistant manager . . . Eastern Pennsylvania station. Will pull board shift . . . assist in every department except technical. Married with car. Excellent position for man looking for opportunity in expanding company. Send tape, photo, resume to Box 926F, B•T.

Kentucky daytimer needs manager, manager-first phone, combo-first phone, also salesman with some announcing. Box 931F, B•T.

Manager wanted for 1000 watt fulltime independent sports, music, and news radio station in Iowa. This is a going concern, your job—keep it going. Salary very good, manager may buy. Replies confidential. Give full details. Box 109G, B•T.

Need radio station manager with proved sales ability, for network station in southwestern competitive television market. Good living conditions. Real opportunity for permanent capable man. No floaters. Complete details including snapshot and beginning salary. Box 145G B•T.

Salesmen

Southeastern negro market, clear channel station, will pay 20% commission and good draw for experienced live-wire salesman. Station enjoys competitive advantage and is well accepted nationally and locally. Excellent living conditions. No floaters. Box 887F, B•T.

Experienced salesman for Texas ABC station. Good market. Good deal. Box 929F, B•T.

Immediate opening radio salesman who can assume responsibilities of assistant manager with possibility of leading to manager's position. Position is with one of the youngest and most aggressive radio and tv owners having several radio stations and tv properties. A great future potential for the right man. Confidential. Box 970F, B•T.

Opportunity for aggressive, experienced salesman for 1000 watt fulltime. Central New York. Salary and draw against commission. Give experience, references and photo with first letter. Box 108G, B•T.

Southwestern network radio station needs permanent capable man who can sell in competitive radio and television market. Excellent opportunity for right man. Send complete details, including minimum salary and snapshot to Box 144G, B•T.

RADIO

Help Wanted—(Cont'd)

Salesmen

Muzak franchise, growing rapidly midwest, needs salesman—possibility part-ownership. Box 156G, B•T.

Wanted: Radio time salesman. 10kw network affiliate in top market. Apply KTBS, Shreveport, La.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Announcer-operator board, some experience in play-by-play for permanent position in progressive 1000 watt, clear channel station in midwest. Extra benefits available. State salary, availability in application . . . reply Box 769F, B•T.

Announcer with above average ability for above average small station in the east. Our staff has an above average deal. You must be experienced. We're not looking for network material but a level headed man who can run board and follow station policy. Good basic salary with increments. Box 850F, B•T.

Announcer—immediate opening for experienced man. Must have car. 1000 watt daytimer in eastern Pa. One of chain. Excellent opportunity for advancement to executive or sales positions. Paid vacations, time and half, etc. Write to Box 934F, B•T.

Announcer: Prefer one with first class ticket but will consider all applicants. Illinois. Pay commensurate with experience and ability. Box 945F, B•T.

Minnesota regional station needs news director. Good salary. Must be good announcer and able to type. Box 104G, B•T.

Minnesota-St. Paul station needs announcer with first class license. Starting salary $100.00 weekly. Raise in 90 days. Send tape. Box 111G, B•T.

Announcer for staff duties in market of 120,000. Box 132G, B•T.

Wanted: Glib DJ—humorous adlib. Rhyming intros. Bright and breezey. Informal conversationalist (vernacular) style. Wanted by station Great Lake area (Ill., Wisc., Mich., Pa.) $125. Box 165F, B•T.

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RADIO

Help Wanted—(Cont'd)

Announcers

Special-events—sports man who can double in sales. Small market station in growing market. KFRD, Rosenberg, Texas.

Announcer with first class license, experienced. Send history, tape and references by airmail to KMVI, Wailuku, Maui, Hawaii.

Wanted—experienced announcer with first class license. Immediate opening. Good working conditions—20 miles from Glacier Park. Contact Dick Vick, Manager, KNEZ, Kalispell, Montana.

Wanted-combination man with first class phone. Twenty hours week air work, balance public relations and sales. Contact Leonard Epling, KNPT in Newport, Oregon.

Due to expansion, need additional qualified announcer for network station. Excellent opportunity. Prefer southwestener or midwesterner. Complete details should include picture, minimum salary, tape. Manager KSWS, Roswell, New Mexico.

Announcer-engineer, 1st phone, pleasant living conditions, plus good opportunity for advancement. Contact WACB, Kittanning, Pa.

Wanted: Announcer with minimum one year experience. Contact Progam Director, WFRL, Freeport, Illinois.

Wanted, a really talented, above average announcer. Starting pay $110.00 a week. A beautifully furnished apartment suitable for man and wife is free. Opening also for your wife doing copy and typing. Additional compensation if you are interested in sales. Please do not respond unless you are a very superior announcer. Tapes will not be returned. Send your tape to James Holder, Radio Station WINC, Winchester, Virginia.

Wanted: Good announcer, solid commercial delivery, experienced for outstanding small market music and news station, preferably, experienced in or interested in news reporting. Send tape, photo, resume, first letter to Program Director, WKBC, North Wilkesboro, North Carolina.

Good opening for experienced radio DJ who wants to also work in top television station. Both radio and tv stations lead the market. Good base salary with liberal and concrete talent scale. If not experienced please do not apply. Staff knows of this ad. Contact station direct. WKNX, WKNX-TV, Saginaw, Michigan. Send tape and photo with background qualifications.

Immediate opening, dependable announcer. Send tape, full details and salary requirements first letter. WMLT, Dublin, Georgia.

Auditions now being held for early morning radio disc jockey and tv personality. Send background, picture and tape or disc to: Program Director, WOOD, Grand Rapids, Michigan.

Experienced announcer with first class ticket, for top 5000 watt fulltime station in western Virginia. Write WRAD, Radford, Virginia.

Immediate opening. Combo announcer-engineer, announcing emphasis. $85.00. Forward tape, particulars. Melvin Stone, WRUM, Rumford, Maine.

Morning DJ. Metropolitan market experience only. Only men in $10,000.00 a year class need apply. Number two station in six station market. Send tape, resume to, Bert Charles, WVKO, Columbus, Ohio.

Announcer-writer for Orient, Single, experience. $300 per month plus benefits. Send tapes (7½), resume and photos to Paul Baron, Palmer DeMeyer, Inc., 50 East 42nd Street, New York 17, N.Y.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Radio and television technical personnel. Midwestern city of half million. Good salary and working conditions. Other benefits. Finest equipment. First phone required. In reply state experience, education, draft status, and send snapshot. Box 940F, B•T.

Wanted: First class engineer with sports announcing experience. Must know and have experience in transmitter, studio, remote control and tape recorder installation and maintenance. Right job for good man in the south. Send tape. Box 951F, B•T.

Chief engineer—announcer—opportunity at growing successful fulltime station in medium-size southern city; excellent working conditions. Send complete resume with audition tape. Box 120G, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Unusual opportunity for technical director and chief engineer to take responsibility of operating two radio stations and two vhf television stations in top midwest market. Top pay. Only experienced need apply. Send background, experience, salary requirements. Availability and references, first letter. Box 148G, B•T.

Wanted: Engineer-announcer. 1st class ticket. Ability to read fluently. Please state salary required. KLIZ, Brainerd, Minnesota.

Permanent first class transmitter engineer, no announcing, no experience necessary. WAMS, Wilmington, Delaware.

First class engineer-announcer, must be able to maintain 250 watt station, $75.00, 48 hours. WBIP Boonville, Mississippi.

Wanted immediately, combination first ticket engineer-announcer with emphasis on announcing. Good pay. Central location in south. Apply WGAD, Gadsden, Alabama.

1st class license for 2 year old remote control 1000 watts. Experience unnecessary. Chance to learn announcing if you desire. Pleasant working conditions. Send photo and salary expected to Chief Engineer, WJEH, Gallipolis, Ohio.

Wanted: Radio engineer first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead. Long Island, N. Y.

Engineer announcer with first phone. Send experience, photo, references and tape to Box 271, Orange, Virginia or call 7263.

Programming-Production, Others

News editor for editing news wire, gathering, reporting local news, very little board work; excellent opportunity on progressive fulltimer in expanding southern market. Send photo and resume with audition tape. Box 121G, B•T.

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Prefer experienced male or female. Lets exchange details. Friendly town of nine thousand. Progressive station. We have references, send yours. Box 162G, B•T.

Experienced continuity writer. Salary open. Must service accounts. Forward full information including photo and references to Manager, KFMA, Box 457, The Quint City's news and music station, Davenport, Iowa.

Newsman. Thoroughly experienced local reporter and wire editor. Authoritative presentation. For both tv and radio. Advise previous experience, references, and salary expected. Forward audition tape, including commercials and attach snapshot. Confidential. WAKR, 853 Copley Road, Akron 20, Ohio.

Experienced copywiter wanted immediately. Male or female. $65 a week to start. Excellent opportunity. Send resume. Don Lasser, WICH, Norwich, Conn.

Commercial copy editor, writer wanted immediately. Midwestern man or woman preferred. Excellent salary and opportunity. Send data to George C. Biggar, General Manager, WLBK, DeKalb, Illinois.

Situations Wanted

Managerial

Manager, non-drinker, family man. Now wishes to invest yearly in smaller market. Pulled 2 stations out of red in 2 years. Will bring one good salesman. Top references. Top background. Box 124G, B•T.

Experienced all phases. Reliable, sober worker. Mature enough for responsibility. Young enough to be asset. Experienced enough to know-how. Box 141G, B•T.

Manager. Record of profitable operation in a metropolitan market. Will invest in station. Available May 1st. Box 142G, B•T.

Hard working—sober—family man—desires medium to small market—10 years experience. Engineers license. Independent or network operation, good voice. Presently managing daytimer. Live wire salesman. Make an offer! Box 161G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, DJ, reliable, ambitious, married, available immediately. Box 959F, B•T.

Announcer-DJ. Two years experience. Will travel for right position. Box 106G, B•T.

Personality . . . radio and television. Experienced and extremely capable at selling a commercial. Play-by-play award winner, adept at gathering and airing news. Top man who wants a station that will offer top earning potential. All inquiries honored. Box 107G, B•T.

Announcer. First phone license. 5 years. Good commercial and news. Capable routine maintenance. Wants permanent and good. Appreciate full details. Box 110G, B•T.

Experienced staff announcer, operate board. Strong on sports, news, DJ, single vet, will travel. Box 115G, B•T.

Wanted: Position for training announcer. Have strong background in classical, popular, and progressive music; also experienced in running combo. Am willing to travel for the right position. Tapes available. Box 118G, B•T.

My one-legged bulldog (Sidney) has a bad case of asthma and wants to go West. So the wife and I are gonna pack up our hillbilly and gospel records and go when we get an offer. Presently employed but no opportunities. Tape on request. Box 131G, B•T.

Experienced radio-tv announcer available for midwest location. Mature; sober; responsible; sharp commercial delivery; familiar with music and news. Minimum annual salary $6,500. Box 125G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 128G, B•T.

Mr. Station manager. Here's announcer who will devote himself whole-heartedly to your interest. He's 22, single, draft exempt, has done play-by-play college football, basketball, baseball. Handled Gates control board. Own DJ show, news, commercials. Welcomes opportunity to handle time selling. Travel, tape, presently employed. Box 129G, B•T.

Staff announcer, excellent news, commercials, top DJ, familiar with tv announcing. Strong potential. Experience light, single, travel, tape. Box 130G, B•T.

Announcer-engineer. 5 years experience music, news, sports, single, veteran, seeks job with future. Prefer midwest. Available immediately. Box 131G, B•T.

Announcer, DJ, copywriter, control board, single, 27, tape, resume on request. Box 134G, B•T.

Now hear this! Versatile announcer seeking operation where advancement parallels ability. Let's swap. I'll offer good news sincere selling commercials, audience pleasing DJ, creative C.B.O., 3rd ticket, one year experience, references, no recent graduate, etc. $70 minimum. 48 hours maximum. Available one week. Will relocate. You offer the job. Yonkers 3-1021, New York. Particulars on request. Box 136G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced negro DJ, announcer. Young. All phases of air work. Operators ticket. Willing to travel. Tape, resume on request. Box 137G, B•T.

Announcer, versatile personality DJ. Dynamic play-by-play all sports. Excellent voice. 5 years experience. $100 minimum. Box 138G, B•T.

Two years college, two years radio on west coast. Desire to locate in larger market midwest to east. Box 139G, B•T.

Need good morning man? Investigate this prospect. Sober, steady, experienced. Lively time, news and weather. Know commercial and musical approach. Box 140G, B•T.

8 years experience announcing. Would like to relocate in Washington, D. C. area. Write Box 146G, B•T.

Experienced DJ available for south. Will come for personal interview. Box 149G, B•T.

If you want a good DJ in the south, contact me and I'll come for interview. Box 150G, B•T.

DJ, can build and hold audience available for personal interview. Box 151G, B•T.

Tyro-radio school graduate. Some experience as an attraction announcer. Available immediately. Box 154G, B•T.

Experienced staff announcer. Family 4 years experience. Excellent punch, intimate type commercials, news, DJ. Interested relocating permanent position radio or tv, north Mason-Dixon line or Florida. Box 157G, B•T.

Experienced play-by-play sportscaster-newsman. First class license. Prefer West Coast. $2.00 per hour. Box 163G, B•T.

Versatile radio-tv announcer. 10 years experience. Capitol Record artist, strong news delivery, c/w and popular DJ. Good adlib and straight air salesman. Want to relocate near larger city. Will consider reasonable offers. References, tapes, photo. Write Freddie Chapman, 814 First Avenue E., Oskaloosa, Iowa.

Announcer-DJ, young, willing, able, intelligent, will travel. Bob Douglas, 1883 Crotona Avenue, Bronx 57, New York.

DJ-sales—first ticket—four years radio, now employed. Family man—want one job paying decent living wage or guarantee. Dale Leitzman, 405 Lafors, Pampa, Texas. Phone person to person 4-4062.

Announcer, 8 years experience. Presently employed. Call 3-4787, Oskaloosa, Iowa.

Technical

Transmitter position wanted, have 2 years time, 1st phone, 33. Box 155G, B•T.

(Continued on next page)

STATION MANAGER

THAT'S WHAT YOU CAN EARN AS MANAGER OF THE OK GROUP'S NEWEST SPECIALIZED RADIO STATION WLOK, MEMPHIS, TENNESSEE

$10,000 to $20,000

You will be paid on a percentage of the gross billing plus year-end bonus, and from past experience with other stations, these are realistic figures.

This is what we want in our man:

(1) Considerable experience in national and regional sales as you will be selling the entire 5 station OK Group in addition to your own station.

(2) Handle, develop and train aggressive, hard hitting local sales staff.

(3) Any experience in specialized Negro radio or as national rep will help, but not essential.

(4) You must be under 40 with proven record that will stand investigation.

Position is open now. Applications treated in confidence. Write giving full history to Stanley W. Ray, Jr., The OK Group, 505 Baronne Street, New Orleans, Louisiana.

P. S.: We can also use a top-notch salesman at $6,000 minimum guarantee.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Here's the right Negro girl for radio and tv! Experienced. Single. Will travel. Box 555F, B•T.

Announcer, thoroughly experienced radio-tv, desires permanency or summer replacement eastern market. Box 950F, B•T.

After 11 successful years with DuMont and Mutual . . . this tv-radio promotion and advertising director can give you a first class promotion operation. Thoroughly familiar in network station spot and syndicate film, advertising, marketing, promotion and merchandising. Excellent references. For details contact Box 103G, B•T.

Imaginative programming—news writing, editing Features, documentaries. Columbia journalism graduate; local newspaper background. Box 166G, B•T.

TELEVISION

Help Wanted

Managerial

Station manager wanted for moderate size vhf in southwest now making money. Should be experienced in sales and know-how to operate economically. Station now making money. Liberal salary and percentage. Box 101G, B•T.

Salesmen

Vhf network affiliate with full power in one of midwest's richest markets needs experienced responsible salesman immediately. Excellent position for right man. Opportunity to become sales manager if ability merits. Send complete background to Box 901F, B•T. Application confidential.

Successful, thoroughly experienced tv sales manager needed immediately for NBC outlet in rich market. Send complete information, first, letter, to Box 159G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Experienced, versatile tv announcer for southeastern vhf. Will consider radio announcer with tv potential. Send full details; experience, small picture, expected salary. Box 112G, B•T.

Technical

Transmitter engineer wanted for GE 50kw Channel 10 CBS affiliate. Job located 8 miles south of town of 5,000. $125 for 5 day week. Tv transmitter experience required, with GE vhf or uhf preferred. Box 147G, B•T.

Chief engineer for established Great Lakes area network vhf. Excellent opportunity for capable man. Send full resume to Box 158G, B•T.

Have opening for experienced tv studio control operator with first class radio-telephone license. Must have some camera experience for occasional relief shifts. R. A. Dettman, KDAL-TV, Duluth, Minnesota.

Wanted: Experienced studio technican for Florida vhf NBC station. Send complete resume and picture to Gino Ricciardelli, Chief Engineer, WJNO-TV, P. O. Box 510, Palm Beach, Florida.

Programming-Production, Others

Western television station needs creative, energetic promotion manager, full ideas and the ability to execute them. Please submit resume and photo. Good experience preferred but ability is what counts. Box 133G, B•T.

Assistant continuity writer for midwest television station. Television experience not necessary. Must have radio background. Give full details including salary requirements. Box 160G, B•T.

Photographer . . . for newly reorganized news department. Must be familiar with motion picture photography, editing, stills, and darkroom procedure. Prefer man with own press camera. Opening immediate. Write or wire J. W. Kelin, Jr., P. O. Box 470, Rockford, Illinois.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Newsman . . . for work in newly reorganized tv newsroom. Will cover beat, must be capable of conducting SOF interviews. Opening immediate. Write or wire J. W. Kelin, Jr., P. O. Box 470, Rockford, Illinois.

Situations Wanted

Managerial

Manager, commercial manager, or programming manager experienced all these phases tv and radio. Fourteen years experience include network and agency. 37 years old; excellent references; presently employed. Box 864F, B•T.

Announcers

Announcer, commercial delivery that sells. Authoritative newscasts. Experienced MC, entertainer. Six years radio, some tv. Age 28, family. Box 787F, B•T.

Technical

Chief engineer of proven ability desires to relocate in southwest. Have EE degree and eight years experience, three as chief engineer. Box 962F, B•T.

Tv supervisory or maintenance position wanted. Six years experience. Construction. References. $110 minimum. Box 126G, B•T.

Chief engineer. 25 years all phases of radio and tv. College graduate. Supervisory experience construction, maintenance and operation and FCC details. Available May 1st. Box 143G, B•T.

Chief engineer, university graduate, experienced in construction and operations, excellent references—presently employed. Prefer Gulf Coast area. Box 153G, B•T.



GEORGE STERLING SEZS . . .

WE'LL SEE YOU NEXT WEEK IN CHICAGO AT THE NARTB CONVENTION

Old friends and new are cordially invited to drop in at Northwest's suite during the convention for a moments relaxation with George Sterling and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them. George and John won't be selling a thing.



NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Tv trained, first phone. 2 years midwest regional indie. Employed. Journalism degree. Want am with tv opportunity. Married. Vet. Box 100G, B•T.

Art director of small operation (some sales service, technical direction). Prefer west or southwest. Box 102G, B•T.

After 11 successful years with DuMont and Mutual . . . this tv-radio promotion and advertising director can give you a first class promotion operation. Thoroughly familiar in network station spot and syndicate film, advertising, marketing, promotion and merchandising. Excellent references. For details contact Box 103G, B•T.

Production manager-director—experienced in all phases of local production and programming—superior references including present employer—seeking a permanent position in healthy or promising market. Full particulars on request. Box 113G, B•T.

Versatile program director. Senior producer-director in 3-station vhf midwest market. Have announced, edited films, floor managed, operated cameras, continuity, assisted program director. Amicable manager, coordinator, thinker, worker. 27, married, B.A. Box 114G, B•T.

Tv director-producer. Excellent experience. Reasonable salary needs. Creative. Box 117G, B•T.

News specialist—experienced news director, now in tv, equally capable writing and delivery, seek opportunity big tv market. Box 119G, B•T.

Program director, 10 years proven record all phases tv and radio. At present PD of major market vhf. Age 33, married, enthusiastic, aggressive. Seek relocation with station or agency. Box 127G, B•T.

Tv production man, director: 3 years experience in studio operations with present station. Box 135G, B•T.

Low-budget ideas—news and feature writing. Documentary writing, filming, editing. Columbia journalism graduate; local newspaper background. Box 167G, B•T.

Young man: College, four years experience, editing, camera, lighting, news, commercial writing, programming, photography. Available immediately. Have American papers. P.O. Box 79, Wolfville, N.S., Canada.

FOR SALE

Stations

$8000 cash buys third interest, rural east coast kilowatt, making money. Leaving for health. Will sell only to PD-announcer. Box 116G, B•T.

Two Mississippi stations in single markets, within approximately 2 hours drive each other. Buy both for less than $50.000, fifteen down, balance 5 years. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Station located in suburb of major market. One kilowatt daytime. $90.000 total, ½ cash, balance on terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Rocky Mountain tourist mecca. Thriving city of about 10,000 population. Single-station market. Bank deposits $9 million. Retail sales analysis welcomed. This station can be handled for $20.000 down. Ralph Erwin, Exclusive Broker of Theatres and Radio-Tv properties. 1443 South Trenton, Tulsa.

Sold. Listing AR-1. Final sale price symbol RB. My clients may mark their confidential brochure accordingly. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

We offer one of the finest lists of radio and tv buys in the United States. Ask for our bulletin. Free and no obligation. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Central Pennsylvania single station market independent in the black. Asking $100,000, $25,000 to $30,000 down. See John Hanly.

Maryland independent in fringe metropolitan market, $55,000, ½ down. See John Hanly.

Two station team, western Pennsylvania, operating in black, $150,000. Terms can be arranged. See John Hanly.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

FOR SALE

Equipment

Transmission line, communication products, 3⅛ inch, 51.5 ohm line cat #101-506, nitrogen pressurized and in service, available approximately April 1, 1956. F.O.B. Cincinnati. 50—20 foot sections and assorted elbows and fittings and shorter lengths. Box 772F, B•T.

Accepting bids on 10kw, fm type, BTF-10B, RCA transmitter, complete and in excellent condition, presently in operation. Box 857F, B•T.

Auricon super pro 16mm sound camera, single system, plus Ampex 300 recorder with Fairchild pic/sync generator. Sell composite or part. Box 105G, B•T.

1 kw 20T Collins transmitter in first-class condition, like new, plus a 5-year supply of main tubes. Purchased in 1950 and used only 2 years. Call or write Werner Weiss, Chief Engineer, WLIN, Merrill, Wisconsin.

Boothe Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductible expense items. Write or call Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Executive car leasing company—Lease a new 1956 Cadillac for only $155.00 per month—Drive a new 1956 Cadillac without investing one cent. Low rental payments include license, taxes, insurance, registration fee. 100% tax deductible. No waiting for model, color or accessories you want. Other makes 1956 cars can also be leased at much lower rate. Call or write Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Television equipment: Camera lenses and optics from the world's largest source. Available from our stock. We are prepared to make prompt shipment from extreme wide angle to extreme telephoto. Color corrected, precision mounted optics now used by major chains. Lists available by return mail. Rental—purchase plan for tight budgets. Write Thomas James, Burke & James, Inc., 321 S. Wabash Avenue, Chicago 4, Illinois.

WANTED TO BUY

Stations

Part interest tv operation as manager, sales, program or technical director. Experienced in all phases of radio and television—presently employed in television, 41 years old—excellent references. Box 152G, B•T.

Wanted: midwest radio station—consider all offers. Edward J. Sendzik, 100 North LaSalle, Chicago 2, Illinois.

Vhf television station. Active, responsible purchasers. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Equipment

Wanted to buy: General Electric limiting amplifier, type BA-5-A. State condition, price. Chief Engineer, KHFS, Vancouver, Washington.

Need high-gain used fm antenna. Quote condition and location. Price must be reasonable. Contact KSTN, Stockton, California.

Wanted: 5 kw am transmitter, console, frequency and modulation monitor. Rt. 1, Box 371 P, Medford. Oregon.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first phone license. Personal coaching guaranteed. Speed course. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N.Y. CL 7-1356.

RADIO

Help Wanted

Managerial

MANAGER

Wanted to 1000 watt fulltime independent sports, music and news radio station in Iowa. This is a going concern, *your job*—keep it going. Salary very good. Manager may buy. Replies confidential, give full details.

Box 109G, B•T

Salesmen

SALES ENGINEER

Broadcast Equipment Sales

Manufacturer has opening for non-traveling sales engineer in midwest home office. Sales experience not absolutely necessary but would be helpful. Technical radio background and familiarity with AM broadcast transmitters, preferably as chief engineer of AM radio station. Please send complete resume with photo to

Box 802F, B•T

TELEVISION

Situations Wanted

Programming-Production, Others

WILLING TO WORK . . . BUT—

I want to do it for a progressive station with a manager who knows what he's doing. I'm young enough to have ideas and enthusiasm, but old enough to have the experience you want in a Program Director, Assistant Manager, or similar supervisor. Seven successful years in Radio-TV. Excellent record and qualifications. Employed, but ready for more responsibility and/or larger market.

Box 946F, B•T

For Sale

Stations

INVESTORS WANTED

New firm entering into Radio and low power TV station operation looking for sincere investors. Cirular upon request.

Tripex

Box 37

Bellefonte, Pa.

Equipment

MAKE OFFER

RCA 10KW *Sideband Filter,* and VHF high band, *for sale. . .*

KFSD-TV

San Diego 10, California

FOR SALE—(Cont'd)

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

WANTED
Used UHF Equipment

1 kw transmitter, frequency and modulation monitor, film chain and projector, audio and video switching. Master monitor, power supplies, etc. This is a cash deal. Please quote lowest package price and individual prices. Send to

Box 164G, B • T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

MISCELLANEOUS

ATTENTION
TV NEWS DIRECTOR

Sound film interviews of military and tourists in Europe, from your local area. Any assignments welcome. CBS stringer leaving in June. For details and rates write

Box 122G, B•T.

EMPLOYMENT SERVICES

" "

QUOTE AND UNQUOTE

". . . as thorough and as easy to work with as though you were on our own payroll as our personnel director . . ."

Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

Palmer-DeMeyer, Inc. (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915

Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people

(Continues from page 138)

grant of applications for transfer of control of News Pub. Co., licensee of **WLAQ Rome** from Jane F. Mooney, B. H. Mooney Jr., and **J. F.** Mann, co-executors of estate of B. H. Mooney (deceased) to Burgett H. Mooney Jr., and for renewal of licenses of WLAQ. Action March 30.

KUZN West Monroe, La.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward (1) denying protest of **KNOE Monroe, La.**, and (2) affirming and reinstating Aug. 31, 1955, grant of application of **KUZN West Monroe** to operate on 1310 kc, 1 kw, D.

OTHER ACTIONS

Connecticut—FCC denied petition by **Brothers Bcstg. Corp., Hartford, Conn.**, to enlarge issues in am proceedings on its application and those of John Deme, d/b as Manchester Bcstg. Co., Manchester, Conn., and Regional Bcstg. Co., East Hartford, Conn., to determine John Deme's financial qualifications. Action April 4.

Groton, Conn.-Bridgehampton, N. Y.—FCC designated for consolidated hearing for new am stations Lawrence A. Reilly and James L. Spates, Groton, to operate on 980 kc, 1 kw D and Thames Bcstg. Corp., Bridgehampton, to operate on 980 kc, 500 w D. Action March 29.

WKXY Sarasota, Fla.—Designated for hearing on application to change from 1 kw, D to 500 w, 1 kw-LS, DA-2, unl. on 930 kc, and for waiver of Sec. 3.28 (c). Action April 4.

Greenville, Ohio—Greenville Bcstg. Corp. designated for hearing on application for new am to operate on 930 kc, 500 w, DA-D; made **WEOL Elyria, Ohio, WBAA West Lafayette, Ind.**, and **WPFB Middletown, Ohio,** parties to proceeding. Action March 29.

Port Clinton, Ohio—News on the Air Inc. designated for hearing on application for new am to operate on 1250 kc, 500 w DA-D; made **WCHO Washington Court House, Ohio**, and **WXYZ Detroit, Mich.**, parties to proceeding. Action March 29.

Elizabethtown, Pa.—FCC denied petition by Musser Bcstg. Co. for review of examiner's denial of previous petition for leave to amend its am application re staffing proposals. Action April 4.

WHVR Hanover, Pa.—FCC advised station that its request to increase D power (1280 kc, 500 w, 1 kw-LS) indicates necessity of hearing. Action March 29.

Bristol, Va.-Tenn.—FCC granted motions by applicants for corrections to transcript of oral argument on applications of Appalachian Bcstg. Corp., Bristol, Va., and Tri-Cities Television Corp., Bristol, Tenn., for new tv to operate on ch. 5. Action April 4.

KTBB Tyler, Tex.—Designated for hearing on application to increase D power from 500 w to 1 kw, operating on 600 kc, 1 kw N, unl.; made **KTBC Austin, Tex.**, party to proceeding. Action March 29.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to Recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Canadian Change List #100 **Feb. 20, 1956**

730 kc

Brandon, Manitoba—(New), 10 kw, DA-2, unl. Class II. 1-15-57.

Lethbridge, Alberta—(New), 1 kw, non-DA D. Class II. 2-15-57.

1250 kc

Oakville, Ontario—(New), 1 kw D, 500 w N, DA-1. Class III. 12-1-56.

Routine Roundup . . .

March 29 Decisions

By the Commission

SCA

WMUZ (FM) Detroit, Mich.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

WDUX Waupaca, Wis.—Ordered hearing re application of **WDUX Waupaca,** for mod. of cp shall commence May 28. Action March 23.

By Hearing Examiner Hugh B. Hutchison

KOB Albuquerque, N. M.—Issued announcement with reference to hearing conference to be held April 4 re applications of **KOB Albuquerque** for mod. of cp and for license to cover cp as mod. Action March 27.

By Hearing Examiner J. D. Bond

Anthony Wayne Television Corp., Toledo, Ohio—Denied March 15 petition to remove page limitation on proposed findings of fact in **ch. 11** proceeding, Toledo, involving its application and that of Toledo Blade Co. Action March 27.

By Hearing Examiner H. Gifford Irion

Greenville, Ohio—Ordered second prehearing conference be held April 25, and that hearing is continued from April 2 to April 26 re am application of Western Ohio Bcstg. Co., Greenville. Action March 27.

By Hearing Examiner Herbert Sharfman

XETV (TV) Tijuana, Mexico—Upon oral request of protestant **KFSD-TV San Diego, Calif.,** and with concurrence of other parties, ordered further hearing continued from March 27 to March 28 re application of American Broadcasting-Paramount Theatres Inc., for permit to locate, use or maintain broadcast studio or other place or apparatus in United States for production of programs to be transmitted or delivered to **XETV (TV) Tijuana.** Action March 27.

By Hearing Examiner Thomas H. Donahue

Shreveport, La.—On hearing examiner's own motion, ordered hearing re am application of Twin-City Bcstg. Co., Shreveport, is continued from March 28 to April 4. Action March 26.

By Hearing Examiner Elizabeth C. Smith

Radio Starke, Starke, Fla.—Granted petition for extension of time to April 10 to file proposed findings and to April 17 to file reply findings re its am application and that of Reymac Inc., Palatka, Fla. Action March 26.

By Hearing Examiner Basil P. Cooper

Munising, Mich.—Issued order for conduct of hearing re am applications of North Central Bcstg. Co. and Munising-Alger Bcstg. Co., Munising. Following time table has been agreed to: a. All exhibits to be offered in evidence in support of affirmative case shall be exchanged with parties on or before April 23; b. On or before April 30, counsel for each applicant will notify competing applicant by letter of identity of witness or witnesses of competing applicant he desires to cross-examine or subject or subjects he wishes to explore by cross-examination; c. Hearing for introduction of evidence and cross-examination of witnesses identified in b will begin May 7. Action March 28.

By Hearing Examiner J. D. Bond

Anna Bcstg. Co., Anna, Ill.—Granted petition for continuance of hearing re its am application from March 30 to date to be fixed by subsequent order. Action March 28.

By Hearing Examiner James D. Cunningham

Rochester Bcstg. Co., Rochester, Minn.—Granted petition to amend its am application with respect to para. nine of original partnership agreement. Action March 27.

March 29 Applications

Accepted for Filing

Modification of Cp

WCED DuBois, Pa.—Seeks mod. of cp (which authorized change in frequency, power; install DA-2, and change trans. location) for extension of completion date.

WUNC-TV Chapel Hill, N. C.—Seeks mod. of cp (which authorized new educational tv) for extension of completion date to Oct. 6.

KBET-TV Sacramento, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 1.

KQTV (TV) Fort Dodge, Iowa—Seeks mod. of cp (which authorized new tv) for extension of completion date to June 23.

KPIC (TV) Roseburg, Ore.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KREM-TV Spokane, Wash.—Seeks mod. of cp (which authorized new tv) for extension of completion date to July 28.

Modification of Cp Returned

WAPF McComb Miss.—Application for mod. of cp (which authorized change in frequency) for extension of completion date returned. Unnecessary.

Modification of Cp Dismissed

KTIX Seattle, Wash.—Application for mod. of cp (which authorized new am) for extension of completion date dismissed. Unnecessary.

License to Cover Cp

WXEX-TV Petersburg, Va.—Seeks license to cover cp which authorized new tv.

KFDX-TV Wichita Falls, Tex.—Seeks license to cover cp which authorized changes in facilities of existing tv.

Remote Control

KAPB Marksville, La.; KHEN Henryetta, Okla.; WTAW College Station, Tex.

Renewal of License

KSEK Pittsburg, Kan.; KBWL Blackwell, Okla.

April 2 Applications

Accepted for Filing

Modification of Cp

KHEN Henryetta, Okla.—Granted mod. of cp (as mod. which authorized new am station) to change ant.-trans. location.

WSYD Mt. Airy, N. C.—Seeks mod. of cp (which authorized increase power; change hours of operation; change trans. location; make changes in ant. system, and install DA-N) for extension of completion date.

KCCO Lawton, Okla.—Seeks mod. of cp (which

authorized new am) for extension of completion date.

License to Cover Cp

WNBH-FM New Bedford, Mass.—Seeks license to cover cp which authorized changes in licensed station.

WEQR (FM) Goldsboro, N. C.—Seeks license to cover cp which authorized changes in licensed station.

KTVA (TV) Anchorage, Alaska—Seeks license to cover cp which authorized new tv.

WTVJ (TV) Miami, Fla.—Seeks license to cover cp which authorized changes in facilities of existing tv, and to specify studio location at 316 N. Miami Ave., Miami.

WMTI (FM) Norfolk, Va.—Seeks license to cover cp which authorized new educational fm.

KFDM-TV Beaumont, Tex.—Seeks license to cover cp which authorized new tv.

WAPF McComb Miss.—Seeks license to cover cp which authorized changed frequency.

Remote Control

WGHM Skowhegan, Me.; WNBH-FM New Bedford, Mass.; WIRE Indianapolis, Ind.; WDVA Danville, Va.; WHEE Martinsville, Va.

Renewal of License

KSOK Arkansas City, Kan.; KTSW Emporia, Kan.; KCLO Leavenworth, Kan.; WREN Topeka, Kan.; KFH Wichita, Kan.; KWBB Wichita, Kan.; KLMS Lincoln, Neb.; WJAG Norfolk, Neb.; KIHN Hugo, Neb.; KVOO Tulsa, Okla.; KOWH Omaha, Neb.; KNED McAlester, Okla.; KTOK Oklahoma City, Okla.; WBBZ Ponca City, Okla.

Renewal of License Returned

KBEL Idabel, Okla.—Application for renewal of license returned (re: notary signature).

KBIX Muskogee, Okla.—Application for renewal of license returned (Sec. II dated after notarization).

KVIN Vinita, Okla.—Application for renewal of license returned. (Name incomplete.)

Modification of License Returned

KIMA Yakima, Wash.—Application for license to change name of licensee to Cascade Bcstg. Co. returned. (Filed in wrong name.)

SCA

WBAI (FM) New York, N. Y.

April 3 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of March 30

KJFJ Webster City, Iowa—Granted permission to sign-off at 6:30 p.m., CST, during April through August.

Following were granted extensions of completion dates as shown: **KREM-TV Spokane, Wash.**, to 7-28-56; **KPIC (TV) Roseburg, Ore.**, to 10-25-56; **KSLM-TV Salem, Ore.**, to 9-27-56; **KTTS-TV Springfield, Mo.**, to 7-17-56; **KSTF (TV) Scottsbluff, Neb.**, to 10-18-56; **WSLA (TV) Selma, Ala.**, to 10-24-56; **WBNS-TV Columbus, Ohio**, to 6-18-56.

Following stations were granted authority to operate trans. by remote control: **WGHM Skowhegan, Me.: WTAW College Station, Tex.; KAPB Marksville, La.; WFMJ Daytona Beach, Fla.**

Actions of March 29

WACH Newport News, Va.—Granted permission to remain silent until June 1 pending financial reorganization re bankruptcy.

WOBS Jacksonville, Fla.—Granted assignment of cp to Rounsaville of Charlotte Inc.

KXGI Fort Madison, Iowa—Granted permission to sign-off at 6:15 p.m. or at regular local sunset, whichever is earlier, from April through October.

WBYS Canton, Ill.—Granted permission to sign-off at 6 p.m., CST, during April through September with provision that it may stay on air up to regular sign-off hours when necessary.

KLKC Parsons, Kan.—Granted permission to sign-off at 6:30 p.m. during April through August.

WDYK Cumberland, Md.—Granted cp to change ant.-trans. and studio location.

WGGG Gainesville, Fla.—Granted cp to make changes in ant. system.

Following were granted extensions of completion dates as shown: **WCED DuBois, Pa.**, to 5-28-56, conditions; **KQTV (TV) Fort Dodge, Iowa**, to 7-3-56; **KTTS-FM Springfield, Mo.**, to 6-1-56.

Actions of March 28

WPLY Plymouth, Wis.—Granted permission to sign-off at uniform time of 6 p.m. during April through Sept. of each year during its current license period.

KHEN Henryetta, Okla.—Granted authority to operate trans. by remote control from 123-125 N. Fifth St.

WPGC Morningside, Md.—Granted extension of completion date to 7-20-56.

KGON Oregon City, Ore.—Granted extension of completion date to 5-1-56; conditions.

Actions of March 27

KGW Portland, Ore.—Granted mod. of license to change name to Pioneer Bcstg. Co.

WINK-TV Fort Myers, Fla.—Granted license for tv station; ERP: vis. 11.7 kw, aur. 5.89 kw (ch. 11).

WDEF-TV Chattanooga, Tenn.—Granted license for tv station; ERP: vis. 105 kw, aur. 52.5 kw (ch. 12).

WTVP (TV) Decatur, Ill.—Granted license for tv station; ERP: vis. 174 kw, aur. 93.3 kw (ch. 17).

WMTW (TV) Poland Spring, Me.—Granted license for tv station; ERP: vis. 105 kw, aur. 52.5 kw (ch. 8).

WYZE Atlanta, Ga.—Granted license for am station.

KMJ-TV Fresno, Calif.—Granted license for tv station (ch. 24) and to change studio location.

WMBR-TV Jacksonville, Fla.—Granted license covering changes in facilities of tv station; ERP: vis. 91.2 kw, aur. 49 kw.

WFBS Fort Walton Beach, Fla.—Granted mod. of cp to change studio location and remote control point to Miramar Hotel, Main St., Fort Walton.

KTLV (TV) Portland, Ore.—Granted mod. of cp to change corporate name to Pioneer Bcstg. Co.

Following were granted extensions of completion dates as shown: **WOOK-TV Washington, D. C.**, to 7-16-56; **WDBO-TV Orlando, Fla.**, to 10-23-56; **WTVH (TV) Peoria, Ill.**, to 10-13-56; **WFAA-TV Dallas, Tex.**, to 10-24-56; **KOAT-TV Albuquerque, N. M.**, to 10-15-56.

Following stations were granted authority to operate trans. by remote control: **WNBH-FM Fairhaven, Mass.; KCLV Clovis, N. M.; KJOE Shreveport, La.; KLX Oakland, Calif.**

Actions of March 26

KLOV Loveland, Colo.—Granted permission to operate from 6 a.m. to 6 p.m. April through October, MST.

KBRK Brookings, S. D.—Granted permission to sign off at 7 p.m. daily April through August.

KBYR Anchorage, Alaska—Granted license covering change of facilities and changes in ant. system.

WMUZ (FM) Detroit, Mich.—Granted license for fm station.

KRSN-FM Los Alamos, N. M.—Granted license for fm station.

WVCG Coral Gables, Fla.—Granted cp to operate trans. by remote control from 223 Aragon Ave.

WHIS Bluefield, W. Va.—Granted extension of completion date to 7-10-56.

April 4 Decisions

BROADCAST ACTIONS

By the Commission

Granted Renewal of License

KBNZ La Junta, Colo.; WCOW South St. Paul, Minn.; KIHO Sioux Falls, S. D.; KWNO Winona, Minn.

April 4 Applications

ACCEPTED FOR FILING

Modification of Cp

WCBE (FM) Columbus, Ohio—Seeks mod. of cp (which authorized new educational fm) for extension of completion date.

KHAD-TV Laredo, Tex.—Seeks mod. of cp (which authorized new tv) to extend completion date to May 20.

WNMP Evanston, Ill.—Seeks mod. of cp (which authorized change in ant., trans. and studio locations) for extension of completion date.

WMES Union City, Tenn.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WDTV Cruz Bay, Virgin Islands—Seeks mod. of cp (which authorized new am) for extension of completion date.

WCKT (TV) Miami, Fla.—Seeks mod. of cp (which authorized new tv) to make ant. and other minor equipment changes. Ant.: 955 ft.

Cp

KELO Sioux Falls, S. D.—Seeks cp to install new combined am-tv tower (increase in height).

License to Cover Cp

WGHM Skowhegan, Me.—Seeks license to cover cp which authorized new am.

License to Cover Cp Returned

WABV Abbeville, S. C.—Application for license to cover cp which authorized new am returned. (Full name of licensee not given.)

Remote Control

WRAW Reading, Pa.

Renewal of License

KLKC Parsons, Kan.; KCSH Chadron, Neb.; KADA, Ada, Okla.; KUSH Cushing, Okla.; KOMA Oklahoma City, Okla.; KAKC Tulsa, Okla.; KTUL Tulsa, Okla.; KWSH Wewoka, Okla.; KVGB Great Bend, Kan.; KOFO Ottawa, Kan.; KTOP Topeka, Kan.; KCUE Red Wing, Minn.; KLIN Lincoln, Neb.; KSEO Durant, Okla.; KGLC Miami, Okla.; KBYE Oklahoma City, Okla.; KOME Tulsa, Okla. (resubmitted); **KSIW Woodward, Okla.; KJBC Midland, Tex.**

SCA

WCAU-FM Philadelphia, Pa.

UPCOMING

APRIL

April 9: RAB Clinic, Kansas City, Kan.
April 10: RAB Clinic, St. Louis.
April 11: RAB Clinic, Peoria, Ill.
April 11-13: Institute of Radio Engineers Seventh Region Technical Conference, Hotel Utah, Salt Lake City.
April 12-14: Southern California Adv. Agencies Assn., Oasis Hotel, Palm Springs.
April 12: RAB Clinic, Chicago.
April 13: RAB Clinic, Cleveland.
April 13-14: 10th Annual Spring Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.
April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.
April 16-18: Alpha Epsilon Rho, national radio-tv fraternity, national convention, Columbus, Ohio.
April 20: American Council for Better Broadcasts, annual convention, Deshler-Hilton Hotel, Columbus, Ohio.
April 23: RAB Clinic, Salt Lake City.
April 24: RAB Clinic, Denver.
April 25: RAB Clinic, Omaha, Neb.
April 26: RAB Clinic, Des Moines, Iowa.
April 26-29: American Women in Radio & Tv Convention, Hotel Somerset, Boston.
April 26-28: American Assn. of Advertising Agencies Annual Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
April 27: RAB Clinic, Cedar Rapids, Iowa.
April 29-May 4: Society of Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.
April 30: RAB Clinic, Raleigh, N. C.
April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

MAY

May 1: RAB Clinic, Charlotte, N. C.
May 2: RAB Clinic, Evansville, Ind.
May 3: RAB Clinic, Indianapolis, Ind.
May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.
May 4: RAB Clinic, Columbus, Ohio.
May 8: RAB Clinic, Philadelphia.
May 10: RAB Clinic, New York.
May 13-19: National Radio Week.
May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.
May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

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Please send to home address — —

Ernie's Clinker

IT'S pretty obvious that Ernie Jones, president of MacManus, John & Adams, pulled a clinker with his proclaimed doubts about television's qualifications as a "prime" advertising medium for automobiles and other durable goods [B•T, April 2].

The unvarnished truth, of course, is that his agency has never used television as a "prime" medium for its heavy goods clients. MacManus, John & Adams, admittedly influential in the automobile field, has been primarily a print agency. Cadillac, which it represents, has tried tv scarcely at all. Pontiac, its other automobile client, has never employed the "new" medium on a scale anywhere near its devotion to newspapers and magazines.

Mr. Jones, then, clearly was passing judgment on a case he had not tried. More than that, we cannot resist the thought that Pontiac's experience with television, such as it has been, must have contributed to the views he expressed. Pontiac and MJ&A have not been especially fortunate in their tv ventures of recent years. Witness their current effort, *Playwrights 56,* a generally commendable program occupying what may well be the toughest time period in network television today—opposite the front-running *$64,000 Question.* Against this sort of opposition, Pontiac's program has suffered in station clearances—116 stations against 164 for *$64,000 Question*—and consequently in audience as well. MacManus, John & Adams must be commended for its daring in such scheduling, but all television should not be held up as the goat if the gamble did not pay off as well as hoped for.

Elsewhere in these pages, a number of Mr. Jones' colleagues and competitors take issue with him in varying degrees of disagreement. Without elaborating here on what they say, we are tempted to note that one car manufacturer, American Motors, conducted a survey which showed that, of all of its Rambler buyers who said they first heard of the car through some form of advertising, more than half said they were led to it by television.

We are heartened to see that Mr. Jones, despite his doubts about television's ability with heavy goods, clearly recognized its worth with smaller items. We were glad to hear that even his doubts did not mean that Pontiac will not be back in tv next year. Before he writes tv off as a prime medium for heavy goods, however, he should at least give it a prime try. When more than half of the advertising-conscious buyers of any car—even a competitor's—give television first credit among media, then television is a "prime" medium and is entitled to be used as such.



Drawn for BROADCASTING • TELECASTING by Duane McKenna
Idea submitted by Charles Vanda, WCAU-TV Philadelphia

"Well, if you won't go out to play, at least change channels once in a while!"

That Renewal Quandary

THE FCC could save itself and the nation's broadcasters a lot of time and tribulation if it quit counting spot announcements or, short of that millenium, revised its outmoded station license renewal forms.

Without conceding that the FCC has either the legal or moral right to undertake mathematical appraisal of commercial versus sustaining programming, we feel constrained to point out that the existing license renewal form (303) hasn't been changed since 1947. It was then that television began to move and subsequently brought about revolutionary changes in radio programming and in station operating practices. Radio network schedules, which had been dominant, today do not bear the slightest resemblance to those in the pre-tv era. Network-affiliated stations revised their operating formats and now generally concentrate on local and national spot business.

In the pre-tv era, the most desirable spots were those adjacent to the top-rated network programs. The 20-second chain break was in great demand. The extent to which that has changed is well established. The radio vogue now is the one-minute spot.

Form 303 (applicable both to radio and tv) divides the broadcast week into 15 minute periods. The applicant for renewal is required to specify the number of "14½ minute periods" within each 15 minute block in which no, one, two, three, four or five or more spot commercials were broadcast, along with a mathematical count of the number of spot announcements used. Excluded are non-commercial spot announcements, call letter announcements and promotional announcements for sustaining programs.

Why the "14½ minute" segment? Or the 15 minute period? It may have been the natural programming break before tv, but it isn't today. If the FCC feels it must continue to count spot announcements, in appraising the "public interest" of renewal applicants, it ought to be more realistic about it. For example, a 14 minute segment, in the light of the heavy use of one-minute announcements, would reduce the commercial percentage in the 15 minute time bracket. And who would be hurt if a spot runs one minute, instead of 20 or 30 seconds?

If the FCC is concerned about bait-switch or fraudulent advertising, there are criminal statutes which can be invoked. If a station is adjudged guilty of violating the criminal laws, the FCC would have ample ground upon which to appraise its competence as a licensee.

While on the matter of 303, there's another outmoded rule which the FCC should reconsider. Stations, to boost audience, use promotional announcements at breaks for upcoming programs. If the service announcement is for a sustaining program, it isn't counted as "commercial." But if it's for a sponsored program, it is charged to commercial, even though the station derives no revenue from it.

There are other inequitable provisions in form 303, notably those defining program categories, and which have resulted in renewal citations for purported "imbalance." We contend that many commercial programs are "public service" in character and it shouldn't matter whether or not they are sponsored.

For example, last week in Washington the Advertising Council called for an increase of 20% in the volume of advertising devoted to public service over the estimated $125 million donated last year. Radio and tv stations donate millions in time for these campaigns, and radio and television advertisers additional millions in their "commercials." When the advertiser pays, even though he isn't selling his own goods or services, it becomes "commercial" under 303.

The FCC has held that it isn't invoking censorship when it seeks programming information on renewal. We happen to think otherwise. So you do the best you can with what you have.

Thus, we suggest to the FCC that, in the weeks ahead, it consider up-dating and modernizing its renewal form to meet conditions as they exist in a field that has undergone radical change. Delegates to the NARTB convention in Chicago next week should be prepared to ask members of the FCC about this and other matters disturbing them during the FCC Q and A Panel scheduled for Tuesday, April 17.

WBAL-TV

NBC

Channel 11 • NBC in Maryland

the sales-sizzling

"QUIZ CLUB"

monday thru saturday

Here's an hour long, six day a week audience participation show that is wildly successful! Emcees Brent Gunts and Jay Grayson are great favorites in Maryland. In a recent contest offer on the program 29,847 viewers responded in a few short days! You can "buy in" on this successful show—any day or every day.

On "Quiz Club"—Sponsors A, B and C are in their third year, Sponsors D and E in their second, and Sponsors F, G, H and I in their first.

WE'LL TALK TO YOU IN TERMS OF

RESULTS

Nationally Represented by Edward Petry Co.

a one-derful record



NATIONAL NIELSEN TOP 10 RATINGS:

MARCH **1952**

1. **I LOVE LUCY**
2. ARTHUR GODFREY'S TALENT SCOUTS
3. THE RED SKELTON SHOW
4. TEXACO STAR THEATRE
5. COLGATE COMEDY HOUR
6. YOUR SHOW OF SHOWS
7. YOU BET YOUR LIFE
8. ARTHUR GODFREY & HIS FRIENDS
9. FIRESIDE THEATRE
10. MAMA

MARCH **1953**

1. **I LOVE LUCY**
2. ARTHUR GODFREY'S TALENT SCOUTS
3. ACADEMY AWARDS CEREMONY
4. ARTHUR GODFREY & HIS FRIENDS
5. COLGATE COMEDY HOUR
6. TEXACO STAR THEATRE
7. DRAGNET
8. PHILCO TV PLAYHOUSE
9. YOU BET YOUR LIFE
10. THE RED BUTTONS SHOW

MARCH **1954**

1. **I LOVE LUCY**
2. ACADEMY AWARDS CEREMONY
3. DRAGNET
4. BOB HOPE SHOW
5. JACKIE GLEASON SHOW
6. MILTON BERLE
7. YOU BET YOUR LIFE
8. ARTHUR GODFREY'S TALENT SCOUTS
9. JACK BENNY SHOW
10. TOAST OF THE TOWN

MARCH **1955**

1. **I LOVE LUCY**
2. JACKIE GLEASON SHOW
3. TOAST OF THE TOWN
4. DISNEYLAND
5. MILTON BERLE
6. JACK BENNY SHOW
7. YOU BET YOUR LIFE
8. THE GEORGE GOBEL SHOW
9. DRAGNET
10. MARTHA RAYE SHOW

MARCH **1956**

1. **I LOVE LUCY**
2. THE ED SULLIVAN SHOW
3. $64,000 QUESTION
4. FORD STAR JUBILEE
5. DISNEYLAND
6. JACK BENNY SHOW
7. DECEMBER BRIDE
8. THE PERRY COMO SHOW
9. DRAGNET
10. THE MILLIONAIRE

FILMED IN HOLLYWOOD BY

Desilu

APRIL 10, 1950 35¢ PER COPY

BROADCASTING TELECASTING

SPECIAL NARTB CONVENTION ISSUE

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25TH year

THE NEWSWEEKLY OF RADIO AND TV

TOM TINSLEY
President

R. C. EMBRY
Vice President

IRVIN G. ABELOFF
Vice President

announce the formation of

Select Station Representatives

under the direction of

MR. ZANG GOLOBE

assisted by

MR. ALBERT SHEPARD

Exclusive national representatives in
New York and Philadelphia for

W-I-T-H
Radio, Baltimore

WLEE
Radio, Richmond

WXEX-TV
Serving Richmond, Petersburg & Central Virginia

SELECT STATION REPRESENTATIVES
400 Madison Avenue, N. Y. 17 • Phone Plaza 8-1850

PULSE SURVEY AGAIN PROVES KVTV DOMINANT SIOUX CITY STATION

Latest Telepulse Survey in Sioux City, Iowa (Feb. 11 through Feb. 17, 1956) shows the lowest cost-per-thousand way to reach the 204,500 well-to-do families in the rich Siouxland market.

KVTV Channel 9	All of the top 23 shows.
KVTV Channel 9	46 of top 50 shows.
KVTV Channel 9	All of the top 32 local, live shows.
KVTV Channel 9	34 of top 35 network shows.
KVTV Channel 9	9 of the top 10 Syndicated Shows.
KVTV Channel 9	65% Share of Audience 7 to noon, Monday to Friday.
KVTV Channel 9	69% Share of Audience 6 to midnight Saturday.
KVTV Channel 9	73% Share of Audience noon to 6 Sunday.

Whether it's Network, Local or Syndicated—
KVTV is Sioux City's *Dominant* Station
See your Katz Man for Availabilities

CBS • ABC

KVTV Channel 9

SIOUX CITY, IOWA

A Cowles station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.

882,100
Population

$1,295,476,000
Spendable Income

PROOF THAT TERRE HAUTE IS A LARGE MARKET!

CBS TELEVISION · NBC · ABC

108,000 *unduplicated* CBS-TV homes

TERRE HAUTE, INDIANA channel 10 **WTHI-TV**

REPRESENTED NATIONALLY BY THE BOLLING, CO., NEW YORK — CHICAGO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

serving its many communities through educational programs

WGAL-TV

Lancaster, Penna. NBC and CBS



Working with leading colleges, WGAL-TV has developed daily programs designed to stimulate and inform viewers at all age levels. These educational telecasts are designed to serve audiences in the many cities of the WGAL-TV Channel 8 area.

STEINMAN STATION
Clair McCollough, Pres.

COLLEGE OF THE AIR
Monday through Friday

Monday	THE PHILOSOPHY OF LIVING Penna. State Teachers College, Shippensburg Lycoming College, Williamsport
Tuesday	GENERAL SCIENCE Elizabethtown College, Elizabethtown
Wednesday	THE 3 R'S—MODERN STYLE Penna. State Teachers College, Millersville
Thursday	NEW BOOKS OF SIGNIFICANCE Franklin and Marshall College, Lancaster
Friday	TODAY'S WORLD Lebanon Valley College, Annville

CHANNEL 8 MULTI-CITY MARKET



Representatives:

MEEKER TV, INC.

New York Chicago Los Angeles San Francisco

closed circuit®

CRAVEN TO FCC? • Is former FCC Comr. T. A. M. Craven being considered for his second appointment to FCC—vice Comr. E. M. Webster, whose term expires June 30? Security checks on both Messrs. Webster and Craven were being made last week. Mr. Craven, Democrat, served on FCC from 1937-44, having previously been chief engineer, and is regarded as one of world's foremost allocations experts. He resigned to enter private practice and is now with engineering firm of Craven, Lohnes and Culver. He lives in Virginia.

B•T

APPOINTMENT of Comdr. Craven to FCC would be no reflection on incumbent Comr. Webster, who has served since 1947 and is eligible for retirement, both as Coast Guard commodore and as civil servant. Comr. Webster would accept reappointment but isn't campaigning for it. He is labelled "Independent" politically and this may have bearing on administration attitude. Democrats have insisted that post be filled by one of their party. Appointment is for seven years. Comr. Webster's background also is engineering and he is recognized internationally as expert in common carrier-safety of life and similar technical allocations matters. Comr. Webster is 67; Comdr. Craven is 63.

B•T

Q AND MAYBE A • Senate Commerce Committee network affiliate questionnaire, sent to all affiliated tv stations last week, appeared certain to stir up controversy at network-affiliates meetings at NARTB convention in Chicago this week. Numerous telecasters felt many of questions were dangerous and perhaps improper and were disposed to consult their attorneys. Fact that letter of Chairman Magnuson requested response by May 7 also was branded unreasonable in view of scope. FCC Special Network Study Committee had been asked to cooperate in questionnaire, but declined presumably because of its own inquiry, but probably because it didn't see eye-to-eye with Senate committee staff.

B•T

DURING recess in Senate Commerce Committee hearing on uhf-vhf ills, committee communications expert Nicholas Zapple and counsel Kenneth Cox made "quiet" flying trip to Hollywood last week for talks with independent tv film producers to corroborate explosive testimony of Richard Moore, manager of KTTV (TV) Los Angeles, that current network policies are stifling competition and stunting growth of new film program sources in violation of antitrust laws [B•T, April 2]. Senate duet saturated themselves with film industry background before leaving Saturday for Chicago and NARTB convention. They found producers full of information but reluctant to repeat it in public hearing.

COUNTING SPOTS RECOUNT? • Recognizing desirability of revising FCC license renewal form (303) as urged editorially in B•T ("That Renewal Quandry," April 9), May 15 meeting has been called of industry group with Budget Bureau and FCC. Ben Strouse, WWDC Washington, chairman of Committee on Radio and Television Broadcasting of Advisory Council on Federal Reports, issued call to broadcaster group after consulting David Cohn, Budget Bureau executive, and ascertaining that FCC stood willing to listen. Form, which requires stations to count spot announcements in each 15-minute segment, also covers purported program "imbalance" and overall evaluation of commercial versus sustaining operation. B•T's contention was that form, last revised in 1947, is outmoded and unrealistic.

B•T

TO AVOID misunderstanding as to where it stands, Democratic National Committee last Friday notified all networks it will seek equal time if President Eisenhower is granted free time for his planned farm bill veto message, request for which reportedly had been made for Wednesday evening. Jack Christie, tv and radio director of DNC, is understood to have telephoned all networks on committee's position.

B•T

ENTER COLOR • Fact that General Electric Co. will begin color tv set production, using RCA 21 inch color picture tubes, has been established, but extent and magnitude of production is clouded. Dr. W. R. G. Baker, GE vice president, verifies that company has ordered "small number of tubes," perhaps several thousand, but high RCA source indicates order is for 10,000, which at $100 each means million dollar commitment. Company also is working on its own tube development (see story, page 78, editorial, page 174).

B•T

LOOK for FCC to "move fast" on tv allocations upon its return next week from NARTB convention. Nothing definite yet, but in light of ODM-military's unequivocal turndown on additional vhf space, indications are FCC will move toward limited and highly selective deintermixture. This will entail further rulemaking but proposal is still to go ahead with pending cases and other areas that would be deintermixed to keep situation "fluid and flexible." FCC also will try to encourage manufacturers to upgrade uhf through "crash" development program without regard to immediate expense.

B•T

STORER IN SALEM • Storer Broadcasting Co. ready to take over permit for ch. 3 KSLM-TV Salem, Ore.—if several conditions are met. They are: that Supreme Court uphold lower court decision overturning FCC right to set numerical limitations on station ownership; that FCC grant pending KSLM-TV 1954 application to move transmitter site nearer Portland, Ore.; that FCC approve Storer's relinquishing ch. 27 KPTV (TV) Portland. KSLM-TV application to move transmitter site from present location (not yet built) 5.5 miles northwest of Salem and 44 miles southwest of Portland to 35.5 miles northeast of Salem and 22.4 miles southeast of Portland designated for hearing on objections of KPTV and KOIN-TV Portland. Consideration for vhf facility will be, if approved, expenses of Glenn E. McCormick in securing uncontested grant plus repayment for land acquisition.

B•T

FORMER FCC Comr. Robert F. Jones understood to be handling Storer Broadcasting Co. Washington representation in number of matters, including upcoming Portland-Salem, Ore., situation (see above). Mr. Jones, before serving on FCC (1947-52), was for decade Republican Congressman from Ohio.

B•T

SUMMER DELAYS • Mutual will discard practice of last six or seven years of summertime playbacks to standard time stations this year, except usual delay servicing to Mountain and Pacific zones. Reason for change is network's loss on service because number of network commercial hours have dropped. Since costs for delayed broadcast are shared on pro-rated basis, some affiliates have balked at continuation of practice. Stations which still wish delay in broadcast will use own equipment. Exception to policy will be made if client demands specific time-delay by stations of its sponsored program.

B•T

IT'S regarded as 50-50 bet at moment that Elgin National Watch Co. will renew alternate week sponsorship of Edward R. Murrow's Person to Person *on CBS-TV when present contract runs out. Elgin is said to be gratified with ratings, but shift of agencies (from Young & Rubicam to J. Walter Thompson Co.) could be important factor on renewal decision and other media plans, though change isn't effective until July 15.*

B•T

ENTERING THE RING • Next big opposition to Daytime Broadcasters Assn. petition for more hours of broadcasting—in mornings and at night—will come from Westinghouse Broadcasting Co. WBC owns Class 1-A's KDKA Pittsburgh and KYW Cleveland, Class 1-B's WBZ Boston, WOWO Fort Wayne and KEX Portland, Ore. It also owns Class II station WBZA Springfield, Mass. It will join Clear Channel Broadcasting Service and group of regionals which have already filed objections to DBA petition (see story, page 92).

New quarterly Hooper* documents WTIX's increasing leadership in New Orleans

Out of 44 quarter hours in the average radio day...

WTIX HAS	30 firsts	14 seconds	0 thirds



STATION "A" HAS	13 firsts	14 seconds	5 thirds
STATION "B" HAS	1 first	5 seconds	15 thirds

If you like your numerals bigger . . . multipy everything by 5 days, and you see that:

WTIX is first in 150 out of 220 weekly quarter hours, second in 70, third in none. This time three months ago, WTIX had 115 firsts, 95 seconds, 10 thirds.

Latest audience index shows WTIX jacked its average to 23.8% while the 2nd station dropped to 17.6% and the 3rd station went back to 11.1%**

New Orleans has changed! How wide is the gap between New Orleans as you knew it, and as it is today? Be updated by Adam Young, or WTIX General Manager Fred Berthelson.

**Hooper Continuing Measurement of Broadcast Audience, Jan.-March 1956*

***Hooper average share of audience, 7 a.m.-6 p.m., Mon.-Fri., Feb.-Mar. 1956*

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

the new WTIX

New Orleans 16, La.

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

NO HOPE FOR MILITARY VHF CHANNELS, ODM SAYS IN DENYING FCC REQUEST

HOPE that military might give up some of its vhf space to tv was completely extinguished Friday when Office of Defense Mobilization issued negative statement (early story page 90).

Reason for turn-down? Military can't spare any vhf space. In fact it was strongly implied that military needs additional vhf bands.

Reasons given by ODM related to classified national defense requirements (guided missiles, radar, earth satellites were mentioned) as well as needs of air navigation and communications. Also barrier, ODM pointed out, was question of costs in moving existing users and time element in finding new space for them.

"When the present allocations were internationally adopted in 1947," ODM said, "(predicated on the assumption of a long period of peace devoid of international tension) it was even then difficult to satisfy the minimum needs of all the radio services in the bands below 300 mc. It is even more difficult today. . . . The balance between civil and military allocations now in force must be evaluated in the light of: (1) the high percentage of space between 50 and 300 mc already allocated to broadcasting; and (2) the increased reliance which the military, due to the advent of the 'cold war' in 1948, have necessarily placed and will have to continue to place on the use of vhf frequencies. . . ."

In discussing possible military need for additional vhf space, ODM said: "The rapidly developing requirements for the use of ionospheric scatter circuits for national security and other purposes may displace operations now carried on between 40 and 60 mc."

Request for ODM help in surveying spectrum to see if additional vhf channels might be available for tv was made by FCC Chairman McConnaughey in October 1955. Special *ad hoc* group was established in November to make survey, comprising Maj. Gen. Jerry V. Matejka, USA (Ret.), chairman, and Mr. McConnaughey, George T. Moore, Commerce Dept., and George B. Larkin, Defense Dept. In December, technical group went to work on details. It comprised FCC representatives Edward W. Allen Jr., chief engineer; A. L. McIntosh, assistant chief engineer, and James E. Barr, Broadcast Bureau assistant chief, and representatives of Defense Dept. and Commerce Dept.

Ted Bates Top Agency In Spot Tv Billing—TvB

TED BATES was advertising agency placing most spot tv business during fourth quarter of 1955, Television Bureau of Advertising reported Friday (for leading advertisers in spot tv during same period, see earlier story, page 48). TvB's list of top 10 agencies in tv spot expenditures, in rank order: Ted Bates, Leo Burnett, McCann-Erickson, BBDO, Dancer-Fitzgerald-Sample, Benton & Bowles, Young & Rubicam, J. Walter Thompson, Compton and Cunningham & Walsh.

TvB's new spot billings report will be presented Wednesday at 3:30 p.m. at special TvB session of NARTB convention in Conrad Hilton Hotel. NARTB and TvB have invited all agencies and advertisers in Chicago to join broadcasters at that session.

Hillbilly Singers Buy Stations In Kentucky, Tennessee

COUNTRY music stars Ernest Tubb and Hank Snow (*Grand Ole Opry*) and William R. McDaniel (WSM Nashville promotion manager) have bought WTCW Whitesburg, Ky., and WHBT-AM-FM Harriman, Tenn. Transaction, handled by Blackburn-Hamilton brokers, is in name of Folkways Broadcasting Co. of Kentucky and Tennessee.

Folkways is owned 40% by Mr. McDaniel, 40% by Mr. Tubb and 20% by Mr. Snow. WTCW, 1 kw day on 920 kc, bought from Kenneth J. Crosthwait for $95,000. WHBT, 250 w on 1230 kc, bought from F. L. Crowder for $80,000. Mr. McDaniel will manage both stations following FCC approval.

FCC Not Satisfied On Lar Daly Candidacy

FCC has told "splinter" candidate Lar (America First) Daly—who has been claiming equal rights on radio-tv networks to answer President Eisenhower's Feb. 29 nationwide speech announcing his availability for the Republican nomination—that he hasn't made "an unequivocal showing sufficient to permit" the conclusion that he is a "legally qualified" candidate. In April 11 letter (made public Friday), Mr. Daly was told by FCC Chairman McConnaughey that his *bona fides* were so confusing Commission was unable to say definitely whether or not he is, in fact, candidate for Republican nomination for President.

FCC said Mr. Daly qualified on Illinois ballot, but that he had advised state authorities he was no longer candidate; that he was also candidate for Republican nomination for Illinois governor; that although he claimed that he was or would be candidate in other states' primaries for GOP presidential nomination, "in various ways including your stationery" he appeared to support Douglas MacArthur and Sen. William E. Jenner (R-Ind.) for nomination.

In discussing background of Mr. Daly's complaint, FCC said that where there was a question raised regarding qualifications it was "incumbent on claimant to make showing he is a 'legally qualified candidate'." This Mr. Daly has failed to do, Commission said.

At one point last week, Mr. Daly was ready to hop plane to Washington to address Wednesday Commission meeting. He was dissuaded from this course when told by FCC General Counsel Warren E. Baker that Commission meetings were closed sessions.

Mr. Daly received some 10,000 votes for GOP nomination in Illinois primary last week (see story, page 94).

• BUSINESS BRIEFLY

PLEASED, EXPANDS • Obviously pleased with use of radio-tv spot announcements to promote sales of Imperial margarine, Lever Bros., N. Y., which has bolstered schedule from a few test markets last fall to current 60-70 radio-tv stations in Northeast and Midwest, is planning expansion of markets for Imperial throughout coming year to include Southwest and Far West. Agency: Foote, Cone & Belding, N. Y.

KAISER IN MARKET • Kaiser Aluminum & Chemical Corp., through Young & Rubicam, N. Y., looking for prestige dramatic television show to start next fall. Advertiser is dickering with all three television networks.

TAKES 'JOURNEY' • Ralston-Purina Co., St. Louis, through Guild, Bascom & Bonfigli, San Francisco, expected to sponsor new show, *Journey*, on ABC-TV, Mon., 7-7:30 p.m., starting July 16.

DEMOS BUY ON ABC-TV • Stevenson-for-President Committee (N. Y. State), purchased April 25 9-9:30 p.m. EST period on ABC-TV for coverage of $100-a-plate fund-raising dinner for Mr. Stevenson at Waldorf-Astoria Hotel, N. Y. Agency: Norman, Craig & Kummel, N. Y.

COFFEE CAMPAIGN • General Foods (regular Maxwell House coffee), N. Y., placing radio-tv spot campaign in number of major markets effective April 25 to May 18. Benton & Bowles, N. Y., is agency.

FORD CAR DEBUT • Lincoln-Mercury Div. of Ford Motor Co. to introduce new car, buying three-week radio spot announcement campaign starting May 7 in nearly 60 markets. Kenyon & Eckhardt, N. Y., is agency.

STUCK ON TV • American Chicle, N. Y., through Ted Bates & Co., N. Y., buying television spot announcements in about 70 markets, starting this month and continuing through end of June.

SHINES TO RADIO • Simoniz Co. (Simoniz Body Sheen), Chicago, preparing radio spot announcement campaign in 70 markets, starting May 14 for 17 weeks. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

DERBY COVERAGE • Gillette Co., Boston, through Maxon, N. Y., sponsoring CBS Radio and CBS-TV coverage of 1956 Kentucky Derby, May 5, 5:15-5:45 p.m. EST.

Sarkes-Tarzian Files for V

SARKES-TARZIAN Inc., Bloomington, Ind., radio-tv equipment manufacturer and station owner (WTTS-WTTV [TV] Bloomington), has filed application with FCC for ch. 13 Bowling Green, Ky., planning 95.6 kw visual power and antenna height 699.5 ft. above average terrain. Firm, which listed total assets in excess of $8 million, proposes to spend $266,000 for construction, $200,000 for first year operation and anticipates revenue of $230,000.



every minute  of the day...

Regional Radio WOW (Omaha) is 1st*

*Source: Nov. 1955, Pulse Area Report

WOW beats the 2nd station 2½ to 1
(Monday thru Friday, 6 AM - 6 PM)

In the 91-county area (with 514,600 radio families!) WOW has MORE listeners in ALL 502 quarter-hours of the broadcast week than any of the 63 other stations!

FRANK P. FOGARTY
Vice President &
General Manager

BILL WISEMAN
Sales Manager

JOHN BLAIR & CO.
Representatives

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

WCYB Wins Final Grant In Bristol Ch. 5 Contest

BY 5 to 2 vote, FCC Friday awarded ch. 5 at Bristol, Va.-Tenn., to Appalachian Broadcasting Corp. (WCYB Bristol), denying competing application of Tri-Cities Tv Corp. (WOPI-AM-FM Bristol, WKPT-AM-FM Kingsport, Tenn.). Grant supports initial decision issued over year ago [B•T, Feb. 7, 1955]. FCC Chairman George C. McConnaughey and Comr. John Doerfer dissented from Commission grant, voting for Tri-Cities.

WCYB was accorded preferences in ownership-management integration and diversification of mass communications media, the latter because Tri-Cities was found to have heavier concentration of media interests (principals owning 92.3% of the only Kingsport newspaper [*News-Star*]). Tri-Cities was favored over WCYB with respect to diversification of business interests of its principals.

RKO Radio Pictures Sets New Tv Film Service Unit

RKO RADIO PICTURES, motion picture division of Thomas F. O'Neil's RKO Teleradio Pictures Inc., Friday announced establishment of major film service unit to function in both Hollywood and New York and which will "compete vigorously to serve every branch and segment of the tv industry in the production of all types of television films." Production of RKO films will not begin immediately, but facilities are being offered other producers.

Charles L. Glett, RKO Radio Pictures executive vice president, Hollywood, said decision was made as result of surveys which had been made and discussions which were held in New York during past several weeks.

"We will service the wants and requirements of television producers, advertising agencies, sponsors and others," Mr. Glett said.

Fred Ahern was appointed supervisor of tv operation, Mr. Glett said. Mr. Ahern has been RKO studio production coordinator and previously was director of operations at CBS-TV Hollywood. Mr. Glett formerly was vice president in charge of network services at CBS-TV Hollywood.

BIG ORDER

"DOLLARS AND CENTS" value of Radio Advertising Bureau's "Radio, Best of the Big Four" sales session Thursday afternoon during NARTB convention in Chicago being pointed up by RAB "purchase" of two hours of "personal time" from each convention registrant. Three-piece, direct-mail campaign is to greet each registrant with "request for time availability," followed by "confirmation of order" and finally "commercial order" (all repeating time and place of meeting —2:45 p.m.—Willford Room, Conrad Hilton).

Haas Queried on Political Leanings in Seattle Hearing

INTIMATIONS of "leftist" leanings were introduced in Seattle ch. 7 case, reopened last week for inquiry into activities of Saul Haas during association with *Seattle Union Record* (AFL publication) during late '20s [B•T, March 19]. Mr. Haas is president of Queen City Broadcasting Co. (KIRO Seattle), favored for grant in hearing examiner's initial decision.

Attorneys for KXA Seattle and Puget Sound Broadcasting Co.—competing applicants—asked Mr. Haas whether or not, during his tenure with *Record*, newspaper editorially campaigned against capitalism and followed a pro-"leftist" line. Mr. Haas started working for newspaper in 1921 and was minority owner-general manager from 1925 until 1928, when paper folded.

Earlier in week, Mr. Haas received Peabody Award for his contribution in combatting communism through the operation of KIRO (see story, page 143).

PEOPLE

VICTOR H. BICKEL, division manager, Unity Television Corp., N. Y., for past five years, and **AL WALLACE,** recently president of his own organization, Al Wallace Productions, N. Y., and previously with NBC and CBS in merchandising posts, have joined sales development staff, National Telefilm Assoc., N. Y.

ROLAND W. McKITRICK and **EVERETT M. NELSON,** account executives, A. C. Nielsen Co., Chicago, elected vice presidents in rating firm's broadcasting division, it was announced Friday. Both have been with Nielsen since 1942.

GEORGE G. McCONEGHY, former controller, Langevin Mfg. Co., to Allen B. DuMont Labs as assistant controller, reporting to Controller Donovan H. Tyson.

WILLIAM G. BESS, formerly copywriter at Hixson & Jorgenson, L. A., and veteran of 23 years in advertising-sales, to similar post at Erwin, Wasey & Co., same city.

GEORGE W. KUPPER, account executive of Wm. G. Rambeau Co., radio representative, elected vice president of company.

WSPA-TV Asks for Go-Ahead

STILL awaiting appellate court ruling on two-week-old stay argument, WSPA-TV Spartanburg, S. C., ch. 7, Friday asked FCC for special permission to begin regular commercial operation April 20. Station has announced it has 12-bay antenna already mounted and connected on disputed Paris Mt. site, 25 kw transmitter and transmission lines in place, and AT&T interconnection for CBS network programs completed. WSPA-TV's move of transmitter site to Paris Mt. has been subject of court litigation for two years. Protesting move are uhf stations WAVL (TV) Greenville, and WAIM-TV Anderson, both S. C. Request for second stay in case argued March 29, but court has not yet ruled.

Estes-Adlai Offered Time

FULL HOUR of prime time without charge, Saturday, May 12, 8-9 p.m., on KNXT (TV) Los Angeles offered Democratic candidates Estes Kefauver and Adlai Stevenson to debate issues prior to California Democratic primary June 5. Wires sent Friday by News & Special Events Director Sam Zelmann.

MOORE, JONES ATTACKS CLAIM ATTENTION ON CBS-TV AFFILIATES' CHICAGO AGENDA

TWO STORMY ITEMS not on agenda—indictment against networks by Richard A. Moore, KTTV (TV) Los Angeles [B•T, April 2] and doubts raised by President Ernest Jones of MacManus, John & Adams, regarding tv as "prime" mover of autos and durables [B•T, April 9, 2]—loomed as potential fireworks for second general conference of CBS-TV affiliates as two-day meeting got underway in Chicago Friday.

First day's sessions, attended by network officials and some 300 station executives, were described as "orderly peaceful and unspectacular." But there was wide speculation that Mr. Moore's charges against fundamental network procedures, as well as Mr. Jones' questions about tv's power to sell big goods, would be brought up by affiliates for airing during business session Saturday morning.

Leaders of both affiliates and network said they "would not be surprised," but network executives added that they would not advise affiliates on what action if any to take—particularly in regard to Mr. Moore's attack, which was made before Senate Commerce Committee.

It was assumed, however, that Ralph W. Hardy, CBS Inc. Washington vice president, would touch on Mr. Moore's testimony along with other Capitol Hill developments in his report Saturday on "The Clouds in Washington."

CBS Inc. President Frank Stanton was principal speaker at Friday luncheon after morning session devoted to talks by CBS-TV President J. L. Van Volkenburg; C. Howard Lane, KOIN-TV Portland, Ore., chairman of CBS-TV Affiliates Assn.; Merle S. Jones, CBS-TV executive vice president; William H. Hylan, sales vice president; Oscar Katz, research director, and Charles J. Oppenheim, information services director.

Friday afternoon session heard program plans from Hubbell Robinson Jr., executive vice president; political coverage plans from Sig Mickelson, CBS Inc. vice president for news and public affairs; "Effect of Political Convention Schedule on Regular Programming," by CBS-TV Sales Service Manager Robert F. Jamieson; "Tooling up for Fall," by John P. Cowden, operations director, advertising and promotion, and "Corporate Responsibility and Character," by Richard S. Salant, CBS Inc. vice president.

Affiliates were to vote on formal by-laws for their association Saturday morning at session with Chairman Lane presiding. They also were to hear reports by Vice President Hardy, Herbert V. Akerberg, CBS-TV station relations vice president; Engineering Vice President William B. Lodge, and Stations Relations Director Edward P. Shurick. Featured speaker at Saturday luncheon was to be Walter Williams, Undersecretary of Commerce. In afternoon panel session Dr. Stanton, Mr. Van Volkenburg and other executives were to answer affiliates' questions. Tour of CBS-owned WBBM-TV Chicago's new studio building on Sunday afternoon was final event on agenda.

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EDITOR & PUBLISHER
Sol Taishoff
MANAGING EDITOR
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BUREAUS
NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASS'T NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti, Frank P. Model, Selma Gersten, Beverly Berl
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CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar
HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
Virginia Bialas
Toronto: 32 Colin Ave., HUdson 9-2694.
James Montagnes

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in industrial Michigan

WJBK-TV

DETROIT

CHANNEL **2** CBS



NO. 1 IN DETROIT

Pulse and ARB

AND AGAIN PROVED

NO. 1 OUTSTATE

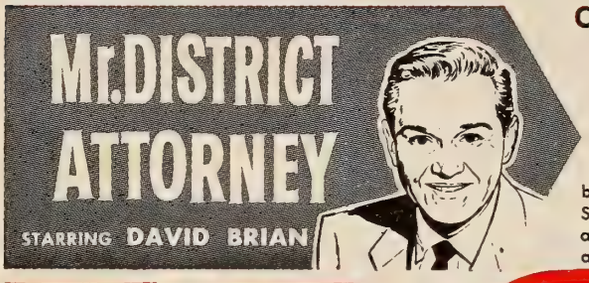
ARB Annual Outside Market Surveys. December 1955, January 1956

		VIEWED MOST BEFORE 6:00 P.M.	VIEWED MOST AFTER 6:00 P.M.
PORT HURON 57 Air Miles from Detroit	WJBK-TV	44%	58%
	Station B	15%	24%
	Station C	20%	12%
	Station D	3%	3%
	No Choice	18%	3%
FLINT 59 Air Miles from Detroit	WJBK-TV	54%	53%
	Station B	25%	33%
	Station E	8%	7%
	Station F	4%	5%
	Station C	3%	1%
	Station D	0%	1%
	No Choice	6%	0%

Get more mileage out of your TV advertising dollar with the terrific selling power of WJBK-TV's top CBS and local programming, 1,057-ft. tower, 100,000-watt power and commanding Channel 2 dial position.

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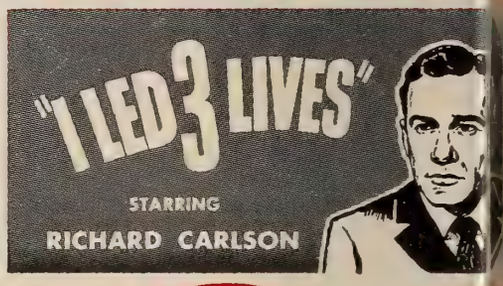


Champion of the people! Here's proof!

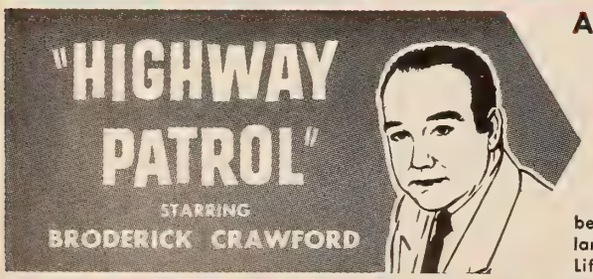
56.6
CHARLOTTE
beats What's My Line, Studio One, Ford Theatre, Godfrey and Friends and others.

37.6 OKLAHOMA CITY	25.6 BALTIMORE
31.5 BOSTON	RENEWED BY CARTER'S IN 37 MARKETS!

ARB—October, November, December '55



HOT SI



An Award-Winning Performance by Academy Award Winning Star!

58.2
JOHNSTOWN
beats I Love Lucy, Disneyland, Kraft TV Theatre, Life of Riley and others.

51.9 BAKERSFIELD	40.2 PEORIA
41.3 ROANOKE	SELLING FOR BALLANTINE'S IN 23 MARKETS!

ARB—November, '55



NOTHING TURNS ON THE HEAT LIKE ZIV PR

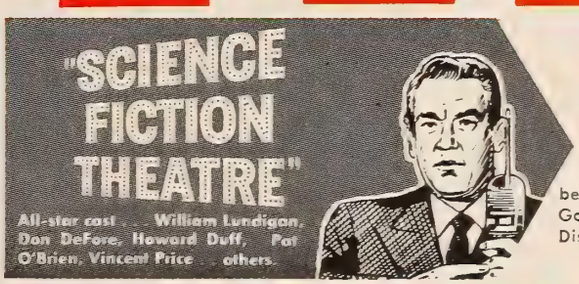
AS THE

Now 3rd Year in Production!

47.2
PITTSBURGH
beats Kraft TV Theatre, This Is Your Life, Lux Video Theatre, Wyatt Earp and others.

27.5 HOUSTON | **26.4** DALLAS-FT. WORTH
26.6 BOSTON | **RENEWED BY PHILLIPS IN 44 MARKETS!**

TELEPULSE—October, '55
ARB—November, '55



50.7
OMAHA
beats Dragnet, George Gobel, What's My Line, Disneyland and others.

33.7 PORTLAND | **26.3** INDIANAPOLIS
27.7 DENVER | **Voted #1 New Syndicated Show for '55!**

ARB—Jan., Feb., '56 Pulse—Feb., '56

HOWS!

Now 6th Year in Production!

36.5
FT. WAYNE
beats $64,000 Question, Ed Sullivan, Dragnet, Disneyland and others.

21.0 BUFFALO
RENEWED BY INTERSTATE BAKERIES FOR 6TH YEAR IN 39 MARKETS!

29.0 CINCINNATI

ARB—Nov., Dec., '55
TELEPULSE—Nov., '55

DUCTIONS!

ZIV'S *NEW* RATING-GETTER!

ZIV Television

"*The Man Called X*"

24.8
COLUMBUS
beats Four Star Playhouse, Ozzie & Harriet, Phil Silvers Show, Robert Montgomery Presents and others.

27.3 TOLEDO
29.6 ALBANY (Schenectady-Troy)



STARRING BARRY SULLIVAN

ZIVS

VOTED No. 1 NEW SYNDICATED SHOW FOR '55!



"SCIENCE FICTION THEATRE"

ALL-STAR CAST . . . William Lundigan, Don DeFore, Howard Duff, Keefe Brasselle, Pat O'Brien, Vincent Price and others.

42.1
JACKSONVILLE
beats George Gobel, Ford Theatre, Dragnet, Studio One and others.

46.5 BOISE
beats Groucho Marx, Jackie Gleason, Arthur Godfrey, Bob Hope and others.

44.8 BAKERSFIELD
39.8 PORTLAND
32.8 FRESNO
ARB—November '55

RATE

"HIGHWAY PATROL"



STARRING
BRODERICK CRAWFORD

An Award-Winning Performance by Academy Award Winning Star!

51.9
BAKERSFIELD
beats Ed Sullivan, I Love Lucy, Disneyland, George Gobel and others.
58.2 JOHNSTOWN
30.5 COLUMBUS
40.2 PEORIA
ARB—Nov., Dec. '55

SELLING FOR BALLANTINE'S IN 23 MARKETS!

"I LED 3 LIVES"



STARRING
RICHARD CARLSON

Now 3rd Year in production!

26.6
BOSTON
beats Dragnet, Milton Berle, Studio One, Big Surprise and others.
48.4 PITTSBURGH
39.3 OMAHA
27.5 HOUSTON
TELEPULSE—Oct., Dec. '55
ARB—Nov. '55

RENEWED BY PHILLIPS IN 44 MARKETS

NOTHING TURNS ON THE HEAT LIK

HOWS

CHAMPION OF THE PEOPLE! HERE'S PROOF!



"Mr. DISTRICT ATTORNEY"

starring DAVID BRIAN

37.6 OKLAHOMA CITY
beats Ed Sullivan, Disneyland, George Gobel, Arthur Godfrey and others.

56.6 CHARLOTTE
beats What's My Line, Studio One, Ford Theatre, Godfrey and Friends and others.

31.5 BOSTON
25.6 BALTIMORE

RENEWED BY CARTER'S IN 37 MARKETS!

ARB—Oct., Nov., Dec., '55

GREAT!

ZIV Television

NEW YORK • CHICAGO
CINCINNATI • HOLLYWOOD



"The Man Called X"

Starring BARRY SULLIVAN

DAYTON
beats Studio One, Stage Show (Dorsey Bros.), Medic, Comedy Hour and others.

23.4 PHOENIX
28.5 SOUTH BEND (Elkhart)
ARB—Feb., '56

NEW! ZIV'S NEXT BIG RATING GETTER

. . . . . ZIV PRODUCTIONS !

FOR RA

"HIGHWAY PATROL"

Starring
BRODERICK CRAWFORD



An Award-Winning Performance by Academy Award Winning Star!

32.3
COLUMBUS
beats Perry Como, Climax, This Is Your Life, Arthur Godfrey and others.

28.6 DENVER
beats Groucho Marx, Jackie Gleason, I Love Lucy, Dragnet and others.

30.3 SAN ANTONIO
beats Godfrey's Talent Scouts, Robert Montgomery, This Is Your Life, U. S. Steel Hour and others.

ARB—Jan. 56; TELEPULSE—Jan. '56

SELLING FOR BALLANTINE'S IN 23 MARKETS!

"SCIENC FICTION THEATR

TRUMAN BRADLE
As host and narrato

RENEW

"Mr. DISTRICT ATTORNEY"

Starring
DAVID BRIAN



Champion of the people! Here's proof!

37.6
OKLAHOMA CITY
beats Ed Sullivan, I Love Lucy, George Gobel, What's My Line and others.

31.5 BOSTON
beats Dragnet, George Gobel, This Is Your Life, Sid Caesar and others.

28.1 ST. LOUIS
beats Robert Montgomery, Arthur Godfrey, Milton Berle, This Is Your Life and others.

ARB—Nov., Dec. '55; Jan. '56

RENEWED BY CARTER'S IN 37 MARKETS!

"THE MA CALLED

Starring
BARRY SULLIVA

RESULT

TINGS!



Now! 2nd Year In Production!

32.5 PORTLAND
beats George Gobel, Studio One, Dragnet, Climax and others.

26.3 INDIANAPOLIS
beats Dragnet, Groucho Marx, Disneyland, What's My Line and others.

27.7 DENVER
beats I Love Lucy, Climax, Dragnet, Groucho Marx and others.

ARB—Jan. 56; TELEPULSE—Jan. '56

. . . Voted No. 1 New Syndicated Film Series

ALL STAR HOLLYWOOD CAST!

ALS!



NOW! ZIV'S NEXT BIG RATING GETTER!

29.6 ALBANY
(Schenectady-Troy)
beats $64,000 Question, Disneyland, Jackie Gleason, Climax and others.

23.4 DAYTON

28.5 SOUTH BEND
(Elkhart)

ARB—Feb., '56

THE HOT SHOWS COME FROM ZIV!

"SCIENCE FICTION THEATRE" RENEWED

by OLYMPIA BEER in

- LOS ANGELES
- SAN FRANCISCO
- SAN DIEGO
- PORTLAND
- SEATTLE-TACOMA
- SPOKANE

and 15 other west coast markets

Also renewed in these markets:

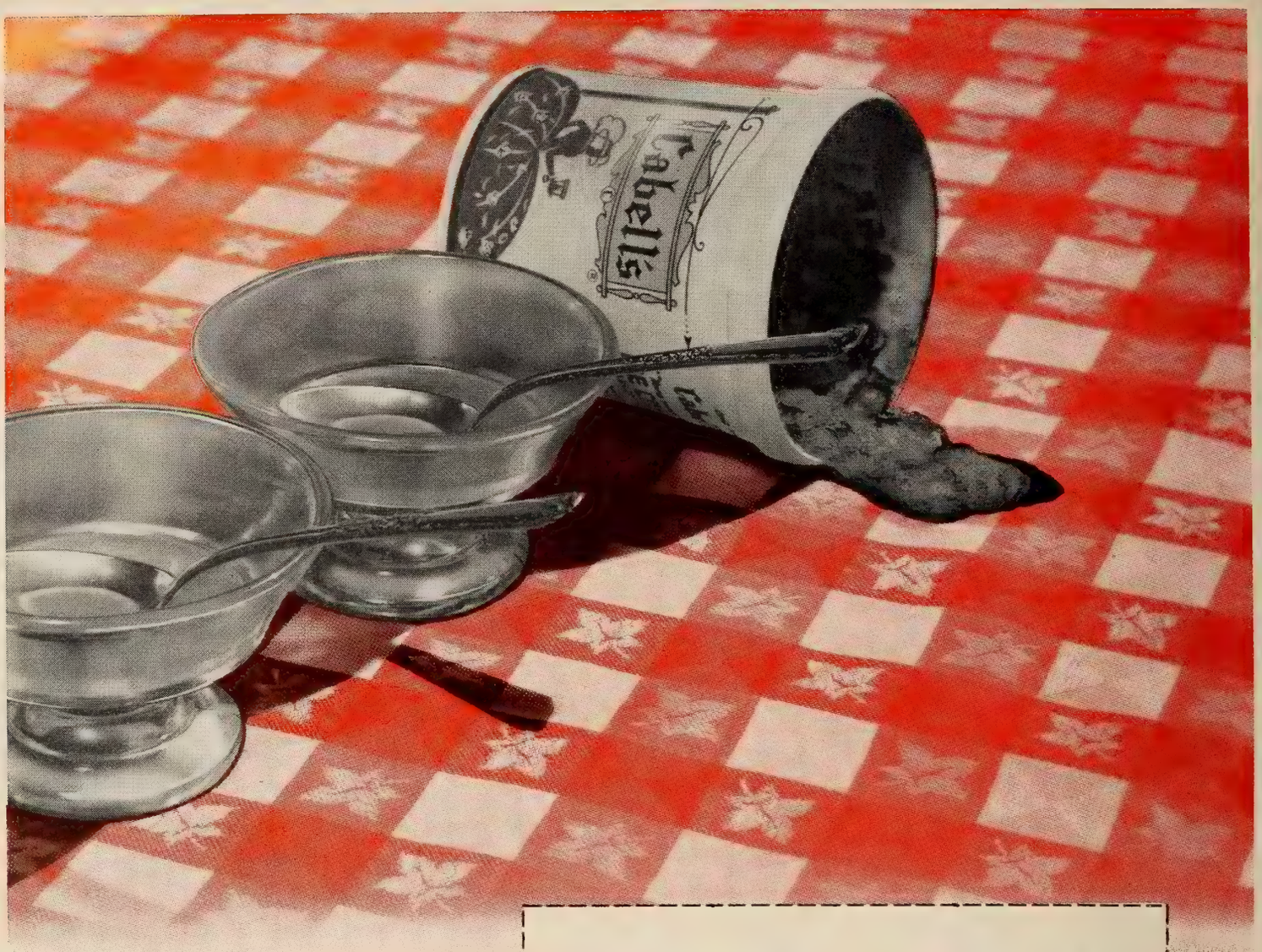
- BUFFALO
- PHOENIX
- YUMA
- MILWAUKEE
- PORTLAND, MAINE
- GRAND JUNCTION, COLORADO
- BALTIMORE
- DETROIT
- NEW YORK CITY
- PHILADELPHIA
- WASHINGTON, D. C.
- SALT LAKE CITY
- CHICAGO
- ST. LOUIS
- CLEVELAND
- BOSTON
- SYRACUSE
- CHARLOTTE
- INDIANAPOLIS
- GRAND RAPIDS
- GREENSBORO
- ROCHESTER
- PROVIDENCE

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- KGGM-TV in ALBUQUERQUE
- KLAS-TV in LAS VEGAS
- WTVJ in MIAMI
- KBTV in DENVER
- WFAA-TV in DALLAS
- KERO-TV in BAKERSFIELD
- KIDO-TV in BOISE
- KID-TV in IDAHO FALLS
- WMCT-TV in MEMPHIS
- KVAL-TV in EUGENE, ORE.
- WCCO in MINNEAPOLIS

and others.

S!:ZIV!



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This is a picture of a sale. And we believe that sales are the only measure of results on TV. So do the folks at Cabell's, Inc. — who manufacture and sell outstanding dairy products throughout North and East Texas.

Despite the competition of over 15 local and national brands, Cabell's continues to show outstanding sales gains — year after year. And WFAA-TV gets a lion's share of the credit for these results. A 30-minute film show on Wednesday nights, and a live day-time kid show, four times weekly, are now in their third consecutive year.

If you're looking for *results* in this big Dallas-Fort Worth market . . .

CALL YOUR PETRYMAN FOR THE CHANNEL 8 STORY!

WFAA-TV

NBC-ABC

dallas

A Television Service of The Dallas Morning News
Ralph Nimmons, Station Manager
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TWENTIETH CENTURY

IN THE skillful hands of Orson Welles—as a cross between a stuffed panda and a southern senator—*Ford Star Jubilee's* "Twentieth Century" roared into thousands of living rooms a week ago Saturday night with all the aplomb of a guided missile. We do mean roared.

After running on and off the stage, screen and now television for over 20 years, it was to be expected that some of the train's couplings would get a bit rusty. Yet the biggest switch was pulled by someone in the CBS-TV roundhouse when they tossed Betty Grable into the act—less a vamping movie queen than a slow caboose. Miss Grable, for all her wiggling and waggling, is no actress of any particular note. Her Lily Garland wilted 'ere it flowered. Mr. Welles, on the other hand, is every inch—every *last* inch—a performer of stature, be he Oscar Jaffe, Citizen Kane or Harry (The Third Man) Lime.

He was completely backed by Keenan Wynn as his dipsomanic press agent, Ray Collins as his ulcerous manager and Gage Clark as the escaped lunatic. Mr. Clark hasn't been seen often enough on tv.

Technically, "Twentieth Century" was well done. Though suffering at times from overused film clips, tired lines and some unforgivable fluffs, the color showed up unusually clear and so—we regret to say—did the audience laughter which sounded suspiciously "canned."

Production costs: Approximately $200,000.

Sponsored by Ford Motor Co., through J. Walter Thompson Co., New York, on CBS-TV, every-fourth-Saturday, 9:30-11 p.m. EST.

Staring: Orson Welles, Betty Grable, Keenan Wynn, Ray Collins, Lance Fuller, Gage Clark, Bennie Rubin, Paul Siemion, and others.

Written by: Ben Hecht and Charles MacArthur; adapted for tv by Robert Buckner; producer: Arthur Schwartz; assoc. producer: Les Hafner; director: Paul Nickell; assoc. director: Bill Robinson; art: Robert Tyler Lee; sets: Buck Henshaw music (pre-recorded): "Fatal Fascination" by Arthur Schwartz and Howard Dietz. Entire production under supervision of Harry Ackerman, CBS-TV executive director of special projects.

NATIONAL BOWLING CHAMPIONS

A RELUCTANT pin, refusing to drop for the 11th straight strike, robbed Ned Day of a perfect game—and of the $10,000 offered by the sponsor, General Cigar Co., for any such during the televised part of the match—and gave viewers of *National Bowling Champions* their biggest thrill during the inaugural NBC-TV half-hour telecast of this "live" series on April 8.

Debuting in prime network time, *National Bowling Champions* aims at capturing a maximum audience by combining the appeal of the nation's top participation sport with that of the money giveaway shows. Two top bowlers are matched in a three-game, total-point bout. The winner collects $1 per pin for all he downs during the three games; the loser gets a flat $300 and each gets a bonus of $10 for each pin over 700. Not to mention that $10,000 for a perfect game during the tv time, which on the first telecast began about the midpoint of the second game.

Mr. Day, who missed $10,000 by one pin after rolling ten straight strikes, was caught in his moment of sorrow by an alert camera's closeup, but the cameraman missed the chance to show the lone standing pin (No. 7, if you're a bowling fan). Even with this miss, Mr. Day's take-home pay for his night's work amounted to $1,701, plus a chance to bowl again on tv next Sunday. His opponent, Buddy Bomar, won $720.

And they call it pin money.

Production costs: $5,000.

Sponsored by General Cigar Co. (White Owl Cigars) on alternate weeks through Young & Rubicam Inc. on NBC-TV, Sun., April 8, 9:30-10 p.m. CST.

Producer: Matt Niesen; director: Paul Robinson; technical director: John Natale; commentator: Joe Wilson.

$64,000 CHALLENGE

THERE's one solace for which we who watch television are grateful. Fred Allen was spared the latest in television programming. Another quiz show. At least the beloved punster and satirist was spared this addition to his catalogue of broadcasting culpabilities.

This one is the *$64,000 Challenge* (sired by the *$64,000 Question*, out of Lou Cowan). The gimmick here is that challengers pit themselves against champions (those who hit $8,000 or above in the mother program). The first *Challenge* show had a 77-year-old retired railroadman appearing against Myrt Power, 72-year-old $32,000 baseball winner, and a New York City fire department lieutenant opposing New York City patrolman Redmond O'Hanlon, winner of $16,000 in the Shakespeare category. The baseball oldsters were tied at the $8,000 mark and were due back yesterday. The fire laddie missed out at the $4,000 level and departed—leaving officer O'Hanlon $4,000 richer.

M. C. Bill (Sonny) Fox is a sort of roughhewn Hal March. Mr. Fox looked kind of awkward in this patently commercial venture; he's host on CBS' well thought of children's program *Let's Take a Trip*, and before that was host and producer of *The Finder*, on St. Louis' educational tv outlet KETC (TV).

If network radio's fall from top position can be attributed in any small part to the glut of quiz shows which cast its pre-tv pall over that once flourishing medium, Lou Cowan and CBS can begin taking bows for pulling down tv.

Production costs: $30-$35,000.

Sponsored by Revlon Inc. and Kent cigarettes, alternate weeks, via C. J. LaRoche & Co. (Revlon) and Young & Rubicam (Kent) on CBS-TV Sundays, 10-10:30 p.m. EST.

Master of ceremonies, Bill (Sonny) Fox; executive producer, Steven R. Carlin; producer-director, Joe Cates; associate producer, Mert Koplin; production supervisor, Ben Kagan; commericals, Barbara Britton (for Revlon) and Jonathan Blake (for Kent); announcer, Bill Rogers; music conducted by Norman Leyden; questions edited by Dr. Bergen Evans; package by Louis G. Cowan Assoc.

TELEPHONE TIME

SPIN a yarn, and the more believable it is, the better the television fare. This is the formula of Bell Telephone's half-hour drama series, *Telephone Time*, which premiered April 8 on CBS-TV. John Nesbitt, storyteller of radio and the movies, narrates the Hollywood-filmed series.

First entry was "The Golden Junkman," tale of an immigrant junkman who through sheer will and mental and physical prowess wins back the affection of his twin sons whom he had smothered in his own drives and ambitions.

The acting, particularly in the performance of Lon Chaney Jr., was commendable. The production kept pace with the action which



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Starring John Lascelles
6:30 - 9:15 AM — Mon. thru Sat.
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BOB GLACY SHOW
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Top tunes all afternoon.
Top buy to sell the Niagara Frontier.

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Outstanding 5 and 10 minute News and Weather Spots



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HOLLYWOOD
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Russ Building
Sutter 1-3798

EAST, SOUTHEAST

WBZ + WBZA	Boston + Springfield	NBC	51,000
WGR	Buffalo	NBC	5,000
KYW	Cleveland	NBC	50,000
WWJ	Detroit	NBC	5,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	ABC	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WPTF	Raleigh—Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth—Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	ABC	5,000
KFAB	Omaha	NBC	50,000
WMBD	Peoria	CBS	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Fort Worth—Dallas	NBC-ABC	50,000
KENS	San Antonio	CBS	50,000

MOUNTAIN AND WEST

KBOI	Boise	CBS	5,000
KGMB-KHBC	Honolulu—Hilo	CBS	5,000
KEX	Portland	ABC	50,000
KIRO	Seattle	CBS	50,000

maintained fair interest to conclusion. Unfortunately, the story, albeit one with a twist, did not come up to the higher quality of technique and performance. Its touch of pathos and sentimentality was at the expense of characterization. Unable to break through the inherent limitations of the half-hour dramatic format, "The Golden Junkman" did not ring quite loud enough as Bell's first endeavor in its weekly series.

Production costs: Approximately $40,000.
Sponsored by Bell Telephone System, through N. W. Ayer & Son, New York, on CBS-TV, Sun., 6-6:30 p.m. EST.
Narrator: John Nesbitt.
Cast: Lon Chaney, Peter Brocco, Robert Arthur, Corey Allen, Jimmy Baird, Ronald Anton, Leslie Dennison, Marshall Bradford, Olive Sturgess, John Tuggle, Nancy Kilgass, Yvonne Lime, Tom Browne Henry.
Executive producer: Hal Roach Jr.; producer: Jerry Stagg; director: Roy Kellino; director of photography: Paul Ivano; assistant director: Bruce Fowler Jr.; film editor: Bruce Shoengarth; art director: William Ferrari; casting: Ruth Burch; teleplay: Donald S. Sanford; sound: Charles Althouse; story editor: Henry Greenberg.

PENNANT PREVIEWS

WELL-EDITED tape and basic understanding of factors involved in the success or failure of a major league baseball club are combined by ABC Radio in this tri-part offering.

Howard Cossell, dispensing with the usual pre-season chatter of bluesky hopes for each team, pinpoints definite strengths and weaknesses. About these he simply offers the question live and follows with brief, taped answers from respective managers. Loyal hometown fans may wince at certain summations, but it makes good, factual sports reporting.

Sustaining on ABC Radio, Saturday, 6:30-7 p.m.
Narrator-producer: Howard Cossell; director: Chuck Manno.

AMERICAN MUSIC HALL

IN ITS FIRST move toward scrapping its much-heralded but commercially unsuccessful *New Sounds for You* concept of evening programming, ABC Radio last Monday introduced two musical program series. The net result was highly satisfying to listeners and should please the American Federation of Musicians because both programs feature "live" music.

The formula for *American Music Hall,* subtitled "A Six-Week Musical Tribute to Spring," prescribes music from the best-loved songs from the Broadway stage, Tin Pan Alley and motion pictures. On its initial broadcast, the program offered musical compositions by George Gershwin, Rodgers and Hammerstein, Frank Loesser and Jerome Kern, among others. It made for highly pleasurable listening.

The 35-piece ABC concert, string and dance orchestra, conducted by Glenn Osser and Ralph Herman, presented interesting arrangements of long-time favorites. On subsequent programs, conductor Arnold Eidus will appear. The program's regular vocalists, Tommy Furtado and Peggy Ann Ellis, were impressive as highly accomplished pop singers. Leading instrumentalists will appear from time to time.

The five-night-a-week program is heard on Mondays and Wednesdays at 8-8:25 p.m. and 9-9:25 p.m. to accommodate *Voice of Firestone* (Mon., 8:30-9 p.m.) and *High Moment* (Wed., 8:30-8:55 p.m.). Five-minute newscasts are carried on the 25- and 55-minute marks during the 8-9:30 p.m. period. For the final phase of *New Sounds,* ABC has substituted *Best Bands in the Land* at 9:30-9:55 p.m. (Mon.-Fri.), with Paul Whiteman as host to introduce pickups of name bands.

Production costs: $12,000 a week.
Sustaining on ABC Radio, Tues., Thurs., Fri., 8-9:25 p.m. EST; Mon., Wed., 8-8:25 p.m. and 9-9:25 p.m. EST.
Producer: George Wiest; writers: Bette Ripley, Edward Ettinger, Don Witty; host: Gil Hodges; scrip editor: Jack Mitchell.

YUNG-CHA, CHILD OF KOREA

IN KOREA today there are 36,000 children without homes or families; 36,000 ragged, dirty urchins who live by what they can beg or steal; 36,000 youngsters who, left as they are, will develop into hardened criminals unless disease wipes them out before they grow up; 36,000 kids who, with a little help, love and care, could become useful citizens in a land which needs useful citizens very much.

This tv film shows what happens when the children are fortunate enough to find sanctuary in an orphanage supported by the Christian Children's Fund. Taken at the orphanage, about 40 miles from Seoul, with the children and workers portraying themselves, it tells the story of little Yung-Cha and her transformation from a child of the streets, little better than a wild animal, into a happy member of a community.

The film, now available to tv stations throughout the country, has only 30 seconds of pure commercial, asking those who want to help to write to CCF, Richmond, Va. But actually the 15-minute film is all commercial, for it impels each member of its audience to help other Korean children to find homes, too.

Production costs: Approximately $8,000.
Filmed in Korea for Christian Children's Fund, Richmond, Va.
Produced by: Washington Video Productions with the cooperation of USIA; writer-director: George F. Johnston; editor: Sylvia Cummins Betts; sound service: Capital Film Labs.
Cast: Dr. K. S. Oh, orphanage director; Miss Kim, house mother; Yung-Cha, other children.
Music: Dr. Andrew Whang.

TRIAL AT ROUEN

NBC-TV's courage to present the untried as well as the true in its opera programs is at once the glory and the weakness of the series. The latter was demonstrated April 8 when the new Norman Dello Joio opera surely fell on many uncomprehending ears. However, modern music can't be snap-judged. Today's classics were scorned by yesterday's public. So it may be with Mr. Dello Joio's work. But last week it sounded dull and devoid of melody.

The singers, principally Hugh Thompson as the inquisitor Bishop Cauchon, Chester Watson as the sympathetic Friar Julien and Elaine Malbin as St. Joan, were competent both as singers and actors, although, as happens often, soprano lines were unintelligible.

Visually the program was easier to understand. Action against simple 15th century sets was credible and moving.

Presented sustaining on NBC-TV in color and black-and-white, April 8, 4-5:30 p.m. EST.
Cast: Elaine Malbin, Hugh Thompson. Chester Watson, Paul Ukena, R. W. Barry, Francis Monachino, James Norbert, David Smith, William Wolff, Marvin Worden, Loren Driscoll, Carole O'Hara, Frances Paige and 32-voice chorus; Symphony of the Air orchestra.
Composer and librettist: Norman Dello Joio; producer: Samuel Chotzinoff; music and artistic director: Peter Herman Adler; director: Kirk Browning; Noel Taylor; associate producer: Charles Polacheck; associate director: Gertrude Rosenstein.



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KMJ has wider coverage than any competitive station, daytime or nighttime. (SAMS)

KMJ has a wider FCC contour, daytime or nighttime, than any competitive station.

Beeline stations, purchased as a unit, give you more listeners in Inland California and Western Nevada than any competitive combination of local stations . . . and at the lowest cost per thousand. (SAMS & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative


He walks
with the
stars
David Stone Martin



Familiar to television audiences from coast to coast is *The Whistler*... and famous are the stars who accompany him in pursuit of suspense and high-impact drama. Stars like Paul Kelly, Miriam Hopkins, Audrey Totter, Maureen O'Sullivan, Lon Chaney, Howard Duff, Patric Knowles, John Ireland, Barton MacLane, Tom Brown, Marguerite Chapman, Charles Winninger and Les Tremayne.

The Whistler is television's master story-teller. His tales of mystery and intrigue are second to none for sheer excitement and suspense. And every half-hour program is a masterpiece of skilled production and artful direction. The result is that, wherever he appears, *The Whistler* attracts substantial audiences right from the start... consistently walks away with the highest ratings in its time period in many areas. (Two examples: In Spokane, a 3-station market, *The Whistler* draws a 28% larger rating than competing shows on the other two stations *combined*. In Montgomery, Ala., it's the highest-rated syndicated film on the air.*)

To build the prestige *and the sales* that come from sponsorship of a major dramatic vehicle, call or wire the distributor of the fastest-moving films in television...

CBS Television Film Sales, Inc.

New York, Chicago, Los Angeles, Detroit, San Francisco, Boston, St. Louis, Dallas, Atlanta. In Canada: S.W. Caldwell, Ltd.

*Latest available Telepulse



Hot
news item
on election race,

Reads from copy,
No trace of face!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WILK-TV
Channel 34
Wilkes Barre, Pa.

WATE
Channel 6
Knoxville, Tenn.



our respects

to JAMES CAMPBELL HAGERTY



IN ALL HISTORY few people have disseminated so much significant information so rapidly to so many people as James C. Hagerty, news secretary to President Eisenhower. Mr. Hagerty will address the NARTB convention Wednesday afternoon.

Through this quiet Irishman (Episcopalian) comes a daily stream of current history that within seconds reaches living rooms, barber shops, barns, beaches, shops and offices thousands of miles distant. During his three-year-plus tenure in the White House he has operated, with the support of the President, on the theory that efficient feeding of news to the world is a critical function—sometimes as important and delicate as the news development itself.

A little more than a year ago Mr. Hagerty confronted two dozen White House newsmen in his office with a journalistic block-buster. Panning the semi-circle of pencil wielders from behind his thick glasses, he said in his placid this-may-interest-some-of-you manner: "Tomorrow at the press (news) conference we are going to permit the tv newsreel cameras and newsreel (theatrical) cameras in the conference room."

The reportorial contingent started buzzing. One veteran quipped, "I wonder if there is some way we can work in sponsors here. Are you fellows going to say, 'Wait, Mr. President, until I get in some film, say for Gunther beer.'"

The Presidential news secretary listened patiently. When the wisecracks started to let up, he uttered a historic comment that will live in journalistic lore. "All media of information, including television, have the right to cover the President." And then topped it, "This is the second half of the 20th Century."

The conference experiment worked and is already a fixed custom. Mr. Hagerty and the President had long felt the news-making sessions should be open to the public. Two years of planning, spurred by the President's enthusiasm for tv and radio, had produced a four-Cabinet-member conference and a full Cabinet meeting report. But the news conferences, held in the rococo Indian Treaty Room of the old State-War-Navy building housing executive officers, had been television-proof because, as the news secretary put it, "We'd have had to light it like a Christmas tree," and everyone knew the President wouldn't stand for Hollywood & Vine production trappings. Two technical advances solved the production problem—Tri-X fast film and Auricon 32-minute cameras.

Thus another Presidential—and Hagerty—advance in news dissemination was achieved, though both still refuse to permit live conference pickups. "The White House must remain in control of the spoken words of the President," Mr. Hagerty said, but actually he seldom censors visual or aural material and hasn't used his blue pencil in months. He vividly recalls the time the President's tongue slipped when he mentioned a critical situation in Indonesia. He meant Indo-China, and either radio or newsreel display would have loosed diplomatic chaos.

Shortly after Gov. Thomas E. Dewey, of New York, hired Mr. Hagerty away from the *New York Times* in 1943, the young press secretary began to discover radio's ability to convey the civil servant's voice into the living room, a technique that did much to humanize the rather austere governor in the public's mind. Reports to the electorate and frequent radio as well as tv speeches became a familiar Dewey technique. Mr. Hagerty's press role continued through two Presidential and two gubernatorial campaigns.

In June of 1952 Gov. Dewey loaned his news secretary to the Eisenhower camp and after the Republican nomination was in hand, the President-to-be named him news secretary for the campaign and then for the Presidency.

"From the start, the President and I talked about ways of developing the use of news media," Mr. Hagerty said. "The President felt the people should know more about their government and he recognized the ability of television and radio to bring the government and the President right into the home."

James Hagerty was born May 9, 1909, in Plattsburgh, N. Y. His family moved to New York City in his third year. His father became a *New York Times* political writer and retired only two years ago. The younger Hagerty, after graduating from Blair Academy, in New Jersey, went to Columbia U., getting a job as campus correspondent for the *Times*. Aside from a city news service beat, his newspaper career was devoted to the *Times* and he soon became Albany correspondent.

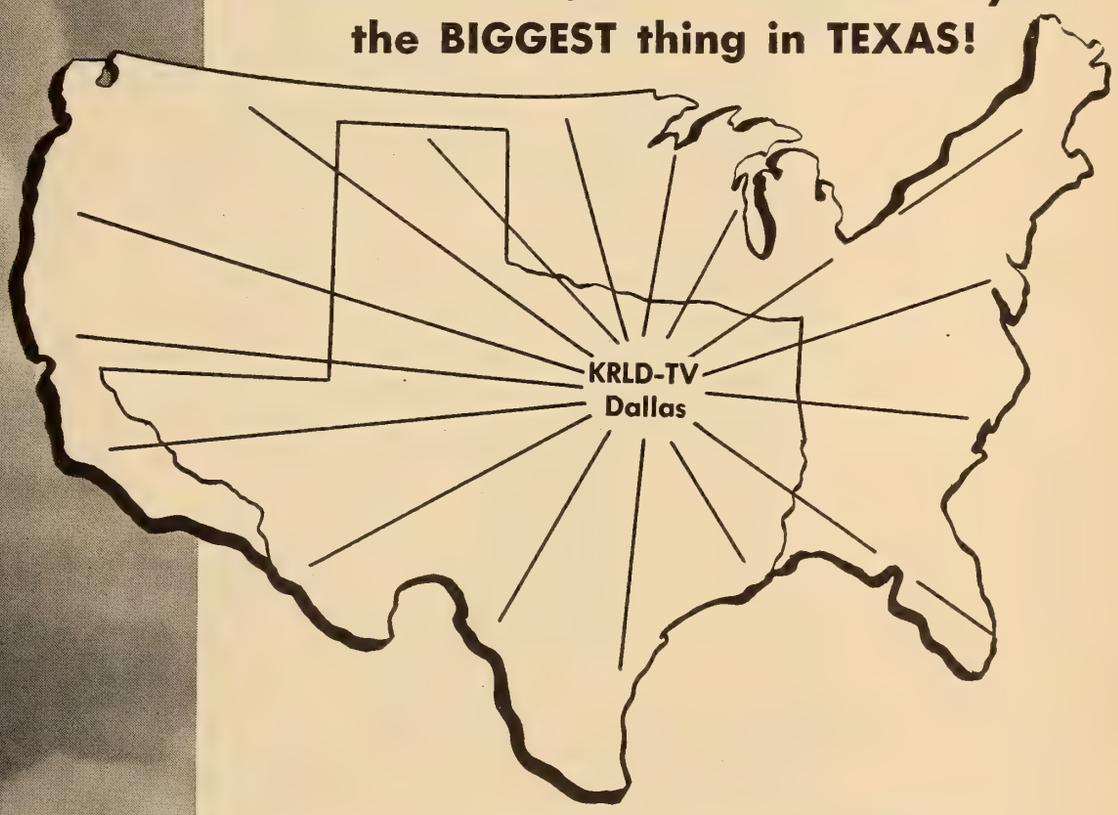
Now he is often called the best-known of all presidential news secretaries, despite a serious self-effacement policy. He can't be bothered trying to show his personal importance in the White House inner circle and prefers to be left out of policy matters until they reach the point where an information specialist is needed. White House newsmen know his word is good and that he is fair to all. They know, too, his Irish temper flares up sometimes under extreme pressure but recall one crackling outburst that wound up with this typical comment, "All right, so I blew my top."

He is married to the former Marjorie Lucas. They have two children, Roger, 24, and Bruce, 19. When the 24-hour job permits—and its one of the toughest in the capital—he likes to read (intensively) and shoot a little golf (so-so, but look who he plays with).





You can't quite see it from the Palmer House, but let us show you the BIGGEST thing in TEXAS!



And, as this map proves, you can't possibly live very far from Dallas, so why not drop by on your way home from the NARTB Convention.

Be our guest, and we'll show you Texas' tallest tower, with the KRLD-TV antenna on top, jutting 1,521 feet into the bluest of skies, plus what we have been told are the finest transmitting facilities in the U. S. today.

We would like to tell you too about the Top O' TEXAS Market, 42 Texas and Oklahoma counties, where dwell more than 2,250,000 prosperous people who look at 564,080 television sets, most of which are tuned, most of the time, to Channel 4 . . . . . KRLD-TV.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas

UM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President

A TV SUCCESS



© WALT DISNEY PRODUCTIONS

STORY THAT DWARFS ALL OTHERS

We'd be **Dopey** if we kept the news a secret! Fact is, ABC-TV has two towering successes in its Disneyland and Mickey Mouse Club shows. The **Happy** news about Disneyland is that every one of its advertisers has renewed until the fall of '57 . . . making the show a complete sellout. Small wonder — because this award-winning program (an Emmy, this year and last, among others) has been a top-tenner ever since its first performance. And, as for the Mickey Mouse Club, it's awakened the **Sleepy** world of daytime TV with a start . . . simply by being *the* top-rated daytime show ever since its premiere. And what sponsor could be **Grumpy** about a cost per thousand homes of 68 cents (lowest in daytime and nighttime TV)! Obviously, this low, low price is just what the **Doc** ordered for low-cost, high-potency television. Already, 7 Mickey Mouse Club sponsors* have renewed for the '56-'57 season. If you'd like to join them, don't be **Bashful.** Get in touch with your ABC-TV rep *now!*

HEY, WHAT ABOUT ME?

Sorry, **Sneezy,** we had to leave you out. This success story is nothing to sneeze at!



**Armour & Co., The Bristol-Myers Co., Carnation Milk Co., The Coca-Cola Co., General Mills, Inc., The S.O.S. Company, Mattel, Inc.*

ABC TELEVISION NETWORK

KLZ's
"Denver At Night"
...has revitalized nighttime radio

it's nighttime radio with "PEOPLENESS"*

*"PEOPLENESS" is another word for intimacy—or mutuality. By any word it's a close relationship of folks who *sell* with folks who *buy* (and lots of them†).

"DENVER AT NIGHT" buttonholes buyers because buyers spend their evenings with KLZ sales personalities . . . Charlie Roberts, Warren Chandler, Stan Brown, Starr Yelland. People *buy* from People.

"DENVER AT NIGHT" is exciting "tune-and-stay-tuned" fare.

Listeners hear both sides of conversations in KLZer's talks with *people* 'round the corner . . . in New York . . . in London . . . or in Cairo—news in the making, human interest, drama. "Denver at Night" *lives among people* . . . takes listeners to cave-ins, shut-ins, disasters, weddings, cops on the beat, the quietly efficient hospital night nurse. It's vital . . . human . . . personal! Interspersed throughout is local, regional and world NEWS—MUSIC—VARIETY—BASEBALL.

BUY "Denver at Night"

SELL the Gr-r-rowing Denver Market!

Call your KATZ man or KLZ Radio Sales Today!

†Latest PULSE proves KLZ has the highest all evening ratings in town—6 p.m. to midnight.

KLZ RADIO DENVER 560 k.c.

CBS in the Rocky Mountain Area
Represented by the KATZ Agency



HELEN HULL SMITH

on all accounts

SINCE joining the Los Angeles agency of Smalley, Levitt & Smith in 1949, Helen Hull Smith has watched total billings increase four times over. But more important, since becoming media director and timebuyer, she has spent a good portion of the client's dollar in radio and tv and seen the results grow, too.

She likes to cite the example of Lyon Van & Storage Co., which headquarters in Los Angeles and operates throughout the western states. Several years ago Lyon experimented with television by signing for participations on the Columbia Television Pacific Network's early morning live venture, *Panorama Pacific*. Now using nine CTPN stations in the 7-9 a.m. program, Lyon "is getting more response than ever before and company executives and salesmen give the commercials personally from time to time."

Additionally, Lyon uses radio and tv spots in 12 major markets in California, Oregon and Washington.

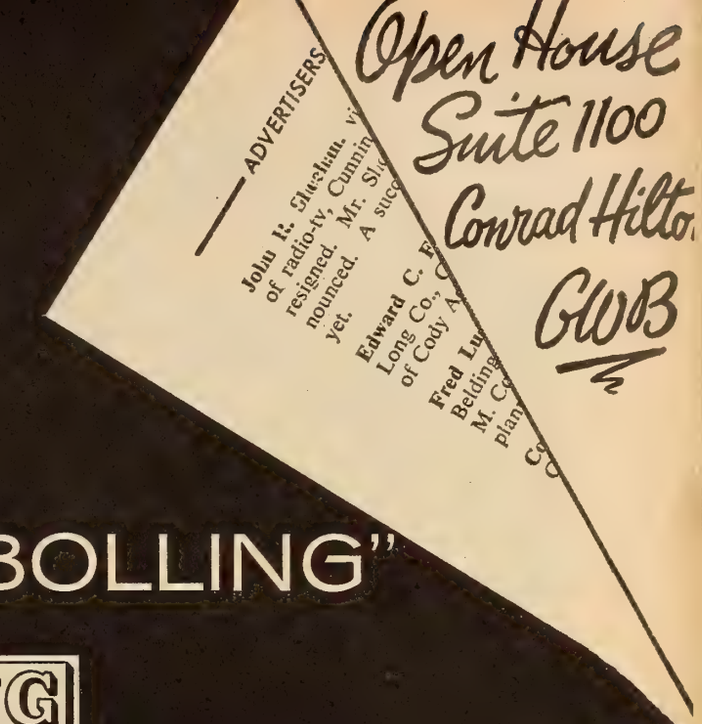
Miss Smith also buys time for Tanner Gray Line Motor Tours (tours and automobile rentals) which currently is using radio in Palm Springs, Las Vegas, Tucson and Phoenix. Other Southern California radio-tv accounts include Vai Bros. (Padre wine), Metropolitan Coach Lines, *Los Angeles Times* and *Mirror-News* and the California International Flower Show.

Born in Los Angeles Jan. 19, 1927, Miss Smith is so sold on California she has ventured out of the state only three times for brief trips.

Miss Smith decided at an early age to become a writer and took journalism at a vocational high school in Los Angeles. She pursued this field for two years at Los Angeles City College and then switched to psychology for two more years at the U. of California in Berkeley. "That's what I call a smattering of knowledge," she admits with a bright smile when she explains it took a long time to learn "a lot of other people can write better."

After working a year at the Auto Club of Southern California, Miss Smith switched to Smalley, Levitt & Smith in 1949 as a secretary. In 1951 she transferred to the agency's media and timebuying department and was given a chance to tackle the top post when the media director resigned.

Miss Smith has an apartment in Hollywood which she shares with her Siamese cat. "I hate housekeeping and cooking," she confides, explaining that she much prefers reading "best sellers" in fiction and listening to modern jazz—"better described as 'modern sounds'. Don't confuse it with Dixieland, please."



"REPRESENTED BY BOLLING"

IS LIKE STERLING

ON

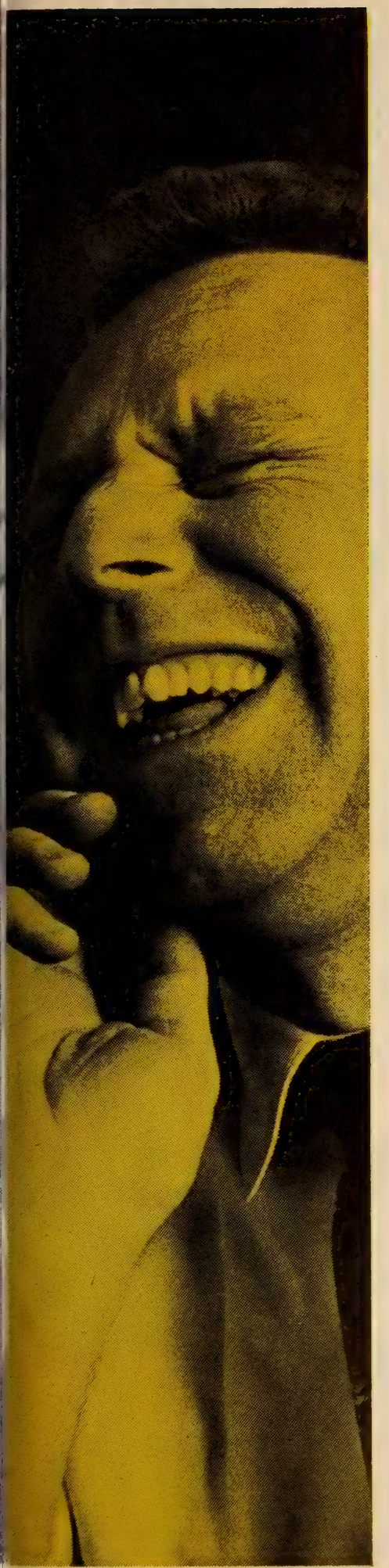
SILVER

— THE BOLLING COMPANY —

STATION REPRESENTATIVES

NEW YORK
CHICAGO
BOSTON
LOS ANGELES
SAN FRANCISCO





Here are four new features that can mean more sales and profits for your radio station. Added to all the other big-name programming, merchandising and sales aids in RCA Thesaurus, these new features make Thesaurus your best transcription library buy.

No matter what your program need, Thesaurus has it! — music, sports, children's entertainment, specially recorded disc jockey programming.

RCA Thesaurus clicks in '56 with these new features:

1. GREAT AMERICAN WOMEN

An unusual series of 65 five-minute shows for women and about women — great Americans like Amelia Earhart and Helen Keller. Basil Rathbone narrates.

2. JAZZ AT THE PHILHARMONIC

A special bonus package of 100 selections on ten 12″ long-plays, featuring such jazz greats as Count Basie, Lionel Hampton and Gene Krupa. Over 100 voice tracks specially designed for DJ's, with Norman Granz doing the recorded dialogue about jazz and jazz-makers.

3. SELL-TUNES

Another merchandising plus. 100 newly recorded musical commercial lead-ins that put a lyrical punch into local selling for every kind of local sponsor — auto dealers, banks, supermarkets. Special DJ opening and closing themes, too.

4. SHOW-STOPPERS

Another no-cost programming EXTRA ...362 audience stoppers to brighten your DJ shows! 60 different characters! 16 hilarious dialects! All on 45 rpm records. Specially written lead-ins make your DJ part of the act.

RCA KEY CLUB Radio Broadcasters Attending NARTB Convention!

Pick up your key to the RCA Thesaurus Key Club, Suite 600, Conrad Hilton Hotel, for a demonstration of how RCA Thesaurus can mean more profits for you.

RCA recorded program services

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-7200 / 445 N. Lake Shore Drive, Chicago, Ill., WHitehall 4-3530 / 522 Forsyth Building, Atlanta 3, Ga., LAmar 7703 / 1907 McKinney Avenue, Dallas 1, Texas, RIverside 1371 / 1016 N. Sycamore Avenue, Hollywood 38, Calif., OLdfield 4-1660. TMKS®

4 new profit features from RCA Thesaurus




TV's
pay-off
pitch to
30 million
youngsters . . .
the exciting
new ½-hour film
series in color
or black-and-white
JUNIOR SPORTS LEAGUE
Junior

JUNIOR SPORTS LEAGUE belongs to America's kids . . . all 30 million of them! Weekly half-hour television "club meetings" with baseball star Phil Rizzuto as National Sportsmaster offer these action-packed attractions:

- Sports lessons by America's champions. Big names, such as Bob Cousy, Frankie Frisch, Tom Gola, Jesse Owens.
- Biographies of America's idols — Babe Ruth . . . Knute Rockne . . . Connie Mack.
- Quiz games — viewers match wits with the experts.
- A complete package of fun and weekly surprises!

JUNIOR SPORTS LEAGUE is an exciting new departure in TV entertainment for sports-minded Young America. Week after week, month after month, the programs follow the sports calendar, covering every type of sport and game. Any boy or girl enrolled in a recognized national or local club can become a JSL member, complete with a valuable membership card. Once seen, JUNIOR SPORTS LEAGUE will keep drawing its young audience back with unswerving loyalty.

Sports League

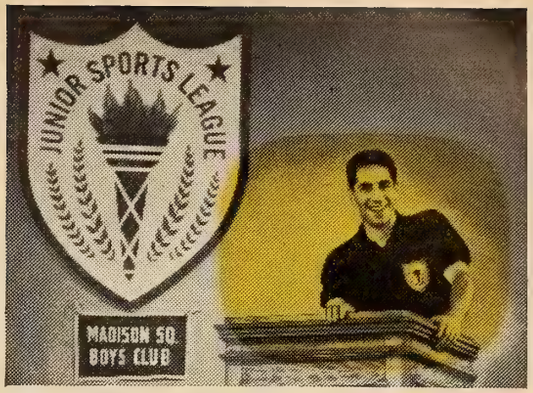
JUNIOR SPORTS LEAGUE provides sponsors with a ready-made juvenile market, putting them directly in touch with every boy and girl. Public service tie-ins and JSL support offer unique merchandising plusses and an opportunity to win community prestige.

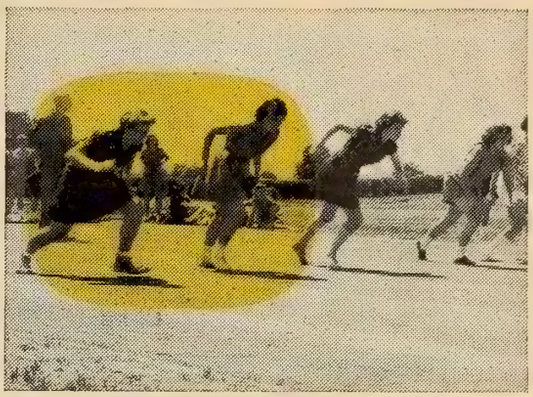
JUNIOR SPORTS LEAGUE, distributed exclusively by RCA Recorded Program Services, is available in color and black-and-white. For complete details, contact RCA Recorded Program Services today.

RCA recorded program services

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-2700 / 445 N. Lake Shore Drive, Chicago, Ill., WHitehall 4-3530 / 522 Forsyth Building, Atlanta 3, Ga., LAmar 7703 / 1907 McKinney Avenue, Dallas 1, Texas, RIverside 1371 / 1016 N. Sycamore Avenue, Hollywood 38, Calif., OLdfield 4-1660.

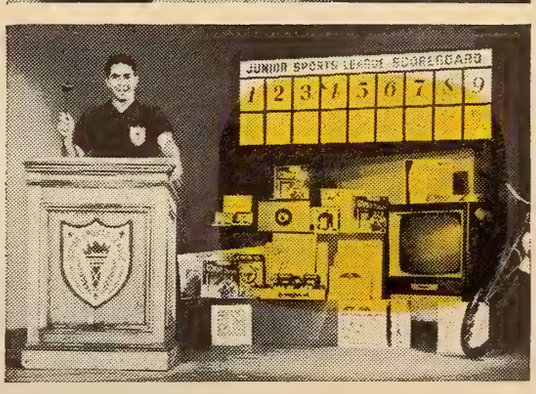
TMKS®











THE WORLD AROUND US

26 dramatic quarter-hours of nature's most startling adventures. They capture the imagination of young and old with rare, spectacularly filmed scenes of animals, birds, tornadoes, forest fires and other exciting phenomena of nature.



TOWN AND COUNTRY TIME

52 fast-moving quarter-hours featuring Jimmy Dean, The Texas Wildcats and other great, great country-style stars. Your opportunity to cash in on the mushrooming popularity of Country-and-Western music. Also 26 half-hours available in black-and-white only.



program for profit with RCA syndicated tv-film shows

RCA Recorded Program Services have the film programs you're looking for to keep your audiences building. Each one of them is available in color and black-and-white. Contact your local RCA Recorded Program Services Representative for details.

RCA recorded program services

155 East 24th Street, New York 10, N. Y., MUrray Hill 9-2700 / 445 N. Lake Shore Drive, Chicago, Ill., WHitehall 4-3530 / 522 Forsyth Building, Atlanta 3, Ga., LAmar 7703 / 1907 McKinney Avenue, Dallas 1, Texas, RIverside 1371 / 1016 N. Sycamore Avenue, Hollywood 38, Calif., OLdfield 4-1660.

TMKS®

THE SAM SNEAD SHOW

39 five-minute golf shows with one of the great pros of all time, "Slammin'" Sammy Snead, explaining the do's and don't's of the game.



FOY WILLING AND THE RIDERS OF THE PURPLE SAGE

100 three-minute features, adaptable to five, fifteen and thirty-minute shows, starring Foy and the Riders of the Purple Sage in Western songs.



OPEN MIKE

Self Improvement

EDITOR:

A VERY FRIENDLY AND NICE ARTICLE ("HOLLYWOOD DRAFTS PRODUCTION CODE TO GUIDE FILM, LIVE TV PROGRAMMING," B•T, APRIL 9). WHATEVER THE OUTCOME OF THIS CODE, I INTEND TO USE EVERY MEANS IN MY POWER TO SHOW THAT THE SEGMENTS OF THE INDUSTRY WITH WHICH WE HAVE BEEN ASSOCIATED HAVE BEEN DEDICATED TO THE IDEA OF SELF IMPROVEMENT. THIS SORT OF CONSTRUCTIVE APPROACH TO THE PROBLEM WILL ALWAYS BE THE POLICY OF THE NATIONAL AUDIENCE BOARD AS LONG AS I AM CONNECTED WITH IT. I AM DELIGHTED TO HAVE IT ON THE RECORD THAT WE URGED ADOPTION OF THE NARTB CODE.

Peter Goelet, Pres.
National Audience Board
New York City

Good Guide

EDITOR:

". . . I use your annual [1956 BROADCASTING YEARBOOK-MARKETBOOK] as a station locator in connection with the automatic direction finder on my airplane."

R. F. Houston
Los Angeles

EDITOR:

Our activity has brought both your TELECASTING and BROADCASTING YEARBOOK-MARKETBOOKS to our attention.

Each is an exceedingly fine publication and most suitable for our purposes. We wondered if we might purchase copies of the latest annual editions.

F. J. Rodney, Div. Rep.
Public Relations—Advertising
Shell Oil Company
Minneapolis, Minn.

[EDITOR'S NOTE: You certainly may. Copies of these 400-plus page volumes are available at $3.00 each. The BROADCASTING edition is published every January; TELECASTING every August.]

RTES Seminars

EDITOR:

Now that the timebuying and selling seminar series, sponsored by the Radio & Television Executives Society, is completed for the season of 1955-56, please accept our sincere thanks for the splendid coverage you gave it.

We who served on the planning committee were extremely conscious of the fine treatment you gave the series. We thought of the 16 weeks of seminar meetings as a service to the younger members of the industry, and what you did to spread the good word and give recognition to the programs, the speakers and the panelists, certainly helped a great deal in making the activity worthwhile.

So on behalf of all the members of the committee, I want you to know how much we appreciate the swell job you did, and I hope you will pass our thanks along to the members of your fine staff who participated.

Frank E. Pellegrin
Vice President-Secretary
H-R Television Inc.
New York City

How Do You Figure?

EDITOR:

In reference to March 17 issue of *Business Week*, we are a little bit disturbed about the way the figures are handled in this particular article. The article states that the figures on radio are from B•T's estimates, but we believe they have twisted your figures a good bit in



ONE WILL DO!

Fast-stepping WBNS Radio waltzes away with the quality market in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO



abc radio



How many radios in this picture?

Count all those portables sitting in the sand. (Americans own millions of 'em.) Count all the car radios in the parking lot over there. (33 million cars have them.) The picture is clear . . . summertime is radio time. And this summer the hottest buys are segments on ABC.

Only $1,200 buys five minutes of *Whispering Streets* or *My True Story*. Just $1,300 gets you five minutes of *Breakfast Club*. (*In other words, you can get 13 summer weeks of network radio for only about $16,000!*) And ABC Radio can create for you a week-end saturation package . . . 15 to 20 programs per week end for only about $15,000! Proof of the value of week-end saturation is The Texas Company's *Week-End News* or U.S. Rubber Company's *It's Time*. Get all the facts now . . . in radio, summer is *peak* listening time!

network

trying to show local and national advertising dollars.

The 1955-1954 comparisons indicate a drop in total radio revenue from $564.9 million to $545.0 million, whereas the story indicates that time sales for radio all together were about $4 million above 1954. They seem to delight in showing the downward trend of network and spot radio, but do not make it plain that the spot figure fails to show the local time sold.

I realize they are comparing the national media but it does give our competition some ammunition when they can look at a chart and notice the decline of radio when really it's more on the national level rather than local.

George W. Patton, Gen. Mgr.
WBML Macon, Ga.

[EDITOR'S NOTE: Story in *Business Week*, "Total Advertising Dollars," quotes B•T's estimated figures for radio time sales in 1955 (1956 BROADCASTING YEARBOOK-MARKETBOOK) and notes that "local operations swelled to 61%—about $278 million of the $455 million." The graph Mr. Patton refers to as showing "a drop in total radio revenue from $564.9 million to $545.0 million" is based on data compiled by the central research department of McCann-Erickson for *Printer's Ink* and covers program and production costs as well as time charges. A table in *Business Week*, comparing "national media," uses B•T figures for national and regional networks and spot time sales, showing a total national advertising decline for the year, since local time sales, which B•T estimated as rising are not included.]

You Name It

EDITOR:

Will you please forward us 100 copies of "You Name It—Radio Can Sell It" . . .

Yours very truly,

John Burroughs, President
Universal Publicizers Inc.
Chicago

EDITOR:

Send us, please, 100 copies of "You Name It—Radio Can Sell It." Bill us. Thanks.

Frank E. Wimberly, Pres. & Gen. Mgr.
KWHW Altus, Okla.

[EDITOR'S NOTE: Copies of the eight-page reprint which contains reports of 81 successful radio campaigns conducted by local retailers are available at 25 cents a copy or $15 per hundred.]

In Review

EDITOR:

I'm tardy, but believe me sincere, in thanking you and B•T for the review of the Air Force Reserve radio show *Airtime* [B•T, March 26]. And it was especially gratifying to note that the review was favorable. That's sweet music to us—and the client loved it.

Harold Fair, Vice Pres.
In Charge of Television & Radio
Bozell & Jacobs, New York City

EDITOR:

Thank you very much for doing those two splendid pieces on *Project 20* [IN REVIEW, March 19, Jan. 2].

They were very fine and, believe me, we appreciate your enthusiasm as well as your interest in our programs.

Henry Salomon, Producer
NBC, New York

Unintentional Hort

EDITOR:

I have heard it said many times that one should be very happy about anything that is put in print as long as his name is spelled right. I do thank you very much for the publicity on our new facility [B•T, April 2], but gee whiz, you didn't spell my first name right. I'm sure you know after so many years that it's Mort and not Hort . . .

Mort Silverman, Gen. Mgr.
WMRY New Orleans, La.

[EDITOR'S NOTE: B•T regrets the unintentional renaming.]

WAPI gives you a Billion Dollar Market

The Birmingham trading area, the WAPI Area, consists of these 19 counties. Here live 1.3 Million people, 331,800 radio families, retail sales of $973,453,000 (you woudn't call us a liar for less than 2.7%, would you?)

WAPI AREA

Birmingham and around



In the Counties that Count

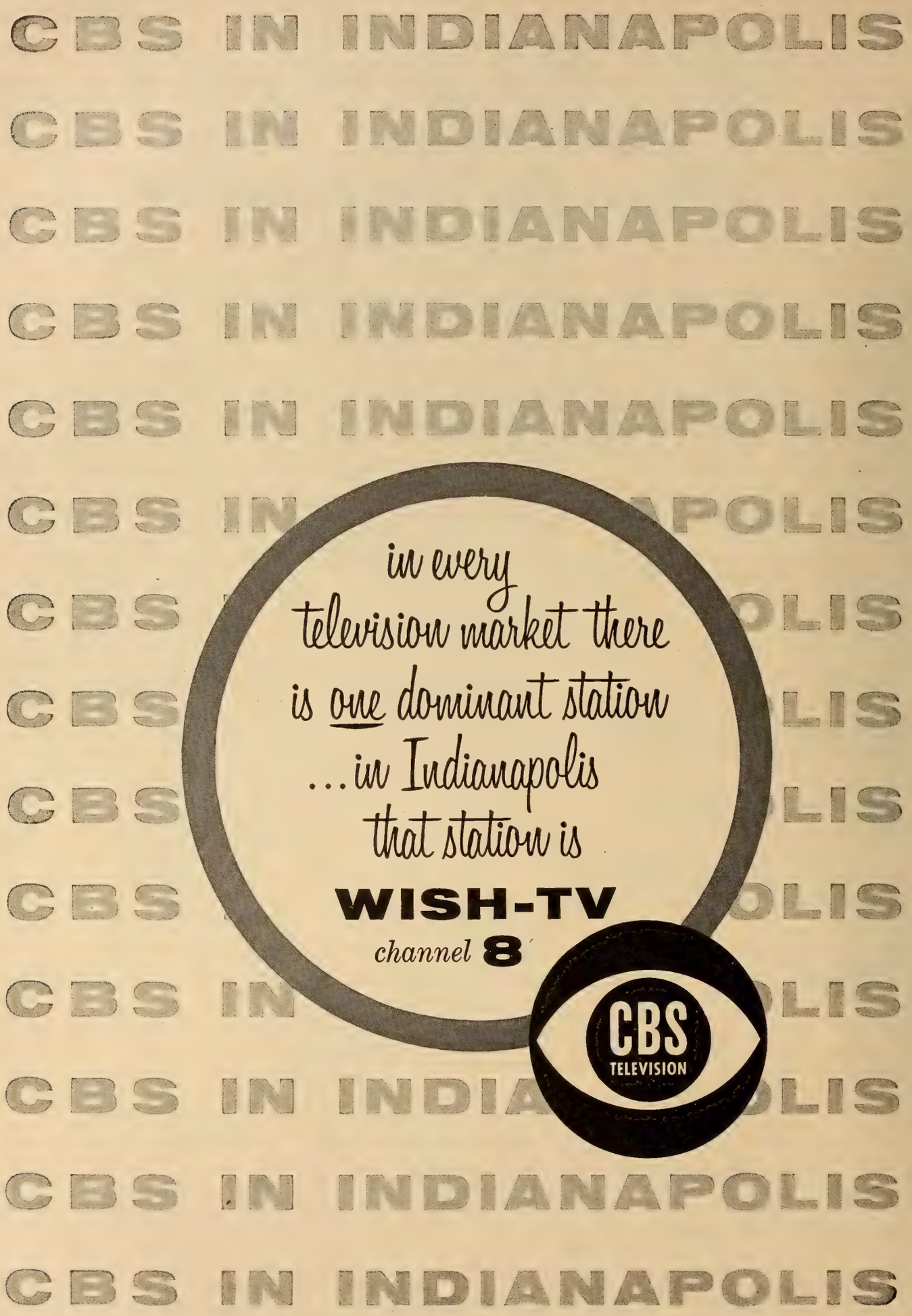
WAPI Leads MORNING AFTERNOON NIGHT

Average Share of Audience	Mon.-Fri.	Sat.	Sun.
WAPI NBC	23.3%	24.7%	21.7%
Birmingham B Network	21.7	15.3	18.0
Birmingham C Network	11.7	10.3	9.3
Birmingham Independent	9.0	9.5	6.5
Birmingham D Network	5.0	5.7	5.7

According to the Area Pulse Survey, just completed, WAPI is First in audience morning, afternoon, and night Monday through Saturday; First Sunday morning; First Sunday afternoon; Second Sunday night (only 2% off).

To get an adequate sample of this large market, Pulse used a basis of 149,600 quarter hour reports.

WAPI represented by John Blair & Co. Southeastern Representative, Harry Cummings


CBS IN INDIANAPOLIS
in every
television market there
is one dominant station
...in Indianapolis
that station is
WISH-TV
channel 8
CBS
TELEVISION

BROADCASTING TELECASTING

April 16, 1956 Vol. 50, No. 16

PROGRAM CRITICISMS, COLOR TO BE REVIEWED IN CHICAGO

About 4,000 delegates are expected as NARTB's 34th annual convention gets underway today. Though lacking some of the critical issues of past years, much attention will be focused on color tv developments as well as the wave of programming criticisms besetting both radio and television.

BROADCASTERS gathered in record numbers at the weekend as the annual NARTB convention activities opened in Chicago. The 34th annual convention, being held at the Conrad Hilton Hotel, moves through five days of activities that will cover the complete range of industry problems.

With record station membership as well as convention attendance—the total may reach 4,000, an alltime record—NARTB's agenda does not feature an outstanding or dramatic issue such as the network radio rate cuts and fee-tv developments of recent years.

Two interlocked problems confronted the convention as NARTB President Harold E. Fellows prepared to open formal proceedings Tuesday morning. First, tv and radio alike are facing an unprecedented critical storm at the hands of government and private groups and individuals. Second, Mr. Fellows and the combined boards must contend with a lack of industry unity stemming from the fact that around half of stations are not association members. It's likely Mr. Fellows will have something to say on these topics in his Wednesday address to the convention.

Following a series of Sunday meetings of network affiliates and other unofficial groups, the Monday program will take two phases—the Engineering Conference and a series of fm, tv, labor and other meetings (see nutshell agenda, page 44).

A scanning of NARTB convention traditions indicates that non-agenda items often become the dominant themes at the industry's annual meetings. That could happen this time, with color tv as the most likely sleeper. Opening of fulltime color service by WNBQ (TV) Chicago will command delegate attention, along with technical progress as reviewed in engineering papers.

Conventioneers will have ample opportunity to observe color progress, and discuss color vs. black-and-white, as they inspect network-owned station service during the convention. Tours of Chicago studios are listed during the five-day meeting.

The engineering agenda includes papers covering studio and transmitter operations and equipment, with a number of new developments to be unveiled. Color receivers will be covered along with color film reproduction and procedures for equipment tests. Mayor Richard Daley, of Chicago, has issued a "Color Week" proclamation.

The annual equipment and service exposition is found in three parts of the Conrad Hilton—heavy equipment in lower lobby, light equipment and services in fifth and sixth floor sample rooms, and NARTB-Advertising Council public service display in the Normandie Lounge and writing room on the mezzanine. Radio set manufacturers have a display of small receivers in the lower lobby under auspices of Radio-Electronics-Tv Mfrs. Assn.

American Heritage Foundation has a voting machine located in the public service display. A poll is being taken of delegates' views on current political issues, particularly the Presidential campaign. Results will be announced Thursday.

Association membership is at a peak as the convention gets under way. Total membership is 2,060 comprising 300 tv members, 68% of 444 stations on the air; 1,310 am members, 45% of 2,837 stations on the air; 325 fm members, 60% of 539 stations on the air, and 125 associate members. In addition, there are 278 subscribers to the tv code (member and nonmember stations are eligible), or 62% of all tv stations.

Members of the convention Resolutions Committee are F. C. Sowell, WLAC Nashville, chairman; Otto Brandt, KING Seattle; James L. Howe, WIRA Fort Pierce, Fla.; Allen L. Haid, WSPD-TV Toledo; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Harry Burke, KFAB Omaha; Merle Tucker, KGAK Gallup, N. M.

On the Credentials Committee are Lennox Murdock, KSL-TV Salt Lake City, chairman; A. James Ebel, KOLN-TV Lincoln, Neb.; Sam A. Burk, KIRX Kirksville, Mo.; Henry W. Slavick, WMCT (TV) Memphis; Ray V. Eppel, KORN Mitchell, S. D.; Gerald Harrison, WMAS Springfield, Mass.; Fred Knorr, WKMH Dearborn, Mich.

Members of the Engineering Conference Committee are Willard J. Purcell, WGY Schenectady, N. Y., chairman; Raymond F. Guy, NBC New York; Phil Hedrick, WSJS Winston-Salem, N. C.; T. C. Kenney, KDKA Pittsburgh; William B. Lodge, CBS-TV; Frank Marx, ABC; C. G. Nopper, WMAR-TV Baltimore; A. D. Smith Jr., DuMont, New York; Orrin W. Towner, WHAS Louisville. A. Prose Walker is manager of the NARTB Engineering Dept.

The fm meeting will be held at 10 a.m. Monday. Mr. Fellows will welcome fm station delegates, with H Quenton Cox, KQFM (FM) Portland, Ore., presiding.

A television business session will be held in the afternoon. Clair R. McCollough, WGAL-TV Lancaster, Pa., will preside and Judge Justin Miller, NARTB consultant and past board chairman, will conduct the election of

FELLOWS GREETS THE CONVENTIONEERS

EVERY YEAR as the broadcasting industry continues to mushroom in size and influence, NARTB grows with it and our conventions increase in numbers and importance. From all indications, this year is no exception.

Those who love the challenge of meeting a good problem or two are in the right business for we in broadcasting have our share of those and perhaps more than our share of outside "experts" who have discovered that a surefire way to get in the press limelight is to criticize broadcasting. We're going to air some of those problems at the convention and see if we can't get them in their proper perspective.

But if we have problems, we also have accomplishments and we hope that the convention will remind us of the great good we are doing and send us home with renewed and refreshed pride. For example, more than 40 government agencies and private public service organizations have set up special exhibits to dramatize their campaigns and broadcasting's role in supporting them. The special exhibit will have as its theme: "Broadcasters—You Can Be Proud of Your Service to America."

As always, a highlight of the convention will be the exhibits of equipment and services. This year our exhibitors have outdone themselves in making available for your inspection the latest miracles in the electronics field. They are certainly worth every free hour a broadcaster can give them.

Our broadcasting engineering conference has taken on such importance that we have expanded it to three days this year, with one full day devoted to the complex subject of color television.



MR. FELLOWS

The management conference is loaded with vitally important subjects and outstanding speakers and panels, including the popular session which has as its participants all the members of the Federal Communications Commission.

We hope that the convention will be the means for achieving new unity among broadcasters and through that unity greater prosperity and increased respect from the public we serve.

IN A NUTSHELL: THE NARTB CONVENTION AND BROADCAST EQUIPMENT EXPOSITION

CONVENTION AGENDA

(All events at the Conrad Hilton Hotel)

SUNDAY, April 15

7 a.m. (to 7 p.m.)—Registration, Lower Lobby.
12 noon—Exhibits Open, Exhibition Hall and 5th and 6th floors.

MONDAY, April 16

7 a.m. (to 7 p.m.)—Registration, Lower Lobby.
9 a.m.—Exhibits open.
9 a.m.—Engineering conference, Waldorf Room.
10 a.m.—Fm session, Williford Room.
12:30 p.m.—Special Engineering conference luncheon, Boulevard Room.
2:30 p.m.—Television business session, Williford Room.
4 p.m.—Labor clinic, Williford Room.

TUESDAY, April 17

7 a.m. (to 7 p.m.)—Registration, Lower Lobby.
9 a.m.—Exhibits open.
10:30 a.m.—Joint Management-Engineering conferences (keynote address awards), Grand Ballroom.
12:30 p.m.—Joint luncheon, FCC Chairman George C. McConnaughey, Grand Ballroom.
2:45 p.m.—Joint session, Freedom of Information presentation, Williford Room.
3:30 p.m.—FCC panel, Williford Room.
6:30 p.m. — Engineering reception, Grand Ballroom.

WEDNESDAY, April 18

(Television Day for Management, Radio Day for Engineering)

8 a.m.—Wage-Hour breakfast, Boulevard Room.
9 a.m. (to 5 p.m.)—Registration, Lower Lobby.
9 a.m.—Exhibits open.
9:30 a.m.—Engineering conference, Waldorf Room.
10 a.m.—Management conference, Williford Room. (10:20 a.m., NARTB Television Code; 10:50 a.m., Television Film Forum; 11:40 a.m., Color Television Forum).
12:45 p.m.—Luncheon, NARTB President Harold E. Fellows, Grand Ballroom.
2:15 p.m.—Political Telecast Forum, Williford Room.
3:30 p.m. — Television Bureau of Adv., Grand Ballroom.
7:30 p.m.—Radio Pioneers dinner, Grand Ballroom.

THURSDAY, April 19

(Radio Day for Management, Television Day for Engineering)

9 a.m. (to 5 p.m.)—Registration, Lower Lobby.
9 a.m.—Exhibits open.
9:30 a.m.—Engineering conference, Waldorf Room.
10 a.m.—Management conference, Grand Ballroom. ("The Future of Radio Audience Measurement," "It's Your Decision," "Selling Your Salesmen," "The Schofield 7.")
12:30 p.m.—Radio Week Rally.
12:45 p.m.—Luncheon (speaker to be announced) and business session, Grand Ballroom.
2:45 p.m.—Radio Adv. Bureau, Williford Room.
6 p.m.—Annual convention reception, Williford Room.
7:30 p.m. — Annual convention banquet, Grand Ballroom.

NON-CONVENTION ACTIVITY

SUNDAY, April 15

9:30 a.m. — BROADCASTING • TELECASTING Golf Tournament, Midwest Country Club, Hinsdale, Ill.
10 a.m.—MBS affiliates meeting, Beverly Room.
10 a.m.—BMI board meeting and luncheon, Room 14 (fourth floor).
10 a.m.—Assn. for Professional Broadcasting Education meeting and luncheon, Room 18 (fourth floor).
12:15 p.m. — MBS luncheon, Williford Room.
2 p.m.—MBS affiliates meeting, Beverly Room.
2 p.m.—ABC affiliates meeting, Waldorf Room.
3 p.m.—ABC radio affiliates, Waldorf Room.
3 p.m.—ABC-TV affiliates, Williford Room.
5 p.m.—ABC reception, Williford Room.
6 p.m.—Walter Schwimmer Co. reception, Room 18 (fourth floor).
8 p.m.—Competitive Tv, Lower Tower.

MONDAY, April 16

9 a.m.—APBE meeting and luncheon, Room 14 (fourth floor).
9:30 a.m.—Clear Channel Broadcasting Service meeting, Bel Air Room.
4 p.m.—Community Broadcasters Assn. meeting, Lower Tower.
6 p.m.—MCA-TV reception and dance, Grand Ballroom.
6:30 p.m.—BMI-NARTB dinner (by invitation only), Sarah Siddons Walk, Ambassador East Hotel.

TUESDAY, April 17

8 p.m.—Tours of WNBQ (TV) and WBBM-TV facilities.

WEDNESDAY, April 18

8 a.m.—Wage & Hour breakfast (also on convention agenda), Boulevard Room.
4:30 p.m.—Advertising Council — NARTB board of directors meeting, news conference, Normandie Lounge.
6 p.m.—Film Producers' reception, Williford Room.
7:30 p.m.—Radio Pioneers dinner (also on convention agenda), Grand Ballroom.

B•T HEADQUARTERS: Suite 706-A in the Conrad Hilton Hotel. Representing the magazine will be Sol Taishoff, Maury Long, Ed James, Win Levi, Kenneth Cowan, Warren Middleton, Ed Sellers, Frank Beatty, Rufus Crater, Bruce Robertson, Don West, John Osbon, Gladys Hall and Barbara Kolar.

seven new tv directors. Twelve radio directors, elected during the winter, take office during the convention, eight of them being new members (see biographies of new members, this issue).

NARTB's first convention labor clinic will be held at 4 p.m. MCA-TV will hold a reception and dance at 6 p.m. The annual BMI dinner will be held in the evening.

Robert E. Kintner, ABC president, will receive the annual keynote award and deliver the convention's keynote address at a joint management-engineering session Tuesday. Engineering delegates will take part in all Tuesday management events, including the luncheon at which FCC Chairman George C. McConnaughey will be speaker. The entire FCC will take part in a Tuesday afternoon panel discussion to be led by Mr. Fellows. Preceding the panel, John Daly, ABC vice president, will be presented a freedom of information citation. An engineering reception will wind up the day's formal program.

First event Wednesday is an NARTB wage-hour breakfast at 8 a.m. Engineering delegates will hold a separate radio program Wednesday, with management delegates taking up tv topics. Main tv events are an NARTB Tv Code discussion led by G. Richard Shafto, WIS-TV Columbia, S. C., code chairman, and Edward H. Bronson, code affairs director. Mr. Fellows addresses a joint luncheon.

A political telecast forum in the afternoon will include James C. Hagerty, news secretary to President Eisenhower, and J. Leonard Reinsch, executive director of the Cox stations, with an open panel following. Television Bureau of Advertising will conduct a spot sales clinic. The Radio Pioneers Dinner will be held at 7:30 p.m., following a reception under the auspices of film producers.

Thursday will be television day for engineering delegates and radio day for the management group. The morning management program includes talks on audience measurement, radio standards, sales and promotion, plus a National Radio Week rally. Speaker at the joint Thursday luncheon will be Mayor H. Roe Bartle, of Kansas City, Mo., widely known public speaker and subject of a recent article in the *Saturday Evening Post*.

Feature of the afternoon management program will be a sales clinic directed by Radio Advertising Bureau. The annual reception and banquet will be held that evening, winding up the convention events.

A feature of the Tuesday luncheon, besides Chairman McConnaughey's talk, will be the appearance of Dennis P. Longwell, of Herrin, Ill., one of the four winners of the 1955-56 Voice of Democracy contest.

In a statement to B•T (see page 43), President Fellows said that while the industry is currently beset with problems and is under attack from many sources, it can point proudly to many public service achievements. He urged delegates to take in the special NARTB-Advertising Council display. He called for achievement of "new unity" in the industry.

Members of the NARTB Radio Board whose terms expire with the convention are E. R. Vadeboncoeur, WSYR Syracuse, N. Y., District 2; James H. Moore, WSLS Roanoke, Va., District 4 (re-elected); Henry B. Clay, KWKH Shreveport, La., District 6 (Radio Board chairman); Robert B. McConnell, WISH Indianapolis, District 8; E. K. Hartenbower, KCMO Kansas City, District 10 (Radio Board vice-chairman); Cy Casper, WBBZ Ponca City, Okla., District 12; Walter E. Wagstaff, KIDO Boise, Idaho, District 14 (re-elected); Calvin

B•T'S CONVENTION ADVANCE CONTINUES ON PAGE 134.

$880 MILLION A YEAR IN NATIONAL TV BILLING

A NEW DIMENSION is added to advertising today: national advertising expenditures for television time, now available for the first time on a comparable basis to national advertising expenditures for newspaper and magazine space.

Credit for this long-awaited achievement goes to Television Bureau of Advertising, whose initial report, covering the fourth quarter of 1955, shows that 3,017 advertisers spent more than $100 million for spot television time (at gross rates, comparable to the figures reported by other national media) during that period.

Combining the TvB spot tv statistics with Publishers Information Bureau records of advertising expenditures for tv network time ($116 million during the same three months), B•T herewith presents the first comprehensive published report of television's national advertising revenue.

NATIONAL ADVERTISERS, in the final quarter of 1955, were buying tv time—spot and network—at the rate of more than $880 million a year. By now, that figure is probably considerably larger. And it does not include the sizable sum being spent for tv advertising on the local level, which is estimated as accounting for better than 20% of tv's total time sales.

The national advertising expenditures for tv time were calculated by B•T on the basis of figures on individual advertiser expenditures in national and regional spot television during the fourth quarter of last year provided by Television Bureau of Advertising, and for their purchases of network time compiled by Publishers Information Bureau. Both sets of figures are gross; that is, they are based on time sales at the one-time rate, before discounts of any kind. Both are for time costs only, with talent and production charges not included.

PIB has long kept count of the gross revenue of the tv networks from the sale of time to national advertisers. But today (Monday) for the first time in broadcast history, TvB is making available comparable data for spot television, filling a long-felt need in advertising research and providing for television data still not available for radio. The TvB spot figures include a total for the last three months of 1955, individual expenditures by the top 200 tv spot clients for tv time during that quarter-year, a list of spot tv advertisers ranked by TvB from 201 to 500, and a breakdown of the total spot tv time sales by products and services.

Spot television, during the October-December 1955 period, had gross time sales of $103,872,000 to 3,017 advertisers, TvB reports. Network television in the same period sold $116,336,797 worth of time (at gross rates) to 247 clients, according to PIB data. Combining the two totals gives a figure of $220,208,797 for the three-month period, during which advertising expenditures for spot and network tv were being made at the rate of $880,835,188 per year.

In releasing the spot tv figures, Oliver Treyz, president of TvB, announced that the organization will continue to issue quarterly reports of advertiser-by-advertiser billings, to fill "two pressing industry needs: to put tv spot billings into focus so that they may be compared to those already regularly reported for newspaper, magazine and network television activity, and to put tv spot billings into focus, by advertiser, so that each will have a basic accurate and continuing knowledge of overall and competitive activity."

Mr. Treyz explained that the TvB estimates are based on reports of tv spot activity submitted by 267 stations regularly viewed by 97% of the nation's tv homes which account for 90% of total U. S. tv viewing, according to a check made Jan. 15-21, 1956, by A. C. Nielsen Co. N. C. Rorabaugh Co., using Nielsen facilities, converted the station reports of spot business to dollar figures by multiplying the time used by the one-time rate.

"To check the accuracy of the estimates," Mr. Treyz noted, "113 advertisers—whose actual fourth-quarter net spot tv expenditures were $25,644,000—submitted confidential reports to TvB. With respect to these 113 advertisers, TvB's estimated gross is 3% higher than the actual net. Since discounts run considerably more than that 3%, it can be seen that TvB's estimates are conservative."

As a further check on the accuracy of its data, TvB obtained from 69 tv stations advertiser-by-advertiser and brand-by-brand reports of net billings for the 250 top spot advertisers, accounting for more than a fourth of all tv spot billings. The net, compared to TvB's estimated gross, represents a discount of 23%. The project was under the direction of Leon Arons, TvB director of research.

Procter & Gamble Co. in the final quarter of 1955 was the top user of tv time on the national level, heading both the spot and the network lists for a combined gross tv time expenditure of $13,246,332 for the quarter, nearly twice as much as was spent by General Motors Corp., which ranked second with a combined spot-network tv time total of $6,942,234.

Food and grocery products secured more tv spot advertising than any other of the 31 categories into which TvB divided total spot tv time purchases for 1955's final quarter, with more than $27 million spent by this group alone, nearly $18 million ahead of the beer-and-wine advertisers, who ranked second with $9.4 million. (See table, page 56.)

Tv's top 200 national advertisers for the last three months of 1955 are listed in order of their total tv time purchases on the next two pages, together with the dollar figures for their expenditures for tv spot and network time. The top 200 tv spot advertisers and the top 200 tv network clients, with their expenditures, are similarly tabulated on subsequent pages.

This represents the first full estimate of national television gross business.

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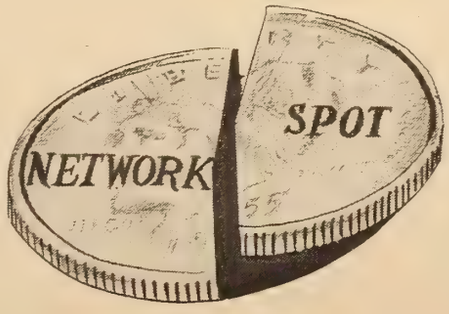


TvB's Oliver Treyz

TvB's SPOT BILLING ESTIMATES COMPLETE NATIONAL TV DOLLAR

Until now, tv has been shortchanged by nearly 50% in national statistics

In comparisons of total national billings in leading media, television and radio have long suffered from a short count. While total estimates have been available for magazines, farm publications, national newspaper supplements and daily newspapers, only estimates of network billings have been available for tv and radio. This has meant that almost half of tv's national business has been uncounted, *e.g.*, in the last quarter of 1955 network gross billings were $116 million, spot gross billings—according to the new computations of TvB—were $104 million. Similar estimates for spot radio still are not available or in prospect.



THE TOP 200 TV

Rank	Advertiser	Gross Tv Time Purchases Final Quarter 1955 Spot	Network	Total
1	Procter & Gamble	$4,064,600	$9,181,732	$13,246,332
2	General Motors	1,423,700	5,518,534	6,942,234
3	Colgate-Palmolive	1,231,000	4,701,090	5,932,090
4	Chrysler	558,100	5,355,754	5,913,854
5	General Foods	2,004,000	3,864,574	5,868,574
6	Ford Motor	1,746,800	2,537,298	4,284,098
7	R. J. Reynolds	550,100	3,599,768	4,149,868
8	Whitehall Pharmacal	252,300	3,142,421	3,394,721
9	General Mills	349,800	2,902,150	3,251,950
10	Brown & Williamson	2,739,100	496,749	3,235,849
11	American Tobacco	[b]50,000	2,952,861	[b]3,002,861
12	Liggett & Myers	902,100	2,008,006	2,910,106
13	Lever Brothers	394,100	2,236,321	2,630,421
14	Kellogg	1,199,300	1,316,097	2,515,397
15	Miles Labs	1,561,400	926,901	2,488,301
16	General Electric	182,500	2,029,409	2,391,909
17	Gillette	[c]35,000	2,258,740	[c]2,293,740
18	Sterling Drug	1,893,000	398,618	2,291,618
19	Coca-Cola	835,300	1,125,680	1,960,980
20	Toni	436,800	1,502,171	1,938,971
21	Pillsbury Mills	306,100	1,493,651	1,799,751
22	Bristol-Myers	252,300	1,460,195	1,712,495
23	Campbell Soup	763,100	892,000	1,655,100
24	Nestle	961,600	651,132	1,612,732
25	P. Lorillard	260,900	1,295,886	1,556,786
26	National Biscuit	1,158,500	394,023	1,552,523
27	Borden	286,200	975,533	1,261,733
28	Robert Hall Clothes	1,245,500	....	1,245,500
29	Bulova Watch	1,238,900	....	1,238,900
30	Scott Paper	[b]50,000	1,187,977	[b]1,237,977
31	Philip Morris	1,175,700	7,500	1,183,200
32	Westinghouse	[b]50,000	1,099,210	[b]1,149,210
33	Warner-Lambert	755,200	391,716	1,146,916
34	Kraft Foods	[a]90,000	1,001,750	[a]1,091,750
35	Charles Antell	217,800	855,997	1,073,797
36	S. C. Johnson & Son	....	1,002,595	1,002,595
37	Revlon	[b]50,000	951,876	[b]1,001,876
38	Armour & Co.	289,500	709,754	999,254
39	Vick Chemical	665,600	257,429	923,029
40	Standard Brands	265,100	631,050	896,150
41	Block Drug	879,900	15,000	894,900
42	Anahist	887,800	....	887,800
43	Continental Baking	609,000	277,595	886,595
44	Johnson & Johnson	454,600	425,585	880,185
45	CBS-Columbia	401,000	452,392	853,392
46	Carnation	183,500	664,277	847,777
47	H. J. Heinz	304,000	526,594	830,594
48	American Chicle	247,400	562,972	810,372
49	Schick	....	809,221	809,221
50	Sunbeam	[c]35,000	747,907	[c]782,907
51	RCA	323,300	436,763	760,063
52	Serutan	....	757,259	757,259
53	Chesebrough-Ponds	414,700	336,855	751,555
54	Sheaffer Pen	....	742,821	742,821
55	Schlitz Brewing	122,200	608,259	730,459
56	American Motors	[b]50,000	672,988	[b]722,988
57	Harold F. Ritchie	703,300	....	703,300
58	E. I. du Pont	356,700	345,345	702,045
59	Alcoa	....	677,571	677,571
60	Ralston Purina	117,200	559,740	676,940
61	Shulton	600,000	73,025	673,025
62	Coty	672,800	....	672,800
63	Mennen	180,100	490,143	670,243
64	Wildroot	341,300	323,043	664,343
65	Grove Labs	419,000	243,745	662,745
66	Sperry Rand	....	658,643	658,643
67	Dow Chemical	....	638,739	638,739
68	Motorola	592,200	45,342	637,542
69	Gulf Oil	....	636,506	636,506
70	Anheuser-Busch	263,000	363,177	626,177
71	Corn Products Refining	417,300	202,411	619,711
72	Pabst Brewing	294,200	310,778	604,978
73	Carter Products	319,200	284,160	603,360
74	Fla. Citrus Comm.	598,500	....	598,500
75	Sylvania	....	582,915	582,915
76	Ronson	....	581,080	581,080
77	Goodyear	....	579,093	579,093
78	Simoniz	122,100	446,001	568,101
79	Peter Paul	567,900	....	567,900
80	Sweets Co.	[b]50,000	512,606	[b]562,606
81	American Dairy Assn.	[c]35,000	524,947	[c]559,947
82	Best Foods	241,300	312,865	554,165
83	Esso Standard Oil	553,600	....	553,600
84	Prudential Insurance	....	551,965	551,965
85	Seven-Up	399,600	141,892	541,492
86	National Dairy Prod.	[a]90,000	446,160	[a]536,160
87	Eastman Kodak	....	536,070	536,070
88	Pet Milk	....	534,900	534,900
89	Minute Maid	466,700	58,250	524,950
90	Swift & Co.	[a]90,000	434,449	[a]524,449
91	B. T. Babbitt	492,500	30,697	523,197
92	Helaine Seager	522,500	....	522,500
93	Lehn & Fink	....	517,083	517,083
94	Texas Co.	....	480,774	480,774
95	Wesson & Snow Drift	267,200	207,670	474,870

EXPLANATION

Source of spot time purchases: Television Bureau of Advertising.
Source of network time purchases: Publishers Information Bureau.

[a] Companies ranked by TvB as 201-300 among spot tv advertisers in last quarter of 1955, with individual expenditures ranging between $65,250 and $117,180. TvB did not specify tv spot time purchases of individual companies, so B•T arbitrarily assigned a $90,000 figure to each advertiser in this group.

[b] Companies ranked by TvB as 301-400 among spot tv advertisers, with spot time purchases between $40,080 and $64,510, put by B•T at $50,000 each.

[c] Companies ranked by TvB as 401-500, with spot time purchases between $27,100 and $40,070, put by B•T at $35,000 each.

SPENDERS

THIS list of top tv advertisers was compiled by B•T from data on leading tv spot advertisers provided by TvB (see also, page 48) and data on leading tv network advertisers supplied by PIB (see also, page 50). All figures cover gross time purchases made during the fourth quarter of 1955.

Rank	Advertiser	Gross Tv Time Purchases Final Quarter 1955 Spot	Network	Total
96	Helena Rubinstein	466,600	....	466,600
97	U. S. Steel	....	465,360	465.360
98	Shell Oil	464,800	....	464,800
99	Admiral	....	463,855	463,855
100	General Cigar	148,600	314,553	463,153
101	Pharmaceuticals Inc.	226,800	232,020	458,820
102	Wine Corp. of America	....	458,399	458,399
103	Monsanto Chemical	122,800	332,635	455,435
104	Better Living Enterpr.	453,900	....	453,900
105	P. Ballantine & Sons	446,700	....	446,700
106	Studebaker-Packard	[c]35,000	408,854	[c]443,854
107	Falstaff Brewing	354,900	86,232	441,132
108	Hazel Bishop	148,600	292,467	441,067
109	Reynolds Metals	....	436,335	436,335
110	Firestone	....	435,935	435,935
111	Northern Paper Mills	430,400	....	430,400
112	Pepsi-Cola	428,000	....	428,000
113	J. A. Folger	424,300	....	424,300
114	Armstrong Cork	....	421,550	421,550
115	Amana Society	....	413,627	413,627
116	Piels Bros.	407,900	....	407,900
117	Tea Council of U. S. A.	403,300	....	403,300
118	Thomas J. Lipton	164,400	237,000	401,400
119	Paper-Mate Co.	185,800	215,232	401,032
120	General Baking	395,200	....	395,200
121	Roto-Broil	[a]90,000	309,962	[a]392,962
122	Quaker Oats	[b]50,000	342,112	[b]392,112
123	Mars Inc.	181,200	200,445	381,645
124	Brillo Mfg.	[c]35,000	346,140	[c]381,140
125	Beechnut Packing	258,300	120,655	378,955
126	Sales Builders	368,300	....	368,300
127	Plough Inc.	367,000	....	367,000
128	Theo. Hamm Brewing	274,200	91,998	366,198
129	Stokely-Van Camp	364,500	....	364,500
130	S.O.S. Co.	[a]90,000	269,055	[a]359,055
131	CVA Corp.	355,200	....	355,200
132	Hills Bros.	250,200	104,593	354,793
133	Avco Mfg.	....	353,660	353,660
134	American Home Foods	254,600	94,779	349,379
135	Safeway Stores	343,700	....	343,700
136	Petri Wine	337,200	....	337,200
137	Benrus Watch	324,300	....	324,300
138	National Carbon	173,600	148,740	322,340
139	Socony-Mobiloil	320,500	....	320,500
140	Singer Mfg.	....	317,790	317,790
141	Sunshine Biscuit	315,900	....	315,900
142	Standard Oil (Ind.)	182,100	129,753	311,853
143	Parker Pen	[c]35,000	273,954	[c]308,954
144	Salada Tea	308,600	....	308,600
145	Helene Curtis	[a]90,000	214,972	[a]304,972
146	Intl. Cellucotton	[a]90,000	213,202	[a]303,202
147	San Francisco Brewing	300,600	....	300,600
148	Wrigley	[a]90,000	209,430	[a]299,430
149	Avon Products	296,700	....	296,700
150	Norwich Pharmacal	166,900	126,415	293,315
151	Lee Ltd.	266,200	22,197	288,397
152	A & P	286,800	....	286,800
153	Commercial Solvents	286,100	....	286,100
154	Ciba Co.	....	278,460	278,460
155	Wander Co.	[c]35,000	239,122	[c]274,122
156	Maytag	....	273,990	273,990
157	Emerson Drug	122,700	150,608	273,308
158	Gold Seal	[a]90,000	182,150	[a]272,150
159	Hallmark Cards	....	267,240	267,240
160	Pacific Tel. & Tel.	265,700	....	265,700
161	Pacific Coast Borax	265,500	....	265,500
162	Purex	....	265,452	265,452
163	New York Tel. Co.	265,000	....	265,000
164	Brewing Corp. of Amer.	264,800	....	264,800
165	Speidel	....	264,402	264,402
166	Los Angeles Brewing	258,300	....	258,300
167	Whirlpool-Seeger	....	257,157	257,157
168	E. & J. Gallo Winery	256,800	....	256,800
169	Hawley & Hoops	253,700	....	253,700
170	Proctor Electric	251,900	....	251,900
171	Brown Shoe	246,800	....	246,800
172	Elgin National Watch	....	244,980	244,980
173	Knomark Mfg.	[c]35,000	206,743	[c]241,743
174	Cantrell & Cochrane	240,300	....	240,300
175	Aluminium Ltd.	....	239,459	239,459
176	American Bakeries	236,800	....	236,800
177	Jacob Ruppert Brewery	236,000	....	236,000
178	Lanolin Plus	....	235,278	235,278
179	Pharma-Craft	230,800	....	230,800
180	Converted Rice	182,600	67,840	230,440
181	Liebmann Breweries	229,400	....	229,400
182	Olin Mathieson Chem.	....	229,085	229,085
183	Eastern Guild	227,300	....	227,300
184	Gerber Products	....	227,248	227,248
185	U. S. Tobacco	224,300	....	224,300
186	Manhattan Corp.	[c]35,000	190,521	[c]225,521
187	Smith Bros.	220,000	....	220,000
188	Armstrong Rubber	220,000	....	220,000
189	State Farm Mutual	....	217,326	217,326
190	Andrew Jergens	....	216,525	216,525
191	Cluett Peabody	....	216,203	216,203
192	Mrs. Tuckers Foods	214,200	....	214,200
193	Albers Milling	208,600	....	208,600
194	Griffin Mfg.	208,500	....	208,500
195	Ratner Promotions	207,700	....	207,700
196	Rayco Mfg.	203,900	....	203,900
197	Ward Baking	201,900	....	201,900
198	Tv Time Foods	....	200,638	200,638
199	S. F. Whitman & Son	200,400	....	200,400
200	Lewis Food Co.	199,100	....	199,100

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NATIONAL TV ADVERTISING ▶

TvB'S TOP 200 IN SPOT

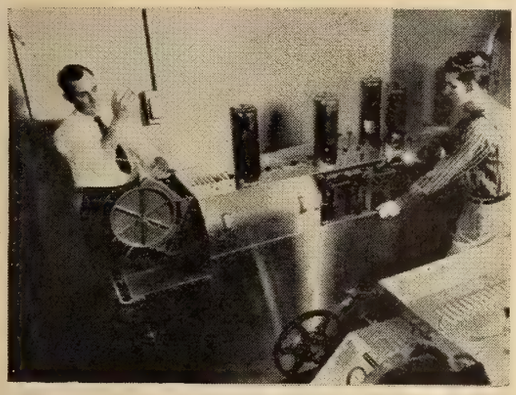
Rank	Advertiser	Estimated Gross Time Purchases Last Quarter 1955
1	Procter & Gamble	$4,064,600
2	Brown & Williamson	2,739,100
3	General Foods	2,004,000
4	Sterling Drug	1,893,000
5	Ford Motor	1,746,800
6	Miles Labs	1,561,400
7	General Motors	1,423,700
8	Robert Hall Clothes	1,245,500
9	Bulova Watch	1,238,900
10	Colgate-Palmolive	1,231,000
11	Kellogg	1,199,300
12	Philip Morris	1,175,700
13	National Biscuit	1,158,500
14	Nestle	961,600
15	Liggett & Myers	902,100
16	Anahist	887,800
17	Block Drug	879,900
18	Coca-Cola	835,300
19	Campbell Soup	763,100
20	Warner-Lambert Pharm.	755,200
21	Harold F. Ritchie	703,300
22	Coty	672,800
23	Vick Chemical	665,600
24	Continental Baking	609,000
25	Shulton	600,000
26	Fla. Citrus Comm.	598,500
27	Motorola	592,200
28	Peter Paul	567,900
29	Chrysler	558,100
30	Esso Standard Oil	553,600
31	R. J. Reynolds	550,100
32	Helaine Seager	522,500
33	B. T. Babbitt	492,500
34	Minute Maid	466,700
35	Helena Rubinstein	466,600
36	Shell Oil	464,800
37	Johnson & Johnson	454,600
38	Better Living Enterpr.	453,900
39	P. Ballantine	446,700
40	Toni	436,800
41	Northern Paper Mills	430,400
42	Pepsi-Cola	428,000
43	J. A. Folger & Co.	424,300
44	Grove Labs	419,000
45	Corn Products Refining	417,300
46	Chesebrough-Ponds	414,700
47	Piels Bros.	407,900
48	Tea Council	403,300
49	CBS-Columbia	401,000
50	Seven-Up	399,600
51	General Baking	395,200
52	Lever Brothers	394,100
53	Sales Builders	368,300
54	Plough Inc.	367,000
55	Stokely-Van Camp	364,500
56	E. I. Du Pont	356,700
57	CVA Corp.	355,200
58	Falstaff Brewing	354,900
59	General Mills	349,800
60	Safeway Stores	343,700
61	Wildroot	341,300
62	Petri Wine	337,200
63	Benrus Watch	324,300
64	RCA	323,300
65	Socony-Mobil Oil	320,500
66	Carter Products	319,200
67	Sunshine Biscuit	315,900
68	Salada Tea	308,600
69	Pillsbury Mills	306,100
70	H. J. Heinz	304,000
71	San Francisco Brewing	300,600
72	Avon Products	296,700
73	Pabst Brewing	294,200
74	Armour & Co.	289,500
75	A&P	286,800
76	Borden	286,200
77	Commercial Solvents	286,100
78	Theo. Hamm Brewing	274,200
79	Wesson Oil & Snow Drift	267,200
80	Lee Ltd.	266,200
81	Pacific Tel. & Tel.	265,700
82	Pacific Coast Borax	265,500
83	Standard Brands	265,100
84	New York Telephone	265,000
85	Brewing Corp. of Am.	264,800
86	Anheuser-Busch	263,000
87	P. Lorillard	260,900
88	Beechnut Packing	258,300
89	Los Angeles Brewing	258,300
90	E. & J. Gallo Winery	256,800
91	American Home Foods	254,600
92	Hawley & Hoops	253,700
93	Whitehall Pharmacal	252,300
94	Bristol-Myers	252,300
95	Proctor Electric	251,900
96	Hills Bros.	250,200
97	American Chicle	247,400
98	Brown Shoe	246,080
99	Best Foods	241,300
100	Cantrell & Cochrane	240,300
101	American Bakeries	236,800
102	Jacob Ruppert Brewery	236,000
103	Pharma-Craft Corp.	230,800
104	Liebmann Breweries	229,400
105	Eastern Guild	227,300
106	Pharmaceuticals Inc.	226,800
107	U. S. Tobacco	224,300
108	Smith Brothers	220,000
109	Armstrong Rubber	220,000
110	Charles Antell	217,800
111	Mrs. Tuckers Foods	214,200
112	Albers Milling	208,600
113	Griffin Mfg.	208,500
114	Ratner Promotions	207,700
115	Rayco Mfg.	203,900
116	Ward Baking	201,900
117	S. F. Whitman & Son	200,400
118	Lewis Food	199,100
119	Ludens	194,100
120	Phillips Petroleum	193,600
121	S. S. Kresge	192,300
122	National Brewing	191,800
123	Monarch Wine	189,100
124	Schaefer Brewing	188,600
125	Libby, McNeil & Libby	186,900
126	Paper-Mate	185,800
127	Langendorf United Bak.	184,400
128	Burlington Mills	184,100
129	Carnation	183,500
130	Converted Rice	182,600
131	Standard Oil (Ohio)	182,600
132	General Electric	182,500
133	Standard Oil (Ind.)	182,100
134	Sealy Mattress	181,700
135	Mars Inc.	181,200
136	Mennen	180,100
137	Duffy-Mott	176,300
138	United Vintners	174,800
139	National Carbon	173,600
140	Cream of Wheat	172,700
141	V. La Rosa & Sons	169,600
142	Household Finance	167,000
143	Norwich Pharmacal	166,900
144	Drewrys Ltd.	166,300
145	Thomas J. Lipton	164,400
146	Quality Bakers of Am.	160,300
147	Penick & Ford	157,500
148	Hudson Pulp & Paper	157,500
149	Greyhound	155,100
150	Jackson Brewing	150,800
151	Hazel Bishop	148,600
152	General Cigar	148,600
153	Simmons Co.	147,700
154	Coats & Clark's Sales	147,400
155	Lucky Lager Brewing	147,200
156	Green Giant	143,700
157	Kroger	143,500
158	Paxton & Gallagher	142,700
159	Leslie Salt	142,600
160	International Milling	139,500
161	Wiedeman Brewing	137,800
162	Bond Stores	137,300
163	Drackett	136,400
164	Standard Milling	134,000
165	Buitoni Products	133,800
166	Gunther Brewing	133,800
167	S. A. Schonbrunn & Co.	133,600
168	Northwest Orient Air	133,600
169	Glamorene	132,500
170	G. Heileman Brewing	131,200
171	Zonite Products	130,900
172	Stroh Brewing	130,500
173	Malt-O-Meal	130,300
174	Deering Milliken & Co.	129,800
175	U. S. Industrial Chem.	129,500
176	W. F. McLaughlin & Co.	129,000
177	Holsum Baking	127,000
178	Casco Products	126,200
179	Bank of America	126,200
180	Gordon Baking	125,800
181	Pfeiffer Brewing	124,900
182	Rival Packing	124,000
183	B. C. Remedy	123,600
184	Seeman Brothers	123,400
185	Montgomery Ward	123,300
186	Morton Packing	123,200
187	Canada Dry Co.	123,000
188	National Enterprises	123,000
189	Wm. B. Reily & Co.	122,900
190	Monsanto Chemical	122,800
191	Emerson Drug	122,700
192	Jos. E. Schlitz Brewing	122,200
193	Bostwick Labs	122,200
194	Simoniz	122,100
195	New Eng. Confectionery	120,000
196	D-Con	119,400
197	Speed Queen	119,100
198	Bayuk Cigar	117,900
199	Assoc. Hospital Service	117,200
200	Ralston Purina	117,200

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Complete **NEWS** and **SPORTS** coverage



BACK TO BACK:—THE 7 O'CLOCK FINAL and THE SPORTS PICTURE are products of one of the oldest television newsreel operations in the nation. On-the-spot film coverage of fast breaking news and sports events guided by a sense of responsibility to televiewers make these programs a spur to the community served.



FACILITIES and SERVICES:—In addition to a complete film department including photographers, reporters, the finest film processing equipment available including two Houston film processors, WMAR-TV is serviced by AP Wirephoto Service, AP News Wire, CBS Newsfilm and Western Union Sports Wire.



THE CURIOUS CAMERA:—Within its news operation, the WMAR-TV film department daily prepares a filmed feature presenting questions and answers about Baltimore and its people with man in the street interviews by WMAR-TV News Director Dave Stickle, a veteran newspaperman who also presents THE 7 O'CLOCK FINAL.



WMARYLAND:—The map tells the story. The area shown includes more than 2,500,000 homes. Within this area of more than 19,000 square miles, WMAR-TV's news and sports coverage is respected for accuracy and integrity.

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

NATIONAL TV ADVERTISING ▶

PIB'S TOP NETWORK 200

Rank	Advertiser	Gross Time Purchases Final Quarter 1955
1	Procter & Gamble	$9,181,732
2	General Motors	5,518,534
3	Chrysler	5,355,754
4	Colgate-Palmolive	4,701,090
5	General Foods	3,864,574
6	R. J. Reynolds	3,599,768
7	Whitehall Pharmacal	3,142,421
8	American Tobacco	2,952,861
9	General Mills	2,902,150
10	Ford Motor	2,537,298
11	Gillette	2,258,740
12	Lever Brothers	2,236,321
13	General Electric	2,029,409
14	Liggett & Myers	2,008,006
15	Toni	1,502,171
16	Pillsbury Mills	1,493,651
17	Bristol-Myers	1,460,195
18	Kellogg	1,316,097
19	P. Lorillard Tobacco	1,295,886
20	Scott Paper	1,187,977
21	Coca-Cola	1,125,680
22	Westinghouse	1,099,210
23	Johnson & Son	1,002,595
24	Kraft Foods	1,001,750
25	Borden	975,533
26	Revlon	951,876
27	Miles Labs	926,901
28	Campbell Soup	892,000
29	Charles Antell	855,997
30	Schick	809,221
31	Serutan	757,259
32	Sunbeam	747,907
33	Sheaffer Pen	742,821
34	Armour & Co.	709,754
35	Alcoa	677,571
36	American Motors	672,988
37	Carnation	664,277
38	Sperry Rand	658,643
39	Nestle	651,132
40	Dow Chemical	638,739
41	Gulf Oil	636,506
42	Standard Brands	631,050
43	Schlitz Brewing	608,259
44	Sylvania	528,915
45	Ronson	581,080
46	Goodyear	579,093
47	American Chicle	562,972
48	Ralston Purina	559,740
49	Prudential Insurance	551,965
50	Eastman Kodak	536,070
51	Pet Milk	534,900
52	H. J. Heinz	526,594
53	American Dairy Assn.	524,947
54	Lehn & Fink	517,083
55	Sweets Co.	512,606
56	Brown & Williamson	496,749
57	Mennen	490,143
58	Texas Co.	480,774
59	U. S. Steel	465,360
60	Admiral	463,855
61	Wine Corp. of America	458,399
62	CBS-Columbia	452,392
63	National Dairy Products	446,160
64	Simoniz	446,001
65	RCA	436,763
66	Reynolds Metals	436,335
67	Firestone	435,935
68	Swift & Co.	434,449
69	Johnson & Johnson	425,585
70	Armstrong Cork	421,550
71	Amana Society	413,627
72	Studebaker-Packard	408,854
73	Sterling Drug	398,618
74	National Biscuit	394,023
75	Warner-Lambert Pharm.	391,716
76	Anheuser-Busch	363,177
77	Avco	353,660
78	Brillo	346,140
79	E. I. Du Pont	345,345
80	Quaker Oats	342,112
81	Chesebrough-Pond's	336,855
82	Monsanto Chemical	332,635
83	Wildroot	323,043
84	Singer	317,790
85	General Cigar	314,553
86	Best Foods	312,865
87	Pabst Brewing	310,778
88	Roto-Broil	302,962
89	Hazel Bishop	292,467
90	Carter Products	284,160
91	Ciba	278,460
92	Continental Baking	277,595
93	Maytag	273,990
94	Parker Pen	273,954
95	S.O.S.	269,055
96	Hallmark Cards	267,240
97	Purex	265,452
98	Speidel	264,402
99	Vick Chemical	257,429
100	Whirlpool-Seeger	257,157
101	Elgin National Watch	244,980
102	Grove Labs	243,745
103	Aluminium Ltd.	239,459
104	Wander Co.	239,122
105	Thomas J. Lipton	237,000
106	Lanolin Plus	235,278
107	Pharmaceuticals Inc.	232,020
108	Olin Mathieson Chem.	229,085
109	Gerber	227,248
110	State Farm Mutual	217,326
111	Andrew Jergens	216,525
112	Cluett, Peabody	216,203
113	Paper-Mate	215,232
114	Helene Curtis	214,972
115	Intl. Cellucotton	213,202
116	Wrigley	209,430
117	Wesson Oil & Snowdrift	207,670
118	Knomark	206,743
119	Corn Products Refining	202,411
120	Tv Time Foods	200,638
121	Mars	200,445
122	Old Welch	198,125
123	Manhattan Soap	190,521
124	Noxzema Chemical	184,615
125	Associated Products	182,270
126	Gold Seal	182,150
127	Johns-Manville	178,710
128	Minn. Mining & Mfg.	176,607
129	Yardley of London	170,645
130	Ideal Toy	166,585
131	Electric Cos. Advertising	166,422
132	Quality Goods Mfrs.	165,103
133	Hawaiian Pineapple	164,395
134	Webster Chicago	162,060
135	Dormeyer	151,026
136	Emerson Drug	150,608
137	Nat'l. Carbon	148,740
138	Mutual Benefit	147,560
139	Maybelline	145,431
140	Lionel	142,722
141	Seven-Up	141,892
142	California Packing	141,257
143	Langines-Wittnauer	138,609
144	Necchi Sewing Machine	137,864
145	Bissell Carpet Sweeper	131,633
146	Standard Oil (Ind.)	129,753
147	Chunky Chocolate	129,248
148	C. H. Masland & Sons	127,550
149	Pan American	127,290
150	Gruen	126,761
151	Norwich Pharmacal	126,415
152	Beech-Nut Packing	120,655
153	Jules Montenier	118,251
154	National Presto Ind.	112,500
155	Black & Decker	111,001
156	Mattel Inc.	108,110
157	Lettuce Inc.	107,793
158	Atlantis Sales	107,620
159	Hills Brothers Coffee	104,593
160	Curtiss Candy	101,572
161	Hartz Mountain	101,130
162	Western Union	100,440
163	American Home Foods	94,779
164	Chun King Sales	93,950
165	Morton Salt	93,295
166	Hamm Brewing	91,998
167	Lewis-Howe	89,892
168	Pacific Western Oil	88,900
169	John Oster Mfg.	87,232
170	Falstaff Brewing	86,232
171	American Petroleum Inst.	85,131
172	Philco	84,740
173	General Time	82,077
174	Outboard Marine & Mfg.	81,443
175	A. E. Staley Mfg.	78,780
176	J. A. Wright & Co.	75,453
177	Shulton	73,025
178	American Character Doll	72,554
179	7th-Day Adventists	71,775
180	Polaroid	71,663
181	Upjohn	71,194
182	Lemon Products Adv. Bd.	70,029
183	Converted Rice	67,840
184	U. S. Time	67,323
185	General Tire & Rubber	67,151
186	Serta Assoc.	60,964
187	International Salt	60,345
188	Minute Maid	58,250
189	Crowell-Collier Pub.	58,017
190	International Shoe	55,408
191	Larsen	55,270
192	Curtis Pub.	54,543
193	Miller Brewing	54,030
194	Bourjois Inc.	53,891
195	U. S. Rubber	53,618
196	American-Marietta	52,500
197	Gold Filled Mfrs. Assn.	51,610
198	Polk Miller Products	51,134
199	Smith, Kline & French	47,823
200	Mobile Homes Mfrs.	46,957

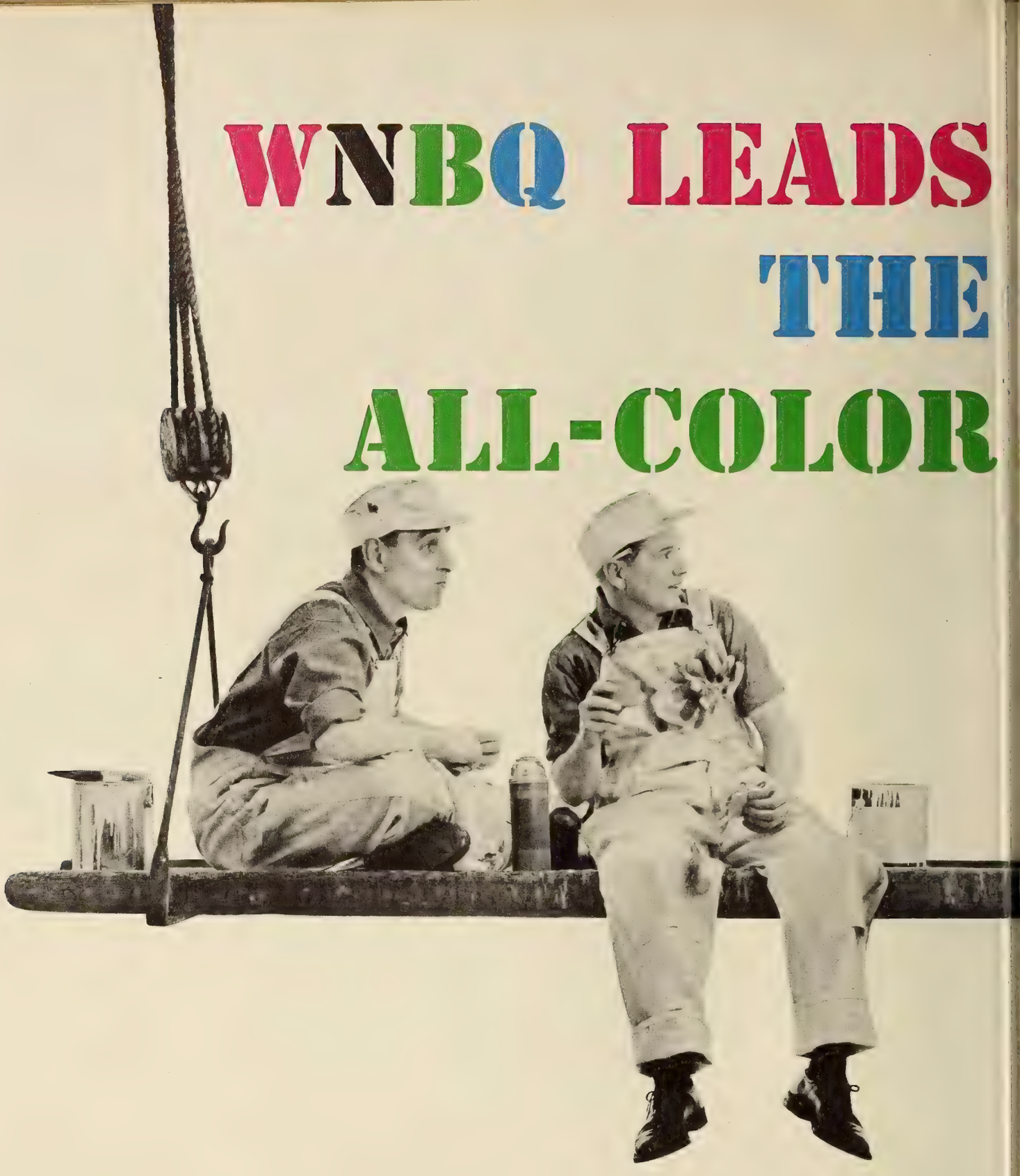
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WNBQ, CHICAGO, PAINTS THE TOWN RED!



and blue!
and green!

WNBQ LEADS THE ALL-COLOR



First Chicago station to develop a distinctive style of creative local programming, with products of its "Chicago School" graduating to network status . . .

First Chicago station to run a regular weekly commercial television program . . .

First Chicago station to transmit in color . . .

First Chicago station to use color film projection . . .

First Chicago station to run a regularly scheduled, live, all-color show . . .

Now WNBQ leads again! Beginning April 15th, WNBQ goes *all-color* — the world's first all-color TV station.

With new color equipment and enlarged studio facilities, WNBQ converts all its live local studio production to color — supplementing the national color break-through which RCA is backing with a $70-million investment and which NBC is pushing forward with its heavy schedule of network shows in color.

COLOR TV IS HERE! And the lessons learned, the

AGAIN, WITH WORLD'S FIRST STATION!



techniques developed in this Chicago pilot operation will be made available to every television station interested in advancing color television as a regular service to the public and to advertisers.

On the next page, you'll find a list of Mid-America's TV favorites now on view in full color over WNBQ. This rainbow of programming leads to a pot of gold for audiences – in the shape of exciting new entertainment values. And for advertisers – a colorful new framework for their messages and a perfect testing ground for the techniques of displaying their products in color.

Show business serving *all* business – that's WNBQ's specialty in America's 2nd richest market.

WNBQ

NBC TELEVISION IN CHICAGO

a service of RCA *represented by NBC Spot Sales*

TOWN & FARM
Mon.-Fri.

LEN O'CONNOR NEWS
Mon.-Fri.

JOHNNY COONS' ADVENTURES
Mon.-Fri.

KENNY'S KLUB
Mon.-Fri.

BOB & KAY with EDDIE DOUCETTE
Mon.-Fri.

ELMER THE ELEPHANT
Mon.-Fri.

ADULTS ONLY
Mon.-Fri.

CLINT YOULE WEATHER
Sun.-Fri.

DORSEY CONNORS
Sun.-Fri.

JACK ANGELL NEWS
Mon.-Fri.

WNBQ's schedule of local shows in COLOR

LET'S LOOK AT SPORTS
Mon.-Fri.

RCA COLOR THEATER
Monday

WHAT'S THE PIXIE?
Wednesday

KUKLA, FRAN & OLLIE
Thursday

WALT'S WORKSHOP
Friday

KIDS' HOLIDAY
Saturday

IT'S CHRIS
Saturday

HOW DOES YOUR GARDEN GROW?
Saturday

SUNDAY FUNNIES
Sunday

BIBLE TIME
Sunday

THE PULPIT
Sunday

LIVE & LEARN
Sunday

CITY DESK
Sunday

NEWS—ALEX DREIER
Sunday

SPORTS STAR TIME
Sunday



BROADCASTERS ARE CORDIALLY INVITED...

While you're in town for the NARTB Convention, we hope you'll drop into WNBQ's new Color Exhibition Hall in the Merchandise Mart. You'll find a visit well worth your while.

JULES HERBUVEAUX
Vice President and General Manager
WNBQ-WMAQ, NBC Chicago

SPOT BUYERS: 201-500

THIS section of the TvB tabulation of national and regional spot tv billing covers advertisers spending between $27,100 and $117,180. It is further broken down into spending in the 201-300, 301-400 and 401-500 categories, each with a billing spread as indicated. Firms are in alphabetical order, not in order of spending within the category in which they appear.

ADVERTISERS RANKED BETWEEN 201-300 EXPENDITURES $65,250-$117,180

Alliance Mfg.
American Oil
American Stores
American Sugar Refining
Atlantic Refining
Avoset
Mrs. Baird's Bakery
Bardahl Oil
Bavarian Brewing
Blatz Brewing
Blue Plate Foods
Blumenthal Bros. Choc.
Breyer Ice Cream
Castro Convertible
Chesapeake & Potomac Tel.
Chock Full O'Nuts
Jim Clinton Clothing Stores
Continental Oil
Cunningham's Drug Store
Helene Curtis Industries
Duncan Coffee
Duquesne Brewing
Foremost Dairies
42 Products Limited
Frito
GHP Cigar
General Electric Supply
General Petroleum
General Tire & Rubber
Gold Seal
Griesedieck Bros. Brewing
Griesedieck West Brew
Grocery Store Products
Haberele Congress Brewing
International Cellucotton
Interstate Bakeries
Gerold O. Kay & Assoc.
Keebler-Weyl Baking
Kitchen Arts Foods
Kraft Foods
G. Kreuger Brewing
Labor Savers
Lo-Calory Food
Lone Star Brewing
M.J.B. Co.
Magna Engineering
Oscar Mayer
Miller Brewing
Mission-Pak
John H. Morrell
Motorola Distributors
C. F. Mueller
Narragansett Brewing
National Airlines
National Dairy Products
Nationwide Insurance
Nehi Bottlers
Ohio Bell Telephone
Ohio Oil
Pan-Am Southern
Mrs. Paul's Kitchen
Pearl Brewing
Dr. Pepper Bottlers
Pepperidge Farm
Power Products
Pure Oil
Quaker City Chocolate & Conf.
Rath Packing
Redco
Reddi-Wip Mfg.
Remington-Rand
Richfield Oil
Rev. Oral Roberts
Roto-Broil
S.O.S.
Schoenling Brewing
Seabrook Farms
Sears Roebuck
Seeck & Kade
Sinclair Refining
Slenderella
Southern Bell Tel.
Speedway Petroleum
Standard Brewing
Standard Oil (Calif.)
Stegmaier Brewing
Swift
Taylor-Reed
Tenilhist
S. B. Thomas
Toy Mfrs. of the U. S. A.
U. S. Rubber
Walgreen
L. E. Waterman Pen
West End Brewing
Western Airlines
Wine Growers Guild
William Wrigley Jr.
W. F. Young
Zenith Radio

ADVERTISERS RANKED BETWEEN 301-400 EXPENDITURES $40,080-$64,510

Abbotts Dairies
Adell Chemical
Affiliated Supermarkets
American Brewery
American Motors
American Tobacco
Atchison, Topeka & Santa Fe
Barton Mfg.
Beatrice Food
Bekins Van & Storage
Bill Benton Clothes
Big Bear Markets
Bowman Biscuit
J. B. Branscombe
Burger Brewing
Burma-Vita
Burrus Mills
B-X Sunray Oil
Cargill
Chattanooga Medicine
Colonial Baking
Colonial Stores
Cook Paint & Varnish
Crown Zellerbach
Delta Airlines
Reuben H. Donnelly
Drug Research
East Ohio Gas
Eastco
Albert Ehlers
Jose Escalante
Ex-Lax
Fairmont Foods
Fanny Farmer Candy
Fels
Fisher-Price Toys
Great Northern Railway
Groveton Papers
Hammer Brewing Bottlers
Chr. Hansens Laboratory
Hollywood Brands
Hood Chemical
Humble Oil & Refining
Illinois Bell Tel.
Ivano
Keebler Biscuit
Kendall Foods
Kilpatricks Bakeries
Kiwi Polish
Knudsen Creamery
John Labatt Ltd.
Lance
Lan-O-Sheen
Little Crow Milling
Magnolia Petroleum
Martin Window
Michigan Bell Tel.
National Food Club
Nuhoff Packing
North American Airlines
Northern Pacific Railroad
Northwestern Bell Tel.
Olympia Brewing
Henry F. Ortlieb
Peoples Gas, Light & Coke
Phillips Packing
Pio Wine
Pittsburgh Brewing
Quaker Oats
Radiart
Redi-Magic Milk Shake
Revlon Products
Rexall Drug Dealers
Richmond Bros.
Adam Scheidt Brewing
G. Schmidt & Sons
Scott Paper
Seapak
Selchow & Richter
Serta Assoc. Dealers
R. E. Springs
Storz Brewing
Sun Ray Drug
Sweets Co. of America
Tetley Tea
Texize Chemical
Tidy House Products
Top Pop Products
Top Value Enterprises
Toy Guidance Council
Union Pacific Railroad
United-Whelan Stores
Westinghouse Electric
White King Soap
Whitehouse
J. B. Williams
Williamson Candy
Williamson-Dickie Mfg.
Wine Advisory Board
Wise Potato Chip

ADVERTISERS RANKED BETWEEN 401-500 EXPENDITURES $27,100-$40,070

Allegheny County Democrat
American Brewing
American Dairy Assn.
Anchor San. & Amer. Heating
Arizona Brewing
Bell Bakeries
Bell Tel. of Pa.
Boyle-Midway
Brillo Mfg.
Brown & Haley
E. L. Bruce
Burry Biscuit
Charmin Paper Mills
Chesty Foods
Coffee Time Products of America
Allen B. DuMont Labs
Eastern Air Lines
Easy Ad
Electrical Institute
Emerson Radio & Phono.
E-Z Mills
First Federal Saving & Loan
Fitzgerald Bros. Brewing
Genessee Brewing
James C. Gill
Gillette
Glamur Products
Godchaux Sugars
Goebel Brewing
Martin L. Hall
Hekman Biscuit
Charles E. Hires Bottlers
Hi-V
H. P. Hood & Sons
Imperial Sugar
Independent Grocers All.
In-Sink-Erator Mfg.
Instant Grip
Jenney Mfg.
Jewel Tea
Kay Jewelry
Knomark Mfg.
Lanvin Parfums
H. W. Lay
Lee Optical
Louisiana State Rice Mill
Lyon Van & Storage
Manchester Hosiery Mills
Manhattan Soap
Marcal Paper Mills
Marlun Mfg.
Martin Oil
Maryland Pharmaceutical
Md.-Va. Milk Producers
McKesson & Robbins
Merchants Biscuit
Mid-Continent Petroleum
Milner Products
Minneapolis Brewing
Motorists Mutual Ins.
Murphy Prods.
New England Tel. & Tel.
New Jersey Tel.
New York Central Railroad
Nicolay-Dancey
Nissen Baking
O-Cedar
Ohio Provision
Omar
Ore.-Wash.-Calif. Pear Bureau
Parker Pen
Perkins Products
Petersen Baking
Charles Pfizer
Regal Amber Brewing
Rosefield Packing
S.S.S.
W. Schluderberg-T. J. Kurdle
Jacob Schmidt Brewing
Signal Oil
Skelly Oil
F. H. Snow Canning
Southwestern Bell Tel.
Special Foods
Standard Food Markets
Sterling Breweries
Strietmann Biscuit
Stroehmann Bros.
Studebaker-Packard
Sun Drug
Sunbeam
Vic Tanneys Gym
Tidewater Associated Oil
Turn-A-Bed
Utility Appliance
Valleydale Packing
Wander
Warner Bros. Pictures
Welch Grape Juice
Westinghouse Electric Supply

CONTINUED ▶

NATIONAL TV ADVERTISING

SPOT BUYING CATEGORIES

FOOD AND GROCERY product advertising contributed more than 25% of the spot revenue of U. S. television stations during the fourth quarter of 1955, according to TvB's breakdown of the total $103.8 million expenditures of the 3,017 spot advertisers for tv time by product and service classes.

The $27.1 million worth of spot tv time bought by the food and grocery clients was nearly three times as great as the $9.4 million spent by beer and wine advertisers for time for their tv spot campaigns, TvB data show. Drug advertising ranked third, with $8.9 million worth of spot tv time purchases during the three-month period; cosmetic-toiletry advertising was fourth, with $7.8 million, and tobacco advertising fifth, with $6.4 million.

Comparing this rank order of the various types of spot tv accounts with that of network tv advertiser categories as reported by PIB [B•T, March 5] shows that food advertising is tops for the tv networks as well as for spot, with toiletries second, automotive third, soaps and cleansers fourth and tobaccos fifth on networks. A part of the variance between spot and network lists is due to the fact that the TvB and PIB breakdowns are not exact parallels. For example, PIB lumps soaps and cleansers into a single group; TvB separates them into two classes—cleansers and laundry products—which if combined would total $6.3 million for spot time during the quarter, almost tieing tobaccos for fifth place. It does seem significant, however, that beer-wine advertising ranks second in the tv spot field and tenth among tv network product groups, and that automotive advertising, third in network tv, ranks seventh in tv spot advertising.

The following table presents TvB's analysis of video spot advertising, October-December 1955, by types of advertising, with dollar expenditure for each product or service group.

Agriculture	**$378,000**
Feeds, Meals	241,000
All Other	137,000
Alcoholic Beverages	**9,446,000**
Beer and Ale	7,746,000
Wine	1,700,000
Amusements, Entertainment	**119,000**
Automotive	**5,321,000**
Anti-Freeze	735,000
Batteries	148,000
Cars	3,478,000
Tires and Tubes	367,000
Trucks and Trailers	144,000
Other Accessories, Supplies	449,000
Building Mat., Equip., Fix., Paints	**1,069,000**
Fixtures, Plumbing, Supplies	214,000
Materials	113,000
Paints	234,000
Power Tools	296,000
Miscellaneous	212,000
Clothing, Furnishings, Accessories	**2,485,000**
Clothing	1,755,000
Footwear	381,000
Hosiery	326,000
Miscellaneous	23,000
Confections & Soft Drinks	**5,391,000**
Confections	2,847,000
Soft Drinks	2,544,000
Consumer Services	**3,146,000**
Dry Cleaning & Laundries	38,000
Financial	639,000
Insurance	388,000
Medical & Dental	31,000
Moving, Hauling & Storage	121,000
Public Utilities	1,494,000
Religious, Political, Unions	278,000
Schools & Colleges	40,000
Miscellaneous Services	117,000
Cosmetics & Toiletries	**7,864,000**
Cosmetics	2,977,000
Deodorants	643,000
Depilatories	42,000
Hair Tonics & Shampoos	1,732,000
Hand & Face Creams, Lotions	202,000
Home Permanents & Coloring	407,000
Perfumes, Toilet Waters, Etc.	36,000
Razors, Blades	177,000
Shaving Creams, Lotions, Etc.	974,000
Toilet Soaps	426,000
All Other	248,000
Dental Products	**$2,779,000**
Dentrifices	2,341,000
Mouthwashes	321,000
All Other	117,000
Drug Products	**8,909,000**
Cold Remedies	2,642,000
Headache Remedies	1,452,000
Indigestion Remedies	1,768,000
Laxatives	757,000
Vitamins	559,000
Weight Aids	376,000
All Other	1,047,000
Drug Stores	308,000
Food & Grocery Products	**27,106,000**
Baked Goods	4,882,000
Cereals	2,044,000
Coffee, Tea & Food Drinks	5,409,000
Condiments, Sauces, Appetizers	1,546,000
Dairy Products	1,989,000
Desserts	284,000
Dry Foods (Flour, Mixes, Rice, Etc.)	1,735,000
Frozen Foods	1,718,000
Fruits & Vegetables, Juices*	1,635,000
Macaroni, Noodles, Chili, Etc.	522,000
Margarine, Shortenings	1,205,000
Meat, Poultry & Fish*	1,075,000
Soups*	487,000
All Other Foods	1,791,000
Food Stores	784,000
* Except Frozen	
Garden Supplies & Equipment	**43,000**
Gasoline & Lubricants	**3,698,000**
Gasoline & Oil	3,545,000
Oil Additives	107,000
Miscellaneous	46,000
Hotels, Resorts, Restaurants	**50,000**
Household Cleaners, Cleansers, Polishes & Waxes	**2,004,000**
Cleaners, Cleansers	838,000
Floor & Furniture Polishes, Waxes	142,000
Glass Cleaners	118,000
Home Dry Cleaners	435,000
Shoe Polish	350,000
Miscellaneous Cleaners	121,000
Household Equip. & Appls.	**2,444,000**
Household Furnishings	**833,000**
Beds, Mattresses, Springs	699,000
Furniture & Other Furnishings	134,000
Household Laundry Products	**4,318,000**
Bleaches, Starches	218,000
Packaged Soap, Detergents	$3,786,000
All Other	314,000
Household Paper Products	**951,000**
Cleansing Tissues	364,000
Food Wraps	150,000
Napkins	264,000
Toilet Tissue	59,000
All Other	114,000
Household General	**992,000**
Brooms, Brushes, Mops, Etc.	139,000
China, Glassware, Crockery, Containers	71,000
Disinfectants, Deodorizers	197,000
Fuels (Heating, Etc.)	58,000
Insecticides, Rodenticides	56,000
Kitchen Utensils	145,000
Miscellaneous	326,000
Notions	**200,000**
Pet Products	**1,294,000**
Publications	**133,000**
Sporting Goods, Bicycles, Toys	**659,000**
Bicycles & Supplies	55,000
General Sporting Goods	42,000
Toys & Games	557,000
Miscellaneous	5,000
Stationery, Office Equipment	**105,000**
Television, Radio, Phonograph, Musical Instruments	**1,646,000**
Antennas	135,000
Radio & Television Sets	1,241,000
Records	173,000
All Other	97,000
Tobacco Products & Supplies	**6,440,000**
Cigarettes	5,791,000
Cigars, Pipe Tobacco	648,000
Smoking Accessories & Supplies	1,000
Transportation & Travel	**1,000,000**
Air	503,000
Bus	190,000
Rail	288,000
Miscellaneous	19,000
Watches, Jewelry, Cameras	**2,138,000**
Cameras, Accessories, Supplies	36,000
Clocks & Watches	1,602,000
Jewelry	132,000
Pens & Pencils	359,000
Miscellaneous	9,000
Miscellaneous	**911,000**
Trading Stamps	199,000
Miscellaneous Products	179,000
Miscellaneous Stores	533,000

Basic Coverage
Where It Counts

"Where it counts" is WLAC-TV's vast multi-market area—which includes not only the important Nashville market but many cities and towns in the 3-state chunk of geography served by WLAC-TV's full power and 1179 foot tower. WLAC-TV's total service area includes 2,601,300 people, 726,300 families, and more than 400,000 tv homes.

Fully documented data (proof available upon request) shows 357,387 tv homes within WLAC-TV's ARB Area Survey and Measured .1 mv/m Contour.

Buy the maximum—and sell the maximum!

That means only one station hereabouts—WLAC-TV.



The South's Great Multi-Market Station

WLAC-TV
NASHVILLE, TENN.
CBS Basic Required
T. B. BAKER, JR.
Executive Vice-President and General Manager
ROBERT M. REUSCHLE
National Sales Manager
THE KATZ AGENCY, INC.
National Representatives

AGENCY'S STUDY OF FM CITES UNTAPPED POTENTIAL

- **Maxon Inc. report finds medium has been consistently ignored**
- **But that it offers outstanding circulation at 'desirable cost'**
- **And serves up a well-heeled, and loyal, audience**

FM RADIO may get its biggest boost in years through a study—probably the most comprehensive of its kind in fm history—just completed by Maxon Inc., one of the country's major advertising agencies.

Titled "Fm Radio: The Frustrated Medium," the 26-page appraisal examines the reasons for fm broadcasting's retardation, reports on the willingness of specific stations to offer fm time for sales separately from am, summarizes rates and other basic cost and operating data for commercial fm stations across the nation, and makes plain the conclusion that fm could be—and potentially is—an effective medium for advertisers.

The survey was conducted under the direction of Ray Stone, Maxon timebuyer, specifically in behalf of General Electric Co.'s hi-fi line. Though made for GE, it also reflects an agency interest in the largely overlooked medium. Other Maxon clients, who presumably will have the findings pointed out to them, include Gillette Co., Corning Glass Works, H. J. Heinz Co., Hotpoint Co., Mohawk Carpet Co., Pfeiffer Brewing Co. (Detroit) and Sun Maid Raisin Growers Assn.

The report makes no pretense at offering blue-sky conclusions:

"This is commercial fm in the U. S. today," it sums up. "An encouraging report? Hardly, with only about a dozen stations offering time at a price a national client would accept. [But] fm should continue to grow. How fast or how much depends to a very great extent on the interest of the major national advertisers."

Optimistic Findings

The study does find encouragement in its appraisal:

"Separate fm station operation can be and is both successful and effective.

"Fm radio today is supported commercially by local and regional advertisers who are in an excellent position to check actual sales with any particular advertising effort.

"Since fm does sell for local or regional advertisers, it must do the same for national clients.

"Fm can deliver an audience at a desirable cost.

"Fm may not be the complete answer to any advertising problem but neither is any other single medium."

The study reports that "investigation has indicated a well-planned, extended hour program on fm can reach 3% or better of all fm homes in the station's service area at any time between 7 and 10 p.m. local time."

Station-by-station details of Maxon's findings are spelled out in the report, copies of which are available in limited supply at the agency's New York offices, 12 East 53d Street. In summary, the report offers the following "scoreboard" totaling up the findings of its survey, which covered fm stations in markets having at least 25,000 population:

- 147 stations offer to sell fm time separately.
- 43 others "apparently" are "willing to separate fm from am," but their plans and/or costs remain to be negotiated.
- 7 others are "reported as excellent operations" but at survey time either were new stations or were undertaking programming or technical changes and therefore "should be checked further for current developments."
- 4 "outstanding" am-fm stations "will not split operation but should be considered as excellent fm operations."
- 58 other commercial fm stations "are not interested in separating fm from am at the present time."
- 73 commercial fm stations "did not reply to requests for information" but are presumed to be operating.
- 10 others are listed as storecast fm stations, 2 as transit fm stations, and 4 as background music fm stations.

This total comes to 348 stations. The report notes that FCC records show approximately 500 operating commercial fm stations as of Jan. 1, 1956, so that "this means about 150 stations are operating in cities of less than 25,000 population." In addition, 39 standard metropolitan markets are listed as having no commercial fm local service.

The report makes plain that "this study did not include many excellent fm stations in the smaller markets or those non-commercial stations run by educational institutions or municipal governments. While many of these stations are capably operated, it does not seem fm will achieve its potential by this method of broadcasting that is without commercial motivation."



MR. STONE

Work on compilation of data for the study was started in November 1955 and finished in March. The report itself correlates most of the information to Jan. 1, 1956.

On fm's credit side the report offers this appraisal of the medium's possibilities:

"A good fm station in many markets could have most of the following advantages to offer over other forms of broadcast media: (1) lowest cost; (2) better reception; (3) constant coverage; (4) higher income homes; (5) more adult listeners; (6) higher occupational status listeners; (7) an audience with more education; (8) more home owners; (9) more fm homes than tv homes.

"Most of the advantages of fm are not present in acceptable degree in many markets. . . . However, there is research to support the outstanding qualities of fm and there is no known evidence contrary to the opinions reached on the advantages of fm.

"Everything indicates that good fm can be a highly satisfactory supplement for advertising specialized for the more expensive products."

The report also asserts:

"It should not be overlooked that the only real fault of fm is a human one which, currently, has utilized only a portion of what fm has to offer. Coordinated efforts would erase all the undesirable discrepancies this survey has shown which contains and confirms many existing general opinions.

"It is strange the impression exists that fm has gone about as far as it can when (1) nations such as England are working on new fm networks, and (2) more fm sets are made in the U. S. every year than the year before.

"There are also fm stations supported by public subscription. This is more than can be said for an am or tv station.

"Fm stations do possess a very loyal audience, but whether or not the loyalty extends with the same intensity to the stations' advertising clients is another question."

The summary also observes that "it appears all radio is headed for music, news and specialized service programming with most of the programs being musical," and that "the superiority of fm on musical reception over am cannot be questioned."

Some of the background of fm's slowness in developing, as well as the purpose of the study itself—and the scarcity of information about fm broadcasting business—are pointed up in the report's opening paragraphs:

"There are over 10 million neglected homes! A statement like this could be interpreted as an unfortunate one, but is it? That is the question that brought about this study of fm radio in the U. S. today.

". . . Fm radio has one distinction that no other mass advertising medium can claim, for it has been and is consistently ignored by more major national advertisers.

"Why this should be true when fm can deliver a desirable audience in relation to am radio was the purpose of this national survey. In the beginning, one of the strange facets of fm radio became apparent in that there had never been available any extensive information of fm on a national basis. . . .

"The extreme lack of information seems to be the fault of everyone concerned. It is doubtful that there is any other business in the U. S. of the magnitude of fm about which so little is known.

"There have been, at a very minimum, 12 million fm receivers sold which would have an original valuation of around $500 million. Fm station transmitters cost more than similar am equipment, cost more to maintain, and cost more to operate. Other than simultaneous am-fm station operation, there are such things as program costs. All this money and effort involved but very few coordinated facts."

Credit to Armstrong

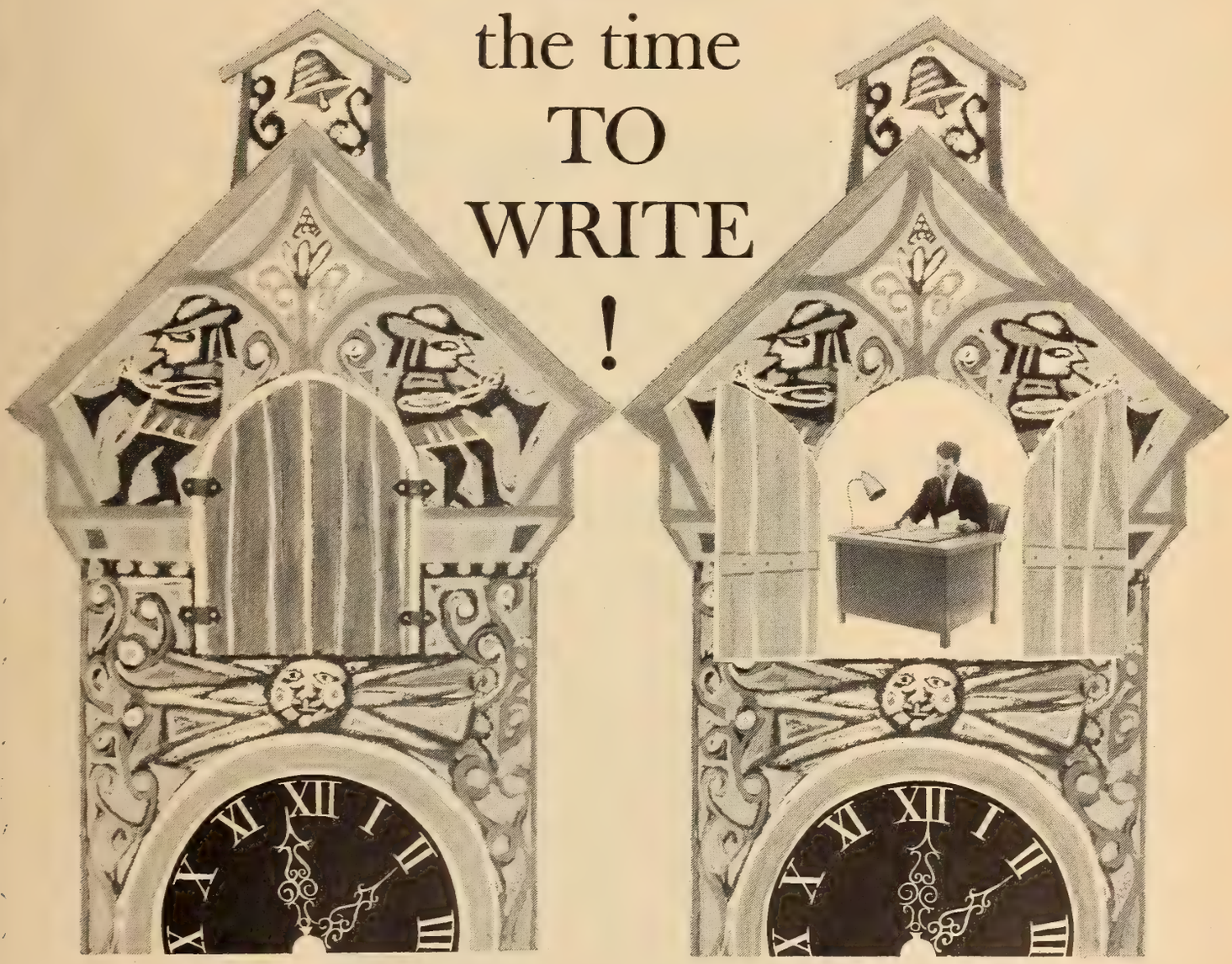
The report then reviews "contributing causes of insignificant fm station information and client interest in the past . . . even though no practical purpose is served by hindsight."

The report gives credit "first of all" to the late Major Edwin H. Armstrong, developer of fm, "who was an unusual man in more ways than one. It is difficult," the report continues, "to say whether fm would be more or less successful today if he had possessed less personal principles."

These three are listed as "some of the events which seem to have interfered with fm development": World War II, FCC's action moving the fm frequency band higher in the spectrum, and television's "phenomenal" growth.

The following are listed as "some of the actions that seem to have had a retarding effect" on fm "(1) questionable set or circuit design by many of the larger electronic manufacturers; (2) irregular fm set manufacture and sales campaigns; (3) unsatisfactory promotion of fm between manufacturers, distributors, retailers and servicemen; (4) the combination of am-fm-tv licenses under common ownership,

every 67 seconds someone in Philadelphia takes the time TO WRITE !



463,282 pieces of fan mail in the past twelve months! That's the kind of action stirred up by the personalities and programs on WRCV and WRCV-TV, Philadelphia.

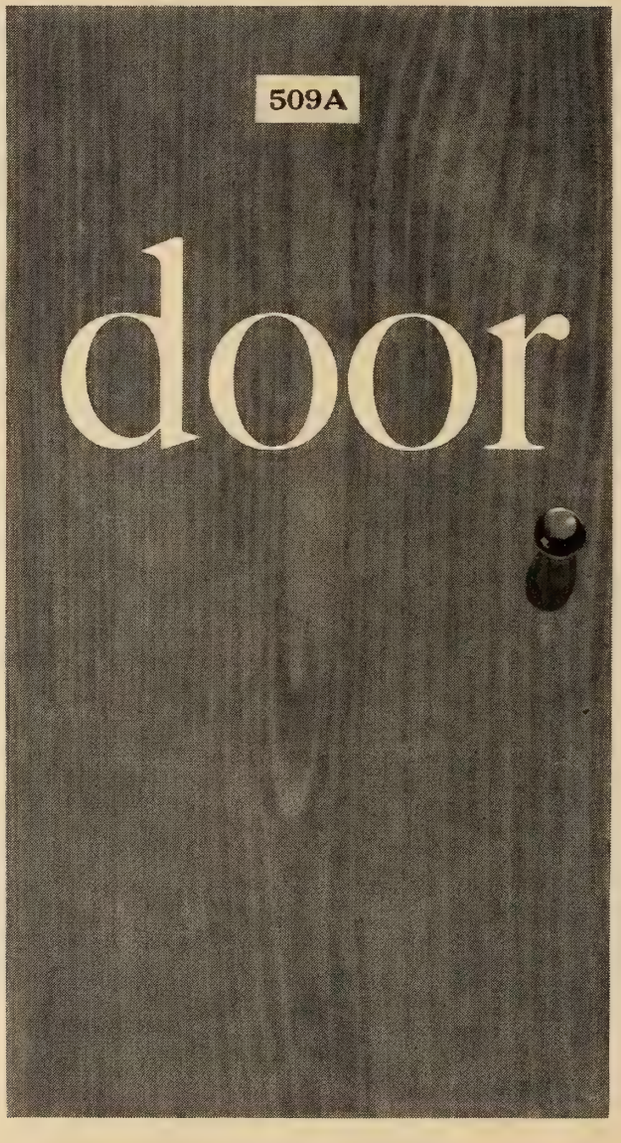
Make this audience response work for *you* in the nation's fourth market. Your NBC Spot Sales Representative can show you how! **WRCV·1060 WRCV-TV·3**

Lloyd E. Yoder, *Vice President and General Manager*
Hal Waddell, *WRCV Sales Manager*
Ted H. Walworth, Jr., *WRCV-TV Sales Manager*

NBC in Philadelphia *a service of* RCA

represented by NBC SPOT SALES

Behind this door



a revolution

When you step through that doorway into the AAP suite—on the NARTB floor at the Conrad Hilton—you'll meet a major feature-film distributor who understands, and has developed an exciting new concept of, TV film distribution.

As our clients are well aware, AAP is one of the few distributors able to guarantee a continuous supply of the kind of *quality* film programming that sends ratings sky-rocketing. Nevertheless, despite AAP's own unrivalled list of big-star, big-boxoffice Hollywood movies—to which the vast Warner Brothers library of smash-hit features, shorts and color cartoons has recently been added—we at AAP feel that our job has only *begun* when we've sold you our product. That's why AAP is now planning an all-out campaign aimed at helping you to merchandise the films you buy.

n FEATURE-FILM MARKETING is taking place!

From full-scale institutional advertising in leading national and trade publications, to idea-packed promotion-exploitation kits on each and every one of our feature-film packages, to active personal assistance through our representatives at the local station level as well as the national sales level, you'll find AAP backing its product to the hilt!

Whether you are a station manager, a sponsor, an agency man or a station representative—even if you're merely in the mood for a chat—your visit to the AAP suite will prove interesting, informative—and profitable.

Drop in to Suite 509-A any time. Watch our revolution in progress. (Incidentally, you'll find a sampling of AAP merchandising and promotional know-how . . . plus the AAP brand of hospitality—also behind these doors: 613A — 614A — 615A — 654A — 655A.)

Associated Artists Productions

345 Madison Ave., New York, N.Y. MUrray Hill 6-2323

AAP

Chicago/Dallas
Los Angeles

especially where other mass communication facilities are also commonly owned; (5) stations giving fm as a bonus to am; (6) the radio networks, service organizations, station representatives, agencies and clients' subsequent acceptance of free fm."

Mr. Stone, conductor of the Maxon study and author of the report, has been with Maxon, New York, for the past three years as a time-buyer. Prior to that he was with Weed & Co., New York, as a salesman for two years. Before that he served with CBS Radio and Television as a salesman for eight years.

Ronson Purchases Segment Of CBS-TV's 'Playhouse 90'

RONSON CORP., manufacturer of Ronson pocket lighters, table lighters, men's shavers, the new Lady Ronson shaver and accessories next fall will sponsor, on alternate weeks, a full hour (10-11 p.m.) of CBS-TV's planned 90-minute dramatic series *Playhouse 90* [CLOSED CIRCUIT, April 9]. Ronson will spend approximately $4.6 million for the program and time.

Playhouse 90 will mark the first time any network has presented hour-and-a-half dramas on a regular weekly basis. The series will be produced by Broadway and television veteran Martin Manulis and feature casts made up of tv, stage and screen stars. Norman, Craig & Kummel, New York, is the agency for Ronson.

Official Total on ReaLemon Radio Buys Now $1.2 Million

OFFICIAL price tag of $1.2 million has been placed on the trio of network radio buys negotiated by ReaLemon-Puritan Co. the past fortnight. The firm bought participations on NBC's *Weekday*, ABC's *Breakfast Club* and CBS' *Robert Q. Lewis Show*, all through its agency, Rutledge & Lilienfeld Inc., Chicago, for 13 weeks as part of a spring-summer campaign.

Authorities close to the account revised their earlier estimates ($300,000) as reported in B•T [AT DEADLINE, April 9], noting that about $1 million is being channeled to NBC Radio alone.



MAJOR PORTION of ReaLemon-Puritan Co.'s $1.2 million network radio purchases will go to NBC Radio under terms of the contract pacted by (l to r) Fred Horton, NBC director of sales; Virginia Graham, hostess of *Weekday*; Charles Lilienfeld, executive vice president, Rutledge & Lilienfeld agency, and James B. Cann, vice president-general manager of ReaLemon-Puritan.

WHY METROPOLITAN LIFE IS STICKING WITH RADIO

METROPOLITAN Life Insurance Co. started using radio in the mid-1920's, sponsoring an hour-long program of exercises daily, six days a week, in New York and later on a limited eastern network from about 1925 to 1936. Currently it places some 48 programs, mostly quarter-hour news shows, in 37 cities on a spot basis. The company has not yet expanded into television, a fact that frequently prompts its underwriters to ask why. Here is the answer that Jerry F. Crowley, manager of Metropolitan's advertising promotion, has included in his presentation for the field meetings being conducted this year:

". . . I have been asked why the Metropolitan advertising campaign for 1956 will continue to use radio and not include television, because, in some of your words, radio is dead. I don't agree with such thinking although I certainly accept television today as a most effective advertising medium. Independent research authorities, however, have proved that a greater number of people can still be reached at more frequent times for less money by radio than television. Two important facts to you men concerned with statistics: First, Americans today have more home, automobile and portable radios than ever before; second, one hundred and fifty million dollars *more* was spent in radio advertising last year than in 1945 when many of us visited people we didn't like if they just had a post-card size television set. Does that sound like a death notice? And remember, these radio dollars were budgeted by smart advertising men who buy with one demand—results.

". . . Metropolitan programs are scheduled from early morning to evening and so can be heard by practically every time audience. Metropolitan programs may be heard more than ten million times in homes every week and this does not include the vast unmeasured audiences such as those listening in automobiles . . .

"A comparison between radio and television particularly in the morning and daytime periods when many of our news programs are scheduled actually favors radio to a great degree. Millions of people wake up to clock radios, listen while shaving in the bathroom, preparing breakfast in the kitchen, or driving to work in their automobiles. These people—and others such as those on picnics—form an audience in locations the television set has not yet reached. They must depend on radio because they are of necessity listeners rather than viewers. And, most important to our programming, they want local news, weather conditions, time reports, etc.

"I want to repeat—and most emphatically—I recognize television as a powerful medium that has hardly begun to show its real potentialities. I think, however, you might call the present an advertising change era similar to the years when some so-called experts said radio was to kill motion pictures and newspapers as advertising and entertainment media. 'Why produce films?' they cried in those days when everybody—but everybody—was home listening to *Amos 'n' Andy*.

"Tomorrow you may be told interplanetary asafadrasos communication is to kill television. It won't, but I'd hesitate to say that even such an unheard of medium would never become part of a well-conceived advertising campaign."

Elgin Names JWT For Watch Account

J. WALTER THOMPSON Co. last week landed the watch product account of the Elgin National Watch Co., which spends an estimated $2 million-plus in advertising, the majority of it on CBS-TV's *Person to Person*.

The account moves from Young & Rubicam Inc. to Thompson, both Chicago, effective July 15, it was announced by Andrew L. Rowe, vice president for marketing at Elgin. Thompson originally handled the Elgin watch account in the 1930's and 1940's. An estimated 75% of its advertising expenditures are allocated for Edward R. Murrow's program on alternate Fridays, it was understood.

Simultaneously, George C. Reeves, vice president and manager of JWT's Chicago office, announced that George Dibert, agency vice president, will be account supervisor and Carl von Ammon, account representative for Elgin.

Kelly-Rainier Sponsor Explains Copy Approach

PETER PAN FOUNDATIONS (girdles, brassieres), New York, which has reported its commercials in the sponsorshsip of ABC Radio's coverage of the Grace Kelly-Prince Rainier wedding in Monaco tomorrow (Tuesday), would be "strictly institutional," last week gave some details of its copy approach.

A spokesman said its nine commercials will be based on Peter Pan's "Do You Know This Woman?" campaign, which has been running in print media. The key copy point of the commercials, he said, will be that Peter Pan bras, slips and girdles "enable women to present their most attractive appearance in all social situations." The firm also has made arrangements, through its foreign licensees, to broadcast the program, with simultaneous Spanish translation, to South America via Colombia's Radio Nuevo Mundo, and to air-mail tapes to radio outlets in New Zealand.

All 'Unusual' Advertising Not Surefire, Says Whitney

ADVERTISING that is "unusual" merely for the sake of attracting attention seldom sells products and can perform a serious disservice to both client and agency, according to Elmwood Whitney, vice president-director of Foote, Cone & Belding, New York.

Mr. Whitney, however, also told a joint meeting of the Advertising Club and the Art Directors Club of Washington last week that "to be commonplace in our business, and hence unnoticed, is to be dead."

Advertising should strive "to conceive a theme that is not only brilliant intellectually and illustratively but also so basic as to be understood by the retailer and consumer alike."

We're moving more people into booming San Diego!



Every Monday Morning there are 996 New San Diegans sitting down to breakfast. San Diego County alone has 819,300* people.

Everyone is making more, spending more and watching Channel 8 more than ever before.

**California Bureau of Finance—July 1, 1955*

KFMB 8 TV

ABC CBS

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.

REPRESENTED BY PETRY

America's more market

Good Grief,



IT'S true. We, the newsweekly of radio and tv, perpetrated it. But before you go ho-humming onto the following pages, consider this extenuating circumstance: we celebrate our 25th birthday next October 15; the survey is a sort of quarter-century inventory.

We didn't really make the survey. Erdos and Morgan * did. They sent out 4,584

Survey Facts:

Another Survey

questionnaires and got 1,936 replies. The respondents had no way of knowing whose survey it was. The publication names in the questions were rotated so every book on the list was printed first on the same number of questionnaires; sampling was scientific, with proper controls, geographic distribution, and category of readership. We'll send you a copy of the whole works upon request—just give us time to have it printed.**

Let's get something straight right now. This is a research study among executives and leaders in *radio* and *television*. It includes advertising agency personnel as well as station and network executives, representatives and five other groups. The publications listed in the survey, besides Broadcasting•Telecasting, were Billboard, Radio-Television Daily, Sponsor, Television, Television Age and Variety.

90.4% read B•T regularly (second place publication: 52.8%)

65.2% selected B•T as "first choice" when asked "If you could get only 2 publications which would you choose"? (second place publication: 12.3%)

62.5% voted B•T as "the publication in which you have the most confidence as far as editorial content is concerned." (second place publication: 19.5%)

57.1% list B•T as "the publication in which an advertisement would be likely to have the most impact on you." (second place: 18.7%)

64.9% prefer B•T for reporting of current trade events (runner-up: 12.2%)

40.8% prefer B•T for personal interview features (runner-up: 26.1%)

25.7% prefer B•T for "how to" features (the winner had 36.2%—this is the only category we didn't win)

78.4% prefer a weekly publication (second place went to Monthly—10%)

Agency Personnel Only were asked "In which of the following publications would you advertise if you were a station manager?"

49.1% said B•T. (all six others combined scored 40.5%—10.4% did not reply)

Maybe we'll touch new peaks during our next 25 years. Meanwhile, as the survey proves, when you want to reach the entire radio-television fraternity, nothing can touch B•T for effectiveness.

Clients include Colgate-Palmolive Co., IBM, National Biscuit Co., Wall Street Journal, McCall Corp., McGraw-Hill, Street & Smith, Time, Inc., National Geographic Society.

**Write Executive Offices, B•T Building, DeSales St., N.W., Washington 6, D. C.*





REMEDIES IN DETROIT TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

THE NATIONAL (NETWORK) INDEX

Rank	Product and Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Anacin (Ted Bates)	13	3	19	195
2.	Alka-Seltzer (Geoffrey Wade Adv.)	7	3	14½	134
3.	Bufferin (Young & Rubicam)	6	1	8⅓	133
4.	Bisodol Mints (Sullivan, Stauffer, Colwell & Bayles)	2	1	2	29
	Bromo Seltzer (Lennen & Newell)	1	1	3	29
6.	Rolaids (Ted Bates)	P	1	1	23
7.	Tums (Dancer-Fitzgerald-Sample and Ruthrauff & Ryan)	P	1	1	8
8.	Bayer Aspirin (Dancer-Fitzgerald-Sample)	1	1	1	7
	Phillips Milk of Magnesia (Dancer-Fitzgerald-Sample)	1	1	1	7

THE DETROIT INDEX (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	Commercial Units	Hooper Index
1.	Alka-Seltzer (Geoffrey Wade)	7	3	26½	302
2.	Anacin (Ted Bates)	11	3	17	136
3.	Bufferin (Young & Rubicam)	6	1	8⅓	135
4.	Bayer Aspirin (Dancer-Fitzgerald-Sample)	1	2	10	87
5.	Phillips Milk of Magnesia (Dancer-Fitzgerald-Sample)	1	2	5	56
6.	Bromo Seltzer (Lennen & Newell)	1	1	4	32
7.	Rolaids (Ted Bates)	P	1	1	20
8.	Alkaids (Emil Mogul Co.)		1	4	19
	Bisodol Mints (Sullivan, Stauffer, Colwell & Bayles)	1	1	1	19
10.	Tums (Dancer-Fitzgerald-Sample and Ruthrauff & Ryan)	P	1	1	7
11.	St. Joseph Aspirin (Lake-Spiro-Shurman)	—	1	2	6
12.	Salfane Headache Remedy	—	1	1	1

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

(P) Participations as distinguished from sponsorship.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred Feb. 11-17, 1956.

Adv. Research Foundation Adds 17 New Subscribers

AN ADDITION of 17 new subscribers the first quarter of this year has boosted the subscription to Advertising Research Foundation to 221, ARF has reported.

ARF also noted that since its reorganization in late 1951, the overall subscription renewal rate has been "over 94%."

Among the new agencies in the first quarter: George W. Hartman Co., Charles W. Hoyt Co., Emil Mogul Co. and Rogers & Smith. Advertisers: Bulova Watch Co.; Crosley and Bendix home appliances, divisions of AVCO Mfg.; Monsanto Chemical Co., and the New York Stock Exchange.

Cone Sees Agencies' Need As Creativity, Ingenuity

U. S. ADVERTISING has come up against a sonic barrier of bulk and volume which it can penetrate only through great creativity and ingenuity, Fairfax M. Cone, president of Foote, Cone & Belding, told the Los Angeles Advertising Club last Tuesday. He also addressed the San Francisco Advertising Club Wednesday.

"Before radio," he said, "the advertiser competed for interest. Today, the competition is for time." The 40-hour week has allowed people to do more things, Mr. Cone explained, but it also has resulted in more activities competing for the consumer's attention, let alone much more advertising.

Considering that total advertising expenditures in 10 years have increased 2½ times to over $9 billion, Mr. Cone noted, "never before in advertising must promises come so fast and benefits appear so bright." He made note how tv has altered evening reading habits, but felt tv's ad bulk is diluting the medium's impact.

Citing that the U. S. currently is experiencing an economy of abundance, Mr. Cone warned that the future health of American business may depend largely on the ability of the advertising man to create a new marketing technology to meet that of production. He said the automobile is responsible for this new social order, creating new markets by permitting people to move away from the "wrong side of the tracks."

Since tv came on the scene, "it is no longer economically possible for many advertisers simply to outspend, or as some people think, outshout their competition," Mr. Cone related. Creativity in advertising, manufacturing and marketing is the only answer, he said, but not for the purpose of getting the competition's business. "We don't need the other fellow's business nearly so much as we need new business for all of us."

Noting the constant improvement almost weekly in television programming and commercials, Mr. Cone described tv advertising as "printed advertising in motion. It is not radio with pictures. This is dead wrong and the mistake is still being made."

Revlon Hits New Sales Peak

RECORD SALES for the first quarter of this year of $20.15 million and earnings of $1.8 million were reported last Wednesday by Revlon Products Corp. at its first public shareholders' meeting in New York. The firm, which last December placed stock on the open market for the first time, said its sales figure for the current quarter represents a 150% increase over the same period last year. Revlon sponsors the *$64,000 Question* and alternates sponsorship with P. Lorillard (Kent cigarettes) on the *$64,000 Challenge*, both CBS-TV and this week launches its greatest tv spot campaign to date.

General Foods Takes Ziv Show

GENERAL FOODS Corp. (Maxwell House coffee), White Plains, N. Y., has signed to sponsor Ziv Television Programs' *West Point* tv film series next fall on CBS-TV (8-8:30 p.m. EST), it was announced last week by M. J. Rifkin, Ziv tv vice president in charge of sales [CLOSED CIRCUIT, April 9]. The agency for General Foods is Benton & Bowles, New York.

The dramatic anthology series, which will be filmed on both the East and West Coasts, marks Ziv Tv's first network sale of its product. The filmed series replaces *Mama*, which has been on CBS-TV since July 1, 1949.

Local Advertisers Must Have Immediate Response



IN PHILADELPHIA

MORE LOCAL ADVERTISERS

USE dial 950 WPEN

THAN ANY OTHER STATION*



By the way, More national advertisers use **WPEN** *than any other station**

Represented nationally by Gill-Perna, Inc.
New York, Chicago, Los Angeles, San Francisco

*B.A.R., Inc.

Airline Renews Spot For Nearly $1 Million

IN ONE of the largest single purchases of spot radio time, American Airlines has signed a three-year renewal contract of the *Music 'Til Dawn* program over five CBS Radio Spot Sales-represented stations at a total cost of nearly $1 million.

The announcement of the purchase, made last week by Wendell B. Campbell, CBS Radio vice president in charge of CBS Radio Spot Sales, pointed out that *Music 'Til Dawn* will begin a half hour earlier (11:30 p.m. instead of midnight) and continue until 5:30 a.m. on KCBS San Francisco, WCBS New York, KNX Los Angeles, WBBM Chicago and WTOP Washington. The contract covers a total of 29,133 programming hours, according to Mr. Campbell. The renewal was effective last Monday on WCBS and WTOP, and will take effect on WBBM, KCBS and KNX April 30.

Commenting on the renewal contract, C. R. Smith, president of American Airlines, said:

"The association of American Airlines' quality service with the high standard of music offered *Music 'Til Dawn* on these five stations has been most satisfying over the three years since the program's inception. Our renewal reflects the considered judgment of American Airlines that *Music 'Til Dawn* has justified its claim to a share of our advertising budget."

The program, which was launched in April 1953, is carried in those areas which provide American Airlines with a high percentage of its business. It has a format of classical and semi-classical music. The on-the-air personalities are: Dave McElhatten, KCBS; Mel Baldwin, KNX; Jay Andres, WBBM; Bob Hall, WCBS; and Roger Fleet, WTOP. A CBS Radio spokesman said that a recent study by Pulse showed that the program has a weekly audience of almost two and one-half million listeners within the basic service area of the five CBS Radio stations and more than 3 million listeners within the stations' total service areas.

Sindlinger Names Ed Thorne To Head New Client Service

ED THORNE, former president of United Theatre Owners of Oklahoma, will head a new client service department for Sindlinger & Co., audience research firm with headquarters in Ridley Park, Pa.

Mr. Thorne's office will be in Oklahoma City for the time being. His duties will be to conduct clinics with tv station and sponsor clients throughout the country.

One phase of the Sindlinger organization's work is to determine, as nearly as possible, what a program's audience rating will be before the show takes to the air [B•T, April 9].

P&G Shifts Biow Accounts To Grey Adv. Tatham-Laird

TWO new agencies and one of its present agencies were appointed last week to handle the advertising of several products for Procter & Gamble, Cincinnati, as a result of the impending withdrawal of The Biow Co. [AT DEADLINE, April 9], which had been servicing P&G.

The two new agencies are Grey Adv., which will get Lilt home permanent wave and Shasta shampoo, with billing amounting to approximately $1.5 million; and Tatham-Laird, Chicago, which will pick up $2 million in billing on the Fluffo account.

Spic and Span, which spends nearly $1 million, will be assigned to Young & Rubicam, New York, a P&G agency since 1949.

The new assignments will take effect July 1, 1956.

Turnbull, Bradford, Wolfe Named V.P.'s by Compton

HENRY R. TURNBULL, George A. Bradford and Ralph L. Wolfe, all department heads on the Crosley-Bendix (Avco) account at Compton Adv., N. Y., have been elected vice presidents of the agency.



MR. TURNBULL

Before joining Compton in August 1955, Mr. Turnbull was a vice president and account executive with The Biow Co. (then Biow-Beirn-Toigo). Mr. Bradford, who came to Compton last October, was formerly advertising and sales promotion manager of General Electric's radio-tv department, and Mr. Wolfe, who joined the agency this past March, was former manager of Geyer Adv.'s Detroit office.



MR. BRADFORD



MR. WOLFE

Humphrey Becomes Chairman, Two Promoted at HA&R

R. S. HUMPHREY, president of H. B. Humphrey, Alley & Richards Inc., Boston and New York, has been elected chairman, and has been succeeded by Charles A. Holcomb, the agency's executive vice president. Dean Uptegrove, creative director, will have the added responsibility as HA&R's executive vice president. Mr. Humphrey will continue in Boston, while Mr. Holcomb and Mr. Uptegrove will be located in New York.



MR. HUMPHREY

Humphrey, Alley & Richards was formed in 1951, following the merger of the original H. B. Humphrey Co.—founded in 1887 by the present Mr. Humphrey's father—with Alley & Richards Inc. Mr. Holcomb and Mr. Uptegrove had been with Alley & Richards for 14 and 23 years, respectively, and with HA&R for the past five years.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

April 17 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co., through Gardner Adv. on alternate weeks.

April 21 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co., through Ruthrauff & Ryan (also April 28, May 5, 12, 19, 26).

April 26 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

May 5 (9:30-11 p.m.) *Ford Star Jubilee,* "This Happy Breed," Ford Motor Co., through J. Walter Thompson.

May 10 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp., through McCann-Erickson.

May 24 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

NBC-TV

April 16-20 (3-4 p.m.) *Matinee,* participating sponsors (also April 26, 30-May 4, May 7-11, 14-18, 21-25, 28-31).

April 16-20 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also April 23-27, 30-May 4, 7-11, 14-18, 21-25, 28-31).

April 16 (7:45-8 p.m.) *News Caravan,* pickup from Chicago, R. J. Reynolds Tobacco Co., through William Esty Co. (also April 19).

April 22 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs and American Chicle, through Ted Bates, alternate weeks (also May 6, 20).

April 24 (8-9 p.m.) *Milton Berle Show,* Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt (also May 15).

April 29 (9-10 p.m.) *Alcoa Tv Playhouse,* Alcoa, through Fuller, Smith & Ross.

April 30 (8-9:30 p.m.) *Producers Showcase,* "Dodsworth," Ford Motor Co., through Kenyon & Eckhardt and RCA, through Kenyon & Eckhardt, Al Paul, Lefton and Grey.

May 3 (10-11 p.m.) *Lux Video Theatre,* Lever Bros., through J. Walter Thompson.

May 6 (4-5:30 p.m.) *Hallmark Hall of Fame,* Maurice Evans Presents "Cradle Song," Hallmark Cards, through Foote, Cone & Belding.

May 12 (9-10:30 p.m.) *Max Liebman Presents,* Oldsmobile, through D. P. Brothers.

May 20 (7:30-7:45 p.m.) *Gordon MacRae Show,* Lever Bros. through BBDO (also May 28).

May 22 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 24, 29, 31).

May 28 (8-9:30 p.m.) *Producer's Showcase,* "Bloomer Girl," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

[Note: This schedule will be corrected to press time of each issue of B•T]

WOAI-TV adds more color to colorful San Antonio

Pioneer WOAI-TV is again first with the finest!

Complete RCA color originating equipment — both network and local — film and slide and two live color chains.

Over 50 hours of Color programs a month

A new "zoom-type" lens — used interchangeably on black and white, color and mobile unit cameras for maximum coverage and production flexibility.

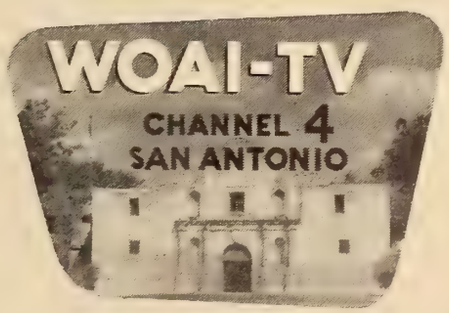
Newest RCA film projectors and Vidicon camera chains for the finest black and white film reproduction, assuring advertisers of clearest pictures and audio.

Spot and local advertisers agree by buying 26% more program time on WOAI-TV

New incandescent lighting to enhance both monochrome and color live productions.

And — TelePrompTer — for smooth production of programs and commercials.

These new facilities, operated by Southwest Texas' best production and engineering staff, assure advertisers everywhere of the finest TV service their money can buy.



NBC Primary Affiliate • Nationally Represented by Edward Petry & Company, Inc.

Jeanne Sullivan to Head NC&K Timebuying Division

JEANNE SULLIVAN, head timebuyer, Reggie Schuebel Inc., New York, joins Norman, Craig & Kummel, New York, as head of the timebuying department, effective immediately.



MISS SULLIVAN

In her new position she will be buying and clearing time for such accounts as Ronson products, Speidel watch bands, the Democratic National Committee, El Producto and La Palina cigars, and Bon Ami, among others.

Miss Sullivan has been with Reggie Schuebel Inc. for the past five years. Previously she was with the Duane Jones Agency, New York for eight years as a radio-tv timebuyer.

Metal Foil Plans Promotion

METAL FOIL PRODUCTS CO., Linden, N. J., starts tv test campaign to introduce its Broil-A-Foil disposable aluminum foil broiler trays in New York City. Campaign will be expanded after test on market-by-market basis throughout country. Broil-A-Foil will participate on the Josephine McCarthy, Herb Sheldon and Jinx Falkenburg shows on WRCA-TV New York and also will use newspaper space. The Wexton Co., New York, is agency.

Honold Joins Friskies

G. ALBERT HONOLD, formerly vice president and general manager of Honig-Cooper Co., Los Angeles, has been appointed advertising manager of Friskies pet foods, it was announced last week by Paul Willis, vice president in charge of advertising for the parent Carnation Co., and Donald H. Arnold, general advertising manager of Carnation's pet foods, cereals and food division. Friskies is under Albers Milling Co. division of Carnation and is advertised on *Annie Oakley*, syndicated tv series in 146 markets; *Waterfront*, syndicated tv series in various western markets, and on CBS-TV's *Burns & Allen Show*.

Hollander to Kletter Assoc.

ALVIN L. HOLLANDER Jr., former operations department director, DuMont Television Network, and since Jan. 1 with Edward Kletter Assoc., New York on a free-lance basis, has joined the Kletter Agency as manager of the radio-tv department. Mr. Hollander, with DuMont since 1947, left the former network last December. During his DuMont association, he took a leave of absence to help set up tv operations for 20th Century-Fox in Australia.

AGENCY APPOINTMENTS

Kitchen Art Foods Inc., Chicago, names Clinton E. Frank Inc., Chicago, for Py-O-My line of mixes.

E. F. Drew & Co., N. Y., appoints Donahue & Coe Inc., N. Y., for Tri-Nut margarine.

A&A PEOPLE

William Strosahl, vice president and art director, William Esty Co., N. Y., named creative director of agency.

Herbert Kaufman, vice president and secretary of Du-Fine-Kaufman Inc., New York advertising and public relations agency, has resigned. He will announce future plans shortly.

Joseph R. Joyce, vice president and account supervisor, Ruthrauff & Ryan Inc., N. Y., formerly with Donahue & Coe Inc., N. Y., 1946-48, returns to D&C as vice president and account supervisor.

Edwin G. Foreman Jr., formerly vice president of Al Paul Lefton Co. Inc. and general manager of Chicago office, to O'Grady-Anderson-Gray Inc., same city, as vice president.

Edward Pyle, film supervisor at CBS Television City, L. A., joins N. W. Ayer & Son there this week as head of film quality control services for Ayer clients. Agency also transferred **Beverly Keim** from Phila. office to L. A. as advertising consultant for Southern California Plymouth Dealers.

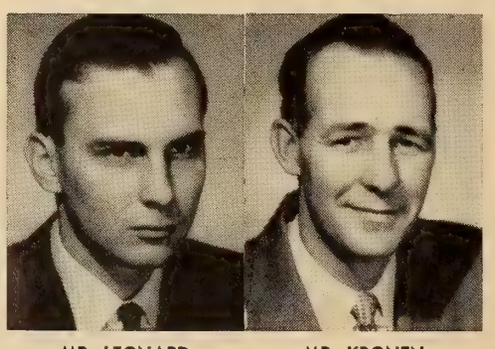
William R. Hesse, vice president and account supervisor, Benton & Bowles, N. Y., elected to board of directors. Mr. Hesse joined agency several months ago after eight years as vice president and account supervisor, BBDO.

Dade Ellison, account executive, Gourfain-Cobb Assoc., Chicago agency, elected vice president in charge of creative planning.

Keith Royer, account executive, John V. Anderson Adv. Agency, Omaha, named vice president.

Courtenay Moon, copy chief and tv director, Guild, Bascom & Bonfigli, S. F., and **Rod MacDonald,** head of media department, elected vice presidents. **Byron Mayo,** account executive, L. A. office of Foote, Cone & Belding, to Guild, Bascom & Bonfigli Inc., S. F., in same capacity, assigned to work on Foremost Dairies account.

Donald E. Leonard, broadcast media department, McCann-Erickson, N. Y., to W. B. Doner Adv. Agency, Baltimore, as media director, **Arthur Kronen,** traffic coordinator, Cunningham & Walsh, N. Y., to Doner, Baltimore, as production manager.



MR. LEONARD MR. KRONEN

Arnold C. Graham, advertising and sales manager, Guinness Div., Goebel Brewing Co., Detroit, for past six years, to Kenyon & Eckhardt, Chicago, as account executive. **William A. Mowry,** executive producer, Herbert S. Laufman, to K&E, Chicago, as commercial producer. **Edward W. Harbert II,** NBC producer-director of closed-circuit color tv for past two years, to Kenyon & Eckhardt, N. Y., in radio-tv department as director of program development. **Joseph Quinn,** Rowe, Doherty Assoc., public relations firm, to K&E, N. Y., as publicist. **Harold Allen,** researcher, Johns Hopkins U., to K&E, N. Y., as assistant research director. **Robert P. Young,** copy and public relations man, MacLaren Adv., Montreal, to Kenyon & Eckhardt Ltd., Montreal, as copywriter. **William G. M. Haire,** formerly with McKim Adv., Montreal, to K&E, Montreal, as staff artist.

David Solomon, free-lance copywriter, to CBS-Columbia, radio-tv set manufacturing division of CBS Inc., as cooperative advertising manager.

Howard Connell, vice president, Ogilvy, Benson & Mather, N. Y., and formerly creative head on American Tobacco Co. account at Lord & Thomas, predecessor agency to Foote, Cone & Belding, N. Y., returns to FC&B as group copy head on N. Y. accounts.

Leonard Kotowski, copywriter, Grant Adv., Detroit, promoted to group copy chief on Dodge passenger car account.



MR. KOTOWSKI

Ben Norman, radio-tv production director, Doyle Dane Bernbach, L. A., transferred to N. Y. office in similar capacity.

Walter Hughes, WTRY Troy, N. Y., to Mastic Tile Corp. of America, Newburg, N. Y., as assistant advertising manager.

James O. Rankin, vice president and creative director, Hilton & Riggio, N. Y. agency; **Neil Landy,** engineering production division, RCA International, and **Richard F. Creedy,** Ted Bates agency, N. Y., all to copy staff, J. M. Mathes Inc., N. Y.

Bob Bingham, news editor and special events director, WGBS Miami, Fla., to Ted Outlaw Adv. Agency, Greenville, S. C., as head of tv and radio departments. **Herbert J. Walton,** Quality Textiles Inc., Greenville, to Outlaw as account executive.

Edward P. Wurtzebach, formerly account media director, Ruthrauff & Ryan, named associate media director, J. Walter Thompson Co., Chicago.

Dorian St. George, former ABC staff announcer and producer, to Charles L. Rumrill & Co., Rochester, N. Y., as director of radio and tv.

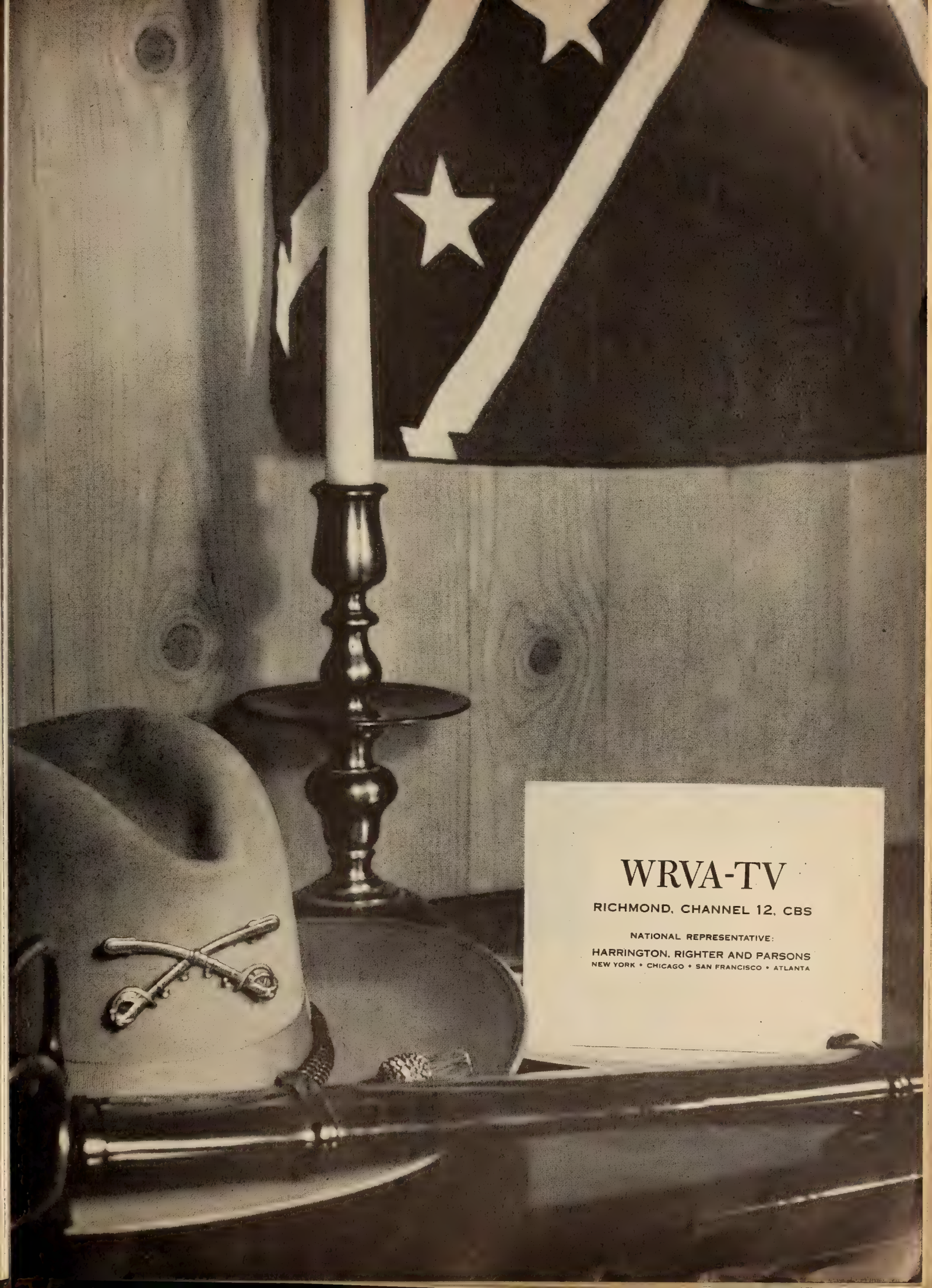
Larry Pendleton, formerly vice president of Jordan Co., to Walter McCreery Inc., Beverly Hills, Calif., agency, as account executive. **William Dyer,** former sports announcer for CBS and operator of his own agency in Baltimore, to McCreery as account executive.

George Kern, associate media director, Lennen & Newell, N. Y., to McCann-Erickson, N. Y., as tv-radio account executive.

Arthur Daly, account executive, D'Arcy Adv., N. Y., to Ogilvy, Benson & Mathers, N. Y., as director of radio and television. **David B. McCall,** vice president and creative director, David J. Mahoney, N. Y., rejoins Ogilvy, Benson & Mather, N. Y., as associate copy chief.

Max E. Wildman, partner in the law firm of Kirkland, Fleming, Green, Martin & Ellis, Chicago office, elected director in Ross Llewellyn Inc., Chicago advertising agency.

John Marden, department head, R. H. Macy Co., N. Y., and **Margaret Holt,** copywriter,


WRVA-TV
RICHMOND, CHANNEL 12, CBS
NATIONAL REPRESENTATIVE:
HARRINGTON, RIGHTER AND PARSONS
NEW YORK • CHICAGO • SAN FRANCISCO • ATLANTA

Ogilvy, Benson & Mather, N. Y., to Grey Adv., N. Y., as assistant account executive and radio-television writer, respectively. **Frank Stern,** editor analyst, Arnold Bernhard & Co., to Grey Adv., N. Y., as economist in research dept. **Norman Herwood,** copy chief, Blaine-Thompson, N. Y., to Grey, in copy department. **Norma Marmoci,** formerly in copy department, Benton & Bowles, N. Y., to Grey, in same capacity.

Linwood F. Brown, national sales manager, Institutional Products Div., General Foods Corp., to marketing manager, and **Walter F. Volckmann,** division's sales promotion and advertising manager, to new products and market research manager, both new posts. Mr. Brown will be succeeded as national sales manager by **John F. Lorch,** central region sales manager, Chicago, and **David J. Hopwood,** merchandising manager, replaces Mr. Volckmann.

Myrtle Green, who as June Marlowe, conducted *Your Neighbor* program on WMAQ Chicago more than 20 years for Wieboldt Stores Inc., appointed advertising manager of department store chain, succeeding **Mrs. Marion Hilker,** resigned.

Fred Gross promoted from assistant production manager to production manager at Waldie & Briggs Inc., Chicago advertising agency. He succeeds **Alex Reitz,** promoted to vice president for media and production last December.

Warren C. Russell, production manager, WGR-TV Buffalo, N. Y., to Ketchum, MacLeod & Grove Inc., Pittsburgh, Pa., and N. Y. agency, as producer.

Doyle W. Lott, formerly director of advertising, Reo Motors Inc., Lansing, Mich., appointed assistant account executive on Dodge account, Grant Adv., Detroit, Mich. **Jerome K. Westerfield** appointed group copy chief on Electric Auto-Lite account at Grant Detroit office. **Joe K. Hughes,** former Texas newspaperman, to public relations division, Grant Dallas office.

St. Clair O. Dixon, account executive and production manager, Fensholt Adv. Agency, Chicago, for past nine years, to Chicago office of Grant Adv. as assistant to production manager.

Jack E. Schlegel, sales manager, Ekco Products Co. (housewares), Chicago, appointed advertising manager.

Joseph M. Cahill Jr., sales staff, KCMO-TV Kansas City, to Potts-Woodbury Inc., Kansas City advertising agency, as account executive.

Wallace R. Magill, free-lance director, NBC's *The Telephone Hour,* has rejoined radio-tv program department, N. W. Ayer & Son, N. Y., as producer-director of programs. He also will supervise new *Telephone Time* on CBS-TV. Other additions to Ayer's radio-tv department: **Donald S. Hillman,** former NBC-TV and Ford Foundation producer; **Robert Wilbor,** NBC-TV director, and **Ronald L. Buebendorf,** formerly with media research dept., Sullivan, Stauffer, Colwell & Bayles. **Isabel Ziegler,** The Biow Co., N. Y. to Ayer.

Thomas J. McDermott, vice president, N. W. Ayer & Son, N. Y., to marry Helen Whitmore, television copy supervisor at Ayer on April 24, at Savoy Plaza Hotel, N. Y.

Bryant Venable, 82, vice president of Associated Adv. Agency, Cincinnati, Ohio, died March 29.

Maurice Collette, 70, retired vice president and director, BBDO, N. Y., died April 3 in Bronxville, N. Y. He joined Geo. Batten Co., forerunner of BBDO, in 1904, resigned in 1952 and lived in Pelham Manor, N. Y.

REVOLUTIONARY NEW TV TAPE PROCESS UNVEILED BY AMPEX

CBS-TV orders three units of new machine that shortcuts many of the present difficulties of tv tape. Ampex officials say it will be developed further for color.

A STRIKING video tape process by Ampex Corp., which holds promise of revolutionizing the entire television industry, moved out of the laboratory stage into the marketplace over the past weekend. Particular benefits are envisioned for network programming as well as having a bearing on syndicated film and kinescope operations, much as audio recorders altered network radio concepts eight years ago.

Its impact and potential came to the commercial fore with an announcement by Ampex Corp., pioneer manufacturer of magnetic recorders, that it had developed a video tape recorder for a cost-beset industry, promising several advantages for tv networks and including the prime requisite of picture quality.

Ampex demonstrated its video tape recorder (VTR) simultaneously Saturday in Chicago before over 200 CBS-TV affiliates and in its Redwood City, Calif., laboratory. The manufacturer reported it will turn out a "limited number" (probably eight) of these prototype units for tv networks and government and private research labs.

CBS-TV reported it has ordered three units at a cost of $75,000 each, with expected delivery by August according to best estimates, for utilization in its fall programming schedule. Most practical advantage: resolving of the traditional three-hour time differential between East and West Coasts and the supply of "better quality pictures" for its affiliates.

The recorder operates at only 15 inches per second on a 14-inch reel with two-inch magnetic tape and provides for recording and reproduction of a full-hour television program—the speed being by far the slowest yet claimed for any video tape system.

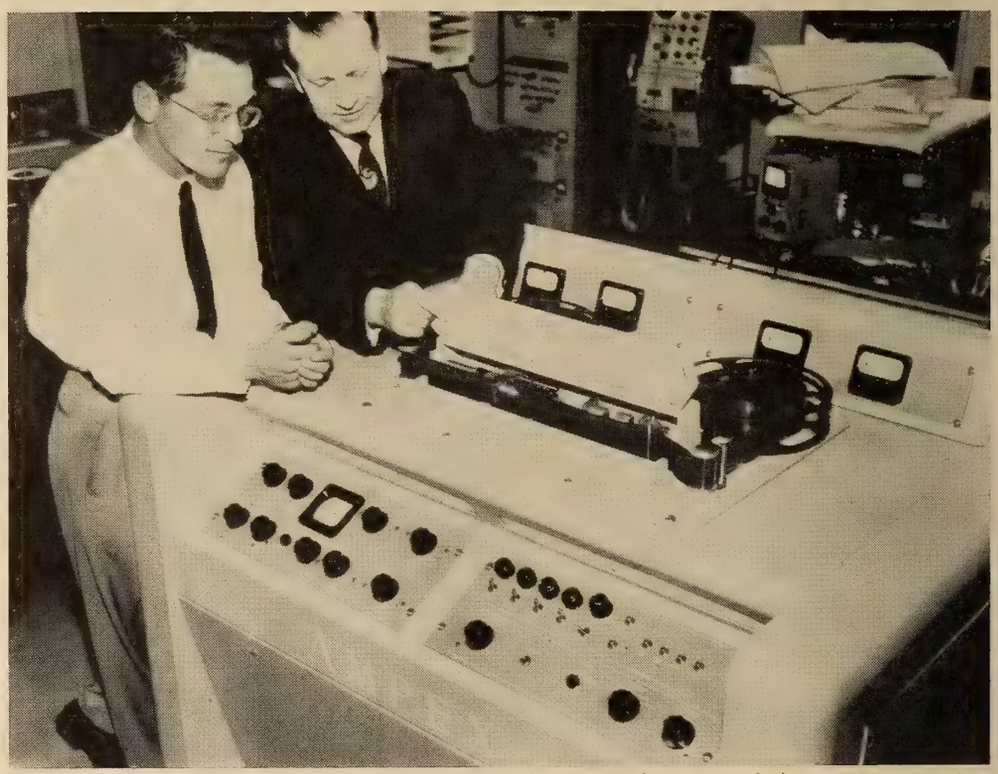
Ampex officials expressed confidence it would face "no problem" in expanding the basic technique to include color and reported the company is devising "a system for recording programs in full color as a logical extension of the current development."

The Ampex development had been a well-guarded secret, although the system has been in the testing stage for 30 months.

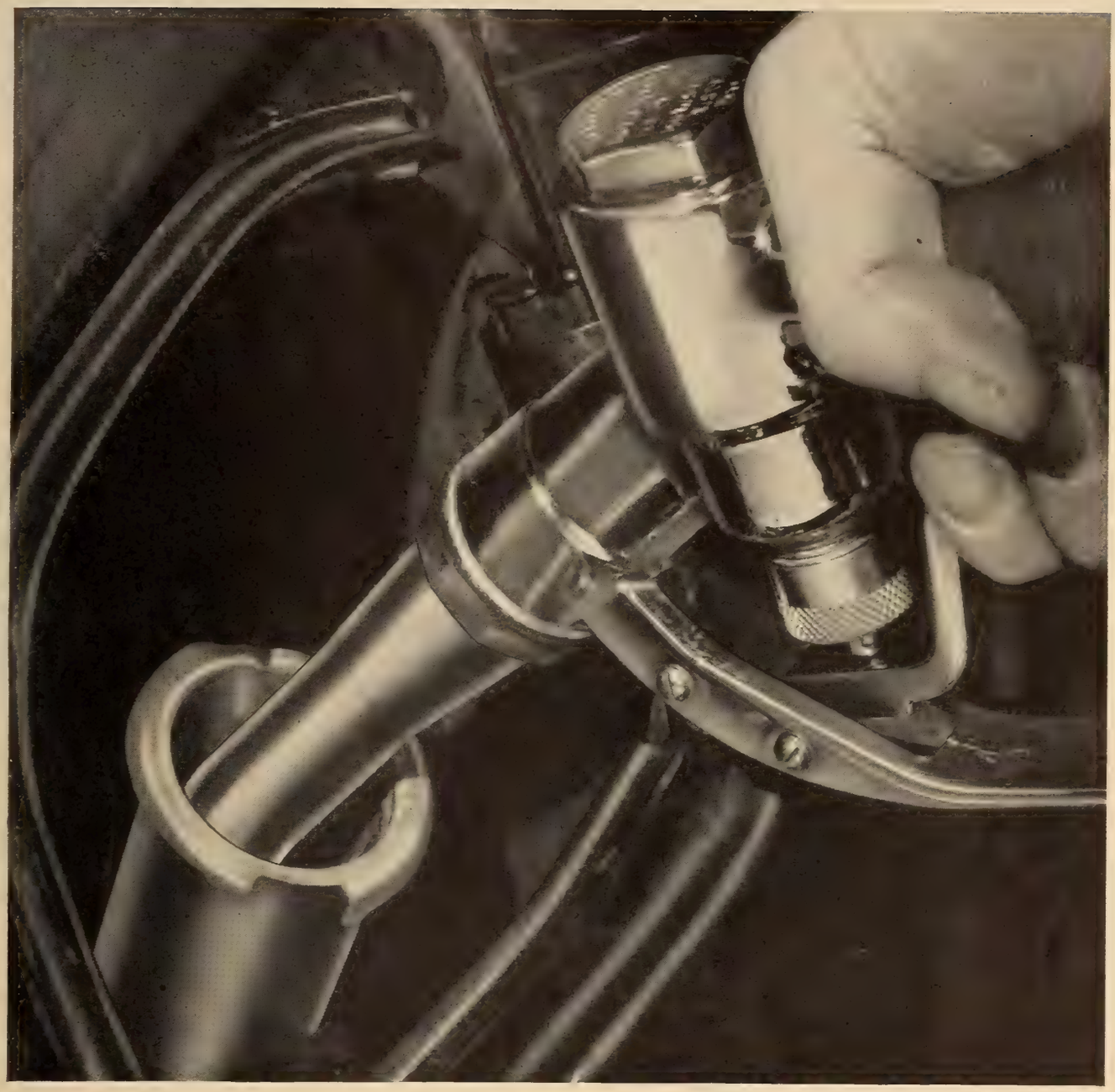
Only last summer some authorities were prepared to concede that the first practical magnetic tape device for video was perhaps three years away commercially, despite intensive behind-the-scenes lab work [CLOSED CIRCUIT, May 23, 1955]. Other authorities, including Bing Crosby Enterprises, had estimated that color tape equipment would be commercially ready by mid-1957 [B•T, Nov. 14, 1955].

In the wake of the Ampex announcement—and its subsequent demonstrations this week during the annual NARTB convention—many a telecaster and advertiser will be asking what effect if any (and how soon) it will have on syndicated film properties, if other networks follow the lead of CBS-TV and order similar recorders in a possible trend toward the slotting of programs at uniform time periods throughout the country.

At Saturday's affiliates meeting, William B. Lodge, CBS engineering vice president, reported his network is "very enthusiastic" about the development and expressed gratification that CBS-TV "is scheduled to be the first television network to receive Ampex video tape re-



THIS is the new Ampex television tape recorder. Development of the project was in charge of Charles P. Ginsburg (l), senior project engineer in charge of video development, and Phillip L. Gundy, manager of the audio division, here inspecting the magnetic head assembly.



WOODLAND-TV *is* BIG *territory!*

Here's the business end of a high-powered motoring market you may be missing . . . currently wheeling along at the rate of $514-million for gas, oil and automotive products. Western Michigan motorists are YOURS . . . when you buy WOOD-TV, Grand Rapids' only television station . . . the country's 18th television market. Ask us to tell you more!





WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

corders." He felt use of the equipment to bridge time lags "will improve the technical quality of CBS television programs and will enable our affiliated stations on the West Coast to deliver better quality pictures in the home."

Apart from its other claimed advantages (more program time on less bulky reels, etc.), utilization of the video recorder conceivably could result in widespread economies in CBS-TV West Coast operations because of its erasure factors. Tapes could be erased and re-used dozens of times over.

In instances where it is used, the cost-per-thousand concept would have a free hand with re-use (kinescopes cost about $200 per hour and have little replay value).

Initial delivery of recorders to CBS-TV by "late summer" was announced by Phillip H. Gundy, manager of Ampex's audio division, who headed the project. Best guess seems to be sometime in August.

The development marked another "first" for Ampex, which is credited with introducing the first magnetic tape sound recorder for radio in 1948 and saw the method adopted industry-wide by all networks, thus cutting a new pattern in operating methods and economics. Introduction was linked to Bing Crosby's ABC Radio program, which drew criticism at the outset but which later was dissipated with refinements in audio tape processes in later years.

Ampex is one of several firms, along with RCA, which has done experimental work on both black and white and color magnetic devices, others being Armour Research Foundation, Bing Crosby Enterprises (which has not exploited its monochrome units pending comparable achievements in color picture quality), Brush Development Co. and Magnecord Inc.

RCA unveiled a tape recorder early last year after field-testing. Bing Crosby Enterprises followed suit with its own color model later that month [B•T, Feb. 28, Feb. 7, 1955].

How does the new Ampex VTR work? Once installed and adjusted, according to officials, it's the epitome of simplicity and amounts to the "push-button" type of operation envisaged for tv stations on color and monochrome tape in the not too distant future, with resultant economies.

The recorder system carries picture and sound on a single two-inch tape, picture quality emerging as "considerably better" than that from kinescope methods utilizing photographic film, according to Charles P. Ginsburg, Ampex senior project engineer in charge of video development. Apparent at Saturday's demonstration was that the ability to reproduce accurately all shades from black to white ("gray shade") is an inherent part of the new system, and it's claimed that, by contrast, the gradation from one to the other is not uniform in photographic film.

Another factor was resolution or measure of picture clarity, with any limitations adjudged to be in the home receiver rather than in quality of transmission. Ampex claims its unit will record and reproduce over 320 lines, compared to maximum 340 lines transmitted by stations and against the backdrop of the accepted 275 lines on the face of the picture tube in an average home receiver.

Aside from reproduction of recorded programs with "live" telecast quality, the new recording system carries "operational and economic advantages," according to Ampex. Its engineers explained:

"Programs can be recorded directly from the tv camera, from a tv receiver, from television transmission lines or from microwave relay systems. Just as with the Ampex audio tape recorders, the program can be immediately replayed with no processing of any kind necessary. Considerable economy can be effected by erasing the recorded signal when it is no longer needed and re-using the tape to record another program. This is in contrast to photographic film which cannot be re-used after it has been exposed."

Operates Like Audio Tape

One button is pushed to start recording processes and another for playback, with operating principles much the same as in the firm's audio tape recorder. Electrical signals pass through a coil around the recording (or electro-magnet) head. Magnetic field impresses a pattern on the tape's magnetic surface as it passes the head, with pattern and electrical signals in the coil thus corresponding and the pattern corresponding to what the camera "sees" at any instant.

For reproduction, the tape passes across the same head and the pattern induces a current in the coil around the head. Induced current can be fed to a tv transmitter as though it were emanating from the tv camera, because the pattern corresponds to the original picture.

The VTR records frequencies as high as 4 mc to obtain a 320-line resolution. To attain a frequency response of 15,000 cycles per second, Ampex audio tape recorders use a tape speed as low as seven-and-a-half inches per second, while by contrast in video tape, speed would have to reach 2,000 inches per second for 4 mc responses. On that basis, a 14-inch magnetic tape could record only 29 seconds of program material.

Thus, with necessity of reducing tape speed, Ampex engineers use a magnetic head assembly which rotates at a high speed, giving an effective tape speed sufficient to record and reproduce the full 4 mc band width. The tape moves slowly and the heads move at a very high speed rate across the surface of the head. The magnetic pattern is recorded transversely across the tape instead of longitudinally as in conventional audio recorders. The sound that goes with the picture is recorded in an ordinary manner along one edge of the tape.

The latest video tape developed by Bing Crosby Enterprises comprises a half-inch tape run at 180 inches per second with 2½ mc and is said to be capable of carrying 20 minutes programming time [B•T, Nov. 14, Oct. 31, 1955].

Hoffman Appoints Three

DAVE VAN WINKLE has been appointed to the new position of sales promotion manager of the radio division of Hoffman Electronics Corp., Los Angeles. Mr. Van Winkle previously was with the sales division of Hoffman.

Bill Baldwin, who has been with Hoffman for the past three years, has been advanced to the post of advertising manager for the radio division, and Bob Andrews, formerly assistant advertising manager for Abbey Rents, has been made new production manager on the Hoffman advertising staff.

Tape Timing Guide Issued

A NEW timing chart in the form of a simplified slide rule, designed to show at a glance the time and length factors involved in tape recording, has been introduced in the Reeves Soundcraft Corp. line as an accessory item, the company announced last week. With it, officials said, "the tape-recordist can tell, before he starts, how much tape he will need to record for a certain period of time or how long a certain tape will last him at any recording speed." The Soundcraft Timing Chart is available at Soundcraft dealers for $1.20.

JAMES M. SKINNER JR. IS PHILCO PRESIDENT

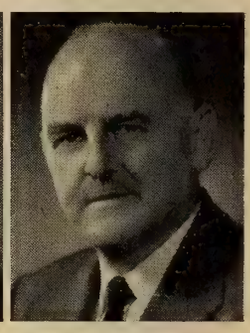
Company's new head succeeds James H. Carmine, who will continue as board member and member of finance committee. Board also re-elects William Balderston as chairman at organization meeting held in Philadelphia.

JAMES M. SKINNER Jr. is new president of Philco Corp.

Mr. Skinner, who previously was vice president-general manager of Philco's Television Div. and remains a corporation director, was elected at an organization meeting of the company's board April 6 in Philadelphia. He succeeds James H. Carmine, who earlier had announced his intention to retire as president upon expiration of his term.



MR. SKINNER



MR. BALDERSTON

Mr. Carmine will continue as a member of the board and of the finance committee and will serve as a special consultant on sales and merchandising.

The board also re-elected William Balderston as chairman and amended the firm's bylaws to provide for 13 directors instead of 22.

Mr. Skinner joined Philco in 1934 and has held executive positions of increasing responsibility in almost every division of the company.

Mr. Balderston served as Philco president from 1948 to 1954, during which time the organization became one of the largest companies of the country, with peak sales in 1953 of more than $430 million.

Mr. Carmine, who joined Philco in 1923 as a storage battery salesman, was elected president in 1954.

Emerson Cites Lowest Price

EMERSON RADIO & PHONOGRAPH Corp., Jersey City, says its price for three new portable radio models are "the lowest" on the market. It is offering a transistor radio at $28, a conventional battery portable at $18 and a three-way portable at $28. The company's board of directors, at its last meeting, declared a quarterly cash dividend of five cents per share on the 1,935,717 shares outstanding, payable April 16 to stockholders of record April 5.

Cathode Ray Tube Sales Up

SALES of cathode ray television tubes totaled 898,063 units in February compared to 892,385 in January and 859,529 in February 1955, according to Radio-Electronics-Tv Mfrs. Assn. Sales of receiving tubes totaled 37,754,000 in February, 40,141,000 in January and 38,526,000 in February 1955.

Here's an IDEAL *TEST MARKET

Served by **CASCADE TELEVISION**

KIMA-TV
Yakima, Washington

KEPR-TV
Pasco, Washington

KLEW-TV
Lewiston, Idaho



* LOW COST

* ISOLATION

* POPULATION

* DIVERSIFICATION

* SHOWMANSHIP

Market Facts

Households	**145,200**
Retail Sales	**$530,521,000**
Food Sales	**$117,361,000**

Source:
1955 Sales Management Survey of Buying Power

Contact

WEED TELEVISION

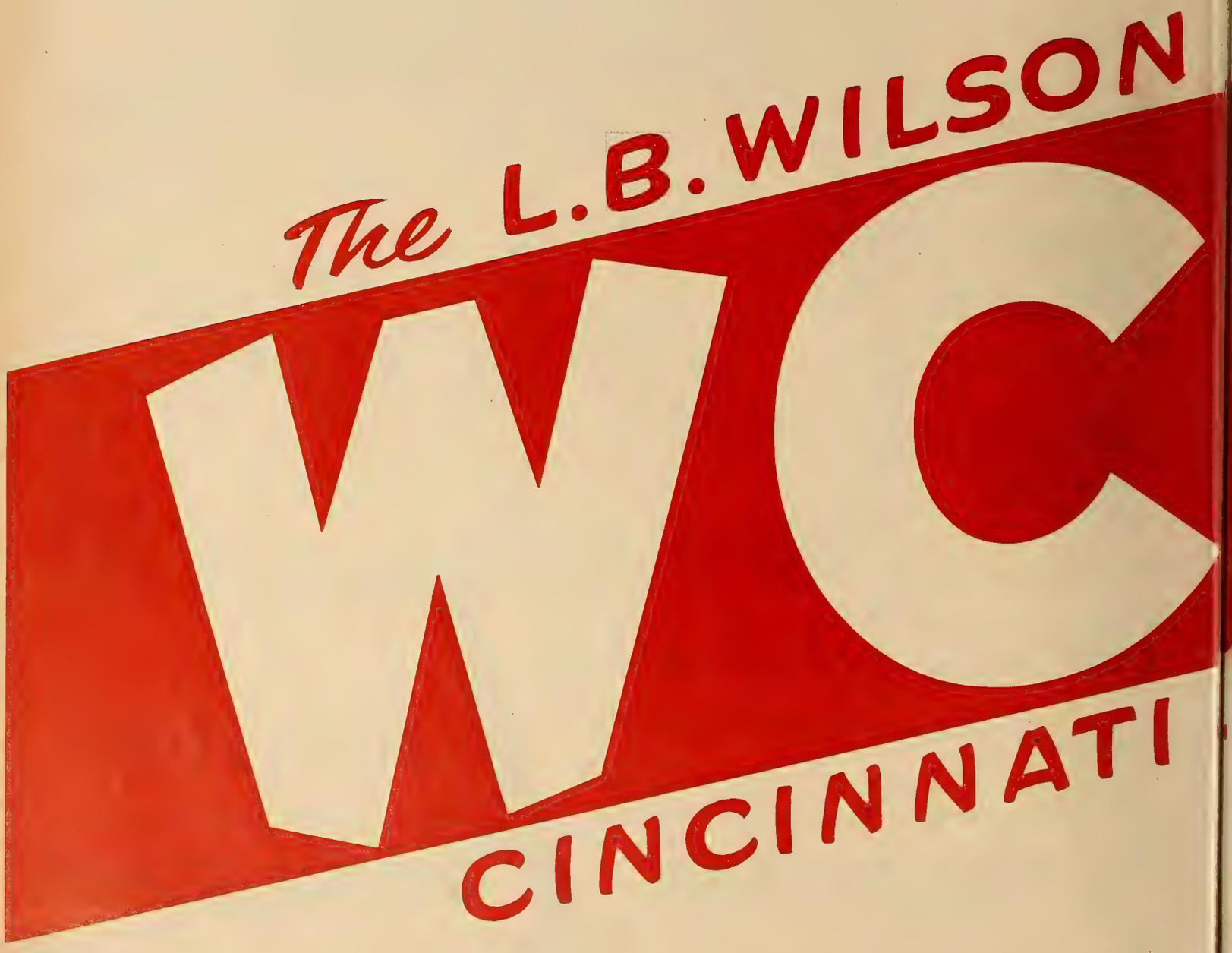
Pacific Northwest: MOORE & LUND

WCKY'S LARGE AUDIENCE

AND LOW RATES, GIVE YOU THE

LOWEST COST PER THOUSAND

IN CINCINNATI



WCKY . . . ON THE AIR EVERYWHERE ● TWENT

STATION KY ... OHIO ...

FOLLOW THE PROVEN FORMULA FOR LOW COST SALES IN CINCINNATI



BUY WCKY . . . INVESTIGATE TODAY

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Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

GE Plans Manufacture Of Color Tv Receivers

GENERAL ELECTRIC was to announce yesterday (Sun.) its entrance in color tv receiver production. GE disclosed last month at the Institute of Radio Engineers Convention in New York [B•T, March 26] that the post acceleration tube it has been perfecting was near the pilot production stage.

According to GE, the color tv announcement was to be made Sunday aboard the ship *Mauretania* by Herbert Riegelman, GE's tv department general manager, during a business meeting of GE tv dealers.

In the GE announcement, technical details of the color sets were not divulged, although the company said a three-gun aperture mask tube with a chassis designed by its engineers would be used.

Just when GE's set would make its bow in the market place was not clear. The company indicated the receiver would make its appearance "in the last half of this year," that both table models and consoles would be marketed and that "tentative plans" call for introduction of color receivers along with GE's 1957 line of monochrome sets at the Chicago Furniture Mart next June.

Mr. Riegelman also was cautious on the number of color sets GE would produce in 1956, saying this factor would depend on the market, but adding that GE is prepared to produce enough sets "in sufficient quantities" to fill customer requirements.

He said that GE for some time has been preparing production lines for the color sets at its Electronics Park, Syracuse, N. Y., plant.

At the IRE convention, the company maintained its post acceleration color tube had, among other advantages, those of greatly increased brightness and tolerance. In papers by GE's C. G. Lob and H. Heil, the tube was described basically as a three-gun type in which novel construction and processing techniques were said to have eliminated "most of the internal structure normally associated with color picture tubes" and to have "allowed the deposition of the phosphor screen directly on the envelope inner face." Later, at a news conference, Mr. Lob indicated that GE was working toward cost savings in the color chassis to house the new tube.

MANUFACTURING PEOPLE

Dr. Allen M. Peterson named head of newly-formed Special Techniques Group, Stanford U. Research Institute's Engineering Div., Menlo Park, Calif. Group, part of SRI's Radio Systems Lab, will work on wave propagation problems in radio systems engineering.

Paul A. Hilton, assistant to controller, Allen B. DuMont Labs, appointed manager of subsidiary distributing corporations, with headquarters in E. Paterson, N. J. **George H. Wagner,** tv transmitter sales engineer, DuMont Labs, Clifton, N. J., promoted to sales engineering manager, succeeding **Charles E. Spicer,** named sales operations manager. **Felix D. Bonvouloir,** transmitter sales engineer, to central district field sales representative in Dayton, Ohio area. He will make headquarters in Miamisburg, suburb of Dayton.

Marshall E. Minich, General Electric Co. accountant, promoted to manager of finance for GE broadcast equipment section in Syracuse. **Thomas A. Elder,** manager of microwave tube product engineering, General Electric Co., Schenectady, to consulting engineer, GE power tube subdepartment.

Walter J. Fitzpatrick, Southern Calif. district manager, CBS-Hytron, tube subsidiary of CBS Inc., appointed west coast regional manager at L. A.

J. H. Baine Jr., Memphis, Tenn., appointed distributor division representative for Crescent Industries (phonographs, record changers, tape recorders), Chicago. He covers Arkansas, Louisiana, Mississippi and western Tennessee. **Guy T. Gunter Jr. & Assoc.,** Atlanta, named representative for southeastern states.

Matthew N. Cinelli, quality control manager, Sylvania Electric Products Inc., named quality control manager of television-radio division, Westinghouse Electric Corp., Metuchen, N. J.

William A. Cox appointed manager of radio-tv sales in Chicago-Rockford area for Consumer Products Div. of Westinghouse Supply Co., succeeding **W. A. Phillips,** transferred to Indianapolis as general sales manager. **Leonard Kleifield** promoted to tv sales supervisor in Chicago office.

Charlotte de Armond, public relations director, Hoffman Electronics Corp., L. A., resigned to open her own counselling firm. She continues as consultant to Hoffman. **William Herrman,** Hoffman public relations assistant, promoted to news bureau manager.

William J. Roach, public relations department, N. Y. Telephone Co., to project manager in public relations department of Sylvania Electric Products Inc., N. Y..

MANUFACTURING SHORTS

Philco Corp., Phila., has sold two CineScanner tv studio systems for film and slides to Osaka Tv Corp., Japan.

PrograMaster Co., E. Providence, R. I., is marketing new electronically remote controlled crawl and special effects machine designed for program credits, commercials and film. Unit features adjustable speeds and can be used horizontally or vertically. PrograMaster uses direct, non-photographic printing method to produce messages in line, halftone, shaded or color process on transparent film. Unit is said to cut film costs for stations, film producers and closed-circuit tv users.

Admiral Corp., Chicago, announces three new AC-DC portable radio receivers with printed circuit chassis, "Rotoscope" antennas and plastic cabinets. Models also contain automatic volume control and civil defense frequency markings.

Broadcast Equipment Specialties Corp., Beacon, N. Y., manufacturer of Tapak spring-powered walkie-talkie "Newscaster" tape recorders, has introduced three new 1956 models called Simplex (economy model without loudspeaker), Duplex (with loudspeaker) and Triplex (with VU meter).

Amperex Electronic Corp., Hicksville, L. I., N. Y., announces addition to line of magnetrons. Designated as Type 6589, new magnetron is non-packaged, high-power, pulsed, tunable oscillator, operating in 10-centimeter region. It features "one-piece" anode.

Burke & James Inc. (camera equipment), Chicago, has released new catalog of lenses mounted to fit image orthicon studio and field cameras. Expanded list includes full scope from 1⅜ inches focal length to 40 inches, in addition to other tv camera equipment and description of rental purchase plan.

Visual Electronics Corp., N. Y., has moved executive offices to larger quarters at 11 W. 42nd St., Suite 2850. Mrs. Tamara Z. Washnick, previously of Allen B. DuMont Labs, has been named office manager of VE.

Columbia Cuts Back 78 Rpm Production

THE 78 rpm phonograph record is obsolete.

So Columbia Records, phonograph record division of CBS Inc., indicated last week as it announced a "gradual withdrawal" of 78 rpm discs from its catalogue, paring down issuance this year to 25% of its yearly volume of single records. Since radio stations for the most part have already completed conversion from 78 to 45 rpm records, with jukeboxes not far behind, CRI President James B. Conkling noted the single 78 rpm disc is "rapidly becoming as extinct as the cylindrical record."

Columbia, which heretofore issued both 78 and 45 rpm simultaneously, based its decision on an extensive dealer-consumer study that showed, among other things, that the firm's continued issuance of 78 rpm records last year caused a considerable loss in profits.

Current plans call for a reduction to 25% of Columbia's year-round volume of 78 rpm records, which Columbia claims is the first such move taken by any member of the record industry. RCA Victor has been discouraging the sale of 78 rpm single records by increasing their price.

Union Series Available

TRANSCRIBED 13-week labor series discussing effects of the AFL-CIO merger has been prepared by the union, featuring interviews with members of Congress and labor officials. The program is available to one station in each market and is obtainable at the union headquarters, 815 16th St., N. W., Washington 6, D. C. Titled *Labor Reports to the Nation,* the opening program will feature George Meany, AFL-CIO president. The first program is scheduled April 16.

Columbia's Ellis Dies

LAST rites were held Friday in Evanston, Ill., for Girard D. Ellis, 58, manager of Columbia Records Inc.'s transcription division. Mr. Ellis died in Evanston Hospital Tuesday morning. He is survived by his wife, Evelyn, and a daughter, Jerilyn.

PROGRAM SERVICE PEOPLE

Charles T. Lynch, executive accountant, James Talcott Inc., Factors, N. Y., to Audio-Video Recording Co., N. Y., as vice president and treasurer.

Walter A. Ziegler, ASCAP field representative, Rochester, N. Y., appointed Minneapolis district manager of licensing firm. **William S. Hoffman,** formerly in ASCAP's Hollywood office in stations relations division, to Portland, Ore., office as district manager.

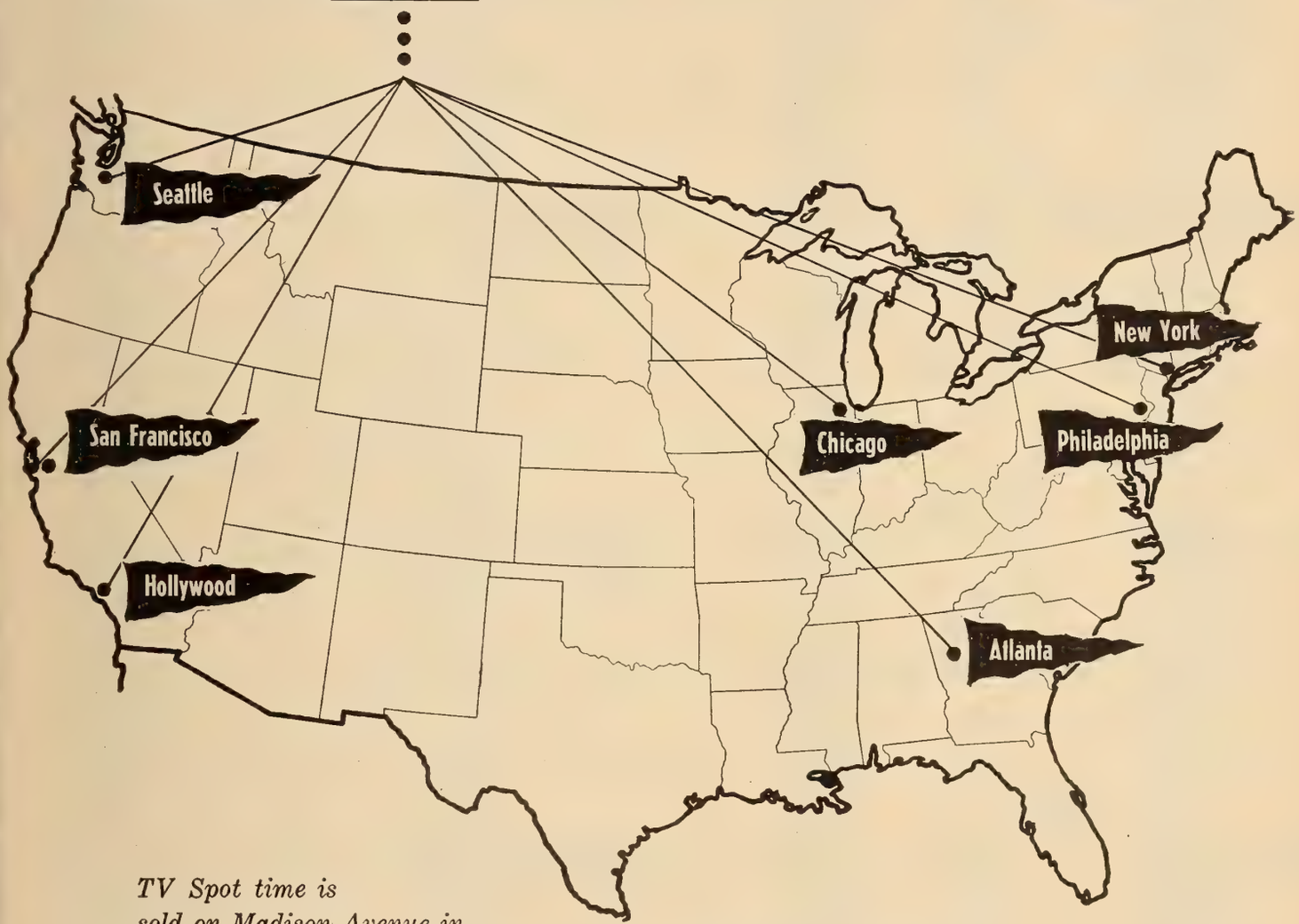
William M. Nugent, formerly with editorial staff, *Radio Television Daily,* N. Y., appointed assistant to promotion manager of International News Service, N. Y., and has been assigned principally to Telenews, syndicated newsfilm for tv.

John T. Valdes, former account executive, BBDO and Product Services Inc., both N. Y., to Theatre Network Television Inc., N. Y., as sales executive in Tele-Sessions (closed-clrcuit tv) division.

Eugene W. Fox, district manager of ASCAP's Portland, Ore., office, transferred to San Francisco in a similar capacity.

Larry Wellington, formerly with NBC, to creative department of United Film & Recording Studios, Chicago, as head of musical division.

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THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN MARCH

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	15.5
2.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	12.6
3.	Death Valley Days (McC.-E.)	Wed.	7:00	WRCA-TV	11.0
4.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	10.9
5.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	10.6
6.	Rheingold Theatre (ABC Film)	Mon.	10:30	WRCA-TV	10.1
	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	10.1
8.	Waterfront (MCA-TV)	Tues.	7:30	WABD	9.1
	Star and Story (Official)	Sat.	7:00	WRCA-TV	9.1
10.	Annie Oakley (CBS Film)	Sat.	5:30	WCBS-TV	8.4

LOS ANGELES — SEVEN-STATION MARKET

1.	Amos 'n' Andy (CBS Film)	Sun.	5:30	KNXT	21.7
2.	I Search for Adventure (Bagnall)	Thur.	7:00	KCOP	21.4
3.	Confidential File (Guild)	Sun.	9:30	KTTV	19.7
4.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	18.2
5.	Superman (Flamingo)	Sat.	7:00	KTTV	17.4
6.	Life With Father (CBS Film)	Fri.	7:00	KNXT	17.2
7.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	17.0
8.	My Little Margie (Official)	Mon.	7:30	KTTV	15.5
9.	Jungle Jim (Screen Gems)	Mon.	6:00	KTTV	15.0
10.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	KABC-TV	14.6

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	I Led Three Lives (Ziv)	Tues.	9:30	KSTP-TV	20.9
2.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	18.5
3.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	14.9
4.	Judge Roy Bean (Screen Craft)	Sun.	5:00	KSTP-TV	13.9
5.	Champ'ship Bowling (Schwimmer)	Sat.	1:00	WCCO-TV	13.8
6.	City Detective (MCA-TV)	Thur.	10:30	KSTP-TV	13.1
7.	Soldiers of Fortune (MCA-TV)	Sat.	4:30	WCCO-TV	12.4
8.	Highway Patrol (Ziv)	Thur.	10:00	WCCO-TV	12.2
9.	Life of Riley (NBC Film)	Sun.	6:00	KSTP-TV	12.1
	Buffalo Bill Jr. (CBS Film)	Sat.	11:30	WCCO-TV	12.1
	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	12.1

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Highway Patrol (Ziv)	Thur.	7:00	KOMO-TV	34.9
2.	Death Valley Days (McC.-E.)	Sun.	9:00	KING-TV	34.6
3.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	25.8
4.	Superman (Flamingo)	Tues.	6:00	KING-TV	23.5
5.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	23.4
	Buffalo Bill Jr. (CBS Film)	Sat.	4:30	KING-TV	23.4
7.	Western Marshal (NBC Film)	Wed.	6:00	KING-TV	22.9
8.	Wild Bill Hickok (Flamingo)	Thur.	6:00	KING-TV	22.8
9.	Judge Roy Bean (Screen Craft)	Mon.	7:00	KING-TV	22.7
10.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	21.8

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	32.0
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	24.6
3.	Champ'ship Bowling (Schwimmer)	Sat.	11:00	WNBQ	21.8
4.	Highway Patrol (Ziv)	Thur.	9:00	WBKB	15.3
5.	Cisco Kid (Ziv)	Sun.	5:00	WBKB	13.9
6.	Superman (Flamingo)	Sat.	5:00	WBKB	13.4
7.	Guy Lombardo (MCA-TV)	Fri.	7:30	WNBQ	13.2
8.	Confidential File (Guild)	Wed.	10:00	WBKB	12.5
	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	12.5
10.	Life of Riley (NBC Film)	Sat.	6:00	WNBQ	12.1

WASHINGTON — FOUR-STATION MARKET

1.	Amos 'n' Andy (CBS Film)	Tues.	7:30	WTOP-TV	22.8
2.	Superman (Flamingo)	Tues.	7:00	WRC-TV	22.5
3.	Soldiers of Fortune (MCA-TV)	Mon.	7:00	WTOP-TV	18.7
4.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	17.8
	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	17.8
6.	Captain Z-Ro (Atlas)	Sat.	6:30	WTOP-TV	17.2
7.	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	16.1
8.	Little Rascals (Interstate)	Wed.	7:00	WRC-TV	15.1
9.	Jungle Jim (Screen Gems)	Fri.	6:00	WMAL-TV	15.0
10.	Buffalo Bill Jr. (CBS Film)	Thur.	6:00	WMAL-TV	14.8

ATLANTA — THREE-STATION MARKET

1.	Amos 'n' Andy (CBS Film)	Sun.	7:00	WAGA-TV	28.4
	Superman (Flamingo)	Wed.	7:00	WSB-TV	28.4
3.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	20.7
	Sheena of the Jungle (ABC Film)	Thur.	6:30	WLWA	20.7
	Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	20.7
6.	City Detective (MCA-TV)	Sat.	11:00	WSB-TV	19.5
7.	Wild Bill Hickok (Flamingo)	Thur.	6:00	WLWA	18.7
8.	Grand Ole Opry (Flamingo)	Sat.	7:00	WAGA-TV	17.7
9.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	16.6
10.	Highway Patrol (Ziv)	Fri.	7:30	WAGA-TV	15.8

CLEVELAND — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	10:30	WXEL	26.1
2.	Range Rider (CBS Film)	Sun.	7:00	WEWS	24.9
3.	Soldiers of Fortune (MCA-TV)	Thur.	7:00	KYW-TV	22.8
4.	Annie Oakley (CBS Film)	Sat.	6:30	WXEL	22.5
5.	My Little Margie (Official)	Mon.	7:00	KYW-TV	21.0
6.	Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	20.0
7.	Buffalo Bill Jr. (CBS Film)	Sat.	5:30	WXEL	19.4
8.	Secret Journal (MCA-TV)	Fri.	9:00	WEWS	18.6
9.	D. Fairbanks Presents (ABC Film)	Wed.	7:00	KYW-TV	18.1
10.	Badge 714 (NBC Film)	Fri.	7:00	WXEL	17.5

BOSTON — TWO-STATION MARKET

1.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	29.5
2.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	28.5
3.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	26.8
4.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	25.1
5.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	22.4
6.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	20.2
	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	20.2
8.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	20.0
9.	Western Marshal (NBC Film)	Wed.	7:30	WNAC-TV	19.8
10.	Stories of the Century (Hollywood)	Tues.	6:00	WNAC-TV	19.4

DAYTON — TWO-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	9:00	WHIO-TV	34.7
2.	City Detective (MCA-TV)	Tues.	7:30	WHIO-TV	30.5
3.	Gene Autry (CBS Film)	Thur.	7:00	WHIO-TV	25.4
4.	Man Called X (Ziv)	Fri.	10:30	WHIO-TV	25.2
5.	Annie Oakley (CBS Film)	Fri.	6:00	WLWD	21.8
6.	Mobil Theatre (ABC Film)	Wed.	7:00	WLWD	21.4
7.	Roy Rogers Ranch (MCA-TV)	Sat.	5:00	WHIO-TV	20.6
8.	Stories of the Century (Hollywood)	Sat.	7:00	WHIO-TV	20.1
9.	Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	19.1
10.	Wild Bill Hickok (Flamingo)	Thur.	6:00	WLWD	16.5

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PASSPORT TO DANGER	Cesar Romero stars in thrill-packed international adventures. 39—½ hrs.	
SHEENA, QUEEN OF THE JUNGLE	Exciting jungle dramas starring TV's most dynamic new personality, Irish McCalla. 26—½ hrs.	
THE THREE MUSKETEERS	Dumas' world-famous story of action, adventure, swordplay, romance in history's most exciting era. 26—½ hrs.	
DOUGLAS FAIRBANKS, JR. PRESENTS	Absorbing adult dramas with Doug Fairbanks as host, producer and star. 117—½ hrs.	
ANNIVERSARY PACKAGE	Finest feature film package available to TV — many Academy Award winners. 15—various lengths.	
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THE PLAYHOUSE	Outstanding anthology drama series. Each film features a big-name star of Hollywood or Broadway. 104—½ hrs.	
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O'Brian Joins TPA in Chicago, Eels Heads K. C. Office

ADDITION of Robert W. (Pat) O'Brian to the staff of Television Programs of America as Chicago manager highlighted a series of personnel changes scheduled for announcement today (Monday) by Michael M. Sillerman, TPA executive vice president.



MR. O'BRIAN

Mr. O'Brian, formerly with the Chicago sales staff of Harrington, Righter & Parsons, station representative, succeeds H. J. (Jim) Eels, who has been transfered to Kansas City as manager of the newly-opened TPA office in that city. Mr. O'Brian had served earlier in sales positions with United Artists Television and Seidel Advertising Co., New York.

In other changes, Alton Whitehouse has been shifted from TPA's general field staff to the New York office as assistant to Hardie Frieberg, vice president, eastern division, and Ed Lewis has been moved from the eastern division staff to the New York sales staff under William A. Fineshriber Jr., vice president.

Warner Bros. to Expand In Tv With Four New Series

WARNER Bros., one of several major Hollywood film studios which entered production of tv series last year, is expanding its product for tv, according to Jack L. Warner, studio head. Mr. Warner announced in New York last week that William Morris agency has been named exclusive sales representative for a proposed series of four new half-hour tv shows this next fall. They will not be part of the current *Warner Bros. Presents* on ABC-TV

Mr. Warner said the four new shows will be *Amazon Trader* starring John Sutton and to be shot in South America in color, *96 William Street* starring Lee Bowman as an insurance investigator, to be produced in New York; *Joe McDoakes* featuring George O'Hanlon, and *Port of Call* featuring John Ireland as captain of a cargo-passenger ship.

Mr. Warner said pilot films on each series are available for prospective sponsors while filming of all four series is to begin shortly.

CBS-TV Film Sales Reports On Its Programming Services

A STATUS report on CBS-TV Film Sales released last week by Fred J. Mahlstedt, director of operations and production, revealed that the unit now is providing stations and sponsors throughout the country with almost 700 half hours of programming each week.

Additionally, Mr. Malstedt said, CBS Film is supplying an hour-and-a-half of network programming each week to CBS-TV, including *Navy Log, Gene Autry,* and *The Lucy Show.* He expressed the view that the distribution relationship between networks and syndication programs will change within the next year, adding:

"While we plan to continue to produce for first run syndication and continue to release the top network film shows for further runs in syndication for local and regional sponsors, we also hope to add to the number of programs we currently have on all the networks."

Radio for 'The Lonely Man'

RADIO is being deputized in the production of Hollywood's feature westerns. According to Paramount Pictures last week, sub-miniature transistor radios will expedite production of a western drama, "The Lonely Man." When the film's stars are on horseback and at a distance from the camera, they will carry the tiny transistor radios in their shirt pockets to permit them to hear the director's instructions via a walkie-talkie transmitter. Vocal directions in mid-scene do not interfere with sound recording.

MCA-TV Film Syndication Plans Policy-Sales Meetings

COMPANY policy and sales plans were to be discussed by top executives and all regional sales managers of MCA-TV's Film Syndication Div. at a series of meetings in Chicago last Friday and Saturday (April 13-14).

The division also has set five regional sales meetings to be attended by all MCA-TV salesmen in each area during late April and early May. The first conference was to be held in Chicago yesterday (Sun.) under the direction of John Rohrs, midwestern sales manager. On Thursday, the mideastern meeting will be held in Cleveland, with Hank Long presiding. The New York area will have a dual meeting, covering the New York region and the city proper, on Saturday and Sunday (April 21-22) with Aaron Beckwith and Frank Brill presiding. The southwestern sales meeting will be held in Dallas, April 27-29, with Ray Wild presiding. Robert Greenberg will direct the western sales meeting to be held in Beverly Hills, Calif., May 4-5.

Screen Gems Establishes Scholarships for Writers

ESTABLISHMENT of scholarships by Screen Gems Inc., to encourage college students to write dramatic material for television is being announced today (Monday) by Irving Briskin, vice president in charge of production for Screen Gems.

Mr. Briskin said the U. of Chicago, Fordham U. and the U. of Iowa are the first to receive grants, and will offer scholarships immediately. Within 30 days, he said, at least three more universities will be named as participants in the program. Without disclosing specific sums, Mr. Briskin said each university in the program has been allocated a fixed sum of money to be distributed to talented students by school officials as they see fit. He added that Screen Gems will pay students prevailing rates for each story accepted by SG for production. An additional sum will be paid into the scholarship fund as a source of continuing replenishment, according to Mr. Briskin.

Sidney Urges Better Use Of Tv to Promote Movies

GEORGE SIDNEY, president of the Screen Directors Guild, told B•T Thursday that the motion picture industry is misusing television as an advertising and exploitation medium.

"The current and widespread practice of telecasting film clips from pictures as paid advertising or free publicity is just a feeble imitation of the theatre trailer, and instead of selling tickets it keeps prospective patrons from buying them," Mr. Sidney said.

"No tv set can do justice to selected scenes from a motion picture, because you simply don't get the impact of big-screen projection in your living room that you get in the theatre.

"Obviously, the advertising power of tv is tremendous, as note the enormous sums spent by sponsors to promote their nationally merchandised products," he said. "But as most theatre operators are now agreed, the present policy of attempting to sell theatrical films with what merely amounts to miniature trailers, is virtually a waste of time, effort and money."

Mr. Sidney proposed instead that the producers and distributors make more and better use on tv of the stars and featured performers who appear in their pictures.

"Just as personal appearances are a tried and true way of promoting pictures at premiers and key-city openings throughout the country, it has been well demonstrated that these same personalities on tv are effective ticket-sellers," he continued.

"Likewise, the producer, the director, the writer and others connected with moviemaking, should be seen more on tv in the roles of salesmen for their respective productions. If it is smart showmanship for the movie makers to tour the country, promote their pictures at release time, it is doubly important they should capitalize on the limitless opportunities that tv affords for this personal and extremely effective type of exploitation.

"The trailer type of advertising on tv should be completely abandoned and new and more constructive methods should be devised by our exploitation men in heralding the advent of our new pictures. Certainly, there are many better ways of merchandising our product on tv than to beam, on relatively tiny screens, excerpts from our films."

Justin to Screen Gems

REORGANIZATION and enlargement of the merchandising department at Screen Gems Inc., New York, under the direction of Edward L. Justin was announced last week by Ralph M. Cohn, vice president and general manager. Mr. Justin previously was with Kagran Corp. as operating vice president and a director. As director of merchandising for Screen Gems, he will be assisted by Joyce Selznick, supervisor of merchandising exploitation.



MR. JUSTIN

Republic Decree Lifted

CLOSING the final phase of the government's unsuccessful anti-trust suit against Hollywood's major movie studios for refusing to release 16mm films to television, Federal District Judge Leon R. Yankwich of Los Angeles last week released Republic Pictures Corp. and its subsidiary Republic Productions from the consent decree into which they entered last fall at the beginning of the trial. Judge Yankwich ruled in the historic case early last December that the movie producers could not be compelled to release their feature film product to television [B•T, Dec. 12, 1955]. Since the government has failed to appeal his decision, Judge Yankwich dismissed the case and vacated the consent decrees.



A NEW NAME...AND A NEW HOME

A change is being made in WXEL, Channel 8 in Cleveland. A change in name that has a logical association, that makes for easier identity. Sharing the Storer Broadcasting Company banner with veteran radio station WJW, Cleveland's WXEL becomes WJW-TV. And along with the change in call letters comes a change in the home of these two sister stations. In the heart of downtown Cleveland is a handsome new Williamsburg colonial structure—better-than-ever able to serve its clients and the public. Come visit us soon—there's a hospitable welcome awaiting you!

A STORER STATION

CBS

in Cleveland, keep your eye on channel 8

WJW-TV...Cleveland's Basic CBS Television Outlet

Ziv Renewals Heavy

AN estimated $1,225,000 in business contracts were signed during March by Ziv television programs with advertisers or their agencies on four different tv film series, it was reported last week by M. J. Rifkin, vice president in charge of sales.

Renewals for existing or in-production series were the pace-setters, Mr. Rifkin said, pointing out they represented more than 80% of the dollar volume. Renewals during the month included 17 for *Science Fiction Theatre*; 26 for *I Led Three Lives* and 27 for *Mr. District Attorney*. Eleven spot tv advertisers and five tv stations signed for *Man Called X* during the month, according to Mr. Rifkin.

FILM DISTRIBUTION

Albert C. Gannaway, Hollywood, preparing for release of 26 half-hour films in *Country Show* tv series produced in Nashville, Tenn. Production of additional 26 films to begin in August. Series is sponsored by Ballard flour in over 100 markets through Campbell-Mithun, Minneapolis, agency for Ballard Div., Pillsbury Mills, Minneapolis.

Southern Baptist Convention Radio and Television Commission is distributing 13-program series, *This Is the Answer,* to stations for public service airing. Convention plans to make series, based on Bible parables, continuing project. Family Films Inc., Hollywood, handled filming.

FILM PRODUCTION

UM&M Tv Corp., N. Y., announces production to begin in Europe April 23 on second series of 39 half-hour tv films in *Sherlock Holmes* series. Sheldon Reynolds will produce series, with Ronald Howard continuing in title role.

Television Programs of America has started production in England on new half-hour tv film series, *Captain Kidd,* with Anthony Dexter in the title role. Douglas Fairbanks Jr. is producing series. Dennis Vance is director on another half-hour tv series, *New York Confidential,* based on book of same title by Jack Lait and Lee Mortimer. Lee Tracy will serve as narrator-host. TPA also reports production in N. Y.

Hal Roach Studios, Hollywood, announces start of production on Gale Storm tv series titled *Oh! Susanna.* Star will portray social director on luxury liner.

FILM RANDOM SHOTS

Lasky Film Productions Inc. is new corporate name of recently-merged Max Lasky Film Productions of New York and Soundfilm Studios Inc., Detroit. Detroit-based firm, headed by Max Lasky, president, will produce tv, industrial, sales and educational films. With branches in Cincinnati, Ohio, and N. Y., Lasky will construct additional facilities at Detroit production center.

"Joey," Louis Peterson play presented March 25 on NBC-TV *Playhouse,* bought by Paramount Pictures, Hollywood, for motion picture. Anthony Perkins to repeat title role.

FILM PEOPLE

Orrin Mitch, formerly art director of Children's Theater, Portland, Me., to Keitz & Herndon, Dallas film producer, as staff artist.

Gene Deitch, story department, Storyboard Inc. (animated cartoon commercials), N. Y., resigned. To announce future plans shortly.

SENATE COMMERCE GROUP QUESTIONNAIRE SENT NETWORK-AFFILIATED TV STATIONS

Committee investigating video industry asks answers by May 7 to 29 'all-embracing' groups of inquiries. Sen. Warren Magnuson stresses importance of information to current probe.

AN ALL-EMBRACING questionnaire has gone out from the Senate Commerce Committee to all network-affiliated television stations [CLOSED CIRCUIT, April 9].

The nine-page, confidential inquiry—composed of 29 groups of questions—was mailed last week with a covering letter signed by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate committee. The committee has been investigating the television industry since last January.

Tv stations were told that the answers as well as the identity of those replying would be held confidential. However, it was indicated that summaries might be prepared and used if necessary.

Pointing to the forthcoming hearing on network practices, Sen. Magnuson asked that the questionnaires be returned not later than May 7. The Magnuson letter was dated April 10. Sen. Magnuson said that the information called for in the questionnaire "is important to the work of the committee and your cooperation in furnishing complete and accurate answers will be greatly appreciated."

The letter was mimeographed, with the date typed in. The original mimeograph asked that questionnaires be returned by May 2, but this had been corrected by hand to read May 7.

The exhaustive questionnaire contains questions concerning affiliation terms, option time, spot sales representation, film buying, must buys and subscription television.

A special series of questions is addressed to uhf stations.

All stations are asked if they favor giving the FCC power to regulate networks.

Indicative of the probing nature of the questions are the following samples:

- "Do you have viewers on a regular basis in an area which is larger than that predicted under the engineering standards of the FCC?"
- "If you know, have your net revenues from spot sales increased since that date [when station signed to be represented by a network spot sales organization] at a rate comparable to that achieved by other stations who are privately represented?"
- "Has any film supplier or other program source (either network or independent) ever suggested or required you to purchase less desirable programs in order to get choice ones?"
- "Do you carry any network programs in network option time which you feel could better serve the needs of your community if broadcast by you at a different time?"
- "If you had one hour of station time between 7:30 and 10:30 p.m. in which network programs could not be broadcast: (1) Would you be able to sell this time to an advertiser? (2) Would you earn more or less on the sale of this time than you would receive if you carried a network program? (3) Would you be able to provide advertising opportunities to more local businessmen?"

The questionnaire was mailed three weeks after Richard A. Moore, KTTV (TV) Los Angeles, charged that networks' practice of securing option times and of selling basic network affiliates as must buys was in violation of the antitrust laws [B•T, April 2].

The Senate committee has been holding hearings on tv since January. They are scheduled to be resumed April 23. Subject: pay tv. Hearings have been conducted by Kenneth Cox, Seattle attorney, special tv counsel.

The questionnaire asks for information regarding the type of affiliation—primary or secondary, basic or optional. It asks if the sister am outlet, if any, is also affiliated with the same network.

In a section devoted to affiliation terms, a question is asked regarding cancellation clauses. Stations also are asked what the maximum affiliation terms should be.

There is a series of questions regarding network compensation. One inquiry asks if the network plays a part in determining network station rates or national spot rates.

Stations are asked to list the number of free hours reserved to the network and how this number was determined. An explanation is requested of how such option time benefits the station and whether this time has been increased or decreased since the first affiliation.

The week of Nov. 4-10, 1955, is given as a date for listing the number of hours on the air, the number of hours of network programs (both commercial and sustaining) offered and used.

There is a whole category of questions on the subject of whether a station has ever refused a network commercial program and the reasons why. If so, the station is asked whether the network protested this action.

Another question asks whether a station has ever been ordered by an advertiser but refused by a network.

There are several inquiries regarding line charges and whether networks charge for interconnection or not.

Stations are asked whether networks suggested that they represent the outlet for national spot. Also whether networks control the participations in a network show.

Film buying is the subject of another series of questions. Stations are asked to indicate the amount of film programs bought from network organizations and whether networks have used

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Bristol, Va.-Tenn., ch. 5; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Caguas, P. R., ch. 11; Hartford, Conn., ch. 3.

AWAITING ORAL ARGUMENT: 10

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio. Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 9

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

Big Capital Gain for KCRA-TV!

NOON-MIDNIGHT SHARE OF SACRAMENTO TV AUDIENCE HITS 39 POINTS!*

MONDAY thru FRIDAY 12 P.M. to 6 P.M.	NOV.†	FEB.*
KCRA-TV	27.2	39.4
Station B	16.2	13.8
Station C	40.5	32.1
Station D	14.6	19.1

ON AIR AT 2:30 P.M.

MONDAY thru SUNDAY 6 P.M. to MIDNIGHT	NOV.†	FEB.*
KCRA-TV	33.1	38.7
Station B	32.1	31.5
Station C	17.7	15.0
Station D	12.0	11.9

The stock market has its ups and downs, but KCRA-TV continues its steady climb to new highs in popularity. Good audience-pulling syndicated shows and feature packages blended with top NBC programming mean that KCRA-TV is the sound investment for your client in the rich Sacramento market.



KCRA-TV
Channel 3
SACRAMENTO, CALIFORNIA
100,000 WATTS MAXIMUM POWER
BASIC NBC AFFILIATE

* A Special Report on the Sacramento Television Audience ARB: February 8 to 14, 1956

† A Special Report on the Sacramento Television Audience ARB: November 7 to 13, 1955

Represented by
Edward Petry & Co., Inc.

pressure to prevent such purchases from other sources.

In asking questions regarding transmitter locations ("Is your transmitter located more than 15 miles from your principal city?"), stations are asked if the location was suggested by "outside" influences (network or advertising agencies) and whether transmitter location was a factor in securing network affiliation.

Stations are asked if they want option time provisions of network affiliation contracts continued, reduced or eliminated. They are queried about selling option time to non-network advertisers.

The questionnaire also asks how a station is given advance knowledge of network programs.

A series of questions is asked requesting stations to indicate total compensation in dollars for 1955. Then stations are asked to list percentagewise their income from network, national and regional spot and local time sales. They also are asked to list percentage of program time to spot time in non-network sales.

Stations are asked if they had received any benefit from NBC's Program Extension Plan or CBS' Extended Market Plan.

The questionnaire concludes with an open invitation to tell the Senate committee if there are any suggestions or procedures in which the committee might be interested.

WHAT THE SENATORS WANT TO KNOW

HERE are some of the more provocative questions contained in the Senate Commerce Committee's questionnaire to network-affiliated television stations:

8. (c) Do you also operate an am station in your community?

(d) (1) If so, is it affiliated with the network with which your television station has its primary or principal affiliation?

(g) Is your present affiliation contract cancellable before its termination date at the option of the network? If "yes" to "g", do you have same rights to cancel as the network? If any differences, please explain.

(h) In your opinion, what should be the permissible maximum term for an affiliation contract?

9. (d) Are there any circumstances under which you are required to pay directly the connection and/or cable charges for network programs broadcast over your station?

10. (d) Does any network play a part in determining your network station rate?

(e) Does any network play a part in determining your national spot rate?

13. During 1955:

(a) Did you refuse to carry any commercial network programs offered to you in time periods in which your station was not broadcasting another network's program? If so, please explain, in general terms.

(c) (3) Were any statements made by networks concerning the refusals? If so, please explain.

14. During 1955 were there instances in which your station was ordered by an advertiser but a network refused to furnish the program to you? If so, please explain in detail.

15. (c) What procedures did you go through in obtaining your present network affiliation?

16. (a) Are you represented for spot time sales by a network organization?

(b) If so, why did you select this firm as your national spot representative?

(c) Has a network ever suggested, directly or indirectly, that you make use of this representative?

(f) Does the network control [of] cut-ins or participations on network programming prohibit you from selling local spots for some fixed portion of a program during which it sells spots on a network basis? (For example, where a station cannot sell spots in the first 25 minutes of a half hour period, but was limited to last 5 minutes.)

17. (c) Has any network ever tried to affect your policies with respect to use of independent film or other program sources?

(d) Has any film supplier or other program source (either network or independent) ever suggested or required you to purchase less desirable programs in order to get choice ones?

18. (a) Is your transmitter site more than 15 miles from the nearest city limit of the city to which your channel was allocated?

(b) If so, was such a location initially suggested by a network, an advertising agency, or anyone else other than someone in your organization? If so, by whom?

(c) Was such a location a factor in your obtaining a network affiliation?

(d) Was such location of transmitter necessary to prevent your service area from seriously overlapping that of another station already affiliated with a network with which you became affiliated?

19. (a) Do you carry network programs which begin in option time and extend into non-option time? If so, how many hours of such programs do you average per week?

(c) Do you feel that the option time rights of the networks should be continued without change?

(f) In your opinion, does your network contract preclude you from selling to a non-network advertiser a time period under option to a network?

(h) Do you have sufficiently detailed advance information about contents of network programs (both live and filmed) to permit you to form an independent judgment as to quality and desirability of such programs?

20. (a) Are you included in a "must-buy" list of stations on which your network requires any advertiser to buy time in order to get time on the network?

(b) If so, does this prevent you from selling time during an option time period to local or regional advertisers?

21. (a) Do you think that subscription television, if feasible, would be in the public interest?

23. Did you operate at a profit in 1955?

24. If you operate a uhf station:

(a) Is your service area substantially equal to that of your vhf competitors if a vhf station or stations serve the same area?

(d) If there is a vhf station in your market, is your rate card competitive in the sense that in terms of converted sets it is proportional to your competitor's rate?

25. (c) Have you ever tried to get from a network with which you are not affiliated programs which had been rejected by its local affiliate? If so, what was the result?

27. (a) Do you consider your network affiliation contract satisfactory?

(b) If not, please indicate any changes you would like to have made in the contract.

28. Should the FCC have statutory authority to regulate the networks?

House Asked to Probe Govt.-AT&T Agreement

INVESTIGATION of the Justice Dept.'s consent agreement with the American Telephone & Telegraph Co. will be asked in a speech on the House floor today (Monday) by Rep. James Roosevelt (D-Calif.).

Rep. Roosevelt, chairman of a subcommittee of the House Select Small Business Committee, said he would ask for a probe into the AT&T consent decree reached in January [B•T, Jan. 30] to determine whether the agreement with the Justice Dept. has been worthless in protecting the consumer and smaller firms competing with AT&T.

He said he would ask for the probe but would not recommend which House committee should conduct it—although he added that it might fall within the jurisdiction of the House Antitrust, Government Operations or Small Business Committees.

The California Democrat said he would ask for a probe along the lines reported in the offing last week by the *New York Journal of Commerce*. This article said such an investigation would be aimed at finding what influence AT&T had on officials of the Eisenhower administration.

According to the *Journal of Commerce* these points would be covered: (1) whether the consent decree was "worse than nothing" in protecting the consumer and smaller competitive firms and whether the decree was politically motivated; (2) whether AT&T received a "bonanza" in its SAGE contract with the Air Force to furnish anti-aircraft warning communications equipment, and (3) whether the FCC had been "less than forceful" in regulating AT&T rates for long distance and other services under FCC regulation.

Although Rep. Roosevelt said he would ask that the probe follow the points of the *Journal of Commerce* article, he told B•T Thursday his aim was not to look into AT&T matters before the FCC.

The article said such a probe would try to prove that the patent provisions of the AT&T consent decree are virtually meaningless when taken in context with the cross-licensing agreement by AT&T with RCA, Westinghouse and GE. The attitude of any congressional investigators would be that the Justice Dept. dropped the "heart" of its suit when it failed to require that AT&T divest itself of Western Electric.

The *Journal* said that thinking along these lines would be that consumers and competing producers of communications equipment are in a worse position now than before the decree, since the agreement gives government endorsement to "revised operations" of AT&T and thus blocks further anti-trust action.

The proposed investigation was considered to be in conjunction with the current probe into FCC practices and policies by the House Small Business Committee's Evins Subcommittee, which has charged White House and network influence in FCC decisions [B•T, March 19, *et seq.*].

Senate Gets Budget Bill

THE House-passed Independent Offices Appropriations Bill (HR 9739), which carries a $7.8 million FCC budget for fiscal 1957, will be heard by a Senate Appropriations subcommittee late this month, with FCC representatives scheduled to testify about April 23, a committee spokesman said last week. Subcommittee chairman is Sen. Warren G. Magnuson (D-Wash.), who also is chairman of the Senate Commerce Committee, which has jurisdiction over the FCC.

ratings with U.P. news!

PEORIA, ILL. ..... 2 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. *News Views (10 p.m.), WEEK, M.-F. 30.0
2. *Weather, Sports (10:15 p.m.), WEEK, M.-F. 27.9
3. *Weather, Sports (6:15 p.m.), WEEK, M.-F. 26.3
4. *Newsreel (6 p.m.), WEEK, M.-F. 25.9
5. [illegible]

NEW ORLEANS ..... 2 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. [illegible]
3. [illegible]
4. *Esso Reporter (6 p.m.), WDSU, M.-F. 32.2
4. *Sports-Weather (6:15 p.m.), WDSU, M.-F. .. 32.2
6. [illegible]

SAN DIEGO ..... 3 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. *News, Weather (7:45 p.m.), KFMB, M., T., Th., F. 18.0
6. [illegible]

PITTSBURGH ..... 4 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. *World Tonight (11 p.m.), KDKA, M.-F. 35.3
2. [illegible]
3. [illegible]
4. [illegible]

WASHINGTON (4 Stations) ..... 437,700 TV Homes

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. *11 p.m. Reporter WTOP, M.-F. 12.7
3. [illegible]
4. [illegible]

BOSTON ..... 5 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. [illegible]
3. *News, Weather (7 p.m.), WNAC, T.-F. 15.5
4. [illegible]
5. [illegible]

MEMPHIS ..... 2 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. *Your Esso Reporter (10 p.m.), WMCT, M.-F. 23.1
3. *News, Weather (10 p.m.), WHBQ, M.-F. 20.5
4. [illegible]

DENVER ..... 4 STATIONS

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. *Channel 7 Reporting (10 p.m.), KLZ, M.-F. 15.2
3. [illegible]
4. [illegible]

BUFFALO (3 Stations) ..... 323,500 TV Homes

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. [illegible]
3. *News, Weather (11 p.m.), WGR, M.-F. 17.2
4. [illegible]
5. [illegible]

CLEVELAND (3 Stations) ..... 456,200 TV Homes

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. *Hilites of the News (6:30 p.m.), WEWS, M.-F. 12.3
3. [illegible]
4. [illegible]

CHARLOTTE, N. C. (1 Stations) ..... 49,700 TV Homes

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

1. [illegible]
2. [illegible]
3. *Sports, Misc. (7 p.m.), WBTV, M.-F. 44.5
4. *Esso Reporter (6:30 p.m.), WBTV, M.-F. 42.5
5. [illegible]
6. [illegible]
7. [illegible]
8. [illegible]
9. [illegible]
10. [illegible]

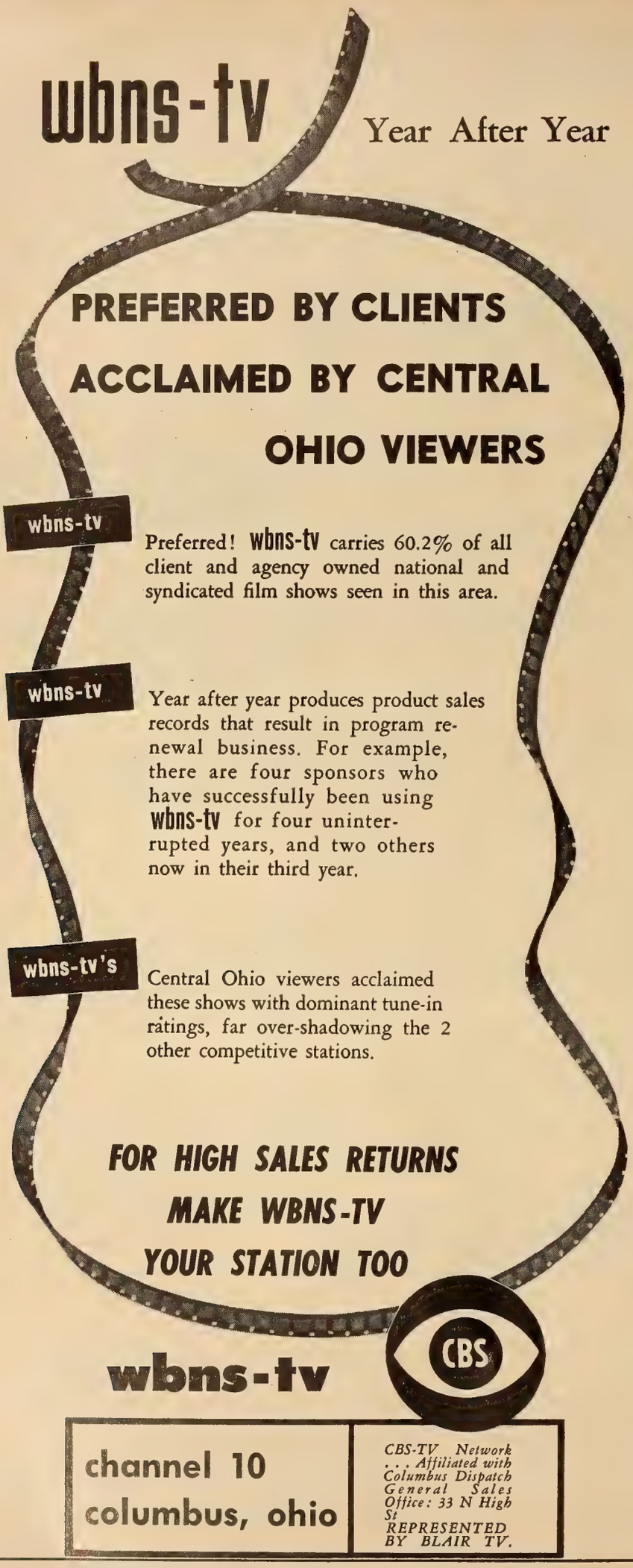
All these shows are locally produced by able newsmen, and use either U. P. Movietone, U. P. facsimile newspictures, U. P. newswires, or all three.

United Press

1

At the NARTB...

Rooms 534 and 1039-1040.



Supreme Court Denial Ends Hope for WHOL

DENIAL by the U. S. Supreme Court of the WHOL Allentown, Pa., request to review an appellate court's decision—upholding a 1953 FCC grant of 1230 kc to Easton Publishing Co.—means the eight-year-old 250 w operation on that frequency must cease by the second week in May.

The Supreme Court last week refused to review the latest lower court decision in the case which began in 1947. It was in that year that CBS-affiliated WHOL was granted the 1230 kc facility for Allentown over the application of Easton Publishing Co. (*Eastern Express*) for the same frequency for neighboring Easton. The Easton newspaper carried its appeal to the U. S. Appeals Court and in 1948 the case was remanded to the FCC. A second hearing was held, which resulted in the 1953 grant of the facility to the Easton applicant. This time the Allentown station appealed. The court told the FCC to reopen that hearing, but the FCC appealed this decision to the Supreme Court. In mid-1955, the Supreme Court reversed the lower court, and in December last year, the appeals court issued its order upholding the FCC grant in line with the Supreme Court's opinion. Early in 1956, WHOL asked the Supreme Court to review the lower court's final order. Last week's Supreme Court denial of WHOL's petition for writ of *certiorari* resulted.

A key issue in the disputed case was whether the Commission weighed the relative needs of Allentown and Easton for an additional station. In the second litigation, the question whether the Commission can overrule an examiner's impression of testimony based on a witness' demeanor was a significant factor.

Under an FCC order issued early this year, WHOL must cease operation not later than 30 days after final disposition of the case. This would make that date May 9. It is expected that WEEX Easton (the Easton Publishing Co. outlet) will begin May 10. The *Easton Express* owns WEEX-FM and WGLV (TV) ch. 57, in Easton.

Caguas Initial Decision Stayed Pending FCC Study

THE FCC last week stayed the effective date of a hearing examiner's initial decision which recommended American Colonial Broadcasting Corp. for ch. 11 at Caguas, P. R. [B•T, March 12]. The Commission indicated it would study a request by Supreme Broadcasting Co. for reconsideration of FCC action which dismissed Supreme's application for the Caguas facility. Supreme failed to meet the deadline for appearance at the hearing and its request for late filing was denied by the Commission. Supreme has told the FCC that it had no intention of abandoning its application for the Caguas facility and that its failure to file a declaration of appearance was an oversight.

WGTO Seeks 50 Kw

WGTO Haines City, Fla., has asked the FCC to permit it to use 50 kw with its 540 kc daytime operation. It now has 10 kw. Increased power will boost its 0.5 mv/m coverage from present 700,000 to almost 885,000 population, the station indicated in its application. Cost was estimated at $93,118. WGTO is owned by KWK Inc. (KWK St. Louis, Mo.).

HAND IN GLOVE

to Boost your sales in Detroit!



Here's a doubly dynamic selling opportunity in the nation's booming Fifth Market. Detroit's most talked-about local afternoon program and NBC's great daytime feature are scheduled back to back—two solid hours of fine entertainment for people who really have money to spend.

"Hour of Shows" presents two outstanding film productions daily, handsome John Connolly, M.C.—plus *triple exposure* for your product.

"Matinee Theater" featuring John Conte is, of course, the big news in network afternoon programming for adults. Its record speaks for itself.

Availabilities in "Hour of Shows" and "Matinee Theater" are ready and waiting at your nearest Peters, Griffin, Woodward, Inc., office. Phone, wire or write today.

You Sell More on channel **4** **WWJ-TV**

NBC Television Network
DETROIT
Associate AM-FM Station WWJ

Now serving
1,610,000 TV Sets
6,370,000 People

FIRST IN MICHIGAN • *Owned and Operated by* THE DETROIT NEWS • *National Representatives:* PETERS, GRIFFIN, WOODWARD, INC.

FCC DIGS IN ON TV ALLOCATION PLAN INVOLVING DEINTERMIXTURE, DROP-INS

Office of Defense Mobilization edict expected to close door on hopes for civilian use of certain vhf bands now used by the military. It's believed FCC goal is at least three comparable facilities in each of the top 100 markets of the nation.

ON THE EVE of the expected announcement from the Office of Defense Mobilization that no additional vhf spectrum space is available to the FCC, the Commission staff rolled up its sleeves in earnest last week and began drawing up a revised allocation structure that is believed to incorporate the following essentials:

- Selective Deintermixture.
- Drop-ins of vhf channels.

ODM's announcement, due to be released Friday, was expected to state that the vhf bands requested by the FCC were being used by military services and were unavailable for civilian use.

The ODM decision was due to come seven months after FCC Chairman George C. McConnaughey instituted the move to determine whether additional vhf frequencies could be secured from government users. Since last October, the FCC has met with ODM officials and other government officials in an attempt to work out a mutually-agreed-upon swap of government vhf channels for FCC uhf frequencies.

Immediate reaction of commissioners and staff to the scheduled turn-down was that now the FCC must work with what it has. This means, it was explained by one source close to the Commission, that tv's future is tied to both vhf and uhf channels.

In discussions on the allocations proceeding —held each week since early March (except last week)—the attitude was one of marking time until definite word was received from ODM. Until then, it was felt, there was no need to grapple with the more than 500 comments and reply comments which dealt with these frequencies available at the time.

However, now that it is realized that no additional vhf channels will be forthcoming, it was apparent at the Commission that the solution will have to be made with present spectrum availabilities.

Key approach of most of the commissioners, it was understood, is that at least three comparable, competitive facilities must be allocated to the top 100 markets. This will mean that where there is an all uhf market with a single vhf scheduled to begin operations the best move might be the deletion of the vhf to make the market all uhf.

Obversely, if a market has two vhf facilities allocated, the addition of another vhf will be sought—even if the additional vhf channel does not meet the present rigorous spacing separations.

There is no desire, it was learned, to derogate existing vhf operations. However, it was pointed out by one source close to Commission thinking this does not mean that a drop-in might not impinge on an existing vhf station's wide area coverage.

There is some leaning, it is understood, for the Commission to move down the entire list of top 100 markets, city by city, to try to equalize facilities in as many of these areas as possible.

It is believed that the entire allocations picture will receive a major going-over the last week in April—following the NARTB convention in Chicago this week.

Meanwhile, the month-old Committee for Competitive Television persuaded the Pennsylvania and North Carolina congressional delegations last week to lend their support to CCT's goal of a final decision on the allocations problem by June 1.

The delegations passed resolutions calling on the FCC to hand down a decision by June 1. Sens. James H. Duff (R-Pa.), Edward Martin (R-Pa.), Sam J. Ervin Jr. (D-N. C.) and W. Kerr Scott (D-N. C.) joined in the resolution. Sens. Duff and Ervin are members of the Senate Commerce Committee which has been holding hearings on television (see story, page 84).

The meetings last week were conducted by John G. Johnson, chairman of CCT.

One immediate result of the congressional meetings was a bill (HR 10424) introduced by Rep. Carroll Kearns (R-Pa.) to revise the excise tax to charge 5% on all-channel tv receivers and maintain the 10% tax on vhf sets. The measure was referred to the House Committee on Ways & Means. The present tax is 10% on all sets.

CCT was scheduled to hold a nationwide meeting of uhf operators in Chicago's Conrad Hilton Hotel yesterday (Sunday) in advance of the NARTB convention.

About 40 uhf station operators have indicated they will attend this meeting, CCT announced.

Top-Level Congressional Study Of Broadcasting Asked

A TOP-LEVEL congressional study of present and future needs of advertisers and other groups has been recommended by the Businessmen's Council of Americans for Democratic Action. In a statement filed with the Senate Commerce Committee, Louis Lubin, chairman of the council, urged development of other forms of economic support for broadcasting, "such as pay television," provided they are assigned additonal, exclusive channels "so as not to displace or restrict the growth of free commercial television." Mr. Lubin also urged "the ultimate gradual transfer" of all tv to uhf, with deintermixture an "interim" measure; four national live networks, with additional independent stations in 125 largest markets; addition of representatives of business, journalism, publishing, entertainment, education, social and political institutions to the Senate Commerce Committee's *ad hoc* committee. Senate committee resumes its tv hearings April 23. Subject: pay tv.

Network Study Group Holds More Meetings

THE FCC's network study group continued its schedule of meeting with all elements of the industry last week by holding an all-day session with a dozen stations represented by CBS Spot Sales and a half-day session with the chairman and treasurer of NBC's television affiliates organization.

The CBS group met in the morning with Dean Roscoe Barrow and his staff plus the four-man FCC committee—Comrs. George C. McConnaughey, John C. Doerfer, Rosel H. Hyde and Robert T. Bartley. In the afternoon the CBS-represented stations met with Mr. Barrow and staff.

Present were: Donald W. Thornburgh, WCAU-AM-FM-TV Philadelphia; Charles Crutchfield, WBT, WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C.; John Hayes and George Hartford, WTOP-AM-FM-TV Washington, D. C.; Glenn Marshall Jr., WMBR-AM-FM-TV Jacksonville, Fla.; Jay W. Wright and D. Lennox Murdoch, KSL-AM-FM-TV Salt Lake City, Larry Haig, WCCO Minneapolis, Minn.; John B. Tansey, WRVA-AM-TV and WRVB (FM) Richmond, Va., and Paul Taft, KGUL-TV Galveston, Tex. Not present was C. Howard Lane, KOIN-AM-FM-TV Portland, Ore. The group was represented by Ernest W. Jennes of Covington & Burling, Washington law firm.

The following day, the network study staff consulted with Walter Damm, WTMJ-TV Milwaukee, NBC television affiliates chairman, and Edwin K. Wheeler, WWJ-TV Detroit, that organization's treasurer.

Senate Toll Tv Witnesses Named for Probe Next Week

THE Senate Commerce Committee has announced the names of witnesses for the subscription tv phase of its investigation of tv networks and uhf-vhf troubles. The toll tv hearings are to take place next week.

Subscription tv proponents will be heard first and opponents last, with "selected" proponents allowed a "limited rebuttal" at the end of the subscription tv sessions.

Witnesses, as named last week by the committee:

Monday, April 23—James Landis, Skiatron Electronics Tv Corp.; Paul Raibourn, International Telemeter Corp.; Ray Kohn, Allentown, Pa.

Tuesday, April 24—Television Exhibitors of America Inc.; W. Theodore Pierson, Zenith Radio Corp., accompanied by four other witnesses.

Wednesday, April 25—Abe Stark, president, New York City Council; Harold Fellows, NARTB; American Federation of Tv & Radio Artists.

Thursday, April 26—Richard S. Salant, CBS; Andrew Biemiller, AFL-CIO; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Mort F. Farr, National Appliance & Radio-Tv Dealers Assn.; Wilton D. Radford, New York; Marcus Cohn, counsel, Committee Against Pay-As-You-See Tv.

Friday, April 27—Milton Shapp, Jerrold Electronics Corp.; limited rebuttal by selected representatives of proponents.

Comments by June 1 Asked On Remote Control Proposal

THE FCC last week issued a notice of proposed rulemaking and called for comments by June 1 on an NARTB petition to amend broadcast rules to permit all am and fm broadcast stations to operate by remote control.

Present regulations permit remote operation, subject to certain conditions, only by am nondirectional and fm stations, both operating with 10 kw or less.

NARTB's petition [B•T, Feb. 20] said all am-fm stations can be operated by remote control without degrading their service and asked amendment of Secs. 3.39, 3.66, 3.527 and 3.274. NARTB presented extensive docu-



All through the broadcast day, the average* sponsored program on the nation's number 1 network—CBS RADIO—attracts 73% larger audiences than the number 2 network... 146% larger audiences than the number 3 network... 171% larger audiences than the number 4 network.

It's as convincing as that. *Nielsen, October 1955–February 1956

mentary evidence at the time to support its position.

The industry association also said the proposed amendments would bring broadcast rules into conformity with the present state of broadcasting's development and free the broadcaster from unnecessary restrictions, besides providing an effective method of insuring the effectiveness of the Conelrad enemy aircraft warning system.

FCC said comments also should be submitted on whether stations should submit a sworn statement by an engineer on performance by stations which would operate by remote control with directional antennas, and on whether the FCC should require that remote-controlled stations should install satisfactory Conelrad equipment.

Hearings Not Likely On Daytimers' Request

THERE'S a growing doubt that the Senate Small Business Subcommittee investigating daytime broadcasting [B•T, March 26] will be ready to hold hearings next month.

That impression was given credence last week when it was learned the subcommittee is pretty sure it will not be able to start public hearings the first week in May, the target date announced by Sen. John F. Kennedy (D-Mass.) last month. In fact, some Washington circles are willing to venture that there may be no hearings at all. This was bolstered by the careful explanation of one member of the subcommittee staff that, like a law suit if a compromise is effected no hearing is necessary.

At the same time, additional oppositions to the petition of the Daytime Broadcasters Assn. have been filed with the FCC.

DBA last December formally asked the FCC to revise the rules to permit the daytimers to begin operating at 5 a.m. or local sunrise, whichever is earlier, and to cease at 7 p.m. or local sunset, whichever is the later. Present rules permit daytime-only stations to operate from local sunrise to sunset.

Previously, the Clear Channel Broadcasting Service urged the Commission to deny the DBA petition on the ground that the change in hours would cause "ruinous" interference to clear channel and regional stations.

Latest oppositions were from a group of regional stations and WEBR Buffalo, N. Y., also a regional.

The regional stations charged that DBA failed to show the engineering feasibility of its proposal. Therefore, they claimed the petition should be dismissed.

The stations signing this opposition were WGR Buffalo, N. Y.; WIND Chicago, Ill.; KLZ Denver, Colo.; WJLS Beckley, W. Va.; WKNA Charleston, W. Va.; KOB Albuquerque, N. M.; WKY Oklahoma City, Okla.; WSFA Montgomery, Ala.; KFRE Fresno, Calif.; WWJ Detroit, Mich.; KSEL Lubbock, Tex.; WWDC Washington, D. C.; WDSU New Orleans, La.; KGLO Mason City, Iowa; KDYL Salt Lake City, Utah; WDEF Chattanooga, Tenn.; WKJG Fort Wayne, Ind.; WING Dayton, Ohio; WIRE Indianapolis, Ind., and WFOB Fostoria, Ohio.

WEBR declared that if daytimers on regional frequencies want to increase their hours, they should be forced to install directional antennas to protect the regional stations on those wavelengths.

In the course of the Senate subcommittee's study of the daytime broadcasting situation, it has engaged the services of Miss M. Lindeman Phillips, an Alexandria, Va., physicist, to supervise a study of selected frequencies, it was learned. It was also learned that Dr. Jerome B. Wiesner, director of Massachusetts Institute of Technology's Electronics Lab., has been chosen by the subcommittee to consult on basic propagation data.

FCC Memo Cites Conflicts If Daytimers' Status Changes

NOT only will daytimers cause a disruption in the present policies governing clear channel and regional frequencies—if they are successful in persuading the FCC to change their hours of operation from local sunrise-local sunset to 5 a.m.-7 p.m. or local sunrise-local sunset whichever is earlier [B•T, Dec. 12, 1955]—but they will cause interference among themselves. That is one of the points made in an FCC memorandum on "Some Basic Principles Governing the Rules Applicable to Daytime Radio Stations," which is being used to answer requests for information from Congressmen and others.

The document (Mimeo 29536) traces the history of the channel assignments in the U. S. The complexity of the daytimers' request is explored and the interaction of changes in assignment principles explained. The FCC discussion refers to the "inherent conflict of interest between the two types of users [primary or clear channel stations, and daytime broadcasters].' The restrictions on daytime broadcasters were "understood and accepted [by] them when they applied for and received licenses for daytime operation," the FCC statement reads.

We're coming to the NARTB convention

to

BUY TIME!!!

(Radio and Television)

Be sure to bring your program schedules showing quarter-hour and half-hour availabilities.

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CONRAD HILTON HOTEL

Suite 1222, 1223, 1224

PAUL VENZE ASSOC., INC.

(ADVERTISING)

BALTIMORE, MARYLAND
CHARLES STREET AT 25th

NEW YORK, NEW YORK
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ASK FOR:

Paul Venze
Bernice Freiberg
Charlie Weigert

State of California Honors Johnny Grant, DJ of KMPC

Johnny Grant, KMPC disc jockey, receives a special citation from the State of California, presented by Governor Goodwin J. Knight, for Johnny's efforts in 'improving the morale of our armed forces' through many trips to American, European and Asiatic bases.



KMPC Disc Jockey, Johnny Grant, center, shown with California Governor Goodwin J. Knight, and Mrs. Knight.

Executive Department
State of California

Greetings

CALIFORNIA has produced many outstanding showmen but none who has won the acclaim of United States servicemen like Johnny Grant.

A "G.I." HIMSELF from 1942 to 1945, Johnny Grant learned firsthand how members of our far-flung armed services units hungered for entertainment from home. Thereafter he dedicated himself to satisfying this need. In the process he won for himself the title of "G.I.'s Favorite USO Comedian."

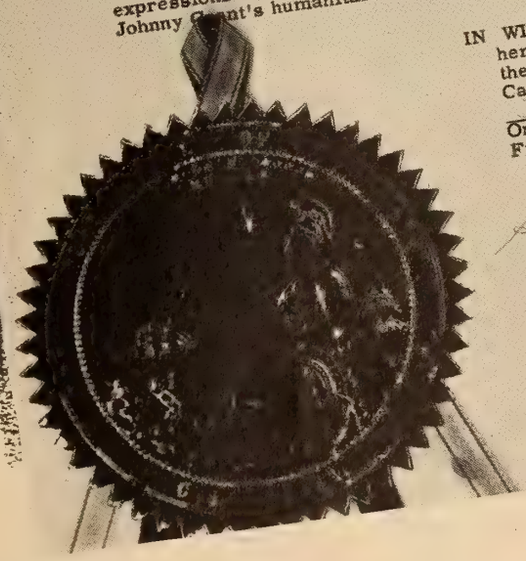
TERMINATION of hostilities served only to enhance Johnny Grant's concern for his former comrades at arms. Despite the personal trials attendant to establishing himself in the broadcasting industry, he organized a troupe of entertainers and began a series of tours of United States military installations in Europe, Alaska, Iceland, Korea and Japan, and to posts and hospitals here at home. In the intervening years he and his troupe have traveled nearly 200,000 miles to all parts of the world, foregoing many Christmases and other holidays at home to bring cheer to lonely servicemen.

IT IS FITTING that his adopted State of California recognize the contribution which Johnny Grant has made to improving the morale of our Armed Forces. As Governor of California, I, Goodwin J. Knight, take pleasure in extending congratulations and expressions of appreciation on behalf of the citizens of our State for Johnny Grant's humanitarian efforts.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 30th of March, A. D., One Thousand Nine Hundred and Fifty-six.

Goodwin J. Knight

Governor of California



Another Public Service Award to **KMPC** *and its People*

710 kc LOS ANGELES

Transfer of KTLN Denver, WEDR Birmingham Approved

AMONG ownership changes approved by the FCC last week were those for transfer of control of KTLN Denver by Leonard Coe to Radio Denver Inc. for $300,000, plus $50,000 for agreement by Mr. Coe not to compete in Denver for four years [B•T, March 26], and the assignment of license of WEDR Birmingham, Ala., to Edwin H. Estes for $105,000.

Radio Denver principals include Colorado Gov. Edwin C. Johnson (former Democratic senator) and former Sen. Burton K. Wheeler, (D-Mont.), now in private law practice in Washington. Others are Robert L. Howsam, Gov. Johnson's son-in-law and owner of the Denver Bears baseball team, Richard B. and John L. Wheeler.

Gov. Johnson and Mr. Howsam each own 16.67% and the Wheeler family the remaining 66⅔%. Richard B. Wheeler, former general manager of now dark ch. 35 WTRI (TV) Albany, N. Y., and before that general sales manager of WTOP Washington, is president of Radio Denver.

Both Gov. Johnson and the elder Mr. Wheeler headed the Senate Interstate & Foreign Commerce Committee (which has Congressional jurisdiction over radio and tv) when they were senators. Gov. Johnson served from 1936 to 1954; Mr. Wheeler from 1922 to 1946.

In the WEDR assignment grant, principal Edwin H. Estes is licensee of WMOZ Mobile, Ala.

For other ownership changes see FOR THE RECORD beginning on page 162.

ANPA Counsel to Testify In Diversification Issue

ELISHA HANSON, counsel for American Newspaper Publishers Assn., is scheduled to testify Thursday before a House subcommittee on bills which would prohibit FCC "discrimination" against radio-tv license applicants who hold interests in newspapers.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee's Transportation & Communications Subcommittee, said hearings would continue Thursday on a number of bills affecting radio-tv broadcasters. The subcommittee staff said it hoped to wind up hearings on the bills that day. Names of other possible witnesses were not available last week.

The identical bills on which Mr. Hanson will testify are HR 6968 and 6977, which would prohibit discrimination against radio-tv applicants who already hold interests in newspapers or other media "primarily engaged in the gathering and dissemination of information."

The FCC has testified that it does not discriminate against newspaper applicants [B•T, Feb. 6]. Congressmen John V. Beamer (R-Ind.) and John W. Heselton (R-Mass.) have testified they feel it does [B•T, Feb. 13].

Examiner Favors WWCS Grant Over WLBB Two-Fold Protest

REINSATEMENT of an FCC am grant at Bremen, Ga., and denial of a protest against the grant by WLBB Carrollton, Ga., were recommended last week in an initial decision by FCC Hearing Examiner Basil P. Cooper. WLBB (1100 kc, 250 w day) had protested the November 1955 grant to WWCS for 1440 kc, 500 w daytime only at Bremen, alleging violation of FCC multiple ownership rules and questioning the financial ability of WWCS principals to build and operate the proposed station.

WLBB charges of multiple ownershsip violations were predicated on the fact that relatives of J. J. Mangham, president-33⅓ owner of WWCS, own more than seven am stations (the FCC limit is seven). Without evidence to the contrary, a filial relationship does not, *per se*, create a presumption of common control of stations, Mr. Cooper said. As to the alleged financial inability of WWCS principals to construct and operate the station, the examiner found that WLBB had failed to sustain its burden of proof.

Two days following the initial decision, the FCC—on motion by WLBB—amended the hearing issues to include the question of economic injury to WLBB from the proposed station. Presumably this means the record will have to be reopened for testimony on this issue.

Lar Daly Runs Poor Third In GOP Primary Vote

LAR (America First) Daly, "splinter" candidate for the Republican Presidential nomination, ranked a poor third in the Illinois GOP preferential primary last week, garnering a mere 9,099 votes against 733,267 for President Eisenhower and 32,685 for Sen. William F. Knowland (R-Calif.) on the basis of tabulations announced last Thursday.

Mr. Daly, who still is seeking free and equal time from the radio-tv networks to answer President Eisenhower's talk of Feb. 29, recorded a better showing in his fight for the Illinois gubernatorial nomination. He finished third in a field of five hopefuls, drawing 24,401 votes behind Gov. William F. Stratton (with 526,222) and state Treasurer Warren E. Wright (179,975) and ahead of Anthony A. Polley (19,553) and Sidney M. Ward (18,176). In both contests Mr. Daly fared better in Cook County than downstate Illinois.

Mr. Daly's appeal for equal time is pending before the FCC. In a second communication to FCC General Counsel Warren Baker, Mr. Daly last Wednesday called again for "extreme expediting of my case." He said he is basing his hope for success in the Indiana primary May 8 "on the expectation that I will be able to reach the mass of Indiana voters through tv and radio facilities of the four networks." He also may enter the Montana and South Dakota primaries June 5, he indicated.

Aroostook Broadcasting Corp. Wins Ch. 8 Presque Isle, Me.

GRANT of ch. 8 Presque Isle, Me., was awarded by the FCC last week to Aroostook Broadcasting Corp. (WAGM Presque Isle and WABM Houlton, Me.). The grant affirms a hearing examiner's initial decision recommending Aroostook, following the withdrawal of Elson Tv Co., which sought the same facility at Caribou, Me. [B•T, April 2].

An agreement was entered into between Aroostook and Elson whereby the former would pay the latter $3,150 after Elson's withdrawal and following the grant to Aroostook [B•T, March 12]. The figure represents Elson's out-of-pocket expenses incurred in prosecution of its application.

The Aroostook grant was made subject to the condition that the proposed operation will cause no objectionable interference to WAGM; Aroostook had previously agreed to this stipulation.

N. Y. Broadcast Bill Signed

NEW YORK Gov. Averell Harriman signed into law Wednesday a bill that permits radio and tv stations in New York State to omit from the end of political broadcasts of five minutes or less statements that the views expressed are not necessarily those of the station. It takes effect Sept. 1. The law still provides, however, that to be absolved from libel suits, stations must make some such statement at the beginning of the short political broadcasts and at both the beginning and conclusion of broadcasts of longer duration.

FCC Orders Full Hearing Into WKNB-AM-TV Purchase

FCC last week ordered a full evidentiary hearing into the proposed $600,000 sale of WKNB-AM-TV New Britain, Conn., to NBC.

The move was taken upon petition by WATR Waterbury and WNHC New Haven, both Connecticut. It was not opposed by WKNB or NBC.

Purchase of the New Britain stations, including ch. 30 WKNB-TV, has been pending since early last year. Objections were entered by the Waterbury and New Haven stations on the grounds of concentration and monopoly. Last May, the FCC ordered an oral argument into these questions. Last week's order widens this hearing into a full examination of the allegations. Also part of the hearing will be WKNB-TV's request to move its transmitter site.

WATR-TV operates on ch. 53 and is affiliated with ABC; WNHC-TV is on ch. 8 and is affiliated with CBS and ABC.

Need for New Am Service Governs Pa. Initial Decision

NEED for a new service was the controlling factor in an FCC hearing examiner's initial decision, issued last week, favoring Miners Broadcasting Service for an am station (1460 kc, 500 w daytime) at Ambridge, Pa. Examiner Annie Neal Huntting recommended denial of the competing application of Louis Rosenberg, who sought the same facilities at Tarentum, Pa.

The examiner shunned other comparative criteria, finding that the ruling factor was the greater need of Ambridge as against Tarentum for a first primary broadcast service, because of larger population and other reasons.

WMEX License Renewal Case Must Be Heard, FCC Declares

WMEX Boston, whose license renewal application was set for hearing by the FCC a year ago because of horse race results programs [B•T, March 21, 1955], cannot escape a full hearing on the issues even though the programs complained of have been discontinued, the Commission told the station last week.

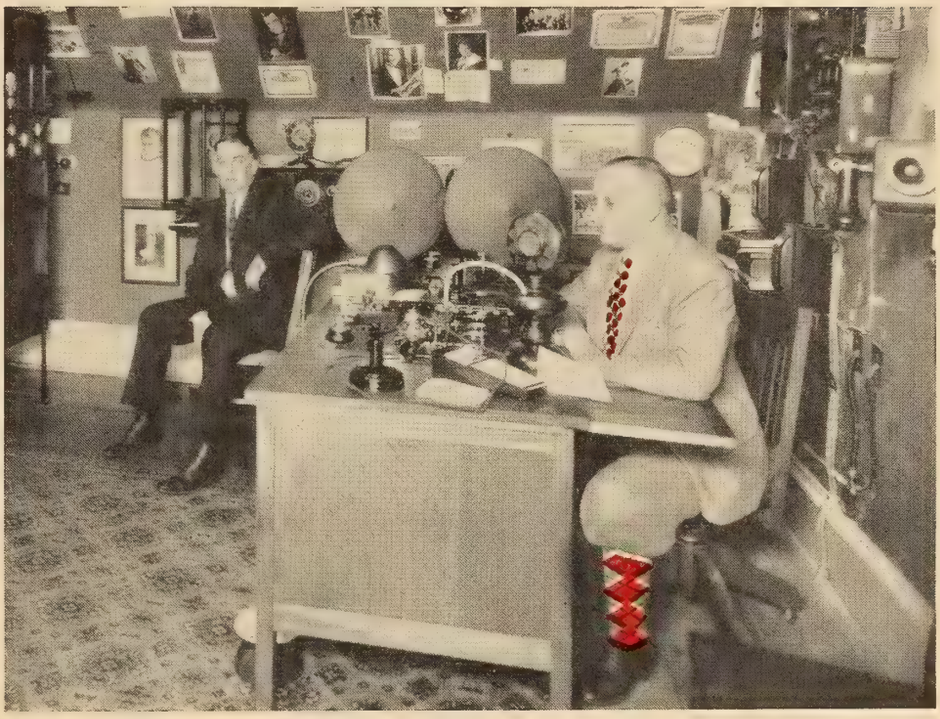
In denying WMEX's request for a grant without hearing of its renewal application, the FCC said the issues must be resolved notwithstanding WMEX's assertion that it has not broadcast horse race results since last September.

U. S. Code Amendments Cite Radio-Tv Fraud Penalties

IDENTICAL bills that would amend the U. S. Code to provide a $1,000 fine and/or up to five years imprisonment for fraud by wire, radio or television—recommended to Congress earlier this month by the Attorney General—were introduced last week by Reps. Emanuel Celler (D-N. Y.), chairman, and Kenneth B. Keating (R-N. Y.), ranking Republican, of the House Judiciary Committee.

The bills (HR 10418 and 10341) read: "Whosoever, having devised or intending to devise any scheme or artifice to defraud, or for obtaining money or property by means of false or fraudulent pretenses, representations, or

We see by the papers that the Ivy League has discovered the cap. What with the return to gear shifts, natural-shouldered trousers, and knickers that are Plus 4's minus 3, we guess any minute now the Ivy League will discover radio.



We're ready for 'em. We never been away.

WMT • CBS for Eastern Iowa
Radio and tv done reasonable
National Representatives:
The Katz Agency

promises, transmits or causes to be transmitted by means of wire, radio, or television communication in interstate or foreign commerce, any writings, signs, signals, pictures or sounds for the purpose of executing such scheme or artifice, shall be fined not more than $1,000 or imprisioned not more than five years, or both."

Drys Seek Compromise

THE drys feel they are on the verge of victory in their fight to ban alcoholic advertising, Miss Elizabeth A. Smart, national legislative director for the National Women's Christian Temperance Union, told reporters last week. She expressed confidence Congress would approve bills introduced by Sen. William Langer (R-N. D.) and Rep. Eugene Siler (R-Ky.) on which hearings were held last February [B•T, Feb. 20].

Some congressmen have reported that Miss Smart has told them WCTU is willing to accept a compromise of the two bills, in which they would be amended to ban advertising of alcohol only on radio and tv.

Three Daytimers Granted

THREE new daytime am stations were granted by the FCC last week. Construction permits awarded were:

• Morris, Minn.—Western Minnesota Broadcasting Co., 1570 kc, 1 kw. Sole owner Clifford L. Hedberg is 50% owner of the *Cokato* (Minn.) *Enterprise,* weekly newspaper.

• Big Spring, Tex.—J. Homer McKinley, 1270 kc, 1 kw. Mr. McKinley is a feed dealer.

• Harrisonburg, Va.—Wilkes Broadcasting Co., 1360 kc, 5 kw. Applicant is licensee of WKBC North Wilkesboro and WATA Boone, both North Carolina.

Kittner Resigns From FCC, Joins McKenna & Wilkinson

JOSEPH M. KITTNER, assistant chief of the FCC's Safety & Special Radio Services Bureau, has resigned to join McKenna & Wilkinson, Washington, D. C., communications law firm.



MR. KITTNER

Mr. Kittner, 38, is a 15-year FCC veteran and was the first assistant chief of the Broadcast Bureau, having been named to that position when the bureau was created in 1951.

During his tenure with the FCC, Mr. Kittner has played a key role in various international broadcasting conferences held during recent years. These include the 1947 Havana, Cuba, meeting; North American regional conferences (Montreal, 1949, Washington, 1950); U. S.-Mexican bilateral negotiations, 1954-55; worldwide high-frequency conference in Mexico City, and the Fourth Inter-American Radio Conference. At the latter two meetings, Mr. Kittner served as advisor to the chairman of the U. S. delegations.

Mr. Kittner is a member of the bars of North Carolina, Court of Appeals for the District of Columbia and the U. S. Supreme Court. He is a graduate of the U. of North Carolina (B.S., 1937, LL.B., 1939) and is a native of that state.

SCAA HOLDS MEET IN PALM SPRINGS

Heintz urges group to rely on results, not ratings. Radio strength in Southern California told at Friday sessions.

"BUY on results, not ratings," the sixth annual conference of the Southern California Assn. of Advertising Agencies was told Thursday afternoon by Jack Heintz, vice president and general manager of KCOP (TV) Los Angeles.

Urging agencies and advertisers to take their sales problems to the station, Mr. Heintz said the station is better qualified to know how to reach the advertiser's best prospects because of experience and knowledge of audience composition and response for various programs. When the advertiser buys only ratings, he doesn't know what he is getting, Mr. Heintz observed, since ratings do not necessarily signify prospective customers.

Record attendance of 250 agency delegates was reported for the SCAA conference at Palm Springs, Calif., which ran through Saturday. KCOP and its parent Copley Press were host Friday night at a cocktail party.

Radio was the center of attention Friday afternoon when the feature speaker was Mort Hall, president and general manager, KLAC Los Angeles. Mr. Hall recounted radio's resurgence and values offered to agencies and advertisers by the independent outlet. He noted the strength of all radio in the Southern California area and its effectiveness and economy as the mass medium to reach the widely

FINANCING—STATION SALES

While attending the NARTB Convention

plan to visit us at our nearby office.

ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

25TH

WELCOME TO OUR 25TH ANNIVERSARY

HEADQUARTERS -- SUITES 528-A AND 530-A, CONRAD HILTON.

WE HOPE THAT ALL OF YOU WILL COME BY DURING THE NARTB.

SESAC

scattered population markets in the Los Angeles area, each described as comparable to entire "cities" in other sections of the U. S.

Keynote speaker at the Thursday luncheon meeting was Roy Campbell, executive vice president in charge of the Los Angeles office of Foote, Cone & Belding, who outlined the increasing opportunities for agencies in the growing western market. Maurice Vaughn, Ross Roy Inc., Hollywood, presided.

At a closed meeting Friday morning, delegates heard a report on legal developments affecting the advertising profession by SCAA attorney Harry Lindersmith. Friday luncheon speaker was Kenneth Groesbeck, New York advertising agency consultant, who spoke on "The Care and Feeding of Advertising Agencies." Carl Falkenhainer, head of his own Los Angeles agency, presided.

Friday afternoon speakers in addition to Mr. Hall included Walter Guild, Guild, Bascom & Bonfigli, San Francisco, and Charles Bowes, head of his own L. A. agency. A Saturday morning question-and-answer session was conducted by Mr. Groesbeck with Doug Anderson, Anderson-McConnell Adv., Hollywood, presiding.

Daytimers Meet in Chicago

AN informal meeting of the Daytime Broadcasters Assn. is to be held at 9:30 a.m. today (Mon.) at the Sheraton-Blackstone Hotel in Chicago, according to President Jack Younts.

THERE'S A FINE

"New Look"

on Milwaukee's Channel 12



Now! The Finest Lineup of Weekday Television Programs in the Market

Viewing tastes change. Smart stations change with them. Milwaukee audiences and advertisers have long demanded more and better daytime TV programs. WISN-TV has met the demand with the dynamic "New Look."

Here is daytime programming as fresh and full as the morning sun. Here is Milwaukee . . . the things it likes, the things it does, the things it wants to know. Here are local personalities, endeared for years to the community where they've worked. Here is television, 1956 brand, the way Milwaukee wants it. No interest has been overlooked, no taste neglected.

The results are not surprising. Viewer and advertiser emphatically confirm the wisdom of the menu. Mail is up, phone calls are up, ratings are up and sales are up. Yes, there's a bright "New Look" in Milwaukee television and more and more smart advertisers are fast becoming a part of it.

TOP PROGRAMS

TOP TOWER
1105 Feet

TOP POWER
316,000 Watts

John B. Soell
Director

WISN-TV 12
CHANNEL MILWAUKEE
BASIC ABC AFFILIATE

Represented by
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

NARTB Plans Promotion Publicizing Its Tv Code

EXTENSIVE promotion of broadcasters' tv service will be started by the NARTB Tv Information Committee in an effort to acquaint the public with industry service and counter both government and private criticism [B•T, April 9], the committee decided last Monday. Jack W. Harris, KPRC-TV Houston, committee chairman, said a brochure and other explanatory material will be directed to the public.

Mr. Harris said after a New York meeting that the committee felt the NARTB Tv Code and its workings should be publicized so the public becomes more familiar with its workings. He said those who have complaints about code violations will be urged to direct them to NARTB.

Some of the promotion will be coordinated with National Television Week, Sept. 23-29, it was decided. Preliminary plans include use of announcements, slides and other promotion aids to be provided by NARTB to all stations and networks. Top talent will carry the messages, networks have agreed. Recent criticisms of tv programs and commercials were reviewed by the committee and NARTB staff members discussed association activities. A review was received of public information projects now underway or slated for the near future.

Attending the New York committee meeting, besides Chairman Harris, were Gordon Gray, WOR-TV New York; Payson Hall, Meredith Publishing Co.; Donald H. McGannon, Westinghouse Broadcasting Co.; D. Lennox Murdoch, KSL-TV Salt Lake City; D. L. Provost, WBAL-TV Baltimore. Representing networks were Michael J. Foster, ABC; Charles J. Oppenheim, CBS; Sydney Eiges, NBC. Attending from the NARTB staff were President Harold E. Fellows; Thad H. Brown, tv vice president; Edward H. Bronson, tv code director; Robert K. Richards, consultant; Joseph M. Sitrick, publicity-information manager, and Dan W. Shields, assistant to the tv vice president.

OSU Radio-Tv Meet To Begin Tomorrow

"THE ROLE of Serious Broadcasting in Today's World," is the theme of the keynote address to be delivered tomorrow (Tuesday) at the beginning of the four-day 26th annual Ohio State University Institute for Education by Radio-Television, Columbus, by Dr. Charles A. Siepmann, former British Broadcasting Corp. Board of Control member and now head of the New York U. Dept. of Communications.

Prof. Alan F. Griffin, OSU Dept. of Education, will speak on "The World's Critical Need for Education and Culture." Prof. Griffin is a social science specialist.

Dr. Harold Dwight Lasswell, Yale University political scientist and author of "The Analysis of Political Behavior" and "National Security and Individual Freedom," will talk on "The Socio-Political Situation."

Other major speakers scheduled are: Henry R. Cassirer, head of the tv section, Dept. of Mass Communications, United Nations Educational, Scientific & Cultural Organization, Paris; Harold G. Ross, NARTB labor economist; Eugene King, program manager of the Voice of America; Ralph Steetle, executive director of the Joint Council on Educational Television; Richard Pack, vice president in charge of programming for the Westinghouse Broadcasting Co., and Dr. Edgar Dale, OSU professor of education.



THE STATION WITH A PERSONALITY

Not the oldest but... the Leader

PETERS, GRIFFIN, WOODWARD

WGR-TV 2
CHANNEL

184 Barton Street, Buffalo 13, New York

Illinois-Iowa News Groups Plan Joint Meeting April 20

ATTORNEY Richard Schmidt Jr., who took part in the successful industry fight against Canon 35 in the Colorado Supreme Court, will address the combined membership of the Illinois News Broadcasters Assn. and Iowa Radio & Television Newsmen's Assn. April 20 at the Fort Armstrong Hotel, Rock Island, Ill. Tentative program for the two-day informal joint meeting was announced last week.

Mr. Schmidt, who represented Denver Area Radio & Tv Assn. in the effort to breakdown courtroom barriers against microphone-camera coverage, will discuss Judge O. Otto Moore's historic decision that radio-tv should not be barred automatically because of the American Bar Assn.'s restrictive Canon 35 [B•T, March 5].

The joint session will mark the second straight year both associations have met together informally. Fred Siebert, director of the U. of Illinois' School of Journalism & Communications, will address a luncheon session April 20 on access, libel and privacy problems as well as political broadcasts.

Other speakers scheduled are Oliver Keller, WTAX Springfield, Ill., and Ben Sanders, KICD Spencer, Iowa, discussing management ideas; Jacob Scher, associate professor, Northwestern U.'s Medill School of Journalism and special counsel of the House Government Information Subcommittee, on access to government news; Prof. Mitchell V. Charnley, U. of Minnesota School of Journalism, on news; William Ellison, WHBF Rock Island, and Russ Van Dyke, KRNT Des Moines, on newsmen's goals.

INBA also will hold election of officers, including a president to succeed William Small, former news chief at WLS Chicago and now news director for WHAS-AM-TV Louisville. Mr. Small will preside over the Illinois group's business sessions.

IF YOU'RE LOOKING FOR A BILLION DOLLARS



Wichita Windy says...

KTVH OFFERS YOU...

- A Rich Central Kansas Market... $1,000,000,000 Effective Buying Income
- No. 1 Station in the Market... Proved by Seven Surveys!
- More Than 250,000 Families
- Unduplicated CBS Coverage

TO SELL KANSAS... BUY KTVH

KTVH HUTCHINSON KANSAS

VHF 240,000 WATTS

CBS BASIC

CHANNEL 12

Represented Nationally by H-R Television, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager.*

Wash. State Broadcasters Elect Higgins President

ELECTION of officers took place at the annual meeting of the Washington State Assn. of Broadcasters in Seattle with Leonard Higgins, general manager of KTNT-TV Tacoma, leading the slate as president.



MR. HIGGINS

James A. Murphy, general manager of KIT Yakima, was elected vice president, and Allen Miller, general manager of KWSC Pullman, secretary-treasurer. Directors named were: J. Elroy McCaw, owner of KTVW (TV) Seattle-Tacoma; W. W. Warren, executive vice president and general manager of KOMO Seattle; Henry Owen, executive vice president of KING-TV Seattle; Robert Pollock, vice president and general manager of KAYO Seattle; Jim Wallace, president-general manager, KPQ Wenatchee; Richard O. Dunning, president-general manager, KHQ Spokane; Joe Kendall, general manager-commercial manager, KXLE Ellensburg, and Tom Bostic, vice president-general manager, KIMA Yakima.

Ad Officials From 35 Nations To Attend N. Y. 4A Sessions

ADVERTISING officials from 35 countries will participate in the American Assn. of Advertising Agencies' international meeting of advertising and agency leaders in New York at the Hotel Roosevelt April 23.

The session, which lasts through May 4 [B•T, April 2], will include talks by Marion Harper Jr., president of McCann-Erickson, on "The Challenge of Change in the Function of the Advertising Agency"; Sigurd S. Larmon, president of Young & Rubicam, on "Advertising and Economic Development of the Free World"; Henry G. Little, board chairman of AAAA and of the Campbell-Ewald Co., on plans for the two-week meeting, and Frederic R. Gamble, AAAA president, on the meeting's objectives. Delegates from various countries also will speak.

Woodland Reelected

CECIL WOODLAND, general manager of WEJL Scranton, was reelected president of the Pennsylvania Associated Press Broadcasters Assn. at its annual meeting April 6 in Pittsburgh. William A. Banks, WHAT Philadelphia, was elected vice president, and Joseph H. Snyder, Philadelphia AP, secretary-treasurer.

Elected to the board of directors were Victor C. Diehm, WAZL Hazelton; Joseph M. Cleary, WESB Bradford; M. J. Bergstein, WMAJ State College; Bud Berndt, WRAK Williamsport; Thomas Price, WBVP Beaver Falls, and Benedict Gimbel, WIP Philadelphia.

WLOL

1330 . . . MINNEAPOLIS - ST. PAUL

STILL

NO. 2*!

. . . AND GETTING BIGGER

in the

MINNEAPOLIS – ST. PAUL RADIO MARKET

*** PULSE . . .** (Latest)

JANUARY-FEBRUARY—1956
TOTAL SHARE OF AUDIENCE

STATION A	23.2
WLOL	**17.8**
STATION B	15.5
Station C	15.2
Station D	6.9
Station E	6.2
All others	15.0

FAMOUS FOR

B-5

WLOL's BIG FIVE DISC JOCKEYS!

LARRY BENTSON, Pres.
Wayne "Red" Williams, Mgr.
Joe Floyd, V.P.

WLOL

REPRESENTED
By
AM RADIO SALES

McCollough Named Nominee For Radio Pioneers President

CLAIR R. McCOLLOUGH, president-general manager of the Steinmann stations, has been named by the Radio Pioneers Club nominating committee as nominee for the post of president.



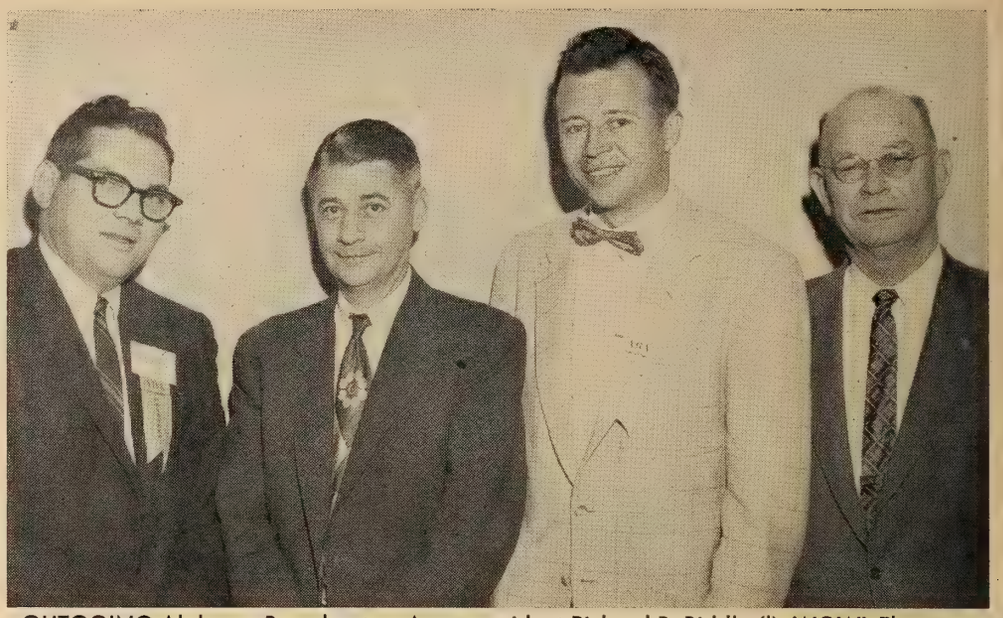
MR. McCOLLOUGH

Normally this position would have fallen to the club's first vice president, John F. Patt, president of WJR-AM-FM and WJRT (TV) Detroit, on July 1, but Mr. Patt has resigned his office because of ill health.

Mr. McCollough's name will be presented to the membership-at-large in the form of a nomination. At this time, the members have the privilege of submitting a petition nominating other qualified persons.

Chicago Group Names Bagge

ARTHUR BAGGE, midwest radio sales manager, Peters, Griffin, Woodward, has been appointed president of the Chicago representatives group of the Station Representatives Assn. The Chicago contingency held an informal luncheon in the Sheraton Hotel Thursday and heard a report on SRA activities and future plans for spot radio-tv against network competition. Adam J. Young, Adam Young Co., and SRA president, presided over the luncheon.



OUTGOING Alabama Broadcasters Assn. president Richard B. Biddle (l), WOWL Florence, named a director-at-large of the broadcasting group at its recent convention in Gadsden, stands beside the newly-elected officers of the organization. Elected were (l to r): Julian Smith, WAGF Dothan, president; Herbert Martin, WAPI Birmingham, vice president, and William Hunt, WCOV Montgomery, secretary-treasurer.

Smith Named President Of Alabama Broadcasters

AT THE 10th annual Alabama Broadcasters Assn. convention held in Gadsden, Julian Smith, president of WAGF Dothan, was elected president; Herbert Martin, WAPI Birmingham vice president, and William Hunt, WCOV Montgomery commercial manager, secretary-treasurer.

Members of the board of directors are: John Garrison, WFUN Huntsville station manager, district 2; Ben McKinnon, WSGN Birmingham, general manager district 3; James W. Whatley, WRFS Alexander City general manager-commercial manager, district 4; Hugh M. Smith, WCOV Montgomery general manager, district 5; Jess Jordan, WTBF Troy general manager, district 6; Ralph Howard, WHEP Foley general manager, district 7; and Richard B. Biddle, retiring ABA president and president of WOWL Florence, director-at-large.

It takes skill in radio
and tv allocations too!
You get results and grants when
your engineering consulting work
is done by Radio Engineering Company.*



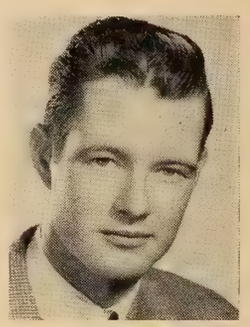
IT TAKES SKILL

See me at the Conrad Hilton during NARTB to talk over your engineering needs.
N.J.P.

Putting in a new station?
I'll invest with you!
Radio Engineering Company,
Norwood J. Patterson, Owner,
1355 Market Street, San Francisco.

Curry Leaves WEEI for RAB

JOHN T. CURRY Jr., sales promotion manager, WEEI Boston, last week joined the Radio Advertising Bureau, New York, as national account executive, a post keyed to encourage greater advertising on behalf of retail stores. Mr. Curry's responsibilities will be developing radio business from chain store operations in the food, drug, department and specialty store fields. Before joining WEEI in late 1953, Mr. Curry was sales promotion manager at WBBM-TV Chicago and KMOX St. Louis. He has also been with the Walgreen Drug Co., Chicago.



MR. CURRY

Nebraska AP Elects Fry

PAUL FRY, KBON Omaha, was elected state chairman of the Nebraska Associated Press Radio & Television Assn. at the April 4 meeting held in Hastings. Bob Morris, KBRL McCook, was elected vice chairman. E. E. Makiesky, chief of the Omaha AP bureau, is *ex officio* secretary. Speakers included Jack Shelley, WHO-AM-TV; Jerry Gill, Omaha, AP regional membership executive; C. G. Douglass, Des Moines AP bureau chief, and Mr. Makiesky.

$69.37

BUYS

WTOV-TV

	A Coverage TOTALS	A & B Coverage TOTALS
Population Jan. 1, 1955*	783,400	910,100
Households Jan. 1, 1955*	210,270	242,040
CSI ($000)	1,263,346	1,371,920
CSI Per Household	6,008	5,503
Total Consumer Units	285,980	320,510
No. & % under $2,000 Gr. Income	69,890	83,260
No. & % $2-4,000 Gr. Income	87,980	99,540
No. & % $4-6,000 Gr. Income	72,820	79,140
No. & % Over $6,000 Gr. Income	55,390	58,670
Total Retail Sales ($000)	657,725	740,177
Retail Sales Per Household	3,127	3,060
Sales—($000)		
Food Stores	168,548	190,380
Drug Stores	22,499	24,811
Eating and Drinking Places	46,869	51,179
General Merchandise	57,125	66,737
Apparel Stores	50,736	55,018
Home Furniture Stores	37,962	42,599
Automotive Stores	125,725	144,199
Filling Stations	38,925	37,061
Building Material-Hardware	30,688	38,667
FARM DATA		
Farm Population Jan. 1, 1955	23,671	65,171
Farm Households Jan. 1, 1955	6,906	16,506
Gross Farm Income (1954)	34,062	79,957
Gross Income Per farm	6,117	4,844
Total Farms	5,275	14,278
Passenger Cars	331,510	365,710

Source: Consumer Market (SRDS) 1955

177,000 UHF Sets, Source ARB & Pulse Consumer Markets does not include the estimated 200,000 naval personel, nor 100,000 daily visitors to Virginia Beach in season.

NORFOLK

SEE

Joseph Hershey McGillvra, Inc.

New York City — **Murray Hill 2-8755**

Chicago — **State 2-5282**

RAMAR OF THE JUNGLE

Monday through Friday at 7:00 to 7:30 P.M. for only $69.37 for both time and film per show. Buy as many as you like.

SUSIE

Starring Ann Southern, Monday through Friday at 9:00 to 9:30 P.M. for only $69.37 for both time and film per show. Buy as many as you like.

ELLERY QUEEN

This famous detective series, Monday through Friday 9:30 to 10:00 P.M. for only $69.37, for both time and film per show. Buy as many as you like.

SHADOW STUMPERS

Brent Gunt's Shadow Stumpers are guaranteed to send gift merchandising certificates right in to the stores handling your products. Monday through Friday 6:45 to 7:00 P.M for only $42.66 per show for time, talent and shadows.



NEW OFFICERS and board members of the Mississippi Broadcasters Assn. were elected at the group's annual meeting last week at Edgewater Park. Named (l to r): front row, William Guest, WPMP Pascagoula president, first vice president; Howard Cole, owner of WHOC Philadelphia, president; Granville Walters, WAML Laurel general manager, secretary-treasurer; Ray Butterfield, WLOX Biloxi general manager, outgoing president, board member. Back row (all board members): John Bell, general manager of WCMA Corinth; Paul Schilling, WNAT Natchez general manager; Ed Wilkerson, WSLI Jackson commercial manager; Joe Carson, WMOX Meridian station manager, and John McLendon, co-owner of WOKJ Jackson.

Video Can Bring About Miracle Society—Weaver

IF the television set can "become the shining center of the home," a new "miracle society . . . is certainly available in a very few years."

So said Sylvester L. Weaver Jr., NBC board chairman, in a speech April 9 before the Boston Press Club.

The fight to bring about such a society, however, will be a hard one, Mr. Weaver warned:

"There are many pressures from many sources, many of them—in fact, all of them—with the highest motivation. There is no plot, no conspiracy, but you have people who must solve their own problems; advertisers who must sell their goods and services at the lowest possible cost; politicians who are responding to forces of various kinds. The confluence of all these forces will not of itself run into anything but trouble unless we are there fighting every minute. But we are fighting for something that is really on your side.

"You will find out," the NBC board chairman declared, "that the history of man and the achievements of man and the story of our physical environment and the new wonders that are coming and the new miracle society that is certainly available in a very few years ahead of us—all this can become possible if that set is kept going as an electrifying entertainment medium that keeps you there—but also with the entertainment and information shows done better and better so they get bigger and bigger audiences, classics done better and better, promoted and exploited better and better. . . ."

Tv Bait-Switch Safeguards Successful, Says Fellows

SAFEGUARDS that minimize the chance of bait-switch advertising appearing on television are working successfully, according to NARTB President Harold E. Fellows. He said responses to an NARTB Tv Code Board inquiry sent subscribing stations show they are aware of the advertising device and are determined to minimize it [analysis of survey results appeared in B•T April 9].

Many of the telegrams and letters sent by code subscribers explained in detail how they work with local Better Business Bureaus and other groups in detecting and removing bait-switch copy. Station managers unanimously reaffirmed their confidence that the tv industry can protect the public from bait-switch through self-regulation.

"Since in some instances bait-switch advertising is not to be suspected until the advertising is on the air, there undoubtedly will be some bait-switch ads reaching the public," Mr. Fellows said. "But no media, no agency, public or private, can do more than the television industry is now doing to prevent these relatively rare occurrences." Mr. Fellows added that the replies show bait-switch is most frequent in larger markets, and seldom found in smaller cities.

The NARTB telegram to code subscribers asked each station and network to describe its policy on bait-switch, the number of sponsors rejected because of the practice and called for a re-affirmation of belief in and support of self-regulation. The Code Review Board in March invited "any source, public or private" to send authenticated information about bait-switch on subscriber stations and promised to start proceedings against any offending subscriber persistently violating the code section.

Community Systems Topic At Film Council Session

DISCUSSION on community antenna systems will highlight the monthly luncheon meeting of the National Television Film Council, to be held April 25 at the Delmonico Hotel in New York.

Theodore R. (Ted) Kupferman, general attorney and vice president of Cinerama Productions Corp., will address the council on "Practical and Legal Aspects of Community Antenna Systems." Subsequently, a discussion on community systems will be presented by Milton J. Shapp, president of Jerrold Electronics Corp., and Arche A. Mayers, distribution vice president of NTFC.

READ GROUP SCORES TRIAL PROCEDURES

Trial of Local 47 rebel faction leaders open in Los Angeles. Meanwhile group in New York blasts Local 802 Manuti's tactics in pro-Petrillo resolution.

AMID new rumblings of unrest among members of AFM Local 802 in New York, 13 anti-Petrillo leaders of Local 47 in Hollywood went on trial on the West Coast last week before Union Referee Arthur J. Goldberg who by Thursday noon had yet to hear testimony from 15 to 20 additional defense witnesses. The testimony of five union officials had been taken.

Mr. Goldberg was appointed by AFM President James Caesar Petrillo and the AFM International Executive Board to hear evidence in the union's secret trial of charges brought against Local 47 Vice President Cecil F. Read and other rebels by Local 47 President John te Groen and Recording Secretary Maury Paul. Messrs. te Groen and Paul recently were impeached by the local membership for refusing to join Mr. Read in his fight against Mr. Petrillo over AFM policies with respect to royalty payments into the Music Performance Trust Fund and contract negotiations [B•T, Feb. 27, *et seq.*].

Mr. Goldberg, counsel to the merged AFL-CIO, will make a factual report of his findings to the International Executive Board which in turn will act as judge in the trial. Mr. Read and the other defendants protested this procedure before Mr. Goldberg last week on the grounds that Mr. Petrillo "is biased and prejudiced" against the rebel group and that the evidence would not receive fair evaluation when it came time to rule on their innocence or guilt. Mr. Goldberg turned down a defense motion that Mr. Petrillo appear for examination but said he would reconsider the motion after all defense evidence has been received.

Defense Motion Refused

Mr. Goldberg also refused to approve a defense motion calling for production of the massive transcript made by a special panel of the International Executive Board which "investigated" the Local 47 revolt for a week of closed hearings in Hollywood a month ago. The rebels asserted it would prove their claims of bias and show how the panel attempted to interfere with Local 47 affairs while it was conducting its hearing. The rebels also contended they are now being tried for the second time on the same charges.

Meanwhile, it was reported that some 300 members of Local 802 New York met late Wednesday night at Nola Studios there to protest the "undemocratic" manner in which Local 802 President Al Manuti chairmanned a special meeting April 2 called to hear his report of a personal investigation of the Local 47 revolt. Mr. Manuti told his union to stay out of the Hollywood fight and the April 2 meeting ended with a resolution supporting the Petrillo position. Mr. Read spoke at length at the April 2 session and his report on the membership reaction differed from that given by Mr. Manuti [B•T, April 9]. Mr. Read reported the Local 802 membership was greatly upset over Mr. Manuti's "railroad" tactics and said Local 802 members asked for counsel on forming an anti-Petrillo bloc there.

At the Hollywood trial last week, Mr. Gold-

THE MAN* WITH



&



**

IS AT SUITE 2702-3-4

SHERATON HOTEL

MOVIETIME USA

REG. APP. FOR

* ERWIN H. EZZES V.P. GENERAL SALES MANAGER C & C TELEVISION CORP.

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berg listened Monday and Tuesday to the AFM's only witness against the rebels, Mr. Paul, and received but a few documents. AFM rested its case Tuesday although it had been expected the charges would be supported by more witnesses and documentary data.

Rebel leader Read opened the defense testimony Tuesday night and continued Wednesday to relate details of incidents during the past year leading up to the break with Mr. Petrillo. Mr. Read said he was baffled at how Mr. Petrillo could construe as "conspiracy" and "dual unionism" the break that came after months of fruitless efforts to cure the grievances and which was supported by "two-thirds" of the active Local 47 membership rather than just a small faction. In another night session Wednesday, Mr. Goldberg heard testimony from defendant Ray Tolan, a Local 47 director, and on Thursday heard from defendants Vince DeRosa, also a director, and musician William Ulyate. Other defendants facing trial are directors Warren Baker, John Clyman Jr., Uan Rasey, William Atkins and Jack DuMont and musicians George Wald, Martin Berman, Earl Evans and Marshall Cram. Mr. Goldberg planned to hold a session Thursday, too. He indicated he still expected to hear from Mr. te Groen, who with Mr. Paul had brought charges against the Read group.

Today (Monday) the House Un-American Activities Subcommittee is to resume hearings in Los Angeles on communist infiltration of the entertainment field and has subpoenaed 35 Local 47 musicians to appear. The hearing has no connection with the Local 47 revolt against Mr. Petrillo.

A subcommittee of the House Education and Labor Committee is to investigate the Local 47 revolt later this month but the date has not been set.

DIRECTORS GUILD MAY CALL STRIKE

HOLLYWOOD membership of the Radio & Television Directors Guild last week voted a strike authorization against the major networks in current negotiations being held in New York, but no date for strike action was specified.

The vote also supported the guild's demands for wage increases for radio and tv directors, stage managers and assistant directors. About 275 guild members are involved in Hollywood while the union claims about 700 in New York. Units in Chicago, Detroit, Washington and San Francisco also would be affected.

MUTUAL'S NEW NETWORK-AFFILIATE PLAN INVOLVES SWAP OF PROGRAMS FOR TIME

Concept presented at Chicago meeting asks stations to 'pre-clear' certain hours without being paid by MBS in exchange for network's providing free programs in other hours.

DETAILS of Mutual's new concept of network-affiliate relationships, representing a modified version of the programs-in-exchange-for-time arrangement proposed three years ago, were to be presented to MBS affiliates at a meeting in Chicago yesterday (Sun.) on the eve of the NARTB convention.

The plan, subject to affiliate approval, asks the stations to "pre-clear" certain hours for which they would receive no monetary compensation from the network. In return, the network in certain other hours would provide programs which the stations would be free to sell locally without paying the network. In the case of network option time other than that which is marked "pre-clear," compensation would be paid to affiliates on the usual basis.

Other highlights of the plan:

• Hours of network option time would be cut from nine a day to an average of five a day, or from 62 hours a week to 35.

• Mutual's total hours of operation would be shortened by 10¼ hours a week, opening up at 10 a.m. Monday through Friday instead of 9 a.m. and closing daily at midnight instead of the present 12:45 a.m. Sunday opening would continue at 9 a.m.

The time which stations are asked to "pre-clear" totals 16¾ hours per week and falls entirely within the 35 hours a week which would be designated network option time. The hours in which Mutual would supply free programming for local sale, without compensation to the network, total 15 per week.

The new proposal is like the 1953 plan [B•T, July 6, 1953], which eventually was shelved because of affiliate opposition, in at least two major respects. Both would cut network option time down to an average of five hours a day, and both would provide for affiliates to be compensated with programs for local sale rather than with money payments.

A distinguishing feature of the new plan is that it incorporates some money payments along with payments in programs. That is, for programs carried in any network option period outside of the "pre-clear" hours, the affiliates will be compensated as usual with money payments for all such programs after the first 20 hours each month, as at present.

In current MBS thinking, programs which would be furnished free to stations for local sale would consist largely of news, drama, and special features. They could be carried at the times fed by the network or, at the individual station's option, on a delayed basis.

One tentatively marked for the "free" category is the Fulton Lewis Jr. news show, one of the most widely sold co-op programs on record. Others tentatively set for this group: Robert Hurleigh newscasts, Edwin C. Hill's *Human Side of the News, The Bess Myerson Show, Titus Moody, Story Time, Washington Newsreel, City Editor, Big City* and *True Detective.*

The proposed new schedule of option time is as follows, with present network option hours shown for comparative purposes in parentheses (all times are New York times except where otherwise indicated):

Monday through Friday — proposed 10:30 a.m. to 12:15 p.m.; 2-3 p.m.; 5-6 p.m. local time; 7:30-8:30 p.m., and 9-9:15 p.m. for a total of five hours a day. (Present: 9:30 a.m. to 12:30 p.m.; 2-4 p.m.; 5-6 p.m. local time, and 7:30-10:30 p.m. for a total of nine hours a day.)

Saturday—11 a.m. to 12 noon; 2-3 p.m.; 5-6 p.m. local time, and 7:30-8:30 p.m., or a total of four hours. (Present: 9:30 a.m. to 12:30 p.m.; 1-3 p.m.; 5-6 p.m. local time, and 7:30-10:30 p.m., or a total of nine hours.)

Sunday—9-11:30 a.m.; 1:30-2 p.m.; 5-7 p.m., and 9-10 p.m. for a total of six hours. (Present: 11 a.m. to 2 p.m.; 4-7 p.m., and 8:30-10:30 p.m. for a total of eight hours.)

Within these proposed new option times, the following are the periods which Mutual is asking affiliates to "pre-clear":

From 10:30 a.m. to 12:15 p.m. and from 7:30 p.m. to 8:30 p.m. Mondays through Fridays; from 11 a.m. to 12 noon on Saturdays, and from 5 p.m. to 7 p.m. on Sundays.

In return, the hours in which free programming would be provided by the network for local sale by the stations are as follows (New York times):

Mondays through Fridays—10:15-10:30 a.m.; 12:15-12:30 p.m.; 1:15-2 p.m.; 7-7:30 p.m.; 8:30-9 p.m., and 9:15-9:30 p.m.

Saturday—10-11 p.m.

Sunday—4-5 p.m. and 7-7:30 p.m.

Yesterday's session also was to include reports by key MBS executives on developments and plans of their respective departments.

John B. Poor, executive vice president, was slated to head the network delegation, with other members including George Ruppel, vice president and treasurer; Harry Trenner, sales vice president; Robert Monroe, programs vice president; Robert Carpenter, director of station relations; Richard Puff, director of research, advertising and promotion; Francis X. Zuzulo, director of press information; Charles King, eastern manager of station relations; Thomas Duggan, western manager of station relations, and Brad Simpson, assistant to the executive vice president.

Mutual officials expected more than 400 station executives to be on hand for yesterday's meeting, which followed an earlier study of the new affiliation plan in a meeting of network executives and the 14-man Mutual Affiliates Advisory Committee, headed by J. W. Betts of WFTM Maysville, Ky., in a meeting at Hot Springs, Ark., last month [B•T, March 26].

You will be more than welcome . . .
at our suite at the
SHERATON BLACKSTONE
during the NARTB Convention
or to use the facilities of our new
Chicago office in the Pure Oil Building
35 East Wacker Drive
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Like the men pictured above... many Broadcasters have made Stainless their choice.

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NORTH WALES • PENNSYLVANIA



NBC May Colorcast Convention 'Sidebars'

SOME of the color of the political conventions this summer literally may rub off on color tv set screens across the country.

Although none of the networks plan to telecast any portion of the conventions *per se* in color, NBC-TV has let it be known that it is considering telecasting color "sidebars" (features related to the convention) from either Chicago or San Francisco and perhaps from both places.

Disclosure of the color plans was made last week by William McAndrew, NBC news director, at a luncheon meeting in New York of the local chapter of the American Women in Radio & Television.

At the meeting, Mr. McAndrew, who outlined the principal problems the networks would face in covering the two conventions this summer, also revealed that NBC-TV is considering the possibility of kinescoping highlights of the GOP convention at San Francisco, in event the Democratic political convention in Chicago runs beyond the expected schedule (4 to 5 days) and thus conflicts with the Republican conclave that follows a week later.

The other tv networks—CBS and ABC—contacted by B•T, indicated they similarly would treat the opening of the Republican convention should such a conflict arise. Kinescoping—performed either in San Francisco or at Los Angeles depending on individual network facilities—would be, of course, for delayed broadcast and most likely scheduled on adjacent periods to the live coverage of Democratic activities.

Whether such an eventuality actually would occur was moot and depended on that unknown factor in U. S. political events which dramatically makes its appearance at the national conventions, tying up balloting on the floor or extending would-be routine policy or credential committee meetings. Since the unsettled Democratic picture points to such possibilities even at this early date, the networks feel they can turn to the kinescope process, if, as expressed by Mr. McAndrew last week, "the news story remains in Chicago" when the GOP convention is about to get under way or as it actually begins.

The Democratic convention will start Aug. 13 in Chicago and the Republican a week later on Aug. 20 in San Francisco. A network spokesman pointed out, however, that should the Democratic convention tie itself up and extend into the weekend prior to, or into Aug. 20, the GOP most likely would juggle convention activities so as to present only routine facets in the first part of the week. This, of course, would facilitate network coverage.

The NBC-TV plan to broadcast some color programs from the conventions has not yet crystalized. Current thinking is to present interviews and similar features which lend themselves to color pickup. Either mobile or studio color equipment would be used, and perhaps both. Advertisers picking up the tab for the convention coverage would not be charged additional costs for either color or kinescope, it was explained, since convention coverage sales are for the whole package.

Mr. McAndrew told the AWRT chapter that the networks' greatest problems in coverage this year was transportation from Chicago to San Francisco of both people and equipment as well as housing in San Francisco.

Sales Management's Area Growth Ratings, 1945-1955, show that . . .

More people have more money to spend in the WBRZ area than ever before, because . . .

Population is UP 84%

Food Store Sales are UP 209%

Effective Buying Income is UP 100%

There are $899,481,000.00 spendable dollars earned from oil gas sulphur industry and agriculture

AND ONLY ONE TELEVISION STATION COMPLETELY COVERS THIS RICH HEART OF LOUISIANA

WBRZ Channel **2**

BATON ROUGE, LOUISIANA

Power: 100,000 watts Tower: 1001 ft.

NBC-ABC

Represented by Hollingbery

CBS-TV Names Feeney As Trade News Editor

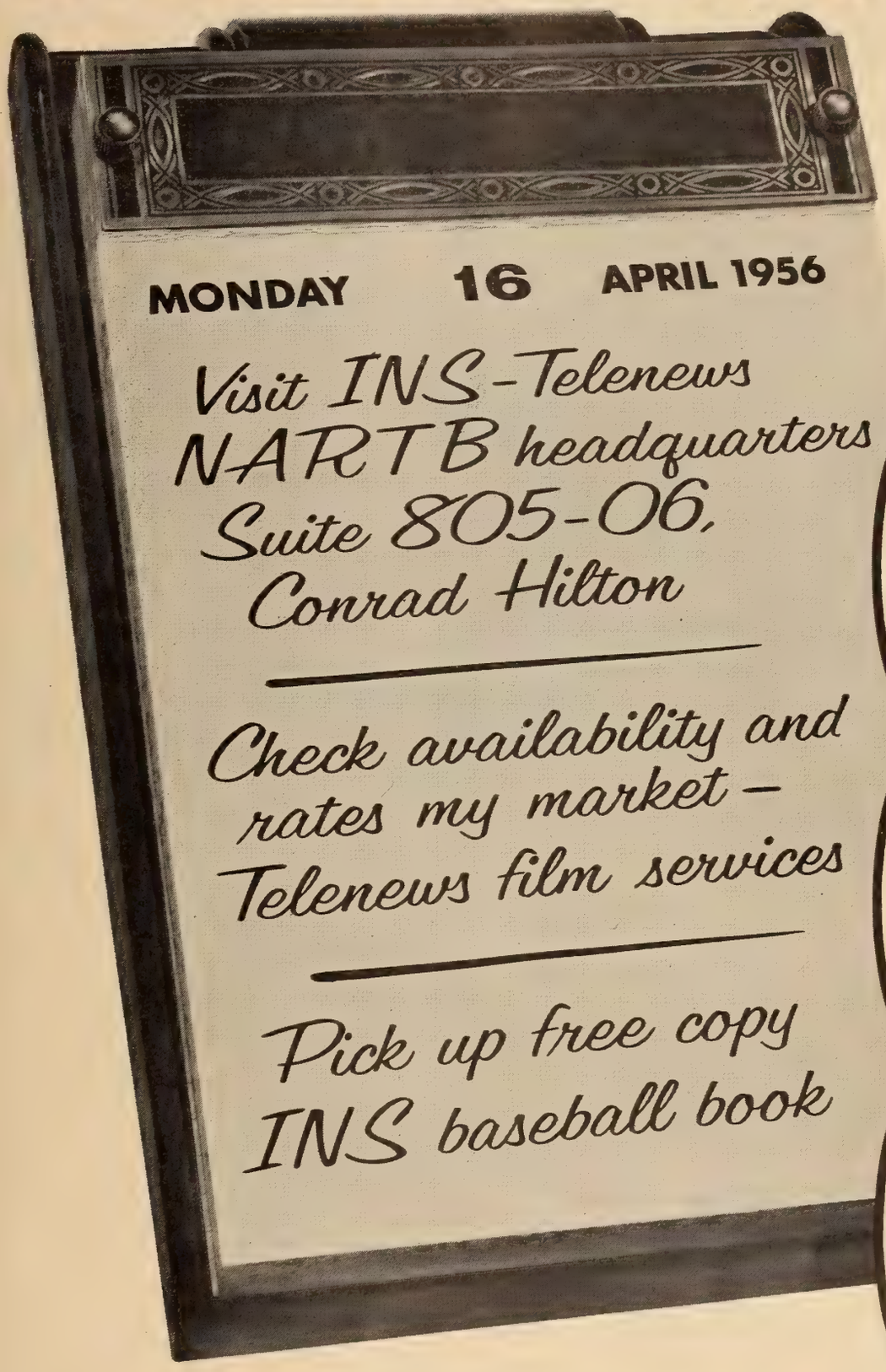
APPOINTMENT of Harry J. Feeney, trade news editor, CBS Radio Press Information, as trade news editor for CBS-TV press information, effective April 23, was announced last week by Charles J. Oppenheim, director of CBS-TV Information Services.



MR. FEENEY

Mr. Feeney will replace Beryl Reubens who is to take over as coordinator of news and public affairs publicity for CBS, assuming most of the duties formerly performed by Hank Warner, who has left CBS as copy chief and manager of operations to join ABC as director of press information [B•T, April 2]. Mr. Warner's former title at CBS will be dropped as will be that of Michael Foster, who left CBS as manager of publicity to become vice president in charge of press information and advertising at ABC. Also announced was the appointment of Brad Smith, Sunday editor, *Long Island Daily Press,* as copy editor, replacing Vic Timoner, who has joined KLM Royal Dutch Airlines in a public relations capacity. Mr. Feeney's successor has not yet been named.

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TELENEWS DAILY

Guaranteed minimum of 12 minutes per day of top-flight coverage of important news events throughout the world. Multiple shipments Sunday through Friday timed to meet newscast schedules.

THIS WEEK IN SPORTS

TV's only quarter-hour summary of major sports events of the week up to and including Sunday. Narrated by well-known sports commentators. Shipped Tuesday for exclusive use in each market.

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A quarter-hour review of the news highlights of the week narrated by leading newscasters. Shipped Friday for release upon receipt. Each story separate sound and music. Exclusive in each market.

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CBS-TV PLANNING NEW FALL SHOWS

HINTS of planning for the fall season were disclosed last week by CBS-TV Hollywood, including a prospective hour-long variety show featuring Herb Shriner and a new evening half-hour featuring Bob Crosby, his orchestra and guest stars. Both are being developed under the supervision of Ken Englund who returned last week from meeting with Mr. Shriner in Miami.

The network also confirmed signing of comedian Red Skelton to another 39 weeks at the close of his current agreement. Mr. Skelton will do two shows weekly, one live, one on film, in order to provide time for his feature picture pact with RKO for "Public Pidgeon No. 1." Nat Perrin will continue as executive producer of the Red Skelton show and also will produce a new morning show featuring Johnny Carson.

Al Scalpone, vice president in charge of network programs, Hollywood, said the network has deferred its decision on a replacement for Ben Feiner, west coast program supervisory executive who resigned over the previous weekend. Mr. Feiner worked on eight programs including *Climax, You Are There* and *Bob Crosby Show*. Mr. Scalpone said his duties for the present will be shared by Messrs. Englund, Perrin and others.

Julian Claman, newly-signed by the network as creative executive and transferred from New York to Hollywood for *Front Row Center,* which now is being dropped after the April 22 show, is to remain on the west coast pending a new assignment, CBS-TV said. He possibly may join producer Martin Manulis on *Playhouse 90,* which debuts in the fall and on which Ronson Corp. signed last week as co-sponsor.

Carey Wilson, formerly assigned as *Playhouse 90* producer, is now working on a proposed anthology series. Still another prospective dramatic series is in preparation by Fletcher Markle and Vince McConnor, long a producing-writing team, CBS-TV said.

ABC, NBC Offer Adlai, Estes Time

BOTH radio and tv facilities of ABC and NBC were offered last week to Adlai Stevenson and Sen. Estes Kefauver (D-Tenn.), contenders for the Democratic presidential nomination, to discuss campaign issues.

The offer of time was made after reported acceptance by Mr. Stevenson of Sen. Kefauver's invitation for such a discussion in Miami during the week of May 20.

NBC did not specify either the date or amount of time. ABC President Robert E. Kintner wired both aspirants that the network would provide the 10-11 p.m. "current New York time" period on Thursday, May 24, and added that if this time proved "inconvenient," the network would discuss other available periods mutually acceptable to the candidates.

As of late Thursday, both CBS and MBS had the matter "under consideration."

WTVJ (TV) Miami was credited by Kefauver for President headquarters last week with first suggesting the idea of a Kefauver-Stevenson "discussion of the issues" (Kefauver headquarters denied it was a "debate").

Lou Poller, communications chairman for the Kefauver for President Committee in Washington and also president of suspended WCAN-TV Milwaukee (ch. 25), said WTVJ President Mitchell Wolfson first suggested the idea to Sen. Kefauver "about three months ago." Mr. Wolfson offered to set up a statewide Florida tv network for the discussion of issues, Mr. Poller said. About three days later WITV (TV) Fort Lauderdale also offered time and Sen. Kefauver has accepted both stations' offers for period of 10-11 p.m. May 26.

Mr. Stevenson, however, has not indicated to Kefauver headquarters whether he will accept this offer, Mr. Poller said, adding that a St. Petersburg tv station also had offered time for early May, but Sen. Kefauver was forced to turn it down, because he was unable to be in Florida at that time.

Mr. Poller said Thursday that the networks had made no time offers up to that time.

Meanwhile, WTVJ and its radio affiliate WGBS Miami (both CBS affiliates), credited CBS News Director John F. Day with announcing that the 12-man CBS News Campaign Caravan was beginning last Thursday with intensive, on-the-scene coverage of the Florida primary contest. The primary will be held May 29.

Small Station Aid Cited In Extension Plan Report

FOUR-MONTH progress report on NBC-TV's Program Extension Plan (PEP), to be released today (Monday) by Robert W. Sarnoff, NBC president, reveals that the plan had increased by 74% the number of network-sponsored hours for 49 smaller market stations included in PEP.

Other highlights of the report, according to Mr. Sarnoff, were that 45 different programs have been ordered for PEP stations by 53 of the nation's leading advertisers; total volume of NBC-sponsored programming on the stations has increased from 1,041 hours to 8,809 hours per month, and the lineup increases brought about by PEP run "as high as 45 additional small market stations per program—stations which would not have been ordered except for PEP."

Under PEP, which was introduced by NBC-TV last November, the ordering by advertisers of smaller market stations for their network programs was made more attractive by reducing costs through a "dividend." For example, an advertiser who used all PEP stations pays for only half the group and obtains the other half without charge as a dividend. A formula is set up prescribing the extent of the dividend, depending on how many PEP stations the advertiser orders.

PEP originally was applicable to 44 stations but now covers 49 outlets. Most recent stations to join are KLIX-TV Twin Falls, Idaho, and KFBB-TV Great Falls, Mont. Stations scheduled to be added to the PEP lineup, according to Mr. Sarnoff, are WDAM-TV Hattiesburg, Miss., in June, and WCBI-TV Columbus, Miss., in July.

An estimated 1.4 million television homes, serving about 8 million persons, are covered by PEP stations, Mr. Sarnoff said.

ABC-TV Promotes Mellor

WILLARD MELLOR, ABC-TV program service manager, last week was named staff associate producer of the network, taking charge immediately of the production of *Film Fair* (Mon., 9-11 p.m. EST). He also will serve as commercial coordinator for ABC-TV's political convention coverage. Before joining ABC-TV in 1953 as associate director, Mr. Mellor was with CBS and WQXR New York.

Succeeding Mr. Mellor is William Seaman, operations manager, DuMont Broadcasting Co.

PACIFIC CHANGES PLANNED BY NBC-TV

Portions of 'Today' and 'Home' rescheduled on West Coast to compensate for DST. George Wolfe named to travel in West for former program.

IN A MOVE to capture a larger share of the growing western market and present improved programming service to the land that is forever three hours behind New York, NBC-TV announced in Hollywood Wednesday that it is making major changes and rescheduling portions of *Today* and *Home* in California, Oregon and Washington. The transformation of the Monday-through-Friday participating programs is scheduled April 30 coincident with the beginning of Daylight Saving Time.

In the first of the changes, the eastern 9-10 a.m. portion of *Today* will be telecast live in Los Angeles only beginning at 6 a.m. PDT over KRCA. The station will advance its starting time by 45 minutes and claims it will be the first on the air in the seven-station market.

From 7-8 a.m. PDT, a kinescope of the first hour of *Today* (seen in the East at 7-8 a.m. EDT) will be telecast to the entire NBC-TV Pacific Network.

From 8-9 a.m. PDT, *Home* (seen 11 a.m.-12 noon EDT in the East) will be carried live on the entire Pacific Network. Seattle and Portland, however, which will remain on Standard Time, will carry *Home* live at 7-8 a.m. PST.

Just past its second birthday, *Home* on April 30 will begin to originate two segments weekly from KRON-TV San Francisco for the entire network. On Tuesday and Thursday 8:30-9 a.m. PDT (11:30-12 noon EDT) the *Home* segment will be produced in cooperation with the editors of *Sunset* magazine.

From 9-11 a.m. PDT on the Pacific Network there will be unspecified local and NBC-TV network programming and from 11 a.m.-12 noon PDT on the Pacific Network filmed portions of Dave Garroway from another earlier eastern hour of *Today* will be used, plus an unnamed new western personality live. The latter live portions with the new personality will account for more than half of the 11-12 segment, the network said.

NBC-TV announced the appointment of news commentator George Wolfe as general assignment reporter on *Today*. Mr. Wolfe has been with *Panorama Pacific,* the 7-9 a.m. offering of the CBS Television Pacific Network. Mr. Wolfe will travel the West to reflect life there in regular inserts on *Today*.

The network said *Today* has grossed $23 million in sponsor revenues during the four-year period since its inception.

Representing the combined efforts of more than 100 people, *Today* began with a 27-station network and now is carried by 104 NBC-TV outlets from coast-to-coast. It has a network run of 3,000 hours and host Dave Garroway has been before the camera 2,500 hours since 1952 and has given 4,000 commercials for hundreds of advertisers.

From unofficial sources it was learned that NBC is negotiating with Bill Leyden as personality for the 11a.m.-noon west coast segment of *Today,* but the reportedly seven-year contract had not been signed as of Thursday night. Mr. Leyden has been host of *Top of the Morning* on KTTV (TV) Los Angeles and

Once upon a time . .

a beautiful young girl from Dallas,

stayed home every night to listen to the radio . . .

. . . and the only station she ever tuned to was **KLIF**

Now this beautiful young girl from Dallas was also a very smart girl because she knew that all good things come to people who listen to KLIF. She knows that KLIF leads by far in all three nationally recognized audience measurement surveys . . . TRENDEX, HOOPER AND PULSE!

. . . and what happened to the beautiful young girl who put her faith in KLIF? Why, she married a handsome Texas millionaire and they lived happily ever after because they both enjoyed staying home listening to KLIF.



WRIT	MILWAUKEE
WNOE	NEW ORLEANS
KLIF	DALLAS
KTSA	SAN ANTONIO*
WGLS	GREATER ATLANTA
KELP	EL PASO
KNOE	MONROE

*FCC APPROVAL OF TRANSFER PENDING

NOEMAC STATIONS

NEWS MUSIC

NATIONALLY REPRESENTED BY H-R REPRESENTATIVES, INC.

KTTV is understood to have released him to accept the NBC offer. Mr. Leyden may appear on other NBC properties also if he signs.

KTTV plans to use its late afternoon movie host, Del Moore, as replacement for Mr. Leyden on the morning program. Meanwhile, Mr. Moore has been signed by KLAC Los Angeles as replacement for disc jockey Jim Ameche, who has resigned effective April 12 as the result of a disagreement with KLAC President Mort Hall over records used on his program. Mr. Moore will take over Mr. Ameche's 12:30-4 p.m. spot on KLAC and host the early morning and late afternoon programs on KTTV. Mr. Ameche has been widely featured as one of KLAC's "Big Five" disc jockeys, a merchandising package offered by the radio station [B•T, April 2].

ABC-TV's Better Time Offer Lures 'Omnibus' From CBS-TV

THE *Omnibus* tv program, produced by the Tv-Radio Workshop of the Ford Foundation, will switch networks—from CBS-TV to ABC-TV, and its time—from 5-6:30 p.m. to 9-10:30 p.m. EST—when it returns to the air in the fall [CLOSED CIRCUIT, April 2].

The reason for the move, after the Peabody-award winning show had been shown on CBS-TV on late Sunday afternoon for the past four years, was CBS-TV's plan to carry professional football next fall on Sunday afternoon, which would interrupt the weekly showing. The network offered *Omnibus* an alternating day and evening presentation for the next season. At the same time, NBC-TV offered the program alternate Sunday afternoons, while ABC-TV came up with the Sunday, 9-10:30 p.m. period.

Robert Saudek, director of the tv-radio workshop of the Ford Foundation and executive producer of the show, accepted ABC-TV's offer and will launch the program's fifth year in October on that network.

Meanwhile, CBS-TV is offering, through its CBS Television Film Sales Inc., the William Saroyan-hosted "Under the Sun"—a specially edited package of the previously-telecast *Omnibus* features comprising a 26-week series.

Current sponsors of *Omnibus*, Scott Paper Co., Aluminium Co. of Canada Ltd., both through J. Walter Thompson Co., and J. P. Stevens, through Bryan Houston Inc., are expected to renew the program on ABC-TV next season.



TELL THE FOLKS IN THE RICH ROCHESTER AREA ABOUT IT ON

WHEC *The Station Most Rochesterians Listen to Most of the Time!*

THE STATION LISTENERS BUILT!

Here at WHEC we have a "bag of clubs" that will surely send your product soaring right into the warm hearts of our many listeners! Whether you're playing match or medal, you're at scratch—on your way to bigger sales— on WHEC!

A GREAT MORNING BUY!
6:30 to 9:30 A.M.
Mondays thru Fridays
Average Pulse Rating 7.6*
Average Share of Audience . . 38%*
In Metropolitan Rochester, WHEC has a share-of-audience percentage that is *half-again as great* as its nearest competitor—not to mention a 2.5 *higher* Pulse rating—for this 3-hour segment!
*Pulse, Report, Oct.-Nov. 1955

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

Kintner Award Ceremony To Be Televised by ABC

ABC-TV plans to televise live the presentation of the keynote award to ABC President Robert E. Kintner, Tuesday morning, and kinescope part of the remaining morning proceedings during the joint management-engineering conference of the NARTB convention.

Mr. Kintner will be escorted at the presentation by Mrs. A. Scott Bullitt, president, KING-AM-TV Seattle, Wash.; Harold Hough, director, WBAP-TV Fort Worth; Robert Hinckley, ABC vice president, and Leonard H. Goldenson, president of AB-PT. Presentation will be made by NARTB President Harold E. Fellows.

Film coverage of an address by James C. Hagerty, news secretary to President Eisenhower, during a management and political broadcasting session Wednesday also is planned.

Pollock to ABC Research

APPOINTMENT of Lawrence J. Pollock, project director in charge of creative media research, Dancer-Fitzgerald-Sample, New York, to the newly-created post of research manager of ABC Radio, was announced last week by Dean Shaffner, ABC Radio director of sales development and research. Mr. Pollock, a graduate of College of the City of New York, joined D-F-S in 1953 as a member of the research department.

'Matinee' Offered Co-op

AVAILABILITY of NBC-TV's *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EST) for national spot sale was reported last week by the network's co-op program sales department. NBC said participations are available only to advertisers which are not using the program on a network basis and for products non-competitive to the show's network advertising. Current network sponsors include Block Drug, Liggett & Myers, Procter & Gamble, Bab-O, Johnson & Johnson, Sylvania and Motorola.

'Dunninger Show' to ABC-TV

AMERICAN TOBACCO Co. (Pall Mall cigarettes), New York, will sponsor *The Dunninger Show* on ABC-TV starting May 9. The mentalist's show replaces *M-G-M Parade*, currently holding the Wednesday, 8:30-9 p.m. EST time period. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency.

In Detroit...the Town that's Baseball Batty

WKMH

broadcasts the Play-by-Play

account of all

DETROIT TIGER GAMES



NIGHT and DAY at HOME and AWAY

From early Spring to late Fall the minds of Detroiters swing to baseball! And, they just naturally tune to WKMH, the station that brings the baseball games every afternoon or night on the Detroit Tiger schedule. Just one more example of how you cash in on the station that gives Detroiters what they want to hear the most!

SAVE up to 15%

By Buying 2 or More of These Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.
		Jackson Broadcasting & Television Corp.	

BUY ALL 4 STATIONS . . . **SAVE 15%**
BUY ANY 3 STATIONS . . . **SAVE 10%**
BUY ANY 2 STATIONS . . . **SAVE 5%**

The Community Stations

KNORR Broadcasting CORP.

WKMH

Dearborn–Detroit

FRED A. KNORR, Pres.

JOHN CARROLL, Mg. Director

Represented by Headley-Reed

WDSU-AM-TV Coverage Of Senate Is Intense

New Orleans radio station airs hearings live. WDSU-TV gets special film footage flown to studios. Two former WDSU-AM-TV employes involved in hearings on Red activities.

WDSU-AM-TV New Orleans last week went to extra lengths to continue its coverage of a series of Senate hearings on Communist activities—although the hearings have involved two former employes of the New Orleans NBC outlets.

In what was described as the first live radio coverage of congressional hearings in Washington by a single distant radio station, WDSU leased a special cable to bring its listeners live broadcasts of Wednesday-Thursday sessions by the Senate Internal Security Subcommittee. WDSU-TV also used regular UP-Movietone sound film coverage of the Washington hearings, plus extra footage ordered from UP-Movietone, for showing on its various news programs. The film was flown to New Orleans each day in time to reach WDSU-TV by 10 p.m.



WDSU-AM-TV Washington correspondent Ann Corrick fills in live coverage with commentary at Senate hearing last week.

The live audio pickup of the hearings was made by WRC-NBC Washington along with commentary by WDSU-AM-TV Washington correspondent Ann Corrick. An interview by Miss Corrick with Robert Morris, counsel for the Senate subcommittee, also was filmed to summarize the hearings and sent to WDSU-TV for use on its *Sunday Supplement* news-feature-documentary weekend roundup program.

Among witnesses at the Washington hearing last week was Robert Blanchard, 42, former graphic artist at WDSU-TV, who was dismissed by the station March 26 with "no comment." Mr. Blanchard pleaded the First, Fourth and Fifth Amendments last week in declining to answer questions by the Senate committee about alleged Communist activities. He had been served with a subpoena in New York the previous week after what the committee described as a "lengthy search," and ordered to appear at hearings held in New Orleans April 5-6.

Mr. Blanchard, who was subpoenaed on the day before he was to testify, said he was afraid of airplanes and could not reach New Orleans in time for the hearing. His testimony was rescheduled for the Washington hearing last week.

Last month, Herman Liveright, then program director of WDSU-TV, refused to answer questions on alleged Red activities in a Washington hearing held by the Senate group. WDSU-TV promptly fired him for refusing to cooperate with the committee [B•T, March 26].

In the April 5-6 sesions in New Orleans, Mr. Liveright's wife, Betty, also refused to answer questions on alleged Communist activities, pleading the Fifth Amendment. Mrs. Liveright, former coordinator of a program produced by Tulane U., New Orleans, and carried by WDSU-TV as a public service, was dismissed by Tulane the week of March 19—the same week her husband testified in Washington.

WDSU last week furnished the live radio coverage to WAFB Baton Rouge and WCIL Houma, La., for a "nominal charge," after the stations had indicated interest in the hearings. WDSU radio and tv gave complete live coverage of the hearings in New Orleans April 5-6.

Mahlon Leavitt, special events director for WDSU-AM-TV, said that although two former employes of the stations are involved in the hearings, this was not the controlling reason the New Orleans outlets decided to give full coverage to the hearings. He noted past WDSU-TV "firsts" in covering congressional hearings, beginning with those of the Kefauver Crime Committee in 1951. He said cost of radio-tv live coverage of the April 5-6 hearings in New Orleans was "staggering," but the stations felt coverage was merited as a public service. WDSU-TV used the Washington film on five news shows, beginning at 11 p.m. Wednesday.

Power Boost, Color Use Planned by DuMont Outlets

INCREASED power and color equipment are twin features of a $250,000 expansion program by DuMont Broadcasting Corp. now nearing completion for the firm's WABD (TV) New York and WTTG (TV) Washington, Ted Cott, vice president-general manager, has reported.

Included in DuMont's plans are two new 25-kw transmitters from Allen B. DuMont Labs; special color gear, including 16mm color slide and film equipment; RCA vidicon monochrome film equipment; new projectors, and slide machines. Two vidicon chains will be installed at WABD and four at WTTG. In New York, use of microwave will be extended in linking WABD studios with the Empire State Bldg. transmitter and mobile units. The installation, operation and improvements of equipment will be completed early next month, with WTTG to follow.



TED COTT, vice president-general manager of DuMont Broadcasting Co., signs with Visual Electronics Corp. for a Lambda-Pacific color microwave system to link the WABD (TV) New York studios with the Empire State Bldg. transmitter and DuMont mobile units. The purchase is part of an expansion project for DuMont's WABD and WTTG (TV) Washington [B•T, April 9]. Also present are Archie Smith (l), DuMont director of engineering, and James B. Tharpe, Visual Electronics president.



WRVA-TV Richmond, Va., scheduled to go on the air April 29 as the CBS-TV affiliate there, has signed the Pepsi-Cola Bottling Co. of Richmond as its first sponsor. At the confirmation of the cola firm's filmed announcement purchase are (l to r) Jake Brown, Richmond Pepsi-Cola vice president; A. L. Brown, Richmond Pepsi-Cola president, and Jimmy Clark, WRVA-TV sales manager.

WTRI (TV) Returning to Air, Signs as ABC-TV Affiliate

A SUSPENDED uhf station—ch. 35 WTRI (TV) Albany, N. Y.—announced last week that it had commenced test patterns preparatory to a return to regular commercial operation. As an added boost to its new operation an affiliation agreement with ABC-TV, to become effective July 1, will be announced today (Mon.) by William A. Riple, WTRI general manager, and Alfred Beckman, ABC-TV director of station relations.

WTRI first went on the air in February 1954 but was forced to cease operation in January 1955 following the loss of its CBS-TV affiliation [B•T, Feb. 7, 1955]. CBS-TV switched its affiliation to ch. 41 WROW-TV following the purchase of that station by Lowell Thomas and associates.

WTRI's return to the air will be backed by a heavy promotional and merchandising campaign designed to encourage further uhf conversion in the Albany-Troy-Schenectady area, the station said, noting that about 70% of all tv sets in that area already are equipped to receive uhf.

Mr. Riple announced the appointment of Kal Ross as operations director of WTRI. Mr. Ross, formerly with WMGM New York and the DuMont Tv Network, was station manager of now dark ch. 25 WCAN-TV Milwaukee from 1953 to 1955.

WTRI is 50%-owned by Stanley Warner Corp. (theatres) and 50%-owned by a group of local stockholders. An application is pending for FCC approval of the transfer to Warner of the remaining 50%, making the theatre firm sole owner of the station.

City Denies WNMP Tower

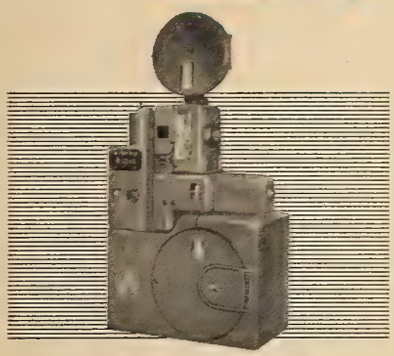
PERMISSION sought by WNMP Evanston, Ill., to construct a new 250-ft. radio antenna tower was turned down Monday by the suburb's city council. Action was taken after 250 home-owners petitioned the council to reject the request on grounds the tower would prove an eyesore and a commercial encroachment in a residential area.

SEE US AT BOOTH 24 N.A.R.T.B. SHOW OR SUITE 553, CONRAD HILTON HOTEL

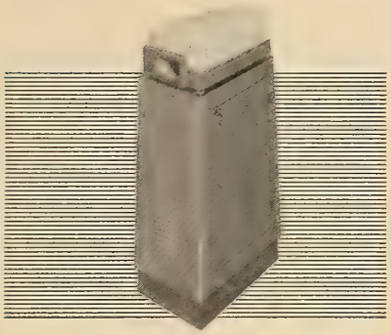
GPL leadership . . .

. . . for years has been supplying professional television equipment that's doing a first class job, day in and day out, in many of the best-equipped studios in the country. Station owners enjoy years of satisfaction in the high-quality performance, reasonable price and low maintenance of GPL equipment.

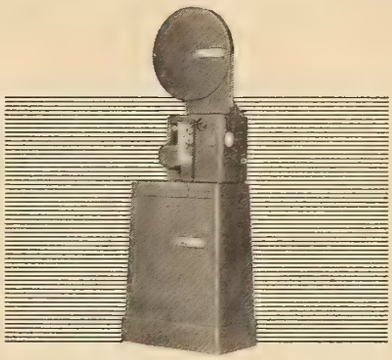
6 outstanding examples



GPL 35mm. Telecast Projector gives superior color transmission. Projects equally fine black and white film, and permits still-frame operation. To produce this new leader in the 35 mm. field, GPL engineering skill adapted to television the famous Simplex XL mechanism and sound head made by International Projector Corporation, an affiliated GPE Company.

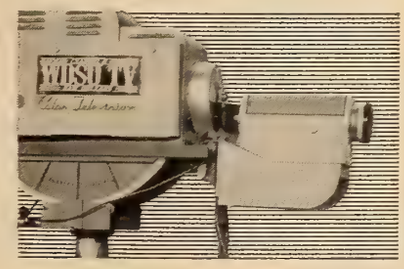


GPL Three-Vidicon Color Film Chain provides color picture of unmatched quality. Typical GPL performance superiority has been achieved with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compact, easily fitted into your present monochrome film layout.

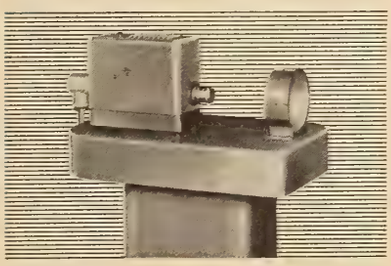


GPL 16mm. Telecast Projector provides bright, clean-cut, crisp pictures, and high fidelity sound reproduction. It is designed for use with all film chains, monochrome or color. 4,000-ft. film magazine delivers two hours of continuous operation. Separate motor drive for film feed and take-up. Trouble-free start and stop operation, local or remote.

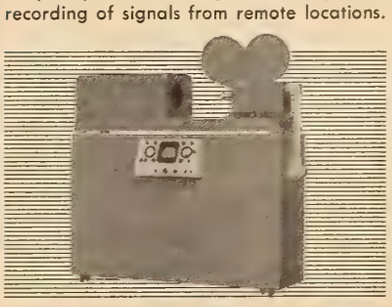
GPL-Watson Vari-Focal Lens gives high definition equal to that of fixed-focus cameras. 3" to 30" focal length range makes lens equally useful in studio and field. Will perform most work requiring 2 chains. Fits all monochrome and color image orthicon cameras. Fully color-corrected, has flat field over entire range. Designed to operate from camera or control room.



GPL Vidicon Film Chain provides improved picture sharpness and contrast, and better film transmission. Operates unattended. It is the most advanced black and white equipment available for new stations. In existing stations, can replace iconoscope overnight; using same projectors, master and utility monitors, racks. Long-life vidicon tube; stable black level; easy to multiplex.



GPL Video Recording System is used in over 90% of all video-recording-equipped studios in the country. It is a thoroughly integrated system providing finest picture resolution and grey scale with high quality recorded sound. Does not require exact synchronization between local power frequency and incoming video, so permits recording of signals from remote locations.



Write, wire or phone for detailed information.

General Precision Laboratory Incorporated

63 Bedford Road, Pleasantville, N. Y. • 188 W. Randolph St., Chicago, Ill. • 21 N. Santa Anita Ave., Pasadena, Cal.

Cable Address: PRELAB

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

Westinghouse Meeting To Be Like 'Seminar'

A DEPARTURE from previous pre-NARTB management meetings of Westinghouse Broadcasting Corp. was to be instituted at a two-day meeting at the Edgewater Beach Hotel in Chicago starting yesterday (Sun.), Donald H. McGannon, WBC president, revealed Friday.

Mr. McGannon, in describing the sessions as "really a seminar more than a meeting," said managers and staff members of WBC's tv stations would attend with the general managers of WBC's radio outlets present as observers.

In the past, he noted, such annual meetings discussed reports of accomplishments of the past year. This year, the WBC seminar will explore five categories: programming, sales, promotion, publicity and engineering, with a station department head presenting a paper to be followed by a panel discussion.

The initial topic, to be presented by William Dempsey, who is program manager of KPIX (TV) San Francisco, will be on showmanship in educational programming.

E. Preston Stover, program operations manager, KYW-TV Cleveland, will talk about local tv talent, noting it is the responsibility of the local station to find and develop new talent.

In another report, G. Edward Wallis, promotion manager, KYW-TV, will analyze the balance of emphasis in audience promotion and trade promotion.

Other speakers: Louis Simon, sales manager of KPIX (TV) San Francisco, on the proper handling of national accounts at the local level; Sidney Stadig, chief engineer, KYW-TV, on the future of automation in the broadcasting industry; Melvin Goldberg, WBC research director, on how research can be used effectively by a tv station, sales program, and a promotion manager, and an evaluation of existing rating services.

The seminar ends this afternoon (Monday) with a presentation on corporate management considerations by Franklin Tooke of WBZ-TV and a management seminar, moderated by Mr. McGannon.

White Leaves WBAL-AM-TV To Join Hearst D. C. Bureau

TOM WHITE has resigned as manager of news and publicity of WBAL-AM-TV Baltimore to join the Hearst bureau in Washington, D. C., as a writer. Mr. White had been with the Baltimore stations since 1951.

As successors to Mr. White, Wall Matthews has been named publicity and promotion manager of both Baltimore stations, and Galen Fromme has been named news manager for both am and tv.

Mr. Matthews started in radio in 1939 with WFBR Baltimore. After Army service and seven years in his own agency, he joined WBAL-TV three years ago as account manager. Mr. Fromme has been a newscaster in Baltimore since the early 1940's.

WBAL-TV also announced last week that its film department will be in charge of Tv News Editor Keith McBee.

Stewart Leaving KFKA, To Manage KGHF Pueblo

WILLIAM G. STEWART, general manager of KFKA Greeley, Colo., has resigned that post effective May 1 to become general manager of KGHF Pueblo, he reported last week.

Robert Ellis, general manager of KGHF and KKTV (TV) Colorado Springs, Colo., will devote his full time to the tv outlet.

Broadcast Backs Baseball

RADIO and television, sometimes referred to as enemies of minor league baseball, reversed the story April 7-8 in Spokane, Wash.

KXLY-AM-TV staged a 14-hour "sportathon" to raise funds to save the Spokane Indians baseball club in the Northwest League. The all-night talent show originated in Spokane's new coliseum and featured such performers as Bob Crosby, Al Schachte, Tex Ritter and numerous local acts.

Numerous appeals were made for listeners to buy $25 shares of stock, season ticket books or to make outright contributions. Nearly $25,000 was raised—insuring representation in the Northwest League by the Indians.

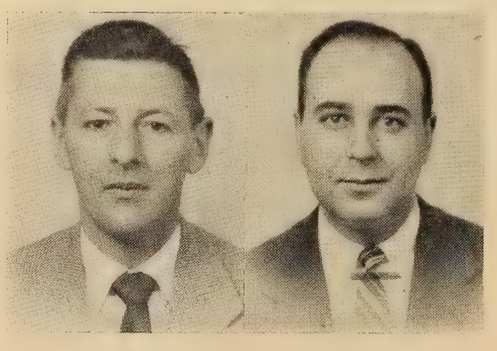


KXLY-AM-TV's 'Sportathon' featured (l to r) Bob Crosby, Marty Koschman, and Al Schachte.

Representation Firm Formed

FORMATION of a new radio-tv station representative firm, Select Station Representatives Inc., was announced last week. The firm will have offices at 400 Madison Avenue, New York City.

Zang Golobe, formerly executive vice president of Forjoe & Co., has been named the firm's general manager and Albert Shepard, formerly with the Katz Co. and Forjoe Tv Inc., assistant general manager, according to Thomas Tinsley, president Tinsley Stations,



MR. GOLOBE MR. SHEPARD

who is president and an owner of Select. Other owners include R. C. Embry, vice president and secretary, and Irvin Abeloff, vice president and treasurer.

Select will represent WITH Baltimore, WXEX-TV Petersburg, Va., and WLEE Richmond, Va., all Tinsley Stations, in New York, Philadelphia, Baltimore and Washington, D. C.

WBC Names Kaland Natl. Program Mgr.

ELEVATION of William Kaland to national program manager of Westinghouse Broadcasting Co. was announced Friday by Richard Pack, vice president in charge of programming.



MR. KALAND

Mr. Kaland, in the broadcast business about 21 years, joined WBC in New York a year ago as assistant national program manager, after having served with WNEW New York for six years, first as director of continuity and scripts and later as production manager and programming director.

In announcing the promotion, Mr. Pack credited Mr. Kaland with helping WBC to create "new and exciting" programming concepts in both radio and tv and with producing WBC's new radio series on teenagers, *Growing Pains*. While continuing to work with WBC's program people on developing new shows on the station level, Mr. Kaland now will devote additional time to tv, particularly in the field of films.

More Stations Arrange 1956 Baseball Coverage

ADDITIONAL baseball plans by radio-tv stations, augmenting earlier-announced lineups for coverage of the 1956 season [B•T, March 26], were reported to B•T last week. These include:

For the eighth consecutive year, WHBC-AM-FM Canton, Ohio, will carry the Cleveland Indians complete schedule.

WKNB New Britain, Conn., plans complete coverage of the New York Yankees this year. The station has followed the Yanks through their exhibition games.

The complete Pittsburgh Pirates schedule will be carried by WWSW Pittsburgh. Bob Prince and Dick Bingham will handle the play-by-play for the Atlantic Refining Co. and Plymouth dealers.

WSBA York, Pa., will carry the full schedule of the Philadelphia Phillies. Sponsors are Atlantic Refining Co., P. Ballantine & Sons, Tasty Baking Co. and Bayuk Cigars Inc.

In Miami, Fla., WTVJ (TV) will televise 10 games from the International League Miami Marlins' schedule. Jack Cummins will be at the microphone for the National Brewing Co. Agency is W. B. Doner & Co.

KXOL Fort Worth, Tex., will carry the Fort Worth Cats this season. Buddies & Berry's Super Markets are the sponsors.

Entire schedule of Sunday home games of the Columbia Gems, South Atlantic League, will be televised by WNOK-TV Columbia, S. C., beginning April 29. Co-sponsors are Miller Tire Service and Firestone Tire & Rubber Co.

Exclusive broadcasts of the Pittsburgh Pirates entire schedule in the Altoona, Pa., area will be carried this year by WFBG Altoona.

WROK Rockford, Ill., will air the Chicago White Sox complete schedule.



Station relations don't necessarily have to take place in the dark

"Of all of my relations," a famous gal humorist once remarked, "I like sex best." Well, of all of *our* relations, we love stations. You see, that's our business, rather the business of the John E. Pearson Company.

People at JEPCO have something extra to offer in the rarified atmosphere of station relations — sales initiative.

First and foremost, the JEPCO man cultivates genuine interest in his many agency, client and station friends. He develops a special knack that enables him to apply national thinking to the sales opportunities in the local station markets. Instead of saying "me too", he starts out with "have you considered . . ."

In all their dealings, JEPCO people are as rugged and honest as the sound of coins plunked on a counter. That's why hosts of agency timebuyers, clients national and regional, station managers and owners are proud of their relations with the John E. Pearson Company.

Your JEPCO representative is just a phone call away — why not let him win friends and influence sales for you.



. . . JEPCO knows how the wind blows

John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Atlanta • Los Angeles • San Francisco

Nationwide Color Tv Seen by Pres. Sarnoff

THE BELIEF that tv stations throughout American shortly will follow the lead of WNBQ (TV) Chicago and provide all-color tv, which eventually will spread throughout the nation, was to be expressed yesterday (Sunday) by NBC President Robert W. Sarnoff.

Mr. Sarnoff's conviction was contained in his talk to be given during dedication ceremonies proclaiming WNBQ (TV) as the world's first all-color tv station. The ceremonies were set to be carried in a color segment of NBC-TV's *Wide Wide World* (4-5:30 p.m. EST). Mr. Sarnoff was to be introduced by Mayor Richard J. Daley of Chicago, saying, "Chicago has been the pioneer in this country of radio and television broadcasting. And we are proud indeed that NBC has again made this city the first in the world with all-color television programming."

In his remarks, Mr. Sarnoff was to say that WNBQ (TV), which has seven color cameras, is "the newest color studio in the world," adding that seven hours of color tv programs will be broadcast daily from the station seven days a week.

An extensive advertising and promotion campaign was launched in Chicago this week to salute the start of all-color local telecasting at the station. Tied to the theme of "Chicago Goes Color," the campaign will be conducted jointly by RCA, WNBQ (TV) and the RCA Victor Distributing Corp., which distributes RCA Victor products in the Chicago area. The campaign will include full-page newspaper advertisements and television commercials on WNBQ (TV) showing the RCA Victor line of color sets; window displays in 20 Chicago department stores; personal appearances throughout Chicago by RCA Victor recording stars and an RCA color exhibit at the NARTB convention.

Mayor Daley has proclaimed this "Color Television Week" in Chicago, which is playing host to the 34th annual NARTB convention at the Conrad Hilton Hotel. The station is holding open house for NARTB delegates all week.

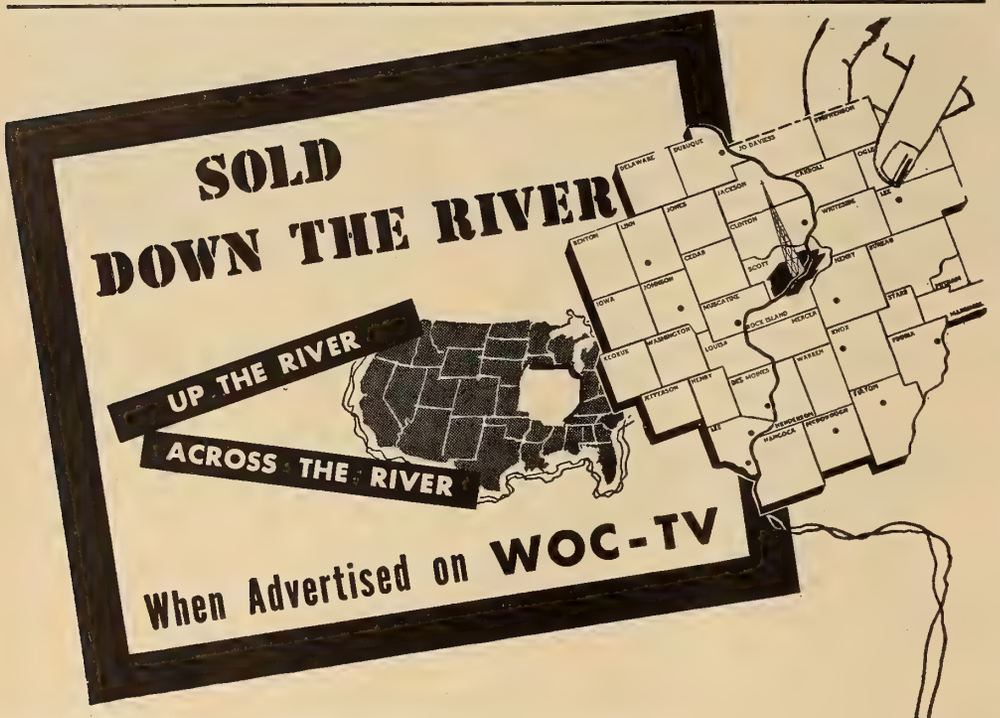
WNBQ will feed closed-circuit color film and live color programs continuing, Monday through Friday, from 9 a.m. to 11 p.m. Vaughn Monroe, RCA Victor announcer-singer, will appear on both regular and closed-circuit programs during the week.

NBC Station Managers Tour WNBQ (TV) Color Facilities

A MEETING and an advance tour of NBC's all-color WNBQ (TV) Chicago, whose new color facilities were to be dedicated yesterday (Sunday), were set for managers of NBC-owned stations last Friday. The agenda for the meeting, called by Charles R. Denny, NBC vice president in charge of owned stations and Spot Sales, covered color tv, programming plans for summer and fall, and promotion of National Radio Week.

Slated to attend the meeting were Thomas B. McFadden, NBC vice president and general manager; William N. Davidson, assistant general manager of WRCA-AM-TV New York; Lloyd E. Yoder, NBC vice president and general manager, WRCV-AM-TV Philadelphia; Carleton Smith, NBC vice president and Joseph Goodfellow, sales director, WRC-AM-TV Washington; Jules Herbuveaux, NBC vice president and general manager, and Henry Sjorgen, assistant manager, WMAQ and WNBQ Chicago; Thomas McCray, NBC vice president and general manager, KRCA Los Angeles; William K. McDaniel, general manager and sales manager, KNBC San Francisco, and Charles C. Bevis Jr., general manager, WBUF Buffalo.

Staff executives of NBC owned stations and NBC Spot Sales slated to attend: John H. Reber, director of NBC Spot Sales; Edwin T. Jameson, director, Television Spot Sales; H. W. Shepard, director, Radio Spot Sales; Richard H. Close, national director for represented stations; Morton Gaffin, manager, new business and promotion; Charles H. Colledge, director, engineering and operations; Jerry A. Danzig, director of program planning and development; Thomas S. O'Brien, divisional business manager; Max E. Buck, director of advertising, merchandising and promotion; Don Bishop, director of publicity, and Nicholas Gordon, rate and pricing analyst.



WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest Peters, Griffin, Woodward, Inc. office.

* 1955 Sales Management "Survey of Buying Power"

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV



COME VISIT GEORGE STERLING

...and John Birrel. They'll have the doors of Northwest Radio & TV School's suite open to you for a little quiet relaxation during the NARTB Convention. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING

ANNOUNCING



THE FIRST NONSTOP DC·7 AIRCOACH SERVICE COAST TO COAST ONLY $99!

Plus tax



The comfortable lounge, available to all passengers

American presents "The Royal Coachman"—new luxury aircoach

*New York-Los Angeles $99 *plus tax*—**Washington-Los Angeles $98 *plus tax*

Starting May 20th, American introduces the *first nonstop aircoach* service coast-to-coast on the DC·7, world's fastest airliner. This is the *fastest* transcontinental aircoach service.

"The Royal Coachman" is also the most *luxurious* aircoach service in history. You can *reserve* your seat when you buy your ticket. There is a spacious passenger lounge and fine meals are served, available at economical prices.

"The Royal Coachman" is an *all-coach* service, operating every day in the week. For reservations and flight information on this new service, see your travel agent or call your nearest American Airlines ticket office.



*service starts May 20th
**service starts June 17th

AMERICAN AIRLINES

Americas Leading Airline

Subject to Civil Aeronautics Board approval

MID-CITY ANTENNA PLANNED BY WSM-TV

SWING back to placing a tv station's antenna in the middle of its principal city—instead of going as far as 30 miles out of town—is seen in the move of ch. 4 WSM-TV Nashville to build its new antenna in the area of highest population density.

WSM-TV's present 575-ft. tall antenna is at 14th & Compton Sts., site of its studio building. The new 1,380-ft. high antenna is scheduled to be built at 38th & Dakota Avenues. WSM-TV, affiliated with NBC, operates with maximum 100 kw power. Cost of the new antenna-tower installation, for which WSM-TV received FCC authority last December, is estimated at $500,000. Completion is scheduled for early fall.

"We started to build our new tower 10 miles from town, as is the present custom," WSM-TV president John H. DeWitt Jr. explained, "but we found that the main signal strength . . . was out of the reach of sets within the immediate area of the tower and that signal quality was spotty in some areas of the city 10 miles away."

The trick, according to Mr. DeWitt, is a specially designed radiator which will radiate its main lobe 0.5 degrees below the horizontal beginning within 440 yards from the base of the tower. This lobe will furnish a field intensity of 100 mv/m out to five miles. This is the area, according to WSM-TV technicians, that the maximum lobe of regular antennas would overshoot.

The special antenna was designed by WSM-TV engineers in conjunction with Dr. L. J. Chu of the Massachusetts Institute of Technology.

The antenna is a dual, four-bay batwing, mounted on a single, 111-ft. mast. It is fed by two sets of styroflex transmission cables. The system is so arranged that the station can transmit full power on either half.

The tower also is a prototype, using U. S. Steel's newly-developed T-1 alloy, three times stronger than conventional steel [B•T, March 26].

Jameson, Ryan Appointed To NBC Spot Sales Posts

FURTHER realignment of NBC Spot Sales, following the appointment of Thomas B. McFadden as vice president in charge of WRCA-AM-TV New York [AT DEADLINE, April 9], was announced last week by John H. Reber, who replaced Mr. McFadden as director of NBC Spot Sales. Mr. Reber named Edwin T. Jameson as director of tv sales for the unit and Jack Ryan as eastern sales manager of tv spot sales.

Mr. Jameson, who joined NBC in 1953 as a salesman in the eastern division of radio spot sales, replaces Mr. Reber. In 1954, he was named manager of the radio division and last year was appointed eastern manager of tv spot sales. Previously, Mr. Jameson had been in sales posts with Free & Peters (now Peters, Griffin, Woodward) and the Crosley Broadcasting Co.'s New York office.

Mr. Ryan joined NBC as a salesman in tv spot sales in 1952. Previously he had been associated in sales capacities with WQXR New York and WOR-TV New York.

Huber, Walders Head Sales At WTTG (TV) Washington

JULES HUBER and Perry Walders have been named sales managers for WTTG (TV) Washington, D. C., the former in charge of local accounts and the latter handling national sales.

Mr. Huber joined WTTG in 1947 as film director and has been an account executive since March, 1953.



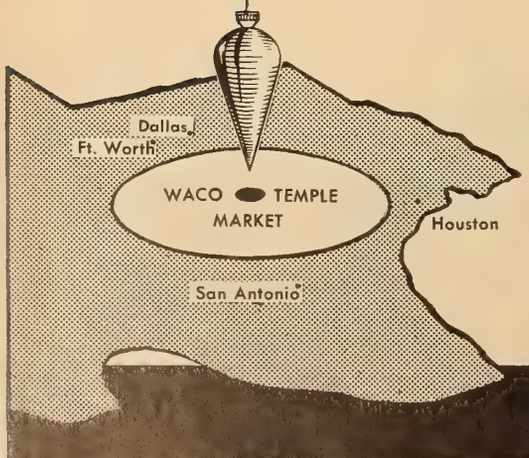
MR. WALDERS MR. HUBER

Mr. Walders rejoined the sales staff of WTTG in September of last year after a 17-year career in radio and tv sales in the Washington area.

50 Kw KRMG Independent

KRMG Tulsa, Okla., became an independent station April 13 in order to give listeners more complete coverage of local news and sports, plus local programs of all types, according to General Manager Frank S. Lane. The 50 kw outlet formerly was affiliated with ABC.

We Cover the
WACO-TEMPLE
CENTRAL TEXAS AREA MARKET



KCEN-TV

NBC

• 833 ft. tower • Max. power, 100 kw.
• Channel 6, VHF • Full Time

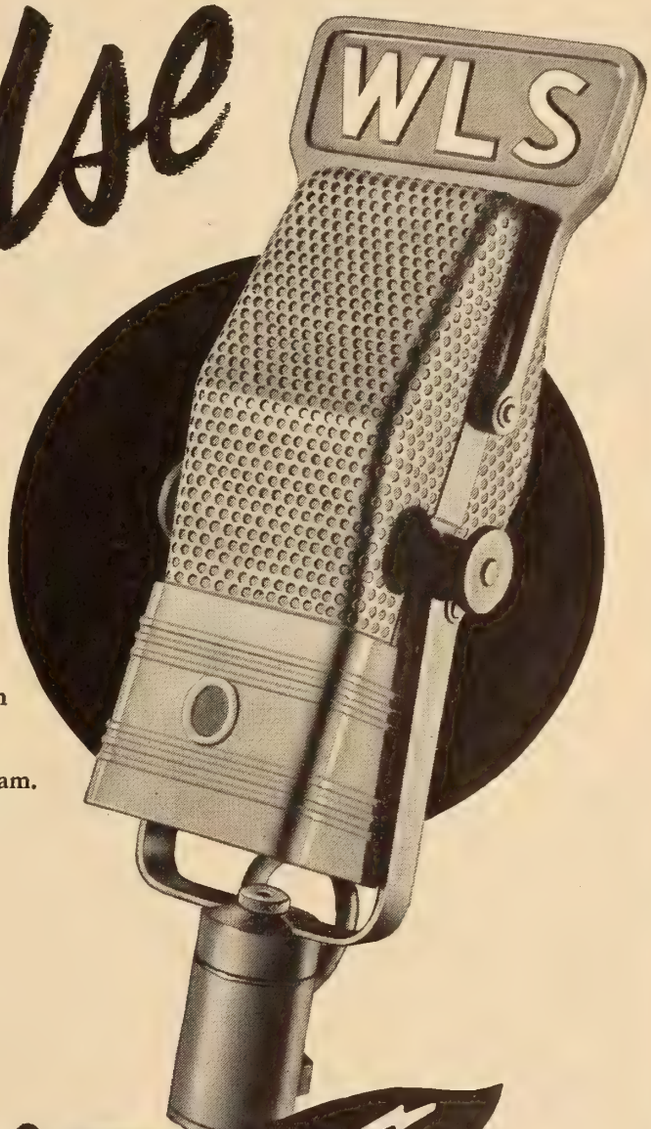
Representatives: NATIONAL: George P. Hollingbery
TEXAS: Clyde Melville Co., Dallas

KCEN-TV, 17 S. 3rd., Temple, Texas

OWNED AND OPERATED BY BELL PUBLISHING CO.

How To Get Results In Mid-West America

Use



It is an accepted fact among hundreds of advertisers
that advertising on WLS gets results.
They have proved that to their own satisfaction—
proved that WLS does influence people
in Chicago and the Middle West.

A current advertiser, for example, offered a collection
of Begonia and Glad Bulbs for 50¢
and proof of purchase on a WLS mid-morning program.
He got results! To date he has received 6,316 orders,
each with 50¢ and a proof of purchase enclosed!

This is but one example from many.
For further proof . . .
or for information on how you can use WLS
to get Results in Chicago and the Middle West,
contact WLS or any John Blair man.

WLS

The PRAIRIE FARMER STATION

A Clear Channel Station

CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY BLAIR & CO.

Compton Begins 'Newsreel' News Programming on WMAL

WASHINGTON newsman Walter Compton is scheduled to begin a Monday through Friday series of "newsreel-type" newscasts for WMAL Washington beginning tonight (Monday), the station has reported.

WMAL Radio Newsreel, similar in format to programs run on WMGM New York and reportedly running on a Havana, Cuba, station, is a 10-minute news program broadcast live from 11-11:10 p.m., taped as it's aired, and then reprogrammed continuously until midnight. The "personalized radio news service" is built around weather reports and coverage of national and local news. Late-breaking news is to be spliced into subsequent tapes.

Sponsorship of the program is available with the sponsor able to rotate his commercials within the *Newsreel* hour. One week the advertiser's message may be heard at 11, for instance, and the following week at 11:40, with only one buying agreement necessary.

Mr. Compton, who does several newscasts daily on WOL Washington, is a former MBS White House correspondent and former manager of WAAM (TV) Baltimore and WTTG (TV) Washington [B•T, Jan. 23].

Peoples Elects Three Resident Vice Presidents

PEOPLES BROADCASTING Corp., Columbus, Ohio, elected three of its station managers resident vice presidents "in recognition of outstanding achievement as station managers and leaders in the community life in the areas in which they serve." Those elected were Joseph D. Bradshaw, WRFD Worthington, Ohio; A. G. Ferrise, WMMN Fairmont, W. Va., and Carl E. George, WGAR Cleveland.

The action was taken at the firm's annual meeting April 6. Peoples, a subsidiary of Nationwide Insurance Co., also owns WTTM Trenton, N. J.

WTMJ-AM-TV Raises Comte, Vonier, Loose

SERIES of changes in the radio-tv departments of the *Milwaukee Journal* broadcasting properties (WTMJ-AM-TV) was announced by the parent Journal Co. last week following the death of Russell G. Winnie, late assistant general manager for radio-tv [B•T, April 9].



MR. COMTE

George Comte, stations manager of WTMJ and WTMJ-TV since 1952, was appointed manager for radio and tv. Sprague Vonier, former tv supervising producer - director, was named WTMJ-TV program manager and Donald Loose, previously radio production manager, to WTMJ program manager.

Mr. Comte, who joined the company in 1935 as an announcer, will report to Walter J. Damm, vice president and general manager of radio-tv for the Journal Co.

Edwards & Hjorth Retained To Design WMGT-TV Tower

THE New York firm of Edwards & Hjorth has been retained to draw specifications for a new transmitting tower for WMGT-TV Pittsfield, Mass. The new tower will be located on Mount Greylock, near Pittsfield, where the station's previous transmitter was destroyed by winds of hurricane force on Feb. 25 [B•T, March 5].

Adverse weather conditions of the 3500-ft. summit will prevent immediate reconstruction, according to Leon Podolsky, president of Greylock Broadcasting Co., which owns the station.

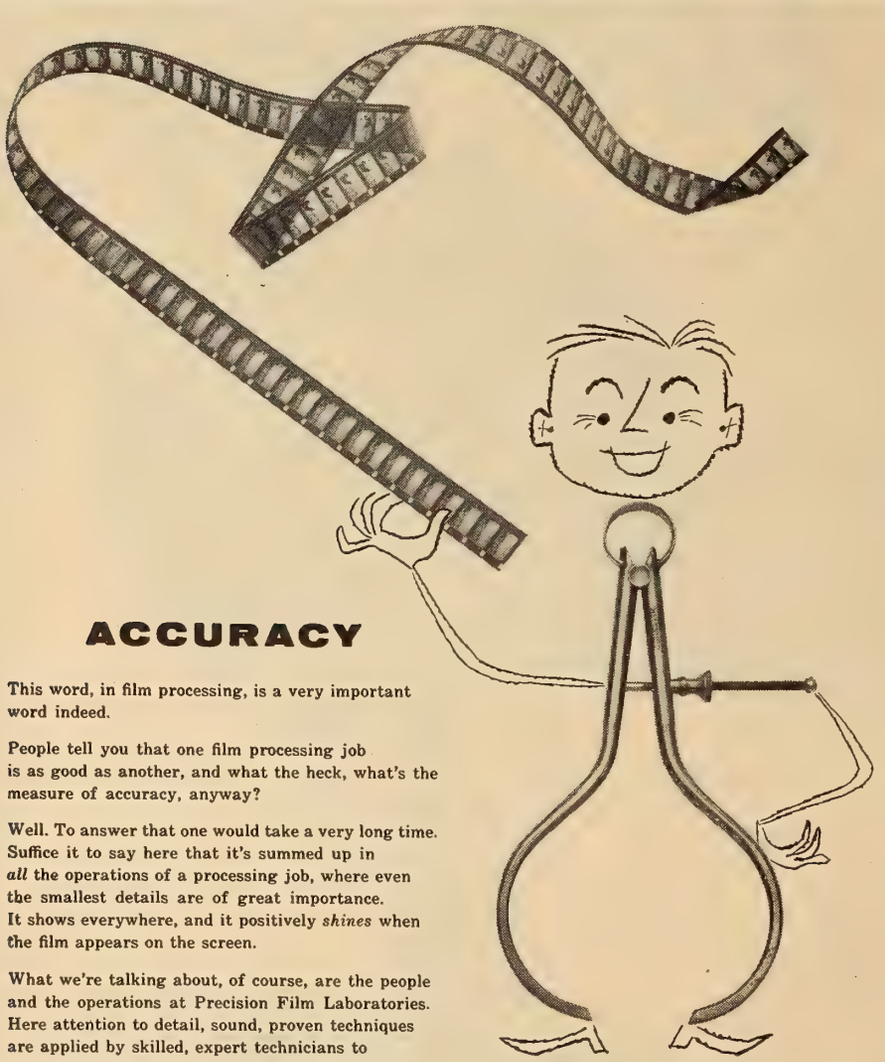
CBS' Tvs Local Sales Rise

LOCAL time sales for CBS-TV owned stations —WCBS-TV New York, WBBM-TV Chicago, WXIX (TV) Milwaukee and KNXT (TV) Los Angeles—were up 48% over the first quarter of 1955, according to the network. Total net time sales—local and national—increased 20% and local program sales were up 29%, according to Craig Lawrence, vice president in charge of CBS-TV owned stations and CBS-TV spot sales.

Fergus Mead Dies at 62

FUNERAL services were held in Winnetka, Ill., Wednesday for Fergus Mead, 62, advertising executive and director of Southern Wisconsin Radio Corp. (WCLO-AM-FM Janesville). He died in a La Crosse (Wis.) hospital April 8, after a brief illness.

Mr. Mead was executive vice president and a director of The Buchen Co. and had been with the Chicago agency for 30 years.



ACCURACY

This word, in film processing, is a very important word indeed.

People tell you that one film processing job is as good as another, and what the heck, what's the measure of accuracy, anyway?

Well. To answer that one would take a very long time. Suffice it to say here that it's summed up in *all* the operations of a processing job, where even the smallest details are of great importance. It shows everywhere, and it positively *shines* when the film appears on the screen.

What we're talking about, of course, are the people and the operations at Precision Film Laboratories. Here attention to detail, sound, proven techniques are applied by skilled, expert technicians to assure you the *accurate, exact* processing your films deserve to justify your best production efforts.

Accuracy is a must for TV—for industrials—for education—for *all* movies.

you'll see and hear

PRECISION

FILM LABORATORIES, INC.

21 West 46th Street, New York 36, New York

A DIVISION OF J. A. MAURER INC

In everything, there is one best . . . in film processing, it's Precision

MAINE PEOPLE DEPEND ON . . .

WGAN
WGAN-TV



- Two great stations of the Guy Gannett Broadcasting Services.
- Serving over 60 per cent of the people of Maine and eastern New Hampshire.
- Over 60 per cent of the effective buying power in Maine.
- Portland, Maine, the largest wholesale and retail area north of Boston.

WGAN · 560 · 5,000 · WGAN-TV · 13 · 316,000

Represented Nationally by Avery-Knodel, Inc.

New WJW-AM-TV Building Dedicated

A GALA Armed Forces salute and public celebration were scheduled for the formal dedication yesterday (Sunday) of Storer Broadcasting Co.'s new WJW Radio & Television Bldg. in Cleveland, Ohio. The building will house WJW and WJW-TV (formerly WXEL-TV).

Representatives of the Army, Navy, Marines, Naval Air Reserve, National Guard and Ohio Air National Guard were to go through their paces during a parade from Gray's Armory in Cleveland to the new WJW structure.

Among dignataries who were to be present were Ohio Gov. Frank J. Lausche, Cleveland Major Anthony Celebrezze, Curtis Lee Smith, executive vice president of the Cleveland Chamber of Commerce, and George B. Storer, president of Storer Broadcasting Co.

Mayor Celebrezze designated the week commencing yesterday as "WJW Television & Radio Week" in honor of the new Storer installation. In his proclamation he described the stations and the building as "symbolic of independence and true national and community welfare."

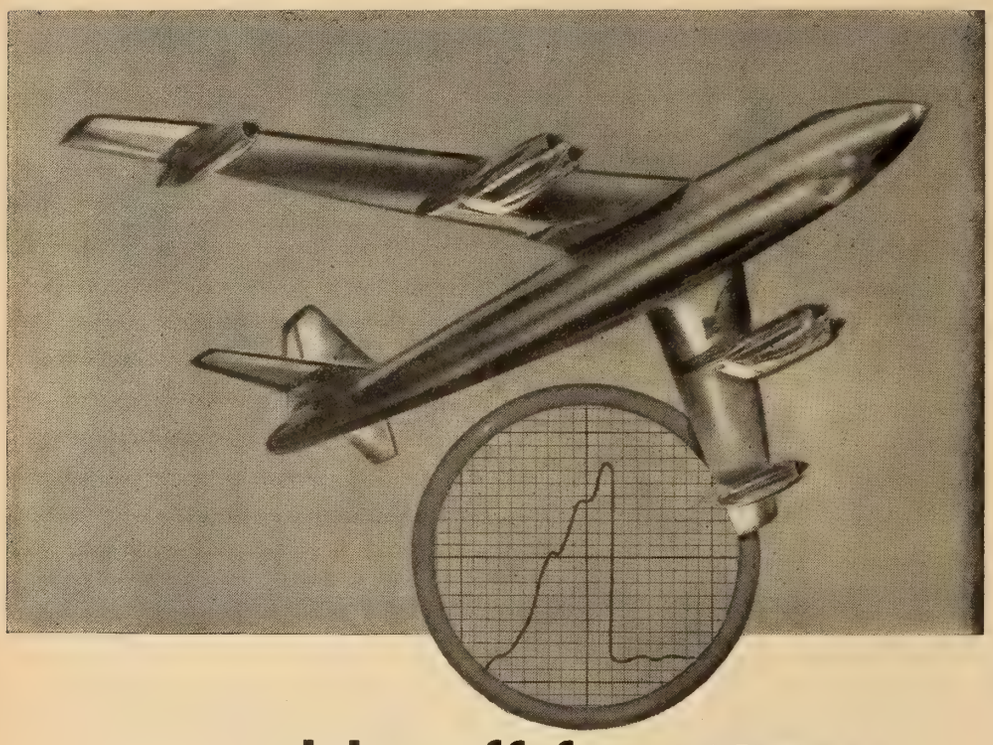
New KCIM Building Begun

KCIM Carroll, Iowa, has begun construction of a new studio and office building in a $40,000 expansion program. The new building for the 1 kw station, operating on 1380 kc, is located two miles south of Carroll.



ARCHITECT'S drawing of the new WJW Radio & Television Bldg. in Cleveland.

Through the SOUND BARRIER



- - - old stuff for WIBW

The sound barrier disappeared in Kansas 30 years ago, with the establishment of WIBW—The Kansas Farm Station. Today, we're reaching these rich* families with new sounds, new services, new entertainment . . . and newer more forceful selling for our advertisers. WIBW is getting sensational new results for them. Let us do the same for you.

* Average Income $8,330
Consumer Markets 1955

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City

WIBW CBS RADIO

Rep: Capper Publications, Inc.

WCBS-TV Issues Rate Card

WCBS-TV New York last week announced it has issued rate card No. 16, effective April 1, calling for increases in Class AA station time of about 20% and a 17% increase in Class AA announcements. One basic change in the new rate card from No. 15, a station spokesman said, is that announcements in Classes AA and A time and participating announcements in *The Early Show* and *The Late Show* do not earn weekly volume discounts as they did under the old rate structure.

WIBG's Clery Retires

EDWARD D. CLERY, general manager of WIBG, Philadephia for the past 25 years, has announced his retirement. The Radio Television Executives Society and Radio Pioneers member was honored with a testimonial luncheon by his staff members and friends, who presented him with a silver cigarette box and lighter.



MR. CLERY

He plans an "extended stay" in Hollywood, Fla., following his retirement from WIBG.

Hallack Seriously Injured

EDDIE HALLACK, chief director of KRLD-TV Dallas, Tex., was seriously injured in an automobile accident which took the lives of his wife and 8-month-old son 10 days ago. The Hallacks' two other children, Michelle, 11, and Nicholas, 9, also were injured in the accident. All three were admitted to Baylor Hospital, Dallas.

Blair Firms Plan Move

JOHN BLAIR & Co., national radio representative, and Blair-Tv, national tv station representative, will move to larger quarters at 415 Madison Ave., April 28. New telephone number for Blair & Co. will be PLaza 3-4250 and for Blair-Tv, TEmpleton 8-5800.



"Clear, sharp image reproduction...that's why we use G-E image orthicons in our own-design TV cameras!"

Says Earl Lewis, Chief Engineer, WTVJ, Miami.

"OUR purpose in developing our own studio cameras at WTVJ was to give Miami viewers a picture with the highest possible quality. Audience enthusiasm proves we came up with superior equipment.

"To get the best camera results, we specify the best components. G-E image orthicons fit our quality specifications to a 't.' Their image resolution has plenty of detail—the picture is uniform in depth and shading—tube efficiency stays high through long hours of service.

"I'm told that really big resources of skill, manpower, and equipment were drawn on by General Electric to develop their Broadcast-Designed image orthicons. The tube's fine overall performance in our studio cameras certainly bears out this information!"

* * *

Your General Electric tube distributor has Broadcast-Designed image orthicons. For top-rating picture quality, for full-measure *efficient* tube life that means replacement dollars saved . . . phone your local G-E distributor today! *Tube Department, General Electric Company, Schenectady 5, New York.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1F2

SHREVEPORT'S
HIGHEST RATED
TV NEWS & WEATHER
are on
KSLA-TV



AL BOLTON, KSLA-TV Weatherman
at the weather board.

6:00 PM NEWS AND WEATHER
KSLA-TV. . . . 24.8
Station B 5.9

10:30 PM NEWS AND WEATHER
KSLA-TV. 9.5
Station B 3.8

Based on ARB Survey on television viewing — week of October 9-15.

- Full time local film photographer
- Full time local reporter
- A. P. Wire Service
- Direct wire to U. S. Weather Bureau
- Proven audience acceptance

Full Power Basic CBS-TV

See your Raymer man
for full details.

KSLA 12 CHANNEL

FIRST IN SHREVEPORT, LOUISIANA



The New Center in South Bend

WSBT-AM-TV OPENS BROADCAST CENTER

A NEW Broadcast Center was dedicated last week by WSBT-AM-TV South Bend, Ind., operated by the *South Bend Tribune*. A week-long series of events started last Monday and wound up with public tours over the weekend.

Prominent broadcast and advertising officials took part in the dedication of the building and cornerstone laying at noon Thursday. Guests at a luncheon following the ceremonies included J. L. Van Volkenburg, CBS-TV president; FCC Comr. Rosel H. Hyde, and Edward T. Shurick, CBS-TV station relations director. Mayors, editors, broadcasters and business executives in northern Indiana and southern Michigan were among guests.

Broadcast Center, a half-million-dollar plant, was designed by Pereira & Luckman, architectural firm that drew up plans for the CBS broadcast building in Hollywood. The functional motif is based on red Roman brick and poured concrete, with towering, concrete-framed windows lining the second story. The two-floor plant, with full basement, is located at the intersection of Jefferson and Lafayette, two of South Bend's principal streets. The heating-cooling system is based on a 200,000-gallon supply of well water. In warm weather, heat is transferred to the water and returned to the ground, with the process reversed in winter.

In the center of the building is a 50x80-foot studio, equipped to permit color operation by the uhf outlet.

Franklin D. Schurz, editor-publisher of the *Tribune*, said the building was erected "to demonstrate our confidence and to offer area resident the best facilities available."

Personalities at the dedication included Herb Shriner, humorist, and Hoagy Carmichael, composer, both Hoosiers; Tom Harmon sportscaster; Charles Collingwood, Bill Shadel and Galen Drake, CBS staffers; Emil Schram, retired head of the New York Stock Exchange; Donald D. Hoover, president of Bozell & Jacobs; Dr. Dwight H. Murray, president-elect of American Medical Assn., and the Rev. Theo M. Hesburgh, president of Notre Dame U. and WNDU-TV, and 13 other college heads.

Taking part in the cornerstone ceremony were Mrs. F. A. Miller, *Tribune* president; Mr. Schurz; Neal B. Welch, WSBT-AM-TV general manager and William L. Pereira, of Pereira & Luckman. WSBT (5 kw 950 kc), and WSBT-TV (ch. 34) are CBS affiliates.

REPRESENTATIVE APPOINTMENT

WCNC Elizabeth City, N. C., names Bogner & Martin, N. Y., national representative effective today (Monday).

STATION PEOPLE

Charles Azevedo, assistant station manager, WITV (TV) Fort Lauderdale-Miami, Fla., promoted to station manager. **Don Bentley,** Miami ad man, to head WITV continuity department.

Bob McLaughlin, disc jockey and former president, Clubtime Radio Productions, to KHON Honolulu, as general manager.

John McClay, assistant general manager, WCAU-TV Philadelphia, to KYW-AM-FM-TV Cleveland, Ohio, as assistant to vice president of Westinghouse Broadcasting Co., Cleveland.



MR. McCLAY

Bert Libin, account executive, WMAL Washington, named local radio sales manager. **Norman L. Posen,** WOL Washington, to WMAL sales staff. **Charles A. Macatee,** WMAL-TV production staff, to radio promotion.

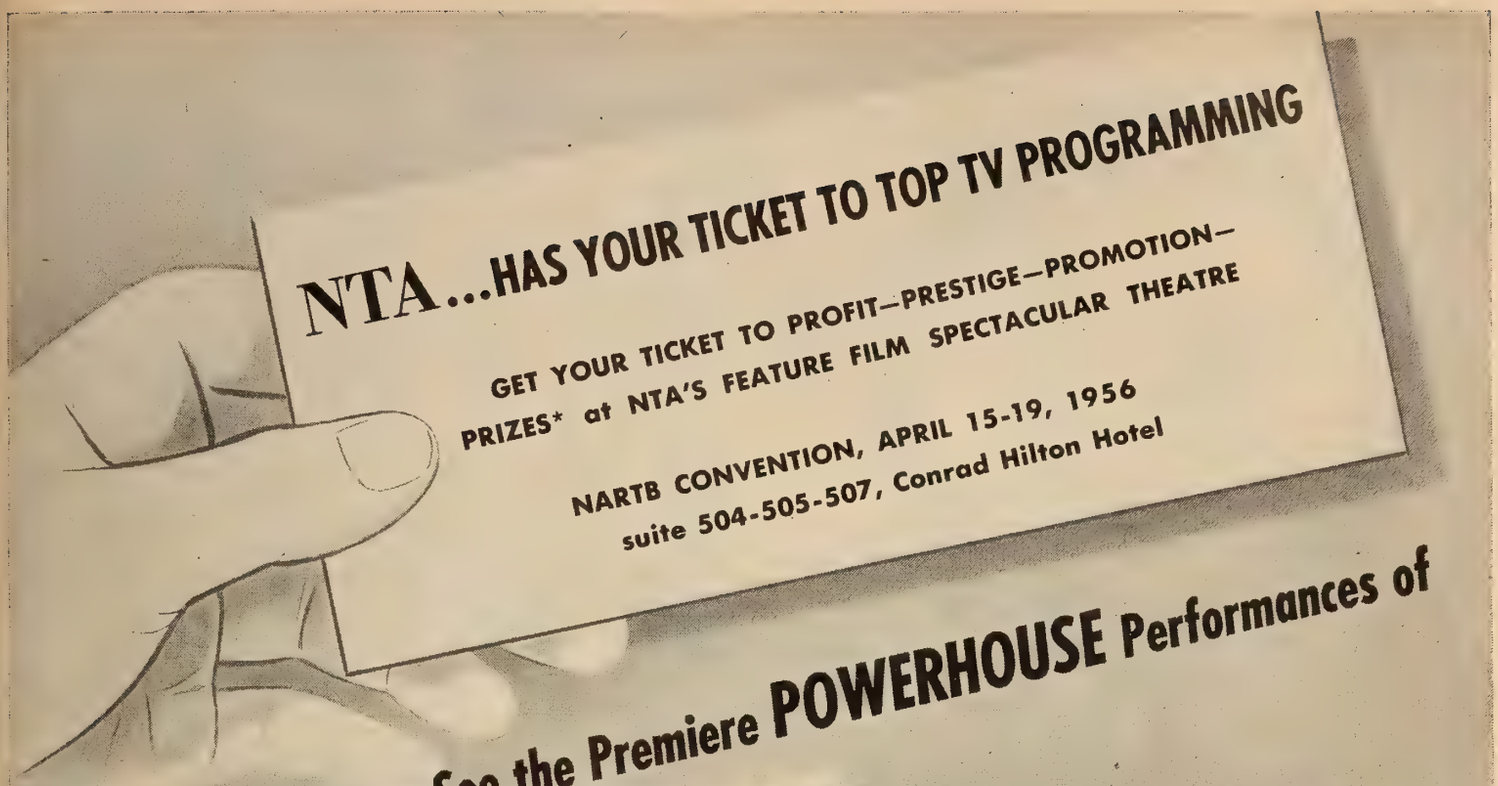
Jack Shefrin, formerly general manager, WRNY-AM-FM Rochester, N. Y., to KMAP Bakersfield, Calif.



COME VISIT GEORGE STERLING

...and John Birrel. They'll have the doors of Northwest Radio & TV School's suite open to you for a little quiet relaxation during the NARTB Convention. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING



NTA...HAS YOUR TICKET TO TOP TV PROGRAMMING

GET YOUR TICKET TO PROFIT—PRESTIGE—PROMOTION—
PRIZES* at NTA'S FEATURE FILM SPECTACULAR THEATRE

NARTB CONVENTION, APRIL 15-19, 1956
suite 504-505-507, Conrad Hilton Hotel

Get your tickets to See the Premiere POWERHOUSE Performances of

SELZNICK *presents*

TERRIFIC NEW THIRTY

"*Theatre* with *Lilli Palmer*

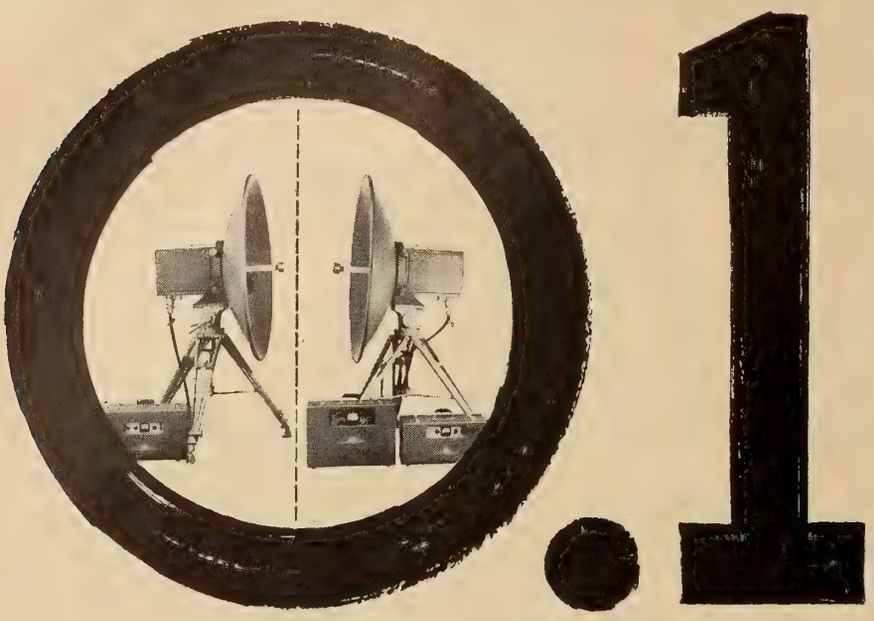
SECRET MISSION

SHERIFF OF COCHISE

Get your ticket for *PRIZES AND SURPRISES—FOR ALL!
Get your ticket for GRAND PRIZE
Bell & Howell "Auto 16" 16mm Movie Camera
Get your ticket for DAILY PRIZES
Polaroid Land Camera Highlanders

N T A

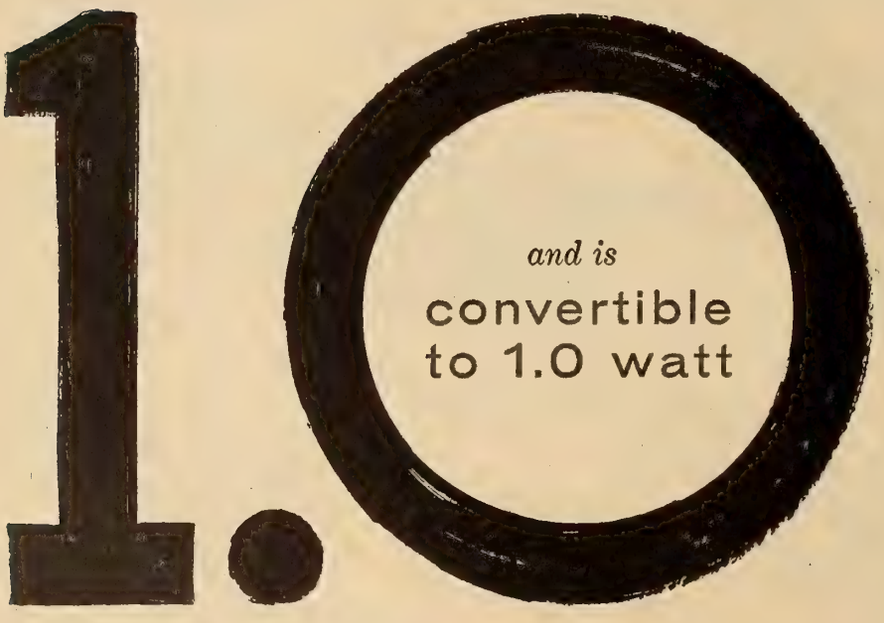
National Telefilm Associates, INC.
60 West 55th Street, New York, N. Y. · PLaza 7-2100



NEW LAMBDA

0.1 WATT MICROWAVE LINK DESIGNED FOR COLOR

a companion to the nationally recognized 1.0 watt Lambda link...



5.9–7.2 kmc service; available with program channel.

Lambda LPE Pacific

call or write/ LAMBDA PACIFIC ENGINEERING, INC.
the leading western manufacturer of/ MICROWAVE LINKS

P. O. Box 70, Van Nuys 2, California • STanley 7-0779 • STate 6-1801

STATIONS

Fran Conrad, station manager, KSBW-TV Salinas, Calif., named national sales manager, KNTV (TV) San Jose, Calif.



MR. CONRAD

John Kieran Jr., director of publicity, promotion and special events for WABD (TV) New York, appointed director of programs for station. He came to WABD March 19 from NBC, where he was sports program coordinator.

James F. Keough, WPAW and WICE, both Providence, R. I., to WDRC Hartford, Conn., as account executive.

Samuel Z. Levin, Baltimore radio salesman, and **Edward F. Tormay,** manager of passenger tire sales, Yingling General Tire Co., Baltimore, to local sales staff of WFBR Baltimore.

George C. Mirras, assistant to national advertising manager, *Omaha World Herald,* to WOW Omaha as promotion manager.

Bruce Cox, producer, WLWT (TV) Cincinnati, appointed assistant director of special broadcast services for WLW and WLWT.

John Holbrook, Mutual-Don Lee newscaster, elected president of Radio & Television News Club of Southern California. **Wilfred Brown,** Mutual-Don Lee, serving second term as secretary-treasurer. Elected to board: **Frank Goss,** CBS; **Bob Green,** Mutual-Don Lee; **Jim McNamara,** KLAC, and **Sam Zelman,** CBS.

Roger Bower, program director, WROW Albany, elected honorary member of Rho Tau Sigma chapter at WRPI, college station of Rensselaer Polytechnic Institute, Troy, N. Y.

John Henry Faulk, WCBS New York personality, named broadcasting chairman of Federation of Protestant Welfare Agencies' 1956 foster home-finding drive.

W. A. Ruthman, farm director, WBAP-AM-FM-TV Fort Worth, Tex., appointed agricultural chairman of Savings Bond Committee for Texas by U. S. Savings Bond Div. of Treasury Department.

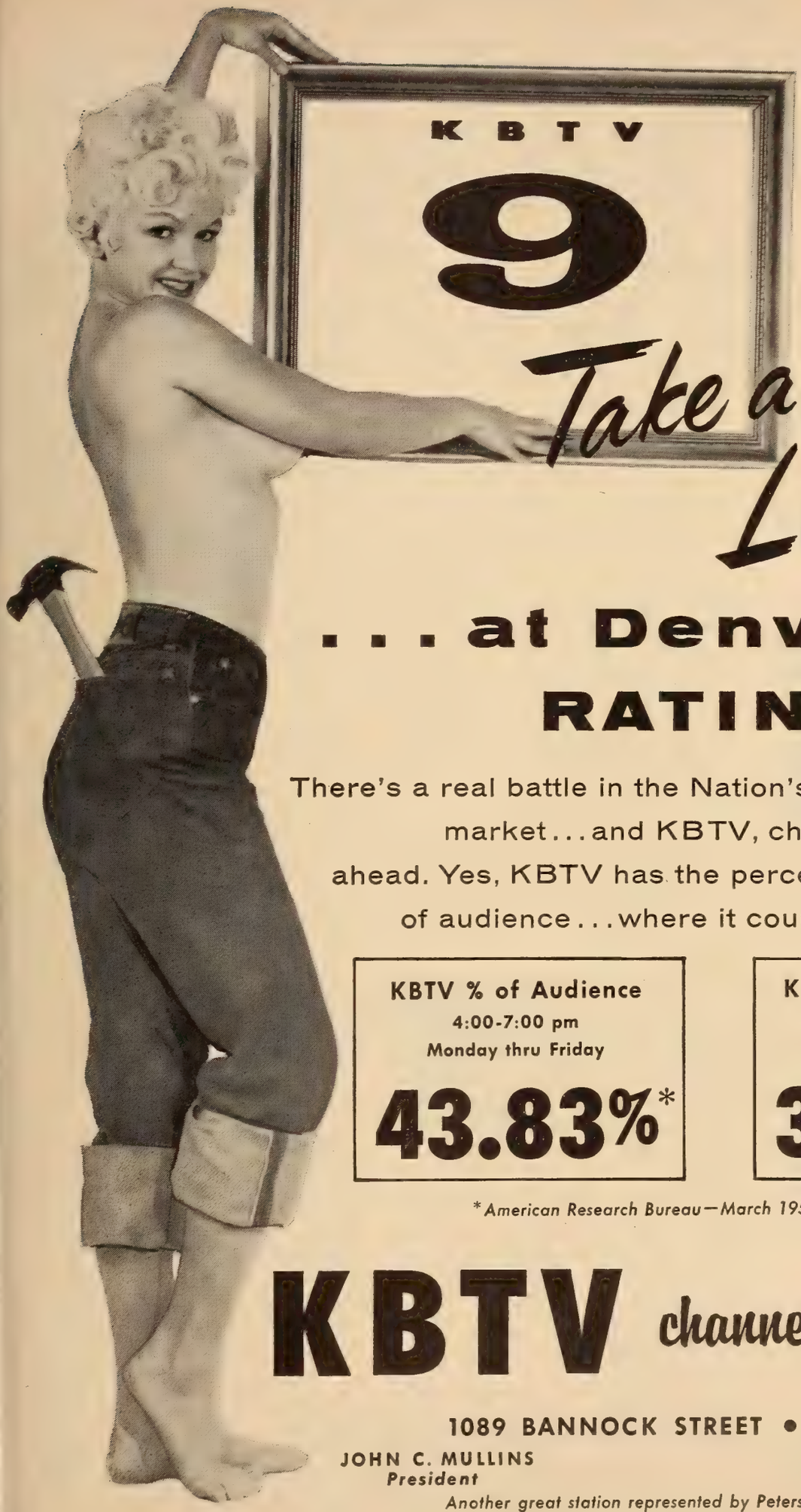
Virginia Warwick, librarian, KHJ Los Angeles, elected secretary of Calif. Copyright Conference for 1956-57; **Alene McKinney,** music didector, KBIG Catalina, elected assistant secretary. Other officers: **Bob Marks,** Marks Music Publishers, president; **Bernard Brody,** Guild Films, vice president, and **Frania Pasternacki,** treasurer.

Norman Knight, executive vice president and general manager, Yankee Div., RKO Teleradio Pictures, appointed to business advisory committee of Boston College Community Research Center.

Bill Jones, KLZ Denver personality, in St. Lukes Hospital following heart attack. **Dale Morgan,** free-lancer, conducting morning show in Mr. Jones' absence.

Joan Iden (Mrs. Carl Bowie), singer, WCCO Minneapolis-St. Paul, mother of girl, March 28.

Gene McClure, sales traffic manager, WBBM-TV Chicago, father of girl, Jo Ann, April 3.



Take a Second Look!

. . . at Denver RATINGS!*

There's a real battle in the Nation's 24th market . . . and KBTV, channel 9 is forging ahead. Yes, KBTV has the percentage of audience . . . where it counts MOST!

KBTV % of Audience
4:00-7:00 pm
Monday thru Friday
43.83%*

KBTV % of Audience
5:00-10:00 pm
Monday thru Friday
32.18%*

**American Research Bureau—March 1956 Denver Survey*

KBTV channel 9

1089 BANNOCK STREET • TAbor 5-6386

JOHN C. MULLINS
President

JOE HEROLD
Station Manager

Another great station represented by Peters, Griffin, Woodward, Inc.



One way to sell oil-cotton rich West Texas: the economical KDUB-TV KPAR-TV "Treasure Island" combination (over 181,140 sets).

CBS TELEVISION

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

CANADIAN RADIO-TV BATTLE LOOMS

Hearings start April 30 before Royal Commission on future of broadcasting in the Dominion. CARTB is seeking independent regulatory body and more than one tv station in large cities. Another major issue is the financing of CBC.

RADIO and television will be very much in the minds of Canadians this year, not just as news and entertainment media, but also as a subject of heated conversation. The battle for the control of radio and television has started, with forces throughout the country preparing to voice their opinions before the Royal Commission on Broadcasting, which starts public and private hearings at Ottawa April 30.

Newspapers and magazines throughout Canada are carrying a vast number of articles, letters to the editors, and editorial opinions on how radio and television should be operated in Canada. Business firms, labor unions, trade associations and groups of individual Canadians are heatedly debating how to present the case before the commission when it holds hearings in individual cities early this summer.

The Canadian Broadcasting Corp., government organization regulating radio-tv in Canada as well as operating stations and originating programs, has announced that it has prepared kits of material for use of organizations wanting to present briefs or verbal opinions before the commission. The Canadian Assn. of Radio & Television Broadcasters, representing most of the independently-owned stations, is supplying organizations with its side of the controversy and the case for an independent regulatory body, divorced from station ownership and programming.

The Royal Commission on Broadcasting is to make recommendations to the Canadian government on financing radio and television broadcasting by the CBC and on licensing and regulating independent radio and television stations [B•T, Dec. 12, 1955].

Third Commission

It is the third major Royal Commission set up in the past 25 years to investigate radio-tv broadcasting. Its findings, as those of the preceding commissions, will have an important effect on the entire broadcasting industry. In some sections of the industry this commission is referred to as "the last chance" commission, for its recommendations, if implemented by the government, may effect broadcasting for the next few decades.

Financing the CBC is becoming a constantly bigger problem as costs of telecasting keep increasing. Currently $40 million a year is needed by the CBC for its operations. This is far in excess of the take from the 15% excise tax on television receivers sold, combined with revenue from commercial programs, and as yet there is no choice of tv stations for most of Canada. Demand for such choice of stations is growing, but government policy allows only one station in one city with major markets reserved for CBC stations.

Private hearings by the Royal Commission on Broadcasting are an innovation in Royal Commissions in Canada. They are being used in view of presentations made to the commission that some parts of the industry will not present their opinions in public because of regulatory powers held by the CBC under present legislation. It is understood that individuals as well as business firms and organizations allied to the broadcasting industry have asked to be heard in private.

The next few months promise to be exciting ones for Canada's radio-tv industry.

Private Radio Ownership Favored in Canadian Poll

MOST CANADIANS are in favor of private ownershsip of radio broadcasting, according to annual surveys made by Elliott-Haynes Ltd., Toronto, Ont., on public attitudes towards business and industry. The surveys are based on a personal interview with a cross section of 7,000 Canadians as to their preference for private, public and part-of-each ownership of industries varying from automotive, through banking, brewing, chemical, dairy and others, including radio broadcasting.

The latest survey shows that 63% of Canadians prefer all-private control of radio broadcasting, 14.7% prefer all-government ownership, 15.5% believe in part ownership for both public and private, and 6.8% are undecided. The survey was started on an annual basis in 1944 when 48% favored private radio and 31.5% all-government ownership. The percentage for private ownership reached a peak in 1953 when 69.1% favored all private ownership and 13.8% favored all public ownership.

The survey is underwritten by a representative group of 15 Canadian corporations and trade associations not directly concerned with radio broadcasting.

Imported Films Protested

A BRITISH theatre owners' association (CEA) is weighing "drastic actions" against film companies supplying U. S. theatrical films to tv stations and local groups of exhibitors have asked for a boycott of tv collaborators. The action came after Eric Johnston, Motion Pictures Assn. president, told the British movie industry he could do nothing about the sale of imported theatrical films to tv. Mr. Johnston also declined a British offer to discuss the matter in London [B•T, April 9].

Canadian Tv Set Sales Drop

CANADIAN tv receiver sales in the first two months of 1956 were down slightly from 1955, with 106,460 sets sold in January and February 1956, valued at $31,696,646, compared to 111,386 sets sold in the same period last year. Figures of the Radio-Electronics-Television Mfrs. Assn. of Canada show largest sale in Ontario Province, accounting for 40,929 sets, Quebec 27,686, British Columbia 8,428, Alberta 7,719, Manitoba 6,745, Nova Scotia 5,967, New Brunswick and Prince Edward Island 3,687, Saskatchewan 3,623 and Newfoundland 1,676.

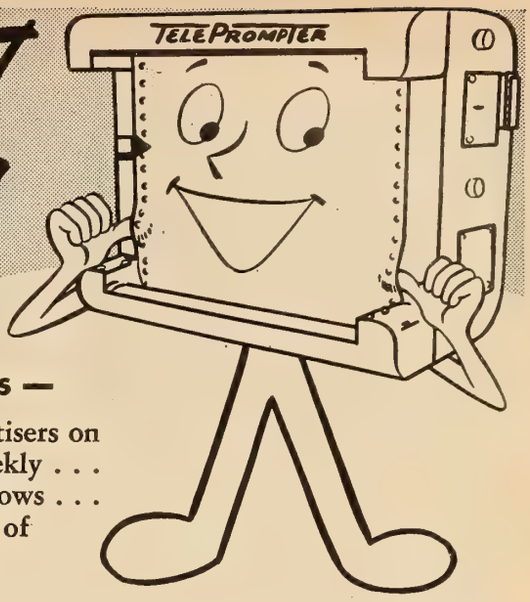
GEORGE STERLING INVITES ALL

Old friends and new at the NARTB Convention to come by Northwest Radio & TV School's suite for a moment's relaxation with him and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them.



GEORGE AND JOHN WON'T BE SELLING A THING

Well, Why Shouldn't We Brag!



TELEPROMPTER's new Developments



TELEPROMPTER Equipment's MAGIC RING CONTROL

At last — complete freedom of movement through the Magic Ring! Performer can control his TelePrompTer script and demonstrate products at the same time.

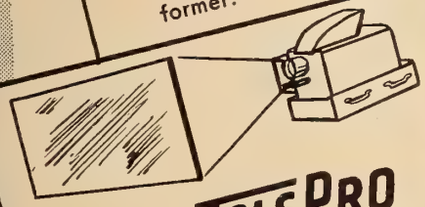
Also available — TelePrompTer's new foot pedal control.



TELEMATION

Studio Automation thru TelePrompTer

On pre-selected cue words, the TelePrompTer script itself automatically triggers almost any stage effect. Split second timing is assured . . . human error is eliminated. TeleMation brings the same perfection to TV production that TelePrompTer brings to the performer.



New TELEPRO

Rear Screen Projection

The most powerful, compact, lightweight projector available . . . a complete departure from old-style projectors. Features short throw, sharp pictures, cool, quiet operation, lightning slide changes and remote control.

. . . and

TELEPROMPTER's

Program Communications Network . . .

be sure to see our complete demonstration at the NARTB Convention.

At Networks —

used by national advertisers on over 120 shows weekly . . . serving 8 of top 10 shows . . . 800,000 hours total of TelePrompTer* usage.

Now, at local stations —

providing national advertisers the same TelePrompTer service for live local spots . . . covering over 80% of all U.S. TV homes . . . serving every size station, every type market.

Here's why TelePrompTer equipment has proved indispensable to the production and programming of progressive stations all over the country.

"Our sales force has actively pitched TelePrompTer Service to our clients and we are quite sure it has been responsible for a great deal of business that has been placed on our station."
Phoenix, Ariz.

"TelePrompTer is invaluable in TV programming. Selling is more effective, production is smoother, and the sponsor gets every word as promised."
Miami, Fla.

"Our talent can handle more live commercials . . . TelePrompTer has been a time saving, account saving addition to our equipment. We would be lost without it."
Valley City, N.D.

"Eye contact is one of the greatest assets in delivering a television newscast. And, it is with TelePrompTer that this can be accomplished very successfully."
Washington, D.C.

TELEPROMPTER CORPORATION

311 West 43rd St., N.Y. 36, N.Y. • JU 2-3800

TORONTO • LONDON — CHICAGO • LOS ANGELES • WASHINGTON, D.C.

Look for TELEPROMPTER CORPORATION at the NARTB Convention

SEE
- TelePrompTer's newest prompting equipment
- Magic Ring operating control
- TeleMation in action
- New TelePro rear screen projector
- First showing TeLights
- Demonstration TelePrompTer Program Communications Network

CONRAD HILTON HOTEL • CHICAGO

SPACE NO. 25 ROOMS 512-513

*Trademark registered U. S. Pat. No. 2635373 Other Patents Pending



AUSTRALIA's two commercial tv stations (TCN Sydney and HSV Melbourne), slated to debut this fall, have purchased the *I Love Lucy* series from CBS. Taking part in the contract signing are (l to r) Charles Michelson, American buying agent for the stations; Fred Mahlstedt, CBS Film Div. sales manager; Leslie Harris, vice president in charge of CBS-TV Film Sales Div.; Jack Williams, managing director, HSV, and Jack Davies, U. S. manager for TCN.

Commercial Tv Is Goal Of New Netherlands Firm

AN independent company has been formed in Holland (Televisie Exploiatie Maatschappif N. V.) with the purpose of forming a commercial television network. Total number of stations to be built and a target date have not been revealed.

As now planned, Dutch commercial tv would follow the ITA system in England. That is, there will be no sponsored programs after the American pattern. Rather, advertisers would have their messages placed without being able to say exactly where or when. TEM N. V. will be on the air eight hours a week at the start and plans to boost the total to 16 hours after two years.

At the present time a quasi-official station is operating near Amsterdam and an experimental station at Eindhoven also is on the air.

New Canadian Study Planned

A NEW TYPE of survey using the family record or log method for both radio listening and television viewing is to be used twice yearly by the Bureau of Broadcast Measurement, Toronto, Ont., according to plans presented at a closed annual meeting at Toronto late in March. The method was tested in London, Ont., last year, when BBM measured hours of listening and checked 20,000 families in that city. It is expected that the new type surveys will be made during one week in summer and one week in winter. Definite dates when the new plan goes into effect have not yet been announced. BBM will issue its 1956 radio homes survey early this summer. The survey was taken early this year.

INTERNATIONAL PEOPLE

Athol McQuarrie, formerly general manager of Bureau of Broadcast Measurement and Assn. of Canadian Advertisers, Toronto, Ont., who recently retired, to H. N. Stovin & Co., Toronto station representative firm, as consultant.

Doug C. Trowell, assistant manager of CFPL London, Ont., to manager. **R. A. Reinhart,** assistant manager of CFPL-TV, to manager, with **Cliff Wingrove,** sales and promotion manager of CFPL-TV, to assistant manager and director of sales.

Bob Watson, account executive, CHCT-TV Calgary, Alta., named sales manager. **Chuck Loveday,** station film department, and **Al Ross,** Gibbons Adv. Agency, Calgary, to CHCT-TV sales staff. **Stu Menzies,** station sales staff, to James Lovick Agency, Calgary, as account executive. **Bob McEwen,** transferred from station sales department to film editing. **Bob Nystedt,** promotion manager, resigned to return to U. S. **Tony Prauner,** named assistant to CHCT-TV art director. **John Trevenen** to photo department. **Graham Niven,** to news department and **George Wilson,** transferred from announcer staff to news.

Ken Page, operations manager of TelePrompTer of Canada Ltd., Toronto, Ont., to assistant to president of S. W. Caldwell Ltd., Toronto, radio-tv production and equipment firm. **Harold Baldock,** formerly of CJGX Yorkton, Sask., and Inland Broadcasting & Tv Service, Winnipeg, Man., to Winnipeg office of S. W. Caldwell Ltd.

Cameron Church, sports director, CKSO-AM-TV Sudbury, Ont., to sales staff of CKFH Toronto, Ont.

Elizabeth D. Long, director of women's programs for the Canadian Broadcasting Corp., Toronto, Ont., since 1938, resigned. She will live in Winnipeg, Man.

Sluggish Car Market?

NASH DIV. of American Motors placed $75 (five announcements and six flashes) worth of advertising on CHUB Nanaimo, B. C. After all the announcements had been aired, a renewal was ordered.

However, the local Nash dealer asked that the second campaign be postponed a few weeks because he was completely sold out of new cars from the first order.

'Omnibus' Features Offered To Educational Tv Stations

TWENTY-THREE *Omnibus* film features have been made available to educational television stations free of charge by the Tv-Radio Workshop of the Ford Foundation. The films, produced by the workshop, will be distributed by the Educational Radio & Television Center, Ann Arbor, Mich.

Arrangements with the workshop give stations the right to a single showing of each film during the year. The films are being organized by the center into 15 half hour programs and will be ready for distribution this summer. Among the films will be the five part series on the youth of Abraham Lincoln, the Edinburgh Festival award-winning "Toby and the Tall Corn" and the "American Boyhoods" series.

All these features have appeared on *Omnibus* (CBS-TV, Sundays, 4:30-6 p.m.), sponsored by Scott Paper Co. and Aluminium Ltd., both through J. Walter Thompson and J. P. Stevens Co. through Bryan Houston, New York.

Johns Hopkins U. Announces WAAM Television Fellowship

PEOPLE professionally engaged in television activities are eligible to apply for the fifth annual WAAM Television Fellowship, which provides $4,500 to $6,000 for nine-month study at Johns Hopkins U., Baltimore, the school has announced.

Applications, which must be filed by May 15, may be secured by writing to Lynn Poole, chairman of the WAAM Television Fellowship Committee, Johns Hopkins.

No advanced degree will be awarded to the fellow, no credits given, and there will be no obligations on the fellow except that "he be diligent in carrying out his individual pursuit of knowledge in a specific field," and that he prepare a paper, upon completion of his studies, summarizing his activities and appraising the fellowship in terms of its value to his professional career.

The grant was established in 1952 by the board of directors of WAAM (TV) Baltimore for mature tv personnel to pursue special studies which will add to their effectiveness when they return to their regular work.

Educational Tvs to Get Films On Shakespeare, Renaissance

KNXT (TV) Los Angeles and the Educational Radio-Tv Center, Ann Arbor, Mich., have completed arrangements for the distribution of the television station's three series of *Shakespeare on Tv* and the current ch. 2 public service program, *Renaissance on Tv,* to educational tv stations, it was announced by KNXT General Manager James T. Aubrey.

Dr. Frank C. Baxter, professor of English Literature at the U. of Southern California, is conductor of the programs, which were produced by William R. Whitley, KNXT public affairs director.

RCA Scholarship Exams Held

RCA Institute held competitive examinations last weekend for three scholarships in radio and television technology—valued at $1,958 each—in New York. Winners of the scholarships will be eligible for free tuition, books and supplies in the two and one-quarter year advanced technology course at the Institute. The examinations were open to 1956 high-school graduates.



MORE PEOPLE

LISTEN TO

WCCO RADIO

THAN ALL OTHER

MINNEAPOLIS • ST. PAUL

STATIONS...

COMBINED!*

WCCO Radio

The Northwest's 50,000-Watt Giant
Minneapolis - St. Paul
Represented by CBS Radio Spot Sales

* 50.3% *share of audience! Nielsen, Dec., '55, total station audience, total day, seven days a week.*

Dick Stuck

(continues from page 44)

J. Smith, KFAC Los Angeles, District 16; John F. Patt, WJR Detroit, large stations (re-elected); J. Frank Jarman, WDNC Durham, N. C., medium stations (re-elected); Lester L. Gould, KFMA Davenport, Iowa, small stations, and H Quenton Cox, KQFM (FM) Portland, Ore., fm.

Tv Board members whose terms expire with the convention are Joseph E. Baudino, Westinghouse Broadcasting Co.; Harold Hough, WBAP-TV Fort Worth; Clair R. McCollough, Steinman Stations, board chairman; Paul Raibourn, KTLA (TV) Los Angeles; W. D. Rogers Jr., KDUB-TV Lubbock, Texas; George B. Storer, Storer Broadcasting Co., and Robert D. Swezey, WDSU-TV New Orleans. Messrs. Hough, McCollough, Raibourn, Storer and Swezey are ineligible for re-election because of the two-year-term rule.

The Who and Where Of NARTB's Staff

FULL BATTALION of NARTB staffers will be hand at Chicago's Conrad Hilton Hotel to man various convention headquarters offices, departments and desks.

Convention headquarters office will be in Private Dining Room 1 (on the third floor) with following personnel: C. E. Arney Jr., general manager; Everett Revercomb, secretary-treasurer; Ella Nelson, administrative assistant, and A. Prose Walker, manager of engineering conference office. Convention exhibit office will be in Exhibition Hall, with George Gayou as exhibit manager.

Overall NARTB staff headquarters will be concentrated in Private Dining Rooms 2, 4 and 5 adjoining convention headquarters on the third floor, with Robert K. Richards, convention consultant in Room 5, and the news department in Room 3 comprising Joseph Sitrick, director of press and public information, and staffers Sally Kean and Pat Kielty.

Radio-tv press newsroom will be in the Astoria Room, also on the third floor.

NARTB station relations department will be at the lower lobby level with Jack Barton, manager; field representatives William Carlisle, Alvin King and Barney Ogle, and secretary Jean Levy. Registration desk, with William Walker, assistant treasurer, also will be situated in lower lobby while banquet exchange desk will be in the Exhibition Hall lobby.

NARTB staff will publish a daily convention news letter *(Daily Transmitter)* Monday through Thursday mornings, carrying cumulative registration, program changes and convention news.

THE TV ASPECTS OF THE CONVENTION

CAMPBELL ARNOUX
WTAR-TV, Norfolk, Virginia,
Co-chairman, Convention Committee

ONE of the several important functions of the NARTB annual convention is to provide an opportunity for the examination of problems and issues common to most of us in the industry via open forums and informal presentations, where all who have an interest can express their views. Through this open exchange of viewpoints at question-and-answer sessions featurings the foremost experts in the field, broadcast management is given the best possible opportunity to gain practical solutions to the problems at hand.



MR. ARNOUX

In television, we have scheduled a number of panel discussions on such up-to-the-minute issues as color television, political telecasting, and television film. Matters of interest to telecasters are scheduled every day of the convention, beginning with the special Color Television Day of the Engineering Conference on Monday, through the Television Management session on Wednesday and the regular Television Engineering Conference on Thursday. We think that television stations managers and their staffs will want to attend every one of these sessions, including the important television business session and the Television Board elections scheduled at 2:30 p.m. Monday.

The NARTB Convention Committee believes that every one of the presentations on the convention agenda can be valuable to you, and we urge you not only to attend, but also to participate actively during the question-and-answer periods. Every minute of the convention has been designed to benefit you and your station operation, and we hope you will take advantage of the opportunities afforded you during your stay in Chicago.

Screen Gems at NARTB

SCREEN GEMS Inc., New York, will have an NARTB convention hospitality suite in Rooms 519A-520A in the Conrad Hilton exhibit section. Representatives attending are Ralph Cohn, John H. Mitchell, Robert Salk, Henry S. White, Frank Browne, Ben Colman and Frank Young. Current first-run productions are *Ford Theatre, Adventures of Rin Tin Tin, Father Knows Best, Damon Runyon Theatre, Tales of the Texas Rangers, Circus Boy* (to premier in the autumn), *Patti Page Show, Falstaff Celebrity Playhouse* and *Captain Midnight.* All are sponsored except *Circus Boy,* not yet on the air. Nine major productions are in preparation for fall premieres and seven series are offered for local and regional sponsorship.

CBS Film Sales Suite

CBS TELEVISION Film Sales will maintain a hospitality suite in Rooms 2300-01-02A at the Conrad Hilton Hotel during the NARTB Chicago convention. Representatives at the convention include Leslie Harris, Fred J. Mahlstedt, Wilbur S. Edwards and Walter A. Scanlan. Film programs available include *San Francisco Beat, The Gene Autry Show, Annie Oakley, Files of Jeffrey Jones, Cases of Eddie Drake, Amos 'n' Andy, Holiday in Paris, The Range Rider, Buffalo Bill Jr., Newsfilm, Life With Father, The Whistler, Fabian of Scotland Yard, Long John Silver, Under the Sun* and *Champion.*

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

TOP 50!

ROANOKE . . .

one of the 50 FASTEST GROWING MARKETS . . . of over 100,000 . . . in the United States! *

AND . . .

again this year . . . the 32nd consecutive year . . . YOU choose any measurement you like; you'll find WDBJ to be THE MOST RESULTFUL Radio Station in ROANOKE and WESTERN VIRGINIA!

Ask Peters, Griffin, Woodward, Inc.!

* See page 26, TIDE Magazine, March 24, 1956 issue.



WDBJ CBS radio

AM 960 KC
FM 94.9 MC

Owned and Operated by TIMES-WORLD CORPORATION
PETERS, GRIFFIN, WOODWARD, INC., National Representatives

A NEW
MOTION PICTURE

"The Right to Compete"

A 16mm film in Technicolor
Narrated by
Westbrook Van Voorhis
Running time: 14 minutes

Produced for
ASSOCIATION OF
AMERICAN RAILROADS
Transportation Building
Washington, D. C.

THIS NEW FILM . . .

. . . Discusses recommendations which are at the heart of the report of the Presidential Advisory Committee on Transport Policy and Organization;

. . . Traces the course of competition as one of the creative forces that has made this country sound, strong and prosperous;

. . . Speaks out in favor of allowing the regulated forms of transportation more freedom to price their services in competition with one another.

. . . Is designed to help bring about a better understanding of today's transportation situation.

THE RIGHT
TO COMPETE
is available, on a free loan basis, for showing before adult audiences. Bookings for any given date can be made through the following sources:

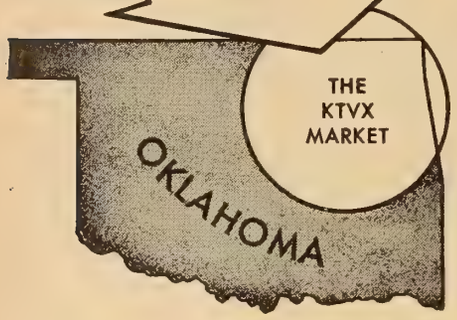
THE PUBLIC RELATIONS
DEPARTMENT
of most
railroads.

ASSOCIATION FILMS
Ridgefield, N. J., Broad and Elm Sts.
LaGrange, Ill., 561 Hillgrove Ave.
Dallas, Texas, 1108 Jackson St.
San Francisco, Calif., 351 Turk St.

STERLING-MOVIES U.S.A.
New York, N. Y.
205 East 43d St.

Looking for Oklahoma's BIGGEST MARKET?

HERE 'TIS!



Sell to this ONE BILLION DOLLAR Market on

KTVX

Studios in BOTH Tulsa and Muskogee
UNEQUALLED FACILITIES
316,000 WATTS

KTVX — The ONLY Television Station in Oklahoma with Studios in TWO MAJOR Markets.

Ask Your AVERY-KNODEL REPRESENTATIVE

Channel 8 KTVX

L. A. (Bud) Blust
V. P. and Gen. Mgr.

•

BEN HOLMES, Natl. Sales Mgr.
TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma

WHERE TO FIND EXHIBITS, SUITES

Company	Suite or Space
Conrad Hilton Hotel unless otherwise indicated	
ABC Film Syndication	1205A-1206A
Adler Electronics	Space 19; 1333A-1334A
Advertising Age	536
Advertising Council	Normandie Lounge
M&A Alexander	535A-6A-7A
Alford Mfg. Co.	Space 9
Allied Radio Corp.	610A-611A
American Broadcasting Co.	1804A-06A-08A
American Research Bureau	610-611
ASCAP	1239-40
AT&T	Space 26; 1105-1106
Ampex Corp.	529
Andrew Corp.	Space 21-B
Associated Artists Productions	509A; 613A-14A-15A; 654A-55A
Associated Press	Sheraton Blackstone
Avery-Knodel	Sheraton Blackstone
Berlant-Concertone	516
Billboard	509
Blackburn-Hamilton Co.	1200A-01A-02A
John Blair & Co.	2305A
Blair-Tv	2305A
Blaw-Knox Co.	546-547
Bolling Co.	1100-01-02A
Bonded TV Film Service	705-706
Branham Co.	700-701
Broadcast Music Inc.	639A-640A
BROADCASTING • TELECASTING	706A
Caterpillar Tractor Co.	Space 17; 1105A-1106A
Henry I. Christal Co.	2105-2106
CBS Radio Network	1900-01-02A
CBS Television Film Sales	2300-01-02A
CBS Television Network	2306
Century Lighting	Space 18
Collins Radio Co.	Space 28
Community Club Services	656
Conrac	561
Continental Electronics Mfg. Co.	632
Dage Television Division	Space 5; 609A
Daytime Broadcasters Assn.	1239A-40A
Dresser-Ideco Co.	604-05-07
Allen B. DuMont Labs.	Space 22; 1600-01-02A
Elgin Metalformer Corp.	Space 11
Foto-Video Labs	545
Gates Radio Co.	Space 4; 833A-834A
General Electric Co.	Space 23; 1400
General Precision Lab	Space 24; 553
General Radio Co.	Space 1
Gill-Perna	1304-05-06
Harry S. Goodman Productions	556A-557A
Guild Films Co.	656A
Harrington, Righter & Parsons	Sheraton Blackstone
Harrison Labs	Space 30
Harwald Co.	Space 16A; 603
Headley-Reed Co.	1604-1605-1606
George P. Hollingbery Co.	2200-01-02A
Hollywood Television Service	2400A-01A-02A
Houston Fearless	1433A-1434A
H-R Representatives	Morrison
Hughey & Phillips	1139-40
Hygo Television Films	524A-526A
International News Service	805-806
The Katz Agency	2000-2001
Kay Lab	Space 20; 1022A-1023A
Keystone Broadcasting System	546A-548A
Kliegl Bros.	Space 21
Lambda-Pacific Engineering	Space 27
Langlois Filmusic	556-57-60
Lang-Worth Feature Programs	556-57-60; 1833A-34A
MCA-Tv	504A-505A-507A-904-05-06
Magnecord Inc.	639-40
Magne-Tronics	612
Joseph Hershey McGillvra	1218A-1219A
McKenna & Wilkinson	1322-23-24
Meeker Co.	1500-1501-1502A
Meredith Radio & Tv	1005
Metropolitan Life Insurance Co.	537
Multiplex Services Corp.	657
Muzak Corp.	Sheraton Blackstone
Mutual Broadcasting System	1604A-1606A
NARTB Group Life Insurance Plan	537
NBC Television Films	2104A-05A-06A
National Broadcasting Co.	2306A-10A-11A
National Musitime Corp.	556
National Telefilm Associates	504-05-07
Nems-Clarke	542-544A
A. C. Nielsen Co.	1000-1001
Official Films	520
Edward Petry & Co.	1700-1701
Phelps Dodge Copper Products Corp.	539A
Philco Corp.	1705-1706
Prodelin Inc.	609
Pulse Inc.	1735A-1736A
Radio Advertising Bureau	1118A-19A-20A
Radio Corp. of America	Space 15; 602A-04A-05A-07A
RCA Recorded Program Services	600-01-02
Radio-Electronics-Tv Mfrs. Assn.	Space 21A
Radio Television Daily	658A-659A
William G. Rambeau Co.	900-901-902A
Raytheon Mfg. Co.	Space 10; 1039A-1040A-521A
Rust Industrial Co.	533
Sarkes Tarzian Inc.	Space 3
Paul Schafer Custom Engineering	613-14-16
Walter Schwimmer Co.	638A
Screen Gems	519A-520A
Sesac	528A-530A
Sponsor	658-659
Stainless Inc.	1233A-1234A
Standard Electronics Corp.	Space 2; 653-655
Standard Radiotranscription Services	612A
Standard Rate & Data Service	805A-806A
Standard Television	1139-1140A
Sterling Television Co.	560A-561A
Tarc Electronics Inc.	553A
Telechrome Sales Inc.	Space 12
Telemat	539
Tele-Pictures Inc.	657A
TelePrompTer Corp.	Space 25; 512-513
Television Age	1405-1406
Television Bureau of Advertising	Sheraton Blackstone
Television Film Magazine	637



GEORGE STERLING INVITES ALL

Old friends and new at the NARTB Convention to come by Northwest Radio & TV School's suite for a moment's relaxation with him and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING

the popularity charts tell only part of the story

The public's choice in popular music is reliably charted each week in such trade barometers as *The Hit Parade*, The Billboard *Honor Roll of Hits*, The Cash Box *Top Ten* and Variety's *Scoreboard*. All compile their lists independently from national surveys of songs most played on the air, best-selling sheet music, best-selling records, and most in demand in the coin machines.

Twenty-three BMI-licensed compositions have made these hit charts during the last six months (October, 1955 through March, 1956).

The songs so distinguished are a credit to their writers, composers and publishers. BMI salutes their joint achievements. And while we take pride in this accomplishment, the popularity charts tell only part of the story. Appreciation must go also to that vast body of music provided by the writers and publishers during the past 16 years, including those songs which never reached the charts... the widely varied supply of music which makes up the complete BMI repertoire.

Broadcasters Attending the NARTB Convention Are Cordially invited to the BMI 3rd Floor Exhibit

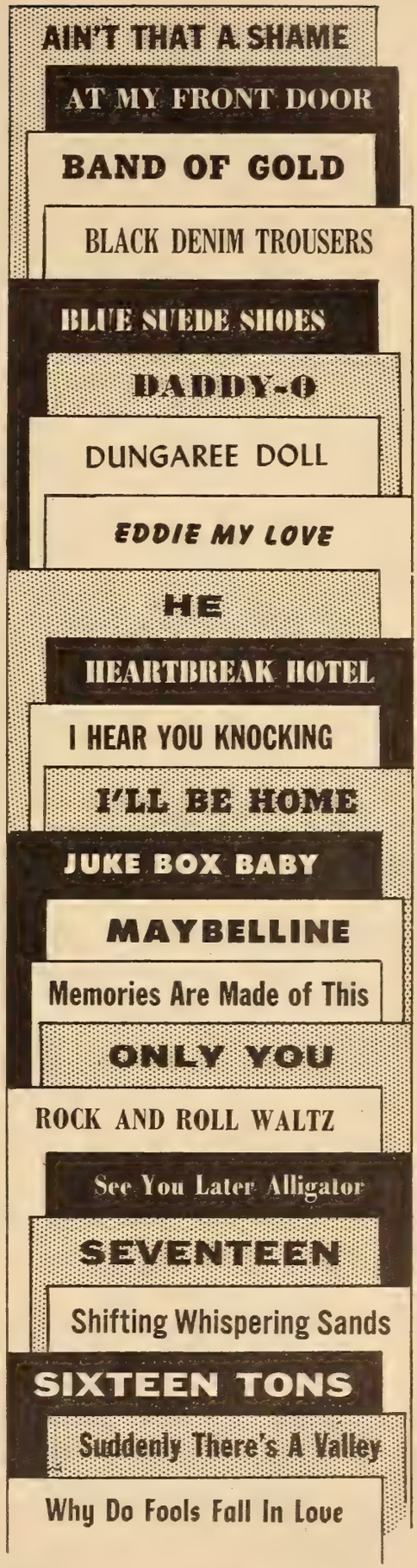
A Collection of Original Autograph Music Manuscripts Brought to Chicago Directly from The Library of Congress in Washington

★ ★ ★

The Library of Congress, through its Music Division, has accepted this Collection from BMI as a contribution to its permanent music archives.

★ ★ ★

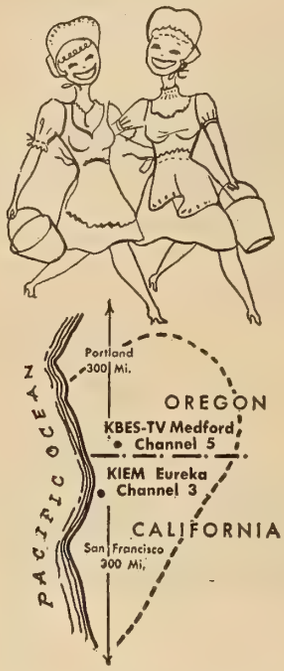
BMI Headquarters (Suite 639A-640A)



BROADCAST MUSIC, INC. • 589 FIFTH AVENUE, NEW YORK 17, N. Y.

THE CALIF.-ORE. TV TWINS

. . . bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.



the *Smullin* TV Stations

KIEM CHANNEL 3 Eureka, Calif.

KBES CHANNEL 5 Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

two markets one billing

MARKET FACTS

POPULATION	324,745
FAMILIES	106,908
TV FAMILIES	65,023
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

CBS

for CALIF.-ORE. TV TWINS call DON TELFORD Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

or ask HOAG-BLAIR national representatives

NEW YORK • CHICAGO • DETROIT • JACKSONVILLE • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • BOSTON • SEATTLE

OPPORTUNITY TO REVIEW RADIO'S ACCOMPLISHMENTS

E. K. Hartenbower
KCMO-AM-TV Kansas City
Vice Chairman, Convention Committee

AS RADIO broadcasters gather in Chicago for the NARTB convention they can look back on a truly profitable year for their industry.


MR. HARTENBOWER

New program concepts enhanced the medium's entertainment value and extended its scope to include all tastes and preferences. Tempering of time-worn formulae with revitalized or entirely new and outstandingly different ideas have resulted in a sparklingly fresh programming balance which has measurably increased radio's audience.

A greater sponsor-awareness of radio's advertising abilities has appreciably boosted commercial schedules. It is unnecessary to state that broadcasters throughout the country have reported an excellent business year. Hundreds of advertisers have "returned to radio."

Technological advances in both am and fm broadcasting and equipment development, especially radio receivers, have polished the industry to a very high gloss. Transistors have made possible the production of sets of unbelievable receptivity and extremely small size, pushing out to every corner of the nation radio's audience potential. The development of multiplexing holds additional promise for fm broadcasters. Remote control operation has meant a new flexibility for many stations, and its possible extension to all outlets, regardless of size or type, is looked forward to with great expectations.

The radio broadcasting industry scored brilliantly in the field of public service during the past year, earning the lasting gratitude of millions in the Midwest, where tornadoes laid waste entire towns, and in the flood-stricken areas of the Northeast and northern California.

Yes, the 1956 convention is an opportunity for everyone connected with radio to review with satisfaction a fruitful 12 months. But the convention is also a time and a place to look ahead. Broadcasters will study and anticipate the inevitable problems which challenge and test any industry. They will explore every facet of their business from sales to engineering, from audience promotion to audience measurement, from public service to every other function of management, seeking out ways of self-improvement, developing new ideas, new methods. They will chart the future course that this vitally alive means of mass communication may take, and set plans for the really big projects that always mark radio as an active, growing enterprise deserving of its place among America's leading industries.

Company	Suite or Space
Television Magazine	1533A-1534A
Television Programs of America	515A-517A
Tower Construction Co.	630A-631A
UM&M Tv Corp.	532A-33A-34A
United Press Movietone	534; 1039-1040
United States Air Force	521
U. S. Army Recruiting Service	522
United States Treasury Dept.	523
Utility Tower Co.	Space 29
Variety	818-19-20
Venard, Rintoul & McConnell	2100-01-02A
Visual Electronics Corp.	718A-19A-20A
Vitapix Corp.	2235A-2236A
Welch, Mott & Morgan	1522-23-24
Westinghouse Broadcasting Co.	1504A-05A-06A
World Broadcasting System	512A-513A
Ziv Television Programs	500-01-02-904A-05A-06A

Representatives Announce NARTB Hospitality Suites

HOSPITALITY suites will be maintained by a number of radio-tv station representatives during NARTB convention week, the vast majority of them headquartering in the Conrad Hilton Hotel. Rundown (corrected from B•T April 9 issue) follows:

Conrad Hilton Hotel—Blair-Tv, John V. Blair & Co., Hoag-Blair, 2305A; The Bolling Co., 1100-01-02A; The Branham Co., 700-01; Henry I. Christal Co., 2105-06; Gill-Perna, 1304-05-06; Headley-Reed Co., 1605-06; George P. Hollingbery Co., 2200-01-02A; The Katz Agency Inc., 2000-01; Joseph Hershey McGillvra, 1218-19A; The Meeker Co., Meeker-Tv, 1500-01-02A; Edward Petry & Co., 1700-01; Radio-Tv Representatives, 1562A; William G. Rambeau Co., 900-01-02A, and Venard, Fintoul & McConnell, 2100-01-02A.

Sheraton-Blackstone Hotel—Avery-Knodel Inc., 1108-09; Harrington, Righter & Parsons (suite unassigned), and Peters, Griffin & Woodward (suite unassigned).

Morrison Hotel—H-R Reps, H-R Television (suite unassigned).

Congress Hotel—John E. Pearson Co. (suite unassigned); Paul H. Raymer Co. (suite unassigned); Forjoe & Co., Forjoe-Tv (suite unassigned), and Weed & Co., Weed-Tv (suite unassigned). Weed organizations also will hold open house for invited station clients and agency representatives at its new Mid-America Prudential Bldg. quarters, Sunday-Tuesday, 2-5 p.m.

Plans of Adam Young, Adam Young Television, Burn-Smith, Everett-McKinney and Walker Co. for suites were indefinite at press-time.

RELAX!



For a few moments during the NARTB Convention. Drop by Northwest Radio & TV School's suite for a little friendly conversation and relaxation with George Sterling and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING



In the city of Providence, there's a powerful TV station. It's a *friendly* station and everyone loves it. Viewers love it because it brings them the *programs* they want. Sponsors love it because it brings them the *results* they want.

Get the whole impressive story from WEED Television or directly from WJAR-TV, Providence, R. I.

WJAR-TV
CHANNEL
10
PROVIDENCE
RHODE ISLAND

NBC Basic — ABC Supplementary



ESPECIALLY when they're listening to your commercials

and in the Portland, Oregon Market

KOIN-Radio

delivers

1/3 MORE audience

than any other station

★ All 10 top daytime shows
★ All 10 top evening shows

*Nov.-Dec. 1955 Pulse Inc., Portland Metropolitan Area

LEADERSHIP—Morning, Afternoon, Night

TOP RATINGS - TOP VALUE



KOIN Radio

Portland, Oregon

Represented Nationally by CBS Radio Spot Sales

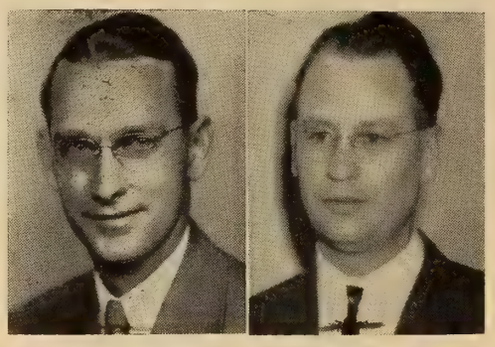
Eight New Directors Debut at Convention

EDWARD F. BAUGHN
WPAG-AM-TV Ann Arbor, Mich.
District 8 Director

NEW to NARTB's board this spring is Edward F. Baughn, executive vice president and general manager of WPAG-AM-TV. As District 8 director he succeeds Robert B. McConnell Jr. of WISH Indianapolis.

Mr. Baughn, a native of Canada, was born in Stevensville, Ont., and his family moved to Michigan when he was 11. After completing his schooling, he entered radio in 1936. He is 50% owner of WPAG-AM-TV.

Industry activities include membership on the board of Michigan Assn. of Radio & Television Broadcasters, 1949-51, and president of the association, 1951. He currently is vice president of Michigan Associated Press Broadcasters Assn.



MR. BAUGHN MR. GROVE

WILLIAM C. GROVE
KFBC-AM-TV Cheyenne, Wyo.
Director-at-Large, Small Stations

WHEN the new board meets in June, it will be an old story for "Bill" Grove—he's been there before (1950-54)—and those who follow board doings vividly recall his vigorous efforts on behalf of the small station.

Another broadcast executive who entered radio via the technical side, he built one of Denver's first stations in the mid-20s. He earned a degree in electrical engineering at Denver U. while serving as chief engineer of KLZ Denver. In 1936 he moved to San Francisco as assistant manager of KSAN and later became manager. He went to Cheyenne in 1940 as general manager of the new KFBC.

His major contribution to the industry, perhaps, is his successful effort to make remote-control equipment available for station use. This long-range campaign started a decade ago and currently is focused on extension of the privilege to high-power and directional outlets. Station posts include minority ownership of KFBC-AM-TV and varying degrees of ownership in KRAL, Rawlins Wyo.; KVRS Rock Springs, Wyo.; KSID Sidney, Neb., and KSTF Scottsbluff, Neb. He is leading a campaign to protect station property rights in programs against unrestricted use by community antenna operators.

ROBERT B. HANNA JR.
WGY-WGFM (FM)-WGRB (TV)
Schenectady, N. Y.
District 2 Director

TEMPORARILY, Robert B. Hanna Jr., manager of General Electric's Broadcasting Stations



ESPECIALLY when they're watching your commercials

and in the Portland, Oregon Market

KOIN-TV

delivers over

TWICE

the audience of any other station

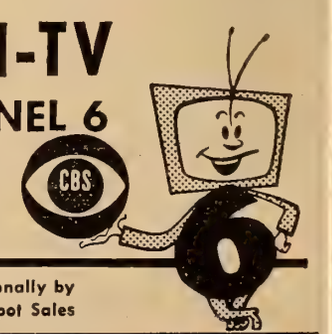
ABSOLUTE RATING LEADERSHIP IN EVERY AUDIENCE SURVEY—

- 52.8% Share of Audience
- 14 out of Top 15 Weekly Shows.
- 9 of Top 10 Monday-thru-Friday Shows.

KOIN-TV

CHANNEL 6

Portland, Oregon



Represented Nationally by CBS Television Spot Sales

LEADERSHIP



In this wonderful world of electronics, our broadcasting portion has a delightful flare for showmanship. --- Words like the best, --- very finest, even stupendous, are often heard. We wouldn't have it otherwise.

Leadership, no matter what adjectives precede the word, is only phrased in performance. Such as --- about the time the first Gates 250 watt broadcast transmitter made its appearance in the thirties, and priced less than $3000, a popular competitive model sold for around $8000, --- or the first five kilowatter to break the twenty thousand dollar barrier, --- or the first 1KW under $4500, --- or the first packaged installation, --- and first, time after time, in completely new and really better designs.

Pardon the use of stupendous, but what better word could be applied to the fact that nearly 1000 radio stations were completely equipped by Gates since World War II. --- That's a sizeable majority of all post war U.S. stations. --- And these stations know they bought the finest because they live with the leadership that is more than a claim.



New Gates Transmote 100% Transistor Remote Amplifier



GATES

GATES RADIO COMPANY, Quincy, Ill., U. S. A.

Manufacturing Engineers Since 1922

MEMO: TO TIMEBUYERS, ACCOUNT EXECS WHO LIKE TO LEAD THE FOLLOWERS!

With the coming of major industries like GE's $5,000,000 plant now in operation, Roanoke is on the Go! And the one and only station that caters to this change in pace and taste . . . in the home, at work, in the car . . . day and night . . . is WROV!

HOW? With a compelling programming schedule of proven Music, Top Area Personalities, In-Person Local News and All Season Sports!

Exclusive '56 broadcasts of World Series Dodgers, first time in Roanoke!

Exclusive broadcasts of High School basketball and football from three local schools!

Exclusive Live coverage of local news, featuring voices of people in the news!

Exclusive producers of largest local contest ever run, Jr. Chamber of Commerce Dream Home. Dream Home Contest, presented with Jr. Chamber of Commerce!

Leading Local Personalities, Jerry Joynes, Jackson, Sid Tear!

More local advertisers hire WROV personalities, and programs to move merchandise than any other local station! They know it's the programs, not the power, people listen to and believe! In Roanoke, lead the followers with a localized selling campaign on Roanoke's only fulltime Music, News and Sports Station!

Represented by
BURN-SMITH CO., INC.

ad
MAN'S BEST FRIEND
1240 ON YOUR DIAL
WROV
Burt Levine, Pres.
ROANOKE, VIRGINIA

Dept., is doubling in the printing business. This is in addition to his regular job. The printing assignment is as president of Maqua Co., wholly-owned GE subsidiary employing 800. By June 1, he hopes to doff this temporary hat. Then he will have only seven hats to wear as he spends full time running the three broadcast stations plus four international shortwave stations.

Mr. Hanna is a graduate of Butler U., with a BS in business administration. Like another newly-elected director, Merrill Lindsay of WSOY Decatur, Ill., he is a member of Delta Tau Delta college fraternity. His 26-year career at GE has included advertising and publicity. In the 1939-40 World's Fair he was in charge of GE's "House of Magic" exhibit and in 1948 headed the company's exhibit, lectures and services unit. He served in the Signal Corps in World War II and was discharged with rank of captain.

He moved into the broadcast end of GE's business some years ago while arranging an amateur talent series. One of his principal traits is punctuality. Mrs. Hanna is the former Elizabeth Anderson, of Toledo. They have three children. His civic activities include Chamber of Commerce, YMCA, Community Chest, Lions Club, civil defense and other service agencies.



MR. HANNA



MR. LINDSAY

F. MERRILL LINDSAY
WSOY-AM-FM Decatur, Ill.
Fm Director-at-Large

BACK on the NARTB board, where he served previously as small stations director-at-large, Merrill Lindsay, WSOY Decatur, Ill., general manager, now is at-large representative for fm stations. He developed quite a reputation in his previous service on behalf of the small-station cause, and fm members can look for an able defense of their rights.

A native of Decatur, he has spent most of his life there aside from educational and military careers. He was graduated from Kenyon College, Ohio, in 1933 and was a member of Delta Tau Delta and was on the golf team and basketball captain. In 1935 he got his M.B.A. at Harvard business school. After working for Decatur newspapers, he moved to WJBL in 1937 when the newspapers bought the property. He has a technical background that includes ham radio and radar-communications work in the Navy (lt. comdr.).

As a six-handicap golfer, he is planning to cut two strokes from his average and was loosening up recently in Alabama prior to the B•T convention golf tournament. He married the former Margery Crawford, of Decatur, in 1940. They have two daughters. His civic activities cover a wide range. He also is a member of the National Press Club and Rotary.

ROBERT L. PRATT
KGGF Coffeyville, Kan.
District 12 Director

LIKE a good many broadcast executives, Robert L. Pratt, secretary-manager of KGGF, got his start as an announcer. A native of Lawrence, Tenn. (born Sept. 18, 1921), he was educated at Coffeyville College and Texas A&M. After college he signed with KOAM Pittsburg, Kan., as announcer. Moving to KWOS Jefferson City, Mo., he soon received a call back to Kansas, this time at KGGF. After two years of announcing, he enlisted in the Marines and was discharged in November 1945.

Back at KGGF, he became program director and a year later moved into regional sales. In June 1948 he became manager of the station. His industry service includes two terms on the Kansas Assn. of Radio Broadcasters board and presidency of Kansas Associated Press Broadcasters.

In Coffeyville Mr. Pratt is active in civic work. His activity includes two terms on the Junior Chamber of Commerce board as well as being past president. He is a past president and campaign manager of the Community Chest. Currently he is a member of the board of Kansas Children's Service League and Coffeyville Red Cross.



MR. REYNOLDS



MR. PRATT

ROBERT O. REYNOLDS
KMPC Los Angeles
District 16 Director

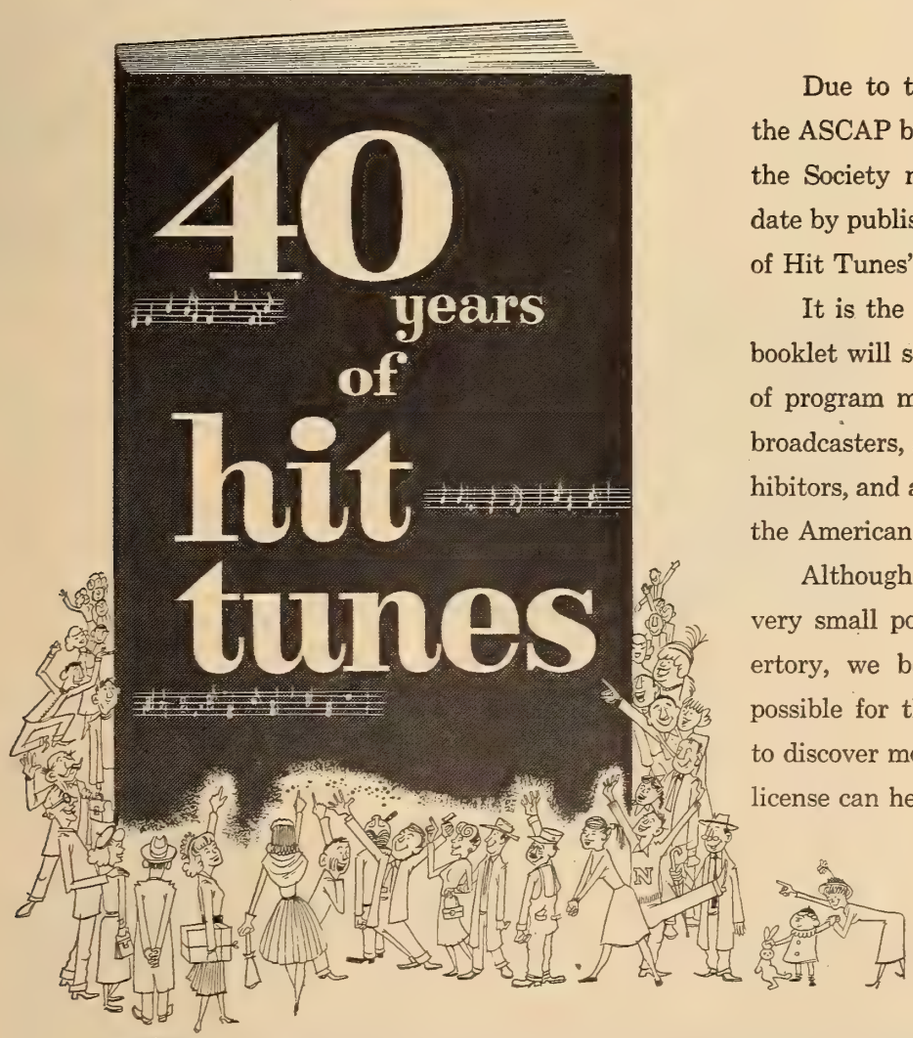
FOR 17 years Robert O. Reynolds has been a one-station broadcaster—KMPC. Since he dropped his pro football career (Detroit Lions) he has risen from salesman through the sales manager's post and then to vice-president, general manager and one of the principal owners. With Gene Autry and several KMPC staffmen,



"It's all right, usher—KRIZ Phoenix says we shouldn't miss this show!"

The American public chooses

ASCAP MUSIC



Due to the excellent reception accorded the ASCAP booklet, "35 Years of Hit Tunes", the Society now is bringing this list up to date by publishing a new pamphlet, "40 Years of Hit Tunes".

It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.

The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N.Y.

ONE
for the money



THE
RED
FOLEY
SHOW

Here's one of radio's BEST transcribed program buys . . . a proven result getter packed with great family entertainment . . . at a price any sponsor can afford.

RED FOLEY'S "double exposure" in network television and personal appearance from coast to coast, has created a ready-made audience in your market . . . to give your sponsor MORE FOR HIS MONEY!

RADIO ZARK
ENTERPRISES, INC.
PHONE 2-4422 — SPRINGFIELD, MISSOURI
A phone call, wire or letter will bring complete information and
FREE AUDITION

he bought KMPC in 1952 from the G. A. Richards estate.

At Stanford U. he was a two-time all-American football player and played three full games without substitution in the Rose Bowl. Last year he was named to Stanford's Sports Roll of Honor. He is a past president (two terms) of Southern California Broadcasters Assn. and was a director of Hollywood and Los Angeles Ad Clubs. He is president of Hollywood Boys Club and active in numerous civic groups.

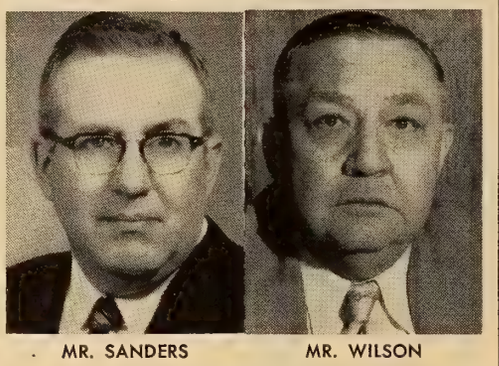
Aside from office and family, his main interest is work with boys and he holds a number of citations for this work. Mrs. Reynolds is the former Enna Lee McDaniel, of Scarsdale, N. Y. Children are Christopher 14, Daniel 12 and Kirkwood 4. He plays a bit of golf and serves on the NARTB Sports Committee.

BEN B. SANDERS
KICD Spencer, Iowa
District 10 Director

BEN SANDERS is a Brooklyn native, but not much of one, having left there rather soon after his birth in 1912 for the West. Currently he is general manager of KICD. Schooling included Santa Barbara High School (Calif.) and Wharton School of Commerce at U. of Pennsylvania.

During the Chicago World's Fair two decades ago he handled the p. a. system, gravitating easily into radio at KDB Santa Barbara. At KQW San Jose, Calif., he served as salesman and in 1938-39 was program director-salesman at WTAD Quincy, Ill. Next came WNOX Knoxville, Tenn., and in 1945 he decided to go out on his own, assuming control of KICD.

Mr. Sanders is a past president of Iowa Broadcasters Assn. and Iowa Tall Corn Network. The Sanders have three children—Charles 13, William 12 and Louise 10. They live on Lake Okoboji in Northwest Iowa ("come out and go fishing sometime"). His hobby is model railroading, which is worked into an exhibit promoting the station.



MR. SANDERS MR. WILSON

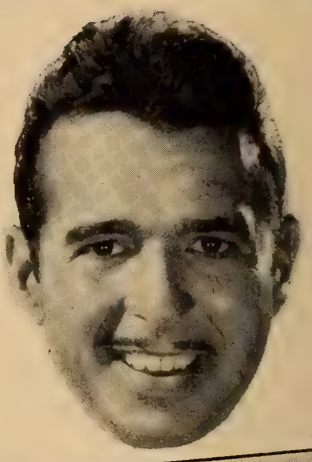
DAVID WILSON
KPLC Lake Charles, La.
District 6 Director

THE three-decade mark is nearing in the broadcast career of David Wilson, general manager of KPLC. This career began in August 1927, about the time network radio was starting to make an impression on the American public. The start took place in Shreveport at KWKH when famed W. K. Henderson was owner and operator of the station.

After a while Mr. Wilson left the Shreveport station to take the top management post at WAML Laurel, Miss. There he had the chance to put into play many of the ideas he had been developing about the then youngish industry.

In 1934 he became affiliated with the Lanford organization and returned to Shreveport as commercial manager of KRMD that city. He held the post until 1942 when he transferred southward to Lake Charles as manager of KPLC, the position he presently holds.

TWO
for the show



THE
TENNESSEE
ERNIE FORD
SHOW

Don't know what we can say about America's Number One "Pea Picker" that hasn't already been said by his millions of loyal fans all over the country . . . except this:

The ONLY way you can get the great Tennessee Ernie Ford on radio is on the transcribed TENNESSEE ERNIE SHOW . . . and ONLY from

RADIO ZARK
ENTERPRISES, INC.
PHONE 2-4422 — SPRINGFIELD, MISSOURI
A phone call, wire or letter will bring complete information and
FREE AUDITION

Congratulations KCMO KANSAS CITY, MO.

(Division of Meredith Engineering Company)

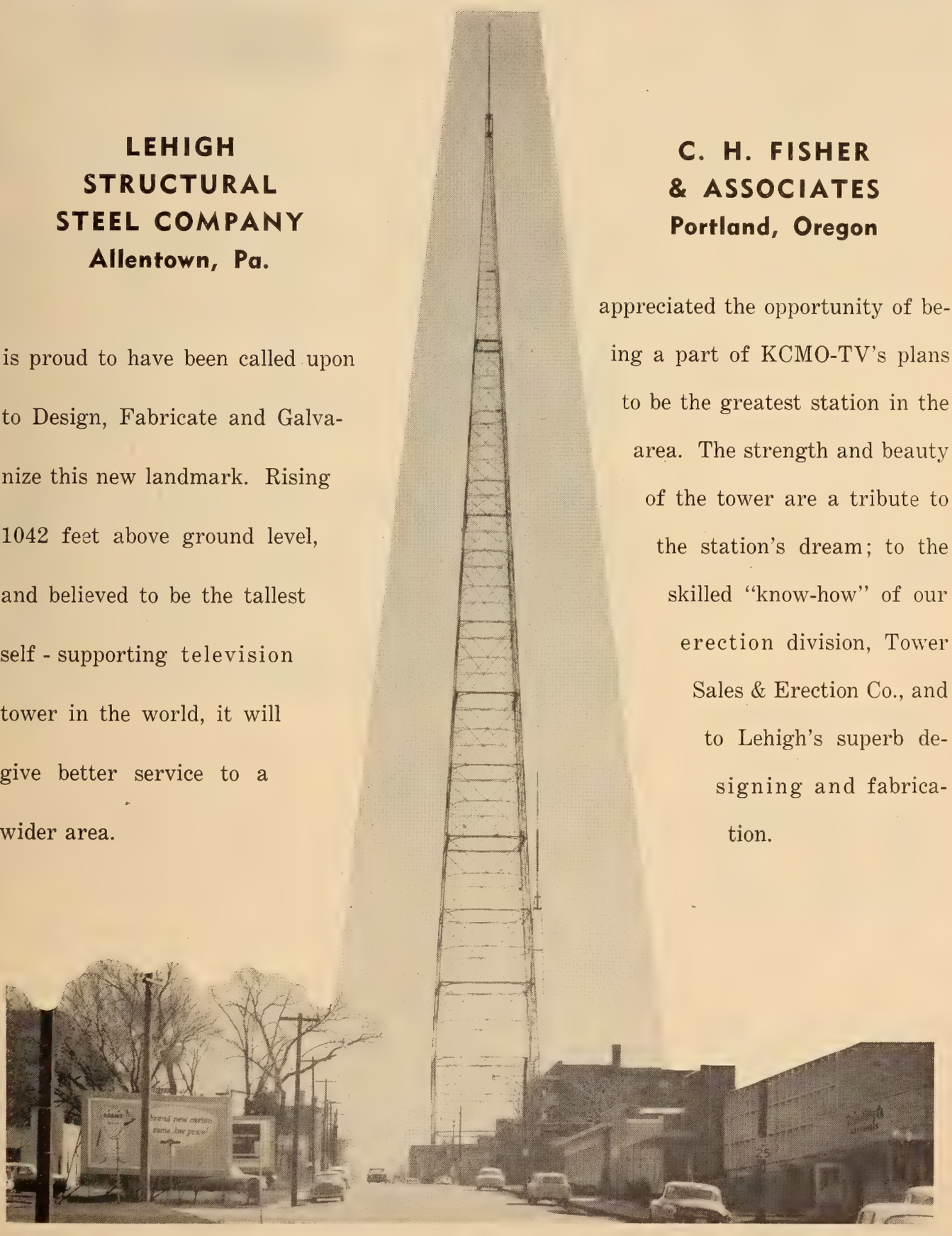
On Its Record-Breaking Television Tower

LEHIGH STRUCTURAL STEEL COMPANY
Allentown, Pa.

is proud to have been called upon to Design, Fabricate and Galvanize this new landmark. Rising 1042 feet above ground level, and believed to be the tallest self-supporting television tower in the world, it will give better service to a wider area.

C. H. FISHER & ASSOCIATES
Portland, Oregon

appreciated the opportunity of being a part of KCMO-TV's plans to be the greatest station in the area. The strength and beauty of the tower are a tribute to the station's dream; to the skilled "know-how" of our erection division, Tower Sales & Erection Co., and to Lehigh's superb designing and fabrication.





How that Floyd "carries on"!

. . . across 4 states lines

With Joe Floyd pushing up his new taller-than-anything 1,032 ft. KELO-TV tower in Sioux Falls, there's no stopping him. Now KELO beams a picture that reaches a wider market than ever in South Dakota, Minnesota, Iowa and Nebraska. Add Joe's neighboring KDLO-TV, and you've got more than 1800 ft. of towering TV salesmanship blanketing this rich, 4-state money belt.



THE BIG TV COMBO

KELO-TV KDLO-TV

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V. P.
NBC PRIMARY
represented by H-R TELEVISION

THEY SET UP THE CHICAGO CONVENTION

ARRANGEMENTS for the 1956 NARTB convention were handled by a special committee headed by E. K. Hartenbower, KCMO Kansas City, Radio Board vice chairman, and Campbell Arnoux, WTAR-TV Norfolk, Va., Tv Board vice chairman (see pages 134 and 138). They served as co-chairmen of the convention group.

Serving on the convention committee with the co-chairmen are H. Leslie Atlass, WBBM-TV Chicago; Henry B. Clay, KWKH Shreveport, La.; Jules Herbuveaux, WNBQ (TV) Chicago; William Holm, WLPO LaSalle, Ill.; E. K. Jett, WMAR-TV Baltimore; Clair R. McCollough, Steinman Stations; Sterling C. Quinlan, WBKB (TV) Chicago; Frank P. Schreiber, WGN Chicago; Glenn Snyder, WLS Chicago, and Edward A. Wheeler, WEAW-FM Evanston, Ill.


MR. McCOLLOUGH


MR. CLAY


MR. SYNDER


MR. JETT


MR. ATLASS


MR. SCHREIBER


MR. QUINLAN


MR. WHEELER


MR. HERBUVEAUX


MR. HOLM

Top-Flight Entertainment Lined Up For Thurs. Banquet

BANQUET program for the 34th annual NARTB convention in Chicago was shaping up last week under the direction of ASCAP, with all of talent lined up for the Thursday evening event.

Those performers set for the entertainment portion of the program are, in the order of their appearance:

The Four Stepbrothers, dancing group. Fontaine Sisters, singing group. Helene & Howard, dance team. Morton Downey and company. Billy Vine will serve as emcee, with Frank York and his Hotel Sherman College Inn orchestra providing the musical accompaniment.

Arrangements also were underway for a brief appearance by Vaughn Monroe, who would sing the *Star Spangled Banner.*

The annual convention banquet will be held at 7:30 p.m. in the Grand Ballroom of the Conrad Hilton Hotel. It will be preceded by a reception at 6 p.m. in the Williford Room.

RKO-Teleradio Film Suite

RKO-Teleradio Pictures' Film Division will have NARTB convention headquarters in the Mutual suite, 1805-A, at the Conrad Hilton Hotel. Executives on hand will include Robert Manby and Dwight Martin, vice presidents of RKO-Teleradio Pictures; Peter Robeck, national sales manager of the Film Division, and Arnold Kaufman, William Finkeldey, William Gorman, and Max Bradbard, account executives.



LET'S VISIT

and relax for a few minutes during the NARTB Convention. Drop by Northwest Radio & TV School's suite for a little relaxation with George Sterling and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING



Eyes on top of the world

Here in the Arctic wasteland—some three hundred miles north of the Arctic Circle—is a specially equipped radar station.

It's part of the Distant Early Warning (DEW) Line—an electronic "fence" now being built inside the Arctic Circle to give North America advance warning of invader aircraft.

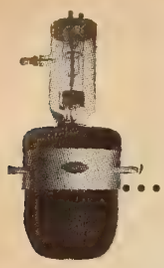
The monumental task of designing and producing the new electronic equipment needed, training personnel, supplying everything from food to fuel and getting it all there over thousands of miles of frozen wasteland is a joint endeavor of U. S. military services and of industry.

The DEW Line project is headed up by Western Electric as prime contractor operating a team of communications specialists selected from our own ranks; from 17 Bell Telephone Companies, Bell Telephone Laboratories, A.T.&T.'s Long Lines Department and our Canadian affiliate, Northern Electric Company. Hundreds of subcontractors, too, are assisting.

DEW Line is a splendid example of team action on a grand scale. It is, moreover, a good example of the way in which telephone technology is being applied to the national defense.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



MACHLETT ML-892R — 5kW AM Broadcast Triode

A standard replacement tube of excellent life characteristics. The Machlett ML-982R employs sturdy kovar-metal for all metal-to-glass seals.



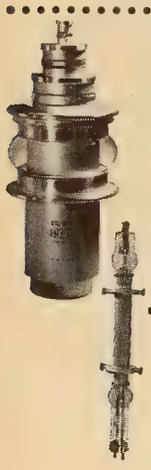
MACHLETT ML-5541 — 5kW AM Broadcast Triode 10kW FM Broadcast Triode

A recent design type employing a thoriated-tungsten stress-free filament. Long life operation under difficult conditions is assured by the ML-5541.



MACHLETT ML-6423 — 5-10kW Coaxial Terminal Broadcast Triode

A modern design type employing thoriated-tungsten stress-free filament. Rugged coaxial terminals and quick final seal-in construction assure trouble-free operation. For new equipments and for conversion from type 892R. Full ratings to 30mc. Weight: Only 15 lbs.



MACHLETT ML-5681 — 35kW TV . . Channels 2 to 6 50kW AM

High Power AM and H.F. Communications. A modern design type similar to ML-6423 above. ML-5681 employs an integral anode water jacket for cooling. Employs very long life thoriated-tungsten filament.

MACHLETT ML-298A — 50kW AM Broadcast Triode

A standard replacement tube of excellent quality. For high power AM broadcast.

MACHLETT "X-RAY CHECKED" ELECTRON TUBES...
quickly available
via Graybar

Carefully-controlled production methods (including X-raying *after* assembly to check spacing and alignment of elements) is your assurance of stable, long term Machlett tube performance. The units shown are typical tubes from the complete Machlett line which you can receive quickly and conveniently via Graybar. For tubes or any other Broadcast need, make it a point to call Graybar first. Your nearby Graybar Broadcast Representative will be happy to provide complete price information as well as technical service and assistance.

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AWARDS

GLEASON, COMO SHARE PEABODY AWARD

Both receive top rating in tv entertainment category during presentations at RTES luncheon in New York. Douglas Edwards wins news award.

TWO top entertainers, Jackie Gleason and Perry Como, received double George Foster Peabody Awards in the television entertainment category when the 16th annual awards were presented April 11 at an RTES luncheon meeting in New York's Roosevelt Hotel.

In announcing the winners, Bennett Cerf, Peabody board chairman and Random House Inc. president, said "the committee regrets only that it is impossible to watch both gifted stars at the same time." Mr. Gleason is on CBS, Mr. Como, NBC, both Saturdays at 8 p.m.

The awards were presented by Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Journalism, which with the Peabody board, administers the awards. Winners and their categories:

Television News: Douglas Edwards, CBS.

Television Entertainment: Jackie Gleason, CBS, and Perry Como, NBC.

Television Dramatic Entertainment: *Producers Showcase,* NBC.

Television Youth and Children's Programs: *Lassie,* CBS.

Television Education: Dr. Frank Baxter, KNXT (TV) Los Angeles, CBS. Citation to *Omnibus* (Adams Family series), CBS.

Radio-Television Music: *Voice of Firestone,* ABC.

Radio-Television Public Service: Sylvester L. Weaver Jr., NBC board chairman, for pioneering program concepts, especially *Monitor, Weekday, Wide Wide World* and spectaculars.

Radio-Television Promotion of International Understanding: Quincy Howe, ABC. Citation to "Assignment India," NBC.

Radio Education: *Biographies in Sound,* NBC.

Radio Local Public Service: KIRO Seattle, CBS. Citation to KFYO Lubbock, Tex., CBS.

Television Local Public Service: Citations to WMT-TV Cedar Rapids, Iowa, CBS, and KQED-TV San Francisco-Berkeley, Calif., educational station.

Mr. Weaver, in accepting his award, asserted that had tv "moved in radio patterns," the outcome in tv fare could have been "grade B pictures, quizzes and panels." He noted that the NBC-TV shows honored underscored three trends in the industry as being stressed in his network's programming: multiple sponsorship, "even programming" and one-shot shows.

Toastmaster Bennett Cerf maintained that as a publisher he has taken note of television's aid to the book business. Tv, he observed, has been a chief factor in booming books generally, good reading and sales, particularly in the children's books category.

In his remarks to the audience, Dean Drewry stressed that the Peabody Awards have pointed up again this year how both the "artistic" and the "commercial" can be integrated in television presentation.

The following statements about each winner were made by Mr. Cerf:

TELEVISION NEWS (Award): In a time when a mature approach to news coverage has become a vital public service, *Douglas Edwards with the News* has made a responsibile contribution to daily television reporting. In recognition and in commendation of this important contribution to communications techniques, the Peabody Television Award in News is hereby presented to Mr. Edwards.



MR. EDWARDS

TELEVISION ENTERTAINMENT (A double award): Jack Gleason and Perry Como, it seems, split the television audience on Saturday evening almost squarely down the middle. The Peabody Committee feels justified, therefore, in following the same pattern in bestowing this year's award for television entertainment. Mr. Gleason's versatility and infectious enthusiasm are matched by Mr. Como's charm and disarming lack of pretension. Both artists, furthermore, have had the good sense to hire top-grade writers who bring out the best in them. The Committee regrets only that it is impossible to watch both gifted stars at the same time. We can, however, include both in this double award for entertainment, and to each is presented a Peabody Medal.



MR. COMO



MR. GLEASON

TELEVISION DRAMATIC ENTERTAINMENT (Award): For presenting on a grand scale great classics of dramatic entertainment for family audiences across the nation; and for utilizing top talent, a choice block of evening time and lavish technical facilities in the achievement of high quality television drama, the Peabody Television Award for Dramatic Entertainment is hereby presented to *Producers' Showcase,* with a special bow to "Peter Pan". (The award was accepted by Thomas McAvity, NBC-TV vice president.)



MR. McAVITY

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The Greatest Radio and Television Band in History . . . Featured on Current Release of STANDARD . . .

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A Service Tailored to Fit into Tight Program Schedules—Every month SHORTY-TUNES releases ten top pop tunes and ten outstanding standard hits—twenty selections in all—recorded by top recording bands and combos. Tunes average only 1¼ minutes in length. Abbreviated—yet complete. Allows you to squeeze in that precious extra minute you need for an extra commercial. Join the hundreds of studios now using SHORTY-TUNES for better spot programming and bigger spot profits.

Convention "Take-Home" Special at Low Introductory Price—The complete Shorty-Tune release of Lawrence Welk—coupled with the new Buddy Cole Band—20 selections on two discs—yours for only $6.00. (Regularly $8.50.) Obtainable at Standard Radio Transcriptions *Room 612-A* during the convention. Or fill out and mail in coupon below. Do it today!

STANDARD RADIO TRANSCRIPTIONS
360 N. Michigan Ave., Chicago 1, Ill.

Please send your introductory Shorty-Tunes release of 20 selections on two discs for $6.00 and bill us.

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RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

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Can your radio or TV station use $8,000 - $10,000 - $15,000?

You can have it in as little time as 90 days with a plan that is sound as a dollar.

We have a client who wants to use your station.

Want to know him! Write today! . . . or see me at the N.A.R.T.B. convention.

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TELEVISION AND RADIO OPERATIONS
CONSULTANT — PUBLIC RELATIONS

TELEVISION YOUTH AND CHILDREN'S PROGRAMS (Award): Not without interest and values for adults, *"Lassie:* The Dog Show" stresses those qualities of relationship which make for sound youthful growth and development, a good sense of values, and wholesome social adjustments. Lassie's own endearing qualities, her delightful farm family and



Lassie & her tv master, Tommy Rettig.

neighbors, and the authenticity of the story line—all these and other admirable qualities of this series make for a combination of entertainment and inspiration worthy of the Peabody Award—which is hereby presented.

TELEVISION EDUCATION (Award): If education by television is to carry the best of academic life beyond the classroom, Dr. Frank C. Baxter and his *Shakespeare on Tv* may well serve as an example for those whose aspirations are high. Already recognized by his colleagues and students for his unusual talent, this scholar-teacher has, through the magic of television, carried Shakespeare's profound wisdom and eloquent speech to thousands who today have a better understanding of the deeper meaning of poetic grandeur because of him and KNXT (TV) (CBS). In recognition of this major contribution to our country's cultural growth and to the stature of television as an educational device, the Peabody Television Education Award is hereby presented.



DR. BAXTER

TELEVISION EDUCATION (Citation): In its Adams Family series, *Omnibus* achieved a distinction comparable to the high place in American history accorded John, John Quincy, Charles Francis and Henry Adams. A feat of programming genius, the concept of this series was magnificent and the acting superb. In recognition of this realistic historic contribution to the cultural elevation of modern America, a Peabody Television Citation in Education is hereby presented.

RADIO-TELEVISION MUSIC (Award): Envisioned first by the late Harvey S. Firestone Sr., and continued through the years by Harvey S. Firestone Jr. and the Firestone Tire & Rubber Co., *The Voice of Firestone* has made available by radio and television the world's greatest artistry in music and drama. In these presentations, the Firestone Co. has shown the highest sensitivity, not only in the matter of superb program standards, but also in its understanding of advertising proprieties. Therefore, to *The Voice of Firestone,* now in its 28th year of continuous presentation, for the exquisite beauty and high quality of its program structure, the George Foster Peabody Radio & Television Award in Music is presented.



MR. FIRESTONE

RADIO-TELEVISION PUBLIC SERVICE (Award): For broadening the horizons of television; for initiating a series of daring innovations that the rest of the industry, like it or not, has had to imitate, and above all, for showing a respect for the intelligence of the public, refreshing and commendable among officials in comparable high places in the television hierarchy —a Peabody Award for Public Service is hereby presented to Mr. Sylvester L. (Pat) Weaver Jr., Chairman of the Board of NBC.



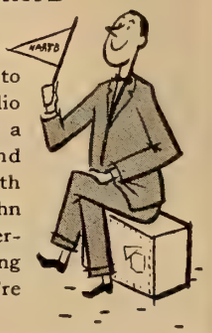
MR. WEAVER

RADIO-TELEVISION PROMOTION OF INTERNATIONAL UNDERSTANDING (Award): The distinguished historian, journalist, and commentator, Quincy Howe, has long been a great asset to broadcasting. His five - times - a - week commentaries on the ABC Radio Network are objective and penetrating analyses of the important issues of our times. His new documentary television series entitled *Outside U.S.A.* is an outstanding contribution to the understanding of the significant events and developments around the



MR. HOWE

WHILE AT THE NARTB CONVENTION

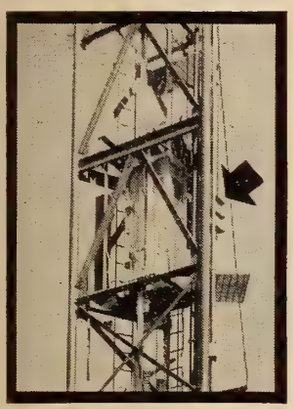


You are cordially invited to drop in at Northwest Radio & TV School's suite for a moment's relaxation and friendly conversation with George Sterling and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them.

GEORGE AND JOHN WON'T BE SELLING A THING

BLAW-KNOX TOWERS side by side yet 23 years apart

Towering 1175.5 feet into the sky from atop Big Heart Mountain near Sand Springs, Oklahoma, the Blaw-Knox triangular guyed tower shown here supports a 101′ General Electric TY50F 6 Bay Antenna for KVOO-TV, Tulsa. From this point, 2149′ above mean sea level, the 100,000 watt signal on Channel 2 carries KVOO-TV programs to viewers in four states.



Although this installation is more than twice as high as the Washington Monument, tower maintenance problems have been reduced to a minimum by the special, automatic, two-man service elevator operating within the tower. Ground-to-car telephone communication and both lower landing and cab controls are only two of several interesting features of this completely enclosed elevator.

Standing-by for emergencies is the 225′ Blaw-Knox self supporting tower erected more than 23 years ago as the first part of the KVOO radio transmitting system. In use for 14 years, then dismantled and stored on the ground for seven years, this tower was re-erected in 1954 as the KVOO-TV stand-by tower. After this seven year period without maintenance, the sub-contractor who re-erected the tower reported the galvanized coating still intact and the tower in excellent condition.

Proven performance such as this brings old customers back to Blaw-Knox for new towers. For example, Blaw-Knox Company has supplied KVOO a total of eight towers, with Tower Number 1 still in service.

Send for illustrated Bulletin No. 2417 showing special construction features and typical installations of Blaw-Knox Antenna Towers. Write or call us today for your copy.

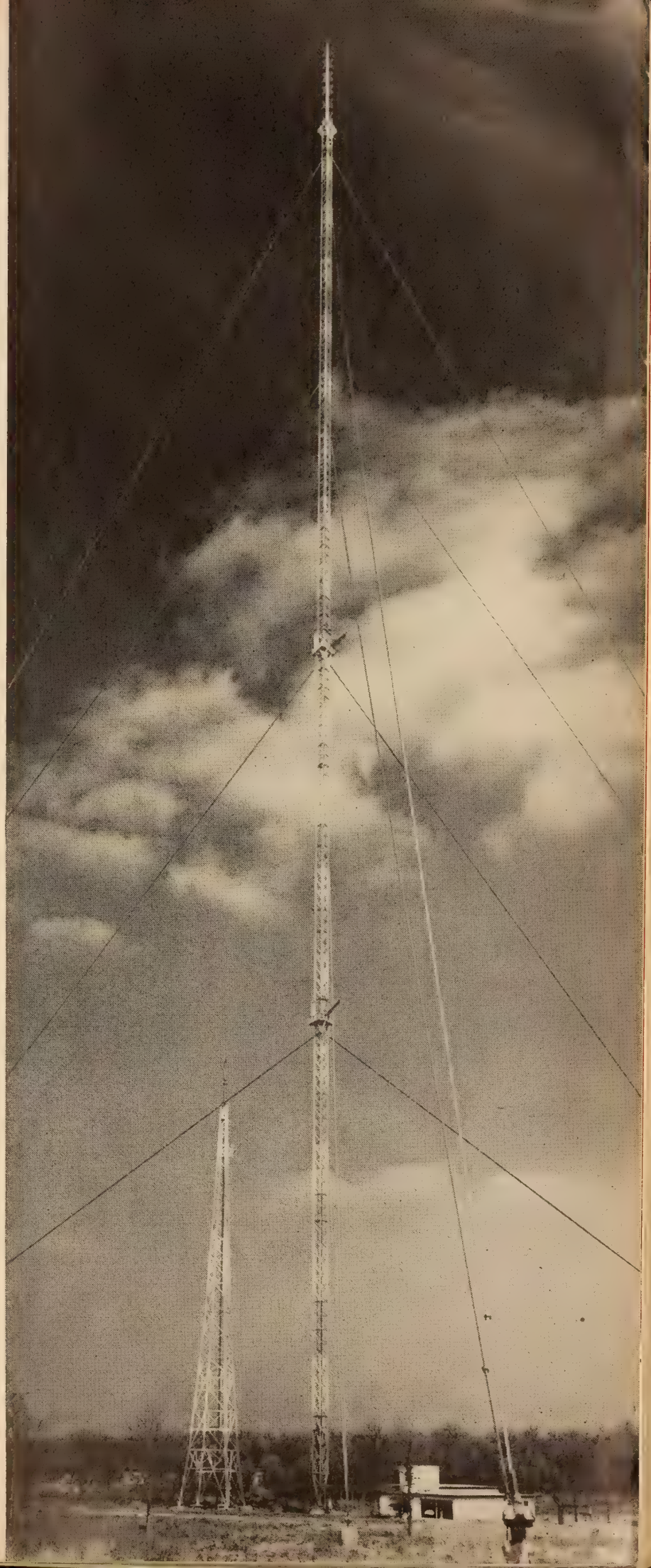
50th Anniversary BLAW-KNOX 1906-1956

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for AM • FM • TV • microwave
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BLAW-KNOX COMPANY

BLAW-KNOX EQUIPMENT DIVISION
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THE BIG 25

SESAC'S **BIG** 25TH BIRTHDAY PRESENT FOR YOU WILL BE ANNOUNCED TODAY! HEAR ALL ABOUT IT AT SESAC HEADQUARTERS, SUITES 528-A AND 530-A, CONRAD HILTON HOTEL, CHICAGO, AT THE NARTB!

SESAC

CELEBRATING OUR 25TH ANNIVERSARY

world. The variety and effectiveness of its presentation have made this program a most significant contribution of television to the promotion of international understanding. In recognition, the Peabody Award is hereby presented.

TELEVISION PROMOTION OF INTERNATIONAL UNDERSTANDING (Citation): In the spring of 1955, NBC dispatched a supervisor and crew of cameramen to bring back the story of new India. Because of his understanding of life and progress in that country, Chester Bowles was invited to interpret and narrate the program, an important part of which was a conversation with Nehru. "Assignment: India" was first shown on Nov. 24, 1955. The acclaim was such that it was repeated on Dec. 25. All who saw this program have a better understanding of a large and important part of the world and its relationship to the international situation generally. In recognition of this brilliantly done production, a Peabody Citation for Contribution to International Understanding is hereby presented.

RADIO EDUCATION (Award): Auspiciously launched with a program based on the life of Winston Churchill, and concerning itself with such worthies as Helen Hayes, Carl Sandburg, Bernard Shaw, and Thomas Wolfe, *Biographies in Sound* combines the words of important and interesting persons with significant evaluations by those sufficiently close to them to speak with authority. If, as Emerson said, "there is properly no history, only biography," and if, as Dr. Joseph Collins said, "biography is instructive to youth, inspiring to maturity, and solacing to old age," here is a new concept in radio programming which adds dimensions not only to biography, but to history and education generally. As such, it merits the Peabody Award in radio education, which is hereby presented. (The award was accepted by Joseph O. Meyers, manager of NBC News, which produces *Biographies in Sound*.)

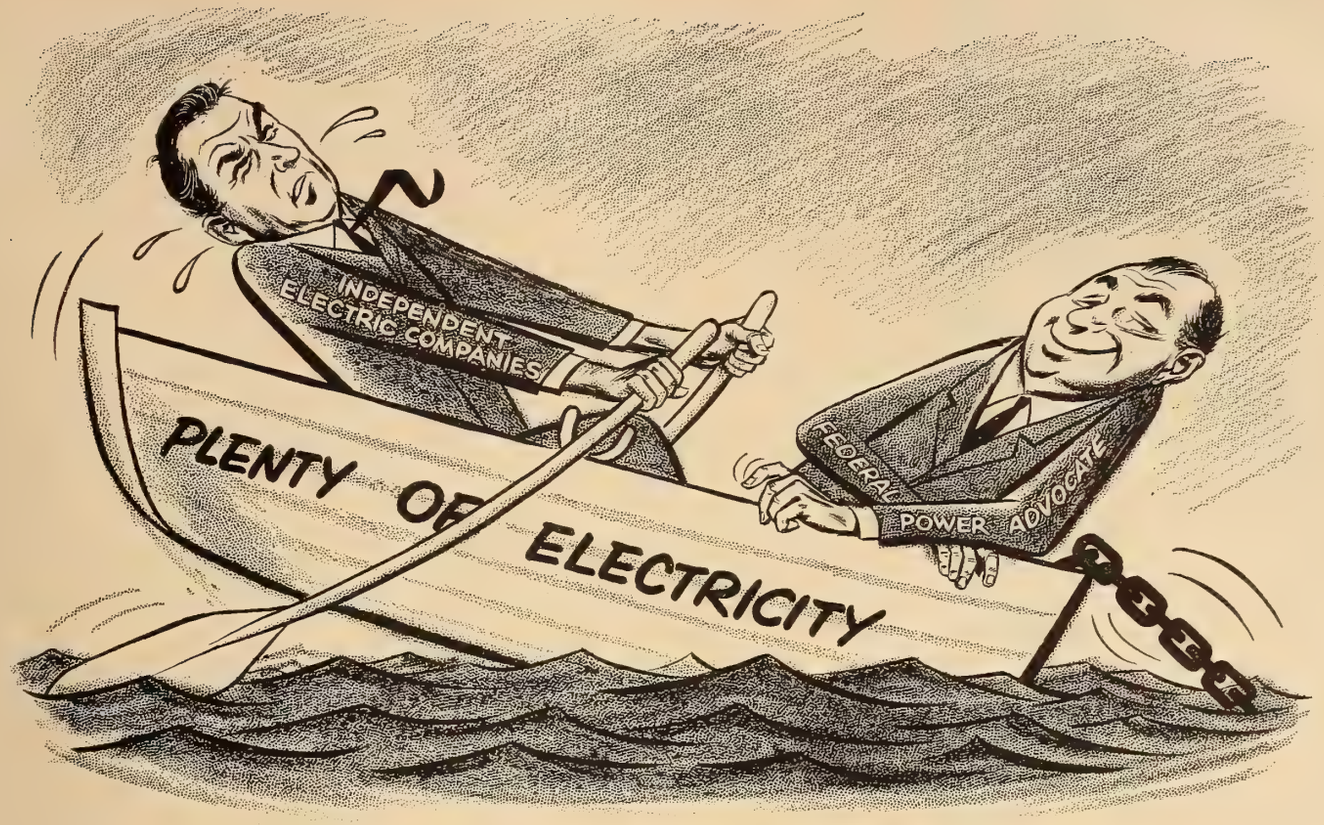


MR. MEYERS

RADIO PUBLIC SERVICE (Award): Since 1948, station KIRO Seattle, Washington, has broadcast a community development program entitled *Democracy Is You*. In cooperation with the U. of Washington, this station has developed community rehabilitation programs in a unique and effective manner. This program has received national and international recognition as an unusual method in focusing community attention upon a wide range of social and economic community problems. The introspective development of these problems has in many cases produced solutions of a far-reaching and permanent nature. Recently in the struggle between the Free World and Communist ideology, KIRO has made the services of the director of this program available to Far Eastern areas in-



MR. HAAS



Who threw out the anchor?

Are the advocates of federal government electric power really interested in plenty of electricity for all Americans, as they so often claim—or are they interested primarily in building a government power monopoly?

• • •

To meet vastly increased needs for electricity, the nation's more than 400 independent electric light and power companies are planning and building at an unprecedented rate. But in some sections of the country, federal power advocates are fighting the efforts of electric companies to build. Here are three examples:

On the Niagara River in New York State, local electric companies have tried for many years to expand their power development to help provide the vast amounts of additional electricity that will soon be needed in the Northeast. Public power advocates, however, have been able to block government approval for the companies to build.

In the Pacific Northwest, trying to speed a new source of electricity and avoid a real threat of power shortage, local electric companies have offered to pay 88 per cent of the cost of the proposed John Day power dam. But federal power groups say no. They seem willing to risk a power shortage rather than let local electric companies take any part in building the power project. They would have the federal government pay for it all, with tax money from all over the country.

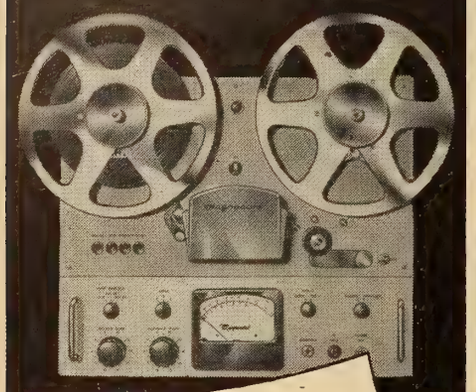
At Hell's Canyon on the Idaho-Oregon border, the local power company, with government approval, is building the first of three dams that will more than double the supply of electricity in that area. The company applied in 1947 for permission to develop the project, but has been unable to get it underway until now—largely because of delaying opposition from federal power groups. These groups are still fighting to get the government to spend 429 million dollars of taxpayers' money to replace the project the company has already started.

This record of obstruction is duplicated all over the country. Time after time federal power advocates have thrown out the anchor when more power was offered and planned by *America's Independent Electric Light and Power Companies*.*

**Names on request from this magazine*



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THE Editor

Magnecord has long been established as the first choice of broadcast engineers all over the country. Now the P60-A Editor sets new standards in professional installations.

The Editor has all the easy, accurate editing features of the most expensive models — with the greatest number of operating features ever built into a tape recorder for such a low-cost investment.

Before you decide, check the specifications of the new Editor. To be convinced, hear and operate the Editor yourself.

Whatever your requirements, there's a Magnecorder to fit the job. The Hi-Fi Pro or the Citation is an excellent accessory unit at moderate cost. The fabulous M-90 is the finest professional tape recorder made today.

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cluding Japan, Taiwan and the Philippines. The extension of this technique on a community, national, and international basis is radio public service of the highest and most distinctive quality, and as such deserves the Peabody Award which is hereby presented. (Saul Haas, KIRO president, accepted the award.)

RADIO LOCAL PUBLIC SERVICE (Citation): In *Footnotes on the Fine Arts with Jack Sheridan,* KFYO (Lubbock, Tex.) (CBS) carries to west Texas unique coverage of fine arts activities. Not only does Mr. Sheridan share his own rich knowledge of all the arts, but through skillful interviews with national leaders has stimulated wide public interest in museums, symphony orchestras, books and the theatre, thereby greatly enriching the cultural life of the great south plains. In recognition of this local public service, a Peabody Citation is hereby presented.

TELEVISION LOCAL PUBLIC SERVICE (Citation): Motivated by the desire to see the U.S.A. lead in advanced aeronautical development, and desirous of doing something on the grass roots level, WMT-TV (Cedar Rapids, Iowa), with the assistance of Dr. Alexander M. Lippisch, director of the Collins Aeronautical Laboratory, brought to an Iowa audience *The Secret of Flight.* Through this series, not only were aerodynamic phenomena seen for the first time on television, but in many instances for the first time by anyone outside Dr. Lippisch's laboratory. For this unique example of local public service, as well as for other community-minded activities of WMT-TV, this Peabody Television Citation is presented.

TELEVISION LOCAL PUBLIC SERVICE (Citation): In the vital and challenging field of informative television, KQED (TV), the San Francisco Bay area educational channel, has provided a wide viewing public with a stimulating panorama of thoughtful non-commercial programming, including fine music, sports, children's programs, special events and a distinguished series on nuclear physics. In recognition of this successful experiment in community culture, a Peabody Local Public Service Citation is hereby presented.

Radio Pioneers Award Citation to De Forest

DR. LEE de FOREST will be guest of honor and receive a special citation—on the occasion of the 50th anniversary of his invention of the audion tube—at the 15th annual dinner meeting of the Radio Pioneers Club to be held Wednesday night at the Conrad Hilton Hotel in Chicago.

Raymond F. Guy, director of Radio Frequency Engineering of NBC and president of the Pioneers Club, will make the presentation.

Election of officers and presentations of awards will highlight the dinner meeting. Citations will go to Freeman Gosden and Charles Correll, creators of the *Amos 'n' Andy* series, for "pioneering in radio broadcasts of situation comedy," and to Judith C. Waller, NBC public affairs representative, for her "great gifts to radio and tv." The Radio Pioneers' posthumous Hall of Fame award will be made to Edward J. Nally, a former president of RCA, as "a true pioneer who served for almost 75 years in the communications industry."

William S. Hedges, NBC vice president in charge of integrated services, is chairman of the club's awards committee.

AP Broadcasters Awards Given Pa. Radio Stations

WINNERS of a Pennsylvania Associated Press Broadcasters Assn. newscasting contest among radio stations in that state have been announced by the association.

Stations under 5 kw receiving awards include, for general news, WKAP Allentown, first, and WEJL Scranton, second; in the sports category, WEJL, first, and WKAP, second; women's news, WBVP Beaver Falls, first, and WEJL, second, and farm news, WHLM Bloomsburg, first; WEJL second.

Awards going to stations of 5 kw or over include for general news WIP Philadelphia, first, and KDKA Pittsburgh, second, and for commentary, KDKA (in the 50 kw class), first, and WILK Wilkes-Barre (in the 5 kw class), first.

Seven stations have received special citations from the association for outstanding work in covering news for AP members. These are WBVP Beaver Falls, WCHA Chambersburg, WEDO McKeesport, WLYC Williamsport, WCNR Bloomsburg, WMRF Lewistown, and WACB Kittanning.

'It's A Great Life' Contest Winners Named by Chrysler

GREG VAN CAMP of WTRF-TV Wheeling, W. Va., and Jack W. Schumacher of WICU (TV) Erie, Pa., last week were declared first-prize winners—a 1956 Powerstyle Chrysler Windsor automobile going to each—in Chrysler's *It's a Great Life* promotion contest, conducted among publicity directors of tv stations carrying the program.

Burton Durkee, assistant sales manager of the Chrysler Div. of Chrysler Corp., announced the winners. Mr. Van Camp won first place among entrants from stations in cities of population up to 100,000, and Mr. Schumacher among those in cities of more than 100,000.

Second and third prizes of $1,000 and $500, respectively, went to Fred Foerster of WBRE-TV Wilkes Barre, Pa., and W. R. Roberson Jr. of WITN-TV Washington, N. C., in the up-to-100,000 category, and to Dorothy Sanders of WLWD (TV) Dayton and Robert Locke of WFMJ-TV Youngstown, Ohio, in the over-100,000 population group.

Judges were Mr. Durkee; J. H. Tinker Jr., senior vice president and executive creative director of McCann-Erickson, agency for Chrysler; Peter Wemhoff, *Automotive News;* Frank Burke, *Radio Daily,* and Rufus Crater, B•T. The contest was handled in New York by Communications Counselors Inc., public relations division of McCann-Erickson.

Frances Holmes Awards Set For Los Angeles on May 20

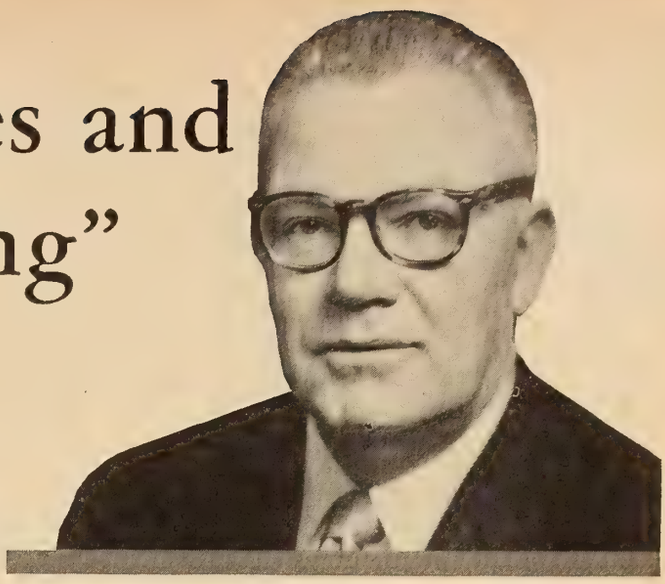
TENTH annual Frances Holmes Achievement Awards, sponsored by the Los Angeles Advertising Women Inc. and the Advertising Assn. of the West, will be made May 20 at a luncheon in the Ambassador Hotel, Los Angeles.

The competition is open to women in advertising and its allied fields employed professionally in the 11 western states, British Columbia and Hawaii. Award classifications include copy, layout, advertising illustration, research project, direct mail, radio commercial, television commercial, commercial film, publicity, public relations, sales promotion and merchandising.

Deadline for entries is April 29. Complete information and entry blanks may be had by writing Los Angeles Advertising Women Inc., 635 S. Kenmore Avenue, Los Angeles 5, Calif.

"Ad Age stimulates and guides my thinking"

says **ALFRED N. STEELE**
Chairman of the Board & Chief Executive Officer
Pepsi-Cola Company



ALFRED N. STEELE

As chairman of the board of directors and chief executive officer of Pepsi-Cola Company, Alfred N. Steele is vitally concerned with advertising of all kinds. Mr. Steele joined Pepsi-Cola Company in 1949 as first vice-president, became president in 1950, and was elected to his present position in July, 1955. He was vice-president in charge of marketing of Coca-Cola Company from 1945 to 1949, and before this was vice-president and partner of D'Arcy Advertising Agency. From 1937 to 1939, Mr. Steele was manager of Columbia Broadcasting System in Detroit, and earlier was advertising director of Standard Oil of Indiana.

"Advertising Age is of great help in stimulating and guiding my thinking in all phases of advertising. It presents its readers with a sensitive and accurate barometer of up-to-the-minute trends in advertising. As a constant reader, I find Advertising Age invaluable as a source of background information in guiding my thinking in all matters of advertising."

Advertising Age stimulates and guides the thinking of most top advertising executives who are important to you. For the latest news, trends and developments in this fast-changing, shifting, growing business of advertising, most decision-making men on advertising's main street turn to Ad Age every Monday morning.

Pepsi-Cola Co., for example, has used broadcast extensively to promote its soft drinks. Its famous Pepsi-Cola jingle and Schweppes commercials (Pepsi markets Schweppes ginger ale, quinine and soda waters) not only made advertising history, but helped raise Pepsi's ad billing from $600,000 in 1939 to $6,000,000 (all media) in 1955. While exact figures are not yet available, Pepsi-Cola was using TV spots on some 62 stations at one period in 1955, and its network TV advertising alone ran over $518,000 for '55.

In addition to Mr. Steele's copy, nine more paid subscription issues of Ad Age are read, discussed and circulated at Pepsi-Cola. Further, *every week 136 subscription copies reach the agencies placing Pepsi-Cola advertising,* Kenyon & Eckhardt; Ogilvy, Benson & Mather, and Cockfield, Brown & Co.

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and **you'll recognize in Advertising Age a most influential medium** for swinging broadcast media decisions your way in 1956.


Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

FCC Moves to 'Drop In,' Not 'De-Intermix'

The Broadcasting Industry

Is Color TV Coming Out from Under?

High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV

'Scoop' or 'Scope' In News Coverage?—TV Wants 'Em Both

'American Aviation' Resigns from ABC and Blasts 'Evasion' in Auditing Free Copies

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

ML-5681

Water-Cooled

Triode

recommended

for

50KW

AM

Transmitters



Built for . . .

Very Long Life, with a
Multi-Strand Stress-Free
Thoriated-Tungsten Filament

Low Grid Drive, through
Mechanically Rigid, Close-Spaced
Electrodes to give High
Transconductance

Low Distortion, through
High Filament Emission

Low Inductance, through
Large Diameter Coaxial Terminals

Rapid Removal from Socket, with
Quick-Acting Bayonet Pin Locks

MAXIMUM INPUT RATING

Plate Modulated Class C Telephony
Plate Voltage 10KV
Plate Current 9A

Doherty High Efficiency Amplifier
Plate Voltage 15KV
Plate Current 10A (Carrier)

GENERAL CHARACTERISTICS
Filament Voltage 12V
Filament Current 220A
Amplification Factor 25

MACHLETT

Write Today for Data on the ML-5681 Triode – and for a description of a 50KW AM Transmitter Conversion

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

Applications Due June 30 For Two NBC Study Awards

NBC announced last week that applications for its second annual President's Award and Employe Fellowships must be filed not later than June 30. Winners of the 1956 awards will be announced by Aug. 15.

The President's Award is open to all applicants between the ages of 25 and 35 who show outstanding talent in the dramatic arts field. A grant of not less than $4,000 and not more than $6,000 is awarded to an individual to enable him to work with and study under major directors, producers and executives in the broadcasting and theatrical fields.

The Employe Fellowship is open to all regular NBC employes between the ages of 21 and 30 who display skill and promise in dramatic arts. A grant in the amount of $2,000, plus tuition, is awarded to the winner for advance study at a school agreeable to the recipient and approved by the NBC scholarship committee.

The committee is composed of Richard A. R. Pinkham, vice president in charge of NBC-TV programs; Fred Coe, NBC executive producer, and B. Lowell Jacobsen, director of personnel.

Tv Slide, Animation Art Tops in Seattle Exhibition

TWO television slide commercials and one tv animation were among the top award winners in the seventh annual Exhibition of Advertising Art, held last week in Seattle under sponsorship of the Seattle Art Directors Society.

The winning artists, their agencies and accounts, were Mits Katayama for slide done through Ruthrauff & Ryan for Nalley's (salad dressings, relishes); Lloyd Pierce and Art Hupy for slide done for Washington State Game Dept., and Lloyd Pierce, art director, Ray Patin Productions, for animation for Ranier beer.

UP Photographers Honored

UNITED PRESS Newspictures photographers won three awards in the 13th annual "News Picture of the Year" competition sponsored jointly by the National Press Photographers Assn. and Encyclopedia Britannica. Prize-winning photographers were Stanley Tretick for "Feeling Much Better," third in the general news category, and Art Rickerby for "That's My Boy," second in the personalities group. Frank Cancellare won an honorable mention in newspaper features for "White House Squirrel."

UP Newspictures services tv stations through Unifax with pictorial material. The April 9 issue of B•T ran a list of winners in various newsreel categories.

L. A. Clubs Present Awards

ANNUAL radio-tv awards of the Los Angeles District of the California Federation of Women's Clubs have been presented to Thomas Cassidy, producer of *Evening Concert* and *Musical Masterpieces* on KFAC Los Angeles, and Dr. Jan Popper, conductor of *Spotlight on Opera* on KNXT (TV) Los Angeles. A special award for best public relations inspiring love of family and country in youth was given to Liberace, star of his own Guild Films syndicated tv series. The group also honored the state radio-tv chairman, Mrs. Fred S. Teasley. The Los Angeles district includes 196 clubs with membership exceeding 25,000.

–PROGRAMS & PROMOTIONS–

WISN-TV ASSUMES 'NEW LOOK'

"NEW LOOK" programming is in force on WISN-TV Milwaukee with seven new programs, earlier sign-on and revision of old shows. The new line-up, heralded by extensive promotion, including grocery store displays, emphasizes women's and children's interest shows from 9 a.m. until noon, with news, food, beauty, audience participation, storybook and kindergarten programs. Farm and drama shows have been scheduled between 12 and 1 p.m.

KDKA-TV REVIVES 'NICKELODEON'

THE FIVE-CENT movie, *Nickelodeon,* has come home to Pittsburgh where it started 51 years ago, but it doesn't cost anything nowadays, as featured on KDKA-TV. Program m.c. Hank Stohl has built a replica of the old silent movie house and assigned roles of theatre manager, candy butcher, usher and pianist to his puppets, who introduce the daily show. Feature fare on *Nickelodeon* is "Little Rascals" movies.

HIS HONOR HELPS OUT ON WPEN

AN impressive roster of substitute talent was lined up by WPEN Philadelphia performer Steve Allison before he went on a week's spring vacation. City Mayor Richardson Dilworth led the list of guest moderators on the late night show, followed by leaders of city art, sports, government and business fields on subsequent evenings.

CHAMPIONS GOLF ON MUTUAL

MUTUAL will broadcast the four-day Tournament of Champions at the Desert Inn Golf Club, Los Vegas, Nev., April 26-27 (7:15-7:30 p.m. EST), April 28 (8:45-9 p.m. EST) and April 29 (9-9:30 p.m. EST).

RADIOS SELL IN CALIFORNIA

RADIO sets are still "out-selling" tv receivers by nearly two to one in Southern California, according to the Southern California Broadcasters Assn., in a special insert prepared for holders of its "Time Buyers Handbook." Newest data shows a month-by-month breakdown of radio set sales in that area and in the U. S. in comparison with tv receiver sales. "Southern Californians are still buying new radio sets at the rate of over 2,000 per day," President Frank W. Crane claims in new insert.

CBS PROMOTES DAY RADIO

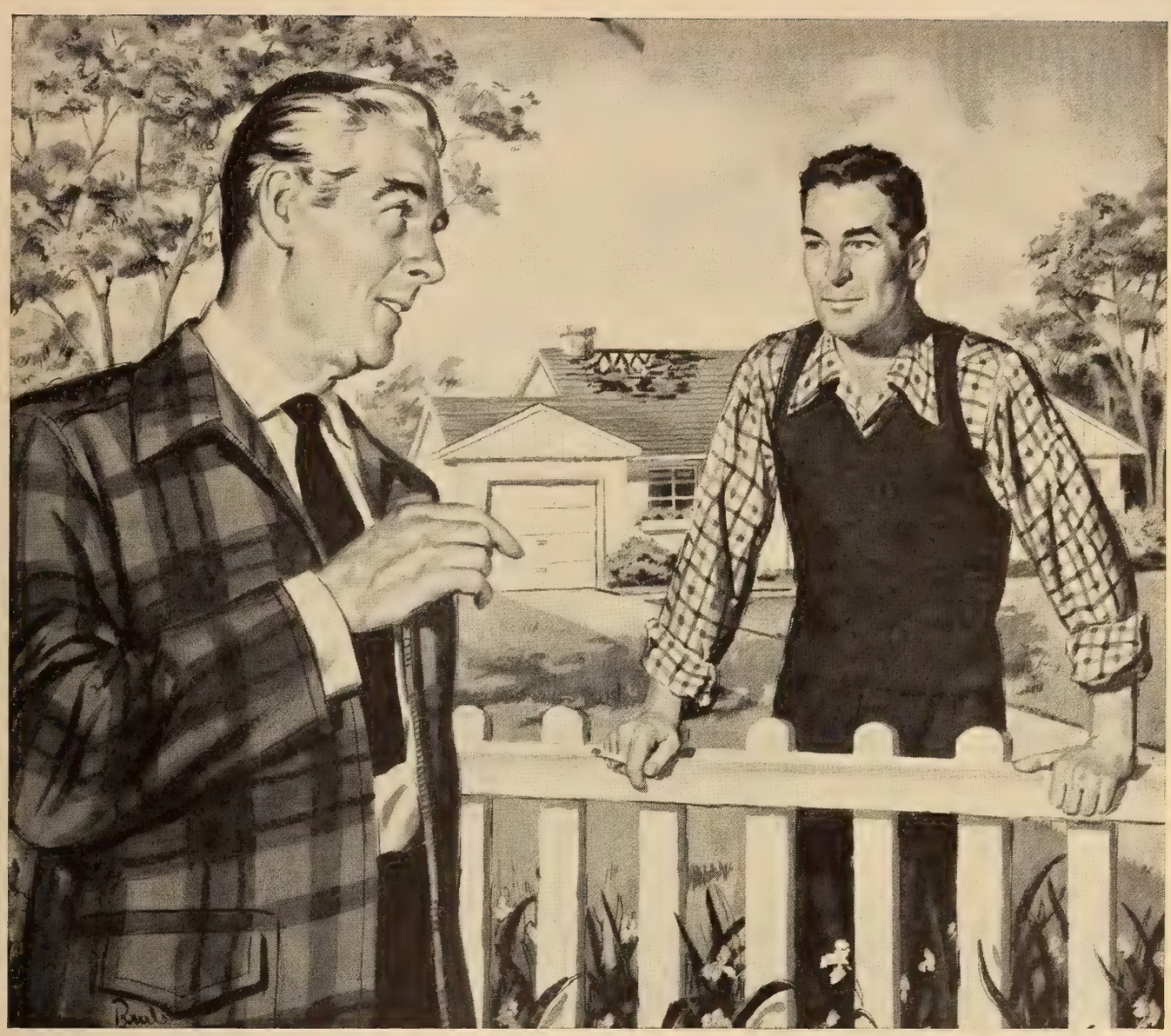
AN eight-week program promotion drive on behalf of its daytime shows is being launched today (Monday) by CBS Radio. Kits pointing up radio's advantages for housewives are being sent to program promotion managers of CBS

GEORGE STERLING SAYS:
"TAKE IT EASY"

for a moment or two at the NARTB Convention. Drop by Northwest Radio & TV School's suite for a little relaxation and friendly "chit chat" with John Birrel and myself. If you have any personnel needs you can bring these along, too, but you're welcome without them.



GEORGE AND JOHN WON'T BE SELLING A THING



"And it could have happened to me..."

"One night last week, my next door neighbor had a bad fire. It set me thinking about my fire insurance. Did I have enough? My agent, Bill Morton, had been after me to increase it for some time, but I was always too busy. So when Bill called me the next morning, I told him to come right out.

"Bill opened my eyes. I had only $9000 on my house which is worth $18,000 today. And an inventory showed I had less than half enough on furniture, rugs, clothing and other things. I couldn't believe it. Now I know I'm properly insured. But when I think of what might have happened..."

★

This is typical of the service you get from a Capital Stock company fire insurance agent. He's in business for himself, and his business is protecting you every minute, day or night. Capital Stock fire insurance companies are represented by local agents —200,000 of them. The protection they provide goes beyond your policy to bring you public services like arson detection, safer building methods, inspection of municipal fire fighting facilities.

Your Capital Stock company agent is your neighbor. He knows your problems and you can depend on him for good advice about all kinds of property insurance. He's as close to you as your phone, so check with him regularly.

Look for the symbol printed below. Only an independent Capital Stock company agent or broker may display it.

CAPITAL STOCK
Standard protection
COMPANY INSURANCE

NATIONAL BOARD OF FIRE UNDERWRITERS

A Service Organization Maintained by 224 Capital Stock Fire Insurance Companies

85 John Street, New York 38, New York
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Calif.

BOOTHE LEASING Corporation

You choose your equipment and fixtures . . . .

WE LEASE THEM TO YOU

Everything, from office fixtures to transmitters can be leased through Boothe! You select the equipment you want, BLC purchases it from your supplier and places it in your studio, transmitter or office, on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by Boothe are tax deductible expense items.

Lease a new

1956 CADILLAC

for just $155 per month

EXECUTIVE CAR LEASING COMPANY

Low rental payment includes license, taxes, insurance, registration fee . . . 100% tax deductible. No investment on your part.

Other makes of '56 cars can also be leased at lower rates.

SPECIAL FLEET RATES.

DENVER REPRESENTATIVE
GENE O'FALLON & SONS, Inc.
639 GRANT ST., Denver 3, Colorado
AM. 6-2397
• GENE O'FALLON
• FRANK L. BISHOP
• GENE O'FALLON, JR.

These are national leasing services.



radio affiliates. The campaign will include a network saturation drive on the air for the first two weeks, recorded announcements by network stars for local use, prepared material for local air promotion announcements and a suggested local ad campaign.

KRON-TV JOINS SCIENCE EFFORT

REACTING quickly to President Eisenhower's appointment of a committee to interest youngsters in science, KRON-TV San Francisco scheduled a new weekly series, *Explorers of Tomorrow*. The half-hour program, telecast Saturdays at 1 p.m., is produced by the station in cooperation with the California Academy of Sciences and the U. of California. KRON-TV also expects to enlist cooperation of business and other education institutions in the effort, which is aimed at the 7-13 year-old age group.

WBC PUBLISHES SALES GUIDE

HOW to Make Radio Campaigns Move Goods in Local Markets is the comprehensive title of a 28-page booklet being distributed by the Westinghouse Broadcasting Company, N. Y., to advertisers. With the stated purpose of suggesting to advertisers how to get the best possible results from radio, the booklet outlines steps along the way to sales through local stations to the stores. WBC personalities in Boston, Pittsburgh, Pa.; Cleveland, Ohio; Fort Wayne, Ind., and Portland, Ore., are pictured.

MORE ON MONACO FROM MBS

MUTUAL has scheduled five additional broadcasts in connection with the upcoming marriage of Grace Kelly to Prince Rainier II of Monaco and will carry these programs April 16-20 from 12:15-12:30 p.m. New York time. They will be devoted to details and protocol arrangements preceding the civil and religious rites, plus descriptions of the pomp and ceremony planned for the week-long celebration.

MILWAUKEE ELECTION COVERAGE

WTMJ and WTMJ-TV Milwaukee claimed a series of "firsts" in radio-tv coverage of the nationally important Milwaukee city and county and Wisconsin state election day results. The stations attributed a leadership pace to its working relationship with the Milwaukee Journal (Journal Co. is licensee of the stations) and to its use of a super-imposition screen method which enabled WTMJ-TV viewers to watch programs and still see election returns. The station used a white leader or "creeper" method starting at 6 p.m.

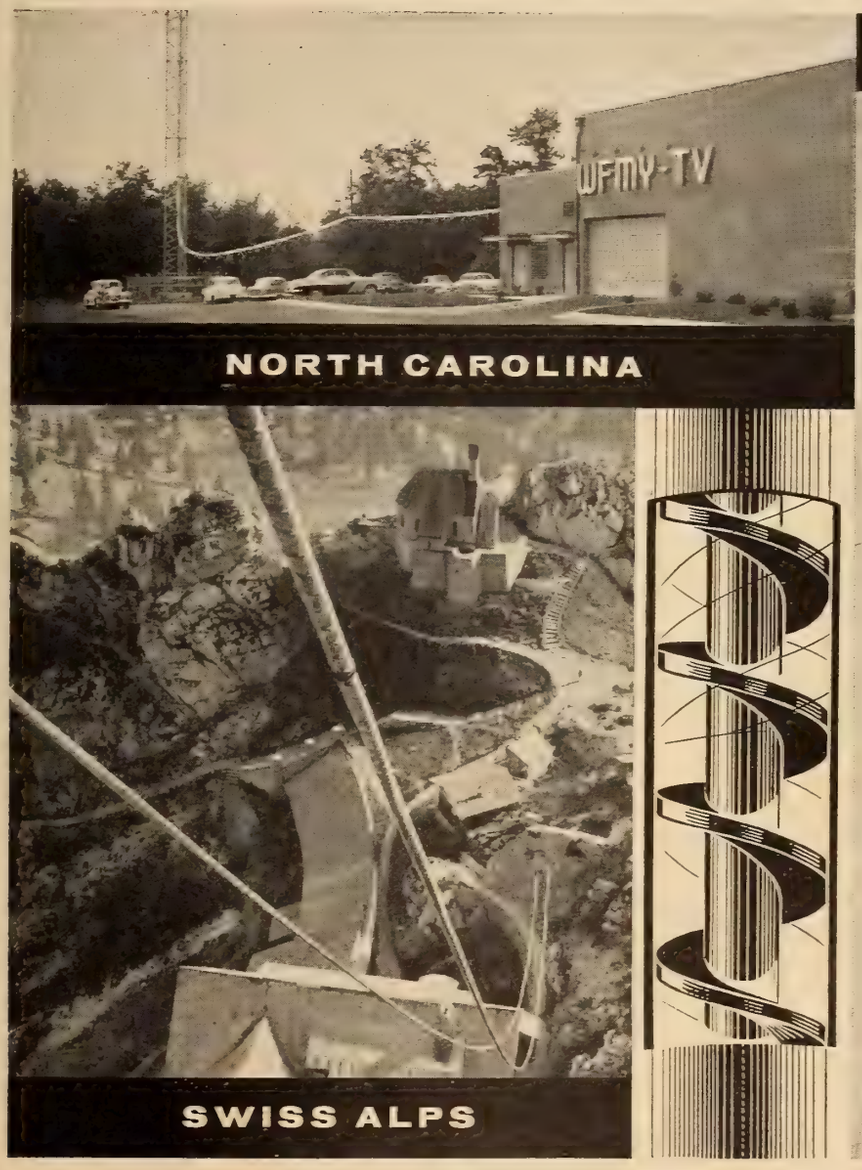
WTMJ claimed to have aired 217 separate bulletins until 1:30 a.m. the next day and to have originated four election feeds to NBC as well as telephone beeper reports to other stations. Both Journal outlets claimed a "first on the air" record that kept them "well ahead of any other broadcasting source in this area." A joint "Operation Ballot" coverage project was the basis of reports by WXIX (TV), WEMP, WOKY and WRIT [B•T, April 2].

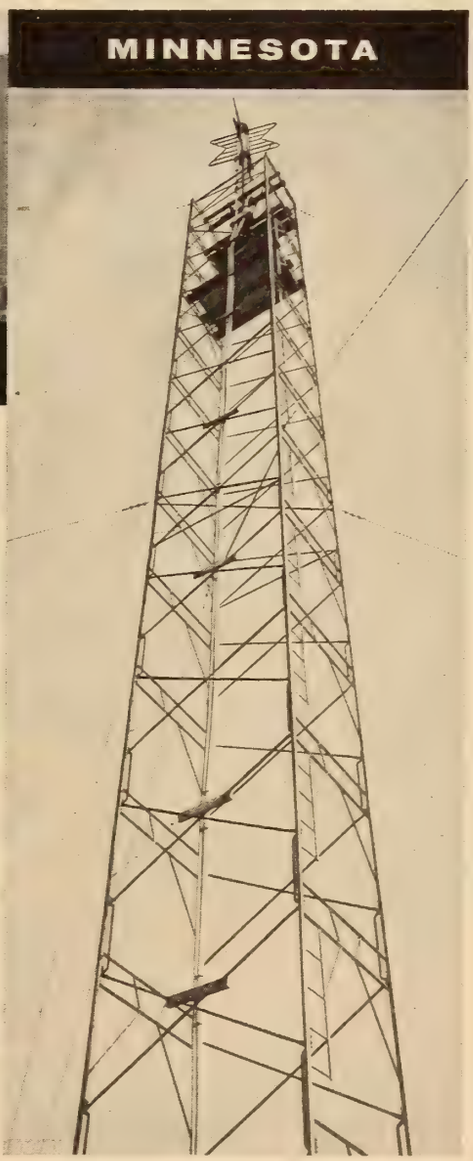
DISNEY RADIO SHOW NAMED

THE *Walt Disney's Magic Kingdom* program on ABC Radio adopted the new name of *Your Happy Holiday*, effective with last Monday's broadcast. Children's show will continue to be heard Mon.-Fri., 11-11:30 a.m. EST.

Styroflex Coaxial Cable

IS GOING PLACES—DOING THINGS in the Broadcast Field!





Perhaps Styroflex can answer your particular problem.
Inquiries welcomed by our engineering staff.

PHELPS DODGE COPPER PRODUCTS CORPORATION

300 PARK AVENUE, NEW YORK 22, N. Y.

HIGH GAIN DIRECTIONAL vhf tv transmitting ANTENNA



AMCI Type 1030

Channels 7 through 13

This 3-bay directional array has a power gain of 20.8 and in conjunction with a 10-kilowatt transmitter radiates an ERP of 171 kw — another proven installation at Station CJLH-TV, Channel 7, Lethbridge, Alberta, Canada. The antenna is the AMCI 3-bay Type 1030-S with Type II null fill-in.

AMCI Type 1030 directional antennas provide a controlled horizontal pattern, adjustable to your particular service requirements. *Write for descriptive bulletin B-456.*

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD *Manufacturing Co, Inc*
299 ATLANTIC AVE., BOSTON, MASS.

KIDO Hosts Prospects

"TO RE-EXAMINE the very important part that radio plays in our society and in our economy" KIDO Boise, Idaho, sponsored lunches during a five-day period attended by 50 Boise businessmen per day.

General Manager Walter E. Wagstaff, Commercial Manager John Young, and account salesmen Fred Maltz and Jim Davidson supplied facts and figures garnered from national advertising agencies and market research specialists. They discussed KIDO personalities, what they do on the station, and how they could help build local sales.

Selected slides and integrated commentary stressed the point that "to attain greatest success in business, radio must be used to bolster and give cohesion to advertising in all other media . . . since radio reaches everyone."

EMMETT KELLY TO OPEN UP

CIRCUS clown Emmett Kelly, noted more for his pantomime artistry than his speaking ability, will make his first tv speaking appearance April 22 on *Telephone Time,* (CBS-TV, 6-6:30 p.m. EST) in a dramatization of John Nesbitt's "Captain from Kopenick." Following close on the announcement that Mr. Kelly will make his verbal debut, General Electric Co. said that a third-time repeat of "Clown," based on the book written by Mr. Kelly, has been scheduled for *General Electric Theatre* on CBS-TV, May 13. GE said this will be the first time that any tv play has been shown three times and is the result of "an overwhelming number of requests received" by the firm. The show stars Henry Fonda, who also plans to film the story as a feature length motion picture.

EQUALITY FILM ON NBC-TV

NBC-TV will present this Sunday a filmed drama, "Equality at Work" (4-4:30 p.m. EST), which will be introduced by Vice President Richard M. Nixon. The film deals with the provisions in government contracts for equality of job opportunities regardless of race, creed or color and will be carried by NBC-TV in cooperation with the President's Committee on Government Contracts.

ZIV SURVEYING COLOR FILM

ZIV Television Programs reported last week that at least 45,000 television homes and 100,000 viewers in more than 20 cities already have seen one or more Ziv color filmed programs. Regular release printing of Ziv series still is in black-and-white, but for test purposes the company makes available without extra charge to sponsors at least one color print on each of Ziv's tv program series for local telecasting. Sponsors and stations subsequently are asked to report to Ziv in Hollywood on quality of color on different types of receivers, ease of transition from program color to local commercials in color, problems of projection and handling, and other factors.

IRWIN AIRS MALENKOV

A PROGRAM series news beat for radio over all other media is claimed by Lewis K. Irwin, Hollywood syndicator of a weekday recorded documentary-type newscast, with reportedly the first western interview on his program with Russia's former Premier, Georgi Malenkov. The interview was recorded by Mr. Irwin's London correspondent, Edwin Roth, at the Soviet Embassy there and included Hugh Gaitskill, British Labor party leader. The quarter-hour program, *News Today,* is aired regularly on WVDA Boston, KEX Portland, WIP Philadelphia, WDAR Savannah and KPOL Los Angeles, with eight additional stations carrying the Malenkov interview.

WCAU-TV DEBUTS FARM SHOW

AIMING at farmers big and little, window box to 1,000 acres, WCAU-TV Philadelphia was to premiere this morning its new daily *Channel 10 Farm Reporter* show from 6:30 to 7 a.m., conducted by William Bennett, station farm director. This, the first farm effort in WCAU-TV history, is planned to reach 35 counties in four states, comprising some of the country's richest farm land, in addition to urban plots in the station's coverage area.

WFOX DRAMATIZES MAIL PULL

WFOX Milwaukee took a dramatic means to show local agencies the impact of two announcements on its *Fox Club.* Each of the 20 leading agencies found 919 WFOX mailing pieces in its mail one morning last month.

CONVENTION HEADQUARTERS

R. C. CRISLER & CO., INC.

(Fifth Third Bank Bldg., Cincinnati)

Radio and TV Station Brokers

HOTEL CONGRESS

Michigan Ave. at Congress St.

Telephone: HArrison 7-3800

R. C. Crisler **Paul E. Wagner**



"These little characters need low contrast for good TV reproduction. *HERE'S HOW WE GET IT!*"

says Frank M. Soule, Technical Supervisor, U M & M TV Corp., New York, N. Y.

"To look best on a TV screen, contrast range of film for telecasting must match the tone range of the TV tube," says Mr. Soule. "We get the image clarity and photographic definition our television clients demand with Du Pont Type 824 Low Contrast Positive Motion Picture Film."

U M & M TV Corporation distributes the largest library of short subjects now available. Their library includes *Clara Cluck, Yankee Doodle Donkey, Betty Boop, Raggedy Ann, Jasper* and many more – about 600 cartoon reels in all.

"With our large volume of reproduction and the consistent air quality required for each film, we have to be sure of getting the best print stock available," continues Mr. Soule. "For ease of handling and quality of finished film, Du Pont 824 is our choice – we use it exclusively."

WANT MORE INFORMATION? Contact your nearest Du Pont Sales Office or write, Du Pont Company, Photo Products Department, Wilmington 98, Delaware. In Canada, write the Du Pont Company of Canada Limited, Toronto.

SALES OFFICES

ATLANTA 5, GA.	805 Peachtree Building
BOSTON 10, MASS.	140 Federal Street
CHICAGO 30, Ill.	4560 Touhy Ave., Lincolnwood
CLEVELAND 16, OHIO	2950 Center Ridge Road
DALLAS 7, TEXAS	1628 Oak Lawn Avenue
LOS ANGELES 38, CALIF.	7051 Santa Monica Boulevard
NEW YORK 11, N.Y.	248 West 18th Street
PHILADELPHIA 2, PA.	225 South 15th Street
EXPORT	Nemours Bldg., Wilmington 98, Delaware

DU PONT

REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

DU PONT MOTION PICTURE FILM



Torey Southwick and his "second voice," Ol' Gus, spend 4½ hours a day with KMBC-KFRM listeners. These are profitable hours for advertisers because Torey's New Sounds in music and conversation have attracted a tremendous following.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*
KFRM *for the State of Kansas*
1st *in the Heart of America*

WOIC

PROGRAMS DIRECT TO 45% OF THE CENTRAL S.C. POPULATION

Of the 5 stations in Columbia, South Carolina ONLY WOIC programs direct to the 322,000 negroes in the thriving cental S. C. area.

IN ONLY 2 YEARS of broadcasting WOIC has achieved tremendous popularity through its consistent programming and use of outstanding negro personalities.

REACH A LOYAL AUDIENCE . . . use WOIC the largest Negro Radio Station in the Carolinas.

for availabilities write
Forjoe & Co. - Dora-Clayton Agency
or direct to WOIC

WOIC
COLUMBIA
SOUTH CAROLINA
MOST POWERFUL NEGRO STATION IN THE CAROLINAS

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)

April 5 through April 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through April 11

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,837	2,836	226	382	164
Fm	536	529	48	23	1

FCC Commercial Station Authorizations As of March 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,837	522	167
Cps on air	21	14	321
Cps not on air	115	12	109
Total on air	2,858	536	488
Total authorized	2,973	548	597
Applications in hearing	156	1	134
New station requests	262	4	24
New station bids in hearing	105	0	101
Facilities change requests	150	5	34
Total applications pending	788	50	286
Licenses deleted in March	0	3	0
Cps deleted in March	0	2	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through April 11

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	96	444
Noncom. Educ. on air	15	5	20

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	311	311	622[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	977	337	767	547	1,315[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,038	337	801	574	1,375[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Presque Isle, Me.—Aroostook Bcstg. Corp. granted vhf ch. 8 (180-186 mc); ERP 11.8 kw vis., 7.6 kw aur.; ant. height above average terrain 354 ft., above ground 292 ft. Estimated construction cost $178,256, first year operating cost $188,000, first year revenue $210,000. Post office address 489 Main St. Studio location U. S. No. 1 and Maysville Rd. Trans. location 489 Main St. Geographic coordinates 46°, 43', 44" N. Lat., 60°, 00', 07" W. Long. Trans. and ant. RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include Secy.-Treas. **Harold D. Glidden** (49.4%), gen. mgr. **WAGM Presque Isle** and **WABM Houlton, Me.**; pres. **H. E. Humphrey** (23.7%), potato marketing, and **Francis J. Reardon** (23.7%), potato wholesaler, plus 18 other stockholders. Permittee owns WAGM and WABM. Granted April 11.

APPLICATIONS

Kalispell, Mont.—Northwest Video Inc., vhf ch. 8 (180-186 mc); ERP 106 w. vis., 64 w aur; ant. height above average terrain 198 ft., above ground 154 ft. Estimated construction cost $28,192, first year operating cost $36,000, revenue $36,000. Post office address Box 21, Kalispell. Studio and trans. location near Kalispell. Geographic coordinates 48° 12' 44" N. Lat., 114° 19' 37" W. Long. Trans. and ant. Gates. Legal counsel Merritt N. Warden, Kalispell. Consulting engineer Archer S. Taylor, Missoula, Mont. Principals include Pres. **G. Norman Penwell** (23.9%), 46% owner of **KBMN Bozeman, Mont.**, and minority owner of community tv, Bozeman; Vice Pres. **Bruce Hamilton** (17.9%), half-owner of P&H Co. (coin-operated tv sets), former chief engineer of **KXLL Missoula**, and presently minority owner of two community tvs; Treas. **John R. Penwell** (22.4%), minority community tv owner, and Mr. and Mrs. **Archer S. Taylor** (jointly holding 17.9%), jointly holding minority interest in **KBTK Missoula**. Filed April 10.

Victoria, Tex.—Alkek Television Co., uhf ch. 19 (500-506 mc); ERP 20 kw vis., 10.7 kw aur.; ant. height above average terrain 321.6 ft., above

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ground 350 ft. Estimated construction cost $190,500, first year operating cost $70,000, revenue $75,000. Post office address Victoria Bank & Trust Bldg., Victoria. Studio and trans. location Victoria. Geographic coordinates 28° 47' 00" N. Lat., 96° 58' 16" W. Long. Trans. and ant. RCA. Legal counsel R. K. Prescott, Dallas Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner **Albert B. Alkek** is majority owner of **KNAL Victoria** and former 50% owner of **KNAL-TV Victoria**. Filed April 6.

PETITION

KBMN Bozeman, Mont.—Petitions FCC requesting amendment of Sec. 3.606 of FCC rules and regulations to shift ch. 12 from Helena, Mont., to Bozeman making one commercial vhf available to each place, instead of two vhfs in Helena, and no commercial vhf in Bozeman. Announced April 6.

Existing Tv Stations . . .

ACTIONS BY FCC

KDWI-TV Tucson, Ariz.—Granted mod. of cp to change ERP to 58.9 kw vis., 32.4 kw aur., install ant. system and make other equipment changes; ant. 3,660 ft. Announced April 9.

KFRE-TV Fresno, Calif.—Granted mod. of cp to move trans. location; change ERP to 219 kw vis., 112 kw aur., install DA system and make other equipment changes; ant. 2,000 ft. Announced April 9.

APPLICATIONS

KREX (TV) Montrose, Colo.—Seeks mod. of cp to change ERP to 616 w vis., 308 w aur., change type ant. and make other minor equipment changes. Ant. height: 65 ft. Filed April 6.

WTTV (TV) Bloomington, Ind.—Seeks cp to change aur. ERP to 60 kw, change trans. location to "on south side of Indiana Hwy. 252, approx. one mile southeast of Trafalgar, Ind.," and type ant. Ant. height: 999.5 ft.

ABC-XETV (TV) Tijuana, Mexico—ABC files application for permit to transmit programs broadcast by American Bcstg.-Paramount Theatres Inc. in U. S. by cable and/or other means to **XETV (TV) Tijuana** for live bcstg. following: (1) 1956 Republican National Convention commencing Aug. 13 and continuing for approx. five days; (2) 1956 Democratic National Convention commencing Aug. 20 and continuing for approx. five days; (3) pre-convention programs on Aug. 11 and 12 and Aug. 18 and 19, respectively, and (4) election night returns Nov. 6. Filed April 10.

APPLICATIONS AMENDED

WESH-TV Daytona Beach, Fla.—Files amendment to correct geographic coordinates and ant. height above average terrain. Ant. height: 308 ft. Amended April 5.

KIDO-TV Boise, Idaho—Files amendment to change ERP to 167 kw vis., 87 kw aur., and to substitute certain engineering exhibits. Amended April 6.

KOAT-TV Albuquerque, N. M.—Files amendment to change ERP to 87 kw vis., 44.12 kw aur., change ant. height and make minor equipment changes. Ant. height: 4,270 ft. Amended April 11.

WBUF-TV Buffalo, N. Y.—Files amendment to change ERP to 724 kw vis., 362 kw aur. and install DA system. Ant. height: 686 ft. Amended April 5.

WGBI-TV Scranton, Pa.—Files amendment to change ERP to 794 kw vis., 398 kw aur., and to make further ant. changes. Ant. height: 1,377 ft. Amended April 6.

CALL LETTERS ASSIGNED

KVIP (TV) Redding, Calif.—Shasta Telecasters, ch. 7.

KGMS-TV Sacramento, Calif.—Capitol Radio Enterprises, ch. 46.

WQIK-TV Jacksonville, Fla.—Southern Radio & Equipment Co., ch. 30. Changed from WOBS-TV.

KTVC (TV) Ensign, Kan.—Southwest Kansas Television Co., ch. 6.

WHYY-TV Philadelphia, Pa.—Metropolitan Philadelphia Educational Radio & Television Corp., ch. 35.

KUAM-TV Agana, Guam—Radio Guam, ch. 8.

New Am Stations . . .

ACTIONS BY FCC

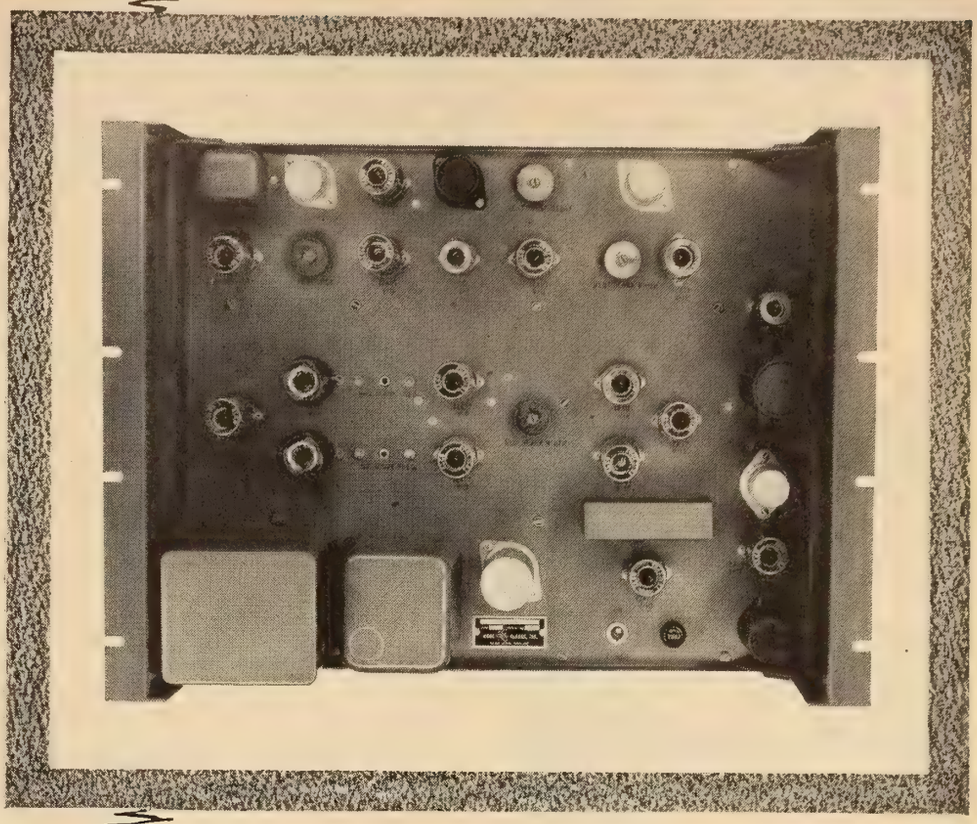
Little Rock, Ark.—**Cecil W. Roberts** and **Jane A. Roberts** application for new am to operate on 1450 kc, 250 w unl. dismissed at request of applicant. Action April 10.

Morris, Minn.—**Western Minnesota Bcstg. Co.** granted 1570 kc, 1 kw D. Post office address Clifford L. Hedberg, Cokato, Minn. Estimated construction cost $25,848.01, first year operating cost $30,000, revenue $40,000. Sole owner **Clifford L. Hedberg** is 50% owner of *Cokato* (Minn.) *Enterprise*, weekly newspaper. Granted April 11.

Lexington, Mo.—**Jerrell A. Shepherd** application for new am to operate on 1430 kc, 500 w D dismissed at request of applicant. Action April 6.

Big Spring, Tex.—**J. Homer McKinley**, granted 1270 kc, 1 kw D. Post office address 410 Petroleum

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Bldg., Big Spring. Estimated construction cost $28,300, first year operating cost $40,000, revenue $60,000. Mr. McKinley is feed dealer. Granted April 11.

Harrisonburg, Va.—Wilkes Bcstg. Co. granted, 1360 kc, 5 kw D. Post office address P. O. Box 295, North Wilkesboro, N. C., estimated construction cost $29,851.67, first year operating cost $52,000, revenue $60,000. Applicant is licensee of **WKBC North Wilkesboro, WATA Boone, N. C.** Granted April 11.

APPLICATIONS

Redding, Calif.—Shasta Bcstg. Corp., 540 kc, 1 kw D. Post office address 1323 Yuba St., Redding. Estimated construction cost $21,021, first year operating cost $24,000, revenue $36,000. Principals own Shasta Telecasters, permittee of **KVIP (TV) Redding.** Filed April 10.

Ridgecrest, Calif.—Arthur M. Eckstrom, 990 kc, 500 w D. Post office address 607 E. California St., Pasadena. Estimated construction cost $9,363, first year operating cost $18,000, revenue $24,000. Mr. Eckstrom is teacher and former music dir. of **KLX Oakland, Calif.** Filed April 10.

Milford, Conn.—James W. Miller, 1260 kc, 500 w D. Post office address Shorehaven Rd., East Norwalk, Conn. Estimated construction cost $9,081, first year operating cost $52,000, revenue $18,000. Mr. Miller is 50% owner of **WESO Southbridge, Mass.**, owner of **WCAT Orange, Mass.**, and 49% owner of **WNAW North Adams, Mass.** Filed April 6.

Ferriday, La.—Miss-Lou Bcstg. Co., 1600 kc, 1 kw D. Post office address P. O. Box 163, Natchez, Miss. Estimated construction cost $14,043, first year operating cost $24,000, revenue $31,000. Sole owner is **Marie K. Zuccaro**, wholesale petroleum interests. Filed April 11.

Fallon, Nev.—Lahontan Valley Bcstg. Co., 1250 kc, 1 kw D. Post office address 20 South St., Winnemucca, Nev. Estimated construction cost $17,489, first year operating cost $27,000, revenue $38,000. Principals are equal owners **Lester W.** and **Katherine E. Pearce**, joint owners of 1/7 interest in **KWNA Winnemucca.** Interest in KWNA will be sold if present application is approved, Mr. and Mrs. Pearce said. Filed April 10.

Wilmington, N. C.—Cicero P. Yow, 980 kc, 1 kw D. Post office address Wallace Bldg., Wilmington. Estimated construction cost $19,470.80, first year operating cost $60,000, revenue $78,000. Mr. Yow, sole owner, is lawyer. Filed April 11.

Gresham, Ore.—John Truhan, 1380 kc, 500 w D. Post office address Rt. 1, Box 522, Longview, Wash. Estimated construction cost $10,500, first year operating cost $36,000, revenue $42,000. Mr. Truhan is 33.3% owner of **KGAE Salem, Ore.**, 50% owner of **KBAM Longview**, and former 21% owner of **KOMB Cottage Grove, Ore.** Filed April 11.

APPLICATIONS AMENDED

Caribou, Me.—Northern Bcstg. Co. cp for new am to operate on 600 kc, 1 kw D amended to make changes in ant. system (decrease height) and change ground system. Amended April 10.

St. Joseph, Mich.—Lake Broadcasters cp for new am to operate on 1400 kc, 250 w unl. amended to change name of applicant to **Maurice Humphrey, Carl L. Benson, Richard W. Lee** and **Ralph W. Newland**, d/b as Lake Broadcasters. Amended April 10.

APPLICATION RESUBMITTED

Slaton, Tex.—Star of the Plains Bcstg. Co. application for cp for new am to operate on 1050 kc, 250 w D resubmitted. Resubmitted April 5.

Existing Am Stations . . .

ACTIONS BY FCC

KVOD Denver, Colo.—Granted change from DA-1 to DA-N, continuing operation on 630 kc, 5 kw unl.; trans. to be operated by remote control from Midland Savings Bldg., while using non-DA. Action April 11.

WFBF Fernandina Beach, Fla.—Granted increase in power from 250 w to 1 kw, continuing operation on 1570 kc D; trans. to be operated by remote control from main studio site. Granted April 11.

WLPO LaSalle, Ill.—Granted increase in power from 250 w to 1 kw continuing operation on 1220 kc D. Granted April 11.

WEBB Baltimore, Md.—Granted increase in power from 1 kw to 5 kw, continuing operation on 1360 kc D. Granted April 11.

WORC Worcester, Mass.—Granted change on 1310 kc from 1 kw, DA-1 to 1 kw N, 5 kw-LS, DA-2. Granted April 11.

WKMF Flint, Mich.—Designated for hearing on application to increase D power from 1 kw to 5 kw and change from DA-1 to DA-2, operating on 1470 kc, 1 kw N; made **WKLZ Kalamazoo, Mich.**, and **WCHO Toledo, Ohio** parties to proceeding. Action April 11.

WBIP Booneville, Miss.—Granted mod. of license to change from unl. to specified hours: 6 a.m. to 6 p.m. Mon. through Sat., and 7 a.m. to 8 p.m. Sun. Granted April 11.

WRAW Reading, Pa.—Application for cp to change ant.-trans. location, change studio location, operate trans. by remote control, and make ant. system changes dismissed at request of attorney. Filed April 6.

KWFB Weatherford, Tex.—Application for mod. of cp to increase power from 250 w to 500 w, change ant.-trans. and studio location, request remote control operation of trans. and change station location from Weatherford to Fort Worth, Tex., dismissed at request of attorney. Action April 10.

APPLICATIONS

KRDG Redding, Calif.—Seeks mod. of cp to change ant.-trans. location, change studio location to 1124 Locust St., Redding, and make equipment changes. Filed April 11.

KFEL Pueblo, Colo.—Seeks mod. of cp to change trans. location and delete authority for remote control operation of trans. Filed April 11.

WABR Winter Park, Fla.—Seeks mod. of cp to increase power from 1 kw to 5 kw and make equipment changes. Filed April 10.

WPTZ Indianapolis, Ind.—Seeks mod. of cp to change proposed trans. location and specify studio location as Raymond St. between Sherman Dr. and S. Emerson Ave., Indianapolis. Filed April 5.

WGR Buffalo, N. Y.—Seeks authority to transmit baseball games played in Offerman Baseball Stadium at Buffalo to **CFRA Ottawa, Canada.** Filed April 11.

WKBS Mineola, N. Y.—Seeks cp to increase power from 250 w to 1 kw. Filed April 10.

KOAC Corvallis, Ore.—Seeks mod. of license to change name of licensee to Oregon State College. Filed April 6.

WCHF Chippewa Falls, Wis.—Seeks cp to increase power from 1 kw to 5 kw. Filed April 10.

KSPR Casper, Wyo.—Seeks cp to change studio location to E. Second St., .5 miles E. of Casper, and increase ant. height by adding tv ant. Filed April 10.

APPLICATION AMENDED

KLIF Dallas, Tex.—Application for cp to increase D power from 5 kw to 50 kw, change from DA-N to DA-2 and make equipment changes amended to change name of applicant to McLendon Investment Corp. Amended April 6.

APPLICATION RESUBMITTED

KIMA Yakima, Wash.—Resubmits application seeking mod. of license to change name of li-

(Continues on page 170)

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Managerial

Kentucky daytimer needs manager, manager-first phone, combo-first phone, also salesman with some announcing. Box 931F, B•T.

Need radio station manager with proved sales ability, for network station in southwestern competitive television market. Good living conditions. Real opportunity for permanent capable man. No floaters. Complete details including snapshot and beginning salary. Box 145G B•T.

Wanted—manager-engineer-announcer, 500 watts, Forest Miss. Good salary and percentage, Permanent. Write W. E. Farrar, Carrollton, Alabama.

Salesmen

Experienced salesman for Texas ABC station. Good market. Good deal. Box 929F, B•T.

Opportunity for aggressive, experienced salesman for 1000 watt fulltime. Central New York. Salary and draw against commission. Give experience, references and photo with first letter. Box 108G, B•T.

Southwestern network radio station needs permanent capable man who can sell in competitive radio and television market. Excellent opportunity for right man. Send complete details, including minimum salary and snapshot to Box 144G, B•T.

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RADIO

Help Wanted—(Cont'd)

Salesmen

Midwest—experienced salesman to sell advertising films for motion picture production unit —20% commission—must travel. Box 189G, B•T.

Wanted—young experienced radio salesman who wants to break into tv. Midwest NBC affiliate will train. Liberal salary and commission. Send background information and photo to Box 201G, B•T.

Experienced radio salesman for Florida 5kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average pay please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Salesman who can produce. Guarantee against commission. KCHR, Charleston, Missouri.

Salesman experienced, aggressive with ideas, 1000 watt Michigan daytimer, guarantee and bonus. Excellent potential. Photo, age, experienced references. Detroit Office WDOG, 316 Michigan Avenue, Detroit, Michigan.

Experienced time salesman for WJCM, Sebring, Florida. Good salary and commission. Will interview in Washington, D. C., if necessary. Apply WJCM, Sebring, Florida.

Saleslady, copywriter, 20 to 45, who wants to earn $100 to $150 weekly in leading network station, in largest rural market in the south. Opportunity for advancement, good working conditions. Salary and commission. Must be able to type, must have car. WKUL, Cullman, Alabama.

Announcer-salesman. Will teach sales if good announcer. Salary, commission, profit sharing. Earn up to $100 week. WPAZ, Pottstown, Pa.

Experienced salesman only for leading station in Michigan's 2nd city. Must be aggressive, top-notch calibre. We are only interested in men who have reached their peak in their present market and are now interested in moving into a large market. We'll give an excellent deal to the right man. Send full resume in first letter to WTAC, 740 S. Saginaw, Flint, Michigan.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Announcer with above average ability for above average small station in the east. Our staff has an above average deal. You must be experienced. We're not looking for network material but a level headed man who can run board and follow station policy. Good basic salary with increments. Box 850F, B•T.

Minnesota regional station needs news director. Good salary. Must be good announcer and able to type. Box 104G, B•T.

Wanted: Glib DJ—humurous adlib. Rhyming intros. Bright and breezey. Informal conversational (vernacular) style. Wanted by station Great Lakes area (Ill., Wis., Mich., Pa.) $125. Box 165G, B•T.

Announcer, personality disc jockey. Pennsylvania kw daytime. Ability and voice more important than experience. Box 227G, B•T.

Two experience announcer—need good combo man and top morning man. Send resume and tape. KGHF, Pueblo, Colo.

RADIO

Help Wanted—(Cont'd)

Announcers

Need immediately — announcer with 1st class ticket. Also good copywriter (male or female). Top salary to qualified personnel. Write, wire or call A. L. Andersen, General Manager, Radio Station KDSN, Denison, Iowa.

Announcer with first class license, experienced. Send history, tape and references by airmail to KMVI, Wailuku, Maui, Hawaii.

Due to expansion, need additional qualified announcer for network station. Excellent opportunity. Prefer southwestener or midwesterner. Complete details should include picture, minimum salary, tape. Manager KSWS, Roswell, New Mexico.

Somewhere there is an announcer-salesman who does sports, and will make in excess of $6,000 at WCLD in Cleveland, Mississippi. He can do production spots, has character and wants to settle permanently. Is this man you? The job is now open.

Housewives, grownups, and sponsors love our present mid-morning disc jockey . . . but, Uncle Sam loves him even more. You can replace him if: You can play music for an adult audience . . . You have "commercial" taste . . . You have a smooth mature delivery . . . If you like sponsors enough to adlib their messages from the heart. We'll guarantee $5,000 plus to the man who can keep our salesmen busy taking orders. Send everything first letter . . . resume . . . half-hour tape . . . picture . . . you may be called to appear for a personal interview, if your experience and style warrant. Don Lasser, WICH, Norwich, Connecticut.

Auditions now being held for early morning radio disc jockey and tv personality. Send background, picture and tape or disc to: Program Director, WOOD, Grand Rapids, Michigan.

Immediate opening. Combo announcer-engineer, announcing emphasis. $85.00. Forward tape, particulars. Melvin Stone, WRUM, Rumford, Maine.

Announcer, preferably some experience, no tapes. WVOS, Liberty, N. Y.

Wanted: Sportscaster for afternoon show. WWIN, Baltimore 1, Maryland.

Technical

Radio and television technical personnel. Midwestern city of half million. Good salary and working conditions. Other benefits. Finest equipment. First phone required. In reply state experience, education, draft status, and send snapshot. Box 940F, B•T.

Chief engineer—announcer—opportunity at growing successful fulltime station in medium-size southern city; excellent working conditions. Send complete resume with audition tape. Box 120G, B•T.

First class engineer-announcer, must be able to maintain 250 watt station, $75.00, 48 hours. WBIP Boonville, Mississippi.

Chief engineer with 1st phone for remote control am-fm operation. Send background, experience, photo, availability and salary requirements in first letter. Station Manager, WCLI, Corning, N. Y.

Engineer: First phone, GE am-fm transmitters, remote controls. No announcing. Good hours, pay. Send particulars to Manager, WCNB, Connersville, Indiana.

Needed: First class operator or combo man. Radio station WFNC, 1009 William Clark Road, Fayetteville, North Carolina. Write Chief Engineer giving experience and salary required.

Have immediate opening, chief engineer. Contact J. W. Betts, WFTM, Maysville, Kentucky.

Control room operator. Please write, stating experience and expected salary to Chief Engineer, WHCU, Ithaca, New York.

Wanted: Radio engineer first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

News editor for editing news wire, gathering, reporting local news, very little board work; excellent opportunity on progressive fulltimer in expanding southern market. Send photo and resume with audition tape. Box 121G, B•T.

Top newsman wanted by big midwestern network affiliate. Extensive experience in radio news. Send full details. Box 236G, B•T.

Experienced continuity writer. Salary open. Must service accounts. Forward full information including photo and references to Manager, KFMA, Box 457, The Quint City's news and music station, Davenport, Iowa.

Newsman. Thoroughly experienced local reporter and wire editor. Authoritative presentation. For both tv and radio. Advise previous experience, references, and salary expected. Forward audition tape, including commercials and attach snapshot. Confidential. WAKR, 853 Copley Road, Akron 20, Ohio.

Experienced copywiter wanted immediately. Male or female. $65 a week to start. Excellent opportunity. Send resume. Don Lasser, WICH, Norwich, Conn.

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Prefer experienced male or female. Lets exchange details. **Friendly town of nine thousand. Progressive** station. We have references, send yours. Box 162G, B•T.

Continuity writer, traffic, office, 1000 watt Michigan daytimer, $80.00 weekly to start, great potential. Send sample copy, photo, age, experience, references to Detroit Office, WDOG, 316 Michigan Avenue, Detroit, Michigan.

Position open for experienced female continuity writer. Send sample script, references, photo. Address General Manager, WLAC-Radio, Nashville, Tenn.

Situations Wanted

Managerial

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Salesmen

Radio-tv—13 years broadcast experience. Presently employed. Family man. Sober, reliable. Good sales record. Good references. Any good offers. Box 193G, B•T.

Declare me as a dependent! Would like to crack the sales barrier. Over three years announcing experience. No sales experience. Would like combination. Good appearance and background. Any questions? Complete confession on request. Box 208G, B•T.

Announcers

Announcing school graduate. Single, willing to travel, seeks employment in small station. Salary no problem. News, sports, DJ, board, tape. Write Box 915F, B•T.

Pops and jass DJ desires opportunity in metropolitan market. Have delivered audiences for 13 years. 37, married, 3 children, combat leg amputee WW II, very, very deep voice. Emcee, produced jass concerts. Steve Allen-type interviewer. You won't regret giving me this chance. Presently employed am-tv. Down to earth, no "cool" jargon. Box 956F, B•T.

Experienced announcer, DJ, reliable, ambitious, married, available immediately. Box 959F, B•T.

Announcer. First phone license. 5 years. Good commercial and news. Capable routine maintenance. Wants permanent and good. Appreciate full details. Box 110G, B•T.

Negro announcer, sales, single, 27, college background. Will travel. Available immediately. Box 175G, B•T.

Station manager. Staff announcer, strong news, smooth DJ, light but good experience. Much potential. Vet, travel. Box 176G, B•T.

Young deejay available immediately. 1½ years experience, strong news, commercials. Can handle sports. Broadcasting school grad. Box 177G, B•T.

Announcer, recent school grad. Strong news, DJ and baseball play-by-play. Will travel. Box 178G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 179G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Staff announcer. Top newscaster, excellent commercials, strong potential. Reliable, veteran, travel, tape. Box 180G, B•T.

DJ or announcing. General man Friday. Midwest Broadcasting School graduate. Locate anywhere. Box 182G, B•T.

Top network voice announcer seeks position California, New Mexico, Arizona, Texas. Capable, mature, married. Wide experience am-tv announcing, desire permanent return to native southwest. Presently employed, available two weeks notice. Box 186G, B•T.

Summer: General announcer, creative, college. Seeks position in northeast. Novel late evening style. Ex-GI. Available June, tape, references. Box 196G, B•T.

Young, experienced announcer desires Minnesota location. Will consider neighboring states. Box 199G, B•T.

Kentucky-Virginia. Announcer. First phone. Southerner. 4 years experience: Board, news, continuity, production, some sports. Married. 5 day, 40 hour week. Prefer day shift. Report after May 15. Box 202G, B•T.

Announcer-engineer: 8 years radio and tv. Midwesterner, reliable, sober. Married, 36, go anywhere. May 1 Employed. Box 203G, B•T.

Disc Jockey—sports announcer—salesman. Desire change to south immediate. Box 207G, B•T.

Announcer-DJ. Two years experience. Will travel. Young, sober, veteran. Box 210G, B•T.

Programming need a lift? Top survey deejay-sportscaster seeking large market. MC, news, special events experience. Ten years background. 34, lovely wife, children. Available June 1st. Box 213G, B•T.

Staff announcer—currently employed—wish to relocate in east—veteran. Box 215G, B•T.

First phone, 2 years midwest regional indie. Employed. Journalism degree. Married. Vet. Want midwest. Box 217G, B•T.

Summer replacement! Ohio University radio and television—3rd year. Want to make this business my profession, not a hobby! Box 219G, B•T.

Announcer, exceptional versatility all phases. DJ, sports, news, copy. 5 years experience. $100 minimum. Box 221G, B•T.

Can do, will do, do you. 1 year experience, news, DJ, good commercial. Operate board, remotes, third class ticket, permanent position. Box 224G, B•T.

Sportscaster with 7 years experience as sports director and play-by-play man at same station, desires to better himself. 34 years . . . married, father of three children. If you are a sports-minded station looking for an accurate, rapid-fire sportscaster and conscientious employee, I could be the answer. Box 228G, B•T.

2 years radio. Desire music-news operation, Charlie Doll, 907 Clinton, Hoboken, N. J. HO 4-9976.

Recent SRT graduate available 6-12 p.m. evenings, weekends unlimited. Metro New York or Phila. area. Conrad Dougherty, 157 W. 62nd Street, New York, N. Y. Circle 5-8894.

Sportscaster and general announcer, wants summer job. Two years commercial experience in all sports play-by-play. DJ, news, combo. I'll sell for you! Norris Love, WPRB, WPRB-FM, Princeton, New Jersey.

Able announcer. 8 years experience. Capable most phases . . . especially news. Write copy—local news. Excellent references. Any area considered. Tape available. Write Barry Ritenour—WKRT, Cortland, N. Y.

Six months experience. Cambridge graduate. Desires permanent position. Ambitious. Excellent background. Third ticket. Experience more important than salary. Bob Wayne, 134, Dyckman Street, New York 40, N. Y. LOrraine 9-2916.

Announcer-deejay: First phone; college degree; married. Former staff; news editor. Prefer California, consider elsewhere. Write, phone: Announcer, 1312 17th Street, Santa Monica, California. EXbrook 5-6495.

RADIO

Situations Wanted—(Cont'd)

Technical

Transmitter position wanted, have 2 years time, 1st phone, 33. Box 155G, B•T.

Chief engineer, experience am and fm. Thorough maintenance, some announcing. Will not turn down good offer as straight engineer. Married, car, available immediately. Box 181G, B•T.

Radio engineer—permanent, veteran, single, 27. Some experience, remote controlled am transmitter and studio engineer. Graduate May 18, RCA Institutes, Broadcasting Course. First phone. Relocate. Available May 23. Car. No announcing desired. Box 192G, B•T.

Engineer: Am-fm experience. Desired broadcasting opportunity in California. Excellent references. Box 222G, B•T.

1st class phone, versatile anouncer, college graduate, 12 years experience, $100.00 min. prefer Texas. Jim Lynn, Phone 8-4381, Orange, Texas.

Programming-Production, Others

Here's the right Negro girl for radio and tv! Experienced. Single. Will travel. Box 555F, B•T.

Experienced news editor: Last five years top-rated metropolitan tv—5kw newscaster. Establish newsroom, contribute experience existing facility. Favorite sport . . . scooping newspapers. Excellent voice, references, newspaper background. Employed, 32, college. Box 947F, B•T.

College grad with 2½ years experience as copywriter and parttime announcer wants to get into news work. Single, 26. Prefer California, Arizona, New Mexico or midwest. Available now. Box 190G, B•T.

Top-flight copywriter, young woman eight years in radio, will consider tv. Box 198G, B•T.

Presently employed network-owned 50kw, seeks position with smaller station as program director or other supervisor. Nine years experience southwest, midwest stations. Some tv. Production, traffic,announcing copy. Young man, single, administrative ability. Box 206G, B•T.

(Continued on next page)

CREATIVE TELEVISION COPYWRITER

Long established AAAA agency has outstanding opportunity for a top-notch woman to join the largest Radio-TV department in our area. The woman we are seeking can create far-better-than-average visual ideas for commercials, both live and film, plus hard-selling copy. We are a progressive, friendly organization offering unusually fine working conditions and employee benefits. Salary open. Please send, in confidence, resume and samples of work to:

E. L. THOMPSON

BALDWIN, BOWERS & STRACHAN, INC.

374 DELAWARE AVENUE

BUFFALO 2, N. Y. • MADISON 6020

TELEVISION

Help Wanted

Managerial

Wanted manager for new satallite television station—CBS affiliate—construction just starting, locating at Cimarron, in southwest Kansas. Must have experience in management and sales. Please advise experience, reference, expected salary etc. Southwest Kansas Television Co., Inc., Cimarron, Kansas.

Salesmen

Real opportunity for good earnings and advancement for experience tv salesman with major net affiliate in two station medium midwest market. Salary and commission. Send complete resume and photograph to Box 200G, B•T.

Help Wanted: Sale opportunity with top ARB rated station America's fastest growing market. Experienced necessary, $125.00 weekly draw against 12% commission. Write full details to Sales Manager, KVOA-TV Tucson, Arizona.

Channel 3 NBC affiliate in fast-growing market has opening for aggressive salesman with successful record in either tv or radio advertising sales. Incentive arrangement offers excellent opportunity build substantial earnings. Send complete information first letter, WSAV-TV, Savannah, Georgia.

Announcers

Experienced radio . . . top voice, commercial delivery. Far west 200,000 sets. Apply tape, background. Box 220G, B•T.

Tv announcer, versatile, experienced young man for teen show, children's show and commercial work. Experience and top recommendations a must for large Michigan vhf major market with network affiliation. Send photo, tape and resume. Good salary to right man. Box 233G, B•T.

Tv announcer. Send photo, film or audition disc as available, plus background and salary requirements. WTVR, P.O. Box 5228, Richmond, Virginia.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Announcer, Pleasant, mature appearance, with diversified interests, for news, sports, commercial work, who works best as part of a team. Contact Jim Robinson, WTWO, Bangor, Maine.

Technical

Transmitter engineer wanted for GE 50kw Channel 10 CBS affiliate. Job located 8 miles south of town of 5,000. $125 for 5 day week. Tv transmitter experience required, with GE vhf or uhf preferred. Box 147G, B•T.

Chief engineer for established Great Lakes area network vhf. Excellent opportunity for capable man. Send full resume to Box 158G, B•T.

Expanding operations in Nebraska have opening for assistant chief engineer or possible chief engineer depending upon qualifications and three staff engineers. Will be available at NARTB Convention for interviews. Contact J. G., Suite 1500A at Hilton. Box 218G, B•T.

Have opening for experienced tv studio control operator with first class radio-telephone license. Must have some camera experience for occasional relief shifts. R. A. Dettman, KDAL-TV, Duluth, Minnesota.

Programming-Production, Others

Large journalism school needs television newsman experienced in news photography, to teach, beginning June or September. Permanent. Can do graduate work. Box 930F, B•T.

Western television station needs creative, energetic promotion manager, full ideas and the ability to execute them. Please submit resume and photo. Good experience preferred but ability is what counts. Box 133G, B•T.

Experienced continuity writer, man or woman, for expanding large eastern network affiliate. Must be creative and willing to work. Forward copy samples and salary requirements with resume. Box 184G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Experienced news cameraman for sound and silent footage. News writing experience helpful. Must be able to process small amounts of film and have thorough understanding of local news. State salary requirements. Box 185G, B•T.

Top-flight, experienced promotion manager needed. Top network vhf in southeast with finest facilities. Write Box 234G, B•T.

Experienced switcher (PD) need immediately. Must have 1st class ticket. Also, versatile announcer. Send full details first letter, announcer send tape (7½ rpm), KSBW-TV, Salinas, California.

Situations Wanted

Managerial

Manager, commercial manager, or programming manager experienced all these phases tv and radio. Fourteen years experience include network and agency. 37 years old; excellent references; presently employed. Box 864F, B•T.

Announcers

Tv-announcer-producer, eight years radio-tv, in fourth year with successful children's tv show. Also strong on news, commercials, interviews, adlib. Have reached top in this market. Married, children. Will start for $7,000 plus talent. Box 204G, B•T.

Want man with tv experience? Not me. Want personable announcer ten years radio, all phases, especially deejay and sportscasting? That's me. Seeking large market. 34, married, family. Available June 1st. Box 214G, B•T.

Technical

Tv technician three years experience all phases studio operation, large midwest vhf. Second phone. Box 194G, B•T.

Studio engineer, all phases including film. Third phone, studing for first. Responsible family man. Paul Scibetta, 138 James Street, Lodi, N. J.



GEORGE STERLING SEZS . . .

OUR DOOR'S OPEN—COME SEE US DURING THE NARTB CONVENTION

Old friends and new are cordially invited to drop in at Northwest's suite during the convention for a moments relaxation with George Sterling and John Birrel. If you have any personnel needs you can bring these along, too, but you're welcome without them. George and John won't be selling a thing.



NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Art director of small operation (some sales service, technical direction). Prefer west or southwest. Box 102G, B•T.

News specialist—experienced news director, now in tv, equally capable writing and delivery, seek opportunity big tv market. Box 119G, B•T.

Producer-director tv—7 years with CBS in New York City. Also film and writing experience. Suitable for station or agency. Interested in potential. Box 188G, B•T.

Four years directing! . . . commercials—news—variety—remotes—dramas! Free lance announcer-emcee! Available June! Permanent! Desires metropolitan location! Box 197G, B•T.

Substantial tv-radio newsman-announcer now in midwest uhf open to substantial offer in west. Excellent news director or other supervisory. Box 209G, B•T.

Advertising-promotion-publicity manager. Versatile, strong on ideas, fast on the draw. Currently employed with major radio-tv stations in the east. Produced prize-winning results with small budget. Can tailor copy for high-minded pitch or hard-sell, write on-the-air promotionals and public service that sound fresh and new. Knows production in ads, direct mail, booklets, billboards, transit cards. Want a job with less protocol than present one. Background of four years in "big city" radio-tv, three years of newswriting, one year feature writing. Family man, will travel to position with stable future. Box 225G, B•T.

FOR SALE

Stations

$8,000 cash buys third interest, rural east coast kilowatt, making money. Leaving for health. Will sell only to PD-anonuncer. Box 230G, B•T.

Television station, vhf, 3rd in area, medium to larger market. Sale of assets priced at cost. Cash required $50,000. Buyer must be prepared to operate. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Sold. Listing AR-1. Final sale price symbol RB. My clients may mark their confidential brochure accordingly. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

We offer one of the finest lists of radio and tv buys in the United States. Ask for our bulletin. Free and no obligation. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Two station team, western Pennsylvania, operating in black, $150,000. Terms can be arranged. See John Hanly.

Maryland independent in fringe metropolitan market, $55,000, ½ down. See John Hanly.

Central Pennsylvania single station market independent in the black. Asking $100,000, $25,000 to $30,000 down. See John Hanly.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1737 De Sales St., N. W., Washington, D. C.

Equipment

1-RCA TM-6B master monitor with field case. 1-Fairchild model 530, 3 speed turntable. 2-RCA lightweight tone arms wth filters and 1 mil and 3 mil heads. All in top shape—make offer. Box 183G, B•T.

Kay Electric calibrated mega-sweep, new condition, $350.00 RCA high frequency field intensity meter type 301-B, $400.00 Minitape tape recorder. $75.00. Chief Engineer, KVFD, Fort Dodge, Iowa.

Six (6) Machlett Laboratories 357B transmitter tubes in excellent condition. For use in Western Electric or other transmitters. Best offer takes them. Contact Charles R. Dickoff, General Manager, WBEV, Beaver Dam, Wisconsin. Phone Turner 5-4443.

1kw Western Electric 503 B-2 fm transmitter with Western Electric 1126-C limiter, 132 A amplifier, pre-emphasis network and Hewlett-Packard 335B fm monitor all in good condition. Write or call WLCS, Baton Rouge, La.

FOR SALE

230' base insulated self supporting tower. Heavy, galvanized. Now dismantled. WPAG-TV Ann, Arbor, Michigan.

Variable inductors for phasing up to 10kw. 30 microheney ribbon. $19.00 F.O.B. Send for photo, further information. Also UTC-LS 30 transformers, new, 2 for $13.00 postpaid. Paulson Electronics, 138 E. 6th Street, Clifton, N. J.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, Crystal regrinding etc. Reasonable prices, fastest service—Also station am monitor service. Over 20 years in the business. Eidson Electronic Co., Temple, Texas.

Boothe Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductible expense items. Write or call Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Executive car leasing company—Lease a new 1956 Cadillac for only $155.00 per month—Drive a new 1956 Cadillac without investing one cent. Low rental payments include license, taxes, insurance, registration fee. 100% tax deductible. No waiting for model, color or accessories you want. Other makes 1956 cars can also be leased at much lower rate. Call or write Gene O'Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. KEystone 4-8281.

Television equipment: Camera lenses and optics from the world's largest source. Available from our stock. We are prepared to make prompt shipment from extreme wide angle to extreme telephoto. Color corrected, precision mounted optics now used by major chains. Lists available by return mail. Rental—purchase plan for tight budgets. Write Thomas James, Burke & James, Inc., 321 S. Wabash Avenue, Chicago 4, Illinois.

WANTED TO BUY

Stations

All, part or lease good radio property. Owner-manager, successful operator. Box 797F, B•T.

Small-medium station, Northcentral-northeast. Individual buyer-manager. Send details. Replies confidential. Box 967F, B•T.

Small-medium station in Kansas, Missouri, Oklahoma, Arkansas, Texas. Presently successful station manager. Box 187G, B•T.

Financially qualified principals interested in buying two or more vhf television stations in east or south, markets over 100,000 populations, All answers treated confidentially. Write Box 195G, B•T.

Statons wanted now. Private sales and independent appraisals. Texas, Oklahoma, Colorado, Kansas, Missouri, Arkansas. Ralph Erwin, Exclusive Broker of Theatres, Radio, Television properties. 1443 South Trenton, Tulsa.

Wanted: Midwest radio station—consider all offers. Edward J. Sendzik, 100 North LaSalle, Chicago 2, Illinois.

Equipment

Good used one kw am transmitter. Send description, best price. Box 216G, B•T.

Wanted—two four channel remote amplifiers. No home made equipment please. Write giving condition and price in first letter. Box 231G, B•T.

Wanted: 3 bay tv antenna for channel 2. Write to WHNL-TV, Apartado 1875, Monterrey, N. L., Mexico.

Wanted: 5 kw am transmitter, console, frequency and modulation monitor. Rt. 1, Box 371 P, Medford, Oregon.

INSTRUCTION

FCC first phone license. Personal coaching guaranteed. Speed course. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N.Y. CL 7-1366.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

RADIO

HELP WANTED

SALES ENGINEERS

Radio and TV broadcasts equipment manufacture has agencies in following territories

NORTHWEST
MIDWEST
SOUTH

Interesting traveling assignments selling to station engineers and executives. Must have technical radio background and selling personality for dealing with top-level engineering and managerial personnel. Please send detailed resume which will be treated in confidence to

Box 232G, B•T

RADIO SALESMAN WANTED!

Excellent opportunity for experienced salesman with Northern Ohio's only Clear Channel 50,000 watt station. Excellent commission potential. Write don't call. Send complete resume and recent picture to John McIntosh, Jr., Sales Manager, KYW, 815 Superior Ave., N.E., Cleveland 14, Ohio.

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference requird. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FARECAST, 1724 20th St., N. W., Washington 9, D. C.

RADIO

Help Wanted—(Cont'd)

Announcers

DISC JOCKEY

The top independent station in one of the nation's top 15 markets needs a *good* DJ. Must have real ability and a personality with a smooth sales approach. Only top men with proven experience need apply. Send tape and photo which will be returned.

Box 226G, B•T

Programming-Production, Others

WANTED! Traffic Mgr.

RADIO-TV

Excellent opportunity for young person to build a long-range career with one of California's leading Broadcasters. Complete charge Traffic Department. Typing 55 wpm. Shorthand helpful. Must be experienced either Radio or TV Traffic. For interview write, wire or telephone Irma Davis, Hudson 1-4631.

KCRA

310-10th St., Sacramento

TELEVISION

HELP WANTED

Programming-Production, Others

TV COPYWRITER WANTED

For immediate opening at midwestern VHF NBC-ABC affiliate. Experience preferred but will train you if you have good background and good potential. Salary open, depending upon qualifications. Please supply complete information including references, sample copy and employment record. For further information contact William Vaughn, WGEM-TV, Channel 10, Quincy, Illinois.

FOR SALE

Stations

MUZAK BUSINESS

In Northeastern State. Substantial and prosperous. Owner devoting time to other enterprises. $150,000.00.

Box 212G, B•T

INVESTORS WANTED

New firm entering into Radio and low power TV station operation looking for sincere investors. Cirular upon request.

Tripex

Box 37

Bellefonte, Pa.

FOR SALE

Equipment

Self-Supporting Tower For Sale 270 Feet

Supports a Federal 8-Bay square loop FM antenna

Write or Call

William H. Harrison

407 N. 8th St

St. Louis 1, Mo.

Phone — Chestnut 1-3700

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

WANTED TO BUY

WANTED

Used UHF Equipment

1 kw transmitter, frequency and modulation monitor, film chain and projector, audio and video switching. Master monitor, power supplies, etc. This is a cash deal. Please quote lowest package price and individual prices. Send to

Box 164G, B • T

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS

WILLIAM B. OGDEN—10th Year

1150 W. Olive Ave.,

Burbank, Calif.

Reservations Necessary All Classes—

Over 1700 Successful Students

MISCELLANEOUS

AGGRESSIVE RADIO STATION desires to do long range direct mail campaign to local business. Will pay for original and unusual direct mail ideas successfull in other markets.

Reply Box 223G, B•T

FOR THE RECORD

(Continues from page 164)

censee to Cascade Bcstg. Co. Resubmitted April 10.

PETITION

Community Broadcasters Assn. Inc.—Petitions FCC requesting amendment of Part 3 of regulations and technical standards concerning power limitation of Class IV am stations to bring these stations up to social and economic level of broadcast industry in general by authorizing horizontal increase in maximum power of such stations from present 250 w to 1 kw. Announced April 6.

CALL LETTERS ASSIGNED

WCUM Cumberland, Md.—Western Maryland Bcstg. Co., 1230 kc, 250 w unl. Changed from WDYK.

WISK St. Paul, Minn.—South St. Paul Bcstg. Co., 1590 kc, 5 kw D. Changed from WCOW, effective May 14.

KBHM Branson, Mo.—Shepherd of the Hills Bcstg. Co., 1220 kc, 250 w D.

KLOS Albuquerque, N. M.—B&M Broadcasters, 1450 kc, 250 w unl.

WPHB Phillipsburg, Pa. — Moshannon Valley Bcstg. Co., 1260 kc, 1 kw D.

KKOG Ogden, Utah—KOPP Inc., 730 kc, 1 kw D. Changed from KOPP, effective April 9.

KWIC Salt Lake City, Utah—Dale R. Curtis, 1470 kc, 1 kw D.

New Fm Stations . . .

ACTION BY FCC

Binghamton, N. Y.—Triangle Publications Inc. granted 98.1 mc, 4.7 kw. Post office address 400 N. Broad St., Philadelphia. Estimated construction cost $8,525, first year operating cost $3,600, revenue none. Permittee is owner of **WFIL-AM-TV Philadelphia, WLBR-TV Lebanon, WFBG-AM-TV Altoona,** all **Pa.,** and **WNBF-AM-TV Binghamton.** Granted April 11.

APPLICATIONS

Toledo, Ohio—Hillebrand Electronics, 92.5 mc, 10 kw unl. Post office address 1852 Atwood Rd., Toledo. Estimated construction cost $7,100, first year operating cost $15,200, revenue $16,000. Sole owner is **William A. Hillebrand.** Hillebrand Electronics provides wired music and sound equipment service. Filed April 10.

Bloomsburg, Pa.—Bloom Radio, 106.5 mc, 10 kw unl. Post office address 107 Main St., Bloomsburg. Estimated construction cost $21,400, first year operating cost $3,000, revenue none. Sole owner is **Harry L. Magee,** licensee of **WHLM** Bloomsburg. Filed April 5.

Existing Fm Stations . . .

ACTIONS BY FCC

WMIN-FM St. Paul, Minn.—License and call letters deleted. No renewal filed. Action April 10.

WHYY (FM) Philadelphia, Pa.—Application for cp to make changes in licensed station returned (improperly filed). Action April 10.

APPLICATION

WCBE (FM) Columbus, Ohio—Seeks mod. of cp to change to 90.5 mc. Filed April 11.

Ownership Changes . . .

ACTIONS BY FCC

WEDR Birmingham, Ala.—Granted assignment of license to **Edwin H. Estes** for $105,000. Mr. Estes is owner of **WMOZ Mobile, Ala.** Granted April 11.

KCNA Tucson, Ariz.—Granted transfer of control to **George W.** and **Harry B. Chambers** for $35,574. Transferor, **Erskine Caldwell,** will retain 700 of now 5,825 outstanding shares. Granted April 11.

KWAK Stuttgart, Ark.—Granted transfer of control to **Melvin P. Spann** for $30,000. Mr. Spann, formerly 50% owner, is now sole owner. Granted April 6.

KTLN Denver, Colo.—Granted assignment of control to Radio Denver Inc. for $300,000 plus signing of four-year non-competition agreement for $50,000. Principals are Pres. **Richard B. Wheeler** (22.16%), former general manager of **WTRI (TV) Albany, N. Y.**; Asst. Secy. **Burton K. Wheeler** (22.33%), attorney and former U. S. senator; Vice Pres.-Secy. **John L. Wheeler** (22.16%), asst. secy. and Pacific Coast counsel of Sears, Roebuck & Co.; **Robert L. Howsam** (16.67%), pres.-general manager of Denver Bears (baseball), and **Edwin C. Johnson** (16.67%) former U. S. senator and presently governor of Colorado. Granted April 11.

WKTL Kendallville, Ind.—Application for assignment of license to **Noble DeKalb Bcstg. Co.** returned to applicant (filed on wrong form). Action April 10.

WTSN Dover, N. H.—Granted assignment of permit to **WTSN Inc.** Corporate change only; no change in control. Granted April 6.

WTKO Ithaca, N. Y.—Granted assignment of cp

to **Radio Ithaca Inc.** Corporate change only; no change in control. Announced April 9.

WLNA Peekskill, N. Y.—Granted acquisition of negative control by present stockholders **Francis V. Lough** and **Irving E. Cottrell.** Corporate change. Granted April 5.

KGAE Salem, Ore.—Granted assignment of license to **KGAE Inc.** Action permits incorporation of present stockholders. Action April 11.

WCDL Carbondale, Pa.—Application for transfer of stock of licensee corp. from **Roy T. Merkel** to Carbondale Bcstg. Co. returned (unnecessary). Action April 10.

KWAT Watertown, S. D.—Granted transfer of control to **Life Companies Inc.** through stock transaction involving present licensee **Midland National Life Insurance Co.** No consideration. Life Insurance is controlling stockholder of **WJDX Jackson, Miss.** Granted April 11.

KEAN Brownwood, Tex.—Granted assignment of license to KEAN Radio Corp. for $20,000. Principals are equal partners Pres. **Joe Henry Childs,** county clerk, Brown County, Tex.; Vice Pres. **Clifford Edwin Farren,** and Secy.-Treas. **Clifton James Farren,** musicians. Granted April 11.

KXOX Sweetwater, Tex.—Granted assignment of license to Radio KXOX for $85,000. Sole owner **F. L. Ledbetter** is retail dry goods dealer. Granted April 11.

WAPC Waupaca, Wis.—Granted transfer of control to Chain O'Lakes Bcstg. Corp. with voting trust, consisting of 52% of outstanding stock set up. Will be controlled by part owner **Harry Vose** and engineer **Nathan Williams.** Other corporate principals resigned from corporation to permit trust. Granted April 11.

KIPA Hilo, KHON Honolulu, Hawaii—Granted transfer of control to **Ira G. Mercer** for $1,530 plus assumption of $78,470 note. Mr. Mercer is presently 24% owner of licensee of KHON which owns majority interest in licensee of KIPA. Granted April 11.

APPLICATIONS

KNAC-TV Fort Smith, Ark.—Seeks involuntary transfer of control to **Salome Nakdimen,** administratrix of estate of **Hiram S. Nakdimen,** deceased. Filed April 11.

KOTN Pine Bluff, Ark.—Seeks transfer of control to **B. J. Parrish** for $10 and other considerations involving notes not specified. Mr. Parrish, 50% owner, will own 100%. Filed April 10.

KFAC-AM-FM Los Angeles, Calif.—Seek assignment of licenses to **Los Angeles Bcstg. Co.** Change in corporate structure only; no change in control. Filed April 6.

WBIA Augusta, Ga.—Seeks assignment of license to Augusta Bcstg. Co. for $85,000. Principals are Pres.-Treas. **W. Ray Ringson** (70%), former 20% owner of **WRDW-AM-TV Augusta;** Mrs. Ringson, secy. (30%), housewife, and Vice Pres. **James R. Owens Jr.,** former manager WRDW-AM-TV. Filed April 10.

KIFI Idaho Falls-KWIK Pocatello, Idaho—Seek transfer of negative control to **J. Robb Brady Trust Co.** for $47,799. Brady Trust, minority owner, will hold 91.67%. Filed April 10.

KOSE Lewiston, Idaho—Seeks assignment of license to Lewis Clark Bcstg. Co. for $6,000. One-third owner **Boyde W. Cornelison** is retiring from company. Remaining owners **Eugene A. Hamblin** and **John H. Matlock** will each hold 50%. Filed April 10.

WEBQ-AM-FM Harrisburg, Ill.—Seek transfer of control to **First Trust Assn.** Filing is to indicate changes in trustees. Filed April 10.

WCAO-AM-FM Baltimore, Md.—Seek assignment of lisenses to **Plough Bcstg. Co.** for $590,710. Plough is owner of **WJJD Chicago, WMPS Memphis, Tenn.,** and has filed for assignment of licenses of **WCOP-AM-FM Boston.** (See below.) Filed April 6.

WCUM Cumberland, Md.—Seeks assignment of license of station (formerly WDYK) to **Tower Realty Co.** Corporate change only; no change in control. Filed April 10.

WCOP-AM-FM Boston, Mass.—Seek assignment of licenses to **Plough Bcstg. Co.** for $457,500. Plough is owner of **WJJD Chicago, WMPS Memphis, Tenn.,** and has filed for assignment of licenses of **WCAO-AM-FM Baltimore, Md.** (See above.) Filed April 5.

WREB Holyoke, Mass.—Seeks transfer of control to **Bertha C. Wakelin,** *et al.* Transaction is change from corporate status to individual stockholders. Filed April 10.

WLEW Bad Axe-WHLS Port Huron, Mich.—Seek assignment of licenses to Stevens-Wismer Bcstg. Co. for $33,333. Part owner **Herman L. Stevens** is selling his 33.3% interest to remaining equal owners **John F. Wismer** and **Harmon L. Stevens.** Filed April 10.

WTYN Tryon, N. C.—Seeks assignment of license to Polk County Broadcasters for $36,000. Principals are partners **Graves Taylor** (40%), writer-advertising agent; **Henry G. Bartol Jr.** (40%), business interests not specified, and **Joseph D. Kerby** (20%), 50% owner of retail grocery. Filed April 10.

KGLC Miami, Okla.—Seeks transfer of control to **George L. Coleman,** *et al,* for $13,890. Sale is to licensee corp. and does not affect control. Filed April 10.

KVLH Pauls Valley, Okla.—Seeks assignment of license to Garvin Bcstg. Co. for $40,000. **Warren J. Fortier,** sole owner, is automobile dealer, 33% stockholder **KMRC Morgan City, La.** Filed April 11.

WACH-AM-TV Newport News, Va.—Seek involuntary assignment of license and permit, respectively, to **Russell A. Collins,** trustee. Filed April 10.

Publications' Status

PART 3 of the FCC's rules governing radio broadcast services, revised Nov. 3, 1955, and effective Jan. 2, is now on sale by the Supt. of Documents, Government Printing Office, Washington, for $1.50 per copy. The Commission does not make public distribution.

The revision is a single edition containing all the rules, regulations and technical standards for am, fm and tv.

Engineering charts and graphs contained in the revised Part 3 also may be purchased as a separate publication from the Supt. of Documents. This pamphlet, "FCC Broadcast Engineering Charts," sells for $1.00 per copy.

Maps on "Estimated Ground Conductivity in the U. S." (Figure M-3) are still available from GPO at $3.50 a set.

"FCC Ground Wave Propagation Curves" for am, formerly sold by the Supt. of Documents for $1.75 per copy, is no longer available.

Hearing Cases . . .

FINAL DECISION

Presque Isle, Me.—FCC made effective initial decision and granted application of Aroostook Bcstg. Corp. for new tv to operate on ch. 8 in Presque Isle. Action April 11.

INITIAL DECISIONS

WWCS Bremen, Ga.—Hearing Examiner Basil P. Cooper issued initial decision looking toward (1) setting aside Commission Dec. 21, 1955, memorandum opinion and order which postponed effective date of Nov. 2 grant of application of West Georgia Bcstg. Co. for new am station (WWCS) to operate on 1440 kc, 500 w D in Bremen, pending hearing based on protest by **WLBB Carrollton, Ga.;** and (2) reinstating and affirming said grant. Announced April 9.

Ambridge-Tarentum, Pa.—Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Miners Bcstg. Service Inc. for new am to operate on 1460 kc, 500 w D, in Ambridge, Pa., and denial of mutually exclusive application of Louis Rosenberg, Tarentum, Pa. Action April 11.

OTHER ACTIONS

Daytime Skywave—FCC amended Footnote 10 (b) to Sec. 1.371 of rules, effective immediately, to extend provisions to include among categories of applications to be held without action, pending conclusion of D skywave proceeding, applications for new unl. Class II facilities in Alaska, Hawaii, Virgin Islands and Puerto Rico specifying clear channel frequencies set forth in Sec. 3.25 (a) which propose to operate differently during D and N, also applications for changes, other than frequency, proposing unl. Class II stations in these territories specifying Sec. 3.25 (a) frequencies where resulting D and N operations are different, and it is proposed to either (a) change D operation resulting in increase in radiation towards normally protected contour of U. S. Class I station on channel, or (b) change trans. location resulting in material reduction in distance from station to normally protected contour of U. S. Class I station on channel. Action stems from petition by **WHO Ames, Iowa,** for amendment in order to apply same procedure to applications for Class II authorizations on both 1-A and 1-B clear channels. Action April 11.

Remote Control—FCC invites comments by June 1 to notice of proposed rule-making on petition by NARTB to amend am, fm, and noncommercial fm rules to broaden scope respecting remote control operation to include those stations operating with DA and with powers in excess of 10 kw. Present regulations permit remote operation, subject to certain conditions, only by am non-DA and fm stations operating with power not in excess of 10 kw. Commission also requests comments on whether, in event proposed amendments are adopted, each proposal for remote operation with DA should be accompanied by sworn statement, by competent engineer, describing operational stability of array, with monitoring point readings, proof of performance and other engineering data; whether other rules respecting meters and operating logs should be revised; also whether *all* future remote control authorizations should be conditioned upon installation of equipment that will permit satisfactory operation on Conelrad frequency assigned and necessary switching from station's assigned frequency to Conelrad frequency. Announced April 11.

KDMS El Dorado, Ark.; Twin-City Bcstg. Co., Shreveport, La.—Designated for hearing on applications of KDMS to increase power from 1 kw to 5 kw, operating on 1290 kc, D and Twin-City for new am to operate on 1300 kc, 1 kw D. Action April 11.

Manitou Springs, Colo.—FCC (1) granted motion of Garden of Gods Bcstg. Co., Manitou Springs, to set aside examiner's order declaring Garden in default in proceeding on its application for new am (1490 kc) and that of Taylor Bcstg. Co. (1460 kc), Colorado Springs, Colo., and (2) dismissed as moot Broadcast Bureau petition to dismiss with prejudice Garden application and to remove Taylor application from hearing. Action April 11.

WKNB-TV New Britain, Conn.—FCC (1) amended issues in proceeding on applications for mod. of cp for **WKNB-TV New Britain,** and for transfer of control of that station from New Britain Bcstg. Co. to NBC; (2) ordered full evidentiary hearing in lieu of oral argument, and (3) denied in all other respects petitions by **WNHC-TV New Haven** and **WATR-TV Waterbury, Conn.,** who are parties to proceeding, and dismissed as moot petition by **WGR Corp.** to designate application for hearing and consolidation. Action April 11.

Bremen, Ga.—FCC, on motion by **WLBB Carrollton, Ga.,** protestant, amended hearing issues in proceeding on application of West Georgia Bcstg. Co. for new am in Bremen. Action April 11.

New Castle-Salem, Ind.—FCC denied appeal and petition filed by Courier-Times Inc., New Castle, Ind., and Broadcast Bureau, respectively, seeking review of examiner ruling which held that, in order to expedite hearing matters, evidence initially would be taken on two issues only in proceeding involving am applications of Courier and **WSLM Salem, Ind.** Action April 11.

WMEX Boston, Mass.—FCC denied petitions of **WMEX Boston** for reconsideration and grant without hearing of its application for renewal of license, and for revision of notice of hearing or for bill of particulars. Action April 11.

WJRT (TV) Flint, Mich.—Hearing Examiner Herbert Sharfman issued supplemental initial decision looking toward affirming ordering clause of initial decision of Jan. 17 setting aside Commission action of June 8, 1955, and reaffirming and reinstating April 14, 1955, grant for mod. of cp of **WJRT (TV) Flint,** to move trans. site from point southeast of Flint (Clarkston) to point northwest of Flint (Chesaning), make ant. changes and change studio location in Flint. Action April 5.

WCOC-TV Meridian, Miss.; Laurel Tv Co., Laurel, Miss.—Designated for hearing on applications of WCOC-TV for mod. of cp to operate on ch. 7 in Pachuta in lieu of ch. 30 in Meridian and Laurel Tv for new tv to operate on ch. 7 in Laurel. Action April 11.

WIIC (TV) Pittsburgh, Pa.—FCC granted petitions of **WENS (TV) Pittsburgh** to extent of amending hearing issues in proceeding involving applications of **WWSW Pittsburgh** and **Pittsburgh Radio Supply House Inc.** for new tv on ch. 11 in Pittsburgh, and for mod. of cp of **WIIC (TV) Pittsburgh** so that evidence adduced under issues specified for hearing with respect to mod. application be considered in determining whether original grant to WWSW should be set aside; denied petitions in all other respects. Action April 11.

WGRF Aguadilla, P. R.—FCC denied Jan. 19 petition by **WABA Aguadilla,** requesting "ruling on economic issue in licensee's petition for reconsideration" directed to Commission Jan. 4 action which denied WABA's petition for reconsideration of Oct. 12 grant to Jaicoa Bcstg. Corp. for new am (WGRF) to operate on 1340 kc, 250 w unl. in Aguadilla. Action April 11.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to recommendations of the North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Change List #101 **March 15, 1956**

600 kc

CFCF Montreal, P. Q.—(Changes in trans. site and ant. pattern only), 5 kw unl. Class III. 3-1-57.

800 kc

CJBQ Belleville, Ont.—(PO: 1230 kc, 250 w), 1 kw unl. Class II. 3-1-57.

1070 kc

CJET Smiths Falls, Ont.—(PO: 1070 kc, 250 w), 1 kw D. Class II. 3-1-57.

1500 kc

Port Hope, Ont.—(New), 1 kw D. Class II. 3-1-57.

1560 kc

CFRS Simcoe, Ont.—(Assign. of call letters), 250 w D. Class II.

1570 kc

Portage la Prairie, Manitoba—(New), 250 w unl. Class II. 3-1-57.

1480 kc

CHUB Nanaimo, B. C.—(Delete assignment), 1

IN MICHIGAN

YOUR "BEST" RADIO BUY IS:

WBRN—Big Rapids
WCBY—Cheboygan
WTVB—Coldwater
WMLK—Dowagiac
WMRP—Flint
WBFC—Fremont
WBSE—Hillsdale
WHTC—Holland
WHGR—Houghton Lake
WION—Ionia
WIKB—Iron River
WJMS—Ironwood*
WKLA—Ludington
WMTE—Manistee
WMDN—Midland
WCEN—Mt. Pleasant
WKNK—Muskegon
WSTR—Sturgis

Our Michigan Stations are the "Best" and needed on every Michigan radio schedule. We recommend our list to complete outside coverage in Michigan. No other station is needed outside Detroit except WEXL Royal Oak and CJSP Leamington, Ont., both of which boom across east side Detroit like AM radio should.

*Effective Sept. 1 entire Indianhead Network will be Sold by BEST.

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Flint

"The Auto City"

WMPR–500 watts

Programs with Purpose Listeners BUY with confidence – More coverage per dollar–

WMPR–1570

Flint 3, Mich.

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KANSAS CITY, MISSOURI

INDUSTRIAL HEART OF THE TRI-STATE AREA

TV's New Queen



316,000 watts of V. H. F. power

WHTN-TV BASIC ABC

Greater Huntington Theatre Corp.

Huntington, W. Va. Huntington 3-0185

kw unl. Class III.

Routine Roundup . . .

April 5 Decisions

ACTIONS ON MOTIONS
By Comr. Rosel H. Hyde

Boston, Mass.—Granted joint petition of WHDH Inc., Massachusetts Bay Telecasters Inc., and Post Pub. Co., Boston, for an extension of time until April 16 to file replies to exceptions to initial decision in ch. 5 proceeding, Boston. Action March 30.

Broadcast Bureau—Granted petition for extension of time to April 10 to file responses to petition of **WPLA Plant City, Fla.**, for dismissal of application of R. E. Hughes, Auburndale, Fla., or, in alternative, for enlargement of issues. Action March 29.

By Chief Hearing Examiner James D. Cunningham

Raymac Inc., Palatka, Fla.-Radio Starke, Starke, Fla.—Granted petition of Starke for dismissal without prejudice of its am application, and retained in hearing status Raymac application. Action April 3.

By Hearing Examiner Jay A. Kyle

Coos Bay, Ore.—Ordered prehearing conference will be held April 12 re am application of Coos County Broadcasters, Coos Bay, Ore. Action March 29.

KFNF Shenandoah, Iowa—Ordered that hearing scheduled for April 16 re am application of **KFNF Shenandoah** for cp to change ant.-trans. location and increase ant. height, be continued to May 7. Action April 3.

By Hearing Examiner Herbert Sharfman

Grand Prairie, Tex.—Issued statement and order after prehearing conference setting forth following timetable which shall apply in am proceeding re Grand Prairie Bcstg. Co., Grand Prairie, (a) exchange of written case May 8, at 5 p.m.; (b) further conference May 15; (c) commencement evidentiary hearing May 22 (continued from April 23). Action April 3.

By Hearing Examiner Hugh B. Hutchison

KLAS Las Vegas, Nev.—On examiner's own motion, continued without date hearing scheduled for April 12, re am application of **KLAS Las Vegas.** Action April 4.

WPLA Plant City, Fla.—Granted petition for extension of time to April 10 to file pleading in opposition to petition for leave to amend am application, filed March 28 by R. E. Hughes, Auburndale, Fla., competing applicant. Action April 3.

WABC New York, N. Y.—Granted motion for continuance of hearing conference from April 4 to April 10, re applications of **KOB Albuquerque, N. M.**, for mod. of cp and for license to cover cp as mod. Action April 3.

Lorain, Ohio—Granted joint motion of **WSPD Toledo, Ohio,** and **WTTH Port Huron, Mich.**, respondents in proceeding re am application of Sanford A. Schafitz, Lorain, Ohio, for extension of time to April 6 for submission of hearing exhibits of these parties to counsel for applicant and Commission's Broadcast Bureau. Action April 3.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted petition for extension of time from April 2 to April 13 to file proposed findings and conclusions and from April 20 to May 4 for filing reply briefs in ch. 13 proceeding, Biloxi, Miss., involving applications of Radio Associates Inc. and WLOX Bcstg. Co. Action April 2.

Tahlequah-Bartlesville, Okla.—Ordered conference April 19 re am applications of Stephenville Bcstg. Co., Tahlequah, and Osage Bcstg. Co., Bartlesville. Action April 3.

By Hearing Examiner Thomas H. Donahue

Seattle, Wash.—Upon request of Puget Sound Bcstg. Co. and with consent of other participants, ordered further hearing in ch. 7 proceeding, Seattle (Queen City Bcstg. Co. *et al.*), is continued from April 9 to April 12. Action April 2.

New Castle-Salem, Ind.—On petition of chief of Broadcast Bureau and with consent of other participants, extended date for filing proposed findings and conclusions from April 2 to April 12, re applications of Courier-Times Inc., New Castle, and **WSLM Salem, Ind.** Action April 2.

Shreveport, La.—Upon oral request of Broadcast Bureau and with consent of other participants, ordered hearing be continued from April 4 to April 25 re am application of Twin-City Bcstg. Co., Shreveport. Action April 3.

By Hearing Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for extension of time from April 3 to April 10 for submission of proposed findings of fact and conclusions and with permission for reply findings to be filed not later than April 27, re application of **WOI Ames, Iowa**, for SSA to operate additional hours from 6 a.m. to local sunrise, CST, with 1 kw. Action April 2.

April 5 Applications

Accepted for Filing
Modification of Cp

WCAT Orange, Mass.—Seeks cp to delete request for remote control operation of trans.

Remote Control

WEST-FM Easton, Pa.

Renewal of License

KRIB Mason City, Iowa; KAYS Hays, Kan.; KSAL Salina, Kan.; KFAB Omaha, Neb.

April 6 Applications

Accepted for Filing
Renewal of License Amended

KAUS Austin, Minn.—Application for renewal of license amended to change name to Minnesota-Iowa Television Co.

Remote Control

KRAI Craig, Colo.; KIND Independence, Kan.; WEST Easton, Pa.; WKBO Harrisburg, Pa.; KSOO Sioux Falls, S. D.

Modification of Cp

WMYN Mayodan, N. C.—Seeks mod. of cp (as mod., which authorized new am) for extension of completion date.

April 9 Decisions

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of April 6

WCKB Dunn, N. C.—Granted permission to sign-off at 7 p.m. during May through July.

KMLW Marlin, Tex.—Granted permission to sign-off at 6:30 p.m. May through August.

WDTV Cruz Bay, Virgin Islands—Granted extension of completion date to 5-4-56.

Following stations were granted authority to operate trans. by remote control: **KRAI Craig, Colo.; KSOO Sioux Falls, S. D.; WEST Easton, Pa.; WKBO Harrisburg, Pa.; KIND Independence, Kan.**

Actions of April 5

WLOA Braddock, Pa.—Granted permission to sign-off 6 p.m. April 15 to Oct. 1.

WKOX Framingham, Mass.—Granted permission to sign off 7 p.m., EST, for months of June and July.

WMTI (FM) Norfolk, Va.—Granted license for noncommercial-educational fm station; 91.5 mc, 1.45 kw, unl.

WEQR (FM) Goldsboro, N. C.—Granted license covering changes in licensed fm station; 96.9 mc, 41 kw, unl.

Following were granted extensions of completion dates as shown: **WMES Union City, Tenn.,** to 6-30-56; **KCCO Lawton, Okla.,** to 6-16-56; **WNMP Evanston, Ill.,** to 8-23-56.

Actions of April 4

Following were granted licenses for am stations: **KRFC Rocky Ford, Colo.; KOFI Kalispell, Mont.; KFML Denver, Colo.**

KMYR Denver, Colo.—Granted license covering change of facilities, change in trans. location and installation of DA-1.

WEST-FM Easton, Pa.—Granted authority to operate trans. by remote control from 516 Northampton St.

KAMD Camden, Ark.—Granted mod. of cp to change ant.-trans. location.

Following were granted extensions of completion dates as shown: **WSYD Mt. Airy, N. C.,** to 8-28-56; **WSPD-TV Toledo, Ohio,** to 11-2-56; **WCBE Columbus, Ohio,** to 6-1-56.

Actions of April 3

WNBH-FM New Bedford, Mass.—Granted license covering changes in licensed station.

Following stations were granted authority to operate trans. by remote control: **WDVA Danville, Va.; WIRE Indianapolis, Ind.; WHEE Martinsville, Va.**

Following were granted extensions of completion dates as shown: **WUNC-TV Chapel Hill, N. C.,** to 10-6-56; **KHAD-TV Laredo, Tex.,** to 5-20-56.

Actions of April 2

KCJB-TV Minot, N. D.—Granted license for tv station and change studio location.

KMMT (TV) Austin, Minn.—Granted license for tv station and specify studio location same as trans. site.

KRDO-TV Colorado Springs, Colo.—Granted license for tv station and to change studio location.

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April 10 Decisions

ACTIONS ON MOTIONS

By Comr. E. M. Webster

Broadcast Bureau—Granted petition for extension of time to and including April 17 to file exceptions to the initial decision re am applications of Robert E. Bollinger and **KLIQ Portland, Ore.**, for cp and renewal of license. Action April 5.

R. E. Hughes, Auburndale, Fla.—Granted petition for extension of time to and including April 19 to reply to motion of **WPLA Plant City, Fla.**, to enlarge issues in am proceedings re WPLA and Hughes' application. Action April 6.

Broadcast Bureau—Granted petition for extension of time to and including April 16 to file exceptions to initial decision re am applications of Hi-Line Bcstg. Co. and The Wolf Point Bcstg. Co., Wolf Point, Mont. Action April 9.

By Hearing Examiner James D. Cunningham

Southern Empire Bcstg. Co., Pine Bluff, Ark.—Granted petition for dismissal without prejudice of its am application. Action April 3.

B. J. Parrish, Pine Bluff, Ark.; Southeastern Bcstg. System, Macon, Ga.; KNOE Monroe, La.; WDAK Columbus, Ga.—Granted petitions for leave to amend their am applications to furnish revised engineering data by each and, additionally, amendments concerning several of non-engineering phases of Parrish and Radio Columbus; several amendments submitted by petitioners are accepted and applications, as amended, are retained in hearing status. Action April 6.

By Hearing Examiner Annie Neal Huntting

Elizabethtown, Pa.—Upon informal agreement of participating parties, advanced and rescheduled for April 13 prehearing conference scheduled for April 16 re am applications of Musser Bcstg. Co., Elizabethtown. Action April 9.

By Hearing Examiner Hugh B. Hutchison

Ponce de Leon Bcstg. Co. of P. R., Mayaguez, P. R.—Granted motion of continuance of hearing in ch. 3 proceeding, Mayaguez, from April 9 to June 1. Action April 4.

By Hearing Examiner Jay A. Kyle

KITN Olympia, Wash.—Ordered prehearing conference for April 24 re am application of **KITN Olympia, Wash.** Action April 9.

April 10 Applications

Accepted for Filing

Remote Control

KTOO Henderson, Nev.; WRAW Reading, Pa.; WBIR Knoxville, Tenn.; KRUS Mexia, Tex.; KHCD Clifton, Ariz.

Renewal of License

KCCW Alliance, Neb.

Cp

WORG-FM Orangeburg, S. C.—Seeks cp to replace expired cp which authorized changes in licensed station.

License to Cover Cp

KCOR-TV San Antonio, Tex.—Seeks license to cover cp which authorized new tv.

Modification of Cp

KKTV (TV) Colorado Springs, Colo.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Oct. 26.

WTOK-TV Meridian, Miss.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 1.

KNOK-TV Grand Forks, N. D.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 1.

April 11 Decisions

By the Commission

Granted SCA

WXHR (FM) Cambridge, Mass.

Granted Modification of SCA

KITE-FM San Antonio, Tex.—Granted mod. of SCA to operate on both simplex and multiplex basis until July 1.

Granted Renewal of Licenses

KOOK Billings, Mont.; KNDC Hettinger, N. D.; KLIL Estherville, Iowa; KSTP St. Paul, Minn.; KWBY Colorado Springs, Colo.

April 11 Applications

Accepted for Filing

License to Cover Cp

WLOE-FM Leaksville, N. C.—Seeks license to cover cp, as mod., which authorized changes in licensed station.

WSNW-FM Seneca, S. C.—Seeks license to cover cp which authorized new fm station.

WAMF (FM) Amherst, Mass.—Seeks license to cover cp which authorized new educational fm station.

KPRC-TV Houston, Tex.—Seeks license to cover cp which authorized changes in facilities of existing tv.

Modification of Cp

WNAO-TV Raleigh, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 30.

KFJI-TV Klamath Falls, Ore.—Seeks mod. of cp (which authorized new tv) to extend completion date to Nov. 1.

WTHS-TV Miami, Fla.—Seeks mod. of cp (which authorized new noncommercial educational tv) to extend completion date to Nov. 11.

WTVS (TV) Detroit, Mich.—Seeks mod. of cp (which authorized new noncommercial educational tv) to extend completion date to Nov. 30.

UPCOMING

APRIL

April 15-19: NARTB Annual Convention, Conrad Hilton Hotel, Chicago.
April 16-18: Alpha Epsilon Rho, national radio-tv fraternity, national convention, Columbus, Ohio.
April 19: Harris Subcommittee Hearings, U. S. Capitol, Washington, D. C.
April 20: American Council for Better Broadcasts, annual convention, Deshler-Hilton Hotel, Columbus, Ohio.
April 20-21: Iowa Radio and Tv Newsmen's Assn., and Illinois News Broadcasters Assn., combined meeting, Fort Armstrong Hotel, Rock Island, Ill.
April 23-27: American Film Assembly, Morrison Hotel, Chicago.
April 23-28: Senate Interstate & Foreign Commerce Committee hearings on toll tv, U. S. Capitol, Washington, D. C.
April 23: RAB Clinic, Salt Lake City.
April 24: RAB Clinic, Denver.
April 25: RAB Clinic, Omaha, Neb.
April 26: RAB Clinic, Des Moines, Iowa.
April 26-29: American Women in Radio & Tv Convention, Hotel Somerset, Boston.
April 26-28: American Assn. of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
April 27: RAB Clinic, Cedar Rapids, Iowa.

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THE NEWSWEEKLY OF RADIO AND TELEVISION

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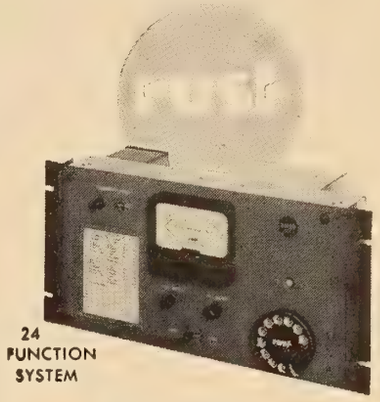
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The Rust Model 108D and Model RI-136 Phase Monitor have been designed as a reliable combination to accommodate such operation when authorized by the FCC.

Write, wire, or phone us today for details. See this remote control combination for broadcasting stations at the NARTB Convention in Chicago, April 15-19.



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"Attenuators, Equalizers and Filters"

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This new book thoroughly describes the design, application and theory of operation of every type of Attenuator, Equalizer and Wave Filter. Covers all types of equalization and attenuation used in audio recording and reproducing systems, both professional and home-type. Includes chapter on hi-fi crossover networks. Provides time-saving charts which permit the easy determination of component values required in designing equalizers and filters. Fact-packed, indispensable to technicians in radio broadcasting, television, cinema work and to audiophiles. 176 pages; 5½" x 8½"; fully illustrated. Deluxe hard binding, postpaid $4.00

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The Sarnoff Color Plan

EXCITING things will happen at the NARTB convention in Chicago this week. Expect fighting words against stations that are letting everybody down by taking bait-switch and other objectionable accounts. Look for the proposal that offenders adhere to the code or get out.

From the FCC, sitting *en banc* as an NARTB panel, will come sage counsel and guarded words on where tv allocations are headed. There will be imposing demonstrations too, like the inauguration of WNBQ (TV), Chicago's NBC station, as the world's first all-color outlet. Eyes should pop when Ampex, in conjunction with CBS, demonstrates what is labeled the first perfected magnetic film on tape, providing instantaneous reproduction of high quality.

The biggest news, however, won't be on the agenda or in the exhibit halls. But it will permeate the convention, without benefit of formal announcement or advance billing.

It is the blitz to put color tv over in 1956. The WNBQ color debut and the color symposium at the convention for engineers only are only part of it. The big drive will be in manufacturing, to establish "circulation" for color programming. The man behind the campaign is Brig. Gen. David Sarnoff.

RCA hit its first billion dollar year in 1955. RCA-NBC already have $70 million invested in color tv.

What Gen. Sarnoff wants usually gets done. He was in the forefront of black-and-white tv. Other manufacturers held back, but then stampeded for the band-wagon. The same course of events is foreseen in color tv.

B•T, in the past few weeks, has done a lot of questioning on the color outlook. We feel justified in reporting that:

- RCA-Victor will have color sets on the market before the end of the year selling in the $500 range—probably in time for the Christmas trade. (The lowest priced color set now is $675.)
- Other manufacturers, of economic necessity, will leap into the color competition, but may have problems of design and circuitry.
- There will be an extreme shortage of color tubes by the year-end, reminiscent of the bottleneck in black-and-white in 1947-48. (RCA color picture tubes, now on production lines at Lancaster, sell for $100 each, to all comers, including RCA-Victor.)
- RCA-Victor plans to produce a minimum of 200,000 color sets this year.
- RCA shortly will make available to all manufacturers its knowledge and know-how in color production, along with its patents.
- NBC, in addition to its WNBQ inaugural, will augment network color programming, and, before the year-end will have color shows on the air every night, in addition to its daytime schedules.

That is the Sarnoff Plan and his time-table. There won't be profit in it immediately for either the manufacturers or the broadcasters. There wasn't at the outset of black-and-white either.

Why is the color manufacturing band-wagon predicted? The pattern is taken from radio. When the low-cost midget receiver came into vogue, console models and phonograph combinations lost out. Production was high but profits low on the clock and other small models. Tv entered, and the set price was high. So were the profits, once production lines started to roll.

Now in vogue is the portable black-and-white receiver, selling in the $100 range. It is the tv counterpart of the radio midget: high volume but low net return. It is reasoned that to maintain sales volume and build toward future volume and earnings, major set manufacturers perforce will follow the RCA lead into color. Just as black-and-white made many new millionaires, so is color destined to do. The laggards, unwilling to take the gamble until color begins to pay off, will suffer.

Meanwhile, the NBC drive is on among affiliates to equip for local, as well as network color. NBC's station relations people will be selling it full tilt at Chicago this week.

A year from now, it will be a new full-color television world, if Gen. Sarnoff has his way. And he usually does.



Drawn for BROADCASTING • TELECASTING by Duane McKenna
Idea submitted by Bob E. Lloyd, WGTH Hartford, Conn.

"So—what do you mean sneaking back at 3:59:30?"

The Network Enigma

FOR better or worse, telecasters have the opportunity to unburden themselves if they have complaints about the way business is being done by networks, syndicators, station representatives or government. The exhaustive nine-page confidential questionnaire sent last week by the Senate Commerce Committee to all network tv affiliates, whether primary or supplementary, vhf or uhf, provides the vehicle. Moreover, the FCC's network study staff is engaged in private consultations with groups and individuals covering much of the same ground—a development we thought was to be avoided.

Evident in the questions propounded in the Senate questionnaire is the impact of the testimony of Richard A. Moore, president-general manager of independent KTTV (TV) Los Angeles, before the Senate committee last month. He urged outlawing of option time and must-buys and condemned as illegal the "exclusive dealing" aspects of network affiliation contracts.

But the Senate questionnaire goes far beyond antitrust allegations or implications. It gets into subscription tv and to revenue breakdowns as between national and local, network and non-network, profit or loss, rate differentials between uhf and vhf and the disparities between uhf and vhf coverage. The big question: "Should the FCC have statutory authority to regulate networks?"

To us it is incomprehensible that any network-affiliated station —at this stage of tv's development—will contend that networks are not essential. Many of the responses on the degree to which time options should be permitted, or must-buys allowed, will depend upon the status of the network affiliate in relation to other stations in his market and to other markets.

What the questionnaire returns will prove is hard to fathom. Although the questionnaire is labeled "confidential," some will fear that their responses might some day rise to haunt them.

Telecasters in general will consult their lawyers. They should take each controversial question seriously. The composite of their answers might wind up in the verbiage of new laws or new regulations.

Treyz Bon

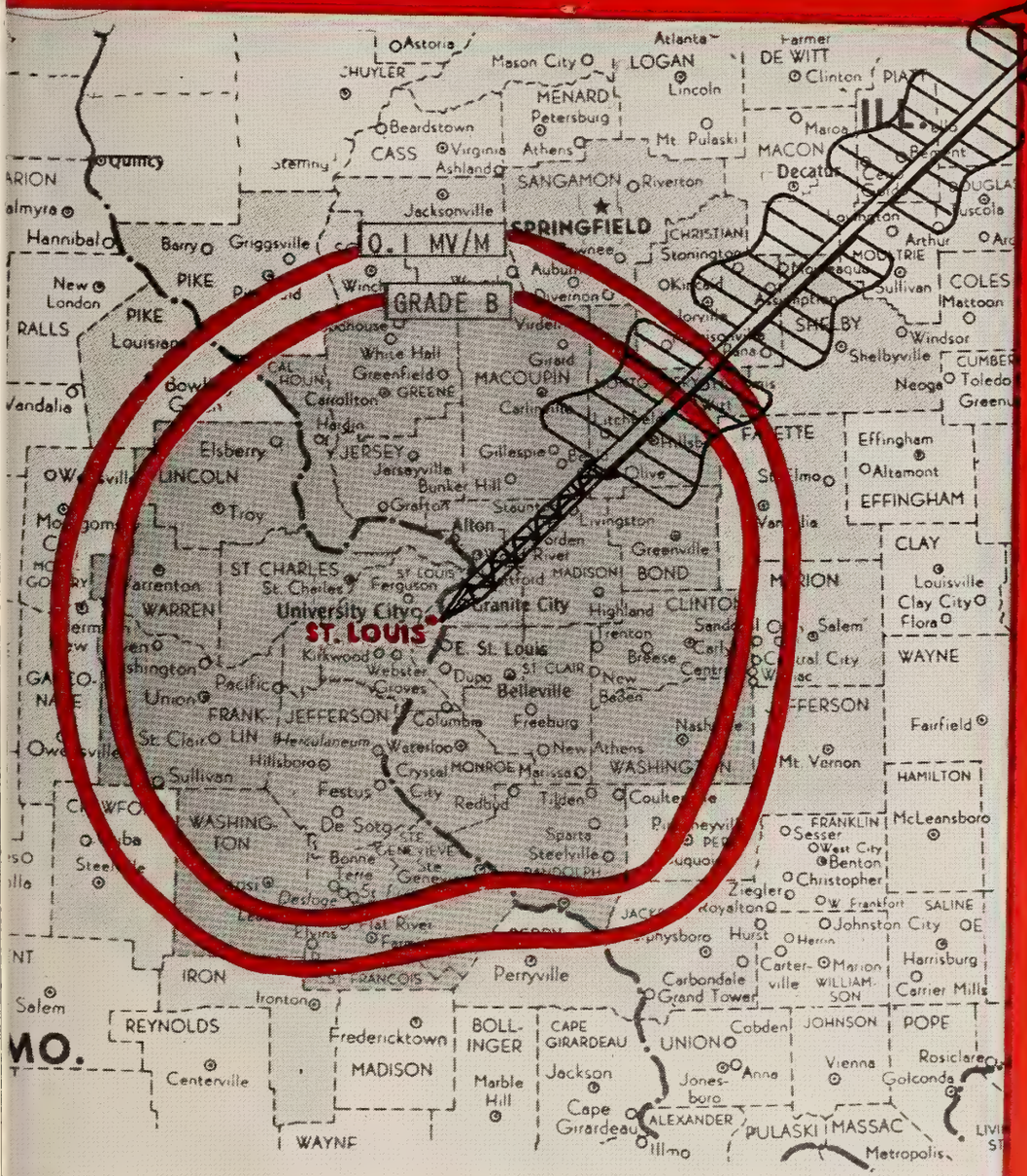
WE THINK we can speak for almost everyone connected with the business of buying or selling television advertising in addressing this thank-you note to Television Bureau of Advertising and its members. TvB has done a statesmanlike job in starting the quarterly issuance of national tv spot billings estimates.

Now that the first report has been published (see page 45 *et seq*) and the techniques of obtaining it described, we feel certain that the TvB figures will be accorded wide acceptance. There is no reason why TvB will not be recognized as the authority for spot billings information just as Publishers Information Bureau is recognized as the authority for network estimates.

TvB has earned the support of all segments of television toward the continuation of these quarterly reports.

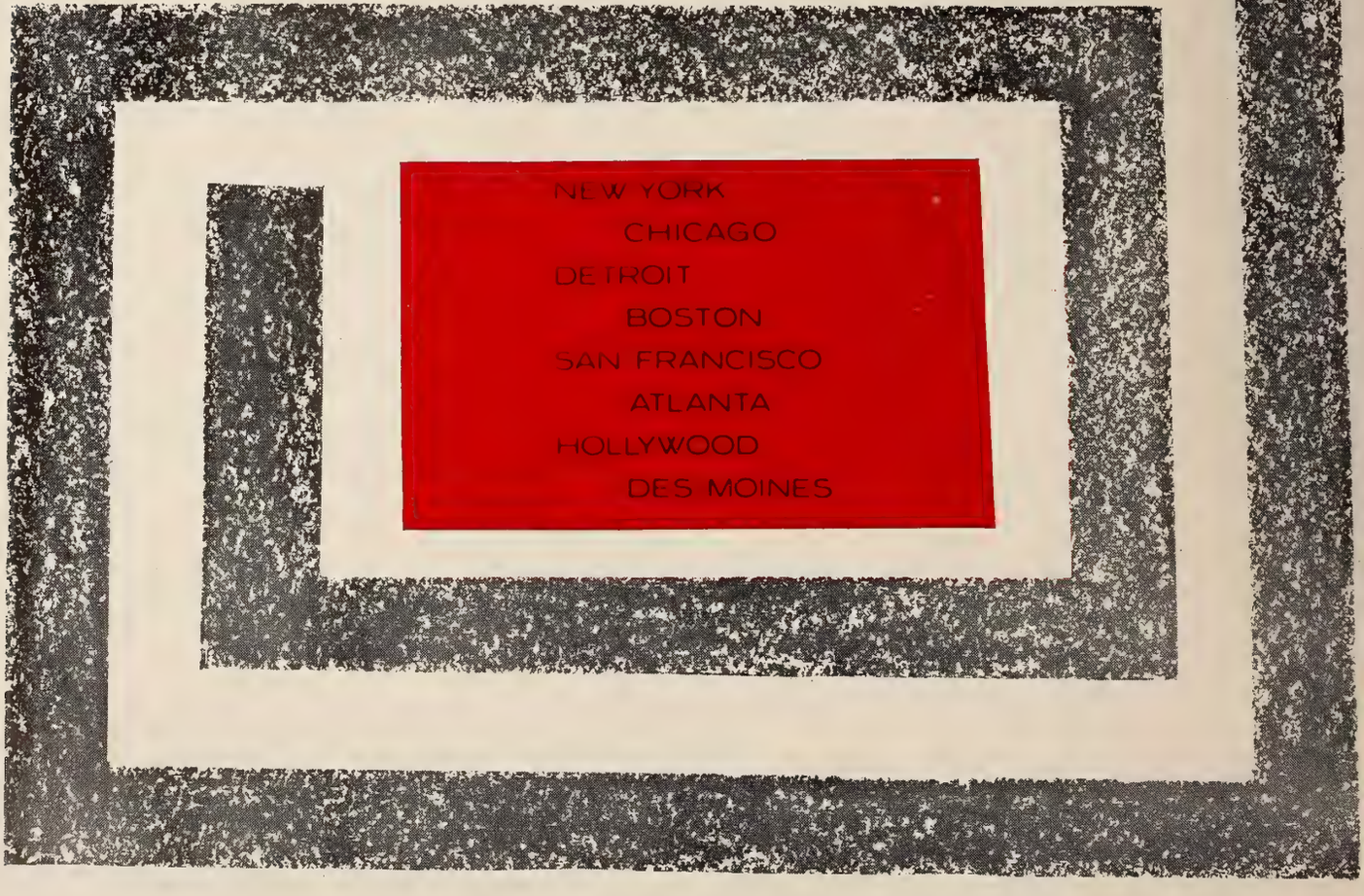
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television station representatives



APRIL 23, 1956

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BROADCASTING TELECASTING

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A-G-M, Fox Features
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McConnaughey Offers
'Crash' Program for Uhf
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25TH year

THE NEWSWEEKLY OF RADIO AND TV

It's happening fast...in Minneapolis-St. Paul!

WDGY leaps to 2nd place in audience after just 5 weeks

of Mid-Continent Programming

That's how fast listening habits are changing in Minneapolis-St. Paul as a result of just 5 weeks of Mid-Continent ideas, music and news. Add to this momentum WDGY's big, 50,000 watt coverage—plus an almost perfect-circle daytime signal . . . and you can see why in Minneapolis-St. Paul . . . the exciting buy is WDGY! Talk to Avery-Knodel, or WDGY General Manager Stephen Labunski.

WDGY 2nd among principal stations, says Hooper:

Station "A"	26.0%
WDGY	16.3%
Station "B"	15.7%
Station "C"	13.1%
Station "D"	9.0%

Hooper, March, 1956
7 a.m. - 6 p.m., Mon.-Sat.

WDGY

50,000 watts • Minneapolis-St. Paul

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

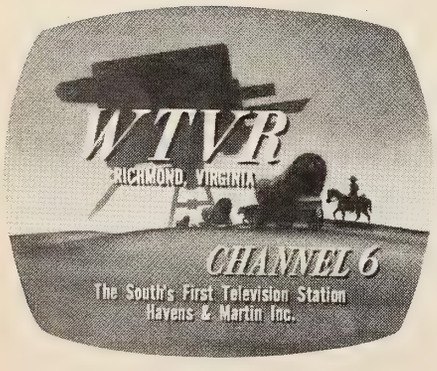
WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

Our Eighth Anniversary...

a time to say "Thank You" 165 times

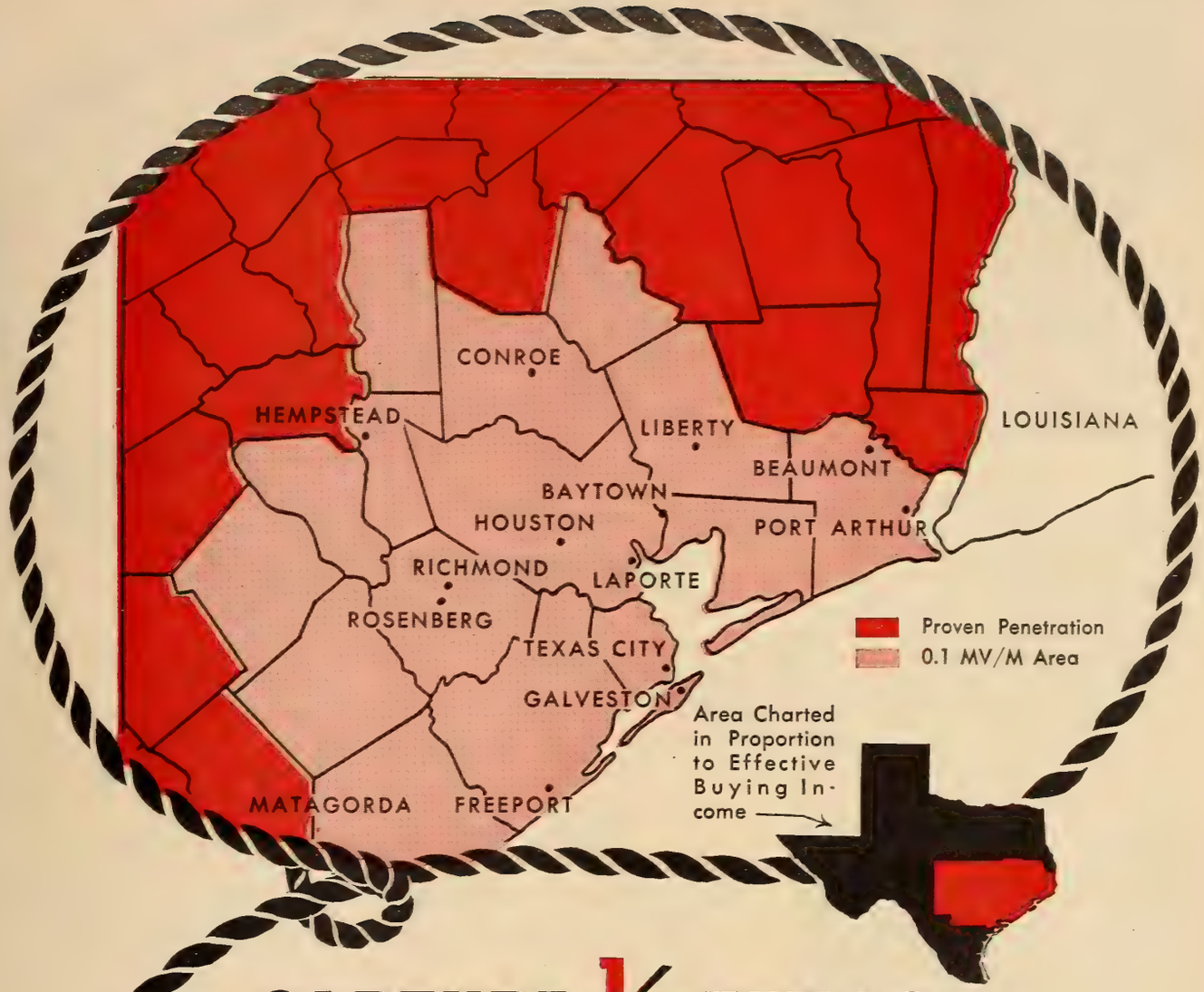
We're sentimental at WTVR. That warm glow of gratitude and pride fairly overtakes us on anniversaries. Gratitude to our 165 wonderful regular weekly clients, among them America's most distinguished companies. Gratitude to our loyal viewers, many of whom have been with us since April 22, 1948, the day we began commercial operation. And pride of being "The South's First Television Station." WTVR, Channel 6 is Richmond's only TV station operating in the preferred low end of the VHF Band. We serve over 503,000 Television Homes throughout Virginia and North Carolina, with Maximum Power—100,000 Watts, Maximum Height—1049 feet antenna. As always you can expect Maximum Results. We hope you will be with us on our next anniversary!



FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

A Service of Havens & Martin Inc.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.



CAPTURE 1/4 TEXAS with kgul TV

kgul's area coverage encompasses Galveston, Houston and the Texas Gulf Coast market. The buying power of this market area represents over 25% of the total buying power for the state of Texas. Here's a real Texas-size buy for your advertising dollars: one-fourth of Texas with kgul-tv.

kgul-tv... Texas-size buy	State of Texas	KGUL-TV's Total Coverage Gulf Coast TV Market	KGUL-TV's %
Families	2,510,500	611,600	24.36
Effective Buying Income	$12,622,592	$3,258,444	25.81

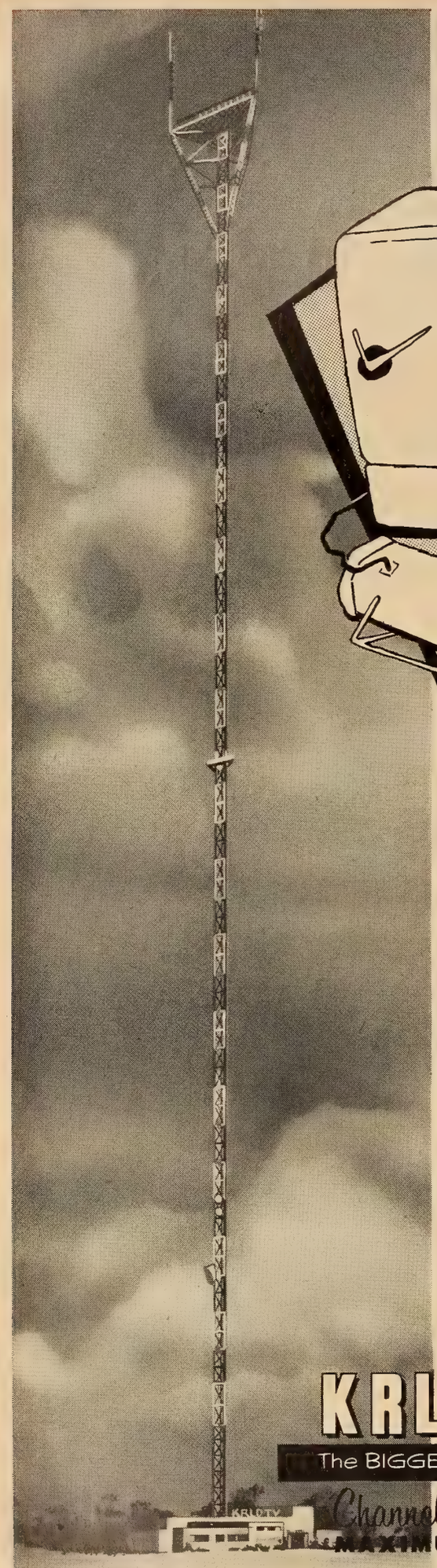
SOURCE: Sales Management Survey of Buying Power, May 1955

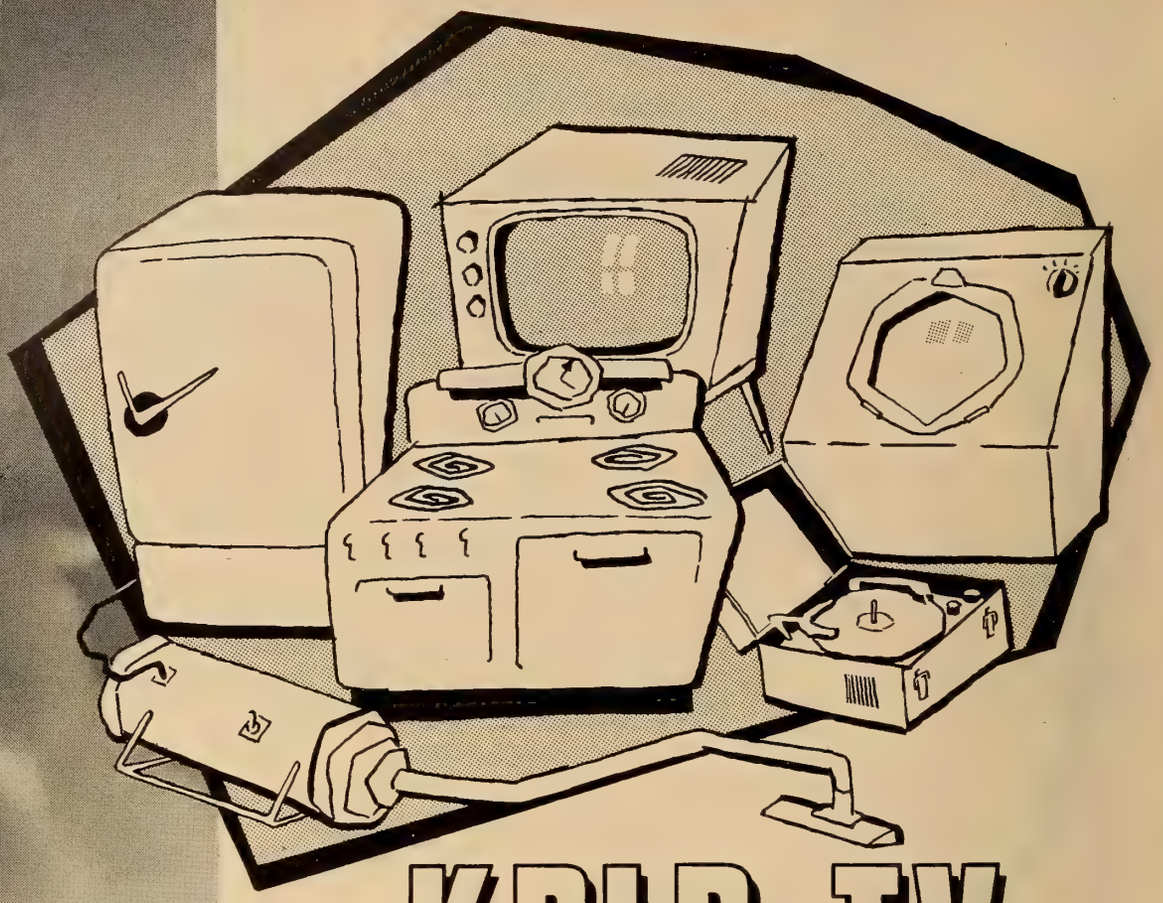
GULF TELEVISION COMPANY Galveston, Texas

kgul TV 11

Represented Nationally By CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.





KRLD-TV

TELECASTING FROM TEXAS' TALLEST TOWER

(1685 FEET ABOVE AVERAGE TERRAIN)

is the greatest sales stimulating medium in . . .

The Top O' Texas Market

where sales total, each year, more than . . . . . .

$102,034,000*

for home furnishings - appliances - radios - tvs

The Top O' Texas Market means 42 counties in which live more than 2,250,000 people who own in excess of 564,080 television sets. And no other medium sells the Top O' Texas Market like KRLD-TV, Channel 4.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas

MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President

*Source: U. S. Census of Business, 1954.

closed circuit®

BIDS FOR BITNER • In what would be second biggest sale on record, conversations were held last week involving proposals for Bitner radio and tv interests (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis-St. Paul, WFDF Flint) for $16 million-plus. Proposals were made by number of prospective buyers—including Crowell-Collier Publishing Co.—to Harry M. Bitner Sr. and his son, Harry Jr., but no conclusions were reached. Bitner family owns 52% of Consolidated Tv & Radio Broadcasters Inc., with balance publicly held. Other substantial interests in broadcasting also reportedly have made offers, but none yet has been accepted by Consolidated board. While no flat figure was mentioned, one offer, discussed Friday, was understood to involve $12 million for common stock, plus assumption of $3.5 million in current liabilities, plus preferred stock for gross in excess of $16.1 million for 100%. Spin-offs or side deals on individual properties also were proposed. Biggest sale three years ago was stock acquisition valued at $25.5 million of American Broadcasting Co. by United Paramount Theatres (now AB-PT).

B•T

FCC Network Study staff is drafting its own questionnaire to tv stations—affiliates and independents too—to elicit information it believes needed to pursue its overall inquiry. Unlike Senate Commerce Committee interrogatory, which provoked charges of "loading," it's intimated FCC document will be "pre-tested" on typical station licensees to ascertain whether it would cause undue hardship.

B•T

CRAVEN'S HAVEN • Decision may be made soon on filling of June 30 vacancy on FCC, and indications are nomination will go to T. A. M. Craven, consulting engineer of Washington and former member (1937-44) of FCC [CLOSED CIRCUIT, April 16]. He would replace Comr. E. M. Webster, 68, whose seven-year term then expires and who is eligible for retirement both as commodore, Coast Guard, and as civilian official. Comr. Webster has made no concerted campaign but would accept reappointment if proffered.

B•T

COMDR. Craven, 63, would be first commissioner in history to receive second appointment after lapse of years. He was born in Philadelphia. His family home is Bound Brook, N. J., but he has resided in Virginia for nearly two decades. He is Democrat, and his appointment would make FCC balance four Republicans and three Democrats. Appointment by President Eisenhower is subject to Senate confirmation. Comr. Webster has been an FCC stalwart since 1947 and like Comdr. Craven, is recognized engineering expert. Fact that administration policy generally has been against reappointment of holdovers from previous administration believed to augur in favor of new appointment. One aspirant for FCC post reportedly was advised by high administration official last week that decision had been reached—presumably on Craven appointment.

B•T

NET'S NET • Network operating revenue of ABC for first quarter of 1956 reportedly exceeded that of theatre division of American Broadcasting-Paramount Theatres Inc. for first time since union of companies three years ago. While breakdown was not revealed, first quarter report showed that net operating profit increased by 34% to $2,570,000 from $1,917,000 over corresponding period last year. Earnings were 60¢ a share compared with 45¢ last year (story, page 78).

B•T

SENATE Commerce Committee has requests for postponement of May 7 reply date, possibly until June 1, on network affiliate questionnaires dispatched fortnight ago [B•T, April 16]. Several affiliates, it's understood, seek more time to consider questions and perhaps consult counsel. They also mentioned delay caused by intervening NARTB convention in Chicago.

B•T

TIME FOR CHANGE • It isn't in official FCC minutes but all seven members are agreed that renewal application form (303) should be updated and revised, particularly in regard to programming classifications and balance and with prospect that public service can be ascribed to commercial as well as to sustaining programs. This eventuated at open forum at NARTB convention with all commissioners present, after question had been raised from floor (see text of forum, page 88). It followed by two weeks editorial in B•T (April 9) proposing updating and by one week action of Committee on Radio and Television Broadcasting of Advisory Council on Federal Reports calling May 15 meeting on revision of form. When FCC formally will consider revision is not indicated but is expected to be soon.

B•T

CORRIDOR complaints, inevitable by-product of conventions, were being directed by some radio-only operators in closing days of last week's NARTB conclave at what they regarded as undue emphasis on tv. They also were irked that they had to stay through tv portions in order to catch Radio Advertising Bureau's convention closing act. Some claimed radio should have convention of its own. At least one protesting station got its NARTB resignation papers ready.

B•T

MULTIPLE OWNERSHIP • It couldn't be confirmed, but there's strong impression bill introduced by Rep. Joseph P. O'Hara (R-Minn.) last week to limit ownership of tv stations to number covering not more than 25% of population and forbidding FCC to promulgate regulations putting numerical ceiling on ownership (see page 91) may have blessing of FCC. There's some feeling at Commission that no matter what Supreme Court does in Storer case, it might be best to have ownership limitation as part of Act rather than as FCC rule. Indication is FCC does not have great hopes of overturning lower court ruling that numerical limitation is illegal.

B•T

GILLETTE is going after teenagers in hopes of getting them to begin shaving with razors and blades instead of with electric shavers. After successful year and a half test in Boston, Gillette is placing radio spot announcement campaign on afternoon and evening disc jockey shows which appeal to newly bearded. Campaign, which will be national, will start in top 33 eastern markets end of May. Run is indefinite. Agency: Maxon, New York.

B•T

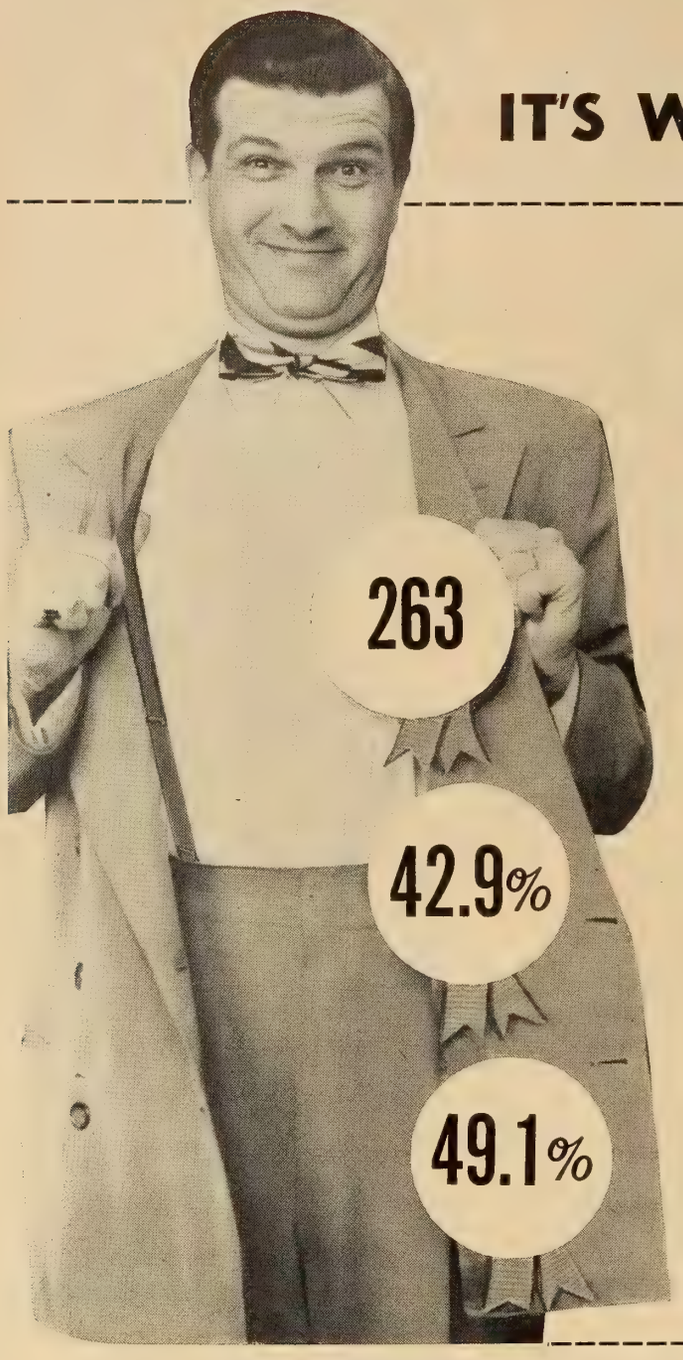
PROBLEMS OF PROGRESS • Question of whether stations can re-record film properties under terms of contracts with producers-distributors may be given new timeliness with commercial marketing of new video magnetic tape system by Ampex Corp. (story, page 84). Another thorny issue is whether tape used in recorder falls within jurisdiction of AFTRA (on live programs) or Screen Actors Guild (on film). Device is electronic unit, to be sure, but that might only serve to stimulate union jurisdictional fight from which tv networks obviously want to steer clear.

B•T

UNDER consideration is pay tv project by which community tv system would furnish local originations via subscription tv. System is one operating in Clovis, N. M. (Midwest Video Corp.) reported to have made arrangements with International Telemeter Corp., which tried same principle in own Palm Springs, Calif., antenna system in 1954-55 season. Clovis system now is relaying signals from tv stations in Amarillo, Lubbock, Tex., and Roswell, N. M., has about 1,600 connections.

B•T

GHOST WALKS • Estate of late Maj. Edwin H. Armstrong, inventor and No. 1 advocate of fm, can be expected to be among interests throwing weight behind new fm broadcasters organization to promote fm interests outside NARTB when other broadcast interests may be in conflict (story, page 110). Attorney of Cravath, Swain & Moore, New York, which represents estate, acknowledges support will be given providing fm group's aims prove compatible to Armstrong interests.



IT'S WHB'S REGION, TOO!

263 1st place ¼ hours out of 288 . . .
. . . 25 second place ¼ hours . . . and nothing lower!

That's what Kansas City Area PULSE says about WHB

for 594,700 radio homes in 66 counties of 3 states
Monday-Saturday, 6 a.m.-6 p.m.
Average share of audience 25% ahead of second station!

42.9% average share of audience all-day
(2nd station: 16.6%)
WHB first by far in *every* time period!

That's what Kansas City Area NIELSEN says about WHB

for the 542,700 radio homes in the N.S.I. Area
all day and night, 6 a.m. to midnight,
Monday-Saturday

49.1% average share of audience all-day

That's what the latest Kansas City HOOPER says about WHB

WHB leads in every Hooper ¼ hour,
6 a.m.-6 p.m., Monday through Saturday.

So you see, WHB dominates the Kansas City *area* as convincingly as it dominates metropolitan K. C. audiences. Get the big story from the man from Blair, or WHB General Manager George W. Armstrong!

WHB

10,000 watts—710 kc
Kansas City

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

Court to Decide if FCC Should Wait on Tv Actions

CAN FCC continue making vhf television grants or allocate new vhf channels while it is considering changing national allocations principles? That question is now in lap of U. S. Court of Appeals in Washington after debate before unprecedented, full nine-judge court. Cases involve three vhf grants in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis., and ch. 10 drop-in at Vail Mills, N. Y. (Albany area).

In vhf grant cases, court was told FCC "manipulated" processes to discriminate against uhf outlets' deintermixture petitions. In Vail Mills drop-in, court heard charge that fair hearing was not given because Commission granted vhf drop-in while postponing decision on deintermixture.

Commission and intervenors asserted Commission has every right to make grants and approve drop-ins under existing rules; that deintermixture petitions were denied but without prejudice to resubmission under full allocations proceeding.

CBS meeting with FCC on allocations last October came under attack in Vail Mills argument when WTRI (TV) Albany counsel Harry Plotkin charged that this was part of "conspiracy" on part of CBS and WROW-TV Albany to put WTRI out of business. FCC counsel Daniel Ohlbaum and WROW-TV counsel Duke M. Patrick retorted that FCC meeting with CBS was on national question, not on Albany case.

Vhf grants "prejudged" issue in allocations proceeding, claimed uhf counsel Paul Dobin, J. Roger Wollenberg, Benito Gaguine, and Vernon L. Wilkinson. Appearing for FCC was Asst. General Counsel Richard A. Solomon. Vhf grantees were represented by Paul M. Segal, Vincent A. Pepper and Arthur W. Scharfeld.

Allocation of ch. 10 to Albany area is under stay-order and cannot be applied for until court decides last week's case.

'Godfrey and Friends' Show Going Off CBS-TV July 25

ONE of tv's oldest programs, *Arthur Godfrey and His Friends,* which premiered on CBS-TV Jan. 12, 1949, will go off air after July 25 telecast, CBS-TV announced Friday. Mr. Godfrey, who said he long had contemplated move because of pressures of maintaining current heavy schedule—13½ hours of radio and tv shows weekly—will be featured in special one-hour or longer telecasts from "time to time," network reported. Mr. Godfrey also quoted as saying new change will permit him to concentrate on *Arthur Godfrey Time* (CBS Radio, Mon.-Fri., 10-11:30 a.m. EST; CBS-TV Mon.-Thurs., 10:30-11:30 a.m. EST) and *Talent Scouts* (radio and tv, Mon., 8:30-9 p.m. EST).

Current sponsors of *Friends* are Toni Co., through North Adv., Chicago, alternating with CBS-Columbia, through Ted Bates & Co., in 8-8:30 p.m. segment, and Pillsbury Mills, through Leo Burnett, Chicago, alternating with Kellogg, also via Leo Burnett, in 8:30-9 p.m. portion.

FAST COVERAGE

RAPID kinescope methods once again brought first film of Ranier-Kelly wedding at Monaco to tv screens on NBC-TV Friday—this time religious ceremony was shown in similar manner that network showed civil ceremony Thursday morning, according to NBC-TV. Film of religious ceremony ran 8 minutes, 22 seconds, was on *Today* program at 7:15 a.m. EST Friday.

Butler Charges Hall Trying To Keep Democrats Off Air

DEMOCRATIC National Chairman Paul Butler Friday charged GOP Chairman Leonard Hall with "trying to keep us off the air" in "concerted and carefully planned and conceived effort." He made charge after Mr. Hall declined to accept NBC-TV offer to two chairmen of 7½ minutes weekly on *Today* show, to have begun last Friday and run to Nov. 2, for televised debate.

NBC had planned to pick up two committee heads from any point in country where facilities permitted, using split screen. Mr. Butler said he accepted, but Mr. Hall refused, saying his schedule would not permit *Today* appearances. NBC *Today* offer made March 30 by producer Gerald Green.

Addressing executive committee of Democratic National Committee in Washington, Mr. Butler said GOP can get all time it wants free by use of presidential reports, or can buy time with its large cash reserves.

At morning session of national committee, Mr. Butler said GOP has $5 million campaign right now while $100,000 in Democrat coffers is not enough to buy and produce a half-hour network tv show. Saying GOP has 50-to-1 financial advantage over Democrats, he said, "I don't see how we can afford to sit on our hands and permit the Republicans to have 50 times as much tv and radio time as we use."

Martin Leaves Teleradio To Be WAFB Chairman

ELECTION of Dwight M. Martin as board chairman of Modern Broadcasting Co. of Baton Rouge Inc., operator of WAFB-AM-FM-TV Baton Rouge, La., announced Friday by Tom E. Gibbens, president. Mr. Martin has resigned as vice president of RKO Teleradio Pictures in charge of tv film division and will assume his new post about May 1.

Mr. Martin became associated with Thomas F. O'Neil interests in 1952 when he joined General Teleradio Inc. as head of tv film division. Previously, he had been vice president of Crosley Broadcasting Co. and an attorney in Cincinnati.

Mr. Martin's election approved at meeting Thursday of board of directors of Modern Broadcasting Co. at Baton Rouge. New company directors elected: Edgar B. Stern Jr., president of WDSU New Orleans; Robert D. Swezey, executive vice president of WDSU, and Louis Read, vice president and sales manager, WDSU. Other board members are Mr. Gibbens and Jack C. Burke, executive vice president, WAFB and Charles C. Barnard, vice president, WAFB.

• BUSINESS BRIEFLY

L&M RADIO IN 50 • Liggett & Myers (L&M cigarettes), N. Y., through Dancer-Fitzgerald-Sample, N. Y., buying seven-week radio spot announcement campaign in 50 markets starting end of month.

ANOTHER GO ON RADIO • General Mills (Gold Medal flour) begins third flight of radio spots May 16 in approximately 70 markets. Length of contract varies from two to four weeks depending on market. Dancer-Fitzgerald-Sample, N. Y., is agency.

SPOT FOR CRANBERRIES • National Cranberry Assn. (Ocean Spray) effective May 10, 17 and 24 will place 10-day radio spot announcement campaign in 15 to 25 markets. BBDO, N. Y., is agency.

REYNOLDS ON LOOKOUT • R. J. Reynolds Tobacco Co., Winston-Salem, N. C., looking for radio spot availabilities for late spring campaign. While spokesmen for agency, William Esty Co., decline to name specific cigarette, saying Reynolds is looking on behalf of "any and all" of its products, it's understood filter brand is being considered.

HEUBLEIN BUYING • In move to test effectiveness of spot radio, Heublein Inc. (Grey Poupon Mustard), Hartford, Conn., will introduce four-week spot radio campaign in four eastern markets on May 15, with expansion of markets depending on sales results. Agency: Bryan Houston, N. Y.

MAY BUY ON NETWORK • Westinghouse Electric Corp., Pittsburgh, through McCann-Erickson, N. Y., in addition to its national radio spot announcement campaign is considering use of radio network for 10-second commercials.

RADIO FOR 'LIFE' • Time Inc., for *Life* magazine, launching 38-week Wed.-Thurs.-Fri. radio spot campaign in 15 major U. S. markets, starting May 16. Agency: Young & Rubicam, N. Y.

DECIDING, WAITING • Plans reportedly set by P. Lorillard & Co., N. Y., current sponsor of NBC-TV's *Truth or Consequences* (Fri., 8-8:30 p.m. EDT) to shift to alternate week sponsorship of program, starting May 11. Toni Co., Chicago, said to be ready to sign as alternate sponsor, once Lorillard decision is definite.

SCHICK STUDYING • Schick Shavers, through Warwick & Legler, N. Y., understood to be considering possible sponsorship of portion of *Omnibus* on ABC-TV next fall.

ACCOUNT FOR R&R • General Electric Supply Co., major appliance distributor for Gulf Coast area, appoints Ruthrauff & Ryan Inc. to handle its advertising. Media plans to be announced later.

JUST ARRIVED... WHEN-radio



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KCMO RADIO 810 kc. CBS	KCMO TV Channel 5 CBS	WHEN RADIO 620 kc. CBS	WHEN TV Channel 8 CBS	KPHO RADIO 910 kc. ABC	KPHO TV Channel 5	WOW RADIO 590 kc. CBS	WOW TV Channel 6 CBS

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at deadline

FTC Seeks Prosecution Of Dolcin for Radio Ads

FEDERAL TRADE Commission today (Monday) is asking U. S. Court of Appeals in Washington to prosecute Dolcin Corp. (arthritis and rheumatism tablets) for criminal contempt, alleging Dolcin violated court orders regarding misrepresentation of its product.

FTC charges Dolcin radio advertising is in "flagrant contempt" of court's decree, effective since April 8, 1955, which in substance affirmed commission's cease and desist order issued in 1952. Commission seeks punishment for corporation and its officers, Victor van der Linde, George Shimmerlik and Albert T. Wantz.

Last year Dolcin spent $1.43 million of its $1.5 million advertising budget on radio spot campaigns.

McCann-Erickson Billings Three Times Total in 1948

TOTAL BILLING of McCann-Erickson has tripled since 1948, from $55 million to $166 million, agency's executives were told Friday at conclusion of special four-day closed management meeting in New York by President Marion Harper Jr. McCann-Erickson International's business (60% of it shared among 24 foreign offices, and 40% locally abroad) has increased five fold; of agency's 135 U. S. accounts, one quarter is in multi-million dollar billing group. Of all M-E accounts, 67 have been in agency over 10 years, 14 over 30, five over 40. Mr. Harper said physical expansion was 50% and personnel 100%.

WQXR Opposes Daytimers

ANOTHER ATTACK on Daytime Broadcasters Assn. petition to change daytime operating hours filed with FCC Friday. Class 1-B WQXR New York (50 kw on 1560 kc) claimed over half its nighttime primary service area would be lost and that effect of DBA request would mean virtual elimination of clear and regional service during hours daytimers want. These are 5 a.m. or sunrise and 7 p.m. or sunset, whichever is earlier or later. Daytimers now licensed to operate from local sunrise to sunset. Seek fm if improved facilities desired, WQXR told daytimers. So far DBA proposal has been opposed by Clear Channel Broadcasting Service and number of regional and clear channel stations. Subject is on agenda of Senate Small Business Committee.

Des Moines Court Open to Tv

MUNICIPAL COURT in Des Moines has decided to admit tv at all trials and hearings providing "dignity of court" is not disturbed. Des Moines municipal judges said new ruling was influenced by Colorado Supreme Court decision favoring admission of tv to Colorado courts [B•T, March 5].

WNDU-AM-TV Names Petry

WNDU-AM-TV South Bend, Ind., has appointed Edward Petry & Co. as national representative effective July 5. WNDU is affiliated with ABC Radio, WNDU-TV (ch. 46) with NBC-TV.

AFTRA Challenges Ruling Favoring SAG on Electronicam

ARBITRATION RULING that Screen Actors Guild has jurisdiction over DuMont Electronicam film system challenged Friday by American Federation of Television & Radio Artists. AFTRA position is that two-to-one Arbitration Assn. decision last week upholding SAG contract on Electronicam referred only to November 1955 AFTRA letter sent to film producers and advertising agencies claiming its code was being violated through use of SAG instead of AFTRA on Electronicam programs. Panel ruled, in effect, that Electronicam is improved means of motion picture production. AFTRA claimed decision did not resolve larger issue; it contended it has jurisdiction over programs "done in a live manner." With emergence of various tape processes [B•T, April 16], AFTRA believes its jurisdictional control will be solidified since it has "clarification" agreements with NBC-TV, CBS-TV and ABC-TV over programs produced or recorded by electronic video equipment that "transmits, transfers or records matter into electronic energy."

Another Stay for WSPA-TV

THREE DAYS after it had denied request for stay against ch. 7 WSPA-TV Spartanburg, S. C., move to Paris Mt., U. S. Court of Appeals in Washington granted "interim" stay pending hearing and decision on plea for reconsideration filed late Thursday afternoon by uhf protestants WGVL (TV) Greenville and WAIM-TV Anderson, S. C. Argument on reconsideration motion scheduled for April 26. On Friday, WSPA-TV asked court to hear argument today (Monday) or earlier than Thursday because it planned to begin commercial operation Sunday with advent of Daylight Savings Time and needed time to prepare.

Last month, FCC issued final decision upholding two-year-old grant for Spartanburg station to locate transmitter on Paris Mt. Uhf stations have oposed this move before FCC and courts on ground Paris Mt. site would make WSPA-TV Greenville station instead in Spartanburg outlet.

UPCOMING

April 23-27: American Film Assembly, Morrison Hotel, Chicago.

April 23-28: Senate Interstate & Foreign Commerce Committee hearings on toll tv, U. S. Capitol, Washington, D. C.

April 26-28: American Assn. of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 26-29: American Women in Radio & Tv, convention, Hotel Somerset, Boston.

April 29-May 4: Society of Motion Picture-Television Engineers, spring convention, Hotel Statler, New York.

For other Upcomings, see page 151

PEOPLE

DAWSON L. NEWTON, vice president, Ellington & Co., N. Y., to Morey, Humm & Warwick, N. Y., as account executive. Mr. Newton had been with Florida Citrus Commission for several years as advertising director.

WARREN AMBROSE, formerly creative group head, Biow Co., N. Y., appointed copy chief at Compton Adv. Inc., Chicago.

DICK MOHR, formerly copywriter at Foote, Cone & Belding, Los Angeles, to Erwin, Wasey & Co., same city, as radio-tv copywriter.

LESTER A. DELANO, formerly research director at Christiansen Adv. Agency, Chicago, appointed marketing and market research director at North Adv. Inc., same city.

CLARENCE SEWELL, sales manager, KFBI Wichita, to KCMO-TV Kansas City in similar capacity.

R. E. BUCHANAN, supervisor on all radio and television for General Electric Co. and Procter & Gamble, Young & Rubicam, N. Y., to J. Walter Thompson, N. Y., as head of account group in radio-tv for several major accounts.

MORTON A. SMALL, Beaumont & Hohman, Chicago, and before that McCann-Erickson, same city, to Tim Morrow Inc., Chicago, as media director.

BRUCE W. MARCUS, previously with public relations firm of Pendray, Cook & Hoving, N. Y., named assistant to Harry Chaperon, director of public relations of Emil Mogul Co., N. Y.

ROY SHARP, former traffic manager, Dumont Broadcasting Corp., to Sports Network Inc. as vice president.

EMANUEL GOREN, merchandising manager, Lehn & Fink Div. (Hinds Honey & Almond cream, Etiquet deodorant and Lysol disinfectant) of Lehn & Fink Products Corp., to new post of advertising-merchandising manager.

REAR ADM. FREDERICK R. FURTH, USN (Ret.), former Chief of Naval Research, elected vice president of Farnsworth Electronics Co. Div., International Telephone & Telegraph Corp.

GEORGE HAMILTON COMBS, commentator, WABC-AM-TV New York, and former Missouri congressman, joins Uterhart & Schaffer, New York law firm. He will continue to appear on radio and tv programs.

FRED M. ZEDER II resigned as vice president, McCann-Erickson, N. Y., to join Kudner agency as vice president, effective May 1.

BAYLEN H. SMITH, producer of Bert Claster Productions' *Romper Room,* to WISN-TV Milwaukee as production manager. **BILL BINET,** announcer - producer, KGVO-TV Missoula, Mont., to WISN-TV as staff announcer.

MICHAEL LAURENCE, previously associated with ABC-TV's *Danny Thomas Show* and NBC-TV's *Martha Raye Show,* appointed staff director and publicity and public relations director of Dynamic Films, N. Y., producers of tv, industrial and educational films.

V Sought for Reliance, S. D.

KELO-TV Sioux Falls, S. D., asked FCC Friday to move ch. 6 from Pierre, S. D., to Reliance, S. D., where citizens group has been formed to raise $250,000. KELO-TV said it would add same amount, join with non-profit organization to apply for vhf channel.

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EDITOR & PUBLISHER
Sol Taishoff
MANAGING EDITOR
Edwin H. James
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BUREAUS
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444 Madison Ave., Zone 22, PLaza 5-8355
Editorial
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AGENCY EDITOR: Florence Small
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MIDWEST NEWS EDITOR: John Osbon
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HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher Virginia Bialas
Toronto: 32 Colin Ave., HUdson 9-2694.
James Montagnes

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*Miss North Carolina—Miss Faye Arnold †Miss South Carolina—Miss Martha Dean Chestnut

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WIKK	**Erie** — **NBC**	**WRNL**	**Richmond** — **ABC-MBS**
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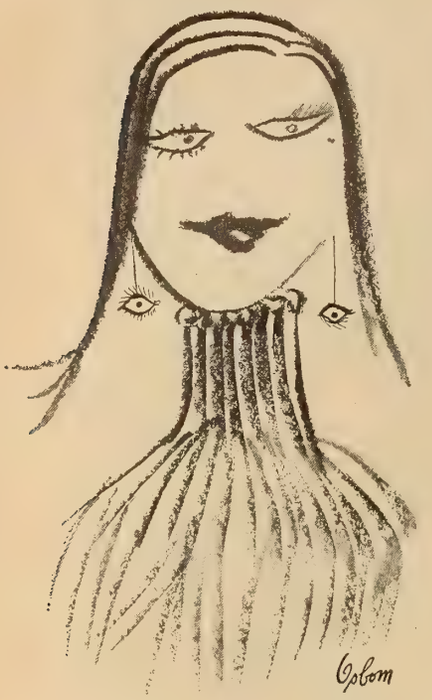


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WTOP RADIO

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IN REVIEW

SALUTE TO BASEBALL

THE national pastime of baseball definitely did not lose any supporters from NBC-TV's *Sunday Spectacular,* "Salute to Baseball." In fact, the only thing lacking that could have made the 90 minutes more enjoyable was the time-honored "Who's on First" routine. The show was entertaining from the opening crack of a little boy who likes basketball to the final pitch of 3,000 miles from Eddie Fisher to Roy Rogers.

Adding to the festivities were countless tv stars, sports announcers, major league stars, cowboys and future big leaguers, all under the capable guidance of m.c. Art Linkletter.

Special plaudits go to Molly Goldberg for her dressing room skit and little-known Don Adams and his umpire school. Miss Goldberg was perfect as a "baseball ignoramous" meeting the players. And Mr. Adams rendered the best line of the show: "Some of you will crack . . . you'll become umpires."

Real baseball fans in the tv audience thoroughly enjoyed film clips of famous moments with Carl Hubbell, Babe Ruth, Lou Gehrig, Bobby Thompson and Willie Mays. The one big failure of the show to these same fans was efforts to show if a baseball actually curves or not. For as much as the camera showed, Chicago lefty Billy Pierce might just as well have thrown a football.

Production costs: $150,000.

Sponsored by U. S. Rubber Co. through Fletcher D. Richards Co., Standard Sanitary Corp. through Batten, Barton, Durstine & Osborn and Maybelline Co. through Gordon Best & Co. on NBC-TV Sunday, April 15, 7:30-9 p.m. EST.

Cast: Art Linkletter, Don Adams, Mel Allen, Red Barber, Gertrude Berg, Art Carney, Eddie Fisher, Dave Garroway, Leo Durocher, Roy Rogers, Pat Brady, Sons of the Pioneers and major league baseball players.

Executive producer: Art Linkletter; producer-director: Alan Handley; assoc. producer; Tom Naud; writers: Ray Allen, Harvey Bullock, Bill Dana and Tom Naud. Art Carney sketch by Aaron Reuben.

PORTRAIT OF A MAN

THIS was more a paean in honor of the deity Albert Einstein has become rather than a delineation of the simple man who was the mathematical genius of our day. As such, it was more in the nature of an "historical" drama—something like Williamsburg's *Common Glory* or Manteo's *Lost Colony*—a legend. Thus it was somewhat disappointing.

Nevertheless it had its moments. One was the treatment of Dr. Einstein himself—never full face, always the shaggy hair, the back of the old sweater, a profile of the iron rimmed spectacles on the delicate, almost feminine nose. Another was the use of his voice in simple homilies, particularly in counterpoint to the rantings of the Nazi racist. Also good was Robert Montgomery's tight-lipped commentary. The distaff portrayals by Lena Hansen and Eva Stern, were also notable for their vivaciousness in the light of the generally sombre tone.

Maybe it's too soon to dramatize the man who was Albert Einstein. After all, he lived and was acclaimed during our lifetime. Maybe another generation will be able to represent properly this shy intellectual giant; last week's attempt reached high but failed to make the summit.

Production costs: Approximately $40,000.

Sponsored by Johnson's Wax Co., through Needham, Louis & Brorby, on NBC-TV, Mon., 9:30-10:30 p.m.

Cast: Robert Ellenstein as Einstein; Lena Hansen as Mrs. Einstein; Peter Von Zerneck as the husband; Eva Stern as the wife—couple Einstein lived with; Ray Boyle as Dad and Beverly Lunsford as Adelaide.

Producer and narrator: Robert Montgomery; director: Perry Laffert; writer: William Kendall Clarke.

. . . AT THE CROSSROADS

PRESUMABLY the government authorized . . . *At the Crossroads* to educate the public in the whys and wherefores of the social security system. However, having heard the first two sugar-coated episodes one is left with the feeling that the series tends more to justify the system rather than explain it.

Crossroads' initial effort deals with "Charlie," a blind vaudevillian kicked around by fate (plus talking pictures and tv), who after age 65 is selling magazine subscriptions via telephone to supplement the pittance due him from the government. The fact that it is a pittance is casually ignored throughout.

The format of the programs is simplicity itself. Faye Emerson gives the background of the subject and he ("Charlie," etc.) narrates from there with an occasional assist from Miss Emerson.

Fans of quiz and interview shows in which participants bare their souls will like the tear-jerking quality of the government's presentation.

Production cost: $1,000.

Narrator: Faye Emerson.

Produced for U. S. Dept. of Health, Education & Welfare by Columbia U. Center for Mass Communications under supervision of Erik Barnouw; series coordinator: Dorothy Oshlag; music: Edward Vito.

Distributed free through Social Security Administration.

EVEN THE WEARIEST RIVER

TV's first (and perhaps last) western in blank verse, Alvin Sapinsley's "Even the Weariest River," contained many of the elements of Greek tragedy, yet it was little better than the most routine grade "B" horse opera.

Mr. Sapinsley's idea, however, was an excellent bit of experimental television. If the experiment failed to bear fruit, the blame could hardly be that of the players or producers. It's just that Mr. Sapinsley's script failed to support its classic form. (As things turned out, his verse wasn't the only thing filled with blanks, witness a string of corpses numbering eight, four of them on camera.) Though hampered by a limited script, Boris Karloff, Franchot Tone, Lee Grant, and Christopher Plummer managed to turn in some of the most skillful readings of the current tv season.

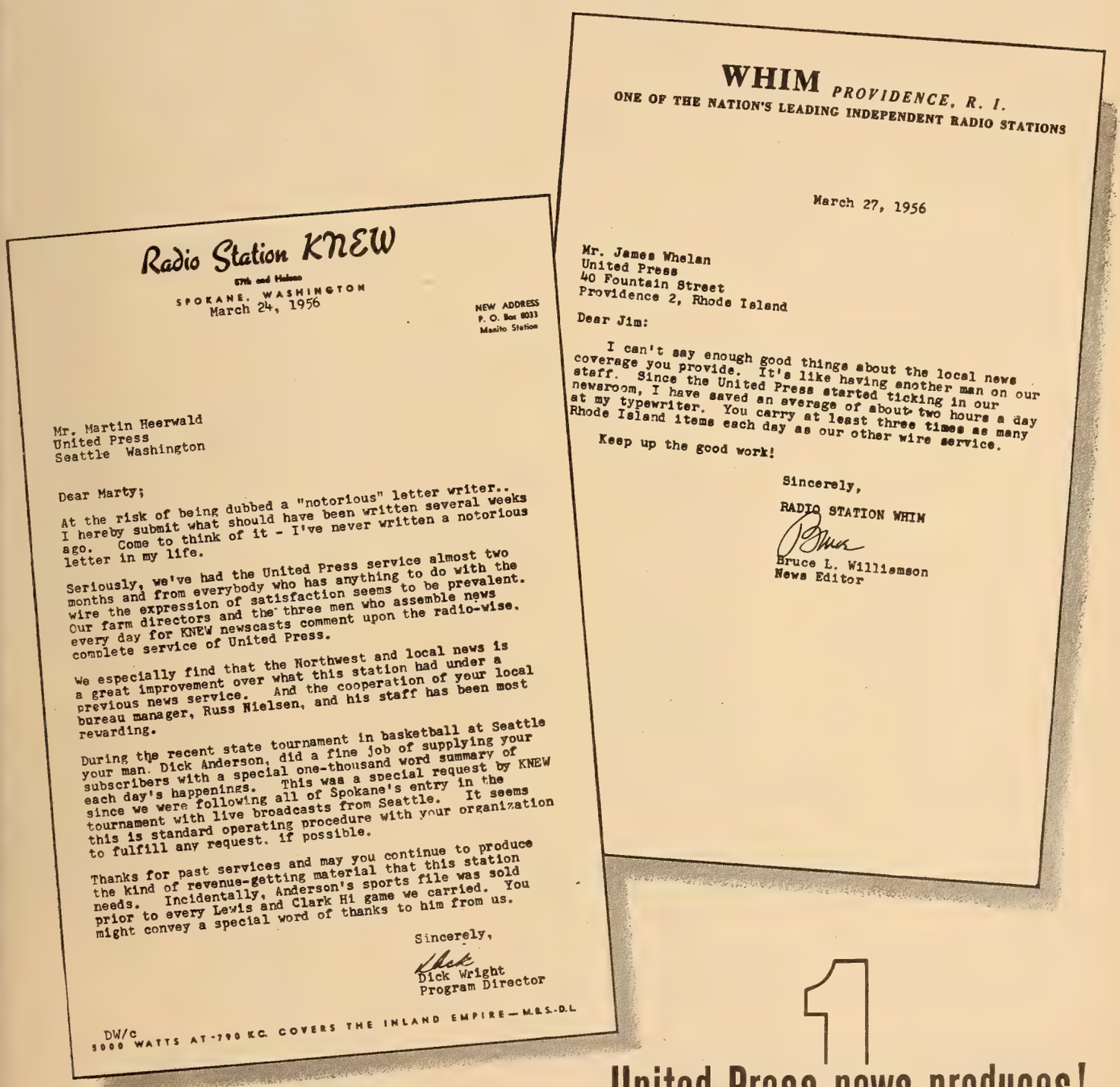
Production Costs: Approximately $40,000.

Sponsored By: Aluminum Co. of America, Pittsburgh, through Fuller & Smith & Ross, New York, on NBC-TV, on alternate weeks (with Goodyear Tire & Rubber Co.), Sun., 9-10 p.m. EST.

Director: Robert Mulligan; producer: Herbert Brodkin; casting: Joan MacDonald.

Cast: Boris Karloff, Franchot Tone, Lee Grant, Christopher Plummer, Frank Overton, Thomas Carlin, Milton Selzer, John Shellie, Jason Robards, Robert Dryden, Frank Marth, Archie Smith.

coast-to-coast



Radio Station KNEW
57th and Halsey
SPOKANE, WASHINGTON
March 24, 1956

NEW ADDRESS
P. O. Box 8033
Manito Station

Mr. Martin Heerwald
United Press
Seattle Washington

Dear Marty;

At the risk of being dubbed a "notorious" letter writer.. I hereby submit what should have been written several weeks ago. Come to think of it - I've never written a notorious letter in my life.

Seriously, we've had the United Press service almost two months and from everybody who has anything to do with the wire the expression of satisfaction seems to be prevalent. Our farm directors and the three men who assemble news every day for KNEW newscasts comment upon the radio-wise, complete service of United Press.

We especially find that the Northwest and local news is a great improvement over what this station had under a previous news service. And the cooperation of your local bureau manager, Russ Nielsen, and his staff has been most rewarding.

During the recent state tournament in basketball at Seattle your man. Dick Anderson, did a fine job of supplying your subscribers with a special one-thousand word summary of each day's happenings. This was a special request by KNEW since we were following all of Spokane's entry in the tournament with live broadcasts from Seattle. It seems this is standard operating procedure with your organization to fulfill any request, if possible.

Thanks for past services and may you continue to produce the kind of revenue-getting material that this station needs. Incidentally, Anderson's sports file was sold prior to every Lewis and Clark Hi game we carried. You might convey a special word of thanks to him from us.

Sincerely,

Dick Wright
Program Director

DW/c
5000 WATTS AT 790 KC. COVERS THE INLAND EMPIRE—M.B.S.-D.L.

WHIM PROVIDENCE, R. I.
ONE OF THE NATION'S LEADING INDEPENDENT RADIO STATIONS

March 27, 1956

Mr. James Whelan
United Press
40 Fountain Street
Providence 2, Rhode Island

Dear Jim:

I can't say enough good things about the local news coverage you provide. It's like having another man on our staff. Since the United Press started ticking in our newsroom, I have saved an average of about two hours a day at my typewriter. You carry at least three times as many Rhode Island items each day as our other wire service.

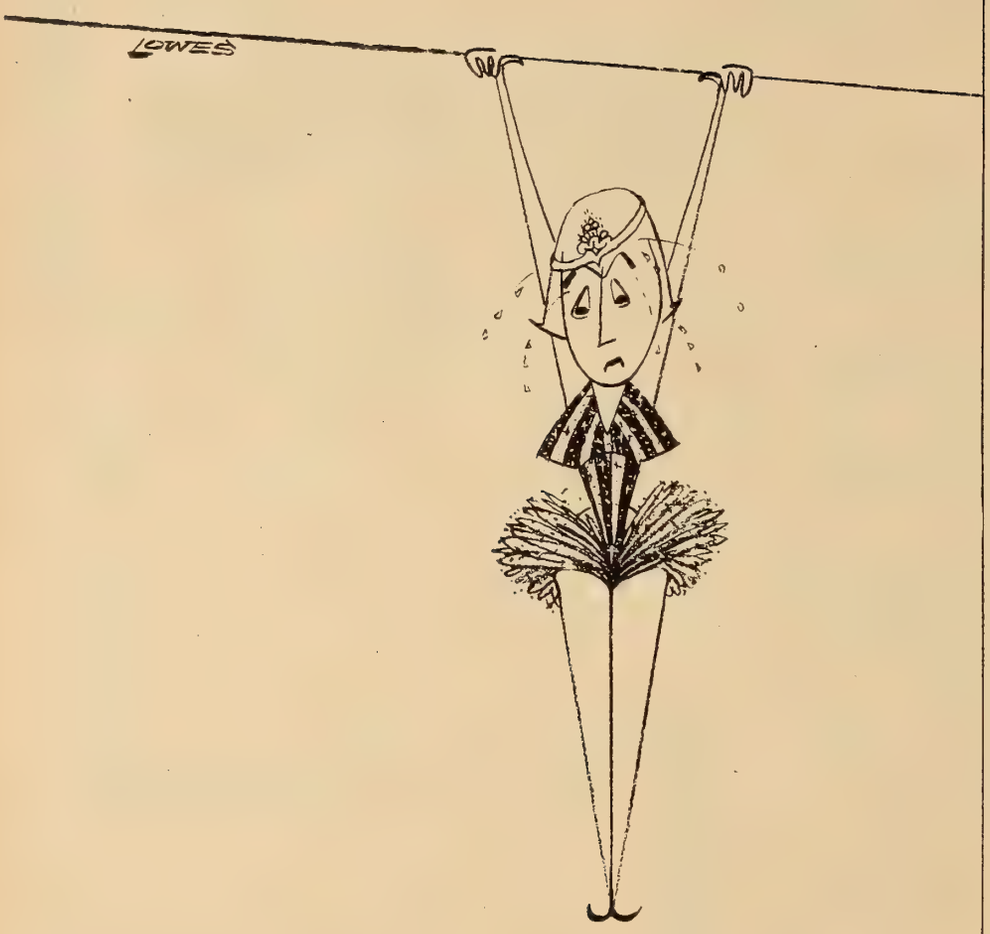
Keep up the good work!

Sincerely,

RADIO STATION WHIM

Bruce L. Williamson
News Editor

1 United Press news produces!



OPEN MIKE

No Contact, No TelePrompTer

In your IN REVIEW column on page 18 of your April 9th issue, your observer mentions under "Seen and Heard" that Patrice Munsel lost contact with the TelePrompTer during her "Thou Swell" duet with Perry Como.

Miss Munsel is a lovely young lady who sings up a storm, and Perry Como is one of this correspondent's favorite performers. However, Mr. Como uses large, difficult-to-handle, old fashioned, ungainly, hard-to-see, inflexible, slow-to-produce cue cards (which doesn't make me stop watching him—it only cuts into my income). We have been completely unable to sell Mr. Como on the wonders, convenience and unlikelihood of "losing contact" with the small, easy-to-handle, modern, convenient, easily seen, flexible, quickly typed TelePrompTer, try as we may.

In short—and not to mince words—TelePrompTer wasn't anywhere near NBC's Century Theatre at the time the contact was lost.

Actually, now that I think of it, thanks for your item, because I will use it as ammunition when I call Lee Cooley, who produces the Perry Como Show.

Don Redell, Network Sales Mgr.
TelePrompTer Corp.,
New York

Awesome Tenacity

. . . I thought your boys did a swell job [OUR RESPECTS, March 5] and I've been surprised at the amount of comment that has reached me from around the country—great proof of the pulling power of B•T.

Incidentally, you might have heard that I refused to give your fellows my middle name. So, like the good reporters they are, they reached out across the country and dug it up. Frankly, I was a little awed at such journalistic tenacity in this day of handouts, and I can only express my admiration for your staff.

Kenneth W. Bilby, V.P.
NBC,
New York

Conversation Piece

EDITOR:

. . . The detail and scope of your article on individual agency spot activity [B•T, March 12] was a complimentary conversation piece in many markets I visited recently on a long trip through the South and Southeast. If that area was an indication of high reading and noting, then it was one of the most discussed articles in the industry. You are to be congratulated.

Donald W. Severn, Mgr.
Media Relations
Ted Bates & Co.,
New York

No Norman, He

EDITOR:

Your story concerning the opening of my Tucson advertising agency [B•T, March 12] is greatly appreciated.

May we offer just one small correction. The name is not "Norman" H. Kimmell, as published, but "Walter" H. Kimmell.

Walter H. Kimmell
Walter Kimmell Adv.
Tucson, Ariz.

[EDITOR'S NOTE: B•T regrets the inadvertent renaming, thanks Mr. Kimmell for setting the record straight.]

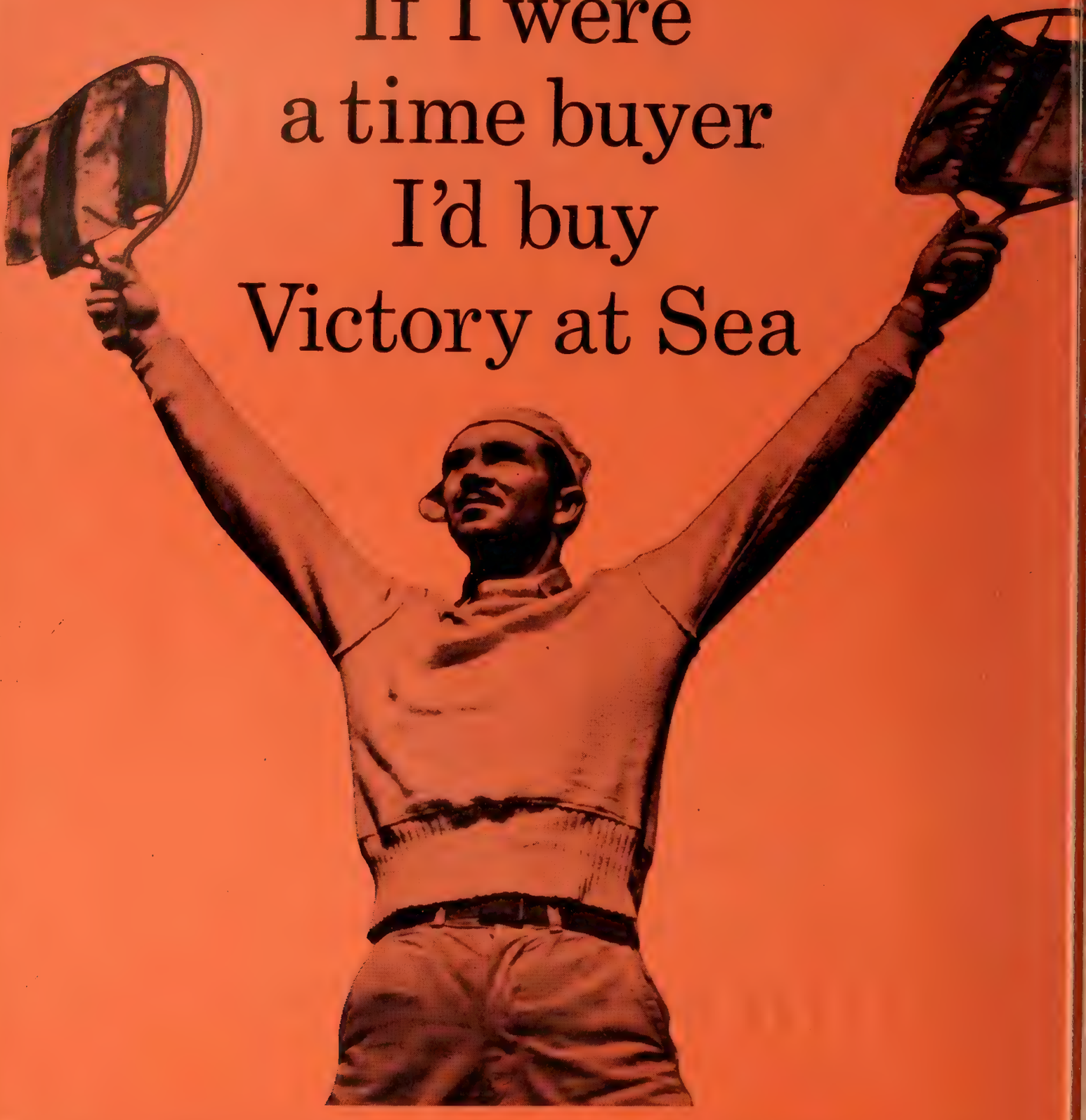


In the Baltimore market
one station*
delivers the most listeners
at the lowest cost per thousand

WFBR

BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY

If I were a time buyer I'd buy Victory at Sea



VICTORY AT SEA rules out any possibility of error. This show proves itself *mathematically.*

On second, third and fourth runs, VICTORY AT SEA outrates competition, and at an unusually low cost-per-thousand. Even in a fifth run market VICTORY costs just $1.55 per thousand, per commercial minute. Whenever it is shown, this great sales-building, prestige-building show continues to deliver great audiences for its sponsors *time after time.*

Added to the large, loyal following is the proven ability of VICTORY AT SEA to build prestige for its sponsors and *sell merchandise.* Get all the facts, call today.

663 Fifth Avenue in New York, Merchandise Mart in Chicago, Sunset & Vine in Hollywood.
In Canada: RCA Victor Company, Ltd., Toronto.



Programs for All Stations - All Sponsors

NBC Television Films

A DIVISION OF KAGRAN CORPORATION

our respects

to NORMAN HULBERT STROUSE



THE HIGH ESTEEM that Norman H. Strouse, president of J. Walter Thompson Co., New York, holds for radio and television as advertising media is a sure-fire sign of his catholicity, particularly in view of his predominant experience in the printed media and his long-time interest in incunabula.

The specialized meaning of the latter word, Mr. Strouse confides smilingly, is apt to perplex all but the esoteric, because it refers to specimens of printing and block-graving that appeared before 1500 A.D. But this affinity for printing in its "cradle" days has not blunted his judgment and respect for the media of communications in 2,000 A.D.—radio and television.

Mr. Strouse regards tv as "very important" and points out that J. Walter Thompson is using television in "an ever-increasing volume." Radio, he said, is in a period of rate adjustment and program overhauling to meet the competition of tv and is becoming "more attractive" to advertisers as it adapts itself to changing conditions.

Mr. Strouse's long and distinguished career in advertising began when he answered a "blind" newspaper ad. Born in Olympia, Wash., on Nov. 14, 1906, Norman Hulbert Strouse accepted a position as a stenographer with a local company after his graduation from high school in 1924. He did not attend college. The following year, eager to "spread his wings" in a larger city, young Norman (not yet 19) replied to the newspaper advertisement and obtained a position as secretary to the advertising manager of the *Seattle Post-Intelligencer*. He left the newspaper in December 1928 as assistant national advertising manager to begin a long-standing association with the J. Walter Thompson Co. His first position at JWT in January 1929 was that of assistant space buyer in the San Francisco office.

In 1930, Mr. Strouse was advanced to space buyer for the agency and in 1936 was named an account representative for Shell Oil. He handled that account for six years until 1942, when he was promoted to assistant Pacific Coast manager. Late in 1942, Mr. Strouse enlisted in the Air Corps.

In 1945 Mr. Strouse returned from service to the Detroit office of JWT as an account representative on the Ford account. In 1946 he was elected a vice president of the agency and in 1948 was appointed manager of the Detroit office. He has been a director of JWT since 1950. Last June 29, Mr. Strouse was elevated to his present position of president of J. Walter Thompson and moved to the agency's New York headquarters.

His administrative duties are varied as chief executive of an agency that maintains 41 overseas and domestic branches, employs about 4,000 persons and grossed billings of approximately $225 million in 1955 ($58 million in radio-tv).

On media selection for JWT accounts, Mr. Strouse reveals, radio and tv "by no means fit the requirement of every account—but we take the point of view that tv is so important a medium that it should not be excluded from consideration on any account. We are building our tv-radio staff to meet the maximum requirements of these media." He feels that television can be highly effective in the durable goods field, particularly automobiles, when a mass market is the target.

"Our research shows," Mr. Strouse revealed, "that tv can perform an effective job for automobiles. Our local dealer committees feel tv, as well as spot radio, do a fine job and put a substantial portion of their budget into these media. For an auto that is mass-marketed, like Ford or Chevrolet, we feel that tv is an important medium, which will become even more important as we move into color."

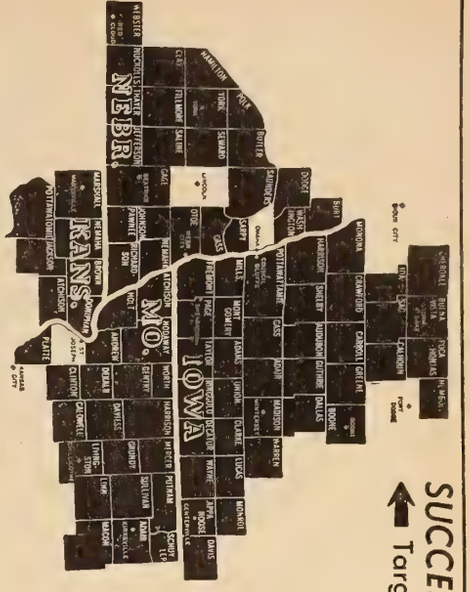
Mr. Strouse is no Johnny-come-lately on the tv bandwagon. He was responsible for Ford's first investment in tv back in 1946-47 when the company sponsored *Madison Square Garden*, which was presented in New York and fed to Washington, Philadelphia and Schenectady. He believes that Ford was the first automobile sponsor in television.

Mr. Strouse is a tall, relaxed individual, who speaks quietly and confidently as he puffs his pipe. It seems entirely characteristic that he is a devotee of incunabula (that word again!). He likes to attend auctions where early manuscripts are sold and has a collection of "a few dozen." Mr. Strouse has his own hand press and prints out-of-date manuscripts and letters from friends that he particularly enjoyed. Another of his favorite pastimes is collecting Wedgewood china.

For several years, Mr. Strouse was on the board of governors of the San Francisco Chapter of the Assn. of American Adv. Agencies and during his tenure in Detroit, he was vice president and a director of the Detroit United Foundation and a vice president of the Detroit Central Business District Assn. He is chairman of the executive committee of the National Outdoor Advertising Bureau.

In 1946, Mr. Strouse married Mrs. Charlotte Holt of Detroit. They have three children—Mrs. Patricia Newell of New York; Mrs. William H. Edwards of Cincinnati and Stanley Holt, who is beginning his advertising career with R. L. Polk & Co. in Detroit. Mr. and Mrs. Strouse make their home in mid-Manhattan.

He is a member of the Sleepy Hollow Country Club, Tarrytown, N. Y., where he plays golf, and the Grolier Club in New York, where "incunabulaphiles" gather.



SUCCESS STORY!
Target Area

ONE RADIO SPOT ON KMA
MOVES $17,132.50 IN MERCHANDISE

Sounds phenomenal, doesn't it? But that's what happened when KMA's Farmers Wife delivered a Gooch's Premium offer.

Speaking of success stories, here's one to go with the all-time great ones of radio history!

On Leap Year's Day, Feb. 29, KMA's Farmers Wife, Florence Falk, told her listeners that each of them who would send in 40 Gooch Red Circle points on that day, only, would get a pair of Nylon hose. (Gooch puts the circles on their merchandise; flour, spaghetti, macaroni, and others.)

KMA was swamped with 3,115 requests for the hose, following the one-minute pitch on the Farmers Wife show, heard every weekday 10:30-11 a.m. direct from the Iowa farm home of Florence Falk.

Folks at Gooch Milling Company (Lincoln, Nebraska) estimate customers purchase a minimum of $5.50 in merchandise to accumulate 40 red circles. If you multiply $5.50 times 3,115 requests, it represents purchase of $17,132.50 in Gooch products.

The sponsors are very happy . . . and your clients can be, likewise. Contact your Petryman or Harold Arkoff, KMA sales manager, for availabilities in this dynamic, action-compelling program, the only one of this type in Midwest radio.

KMA RADIO
960 KCs 5000 watts
SHENANDOAH, IOWA



From the Freedoms Foundation at Valley Forge 1955 Awards Report.

"The awardee (s) ...were selected by the distinguished awards jury for their outstanding work for freedom, from multi-thousands of nominations submitted by the general public for evaluation."

For outstanding achievement

We are proud to announce that The Freedoms Foundation at Valley Forge has honored the Storer Broadcasting Company by presenting it the George Washington Honor Medal for the Storer 'Americana' trade paper advertising campaign, "Famous on the Local Scene, yet known throughout the Nation." We are humble in the knowledge that this is the first time a broadcasting company has been so honored.

STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WBRC-TV	KPTV	WGBS-TV
Toledo	Cleveland	Detroit	Atlanta	Birmingham	Portland	Miami

WSPD	WJW	WJBK	WAGA	WBRC	WWVA	WGBS
Toledo	Cleveland	Detroit	Atlanta	Birmingham	Wheeling	Miami

SALES OFFICES

TOM HARKER—vice-president in charge of sales
BOB WOOD—national sales manager
118 East 57th Street, New York 22 • Murray Hill 8-8630

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

CASE HISTORY—FOOD



Folger Doorbell Ringers Ring Up Sales With Radio

Eight years ago, a weak **fourth**; today, a strong **first** place in coffee sales.

That's the success story of Folger's Coffee in Southern California. And a success story for Southern California radio, according to Larry Moore, sales manager of the Folger Coffee Company.

"Radio has received an increasing share of our Southern California budget, until today it is our dominant medium," states Moore. "Our year-round news program has been supplemented with increasing frequency by periodic Doorbell Ringing Promotions in which we award Westinghouse appliances. This year we are buying the greatest saturation radio coverage in our history, just as sales are also highest in our history."

KBIG has carried the Folger story to all of Southern California for the past three years, through the Raymond R. Morgan advertising agency.

Huge, sprawling, rich Southern California can be reached **best** by radio . . . KBIG plus other stations, if like Folger's, you want 100% dominance; KBIG alone, if you want greatest coverage at lowest cost-per-thousand-listeners.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company



HARRY LANGE

film maker

"QUALITY CONTROL" in film-making has long been the key factor for Midwest recognition of the talents of Harry Lange in producing prize-winning television commercials.

A production veteran for nearly 25 years, Mr. Lange left Sarra Inc. as Chicago general manager Jan. 3 to become executive vice president and general manager of Kling Film Enterprises' Chicago studio operations.

Mr. Lange is a stickler for "stylism" in tv commercial production and his emphasis on quality has paid off through the years in awards from the Chicago Federated Adv. Club, Art Directors of Chicago and others.

Young Lange dabbled in photography at the age of 12 while attending Lane Technical High School in Chicago in 1920. He joined the Fulton & Lawson photographic studios in 1924 and four years later helped start a new studio with one of the partners, specializing in illustrated photography, portraits and printing.

He subsequently joined Sarra Inc. as a photographer and photographic printer. He left Sarra in 1935, "to get out of the darkroom," as he put it, and became associated with Vocapix, pioneer production firm, becoming head photographer on slide films. Then he moved to Essanay (Sporr & Ahve) on motion picture activity for two years. In 1937 Sarra beckoned again—it wanted a man to start a slide film department. He became production manager in 1939 and head of Chicago studio operations in 1952.

Mr. Lange won (for Sarra) awards from the CFAC and the Art Directors of Chicago for tv commercials on behalf of Grennan cakes, Swift & Co., Armour & Co., Jules Montenier Inc., Duncan Hines and McLaughlin's Manor House coffee. (Perhaps his most famous: the Dorothy Jarnac spot for Stopette; his proudest: *Billboard* magazine's award [two consecutive years] for highest quality tv commercials.)

He believes the tv commercial is "no place for the client to skimp on cost" once he has committed himself to tv.

The Kling Film Enterprises branch of Kling Studios is ready, willing and able to go into color tv commercials when the market is "cracked," according to Mr. Lange. "Color will add terrifically to television, he reasons.

Mr. Lange, a native of Chicago (born Aug. 12, 1908, and a resident of suburban Winnetka), recently was central section membership director of the Society of Motion Picture & Television Engineers and belongs to several other groups.



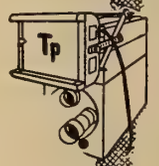
Guest Arrived
Performer dead,

Forgot the name
Was her face red!

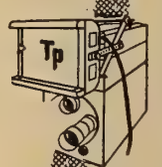
BUT - not with
TELEPROMPTER
SERVICE

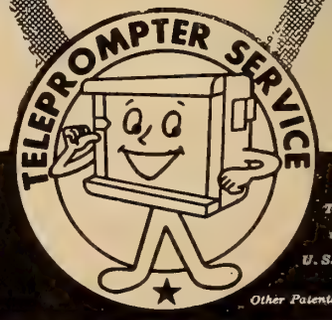
That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WIBW-TV
Channel 13
Topeka, Kansas



KFXJ-TV
Channel 5
Grand Junction, Colorado





* *Trademark registered U. S. Pat. No. 2835373 Other Patents Pending*

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

● ONE OF A SERIES



PRIME MOVER*

Any campaign in Greater New Haven, be it a commercial product, or a community improvement, finds WAVZ in the lead . . . finds WAVZ producing dramatic results all the way to a successful conclusion.

Representatives: **National: Forjoe**
New England: Kettell-Carter

WAVZ
24 HOURS A DAY
1000 WATTS

152 TEMPLE STREET, NEW HAVEN, CONN.

Daniel W. Kops, Vice-President and General Manager • Richard J. Monahan, Commercial Manager

"The most effective force in any undertaking."
— Webster's New International Dictionary

The Coat's Okay . . . BUT

How does the ENTIRE

IN OKLAHOMA CITY, BOTH WKY-TV AND THE 2ND STATION BASE THEIR RATES ON THE MARKET AREA!

AS ALWAYS, IN THE 30-COUNTY A.R.B. SURVEY

WKY-TV IS FIRST!

(Survey subscribed to by the 2nd station also.)



IN DAYTIME

(All quarter-hours from 6:45 am to 6 pm M-F)

WKY-TV leads in 124 periods. 2nd station in 101 periods. (Yes, this includes the 20 periods they lead with Mickey Mouse.)



IN NIGHTTIME

(All quarter-hours 6 pm to sign-off — 7 days a week)

WKY-TV leads in 99 periods. 2nd station in 65 periods. (and there are three ties.)



IN LOCAL LIVE PROGRAMING

(1st in the *hearts* as well as the eyes of the entire market)

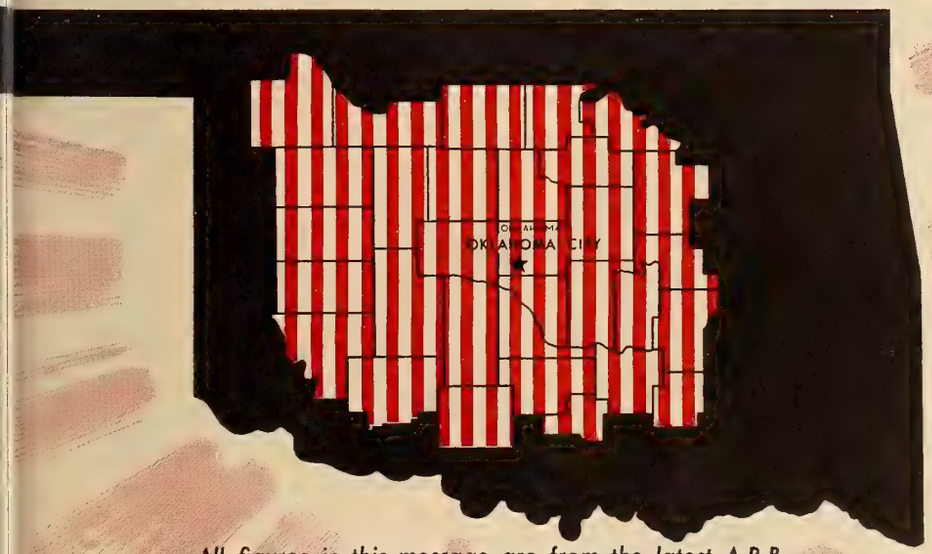
WKY-TV's leading periods include 56 local live shows. 2nd station only 2 local live shows.

Perhaps, this local live superiority is more revealing than anything else. Programs come and go, but this close feeling between Oklahomans and the staff of WKY-TV is a measurement of authority and community standing,

AND HAS A DIRECT RELATIONSHIP TO SELLING POWER.

Represented by the **Katz Agency**

COVERAGE LOOK?





All figures in this message are from the latest A.R.B. Area Audience Survey, (Jan. 31-Feb. 6, 1956) covering the 30 counties shown on this map. No special time periods were selected — and no time period was included during which WKY-TV was on the air, and the second station was not!

Channel 4

WKY-TV NBC ABC

THE NATION'S *FIRST* COLOR TELEVISION STATION

© OKLAHOMA CITY

Less than 1/3 of the Oklahoma City television market is in the "metropolitan" Oklahoma City area. Look at the station standings in the entire market and you'll find WKY-TV—as always—is the 1ST station.

BOB POOLE...

sellingest salesman
in these parts . . . and
top market* in the Carolinas.

6 to **10** every morning

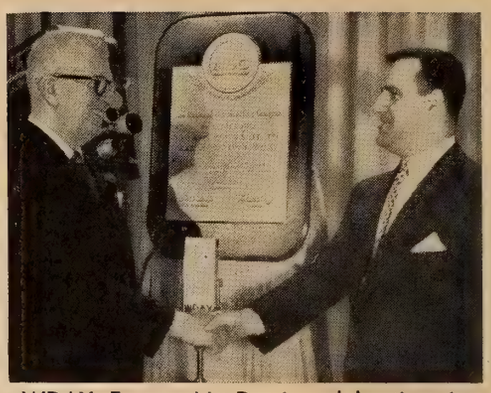
GREENSBORO, N.C.
WBIG
CBS Radio Network
1470 KC | 5000 WATTS

Hollingbery,
National Representative

*Sales Management
Survey of Buying Power



MILESTONES



WDAY Fargo, N. D., is celebrating its 25th year as an affiliate of NBC. At a special ceremony in the WDAY studios, Robert Aaron (r) of NBC's station relations staff, presents the station with a 25-year award of merit plaque. Accepting for WDAY is the station's founder and president, Earl C. Reineke.



F. E. FITZSIMONDS (l), executive vice president of Meyer Broadcasting Co., and R. W. MacLeod, KFYR Bismarck, N. D., station manager, adjust the silver plaque awarded the radio station for 25 years' affiliation with NBC. The plaque was presented in special ceremonies by Robert Aaron, NBC station relations representative, New York.

► KLZ Denver, Colo., has observed its 34th birthday.

► WOW Omaha, Neb., has observed its 33d birthday.

► WDOD Chattanooga, Tenn., has marked its 31st birthday.

► KUTTNER & KUTTNER, Chicago advertising agency, celebrated its 23rd anniversary.

► JOHN HARRINGTON, sports director WBBM Chicago, celebrating his 20th anniversary with that station.

► WTOL Toledo, Ohio, has celebrated its 18th anniversary.

► WMT Cedar Rapids, Iowa, has marked the 10th anniversary of its farm scholarship program.

► NBC-TV's *News Caravan* program has marked its eighth anniversary.

► KPUG Bellingham, Wash., has marked its eighth anniversary.

In Omaha, WOW-TV – By a LANDSLIDE!

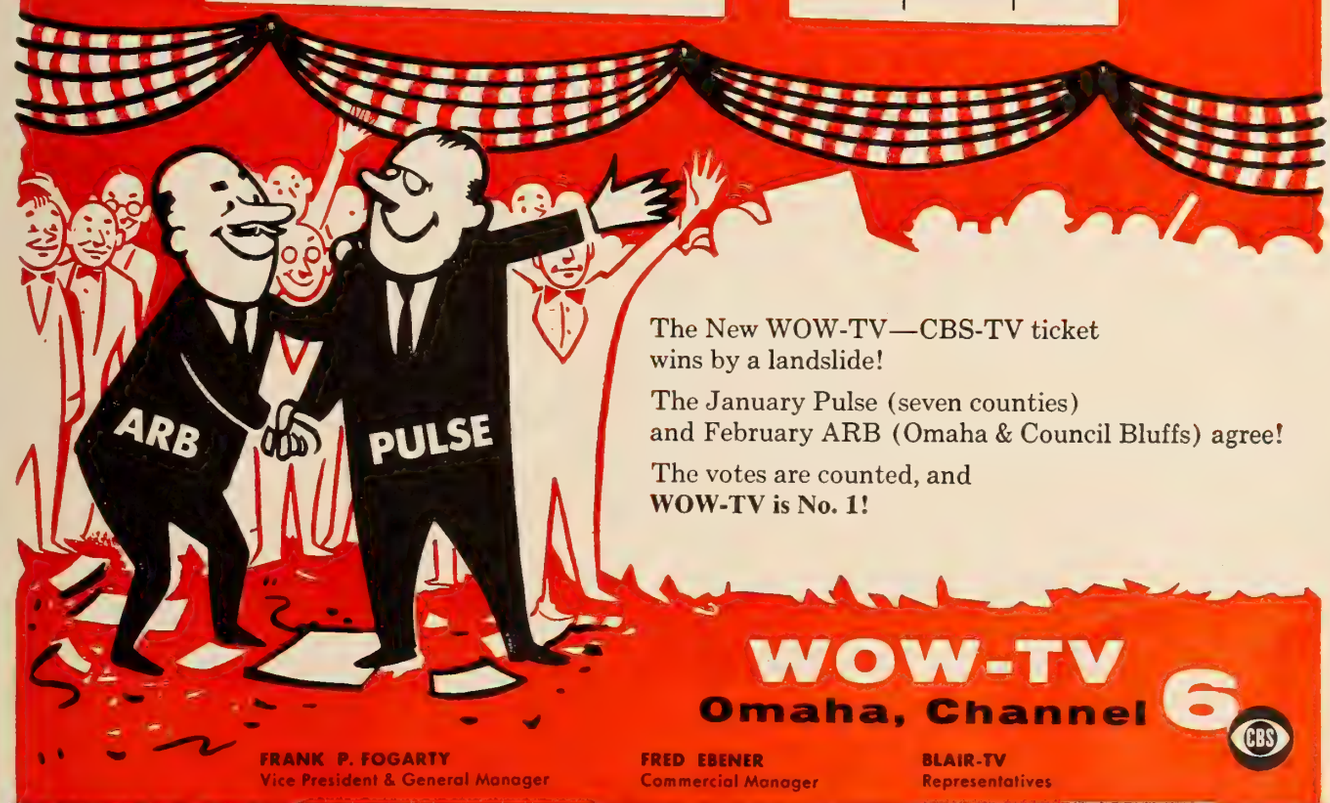
QUARTER HOUR FIRSTS

	WOW TV	OTHER STATION
PULSE	193	97
ARB	265	192

Because Pulse lists average rating for each Mon.-Fri. daytime quarter hour, it reports less total quarter hours than ARB.

TOP 15 SHOWS

	WOW TV	OTHER STATION
PULSE	11	4
ARB	13	2



The New WOW-TV—CBS-TV ticket wins by a landslide!

The January Pulse (seven counties) and February ARB (Omaha & Council Bluffs) agree!

The votes are counted, and **WOW-TV is No. 1!**

WOW-TV
Omaha, Channel 6 CBS

FRANK P. FOGARTY
Vice President & General Manager

FRED EBENER
Commercial Manager

BLAIR-TV
Representatives

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

Positively Phenc

"The Man Called X"

STARRING

BARRY SULLIVAN

Based on material from the files of one of
AMERICA'S FOREMOST INTELLIGENCE EXPERTS!

X DANGER is his consta companion!
X SECRECY is his way o life!
X THE WO is his field operations!

SELLING FOR DISTINGUISHED SPONSORS

in an impressive list of markets!

You'll find "X" selling for leading advertisers like **BUDWEISER** in Chicago, **BLATZ** throughout Wisconsin, **MARINE BANK** in Buffalo, **CHASE FEDERAL** in Miami, **GENERAL CIGAR** in Schenectady, **ALKA-SELTZER** in San Francisco. Utilities like **EDISON ELECTRIC** in Los Angeles, **DUQUESNE** in Pittsburgh and a lengthy list of other satisfied sponsors in single and multiple market areas across the country.



ZIV HAS THE HOT SHOWS!



"Mr. DISTRICT ATTORNEY"

Starring DAVID BRIAN

60.3 in 2-station **CHARLOTTE** beating Arthur Godfrey, $64,000 Question, What's My Line, Disneyland and many others. PULSE Jan. '56



"SCIENCE FICTION THEATRE"

All-Star Hollywood Casts

33. in 3-station **PORTLAN** beating Grou Marx, Dragne Perry Como, C max and m others. PULSE Feb.

menal Ratings!

"X"

Phenomenal is putting it mildly. Never has a new series zoomed off to such a sensational start.

RATINGS LIKE THESE ARE BREAKING THE HEARTS OF SPONSORS OF MANY LONG-ESTABLISHED SHOWS!

25.2
in 2-station DAYTON
beating Fireside Theatre, Producer's Showcase, Four Star Playhouse, Studio One, Kraft TV Theatre, Robert Montgomery Presents and others.

24.8
in 3-station COLUMBUS
beating Kraft TV Theatre, Sid Caesar, Ford Theatre, Ozzie and Harriet, Phil Silvers Show, Medic, Robert Montgomery Presents and others.

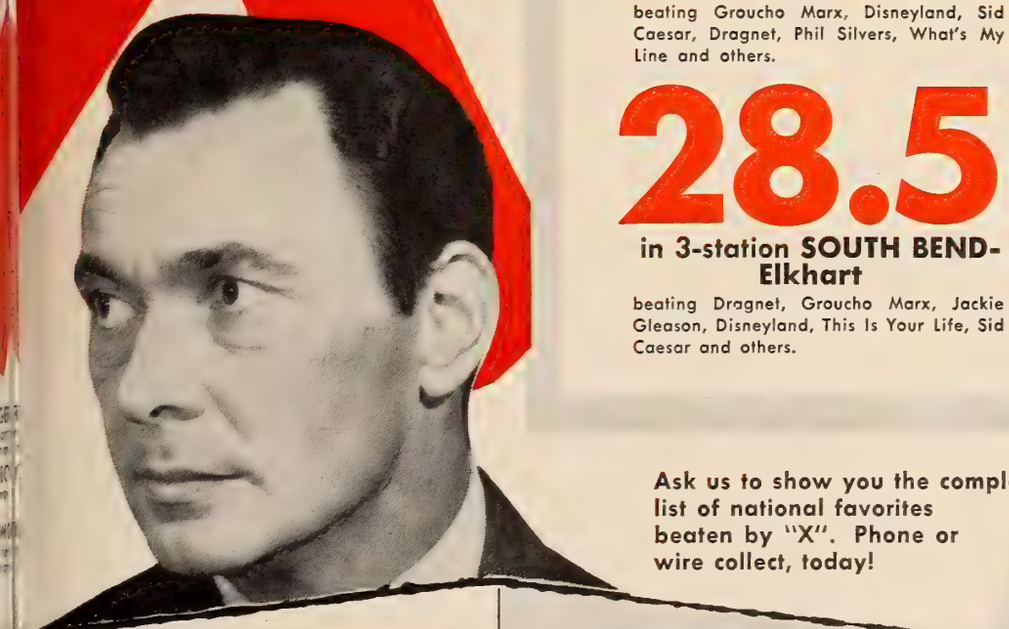
27.3
in 4-station TOLEDO
beating Groucho Marx, Disneyland, Sid Caesar, Dragnet, Phil Silvers, What's My Line and others.

23.4
in 4-station PHOENIX
beating Dragnet, Jackie Gleason, Ford Theatre, Arthur Godfrey, Climax, Phil Silvers and others.

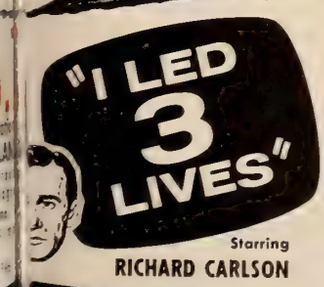
28.5
in 3-station SOUTH BEND-Elkhart
beating Dragnet, Groucho Marx, Jackie Gleason, Disneyland, This Is Your Life, Sid Caesar and others.

29.6
in 2-station ALBANY-Schenectady-Troy
beating $64,000 Question, Disneyland, Phil Silvers, Studio One, Jackie Gleason, Climax and others.

ARB—Feb. & Mar. '56



Ask us to show you the complete list of national favorites beaten by "X". Phone or wire collect, today!



Starring **RICHARD CARLSON**

27.6
in 2-station BOSTON
beating Milton Berle, Gunsmoke, Godfrey's Talent Scouts, Studio One and many others.
ARB, Jan. '56



Starring **BRODERICK CRAWFORD**

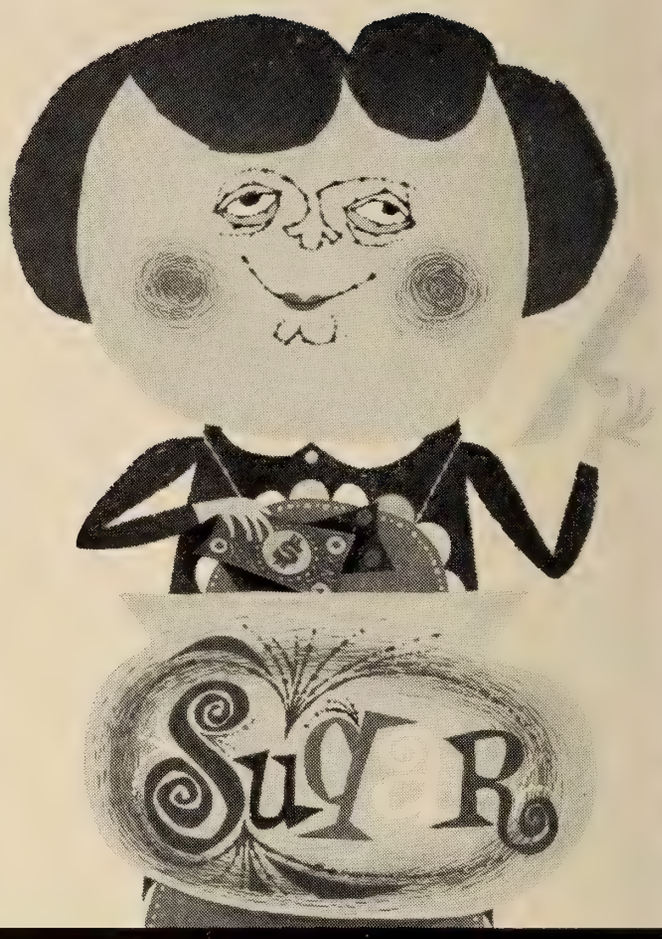
32.9
in 4-station SEATTLE-TACOMA
beating I Love Lucy, Ed Sullivan, Groucho Marx, Dragnet and many others.
ARB, Jan. '56

ZIV Television

CHICAGO · CINCINNATI · HOLLYWOOD · NEW YORK

CAPITAL BOOM . . . . . ! IN FAMILY INCOME





Capital cupboards are brimful of the sweetest larder of all . . . *money!* The average Washington family has more income than ever to spend, and to spare.

Washington's population swells. Business, building and industry expand in every direction. *Average effective buying income, up 34% in five years, is now a potent $7,781 per family . . . unmatched by any other market in America!*

Advertisers have found the way to keep pace with their customers in the nation's Capital. In five years, they have *doubled* their investment on WRC and WRC-TV. And their vote of confidence continues. During the first quarter of 1956, advertising revenue on the stations shot up at a faster rate than ever!

To make the most of Washington's great and growing wealth, more and more advertisers are going with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING

April 23, 1956 Vol. 50, No. 17

LITTLE AMPEX STEALS SHOW FROM ELECTRONICS GIANTS

- **Tv tape recorder catches convention fancy—and orders**
- **Even outbidding color tv developments in capturing attention**
- **As 4,500 delegates attend record NARTB sessions in Chicago**
- **Call for voluntary policing of air sounded in all quarters**
- **While FCC Chairman McConnaughey calls for 'crash' uhf program**

A SPINNING cylinder and a spool of tape turned last week's NARTB convention into a marketplace for the sale of television recording equipment.

Over 4,500 broadcasters and executives from related industries left Chicago at the weekend after watching a small equipment firm—Ampex Corp.—leave electronic giants far in the rear.

These delegates saw Ampex lead what was described as the most impressive array of new electronic devices in the industry's history—dozens of major contributions to technical history as well as countless unspectacular but practical additions to studio and transmitter facilities.

Ampex entered the convention as one of a hundred exhibitors. It now has around 80 orders for tv tape devices costing $45,000-75,-000—backlog that will keep it busy far into 1957.

(For full Ampex report see page 84.)

Tv station operators watched this surprise apparatus in operation, contemplated a hundred uses that will profoundly change programming techniques and figuratively fought to get in early with their orders for the protoype console models or the production units that will be available early next year. They showed more interest in tv recording than in the newest color television developments.

As frequently happens at NARTB conventions, the prepared agenda yielded to unbilled developments in capturing the interest of delegates. The formal talks and panels were well attended. They produced important information and serious warnings that station operators conceded they must heed.

The frequent references to public criticism and government threats were mindful of the post-World War II atmosphere that preceded FCC's issuance of the historic Blue Book. President Harold E. Fellows and Robert E. Kintner, ABC president who received the association's keynote award, led a list of speakers who called for a sober examination of individual station programming and commercials lest congressional or FCC retribution lead to stronger federal regulation.

A number of important developments came out of the five-day meeting and the pre-convention sessions. They included:

• Strengthening of affiliate and network ties in a common effort to resist government and intra-industry moves that threaten the way they conduct their business.

• Preview of the 1956 Presidential campaign, with indication that radio and tv will be the main party weapons in the battle to sway votes.

• Formation of a vhf station protective group and an association of fm operators. These units will defend their respective stations from those who could cramp their facilities.

• Emergence of color tv as a fulltime station service at WNBQ (TV) Chicago, with daily network program service assured by autumn and the promise of full-speed-ahead production of $500 color receivers.

• Realization that NARTB's simultaneous conventions—management and engineering—have outgrown the auditorium capacity of the world's largest hotel.

• Fatherly suggestion by the FCC, sitting unofficially *en banc*, that broadcasters take advantage of their right to editorialize.

• FCC acceptance of the principle that a public service program is a public service program whether sustaining or sponsored.

• FCC Chairman George C. McConnaughey's suggestion that the industry provide talent for a crash program of uhf research following refusal by the Office of Defense Mobilization to provide additional vhf channels.

• Unveiling of improved uhf equipment, including a General Electric Co. miniature ceramic tube designed to solve the tuning problem in uhf converters and all-wave television receivers.

• Call for a new measuring system that will truly reflect radio's appeal in the light of modern saturation and package techniques.

All NARTB conventions emphasize sales and service techniques and the current meeting was no exception. Radio Advertising Bureau and Television Bureau of Advertising staged clinics that acquainted delegates with new methods and arguments on behalf of the two media. Their presentations demonstrated the progress made in organized industry selling since this function was separated from NARTB. Oliver Treyz, TvB, and Kevin B. Sweeney, RAB, respective presidents of the sales organizations, led the clinics.

A new convention feature that evoked popular response was the first labor clinic. Here broadcasters had a chance to match problems and ways to handle them, meeting in a closed session.

Official convention registration totaled 2,062 on the final day, with a few delegates not included in the computation. Of these, 1,670 were registered at the management conference and 392 at the engineering conference. Added to these delegates were 300 wives, 1,500 exhibitor badges and 110 press passes plus several

AMPEX CAPTURES THE CONVENTION



THIS is what caused all the commotion at the NARTB convention last week. Here Phillip Gundy, manager of the audio division for Ampex Corp., shows the new video tape recorder to CBS-TV affiliates, all obviously pleased with what they see.

hundred persons who participated unofficially. In addition there were hospitality suites and others that brought the total beyond 4,500, according to Everett E. Revercomb, NARTB secretary-treasurer, and William L. Walker, registration manager. (The 1955 convention in Washington drew 1,700 registered delegates plus 300 women who took part in special programming.)

Many exhibitors reported unprecedented traffic last week and the best business in history. One exhibitor occupying small space did more than $5 million in business. Several of the exhibitors described the show management as highly efficient and praised the way George Gayou, professional industrial show manager, handled the complicated exposition. Exhibits were placed in the lower lobby, mezzanine and



FIRST to register for the 10th annual broadcast engineering conference was Ed Lockwood, chief engineer of WGBS Miami, Fla. Signing him in is Bill Walker, NARTB assistant treasurer.

the fifth and sixth floor sample rooms. The Advertising Council and NARTB cooperated in a public service display that showed broadcasters how they are bringing helpful messages into the nation's homes.

Aside from the usual minor incidents, the convention produced few controversies. Network affiliate groups held helpful meetings as did Daytime Broadcasters Assn., Community Broadcasters Assn. and many others.

Unofficial convention discussions were topped by the network-affiliate issues. They referred frequently to the Senate committee testimony of Richard A. Moore, KTTV (TV) Los Angeles, who had pointed to what he considered objectional features of network operations and ways to change them. Station operators talked in large and small groups about the problem of answering the Senate Commerce Committee's questionnaire, due May 7, and what many felt were "loaded" questions.

The convention got off to a sour start for some of the delegates because the Conrad Hilton had greatly oversold its room capacity, NARTB staffmen said. Those with repudiated reservations wound up at the Palmer House, another Hilton hotel, or elsewhere in the city.

With RCA providing the push, color television joined black-and-white as a new type of tv service. Opening of fulltime color service on NBC's WNBQ (TV) April 15 was attended by large numbers of delegates while others watched the historic event on RCA color receiving sets placed in numerous Conrad Hilton Hotel suites.

New color apparatus was shown in exhibits, with color studios in actual operation. Major transmitter manufacturers showed their latest developments. A number of the engineering conference technical papers dealt with color and a color panel discussion was held Wednesday morning. Curiously, a substantial number of delegates who took part in the tv code and tv film discussions Wednesday morning left the room when the color panel started. Rate card practices for color were discussed by panelists.

Broadcasters spent a lot of time tinkering with the running dials of the color receivers. RCA indicated it would have its sets in the $500 class, and indicated its faith in the new medium by revealing the extent of its factory production. Admiral announced a $500 color receiver and Sears came out with a set priced around $600.

POLITICS AND RADIO-TV

While broadcasters heard from President Eisenhower's news secretary, James C. Hagerty, that electronic media will form the nucleus of the fall political campaigning, they got only a few hints about the way Republicans will use the medium. J. Leonard Reinsch, Cox stations, who is Democratic radio-tv adviser, was equally careful not to spill advance tips on that party's plans.

The conventions in August will take place in auditoriums rebuilt into television studios. Such new devices as Philco's miniature magnetic receiver and RCA color gear will be used by networks and stations. Mr. Hagerty jovially pleaded with Mr. Reinsch to get the Democrat's convention over within a few days, otherwise there would develop a coverage and overlap problem that would require ingenious handling.

President Eisenhower sent a terse greeting to the convention, recalling his talk to the 1955 convention in Washington. This brief telegram was in contrast to his full participation in the American Society of Newspaper Editor's convention Saturday night in Washington, the scene of a major presidential speech on foreign affairs.

Sherman Adams, assistant to the President, sent a letter voicing appreciation for broadcasters' "consistent and generous assistance given vital government information programs."

The seven members of the FCC offered carefully-considered opinions on a number of industry and regulatory subjects at the Tuesday afternoon joint management-engineering regulatory panel. With President Fellows as moderator, the commissioners each answered one prepared question. When the format was shifted to town-meeting style, the discussion loosened up and the commissioners swapped ideas with broadcasters and with each other on such matters as editorializing, renewal forms and public service programming.

Most dramatic event of the session was Chairman McConnaughey's call for an industry-aided "crash program" of uhf research. Westinghouse and others quickly volunteered to supply technical talent. Commissioners appeared deeply concerned over uhf and whatever solution they eventually will offer to work out the economic and coverage problems of uhf vs. vhf stations.

Representatives of the FCC's network investigation committee as well as the Senate Commerce Committee were at the convention, surveying the scene and conferring informally with delegates. It could be they encountered some delegates who were mighty unhappy about the Senate group's questionnaire dealing with station-network relations, but broadcasters indicated they will cooperate as well as possible in view of the relatively short time allowed for response.

THE TECHNICAL SIDE

Important technical progress, reflected in the exhibits and engineering conference papers, yielded to the dramatic Ampex Corp. tv tape recorder. Notable devices such as RCA's lenticular color film process and color tv itself were overshadowed by the tv tape recorder with its enticing prospects (equipment story, page 40). General Electric Co., for example, showed automatic control devices and Philco displayed a magnetic receiver no larger than a cigarette lighter for special use at events such as political conventions.

Radio equipment shared delegate interest as several firms showed more efficient transmitters and associated gear. An entire day of radio technical problems featured the engineering conference. The tv displays offered new ways of solving the technical problems centered around Daylight Saving Time. Many pieces of apparatus on display were described in detail at the engineering sessions. This conference drew nearly 400 registered delegates and was the most successful since the plan was started a decade ago.

THE COMPETITION IN SALES

Competitive selling clinics were staged by Radio Advertising Bureau and Television Bureau of Advertising. The radio session wound up the convention business Thursday. Taking



FIRST associate member to register for the convention was Frank O'Donnell, advertising and promotion manager of RCA Recorded Program Services. Here he picks up his convention credentials from Carmellita Marquart of the Chicago convention bureau.

the theme "Radio, Best of the Big Four," RAB principals appeared in overalls to carry out a country-boy message.

Data and arguments were offered to show radio is better than newspapers, magazines and television. Such advantages were cited as pinpoint audience, low cost-per-1,000, flexibility, widest mass medium plus a series of supporting success stories. Advertisers want to know what they get out of saturation packages, it was explained in a research discussion, and an appeal was made for development of a rating technique that will truly reflect radio's impact.

TvB fired back at newspaper criticism of

McCollough's Farewell

AFTER more years of NARTB board service than anyone had taken the trouble to calculate, Clair R. McCollough, Steinman stations, retired from the association's Tv Board Wednesday. He has served two years as Tv Board chairman. Addressing the opening television membership meeting Wednesday morning, he warned that the industry "must wage a constant fight to prevent further regulation" and called on all stations to subscribe to the NARTB code. He said pay-tv "affects the very philosophy of American free broadcasting and must be actively opposed by every thinking broadcaster."

the medium. A new study showed that people spend five times as much time with tv as with newspapers and it was explained that tv has ousted newspapers as the top medium for national advertisers.

Three significant developments marked the convention, from an organizational viewpoint. First, sufficient petition signatures were secured to ask for a re-vote to eliminate eight at-large radio directors (see below).

Second, the formation of a separate fm association is designed to give these stations more strength in looking after their rights. The association itself, of course, cannot enter situations where fm is involved if this might jeopardize the rights of the membership as a whole.

Third, C. E. (Uncle Bee) Arney, secretary-treasurer since 1939, was accorded a stirring convention tribute as he wound up his service and prepared to retire in the summer.

NARTB to Vote Again On At-Large Members

MEMBERS of NARTB will have a chance to vote again on the bylaws change that eliminates the eight at-large members of the board of directors. Petitions calling on the board to order a second election were circulated last week at the Chicago convention and the necessary 50% of the membership signed the documents.

Next step, it was indicated, will be to submit the petitions to the NARTB Radio Board at its June meeting in Washington. The board then would order a new mail ballot on the question of eliminating the at-large directors (two each for large, medium, small and fm stations).

The winter ballot calling for elimination of the at-large board members at the 1957 convention was passed by a narrow 5-4 margin, believed to be the closest bylaws vote in association history.

Move to demand a second vote on the change developed last March at a meeting of the fm committee, members contending they would lose their board representation and at the same time face a higher voting ratio by the network members of the radio board. There was suggestion, too, that removal of at-large directors was only the first step toward reduction of the board to eight regional and the directors representing individual networks. The convention's fm session took up the issue and soon clear-channel support was added.

In calling for the bylaws ballot last January, the board had explained that its size was unwieldy, consisting of 17 district, 8 at-large and 4 network directors. Richard M. Brown, KPOJ Portland, Ore., was chairman of a special committee that studied the subject and recommended elimination of the at-large classification.

MORE PEOPLE SPEND MORE TIME WITH TV THAN THEY DO WITH NEWSPAPERS, TvB SAYS

Broadcasters cheer as TvB unveils special Chicago study evaluating quarter-hour viewing vs. newspaper reading habits. Study also shows Chicagoans spend 68 hours 57 minutes with tv per week compared to 12 hours 19 minutes in newspaper reading.

TELEVISION Bureau of Advertising struck back at tv's newspaper critics last week with results of a special study showing by "valid" comparison that people spend more than five times as much time with television as with newspapers.

In its presentation during Wednesday's television day sessions at the NARTB convention, TvB unveiled research—specially conducted for it in the Chicago market—demonstrating that "in a week's time, for every 12 hours 19 minutes of newspaper reading, there are 68 hours 57 minutes spent with television."

The cheering delegates also were reminded that television ousted newspapers from the No. 1 place in national advertising expenditures last year. They cheered again when TvB leaders pledged themselves to help widen the gap at the national level and "catch up fast" in the local field where tv expenditures lag heavily.

A breakdown of the findings in the Chicago study, conducted for TvB by Pulse Inc., showed television leading newspapers by substantial margins in all quarter-hour audience averages except on Sunday morning, when newspapers edge ahead briefly with a lead of less than 3 to 2.

TvB President Oliver Treyz, assisted by Operations Director Gene Accas, made the Bureau's slide film presentation, which also traced the rise in television billings, sketched the pattern of family viewing (average family total: six hours two minutes a day), showed the different uses to which television may be put as "Advertising's All-Purpose Working Tool," and offered highlights of the first nationwide accounting of expenditures for spot television, released by TvB earlier in the week [B•T, April 16].



TvB's OLIVER TREYZ

Mr. Treyz acknowledged that the site of the Chicago study was chosen "because it was in this city that the *Chicago Tribune*, which calls itself the world's greatest newspaper, about one year ago promulgated some of the world's greatest nonsense in comparing its Audit Bureau of Circulation statements to television sets in use, as determined by the rating services." TvB thought, he said, that the *Tribune* and "the newspaper world in general might be interested in how their favorite medium shapes up, when compared to television, as evaluated by a ratings type yardstick."

By different periods of the day and week, the findings produced the following comparisons (figures are for the average quarter-hour in each period named):

Mornings, Monday through Friday: 134,000 newspaper readers against 511,000 television viewers.

Afternoons, Monday through Friday: 157,000 newspaper readers, 835,000 tv viewers.

Saturday morning: 161,000 newspaper readers, 426,000 tv viewers.

Saturday afternoon, 169,000 newspaper readers, more than 1 million tv viewers.

Sunday morning: 300,000 newspaper readers, 224,000 tv viewers.

Sunday afternoon: 246,000 newspaper readers, 1,305,000 tv viewers.

Evenings (6-9 p.m.) all week: 500,000 newspaper readers, 2.3 million tv viewers.

Evenings (9 p.m. to midnight), all week: fewer than 100,000 newspaper readers, 1,586,000 tv viewers.

"The Chicago story, of course, is repeated in all the other markets—big and small—throughout the land, " Mr. Treyz asserted.

He said the Chicago study furnishes "documented facts of great interest to advertisers who are becoming increasingly concerned, as Fairfax Cone [of Foote, Cone & Belding] recently put so well, that today the prime competition is for time and that the problem of advertisers with thicker and thicker magazines, and heavier and heavier newspapers, is to cut through the tremendous weight of advertising with the sales message.

"The April 8 edition of the Sunday *Chicago Tribune* weighed three pounds.

"How much of the average advertiser's message comes through that three pounds?

"How much comes to the attention of the reader?

"How much is buried?

"And to what extent does the poundage of the *Chicago Tribune* subtract from the real tonnage of advertising delivered?

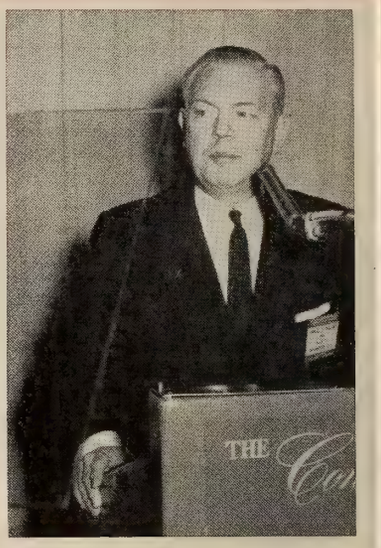
"How different it is in television where—by the inherent nature of the medium—the advertiser's message 'comes to the surface'—alone on the screen with none of the multiple distractions which surround print advertising."

A number of Chicago agency executives were on hand to head the presentation as special guests of TvB.

The presentation traced the rise of tv national billing from $39 million in 1949 (against $476 million for newspapers) to 1955's $785

(Continues on page 36)

THE BIG RESPONSIBILITY FACED BY BROADCASTING



BROADCASTERS face a tremendous responsibility and must operate according to rules of good performance as well as unite against those who attack the industry, NARTB President Harold E. Fellows said Wednesday in an address to the joint NARTB management-engineering luncheon. He said the association is making progress on a projected tv audience circulation study and advocated a comprehensive "attitude study" to reflect opinions of the public concerning broadcast programming and advertising. Excerpts from the text of Mr. Fellow's address follow:

WHAT are we doing, if anything, about the attitude study in which the people themselves are asked to reflect their opinions concerning broadcast programming and advertising?

You will recall that Dr. Frank Stanton addressed himself to this proposal at the 33d annual convention last year. I know that he and his network and that others have been engaged during the past year in reviewing the possibilities of such a project, and I am told that any comprehensive job will cost in the neighborhood of a quarter of a million dollars. It is quite obvious that the association, a non-profit organization, cannot sponsor such an examination into the attitudes of people toward the television medium without some special assessment against members—a prospect which your president, at least, deplores. Nonetheless, the necessity for such an undertaking is obvious—clearly indicated in the light of the vast tidal waves of misinformation which have been spoken and printed about the medium during the last 12-month period. (When I use the term "tidal-wave," I use it advisedly—for this criticism, so much of it unjustified and based upon insufficient background and knowledge, is mounting at a terrifying rate, and we as broadcasters must do something about it.) Although the association does not have the funds to guarantee the completion of such a study, I believe it is incumbent upon this group—since it is the central organization of the broadcasting industry—to lend its sponsorship and its full potential assistance to such an effort, and I believe that this year will find your association moving aggressively into this field of consideration.

Radio broadcasting needs a sound and acceptable method of audience measurement now, as much as it ever has needed it; and such ill-fated attempts to establish radio circulation plans as we may have experienced in the past should not deter us from undertaking similar projects in the future—if they promise success.

Some years ago, faced by an avalanche of criticism similar to that now attending television broadcasting, the broadcasters of the nation—through the National Assn. of Broadcasters—participated in the sponsorship of the so-called Denver NORC Study. You will recall that that study and a subsequent one were the subjects of two books—one called "The People Look at Radio," and the second called "Radio Listening in America." Both these books, which were widely distributed, demonstrated conclusively the efficacy of such attitude examinations. The need is no less critical in radio than in television.

For it is equally true that radio requires answers to the critics.

Radio's essentiality as a service to the American home is such that one rarely picks up a trade publication or an FCC report that he doesn't see news of two or three new grants for radio broadcasting stations. As a matter of fact, the population of stations has gone up with such marked consistency that one begins to wonder where it will stop, if ever. The engineers have turned in their usual, remarkable, and unbelievable job in developing methods of automatic programming and remote control and in modifying and improving transmission equipment to make radio broadcasting a sound financial investment. New methods of programming and selling have streamlined the aural medium, insuring its place and its permanence.

But it is inevitably true (despite the fact that we are making economic progress in both radio and television) that the limit of our business horizon is marked by our capacity to serve the American people. In order that we may serve the American people efficiently and with proper emphasis on the public interest, we must know what they want—their program and promotion requirements—and we must possess an insight into their own hopes for the improvement of these respective media. We can get the answers only through sound research. We can obtain sound research only by spending money. How we get it is a matter of organization, and not of policy. I say: let's get it and let's spend it and let's find the answers.

In the current session of Congress, we have not been disappointed by the pattern which has been set during recent years. Numerous bills have been introduced, by numerous legislators, dealing with the broadcasting media. As a matter of fact, a political year is a good year for much thunder and lightning on the Hill—not all of it portending rain, but some of it merely a cacophony for the sake of seeking attention.

Nevertheless, the Congress—year by year—is taking an increasingly critical interest in both radio and television. That is only to be expected, since these media touch so closely upon the lives of legislators—as listeners and viewers and as public office-holders.

It is becoming more and more apparent that the broadcasting media are fundamental to the elective process, surely more important and impressive than any other media which have been available in the past to the office seeker who wants to make his platform known to the electorate. Consequently, the deportment of the broadcasting media—the manner in which they are managed and the policies they establish which have a direct effect upon the electorate as well as upon the elected—are matters of grave concern to legislators, not only at the national but also at the state and municipal levels.

We must be constantly aware of this relationship to the lawmakers of the land. Our awareness must inspire us to renewed efforts to acquaint them with the problems of operating a licensed medium in the free marketplace. If such legislators are knowledgeable about the media, we are less likely to have visited upon us (each time the gavel falls) a flood of anti-broadcasting proposals.

I have chosen to devote the remainder of my time to the most important single consideration that faces us.

The qualities of leadership, it has been said, are knowledge, imagination, and thinking.

It seems to me that there are other qualities just as essential; these are the qualities that inspire a man to sacrifice in order that he might serve, and that give him the courage of his convictions to stand up against travail, whatever its source or dimension.

We need such leadership in broadcasting today. It exists in this room among you, but too frequently (overpowered by the burdensome task of solving your daily problems) you put off until tomorrow the greatness that you could attain today—and tomorrow never comes.

I have made reference earlier in these remarks to the mounting tide of criticism that seems to have attained the proportion of a

great wave sweeping over the broadcasting industry. One is tempted to put aside any conscious consideration of this disturbing phenomenon in the hope that, by putting it aside, eventually it will disappear. *I don't think it will. I think we have to do something about it.* And I think that our ability to do something about it depends, in large part, upon our individual sense of responsibility and the consequent demands of leadership.

We in broadcasting have been living in a hail of words—flung at us by the Carrie Nations of the kilocycles, by magazine critics, by newspaper writers, by a substantial and thinking segment of the public, and by public office holders. Much of this battering to which we have been subjected takes into account only our weaknesses (and who among us do not have them) and is inconsiderate of our strength. Those, for example, who spend their time with predetermined judgment in counting crimes on television are not necessarily the critics to whom we should give the greatest attention. On the other hand, those who weigh our deficiencies (if such they are) against our great contributions of fine showmanship and superb informational service, and emerge with a tempered and reasoned appraisal of our industry, are men and women whose voices should be heard, whose sentiments should be weighed, and whose advice should be considered.

For it is true that some of the criticism leveled against us is deserved.

It has been said of us that we have too much advertising on the air. If it is effective advertising and accomplishes its mission (which is to move goods and services and thus contribute to the general prosperity of the nation), I hardly think that it can be too much. But if, on the other hand, it is *ineffective* advertising—blatant, repetitive, annoying, overly insistent—then it serves neither the station, the advertiser, nor the economy. The charges of overcommercialism usually are based upon random samplings, by (or on behalf of) those who make the charges. We should not, as an industry, take fright in the face of such indictments—regardless of their source—merely because a few among our brethren have failed to see the profit in good balance between programming and advertising. On the other hand, the measure of such leadership, at the station level (as I was projecting a moment ago), can be not what you will *put* on the air but what you will *refuse* to put on the air.

It *does not* require courage, nor even much imagination, to accept anything that comes over the transom—merely for the reason that it adds revenue to the station operation. It *does* take courage and imagination to reject it and to find another, more acceptable and more palatable, way of increasing revenue.

The same reasoning applies to the character of the program with which you want your station call letters identified. If you can buy it cheap, there is a good possibility that you'll get what you paid for. And more than that, you have to sell it cheap and accept, as a consequence, the classification which will be yours in the community in which you live.

RECOGNITION OF SOUND CRITICISM

I do not wish you to think that I am taking up the cry of the carpers. I am merely emphasizing "the sound and the fury" of the reasonable and objective critics who have gazed upon broadcasting, found something wanting, and spoke their minds.

The answer inevitably must lie with each of you.

I know that in the time of rising criticism—I know because I have lived through such periods before—there is a tendency on the part of the members of the association, feeling the sting of these arrows, to turn eastward—to Washington, D. C., where the headquarters of the National Assn. of Radio and Television Broadcasters is located, to shake a figurative fist and to mutter, "Why don't they do something about it?" Ladies and gentlemen, *you* are the ones who must do something about it.

The first thing you must do is take inventory of your own operations. There is no man or woman in this room, even slightly experienced in broadcasting, who does not know a good program from a bad program and cannot distinguish between a good advertisement and a bad advertisement. Where we do err, it seems to me, we err through oversight and not as a result of determined policy.

There rests upon no other single company of people a greater responsibility than rests upon you. This was said to you one year ago by no less a person than the President of the United States. There rests upon you the responsibility, through the informational service you command, to introduce some order and articulation into the chaos of the changing national and international scene. There rests upon you the responsibility of making people laugh through their tears, of encouraging the young toward higher goals, of contributing richly to the moving mechanism of America's great economy, and of standing in your respective communities as leaders who have displayed publicly the virtues of thinking, of imagination, of courage, and of strength.

To this end, you have among you developed industry standards by which many of you have pledged to abide. These are minimum tenets contained in the Radio Standards of Practice and the Television Code. They are neither pledges nor promises of good behavior, but living evidence of the fact of good behavior. Insofar as you depart from these minimal suggestions, you welcome the kind of control implicit in recent suggestions for a nationwide, government-sponsored program and advertising monitoring system.

I say we must repair to these standards—to these voluntary rules of good performance—and live by them and respect them and then stand determined and unified against those who would derogate the service we render.

EXPECTATION OF IMPROVEMENT

Who (besides us) see the hope for a continued improvement in broadcasting through observance of these standards? Well, George C. McConnoughey does, and he has said so publicly. Sen. Warren Magnuson does. So does Rep. Percy Priest. Sen. Estes Kefauver has commended the standards—and so have the colleagues of Chairman McConnaughey, of the FCC. These are men in positions of direct influence upon our industry. If they believe in these standards, if they support self-regulation, if they encourage us in the direction of observing them to the letter, *and warn us of the consequence if we do not*—then, can we accept this assignment casually? Of course, we cannot.

In the same fashion, with imagination and purpose, we must be more alert to our virtues, displaying them for public examination. This has been a favorite topic of broadcasters down through the 36 years of our existence. Constantly we have asked ourselves the question: "Why don't we use our own medium to promote our own medium?" Lest you think this is an omission peculiar to us, let me tell you that I recently read an editorial in the journalists' magazine, *Quill*, which made the same complaint about the newspaper business. It seems occupationally peculiar to those who represent the public media that they know all about the arts and sciences which attend their use expect how to employ them in their own behalf.

Sporadic attempts have been made, it's true, and some individual stations have experimented extensively in this field, with weekly reports by the station managers, on the air, or with periodic publication of pamphlets relating the station's performance in the public interest. *This activity should be stepped up, in order that we may build a reservoir* of information about the great public service contributions of a great industry.

I think that the association can be helpful to the individual broadcaster in this respect—perhaps by establishing in our library a depository for such reports as you may compile and, at unscheduled times, pulling together nationwide figures on the various contributions to broadcasting in behalf of the public welfare.

But again, the great obligation for leadership rests squarely upon you—for you are doing the job at the level which is most intimately in touch with public reaction. You keep the key that unlocks the secret of broadcasting in the community of your own interest.

You are the centrifugal force of broadcasting—and that which "spins off" that is good, and that which "spins off" that is bad, fundamentally depends upon you.

This is the challenge that faces you. You will meet it. You will meet it with courage and with imagination and with thinking and with a high sense of public duty.

(Continues from page 33)

million (compared to newspapers' $750 million). It conceded that television's progress in local advertising "looks like something of a problem" —less than $232 million in 1955 as against $2.6 billion for newpapers and also behind radio and miscellaneous advertising media—but said it is a problem that time will solve.

Detailing tv viewing habits, Mr. Treyz figured that television viewing in the U. S. in one week's time totals 1,481,570,000 home hours, based on Nielsen figures for February. Special research by Nielsen, he continued, shows that sponsored network programs account for just under half the viewing, with the other 50.5% devoted to watching locally originated programs.

He cited McCann-Erickson figures placing the total tv investment of national and local advertisers in 1955 at $1.008 billion—$520 million in network, $220 million in local, and $268 million in national spot.

Summarizing a TvB national spot presentation on television as "advertising's all-purpose working tool," Mr. Treyz offered the comparison that "network is to television as magazines are to print" (both have prestige and scope and deliver their advertising pressure "with remarkable evenness" market to market). But "magazines have less audience, less volume, less frequency, less impact, and surround their ads with editorial material which competes directly for reader attention," he noted.

Similarly, he said, "spot is to television as newspapers are to print" (in that spot enables an advertiser to "route and distribute his sales message in direct proportion to sales need and opportunity"). But newspapers have the disadvantage, he added, of being "static, silent, impersonal."

As part of the spot presentation, Mr. Treyz undertook to refute—with specific examples—the widespread belief among advertisers that clearing good station time for sponsorship of syndicated film programs is a problem. For instance, he said, Carter products cleared Class A time in 22 of the 23 markets it had ordered for *Mr. District Attorney;* Ohio Oil cleared Class A time in 10 of 11 markets for *Man Behind the Badge;* Lucky Lager beer, in 26 out of 36 for *Great Gildersleeve;* Langendorf bakeries, in 11 of 13 for *Steve Donovan;* Heilman Brewing Co., in nine of nine for *Racket Squad,* and General Electric, 66 of 68 for *Turning Point.*

W. D. (Dub) Rogers of KDUB-TV Lubbock, Tex., chairman of the TvB Board, presided over the session, which also included short talks by Vice President Norman E. (Pete) Cash and Retail Sales Director Howard Abrahams. TvB's current membership was placed at 192 stations, 12 station representation firms, and all three tv networks. The bureau's revenues currently are running at an annual rate of more than $700,000, officials said. The staff numbers about 30 persons.

One Stayed Home

ONE "BROADCASTER," not invited to the NARTB convention, stayed in Laurel, Md., and many conventioneers may wish they had "stayed with him." This particular "Broadcaster," a three-year-old equine, celebrated convention week and opening day at Laurel Race Course (Wed.) by winning the first race of his career. Those holding across-the-board tickets on this "hunch bet" were rewarded with $137.40, $55 and $27.80.

RADIO'S COST-IMPACT PITTED AGAINST THREE RIVAL MEDIA AT RAB SESSIONS

Sweeney and Hardesty offer impressive statistical presentation at Thursday session in Chicago. Television's high cost is discussed.

FACTS, figures and arguments were marshalled by Radio Advertising Bureau to show the RAB session of the NARTB Convention last Thursday afternoon that for most advertisers radio is a better advertising buy than newspapers, magazines, or television.

Separate presentations on the theme, "Radio: Best of the Big Four," pitted (1) network radio against national magazines; (2) spot radio against newspapers, and (3) radio generally against television. In all three, radio came off winner.

RAB President Kevin B. Sweeney and Vice President and General Manager John F. Hardesty made the slide-illustrated presentations. They wore overalls to dramatize their contention that RAB is composed of "working men" toiling for a medium that may not be glamorous—but can sell.

In the course of the session, the RAB executives revealed that RAB's research on the depth of penetration of Lever Bros.' Pepsodent "You'll Wonder Where the Yellow Went" toothpaste jingle showed that, after eight weeks, 34.2% of consumers and 49.4% of dealers in tv markets surveyed were familiar with the jingle—through radio alone.

Other details of the findings of the $10,000 RAB project, conducted with Lever's cooperation, are not yet ready for release, officials said.

Three Targets for Radio

Mr. Hardesty described radio's targets in Thursday's three presentations as the $723 million being spent annually in magazines, $750 million in newspapers, and $785 million in television.

Mr. Sweeney, opening the case for network radio against national magazines, maintained that network radio "has a great future which is material to all broadcasters whether they are affiliated or not."

He stressed the almost universal coverage of radio, and cited data showing that only 48% of the people see the nine largest magazines—and that, even among those who do, only a fraction actually "read" the ads.

Where *Life*—the largest of the magazines—reaches 28% of the families, he said, any one of the four radio networks reaches one and a half to two times as many.

Where the cost of reaching actual readers of an ad in *Life* runs up to $24.80 per thousand, Mr. Sweeney noted, the cost via network radio's participation plan comes to as little as $1.19 per thousand.

"Even with the best read advertisements, magazine four-color pages fail to build up enough impressions to make a real dent in most metropolitan markets," he said. He showed charts to demonstrate that a four-color page in a leading magazine reaches 18,800 men for a tire manufacturer in a market like Detroit, where there are 1,044,300 tire prospects, and 3,380 women for a nail-polish advertiser in Buffalo where there are 389,600 nail-polish prospects.

Other charts showed that 323 individual network broadcasts each week reached more than one million families for their sponsors and that the average network participation-plan schedule would create more than 11 million impressions in a week.

Network radio today not only offers greater selectivity than magazines, Mr. Sweeney said, but also offers bonuses of "frequency, authority and prestige, and far lower costs."

In answer to magazines' claims for the effectiveness of color ads, he played three radio commercials—one for Chock Full O' Nuts coffee, one for a Firestone store, and the Pepsodent "Where the Yellow Went" jingle—and challenged: "If you can do better than that with four-color pages, I'll see you in Macy's window at high noon."

Mr. Hardesty tackled newspapers on behalf of spot radio. On one score he conceded newspaper superiority: that of "merchandising



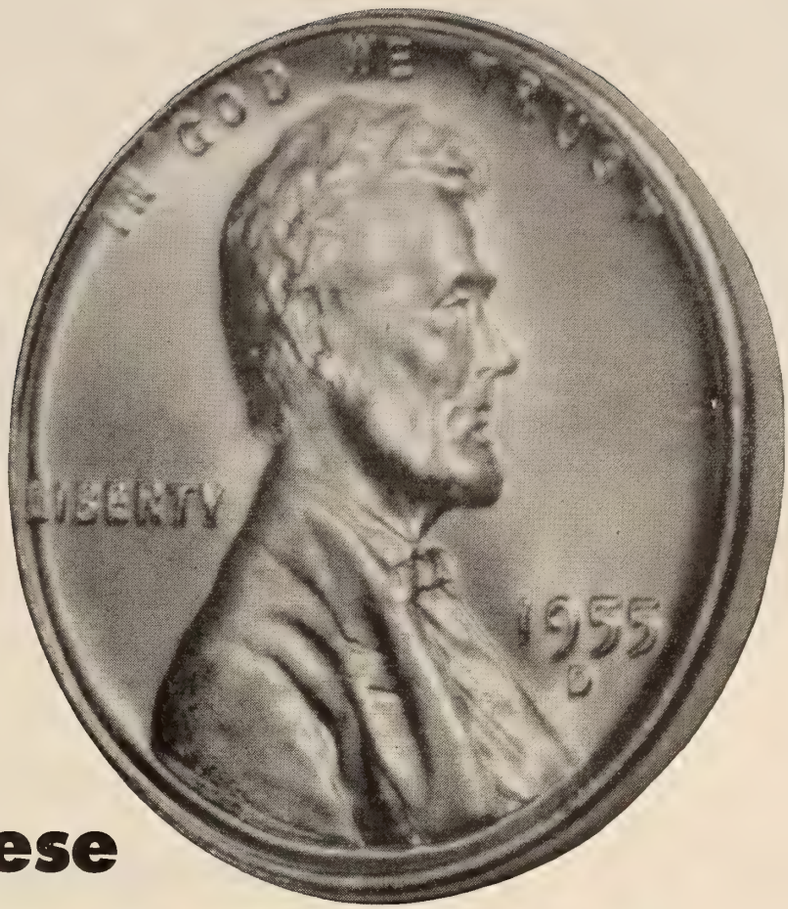
RAB's KEVIN SWEENEY

the advertising." In radio, he acknowledged, there are no printed ads "to hand to your salesmen."

But on other and more important counts, he argued, newspapers fall short. He cited statistics to show that radio covers virtually all families including the growing number in suburban and outlying areas where newspaper distribution drops off sharply; that radio sells "newspaper families" that skip national advertising; that individual stations can reach as many people in a day as the largest newspaper in their community; that radio "pinpoints the audience you want," "localizes your advertising," outsells newspapers "even for the retailer," and costs far less—from 75 to 93 cents a thousand on the average for radio as compared to newspaper costs ranging up to $5.16 per thousand.

Mr. Sweeney, taking on the "glamor medium" of television, acknowledged at the outset that "you can't knock tv." He recognized it as a

ONE CENT



will go a long way these days on WHO Radio!

Take 6:00 to 10:00 at night as an example . . .

THERE'S a lot of talk around these days about "dead" periods in radio — nighttime, mid-morning, etc. — and some of this yak is preventing some advertisers from grabbing a lot of *amazing* opportunities.

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 6 and 10 p.m. will deliver 54,934 actual listening Iowa homes.

That's 8.9 homes for a penny, or 1,000 homes for $1.12—*ALL LISTENING TO WHO!*

That's the *minimum.* In addition, WHO's 50,000-watt, Clear-Channel voice gets thousands of *unmeasured* listeners both in and outside Iowa! There are half a million extra home sets and half a million automobile radios *in Iowa alone*—and countless bonus sets in "Iowa Plus"!

Let Peters, Griffin, Woodward, Inc. set the WHO Radio picture straight for you. It's a tremendous story!

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey ratings against our 26-time rate.)

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

TOM TINSLEY
President

R. C. EMBRY
Vice President

IRVIN G. ABELOFF
Vice President

announce the formation of

Select Station Representatives

400 Madison Avenue, N. Y. 17 • Phone Plaza 8-1850

under the direction of

MR. ZANG GOLOBE

assisted by

MR. ALBERT SHEPARD

Exclusive national representatives in
New York, Philadelphia, Baltimore
and Washington for

W-I-T-H
Radio, Baltimore

WLEE
Radio, Richmond

WXEX-TV
Serving Richmond, Petersburg & Central Virginia

Represented by Forjoe & Co. in Chicago, Seattle, San Francisco,
Los Angeles, Dallas and Atlanta

powerful sales medium that had advantages. He conceded the day will come when "everybody will have television." If he himself were an advertiser and had to choose between television and other media—and if television were "unlimited" in good time availabilities, etc., which he emphasized is not the case, then, he said, under those circumstances television would be his own choice.

But, he cautioned, at least four other facts must be considered too:

First, he said, television cannot perform "sales miracles." He pointed out that the *Ed Sullivan Show* is at the top of popularity polls but said that Mercury cars, one of its long-time sponsors, has shown little change in its share of automobile sales over the past few years (5.5% share in 1955, he said).

Second, he advised, advertisers should remember that "you can fail in tv." He asked his audience if they remembered, for instance, such tv shows as *Colgate Comedy Hour, The Betty Hutton Show,* and *Norby.*

Third point to be kept in mind, he continued, is that television can eat up your entire budget. He placed the cost of the Sullivan show at $6 million a year, and of the *$64,000 Question*—which he described as "a relatively inexpensive show," as today's tv prices go—at $3.6 million. While tv's costs-per-thousand are low in comparison to print media, he continued, they still are far higher than radio's.

Fourth, Mr. Sweeney said, television's growth has reached a point where today's user can no longer look forward to "automatic increases." Tv hasn't stopped growing, he conceded, but its rate of development now "doesn't look so spectacular," especially when compared to radio set sales.

The presentation on tv, which RAB described as "our blood relative," concentrated its fire on marginal tv time periods—early and late evening hours and the daytime—and the "back-breaking costs that only the billionaires can afford."

Radio's ability to pile up "huge, television-like" audiences in a week's time also was stressed. A 25-participation radio network schedule, it was pointed out, created 82,981,000 listener impressions in a week, while a single spot radio schedule was shown to have led the way to as many as 85.2% of the families in the top 29 tv markets.

Joseph E. Baudino, vice president of Westinghouse Broadcasting Co.—chairman of the RAB board, presided over the meeting. He pointed out that RAB presentation had added more than $1 million to spot radio's billings in 1955, and that the Bureau's operating budget had increased by more than $100,000 to its current rate of around $750,000 a year.

Uhfs Contend Allocations Are Main U Stumbling Block

CHARGES that uhf service is a bad service were refuted at a meeting of about 100 representatives from over 40 uhf stations, held in Chicago just prior to the NARTB convention. The session was sponsored by the Committee for Competitive Television.

John G. Johnson, WTOB-TV Winston-Salem, N. C., CCT chairman, declared that "basically there is no uhf problem—rather it is an allocation problem. There are many successful uhf areas and uhf stations, which refute the claim that uhf is not a good service."

Mr. Johnson reported that 16 new members joined the committee—whose goal is to force the FCC to decide on an "effective, nationwide, all-channel television system" by June 1.

New members are, according to CCT:

KTAG-TV Lake Charles, La.; WTRI (TV) Albany, N. Y.; WGBS-TV Miami, Fla.; WBLN (TV) Bloomington, Ill.; WISC (TV) Springfield, Ill.; WTVO (TV) Rockford, Ill.; KSAN-TV San Francisco, Calif.; WJHP-TV Jacksonville, Fla.; WLBC-TV Muncie, Ind.; WCOV-TV Montgomery, Ala.; WKJG-TV Fort Wayne, Ind.; WHIZ-TV Zanesville, Ohio; WKNX-TV Saginaw, Mich.; WMSL-TV Decatur, Ala.; WEEK-TV Peoria, Ill., and WEHT (TV) Henderson, Ky.



THESE executives of the host film syndication companies presided over the joint cocktail party thrown by the firms for the NARTB convention Wednesday. L to r: seated, Arthur Gross, Guild Films; Carl Stanton, NBC Film Div.; Herman Rush, Official Films; Don Kearney, ABC Film Syndication; standing, Kurt Blumberg, Television Programs of America; Ralph Cohn, Screen Gems; Oliver Unger, National Telefilm Associates, and Frederic W. Ziv, Ziv Television Programs.

SALES TECHNIQUES FOR RADIO CITED

Radio Day panel discusses 'Selling Your Salesmen.' Clay reaffirms faith in radio as best low-cost mass medium.

MONEY is one way to get salesmen to sell but it is far from the only incentive, according to motivation and sales management experts comprising a panel on "Selling Your Salesmen" presented at the Radio Day (Thursday) meeting of the NARTB Convention in Chicago.

Good salesmen are competitive, so give them a chance to compete; they like recognition when they've done a good job, so see that they get it; they want to meet the boss' expectations, so let them know what they are; they like a challenge, so give them one, and don't forget that the wife has expectations, too, that they want to meet to have peace at home.

Those were some of the other sales-producing incentives listed by Dr. Robert N. McMurry, senior partner, McMurry, Hamstra & Co., and concurred with by the other panel members: William T. Earls, general agent, Mutual Benefit Life Insurance Co.; J. C. Luhn, president, Easterling Co.; Robert Jones, WFBR Baltimore, Md., and Todd Storz, Mid-Continent Broadcasting Co.

Henry B. Clay, KWKH Shreveport, La., chairman of the NARTB Radio Board, told the session that "most of our troubles are behind us. We don't have to guess where we're going; we are there, firmly established as the greatest low-cost mass medium in the land."

Adherence to the NARTB standards of good practice was urged by Walter E. Wagstaff, KIDO Boise, Idaho, chairman, Radio Standards of Practice Committee, who warned that overcommercialization in a qualitative sense can be as bad as overcommercialism in a quantitative sense. Compliance with the industry code is both good sense and good business, he said.

Mr. Wagstaff asked for ideas to help his committee in the preparation of symbols for use by stations adhering to the radio code—a visual symbol for stationery and promotion material and an aural symbol for use on the air, both combining emphasis with dignity.

Seven rules for promoting programs and sales were offered by Arthur C. Schofield, Storer Broadcasting Co. The Schofield seven: Don't rush, don't be different just to be different, don't be afraid to make mistakes, don't think it has to be the biggest, don't think you have to be the first, don't go to sleep and don't fail to do it again and again.

National Radio Week—May 13-19—will produce the "highest billings in radio history," Sherril Taylor, vice president, Radio Advertising Bureau, predicted in outlining what RAB has done, is doing and plans to do to help stations promote this radio-only week. John F. Meagher, NARTB radio vice president, reported that an NARTB promotion package for the week would be mailed to stations within the next few days.

E. K. Hartenbower, KCMO Kansas City, Mo., convention co-chairman for radio, presided at the Radio Day meeting.

Management Delegates Hear Talk by Kansas City Mayor

THE BROADCAST INDUSTRY is "doing more and more" to help Americans understand religion and can do more to "revitalize" the country "than any other means," Mayor H. Roe Bartle of Kansas City told NARTB management delegates Thursday.

Appearing as luncheon speaker, Mayor Bartle asserted broadcasters "hold in the palm of your hand" the future of the nation, dependent on "your vision, courage and intelligence."

Mayor Bartle presented NARTB President Harold E. Fellows and Henry Clay, KWKH Shreveport and NARTB Radio Board chairman, with golden keys to Kansas City and proclaimed them "honorary citizens." Host of the luncheon was E. K. Hartenbower, KCMO Kansas City and co-chairman of the convention committee.

NEW BROADCASTING TECHNIQUES FEATURE CONVENTION'S ENGINEERING CONFERENCE

Highlights of 10th annual session include discussions concerning Daylight Savings Time film operation, automatic control systems, multiplexing, remote control and color tv.

DAYLIGHT Savings Time film operation, automatic control systems and multiplexing, along with remote control, color tv and other topics, highlighted discussions of the 10th Annual Broadcasting Engineering Conference in Chicago last week.

Interest in automation, as well as in video tape recorder and color tv developments (see separate stories), was obvious among engineering delegates.

Application of perforated tape or cards to am, fm and tv broadcast operations for automatic program control was described Thursday by Alexander C. Angus, studio facilities engineering group, General Electric Co., which demonstrated its system at the NARTB equipment exhibit.

ABC-TV's Daylight Savings Time operation for delayed video this summer was capped with a formal announcement that the network will place new equipment for its system into effect for the first time in Chicago April 29 when DST becomes effective. The method will permit reduction of time to one hour for the preparation of live tv programs for rebroadcast and will permit recording of programs for unlimited time zone repeats on an hourly basis.

This arrangement entails recording, processing, chemical-mixing and projection rooms, and includes two single-system General Precision Lab 33mm recording consoles. Mechanics of the operation were revealed by ABC-TV earlier this year.

ABC-TV's DST operation was described in detail by Theodore B. Grenier, chief video facilities engineer, ABC-TV, and William P. Kusack, chief engineer, ABC Central Div. ABC last year used in limited form the new system, patterned after the concept of DST tape operation now common in radio, with film being used instead of tape.

There was conjecture, not raised during the actual session, that the method may undergo further revamping next year, with the availability of commercial video tape devices (to be manufactured by Ampex Corp. and probably others) for recording and playback.

A major (and final) phase of ABC-TV's DST operation is to feed the network integrated film and kinescope recorded programs, with film including 35mm and 16mm prints, projected at the same time.

ABC engineers explained that from a recording standpoint, time differentials between the East and West Coasts were "no particular problem because a television film recording can be made with plenty of time to process the film using standard laboratory techniques." However, as the time delay is reduced (time between recording process and playback), the film processing time is shortened. The longest time delay occurs during the Daylight Savings Time period where there is a four-hour differential.

Where there is only a one-hour delay, there is lack of time between end of recording and start of playback to process the film, requiring tv recording equipment to be in the same proximity as film processing. Such a system has been installed in the Chicago Daily News Bldg. for ABC-TV.

Harry Fine, chief of the Applied Propagation Branch, Technical Research Div. of FCC, noted a number of "significant studies" being made on propagation in the vhf and uhf bands dealing with tv set interference. He said that while reports are not yet available for public release, there are indications of "three basic shortcomings"—(1) need for "greater industry participation in forwarding the necessary data to the FCC, (2) standardization of measuring equipment and (3) for systematic analysis to determine any trends in line-of-sight characteristics of the signals."

At the same session F. E. Talmage, Broadcast Transmitter Engineering Dept. of RCA and manager of its low-power transmitter design section, claimed that a number of station transmitters are 8 to 10 years old and should be replaced with newer models. He said there are "excellent" ones available for present stations as well as those contemplating new transmission.

A "great use" for cordless microphones in radio and television was predicted by Adolph B. Chamberlain, chief engineer, CBS-TV. He showed film shots taken from CBS-TV's *Person to Person*, allowing various unusual situations. He noted boom, desk and hand microphones have long hampered tv production.

Ever since FCC authorized "multiplexing," field-testing of the development has continued with hundreds of receivers in different areas, Dwight (Red) Harkins, general manager of KTYL Mesa, Ariz., told delegates. He described multiplexing (transmitting sub-carrier to subscribers, utilizing fm transmission but without interfering with the home fm signal) as an "important milestone" in radio broadcasting.

KTYL will complete tests with various antenna types during the next month and be able to predict types needed for installation. Complete installations of stations are proceeding at the rate of two per week.

At an earlier session of Radio Day Wednesday morning, A. Prose Walker, NARTB engineering manager, told delegates that nationwide experiments by stations in use of remote control equipment have "proven to us that remote control is practical and applicable, as well as satisfactory."

Reports on experiments were read in a panel session including Henry H. Fletcher, president and general manager, KSEI Pocatello, Idaho.; R. E. L. Kennedy, Kear & Kennedy, consulting engineering firm; T. C. Kenney, chief engineer, KDKA Pittsburgh; R. W. Naylor, manager of broadcasting engineering group, General Electric (Canadian) Ltd.; Robert J. Sinnett, technical director, WHBF Rock Island, Ill.; Urlin Whitman, Gates Radio Co., and D. B. Williamson, broadcast systems engineer, Canadian Westinghouse Co. Ltd.

Mr. Kenney claimed that "remote control of 50 kw stations is no different than or more difficult than remote control of small power stations, in fact it is easier." Mr. Kennedy noted, "We made our transmitter and antenna systems reliable, and now the least we can do is let them alone."

Speaking on Conelrad (control of electromagnetic radiations), Ralph Renton, U. S. supervisor of the Emergency Broadcast Alert System at FCC, warned that "this nation lives under the threat of a devastating attack by the Soviet air force." He added:

"To ask the question, 'Is Conelrad necessary?' is the $64,000 question. To answer that question with complete finality would require information from the Soviet Union."

Mr. Renton added that while Conelrad is "far from perfected," the technique of broadcasting advance warning information on 640 kc and 1240 kc in times of emergency "is doing the job intended" and is "necessary." He lauded broadcasters for being a "major factor in a successful Conelrad operation."

Automatic program log devices for logging, posting and billing chores as practices at WCMW Canton, Ohio, were explained by S. L. Huffman, president, and Clark Dozer, station manager.

A plea for a more nearly automatic adjust-

Philco to Test 'Audipage' At Political Conventions

"AUDIPAGE," personal radio receiver developed by Philco Corp. for use in broadcasting, schools, hospitals and factories, will be given a thorough field test at the forthcoming political conventions, where ABC will use 30 "Audipages" to maintain communications between its directing-producting personnel and its floor crews.

The device consists of an ear plug not unlike that of a hearing aid, connected by wire to a receiver about the size of a cigarette lighter and weighting only an ounce. Sound is received by induction from a wire loop around the area desired to cover, which may be a room or an entire building, with no variation in volume within the loop. Philco engineers explained that the device uses only audio and not radio frequencies and therefore does not require an FCC license to operate. It neither produces interference nor is subject to it. User must wear the "Audipage" while in the loop to receive any message for him, with all messages audible to all receivers. Following the conventions, it will be put on the market at a price of from $100 to $150 per unit.

ABC also intends to use two 35mm and two 16mm Philco Cinescanner systems for convention film clips and highlight rebroadcasts, the joint ABC-Philco announcement said. System, introduced by Philo at the NARTB convention of 1953, features "cold light" and continuous film motion, with a pushbutton start and stop operation that enables the insertion of film clips into live telecasts with maximum ease and smoothness, Philco spokesmen said.



PHILCO's tiny, new personal receiver is tried on for size.

By any test... KLZ-TV *is Best in* DENVER!



Again... Telepulse and A.R.B. Agree!

KLZ-TV has most viewers—Morning (Sign-on to 12 n)—Afternoon (12-6 p.m.)—Night (6-11:00 p.m.)—all week long.

KLZ-TV enjoys more quarter hour first place ratings than all other Denver stations combined Morning—Afternoon—Night—all week long.



KLZ-TV has highest rated local daytime news—nighttime news—weather—sports—syndicated shows.

Few TV stations, including those in 2 and 3 station markets, enjoy KLZ-TV's dominance in the 4-station Denver Market.

We want YOU to have the *complete* Denver television story. Make it a point to call your KATZ man or wire collect—Jack Tipton, General Sales Manager, KLZ-TV, Denver.

CBS...IN DENVER
KLZ
TELEVISION
Channel 7

TELEPULSE

Top 10 Non-Network Programs
KLZ-TV 8 OUT OF TOP 10!

Mr. D. A.	26.3	KLZ-TV
Guy Lombardo	25.6	KLZ-TV
I Led 3 Lives	25.0	Station B
Studio 57	24.6	KLZ-TV
Dr. Hudson	24.3	KLZ-TV
Life with Father	24.3	KLZ-TV
Life of Riley	24.3	KLZ-TV
Highway Patrol	24.3	Station B
Celebrity Playhouse	24.2	KLZ-TV
Death Valley Days	22.6	KLZ-TV

Top 10 Network Programs
KLZ-TV 6 OUT OF TOP 10!

$64,000 Question	49.0	KLZ-TV
Ed Sullivan	45.7	KLZ-TV
I Love Lucy	45.4	KLZ-TV
Perry Como	37.3	Station B
December Bride	36.0	KLZ-TV
George Gobel	36.0	Station B
Studio One	35.7	KLZ-TV
Groucho Marx	34.0	Station B
Your Hit Parade	32.7	Station B
Playhouse of Stars	32.2	KLZ-TV

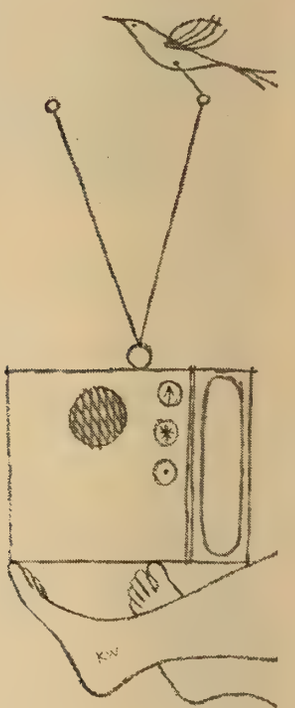
A. R. B.

Top 10 Non-Network Programs
KLZ-TV 6 OUT OF TOP 10!

Dr. Hudson	38.6	KLZ-TV
Highway Patrol	34.1	Station B
Life of Riley	31.0	KLZ-TV
Buffalo Bill, Jr.	27.8	KLZ-TV
Sky King	27.8	Station C
Annie Oakley	24.7	Station C
Studio 57	23.7	KLZ-TV
I Led 3 Lives	23.1	Station B
Wild Bill Hickok	22.5	KLZ-TV
Guy Lombardo	22.4	KLZ-TV
Science Fiction Theatre	22.4	Station C

Top 10 Programs
KLZ-TV 8 OUT OF 10!

$64,000 Question	62.8	KLZ-TV
I Love Lucy	51.2	KLZ-TV
Ed Sullivan	46.3	KLZ-TV
December Bride	44.7	KLZ-TV
What's My Line	39.6	KLZ-TV
Perry Como	39.2	Station B
Dr. Hudson	38.6	KLZ-TV
Disneyland	38.2	Station C
Jack Benny	37.3	KLZ-TV
Ford Spectacular	36.0	KLZ-TV



Summer '56... Good spot to be in!





Vacations are great. For people.
Not for sales. This Summer, keep sales at the high-water mark by keeping spot television on the job *all Summer.*

The Armstrong Tire Company offers proof that there's money to be made in Summer spot. Hoping to boost Summer sales in the Galveston-Houston market last year, they put their entire budget into station breaks and one-minute announcements on KGUL-TV.
At Summer's end they found their sales had soared 40% above the previous Summer, *and* their cost for the entire campaign had averaged *only 43 cents per thousand viewers!* Said O. F. Holmes, regional distributor for Armstrong:
'Our Summer campaign on KGUL-TV not only boosted sales to an all-time high but helped create tremendous goodwill with both customers and dealers alike!"

Good reason why more than 400 national spot advertisers place Summer schedules on one or more of the 12 stations (and the regional network) we represent.
And why, for you, Summer '56 will be . . .

Good spot to be in!

CBS TELEVISION SPOT SALES

Representing: WCBS-TV New York, WBBM-TV Chicago, KNXT Los Angeles, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, KGUL-TV Galveston-Houston, WXIX Milwaukee, KSL-TV Salt Lake City, KOIN-TV Portland (Ore.), and the CBS Television Pacific Network

Ask to see our new "Summer '56" presentation. Call or write Clark B. George, 485 Madison Ave., New York 22, N.Y., phone PLaza 1-2345.



SOMETHING FOR THE BOYS

THE BRIGHTEST of conventions can use a touch of feminine decoration. Last week's NARTB session in Chicago was no exception. Following its policy of telling *all* in its coverage of the convention, B•T on these two pages presents a comprehensive sampling of the cheesecake found in the Hilton.

There was plenty of variety, from pirate costumes to opera hose. All were there to entice the busy broadcaster into a longer look—like the young lady at left who offered a smile and a flower to those who passed the Caterpillar exhibit. The contrast with things more technical was refreshing, as intended.



RCA THESAURUS was offering keys this year as last, and finding just as many takers. These two plied their trade in the exhibition hall, in this case in the RCA equipment section.



WJAR-TV Providence gave tie pins to conventioneers. Recipient: Lance Lindquist, McCann-Erickson vice president.



STANDARD Electronics eyecatcher came complete with self-explanatory copy. The miss is Pat Garber, WGN-TV weather girl.



OPERA HOSE sold cartoons at the UM&M exhibit.



CBS TELEVISION FILM'S treasure chest was presided over by these comely pirates. Keys were distributed throughout the hotel; some fit the lock on the chest.



SCREEN GEMS' suite came equipped with two models, who, when not perched on the bar, were serving drinks from same to broadcasters inquiring about various properties.



VISITORS to the RCA color exhibit saw these two posing prettily before the camera and over a closed circuit receiver. They must have been attractive: WGN-TV Chicago bought the whole chain.



BROADCASTER Edward J. Uhler Jr. of KENS-TV San Antonio gets a lapel button in the Associated Artists Productions' suite, where he and other delegates came to hear about the Warner Bros. packages.



THESE are the moments a conventioneer remembers best—or least. Treasuring this one is Lew Smith of Edward Petry & Co., Chicago, while a guest in the KMTV (TV)-KMA Omaha-Shenandoah suite.



RAB'S contribution to the success of the TvB television billings presentation Wednesday was this blonde, whose sandwich board invited all to hear the real lowdown on tv at the RAB radio clinic.



DELEGATES were invited by three 6-ft. models to learn more about the GE automatic programming system. A blonde, brunette and redhead, they also plugged GE color.

ment of radio-tv sound signals was delivered by A. A. McGee Jr., studio facilities section, General Electric Co. He spoke on "Automatic Gain Control Devices in Audio Circuits." Claiming that if the engineer's chore of having to keep the outgoing voice or sound at a nearly level balance could be accomplished automatically, studio and transmitter engineers would be free to perform other functions.

Paul G. Wulfsberg, assistant research director, Collins Radio Co., traced the development of transistors in the consumer radio-tv set field and pointed out it is entirely possible now to design a completely transistorized studio and remote system. He claimed transistors not only make equipment much smaller but can increase overall reliability.

ABC-TV AFFILIATES SET ADVISORY UNIT

Formation of group authorized at meeting during Chicago NARTB convention.

STEPS toward creation of an ABC-TV affiliates advisory committee were taken last week as the affiliates convened in Chicago in an April 15 meeting preceding the opening of the NARTB convention.

The stations authorized formation of a committee which will draft a charter and bylaws for the proposed organization and also represent the affiliate body until the final organization is formed.

The committeemen chosen were the same who also were assigned to arrange for ABC-TV affiliate representation in testimony before the Senate Commerce Committee (see story page 68). They include Joe Bernard, WGR-TV Buffalo; Don Davis, KMBC-TV Kansas City; Joseph Drilling, KJEO-TV Fresno, Calif.; Joseph Herold, KBTV (TV) Denver; Fred S. Houwink, WMAL-TV Washington; Harry LeBrun, WLWA (TV) Atlanta; Robert Lemon, WTTV (TV) Bloomington, Ind.; William Walbridge, KTRK-TV Houston, and, as alternate, Joseph F. Hladky, KCRG-TV Cedar Rapids.

This group was selected by a five-man committee headed by Walter M. Windsor, KCMC-TV Texarkana, Tex. Officials said late last week they had not yet contacted the entire group but already had enough acceptances to "give us assurance."

Mr. Houwink was named acting secretary. He will send out resolutions to the affiliates for their signatures and also will call a further meeting of the committee within the next few weeks to organize, elect a chairman and form subcommittees to draft charter and by laws and handle other functions.

In the April 15 meeting, the station officials also heard reports from John H. Mitchell, ABC vice president in charge of the television network, and heads of various ABC-TV departments.

At the same time, ABC Radio affiliates were holding a similar meeting for reports from Don Durgin, ABC vice president in charge of the radio network, and his key executives.

Preceding the separate radio and television sessions, ABC President Robert E. Kintner had addressed a joint meeting on ABC radio and tv plans and progress, and Leonard H. Goldenson, president of the parent American Broadcasting-Paramount Theatres, appeared briefly to greet the combined group and reiterate AB-PT's confidence in, and support of, the ABC management's plans. The affiliates, on motion of Norman Kal, WAAM (TV) Baltimore, went on record commending the network.

ELECTRONIC ELECTION BATTLE FORESEEN

Presidential News Secretary James C. Hagerty and Democratic National Committee radio-tv advisor J. Leonard Reinsch debate electioneering problems. Both are in accord that their parties are depending on brief air campaign as operating procedure.

THE 1956 presidential campaign will be heard on an electronic forum, NARTB convention delegates were told Wednesday at a political session. James C. Hagerty, President Eisenhower's news secretary, and J. Leonard Reinsch, executive director of the Cox stations and radio-tv advisor to the Democratic National Committee, debated the broadcast issues and indicated their dependence on a brief tv-radio campaign.

Mr. Reinsch observed that "no political candidate today can expect to be continuously successful without using the broadcast media." He advised stations to develop close contacts with candidates, reminding that "all congressional investigations are headed by congressmen and senators who were candidates, possibly in your area, in 1954, 1952 or 1950."



HAGERTY REINSCH

After recalling how President Roosevelt had developed the fireside radio chat and how President Eisenhower had opened the news conference to radio-tv coverage, he said the presidential veto of the farm bill last week was definitely political in the opinion of Democrats and that equal time was sought for reply.

The problem of splinter candidates must be solved by updated legislation, he felt, asking for amendment of Sec. 315 of the Communications Act. He urged stations to take a stand on legislative proposals of this type and make their positions clear to legislators.

Mr. Reinsch thought the Democratic presidential candidate would be willing to meet with the Republican candidate in a national tv debate and reviewed an NBC-TV plan to present candidates in short split-screen debates on *Today*. So far the Republicans have not accepted a plan but Democrats are agreeable, he said, and noted that Ampex will supply audio tape facilities to newsmen during the Democratic convention.

Clearance problems will be heavy for stations and networks, he said, emphasizing the demand for election-eve time. Possibly some sensible local restrictions can be applied by broadcasters, he suggested.

Mr. Reinsch contended that station executives should keep informed on the issues and candidates and should study the political broadcast catechism just revised by NARTB.

Mr. Hagerty argued that many radio-tv talks by the President, performed in line of duty, cannot be construed as partisan political broadcasts. He cited the farm bill veto as an example, vetoed "because the President felt it was not a good bill." He felt the same way about Saturday night's foreign affairs broadcast before the American Society of Newspaper Editors in Washington.

When a political party wants equal time to reply to an administration speaker, he explained, the decision is a matter for network decision. "If the government ever makes that decision," he said, "I will be one of the first not to work for the United States."

Mr. Hagerty agreed with Mr. Reinsch that Sec. 315 needs overhauling to protect broadcasters from splinter parties. He pleaded with Democrats "to get off that air" after their convention so the Republicans can start their session.

The White House will supply news conference and speech tapes to independent radio stations if they supply a replacement reel, he said, but explained there are no funds to supply film to independent tv stations.

Tv Underplays Its Own 'Clean House'—Shafto

NARTB and broadcasters must meet head-on the irresponsible and exaggerated attacks on tv programming and commercials, G. Richard Shafto, WIS-TV Columbia, S. C., and chairman of the NARTB Tv Code Review Board, told the NARTB tv membership Wednesday at the Chicago convention.

Mr. Shafto spoke at a special code session at which typical deletions from tv film programs were exhibited. "We have underplayed our sincere efforts to keep our own house clean," he said.

"There's no reason for us to apologize to the public, to Congress, to the FCC, to the Federal Trade Commission, to anyone, for the way we are collectively presenting television programming and advertising."

He offered these suggestions to meet criticism and improve programming service: intensify station promotion by code display; blend the code into public service and civic activities; send names and addresses of viewers who send criticism to the station, which NARTB will acknowledge.

In a review of the "pitch" problem, he defined pitch as five minutes or more of solid commercial, usually containing exaggerated prices and calling for fast action. Advertisers can sell the product effectively with announcements instead of long commercials, he said, adding "the pitch program does not belong on television."

Over-commercialism can lead to more severe government regulation, he said. Citing a 40% growth in code subscription since he joined the board two years ago, Mr. Shafto said there are 281 station members and three networks. He noted the industry has shown its determination to keep bait-switch copy off the air.

Film clips deleted from movies were displayed. They included a suicide's body hanging in a jail cell, profanity, lewd scene involving low-neck dress, cartoons and a belly dancer.

CONVENTION COVERAGE Continues on page 100



Photo by Fabian Bachrach

"Hamm's 'Burling Bear' Teamed with KMTV's Sports Show Really Sells the Omaha Area"

. . . *says* ART LUND *of Campbell-Mithun, Minneapolis*

"This is the third year we've used KMTV," Mr. Lund said. "The reason—a sales and merchandising job that has made 'Hamm's . . . from the Land of Sky Blue Waters' a buy-word in Western Iowa and Nebraska."

"According to the Hamm's distributor in Omaha," Mr. Lund added, "Hamm's sales have shown a steady, healthy increase ever since KMTV's Sport Show has been used."

For years, KMTV has been first in the Omaha area—in ratings—national, regional, and local spot business . . . and in color. Now as basic NBC in Omaha, KMTV is continuing this leadership. The latest TRENDEX (Jan. 2-8, '56) shows that KMTV leads 54.5 to 45.5 from 12:00 to 6:00 p.m. and 52.3 to 47.7 from 6:00 to 8:00 p.m.

So profit from the experience of many successful national advertisers. Contact KMTV or your Petry man today.



KMTV MARKET DATA

Population	1,536,800
TV Homes	362,000
Retail Sales	$1,716,560,000
Buying Income	$2,236,230,000

(Sales Mgt., May 10, 1955)

COLOR TELEVISION CENTER

KMTV

CHANNEL 3

MAY BROADCASTING CO.

NBC-TV

ABC-TV

OMAHA

Represented by

Edward Petry & Co., Inc.

In cooperation with the stations we represent

JOHN BLAIR & COMPANY

Building



We start our 24th year with greatly enlarged New York quarters... to keep pace with increasing use of spot by advertisers

The maintenance of Mass Production depends on Mass Selling.

In turn, Mass Selling depends on Mass Communication.

For many businesses, the most effective form of Mass Communication is Spot Broadcasting—either in radio, or television, or both.

And because, in cooperation with the stations we represent, we have had a hand in the development of Spot Broadcasting to its present stature, the fact that John Blair & Company is 23 years old this month may be of more than passing interest to our industry, and to marketing executives who are coming more and more to rely on "spot" to provide the basic power to achieve their sales goals.

at 48th & Madison

(415 Madison Avenue)

in the very heart of the world's advertising capital the Blair companies will occupy the entire 6th floor starting April 30, 1956.

PHONE NUMBERS (after 4/29)

John Blair & Co. . . PL 3-4250

Blair-TV . . . . . TE 8-5800

and BLAIR-TV are

together for the future

of Spot Radio and Television

In one sense, the progress of 23 years can be told in statistics:

April, 1933: Offices, 1; Staff, 3.

April, 1956: Radio Offices, 10; TV Offices, 10; Staff, over 175.

Behind the statistics stands the real story—of mutual understanding between station and representative—of policies determined and problems solved in terms of building the industry as a whole.

For mere length of station-list has never been one of our goals. Stations we represent have been those we could work *with*, not simply work *for*.

We have shared in their progress—and they in ours.

Key Factor in Station Income

For years, Network Affiliation was the most vital consideration for a radio station. But today—now that spot revenue for stations has out-distanced network revenue many times over, the naming of a national representative is a much more important choice.

The broadcast medium has reached its maturity—and it requires mature judgment in selling. In today's intense competition for advertising dollars, it takes seasoned salesmen, backed up by modern facilities in Research and Sales Development, to do justice to the selling of a major station.

New—a Farm Department

Take the farm market, for example. Radio is essential to the modern farmer and his wife. They rely on it for weather-data, for market quotations, for news and reports that often affect their day-to-day farming decisions.

In many ways, the farm market is a specialized market. So in 1955 we established a Farm Department to provide the specific farm-and-radio data that marketing executives need.

Interpreting Radio to Business

As recently as last year, it was apparent that too many business men did not have Radio in proper focus. They failed to realize that, through alert local-interest programming, major stations are doing a better selling job than ever before.

To develop a clearer understanding of Spot Radio as a selling force, we undertook a five-month educational campaign. These advertisements ran in the New York Herald-Tribune so as to reach thousands of executives who would have no occasion to read the excellent business papers in our field. Response to and results of this project have been most encouraging.

Need for Separated-Selling

In television's early days we recognized, as did our stations, that it was competitive with radio. It was logical that these two competitive media be represented by completely independent sales organizations—each concentrating on its own medium. So in 1948 Blair-TV was established, a separate organization devoted entirely to television—actually television's first exclusive national representative.

The soundness of this decision, which was participated in by our stations, has been amply proved by the selling records of the two organizations.

Keeping Pace with "Spot"

As the number of advertisers using spot has continued to grow, our two sales organizations and facilities expanded accordingly—in order that increased traffic could be handled with no slow-down of service. In New York, for example, we took in 1951 what seemed enough space to handle our expansion plans for ten years. Now, because of the increases in spot radio and the tremendous surge of spot-volume in television, our ten-year goals have been passed in less than five.

So at the end of this month we move into quarters 44 percent larger, in a new air-conditioned building at 415 Madison Avenue . . . right in the heart of the advertising capital of the world.

* * *

Yes, anniversaries can serve a useful purpose, far beyond staging pictures of a president puffing at xx candles on a birthday cake. They furnish a timely opportunity to review and restate basic principles that provide the foundation for future development and to pledge that—as we enter our 24th year—our two sales organizations and the stations we represent will continue building together for the future of spot radio and television.

JOHN BLAIR
AND COMPANY
Radio Exclusively

BLAIR-TV
Television Exclusively

National Representatives of Major-Market Stations • Offices in Principal Cities Coast-to-Coast

INSTANTANEOUS RATING SYSTEM CLAIM MADE BY WEST COAST AGENCY EXECUTIVE

Lennen & Newell's Benjamin Potts announces development of Telerad, electronic setup said capable of delivering qualitative and quantitative count of audience every 30 seconds.

DEVELOPMENT of a new electronic audience rating system for television and radio, which instantaneously will present both quantitative and qualitative analyses of the audience every 30 seconds during a program, was described Thursday to B•T by Benjamin R. Potts, vice president and manager of the Los Angeles office of Lennen & Newell.

Devised by Robert Miller, professor of marketing at the U. of Southern California; George Wood, engineer, and Gerald Katz, statistician, both with Hughes Aircraft Corp., the new audience analysis system is based on wartime-developed radar principles to continuously sample the tv or radio audience and show who is viewing or listening among the sample and the program to which they are tuned.

Mr. Potts, who plans to resign from his agency post May 1 to devote full time to the new development and possibly other agency work, said both NBC and CBS have expressed interest in the system and that a cost analysis is under way to present to NBC for full-scale field testing of the device. The test would be made in Los Angeles.

Prototype unit has been developed by Behlman Engineering Lab, Burbank, Calif., where demonstrations are being shown to networks, agencies and others.

Possible AAAA Project

Mr. Potts envisions the system as the broadcast media's combination answer to the Audit Bureau of Circulation and Starch Reports of the publishing field. He told B•T that agency inquiries show that the system is considered as a potential advertising project which the American Assn. of Advertising Agencies could undertake.

Messrs. Miller, Wood and Katz are organizing a corporation tentatively called Telerad Audit of Broadcast. Mr. Potts is representing Telerad in promotion of the system and in securing financial backing.

It is estimated about $5 million would be required to install some 20,000 Telerad recorder units in home tv receivers throughout the U. S., although it is expected that the installations would be made 100 units at a time in any given market until a proper sample size is achieved. Initial concentration will be on television because of the bigger economic stake of the advertiser.

Mr. Potts said he understood that the A. C. Nielsen Co. has only 68 Audimeters installed in the Los Angeles market and about 850 units nationally.

Telerad technically works like this, according to Lewis Behlman, head of the Burbank engineering firm.

A central communications center is established. In Los Angeles it will be atop Mt. Wilson, where the transmitters of the seven local tv stations are located. Here a battery of electronic computers is set up for each program channel in the area. The center transmits a high frequency synchronizing signal to the Telerad reporter units attached to the tv receiving sets in the sample homes. The synchronizing signal triggers each Telerad recorder unit to transmit at a pre-set instant what program channel it is tuned to.

This reply transmission is picked up by a special receiver at the communications center and fed to computers for the respective program channel. The computer then supplies on tape or card an analysis of the audience at that moment. The analysis shows how many are listening and can break down the complete sample by individual units so that a qualitative study by economic or other sample strata is possible.

Mr. Behlman explained that each Telerad recorder unit transmits its information in a brief consecutive instant during the 30-second reporting cycle, with the transmission timing precisely keyed by the central synchronizing signal. He said 1,000 reporting units in Los Angeles could be sampled accurately for all seven channels within each 30-second cycle as a result of electronic advances achieved in radar experience.

Mr. Behlman said a special allocation would have to be obtained from the FCC to operate the system and felt that a sharing arrangement on unused uhf frequencies would work well. He said the Telerad reporter unit on the home receiver would operate at about 1 watt but through storage of signal capacity would burst about 20 watts in each reply transmission.

Each reporter unit installed on a home receiver would cost about $100, Mr. Wood told B•T. Instead of paying the home resident as Nielsen does, he said, Telerad is considering offering free servicing and repair parts for the home receiver.

Mr. Potts said the Telerad system may also be important to the industry in reappraising radio as an advertising medium, since the reporter unit will work on home radios, portables and auto sets. He said radio is not accurately surveyed now because existing survey systems are not of sufficient scope.

Messrs. Miller, Katz and Wood began development of Telerad about 18 months ago. Construction of the Behlman prototype began six months ago.

Mr. Potts said he has made a telephone presentation to CBS Inc. President Frank Stanton and that Howard S. Meighan, vice president in charge of the western division of CBS-TV, has viewed a demonstration. Mr. Potts recalled that Dr. Stanton about a decade ago began work toward an instantaneous audience measurement system (IAM).

Others who have seen a demonstration include John K. West, NBC Pacific Div. vice president, and Thomas W. Sarnoff, the division's director of production and business affairs. Mr. Sarnoff is said to have presented the system to his father, Brig. Gen. David Sarnoff, RCA board chairman, when Gen. Sarnoff was enroute to Hawaii several weeks ago.

CAKE MIXES IN MINNEAPOLIS-ST. PAUL TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX . . .

Rank	Product & Agency	Network Shows	Total Network	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Pillsbury (Leo Burnett Co.)	5	1	6	122
2.	Betty Crocker (BBDO)	4	1	5	52

HOW THEY COMPARE IN MINNEAPOLIS-ST. PAUL . . .

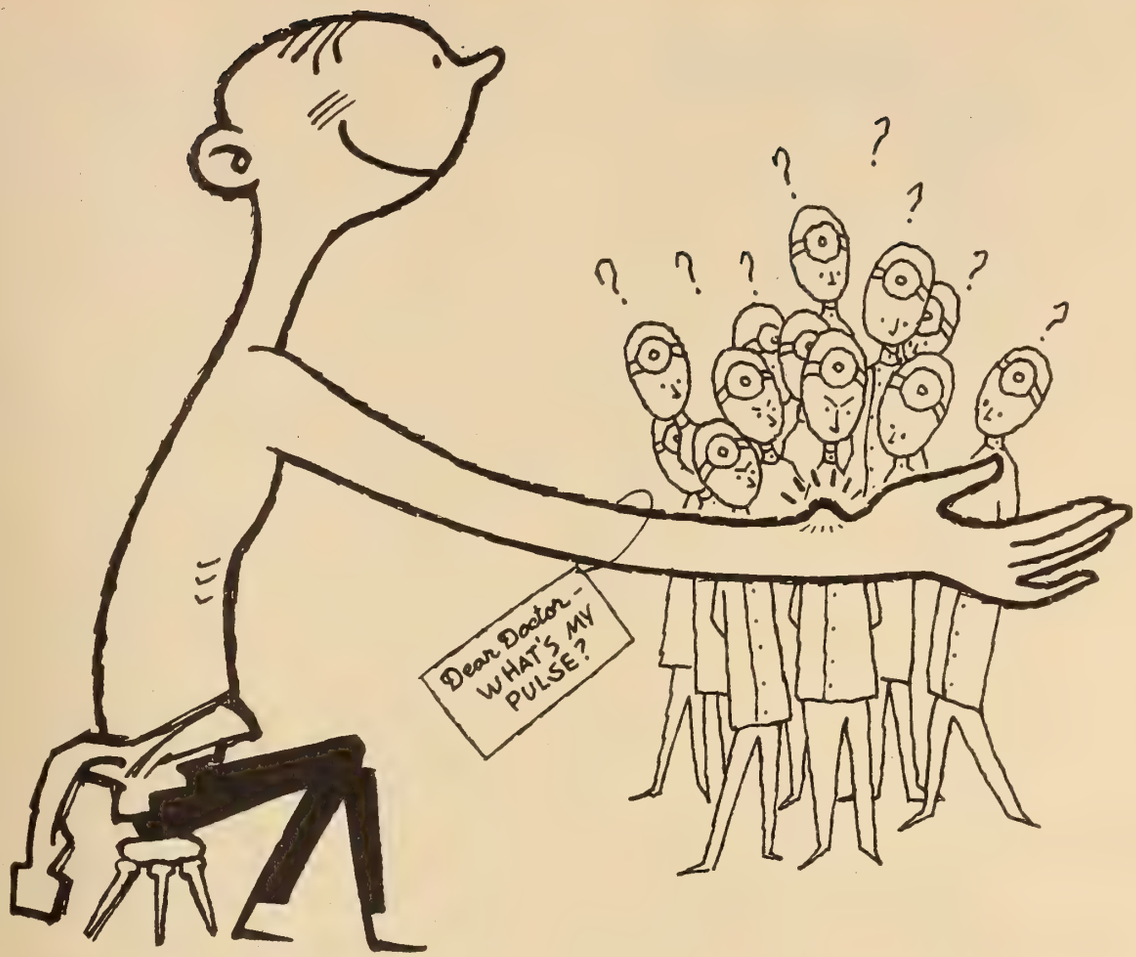
Rank	Product and Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Pillsbury (Leo Burnett Co.)	5	1	6	110
2.	Betty Crocker (BBDO)	4	1	7	73
3.	Dromedary (Ted Bates & Co.)	—	2	10	59

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for progams of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring of networks for national report and Minneapolis-St. Paul for local report occurred Feb. 20-26, 1956.



5 New York doctors

and 5 more Doctors of High Pulse (Phd's) with Madison Avenue backgrounds (MA's) knew it even before it was PROVED by the specialists from the Pulse, Inc.

WNCT IS FIRST IN ALL EASTERN CAROLINA during every minute of every hour of every day.

Several weeks before our Pulse was taken, we consulted 400 agency Pill-Pushers and asked them:

Q: How many quarter hours is WNCT a-head in 19 counties of Eastern Carolina?

A: 464—which is ALL of them!

Q: What would you say WNCT's highest Pulse will read in any quarter day or nite?

A: 54.5

The staff of prize-winning physicians listed below were most accurate in their diagnoses. We congratulate them!

And we'd love to have YOU examine us and check our Pulse. Dr. John E. Pearson can show you our national Case History, and Dr. Jim Ayers has the chart on us in the south-east.

We feel just fine, thank you!



WNCT Greenville ★ N. C.
channel 9 PRIMARY CBS AFF.
316,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. ● JAMES S. AYERS, S.E. REP., ATLANTA

1st—**Thomas J. Glynn**
J. Walter Thompson

2nd—**Bill Murphy**
Benton & Bowles

3rd—**William J. Stenson**
Campbell-Mithun

4th-10th—**Charles F. Theiss,** Ted Bates; **Edmond C. Semel,** Compton; **Watts Wacker,** D. P. Brother; **Tom Carson,** Compton; **Nick Wolf,** Leo Burnett; **Gerald Eckhart,** Cargill & Wilson; **Charles Willard,** McCann-Erickson.

Ratings Do Not Indicate Selling Power, Ascher Says

HIGH RATINGS and mass audiences do not necessarily mean mass sales. So says Sidney H. Ascher, president of Teen-Age Survey Inc., private research organization, who last Wednesday addressed the Retail Club, New York City Community College of Applied Arts and Sciences.

Charging that ratings and their sociological effect on all parties concerned—sponsors, agencies, talent and "everyone in the business"—are reflected in the actual construction and performances of tv shows, Mr. Ascher said in many cases programming is "so overwhelming that sponsor identification is lost." Thanks to the "rating bugaboo," Mr. Ascher stated, "the sponsor wants his show to hit the top right off the bat." This, he felt, hampers the industry, for instead of serving as "a guide," ratings have become "the master" of the art.

The solution, Mr. Ascher felt, lays in tailoring the program and aiming it directly at the people the advertiser wants to reach, as in the manner of magazine advertising, where sponsors "go into magazines with limited circulation in preference to mass-circulation magazines . . ." paying higher rates, but knowing they "attract just the people who are interested in and will buy what they offer."

Religious Broadcasters Inc. Hits Stand of Church Council

AN EFFORT by the National Council of Churches of Christ in the USA to eliminate paid-time religious programs [B•T, March 12] was protested in a unanimous action by the National Religious Broadcasters Inc. at its annual convention in Cleveland.

The NRB said the National Council "does not speak for all the Christians of America" and added that "more than 20 million members are in various Protestant churches not affiliated with the National Council."

The National Assn. of Evangelicals, which is composed of 40 different denominations, 10 conferences of denominations and more than 1,000 independent churches, has endorsed the NRB action.

$400,000 for Promotion Drive

A BUDGET of $400,000 has been set aside for television, radio and newspapers to acquaint consumers with its movie-grocery promotion tie-in, Cinema Diorama Advertisers, New York, announced last week [B•T, March 26]. Products signed for the campaign are Consolidated Cigar Sales Co., Borden's instant coffee, Borden's Starlac, Scott facial tissue, Good Luck margarine, Hoffman's beverages and Ipana toothpaste. Eleven additional products are expected to sign shortly. The current schedule calls for spots on all local stations. There are 189 movie theatres cooperating in the campaign.

C-P to Share Cummings Show

COLGATE-PALMOLIVE Co., New York, will begin sharing sponsorship of *The Bob Cummings Show* on CBS-TV (8-8:30 p.m. EST), effective May 3. The program will continue to be sponsored by R. J. Reynolds Tobacco Co. on alternate Thursdays. Both R. J. Reynolds and Colgate-Palmolive are handled by William Esty Co., New York.

LATEST RATINGS

NIELSEN

TOP TV SHOWS (TWO WEEKS ENDING MARCH 26, 1956)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	†Total Audience No. of Homes Reached (000)
1.	I Love Lucy	Procter & Gamble General Foods	Biow Young & Rubicam	CBS	154	Mon., 9-9:30	17,304
2.	$64,000 Question	Revlon	BBDO	CBS	164	Tues., 10-10:30	17,199
3.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	186	Sun., 8-9	17,094
4.	Academy Awards	Oldsmobile Div. of General Motors	D. P. Brother	NBC	131	Wed., 11:30 p.m.-12:15 a.m.	16,251
5.	Disneyland	American Motors	Geyer & Brooks Smith, French & Dorrance	ABC	178	Wed., 7:30-8:30	15,374
		Amer. Dairy Assn. Derby Foods	Campbell-Mithun McCann-Erickson				
6.	Max Liebman Presents	Oldsmobile Div. of General Motors	D. P. Brother	NBC	126	Sun., 7:30-9	14,216
7.	Jack Benny Show	American Tobacco Co.	BBDO	CBS	174	Sun., 7:30-8	14,180
8.	December Bride	General Foods Co.	Benton & Bowles	CBS	181	Mon., 9,30-10	14,110
9.	Perry Como	Armour Dormeyer Gold Seal International Cellucotton Prod. Noxzema Chemical Toni Co.	Tatham-Laird John W. Shaw Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer Colwell & Bayles Weiss & Geller	NBC	81 82 86 90 95 91	Sat., 8-9	13,900
10.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	13,584
	You Bet Your Life	DeSoto Div. of Chrysler	BBDO	NBC	157	Thurs., 8-8:30	See Ratings Below
	Private Secretary	American Tobacco Co.	BBDO	CBS	174	Sun., 7:30-8	See Ratings Below

Rank	Program	‡Average Audience (000)	Rank	Program	†% Total Audience	Rank	Program	‡% Average Audience
1.	I Love Lucy	16,602	1.	I Love Lucy	51.1	1.	I Love Lucy	49.1
2.	$64,000 Question	15,865	2.	$64,000 Question	51.0	2.	$64,000 Question	47.1
3.	Ed Sullivan Show	14,286	3.	Ed Sullivan Show	51.0	3.	Ed Sullivan Show	42.6
4.	December Bride	13,233	4.	Academy Awards	47.6	4.	Jack Benny Show	39.7
5.	Jack Benny Show	13,163	5.	Disneyland	45.3	5.	December Bride	39.5
6.	Academy Awards	12,776	6.	Jack Benny Show	42.8	6.	Academy Awards	37.4
7.	Dragnet	12,671	7.	Max Liebman Presents	42.4	7.	Dragnet	37.1
8.	Disneyland	12,531	8.	December Bride	42.1	8.	Disneyland	36.9
9.	You Bet Your Life	12,145	9.	Perry Como Show	42.1	9.	You Bet Your Life	35.6
10.	Private Secretary	11,829	10.	Dragnet	39.8	10.	Private Secretary	35.6

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

TOP RADIO PROGRAMS (TWO WEEKS ENDING MARCH 10, 1956)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time (all p.m.)	†Homes (000)
Evening, Once-A-Week							
1.	Two for the Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	1,974
2.	Our Miss Brooks	Toni	North Adv. Agency	CBS	203	Sun., 8-8:30	1,974
3.	Dragnet	Anahist	Ted Bates	NBC	174	Tues., 8-8:30	1,786
4.	You Bet Your Life	DeSoto	BBDO	NBC	194	Wed., 9-9:30	1,786
5.	News & Gene Autry	William Wrigley	Ruthrauff & Ryan	CBS	191	Sun., 6-6:30	1,739
6.	Godfrey Scouts	Lipton	Young & Rubicam	CBS	160	Mon., 8:30-9	1,692
7.	Edgar Bergen	20th Century-Fox	(not on air that time period)				1,645
8.	Edgar Bergen	CBS Columbia	Ted Bates	CBS	200	Sun., 7-8	1,551
9.	People Are Funny	RCA	Kenyon & Eckhardt	NBC	176	Thurs., 8-8:30	1,551
10.	Edgar Bergen	Anahist	Ted Bates	CBS	200	Sun., 7-8	1,504
Evening, Multi-Weekly							
1.	One Man's Family	Anahist	Ted Bates	NBC	185	Mon.,-Fri., 7:45-8	1,645
2.	News of the World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-7:45	1,551
3.	Lowell Thomas	United Motors Service Div. of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,363
Weekday							
1.	Young Dr. Malone	Cheseborough-Ponds	J. Walter Thompson	CBS	112	Tues & Thurs., 1:30-1:45	2,162
2.	Helen Trent	Pharmacal	Doherty-Clifford-Steers & Shenfield	CBS	186	Mon. & Wed., 12:30-12:45	2,162
3.	Helen Trent	Pharmacal	Doherty-Clifford-Steers & Shenfield	CBS	186	Fri., 12:30-12:45	2,162
4.	Guiding Light	Procter & Gamble	Compton	CBS	143	Mon.-Fri., 1:45-2	2,115
5.	Helen Trent	Carter	Ted Bates	CBS	203	Tues. & Thurs., 12:30-12:45	2,068
6.	Wendy Warren	General Foods	Young & Rubicam	CBS	190	Fri., 12-12:15	2,068
7.	Ma Perkins	Procter & Gamble	Dancer-Fitzgerald-Sample	CBS	137	Mon.-Fri., 1:15-1:30	1,974
8.	Wendy Warren	Philip Morris	Biow-Beirn-Toigo	CBS	191	Tues. & Thurs. & Mon. & Wed. alt. weeks, 12-12:15	1,974
9.	Wendy Warren	St. Brands	Ted Bates	CBS	190	Mon. & Wed. & Tues. & Thurs. alt. weeks, 12-12:15	1,974
10.	Young Dr. Malone	Cheseborough-Ponds	J. Walter Thompson	CBS		1:30-1:45 Wed & Fri., 1:30-1:45	1,927

†Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, homes listening 1 minute or more are included.
NOTE: Number of homes is based on 47,000,000, the estimated March, 1956, total United States radio homes.

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VIDEODEX

TOP 10 SPOT SHOWS* MARCH 1-7

Name of Program	% Tv Homes	Tv Homes (000's)	No. of Cities
1. Dr. Hudson's Secret Journal (MCA-TV)	18.8	4,015	105
2. I Led Three Lives (Ziv)	18.0	5,425	120
3. Eddie Cantor (Ziv)	17.5	1,019	44
4. Highway Patrol (Ziv)	17.3	6,290	165
5. Liberace (Guild)	17.1	3,415	78
6. Badge 714 (NBC-TV)	16.5	4,603	117
7. Count of Monte Cristo (TPA)	16.2	1,951	46
8. The Man Called X (Ziv)	16.1	1,967	44
9. Kit Carson (MCA-TV)	15.6	823	30
10. Science Fiction Theatre (Ziv)	15.5	4,922	126

* Appearing in a minimum of 20 markets.

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XXXI

A New Chapter In Richmond History

Since 1925, the voice of WRVA Radio has been an inseparable part of the Richmond scene. And public regard has earned WRVA Radio the warmest welcome in Richmond homes . . . the firmest place in Richmond tradition.

Now, rooted in 31 years of acceptance, the same high standards of management, skilled personnel, and creative talent bring a new television station to the people of Richmond. With WRVA-TV, a new chapter enhances a history of unique service over three decades old. On the air April 29, 1956, WRVA-TV is a full-time operation, with a complete schedule of CBS programs, ingenious local originations—and the assurance of a hearty response from Richmond viewers.

276

WRVA-TV, represented by Harrington, Righter and Parsons, Inc.



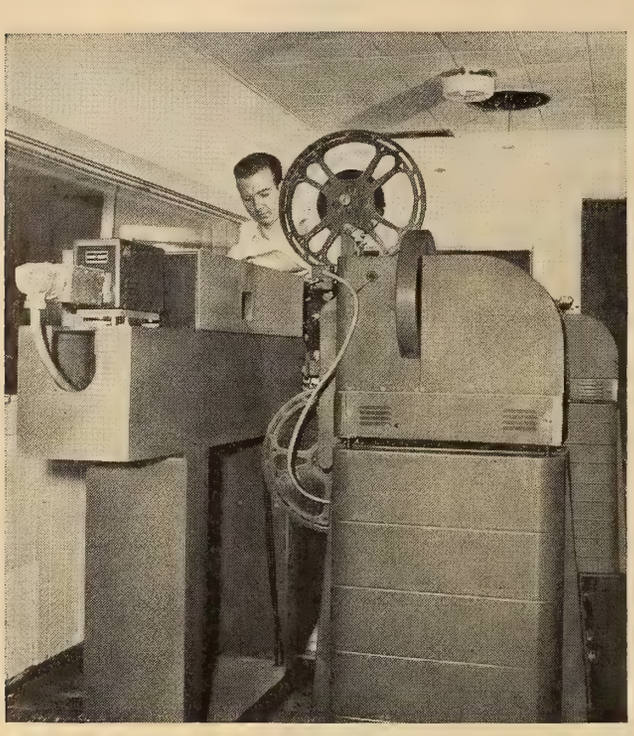
WRVA-TV

Richmond, Va.

CBS Basic Channel 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

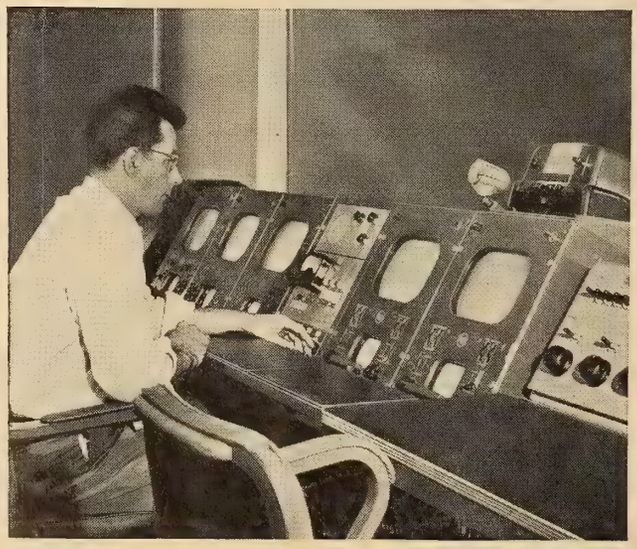
WAAM-TV Gets



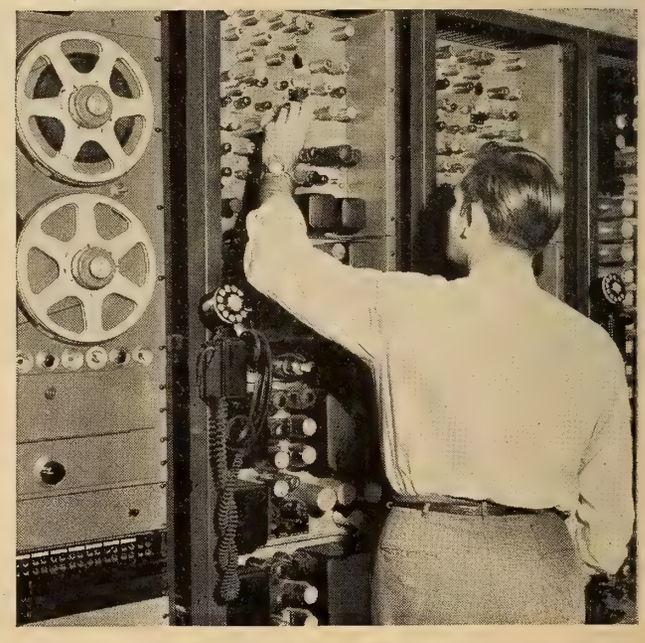
TWO FILM CHAINS MODIFIED! Picture above shows modernized WAAM-TV film projection room. The RCA TK-21 Vidicon Cameras are mounted on TP-11 Multiplexers. One TP-16 Film Projector, one 35 mm slide projector and an opaque projector are used with each camera. The two independently operated chains increase ease of operation and provide preview and auditioning facilities.



SPARE CAMERA! Simplicity and small size of RCA TK-21 make it practical to keep a third camera on hand as a spare. This allows either film chain to be quickly returned to service in emergencies and provides station clients with this assurance of continuous programming.



MINOR CHANGES IN CONTROL ROOM! Second and third monitors from left are the vidicon master monitors. Their housings also enclose the camera control panels. Installation was relatively simple since the station's original film monitors and housings were used. No changes in arrangement were required—vidicon control panels being substituted for control panels of the iconoscope cameras.



SIMPLE RACK ADDITIONS! Closeup of the two cabinet racks containing auxiliary and power equipment for the two vidicon film cameras. Only the vidicon control chassis and vidicon deflection chassis (top and next to top panels in each rack) had to be installed in each chain. Power supplies were already part of original equipment. Racks are readily accessible for setup, adjustment and maintenance.

Better Picture Quality

by Replacing Iconoscope Film Cameras with RCA Vidicon Film Cameras

WAAM-TV, Baltimore, has replaced its iconoscope film cameras with RCA Vidicon Film Cameras and is obtaining much improved pictures at lower operating cost. WAAM-TV's two iconoscope film camera chains had been in operation for over six years. During that time a number of improvements in original circuitry had been incorporated to boost iconoscope performance.

VIDICON PERFORMANCE INVESTIGATED

In their search for further improvement WAAM-TV engineers inspected one of the first RCA Vidicon chains at Camden. They immediately noted performance that surpassed the iconoscope chain in almost every respect . . . marked improvement in gray scale, tremendously increased signal-to-noise ratio, improvement in resolution, elimination of shading signals, and provision for automatic black level control.

TESTS PROVE VIDICON SUPERIORITY

Actual operating comparisons were made by WAAM-TV engineers by running several of the station's own films on both the iconoscope and vidicon chains. Says Ben Wolfe, WAAM-TV's Director of Engineering, "The reproduction from the vidicon chain was superior in each instance, with a minimum of operating effort." As a result of this demonstration WAAM-TV decided to modernize with vidicons.

STATION SAVINGS ON CONVERSION

WAAM-TV's purchase and installation of two RCA Vidicon chains shows how operating cost can be reduced by modernization of existing equipment. The economy afforded by using existing iconoscope auxiliary equipment —master monitors, console housings and power supplies —permitted expanded station versatility through the use of two multiplexers with two vidicon chains. Since no changes in arrangement were required in the master control room (vidicon remote control panels were merely substituted for the control panels of the iconoscope cameras) actual installation was simplified, allowing greater ease of operation.

AGENCIES APPLAUD IMPROVED QUALITY

The quality of WAAM-TV's film reproduction has received hearty endorsement from advertising agencies who appreciate its sales effectiveness. Their comments have stressed the "snap," clarity and live effect noticeable in WAAM-TV film presentations. This praise, from men who make it their business to recognize top performance, is the final proof of "RCA Vidicon quality."

You, too, can transform film shows and commercials that are just "getting by" into sparkling, life-like hits! Do it with an RCA Vidicon Film Camera System . . . conveniently and economically. Ask your RCA Broadcast Sales Representative for complete details. In Canada, write RCA Victor Ltd., Montreal.

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT CAMDEN, N. J.

POLITICAL TV SEEN AS BIG CHALLENGE

Stations, representatives and agencies must realize that campaign commercials constitute 'serious and important' business, Lloyd G. Whitebrook tells Assn. of Advertising Men & Women in New York.

THE SOONER television stations, representatives and agencies realize that political tv is a serious and important business—"one that deserves the same serious attention as any major advertiser"—the easier their jobs will be.

This conclusion was reached in a talk last Tuesday by Lloyd G. Whitebrook, vice president of Kastor, Farrell, Chesley & Clifford, before the Assn. of Advertising Men & Women in New York. Mr. Whitebrook has been active since 1948 in political advertising, aiding in campaigns of Harry S. Truman, Adlai Stevenson, New Jersey Gov. Robert B. Meyner, New York Mayor Robert Wagner and others. He also is radio and tv consultant to the State of New York.

Here are some excerpts from his last week's address:

"The advertising agency became important in political campaigns when television took the politician figuratively off the platform and into the television studio. No other single means of communication, with the exception of a personal visit by a candidate, has had such a marked effect on voting habits. . . .

"In the last few years, as candidates permitted themselves to be counselled by competent advertising agencies, they began to realize they had been invited into someone's living room when they used television. Consequently, changes of pace became extremely important. . . .

Variation in Buying

"As a result there has been a consequent change in the time-buying pattern. In the past, the candidate, his political committee, or his advertising agency would simply find out when a station had available time and arrange his rally to coincide. In the past few years, the realization has come that it is necessary to reach an audience in much the same manner a commercial sponsor seeks to obtain coverage.

"Complications, however, make this a rather difficult problem for the political party because time purchasing is done in only a short calendar period rather than on year-'round. Further complications set in because it is relatively impossible to put together state networks without costly pre-emptions and costly additional cable charges. Consequently, political committees have become important spot buyers. . . .

"In most cases, stations have been reluctant to sell political time in choice periods, preferring to make available those unsold pieces of late evening or early morning time. It is here that the agency representing a candidate or a committee must exert the same kind of pressure and the same kind of conscientiousness that would be exerted if the sponsor were a year-'round advertiser. . . .

"Actually, the station must face up to a responsibility that voters must get an opportunity to see and hear both sides of important issues. Wise purchase of time dictates that morning and afternoon periods should be used as well as early and late evening. Very often stations have allowed cut-ins of such network shows as of Garroway or *Home*.

"This year, the major political parties will be among the major spenders on television, and it will behoove stations and agencies who handle political parties to treat them as major advertisers. There is no question that many advertisers locally are feeling the pinch of high television costs and would welcome the opportunity of allowing a certain number of their time periods to be used by political parties, divided equally, or course, as long as they could retain their hold on their particular time segments. With the increasing costs of time and production, he might welcome a six-week relief in the fall provided his station did not take away his discounts and other credits. What's more, stations have found that in the heat of a campaign, a candidate's presentation is often a very good audience builder. Intelligent advertisers, when talked to on this basis, are more than willing to cooperate.

"The sooner stations, station representatives, and advertising agencies realize that political tv is a serious business, an important business, and one that deserves the same serious attention as any major advertiser, the easier their own jobs will be.

"But a word of warning, no one has ever proved to the American public that you can sell a political candidate in the same manner as a tube of tooth paste. Furthermore, if it could be done, it should not.

"The ordinary techniques sometimes employed in a product approach do not necessarily belong in a political campaign. To sell the tube of tooth paste requires, perhaps, a different approach. Most definitely, however, a very different sense of responsibility is required in selling, if you will, something so closely related to the welfare of the public, the nation and the world.

"Attempts can certainly be made to wrap Mr. Candidate in a polyethylene box, mark him as the giant economy size and place him on the market with a great deal of hoopla and fanfare. But let's not forget that advertising's success with a product is measured by the repeat sale—the product must perform. The public can be sold once but the sale must be enduring lest we do ourselves and our country a great disservice. Because we, in the agency business, are good salesmen, we must guard against blue sky claims . . . there's no Federal Trade Commission in political advertising, just our conscience."

GOP PLANS HEAVY USE OF SIMULCASTS

THE Republican National Committee plans to use 15 half-hour network simulcasts and 35 five-minute periods, mostly simulcasts, for the 1956 election campaign, L. Richard Guylay, public relations director, told GOP leaders in Washington Monday.

Addressing a closed session of Republican leaders from the 48 states, four territories and the District of Columbia at a two-day meeting in the Sheraton Park Hotel, Mr. Guylay gave the delegates a glimpse of the party's planned use of radio and tv in the overall campaign strategy.

Mr. Guylay also said the national committee would make available for use by local and state GOP candidates a number of films to be prepared by the committee for use on local tv stations, plus taped and filmed radio-tv spot announcements.

It was understood not all the time has been negotiated with networks, but that the national committee has selected the dates and time periods for the half-hour and five-minute simul-

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

April 26 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

April 28 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co., through Ruthrauff & Ryan (also May 5, 12, 19, 26).

May 5 (9:30-11 p.m.) *Ford Star Jubilee,* "This Happy Breed," Ford Motor Co., through J. Walter Thompson.

May 10 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp., through McCann-Erickson.

May 24 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

NBC-TV

April 23-27 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also April 30-May 4, 7-11, 14-18, 21-25, 28-31).

April 24 (8-9 p.m.) *Milton Berle Show,* Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt (also May 15).

April 24 (9:30-10:30 p.m.) *Playwrights '56,* "Center of the Maze," Pontiac Div. of General Motors, through MacManus, John & Adams.

April 26 (3-4 p.m.) *Matinee,* participating sponsors (also April 30-May 4, May 7-11, 14-18, 21-25, 28-31).

April 29 (9-10 p.m.) *Alcoa Tv Playhouse,* "Paris and Mrs. Perlman," Alcoa, through Fuller, Smith & Ross.

April 30 (8-9:30 p.m.) *Producers Showcase,* "Dodsworth," Ford Motor Co., through Kenyon & Eckhardt and RCA, through Kenyon & Eckhardt, Al Paul, Lefton and Grey.

May 3 (10-11 p.m.) *Lux Video Theatre,* Lever Bros., through J. Walter Thompson.

May 6 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs.

May 6 (4-5:30 p.m.) *Hallmark Hall of Fame,* Maurice Evans Presents "Cradle Song," Hallmark Cards, through Foote, Cone & Belding.

May 12 (9-10:30 p.m.) *Max Liebman Presents,* "Music of Gershwin," Oldsmobile, through D. P. Brothers.

May 20 (7:30-9 p.m.) *Sunday Spectacular,* participating sponsors.

May 21 (7:30-7:45 p.m.) *Gordon MacRae Show,* Lever Bros. through BBDO (also May 28).

May 22 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 24, 29, 31).

May 28 (8-9:30 p.m.) *Producer's Showcase,* "Bloomer Girl," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

May 30 (10-10:30 p.m.) *This Is Your Life,* Procter & Gamble Co., through Benton & Bowles.

[Note: This schedule will be corrected to press time of each issue of B•T]

Metropolitan Tulsa

DOMINANCE *Plus*

Greatest Area Coverage

Once again Pulse figures prove KVOO dominance in the Tulsa metropolitan area. But there's a very important *plus* Pulse figures don't show: the tremendous plus of greatest coverage of any Oklahoma station, completely blanketing Oklahoma's No. 1 Market PLUS rich bonus counties in Kansas, Missouri and Arkansas! Here's a bonus PLUS at NO extra cost! It's a KVOO bonus!

THE PULSE, INC. TOTAL AUDIENCE IN-HOME & OUT OF HOME TULSA METROPOLITAN AREA

Radio Station Audiences by Time Periods **Jan.-Feb. 1956**

	Monday-Friday		
Stations	**6 A.M.-12N**	**12N-6 P.M.**	**6 P.M.-12 Mid**
KVOO	**27**	**29**	**41**
"B"	18	17	21a
"C"	25	24	21
"D"	16a	17	x
"E"	7	4	7a
"F"	4	5	7a
Misc.	3	3	4
Total Percent	100	100	100
Average ¼ hr homes using radio	**22.8**	**25.2**	**19.2**

More than 31 years of audience preference for KVOO means more listeners who not only have KVOO tuned *in* but who *listen* as well! This means KVOO is *believed*—KVOO sells!

KVOO RADIO

50,000 WATTS • 1170 KC • OKLAHOMA'S GREATEST STATION • TULSA

EDWARD PETRY AND CO. INC., NATIONAL REPRESENTATIVES



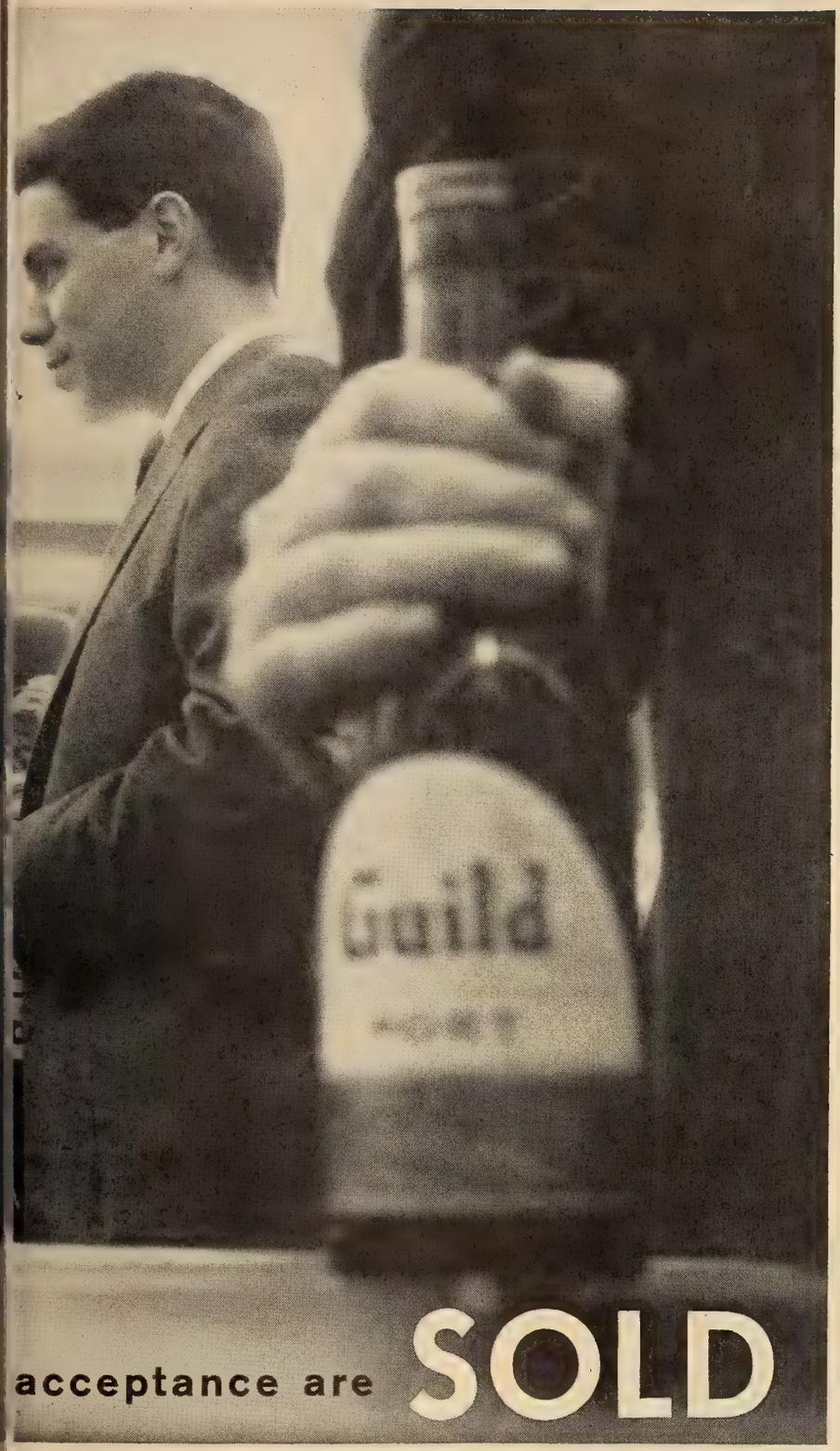
Men who build nationwide brand

Wine Growers Guild and its agency, Dancer-Fitzgerald-Sample, Inc., are Sold on Spot as a basic advertising medium!

Guild California Wines, one of America's fastest selling brands, puts a healthy share of its budget into Spot Radio and Spot Television . . . and gets *measurable* sales impact.

How? Guild Wine says:

- "SPOT pin-points our wine story—tells it when and where it does the most good."
- "SPOT dovetails with other media to do a complete preselling job for our seasonal and special promotions . . ."
- "SPOT pays off with rock-bot-



Left to right: HOWARD E. WILLIAMS, Gen. Mgr., Wine Growers Guild; NORMAN J. KRIEG, Adv. Mgr., Wine Growers Guild; MARTIN H. PERCIVAL, San Francisco Radio Sales Mgr., NBC Spot Sales; WILLIAM V. PATTEN, Acct. Sup., Dancer-Fitzgerald-Sample; GEORGE FUERST, San Francisco TV Sales Mgr., NBC Spot Sales; R. GLENN WILMOTH, Media Dir., Dancer-Fitzgerald-Sample.

acceptance are SOLD ON SPOT

tom economy, *plus* powerful merchandising support from stations represented by NBC Spot Sales."

• "SPOT is fast and flexible—lets Guild move instantly with strong local support."

Find out how Spot Radio and Television can build *your* sales in these fourteen major markets.

NBC SPOT SALES
Represents:

WMAQ, WNBQ, Chicago
KRCA, Los Angeles
WRCV, WRCV-TV, Philadelphia
KNBC, San Francisco
KSD, KSD-TV, St. Louis
WRC, WRC-TV, Washington, D. C.
WBUF-TV, Buffalo
KOMO, KOMO-TV, Seattle
KPTV, Portland, Ore.
KOA, KOA-TV, Denver
WAVE, WAVE-TV, Louisville
WRGB, Schenectady-Albany-Troy
KGU, Honolulu, Hawaii
KONA-TV, Honolulu, Hawaii
WRCA, WRCA-TV, New York
and the NBC
Western Radio Network

NBC SPOT SALES

casts, mostly in prime time. Most of the simulcasts will use both the radio and tv facilities of the respective network for which they are contracted, it was said.

Mr. Guylay told Republicans the five-minute simulcast periods would be broadcast and telecast on a national basis, but the committee will negotiate with state and local GOP groups which wish to use these periods to present state and local candiates on individual network affiliate outlets or statewide hookups.

The five-minute tv periods will be purchased under a plan agreed upon by the tv networks and the two political parties whereby a regular commercial program is shortened from a half-hour to 25 minutes to accommodate the five-minute telecast. Political parties would pay one-sixth of the half-hour rate, commercial sponsors the other five-sixths [B•T, April 9, March 26].

GOP National Chairman Leonard W. Hall told the Republican leaders at a Tuesday banquet that the principal emphasis in any presidential candidate's role as a campaigner should be on television because it offers "a means of visiting with people in their own living rooms." He said he had agreed with an opinion expressed by President Dwight Eisenhower that "this streamlined age . . . with its marvelous means of communication, including television . . . deserves a streamlined campaign."

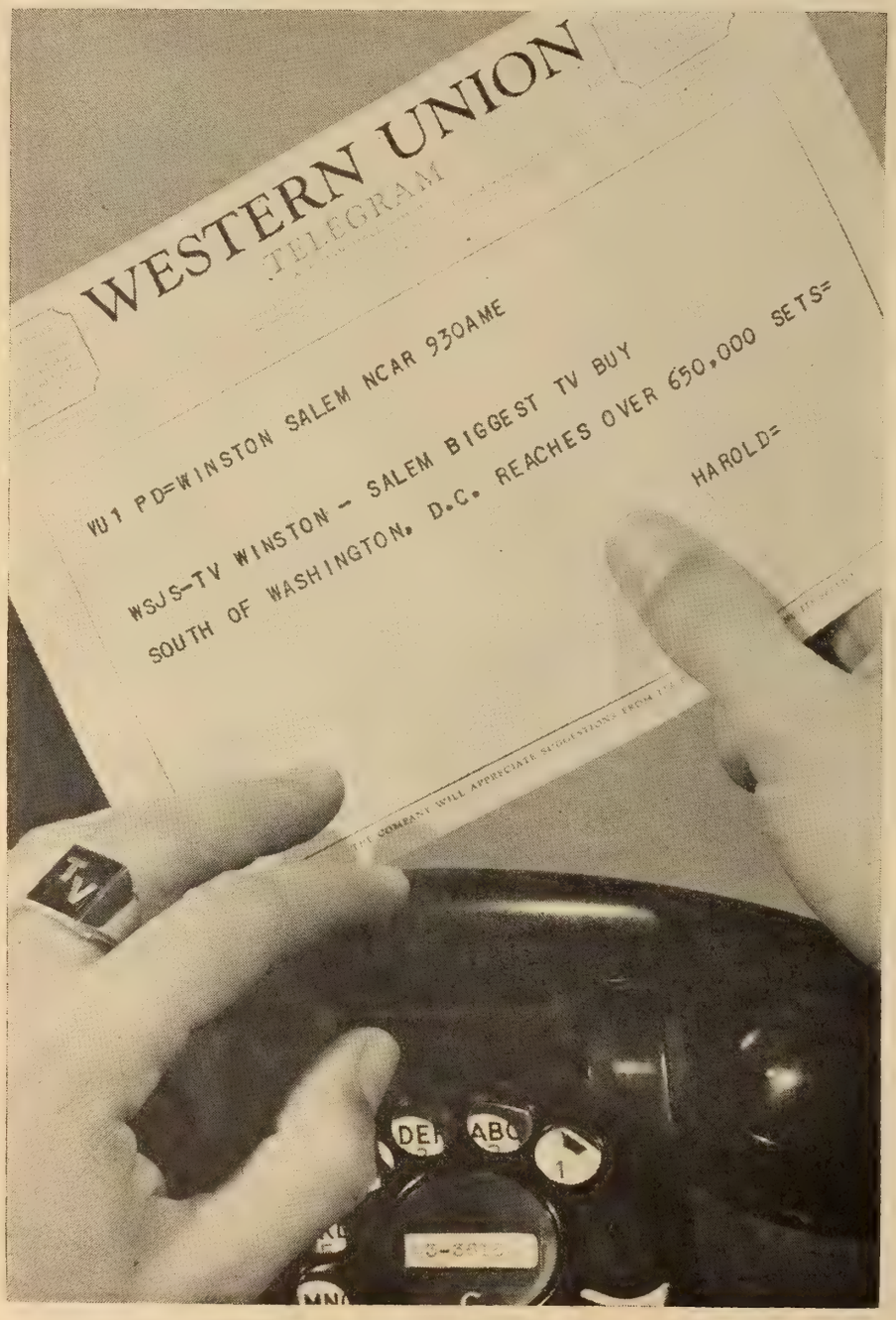
Mr. Hall said the committee had started discussions with the networks last summer on the GOP tv and radio campaign for 1956.

Major Share of $6 Million Remington Shaver Fund to Tv

REMINGTON-RAND Shaver Div., Sperry-Rand Corp., N. Y., last week announced the biggest advertising expenditure of its history, with "more than a lion's share going to tv," according to Advertising Manager Robert J. Clark Jr.

Remington-Rand will spend close to $6 million within the next 12 months, with the largest slice going for its participating sponsorship of NBC-TV's *Caesar's Hour* and alternate-week sponsorship of CBS-TV's *What's My Line*. The rest of the budget will go to dealer co-op spot campaigns and print and outdoor media. Though it has not yet renewed either *Caesar* or the panel show, Mr. Clark told B•T Thursday that the firm's budget was predicted on renewal.

Initially, Remington-Rand will emphasize tv advertising when it introduces in the first week of May its "60 Deluxe Auto-Home Shaver," a new electric model. The current advertising budget represents a huge increase over the $370,000 Remington-Rand spent in 1950. At that time, it did no tv advertising.



WSJS-TV
316,000 WATTS

NBC
AFFILIATE FOR WINSTON-SALEM GREENSBORO HIGH POINT

CALL HEADLEY-REED REPRESENTATIVES

5.8% Sales Increase Reported By Nielsen's Broadcast Div.

A. C. NIELSEN Co., Chicago, reported last week that sales at its Broadcast Div. for the fiscal year ended Aug. 31, 1955, rose 5.8% over the previous year's volume and contributed to all-time high sales for the company and subsidiaries of $14,377,000. Total sales were listed at 16.7% over those of year ended Aug. 31, 1954.

During the past fiscal year, the company's annual report said, improvements were made in the national Nielsen radio-television index services to "meet the growing needs of network broadcasting." In addition, the report said, the Nielsen station index services were expanded to additional markets to provide measurements of local radio and television audience. Auto-Plus measurements of radio audience in automobiles and Audience Composition reports were inaugurated as supplementary national services.

Bulova Enters Network Tv, Sharing 'Two for the Money'

BULOVA WATCH Co., principally a radio-tv spot advertiser, is entering network television effective May 5 when it will sponsor on an alternate week basis *Two for the Money* on CBS-TV, Saturdays, 9-9:30 p.m. Herb Shriner currently stars in the quiz show but his chores will be taken over by comedian Sam Levenson, starting June 26.

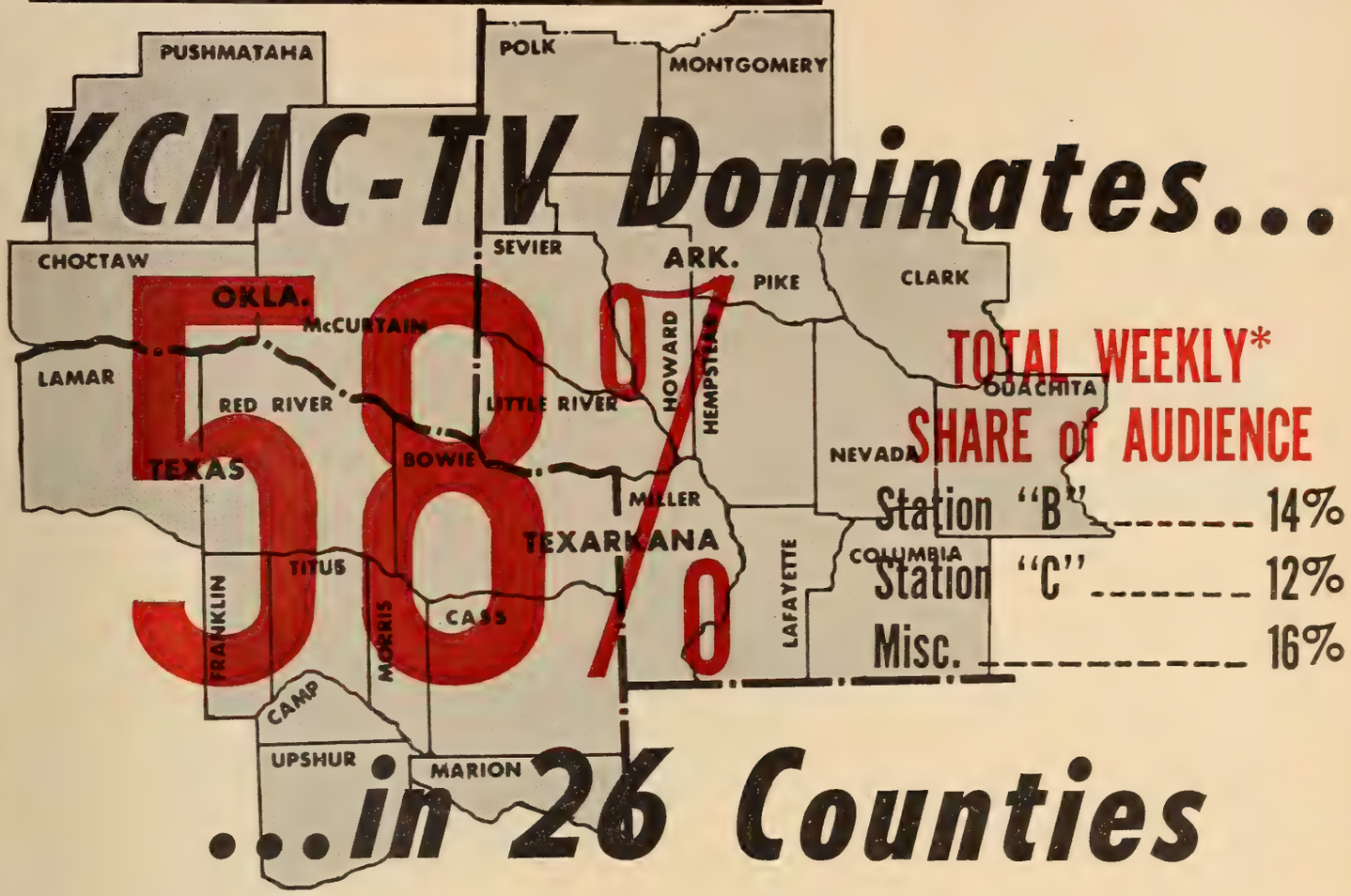
Alternate week sponsor on the show is Old Gold cigarettes, through Lennen & Newell, New York. Program is a Goodson-Todman production. Bulova's contract was placed through its agency, McCann-Erickson, New York.

McCann-Erickson Corp. Puts Beach, Grimes in New Posts

EDWARD R. BEACH, vice president and chairman of marketing plans board, New York office of McCann-Erickson, and Arthur L. Grimes, vice president and director of McCann-Erickson Corp. (Int'l), have been elected respectively president and vice president-general manager of McCann-Erickson Corp. (Int'l), it was announced last week by Frank White, chairman of the board and chief executive officer of the agency's international affiliate.

Announcement of the new officers coincided with a meeting in New York of executives from 24 foreign offices of M-E in New York.

TELEPULSE RE-CONFIRMS



First in Total Audience in 20 of the 26 Counties • First in Every Program Period Day and Night • More Than Twice the Audience of the 2nd and third Stations Combined.

*Area Telepulse Jan.-Feb., 1956	MONDAY thru FRIDAY			SATURDAY			SUNDAY			TOTAL AUDIENCE
	Morn.	Aftn.	Nite	Morn.	Aftn.	Nite	Morn.	Aftn.	Nite	
KCMC - TV	**60**	**54**	**58**	**61**	**52**	**55**	**89**	**65**	**63**	**58%**
Station "B"	14	18	12	17	15	14	—	16	14	14%
Station "C"	8	16	11	3	11	15	6	10	13	12%
Misc.	18	12	19	19	22	16	5	9	10	16%

PLUS **... Substantial Audience in 17 Additional Counties in 4 states**

KCMC-TV

CHANNEL 6

Texarkana, Texas-Arkansas

MAXIMUM POWER

Represented by

Venard, Rintoul & McConnell, Inc.

Serving

161,840

SETS

(Television Magazine — March 1956)

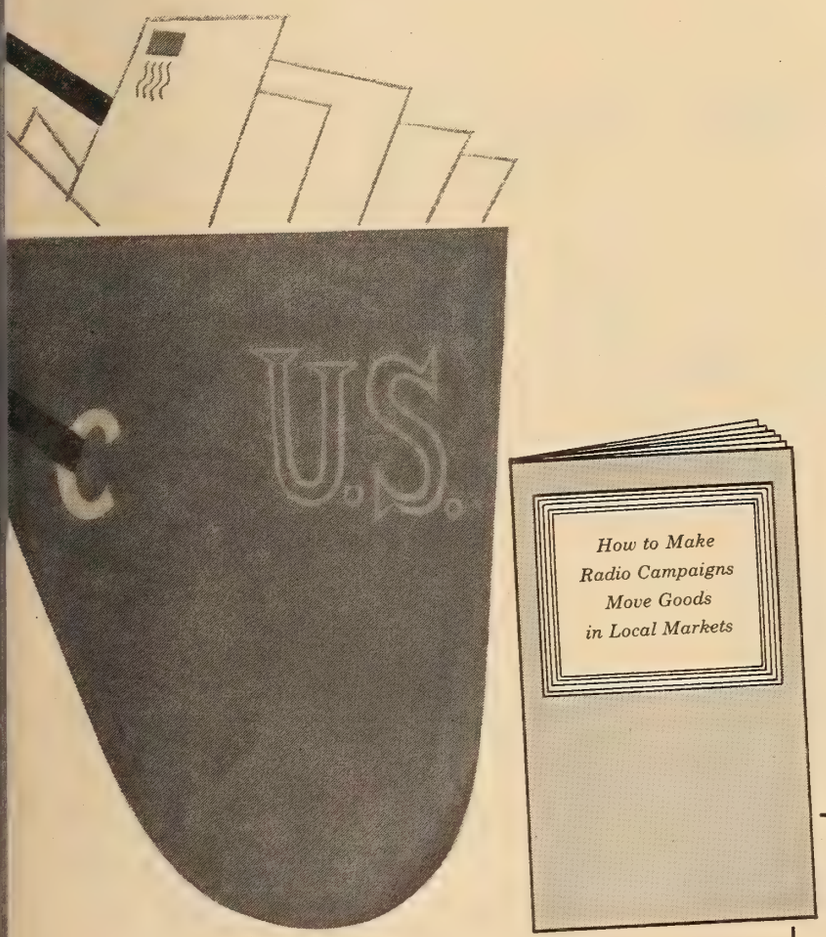
Walter M. Windsor
General Manager

Richard M. Peters
Director, National Sales & Promotion


MAIL
US
US
US
US
SUPPORT THE
AD COUNCIL
CAMPAIGNS

Free, from WBC:

28 pages of ideas on how to get the most out of a powerful medium



How to Make Radio Campaigns Move Goods in Local Markets, a 28-page booklet just published by WBC, offers scores of simple, workable ideas for making campaigns in the powerful medium of spot radio more effective.

The ideas are sound—we've seen them work. Here are a few of the areas the booklet covers:

- What the Distributor and District Salesman should find out about their own spot campaigns
- What they should tell the radio stations
- How to use local talent as salesmen
- Things for the distributor to do with his salesman
- Things to do with dealers

WBC believes strongly in the power of spot radio to move the goods and sell the services of both national and local advertisers. But we feel there is a real need throughout the industry for a booklet of this kind. Simply stated, the booklet was prepared because WBC has seen too many spot radio campaigns fail to meet their potentials—*when people involved in sales and distribution didn't know the right things to do at the right time.*

WBC wrote this booklet as a practical, brass-tacks guide for these men. It may also prove a useful refresher for advertisers and agency men.

Mail the coupon for your free copy now.

Mail for your free copy

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Westinghouse Broadcasting Company, Inc.
Department B BT
Chanin Building, 122 East 42nd Street
New York 17, New York

Please mail my free copy of *How to Make Radio Campaigns Move Goods in Local Markets.*

Name_____ Position_____

Company_____

Street_____

City_____ Zone____ State_____

Coming Soon: *How to Make Television Campaigns Move Goods in Local Markets*

Cunningham & Walsh Elects Jerome R. Feniger as V.P.

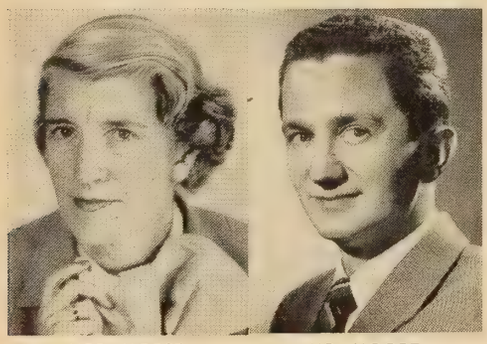
JEROME R. FENIGER, media director on the Liggett & Myers account, Cunningham & Walsh, New York, has been elected a vice president of the agency, John P. Cunningham, president, announced last week. Mr. Feniger, 30, is the youngest vice president ever elected in the history of either C&W or its predecessor, Newell-Emmett, Mr. Cunningham pointed out.

Mr. Feniger has been with the agency for the past year and prior to that was with the sales department of CBS, although he originally started with the agency six years ago as a radio buyer in the media department.

Morse, Moore Named V.P.'s

JULIA MORSE, director of fashion merchandising, and Lansing Moore, account executive, Anderson & Cairns, New York, were elected vice presidents of the agency last week.

Mrs. Morse, formerly fashion promotion director of Peck & Peck (women's specialty store), and with A&C since 1950, currently supervises such soft goods accounts as International Silk Assn., Hadley Cashmeres, Lurex and Lanella. Mr. Moore, who joined A&C in 1949, lists among his accounts Waring Products Corp., Eberhard Faber Pencil Co., Facit Inc. (business machines), and *Good Housekeeping* magazine.



MRS. MORSE MR. MOORE

Kudner's Dene Dies

FUNERAL services were held April 17 at the First Congregational Church, Chappaqua, N. Y., and Wednesday at Lain & Son Funeral Home, Chicago, for Shafto H. Dene, 58, senior vice president, Kudner Agency, who died April 15 at Northern Westchester Hospital, Mt. Kisco, following a midnight heart attack in his Chappaqua home. He had been with Kudner since its founding in 1935. He is survived by his wife, the former Marjorie Ruth Hartzell and a son, Jeffrey A. Dene, of Flint, Mich.

Chevrolet Dealers Sponsor 20 Hour-Long Variety Shows

CHEVROLET DEALERS of America will sponsor an NBC-TV series of 20 variety shows on an alternate week basis, starting Sept. 18. At least eight of the shows in the Tuesday, 8-9 p.m. NYT period will star Dinah Shore and six will feature Bob Hope. Chevrolet Dealers also will sponsor the *Dinah Shore Show* on NBC-TV, Thursdays, 7:30-7:45 p.m. NYT. The remaining programs in the series will be built around "other outstanding stars of Broadway and Hollywood," according to NBC-TV. Currently, Mr. Hope and Miss Shore are seen in the time period about once a month under sponsorship of Chevrolet Div. of General Motors. At present, Sunbeam, RCA and Whirlpool share sponsorship of Martha Raye and Milton Berle in the Tuesday night slot every other Tuesday except when the Chevrolet show is seen. Campbell-Ewald, Detroit, is the agency for Chevrolet Dealers.

National Brewing Extends Baseball Radio-Tv Contract

WASHINGTON'S baseball Senators and the National Brewing Co. (National Bohemian beer) have extended their radio-tv broadcasting rights agreement through 1959 for a reported $1.5 million (supposed to be double the price of the original three-year pact), it was announced last week. In Washington the games will be aired over WWDC and WTTG (TV).

According to the contract, the brewing company can televise 24 home games and an unlimited number of road games (27 are set for presentation) into Washington as well as the broadcast of all Senators' games over a network stretching into Florida. The team has also granted the rights to televise, annually, 30 Washington games into Baltimore through the 1961 season.

Questionnaire Probes Account Executives' Job

A SURVEY by questionnaire to explore the "duties and remuneration" of the agency account executive is being conducted by the League of Advertising Agencies Inc., New York.

The league indicated last week its questions will take in wide range, as shown by some of the samples. For example, account executives are being asked if they have a written contract; if this contract includes provision for house account protection; what percentage of the 15% of space goes to the account executive; what arrangement is made for the executive's compensation when a retainer is received, or earned as addition to commissions; what duties befall the account executive besides "contact and selling"; does the executive write his own copy, and what is done about the executive's errors when credit is not allowed by either the media or the supplier.

Questionnaire copies can be obtained from Julian Ross, executive secretary of the league at 220 W. 42nd St., New York 36.

NEW BUSINESS

Philadelphia Dairy Products Inc., subsidiary of Foremost Dairies Inc., Phila., using spot radio-tv in eastern markets to support name change of popular priced ice cream from Aristocrat to Foremost.

Van-Frank Sales Co., through Calif. Adv. Agency, both L. A., signed for 13 Friday participations in CBS-TV Pacific Network *Panorama Pacific* show for Lawry's seasonings and food products.

Simoniz Co., Chicago, for Kleener car polish and Simoniz, has contracted for sponsorship of 5-minute segments of *Amos 'n' Andy Music Hall* on 23 stations of Columbia Pacific Radio Network for 14 weeks. Order calls for Monday-Wednesday-Thursday sponsorship for two weeks and Wednesday and Thursday sponsorship for ten weeks. Monday-Wednesday-Thursday sponsorship resumes for two weeks beginning July 9. *Amos 'n' Andy Music Hall* is broadcast 6:30-6:55 p.m. PST Monday through Friday. Agency is Sullivan, Stauffer, Colwell & Bayles, N. Y.

Hoover Co. (Constellation vacuum cleaner), North Canton, Ohio, has signed for 20 participations in *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m. EDT), on ABC-TV starting May 21 and for four participations in *Famous Film Festival* (ABC-TV, Sun., 7:30-9 p.m. EDT), starting May 20. Agency: Leo Burnett Co., Chicago. **General Foods Corp.** (Jello-O Div.), White Plains, N. Y., has bought nine participations in *Afternoon Film Festival,* starting May 1. Agency: Young & Rubicam, N. Y.

Beatrice Foods Co. (Make-A-Shake instant malt drink), Chicago, through Mason Warner Co., Chicago, will sponsor Tuesday and Friday, 9:10-9:15 a.m. EDT segment of *Breakfast Club* (ABC-TV, Mon.-Fri., 9-10 a.m. EDT), starting May 1, for four weeks, and Wednesday and Friday, 9:50-9:55 a.m. EDT period, starting May 29. **John Morrell & Co.** (Red Heart dog food), Ottumwa, Iowa, through Campbell-Mithun, Chicago, will sponsor five segments each week of program, starting today (Monday), with time periods varying. **Realemon Co.** (fruit juices and concentrates), Chicago, through Rutledge & Lilienfeld, Chicago, has signed for Tuesday, 9:50-9:55 a.m. EDT and Thursday, 9:20-9:25 a.m. EDT periods of *Breakfast Club,* starting May 8 [AT DEADLINE, April 9].

A&A PEOPLE

William Bijur, account supervisor, Ogilvy, Benson & Mather, N. Y., elected vice president of the agency. **John Marden,** formerly with R. H. Macy & Co., to assistant account executive, Ogilvy, Benson & Mather, and **Margaret Holt,** copywriter, to radio-television department, as writer.

Hans Sauer, senior vice president and executive art director, Lennen & Newell, N. Y., to D'Arcy Adv., N. Y., as vice president and art director.

Vincent F. Aiello, senior copywriter on Buick account, Kudner Agency Inc., N. Y., elected vice president, copy chief and member of Kudner's executive committee. **Robert R. Ferry,** vice president, Maxon Inc., N. Y., to executive staff, Kudner Agency, N. Y.

Harry Bressler, radio-tv copy chief, and **Donald H. Quinn,** media director, Doherty, Clifford, Steers & Shenfield, N. Y., elected vice president of agency.

John Kucera, vice president in charge of media, Biow Co., N. Y., to Ted Bates, N. Y., as a media supervisor [CLOSED CIRCUIT, Mar. 19]. Also to Ted Bates: **Darrell McCain,** media director, Brisacher, Wheeler & Staff, as media supervisor and **Nat Gayster,** timebuyer, Biow, in same capacity.

James A. Dearborn, director of sales planning, and former advertising director, American Airlines, to Kenyon & Eckhardt, N. Y., as assistant to president. He also had been director of advertising and sales promotion of American Airlines. **Jim Staples,** manager of L. A. office of Beaumont & Hohman, to Hollywood office of Kenyon & Eckhardt, as media director and timebuyer.

Reginald W. Twiggs, senior account executive with Erwin, Wasey & Co., L. A., to McCann-Erickson as account supervisor.

John D. Orr, Harold Cabot Co., Boston, to J. M. Mathes Inc., N. Y., as account executive.

Philip C. Whitman, formerly with Honig-Cooper Co., S. F., to Raymond R. Morgan Co.,

BEFORE YOU BUY TELEVISION IN THE FT. WORTH-DALLAS MARKET...

✓CHECK THE RATINGS...

✓CHECK THE PROGRAMING...

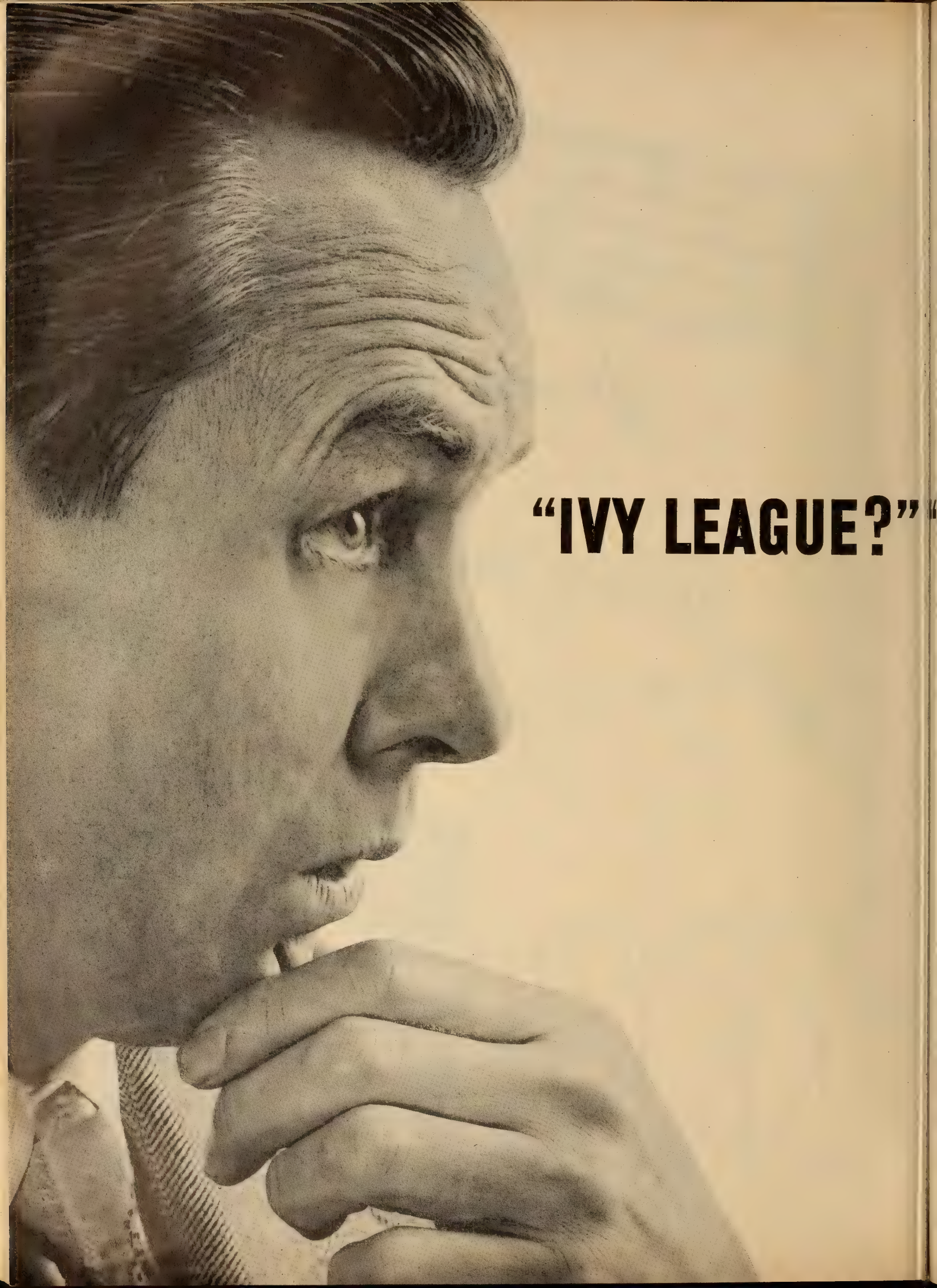
✓CHECK THE RATES...ON



KFJZ-TV

REPRESENTED NATIONALLY
BY H-R TELEVISION, INC.
REGIONALLY BY
CLARKE BROWN COMPANY

FORT WORTH,
TEXAS


"IVY LEAGUE?"

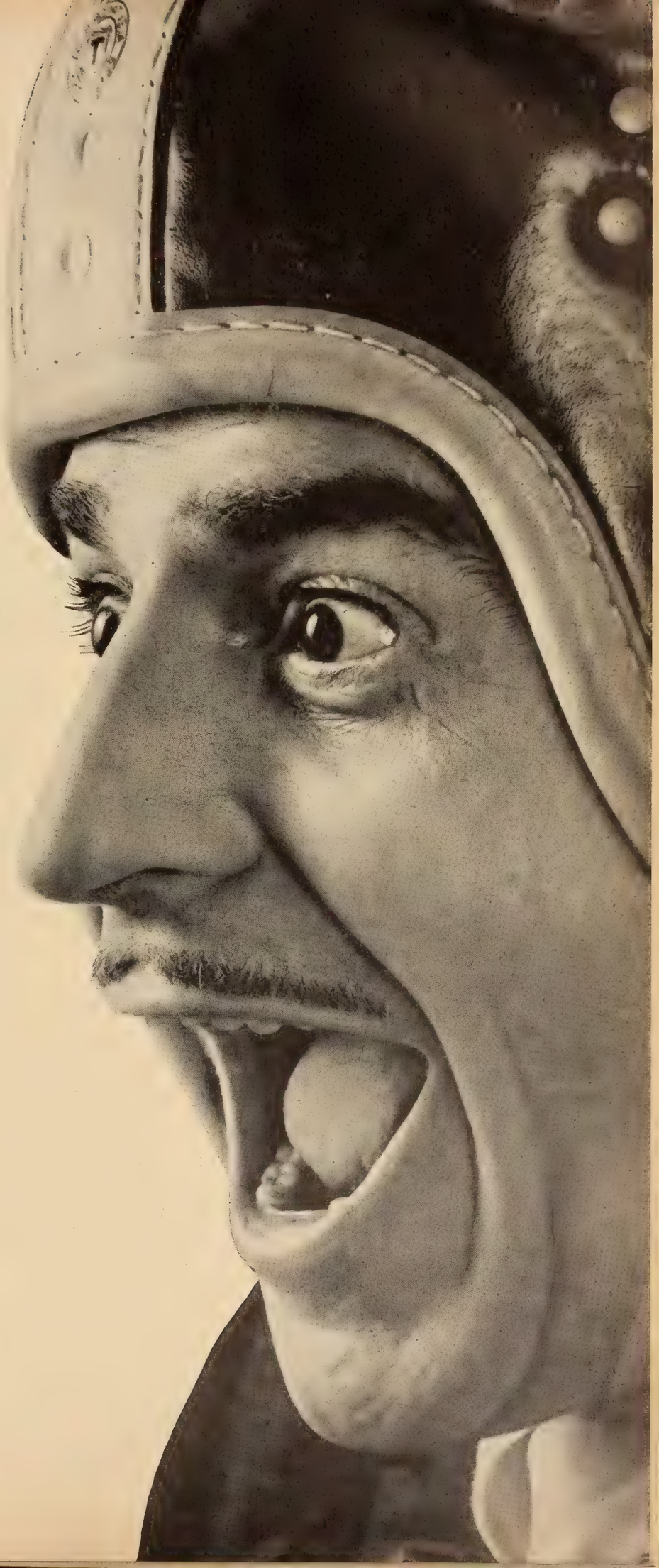
Lanny Ross, like a lot of other Young Grads, is just learning what's in the air for Autumn. Jack Sterling (in prop helmet) is telling everyone within earshot about WCBS Radio's coup—direct, play-by-play broadcasts of the nine most vital contests in the '56 Ivy League schedule.

"SURE THING!"

It all adds up to a lot of air time, reaching a big, responsive, able-to-buy audience. And there's a bonus, too. All ten WCBS Radio local personalities—including Lanny and Jack—will be plugging the "Game of the Week" regularly on their shows. To schedule *your* sales message for this Ivy League audience, call CBS Radio Spot Sales or Henry Untermeyer, at PLaza 1-2345.

WCBS RADIO

New York • 50,000 watts • 880 kc



as assistant account executive on Folger Coffee and Planters Peanuts accounts.

James M. Cook, previously with S. F. office of BBDO, to White & Shuford, El Paso, Tex., as account executive.

Fred A. McCarl Jr., for 20 years in western advertising and sales promotion, to Darwin H. Clark Co., L. A., as head of public relations dept.

Watts Wacker, manager of timebuying section, media department, D. P. Brother & Co., Detroit agency, promoted to assistant media director.

Melvin Helitzer, publicity director, Ideal Toy Corp., N. Y., named director of advertising and public relations, new post.

Julia T. Lucas, former timebuyer, Norman, Craig & Kummel and N. W. Ayer & Son, to Product Services Inc., N. Y., in similar capacity.

Robert Curry, formerly in sales and promotion departments of Kawneer Co. (architectual metal work), Niles, Mich., to marketing department of Needham, Louis & Brorby Inc., Chicago.

Myra Jane Barry, director of consumer publicity and account executive, Lee Ramsdell & Co., Philadelphia agency, appointed director of public relations.

Paul Moroz, research project director, Benton & Bowles, N. Y., to research department of C. J. LaRoche & Co., N. Y.

Ronald Price, formerly with Compton Adv., N. Y., and **Edmond Cadoux,** formerly with Weiss & Geller, N. Y., to copy staff of commercial division, Blaine-Thompson Co., N. Y.

William C. McCarthy, copywriter, Moser & Cotins Inc., Utica, N. Y., to Warwick & Legler, N. Y., in similar capacity.

Alice Nelson, formerly with Selvage & Lee, N. Y., to Walter C. Davison Co., L. A., as assistant director of promotion and public relations.

Janet Watson, former copy supervisor for Compton Adv., N. Y., to copy staff of Young & Rubicam, S. F.

Robert J. O'Leary, formerly with Ruthrauff & Ryan and Buchanan & Co., to L. C. Cole Co., S. F., as director of market research and media.

Bob Colodzin, tv commercial producer, Fletcher D. Richards Inc., N. Y., to Benton & Bowles, N. Y., in similar capacity.

William L. Bateman, copy supervisor, Elwood J. Robinson agency, L. A., to L. A., copy department of BBDO. **Eugene Boe,** account executive, Max Rogel Inc., N. Y. public relations company, and **George C. Whipple Jr.,** publicity writer, American Petroleum Institute, N. Y., to BBDO, N. Y., as publicity account executives. **Willard A. Pleuthner,** group supervisor, and **Carl Spier,** copy chief, BBDO, N. Y., appointed supervisors on BBDO's activities as task force agency for 1956 Greater N. Y. Fund drive.

Alfred Goldman, former copywriter, The Biow Co., and Ruthrauff & Ryan, both N. Y., to copy department, Harry B. Cohen Adv., N. Y.

Raymond G. Girardin, radio-tv director, H. B. Humphreys, Alley & Richards, Boston, to N. W. Ayer & Son, N. Y., as supervisor of radio production. Also added last week to Ayer's N. Y. radio-tv department: **Howard A. Plummer,** free lancer and former radio-tv copywriter for McCann-Erickson, and **Edmund Rogers Jr.,** Ayer director of Atlantic Refining baseball commercials. **Ward Wheelock** transferred from Ayer radio-tv department to N. Y. service unit.

TV AFFILIATES SET TO DEFEND ATTACK ON NETWORK PRINCIPLES BY CONGRESS

CBS-TV, ABC-TV groups adopt resolutions petitioning for chance to describe 'essential' nature of option time, other basic practices to Senate Commerce Committee. NBC-TV group's executive committee considers question, sends letters advising stations.

AFFILIATES of CBS-TV and ABC-TV rose last week to defend fundamental network practices against congressional attack, while key affiliates of NBC-TV sent out a call for similar protective action by their colleagues.

Meeting in Chicago on the eve of the NARTB convention, CBS-TV's affiliates on April 14 and ABC-TV's a day later adopted resolutions petitioning for a chance to describe the "essential" nature of option time and other basic network practices to the Senate Commerce Committee, which a few weeks ago heard these practices attacked by Richard A. Moore of KTTV (TV) Los Angeles [B•T, April 2].

NBC-TV affiliates had no such general meeting scheduled, but their executive committee considered the question and sent them letters expressing belief that "each affiliate will want to consider presenting its own views" to the Senate committee either in writing or in oral testimony. The committee also urged that questions in the questionnaire sent out by Sen. Magnuson (D.-Wash.) be answered carefully by all stations.

The CBS-TV affiliates' action was voted unanimously, spokesmen reported, and was supported by a petition bearing the signatures of management authorities of the 169 CBS-TV affiliates represented at the meeting. Participants in the session—it was closed, CBS-TV officials being excluded—said the resolution was introduced by Charles H. Crutchfield, WBTV (TV) Charlotte, N. C., after a rousing talk by George B. Storer, of Storer Broadcasting Co., in support of the network.

Although the CBS-TV stations acted in closed session, they had heard CBS President Frank Stanton wind up his views on the legislative situation in an address the day before by telling them that "if you think that these problems are serious and the dangers great, then it is for you to speak up."

The CBS-TV stations' resolution voiced the consensus "that option time or some similar business arrangement and other network practices are of fundamental importance to continued sound networking"; recognized that the networks' economic health "insures the preservation of vital public service on a national and international level"; pointed up affiliates' belief "that there have been no seriously detrimental practices and the relationship between the CBS Television Network and its affiliates is one of partnership in which each operates to the benefit of the public and each other"; and requested "the opportunity to present a representative group of affiliates" to the Senate Commerce Committee "to testify as to the essentiality of option time or some similar business and other network practices."

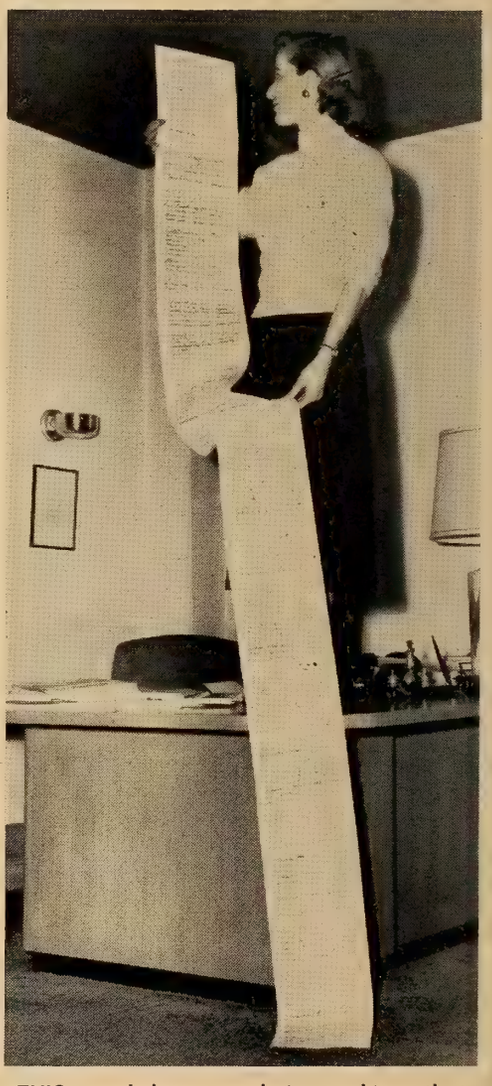
C. Howard Lane, KOIN-TV Portland, Ore., chairman of the CBS-TV affiliates advisory committee, named John S. Hayes, WTOP-TV Washington, as chairman and W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., and August Meyer, WCIA-TV Champaign, Ill., as members of a coordinating committee to supervise arrangements for presenting CBS-TV affiliates' testimony.

The coordinating committee retained Covington & Burling, Washington law firm, as counsel and planned to meet within a week to continue planning. Spokesmen said they would try to get as broad a representation as possible on the group to present testimony, with witnesses probably including at least one uhf operator, vhf operator, small market broadcaster, large market broadcaster, etc.

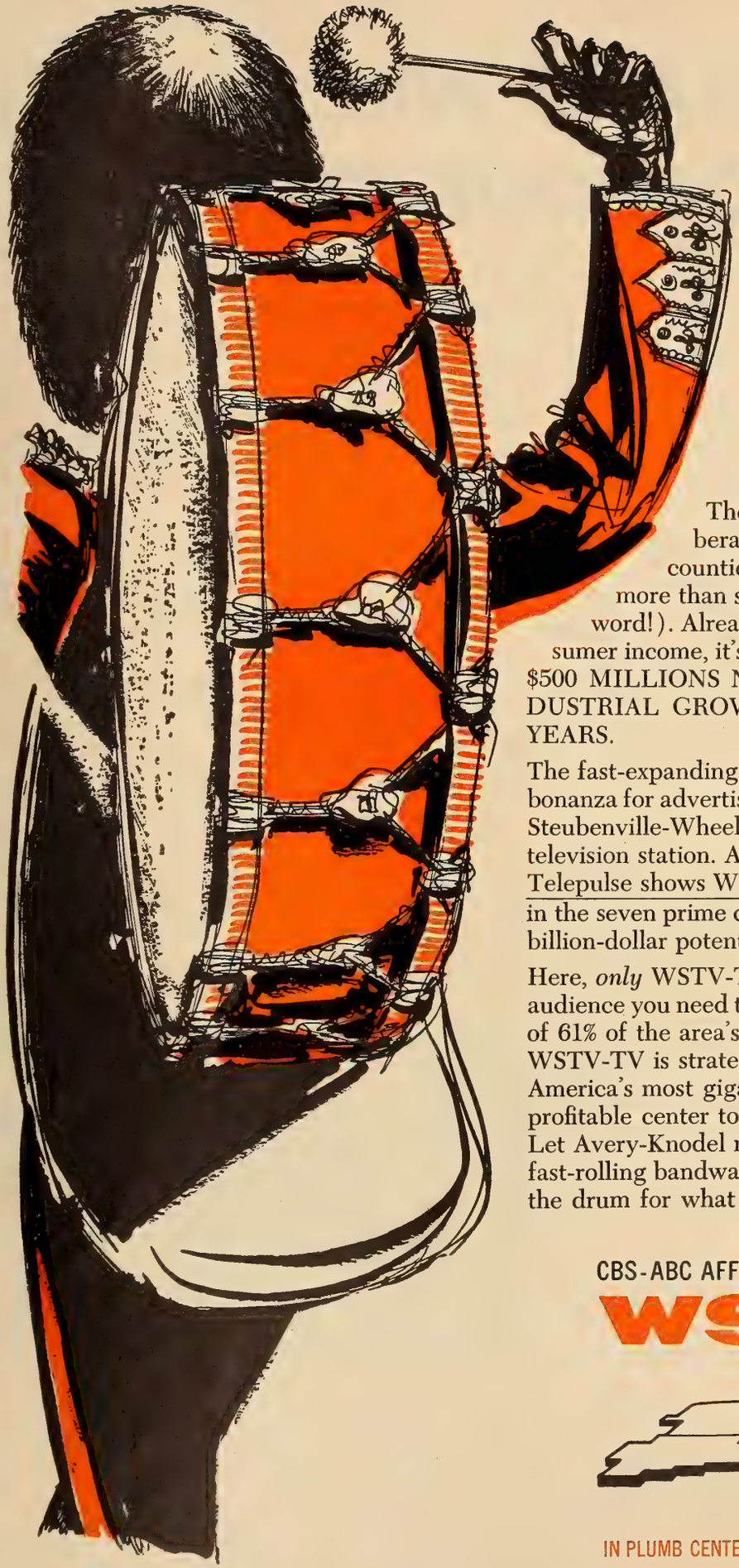
Adoption of the ABC-TV affiliates' resolution lacked only one vote of being unanimous, authorities reported. They identified the dissenter as Norman A. Gittleson, WMUR-TV Manchester, N. H. He attributed his stand, they said, to the fact that ABC-TV officials were present at the time of the vote, whereas he felt the affiliates should take their position independently in every respect.

In their resolution, the ABC-TV affiliates affirmed their belief "that option time provi-

(Continues to page 76)



THIS yards-long resolution asking that CBS-TV affiliates be permitted to testify before the Senate Commerce Committee was dispatched to Chairman Warren G. Magnuson (D-Wash.) after the affiliates adopted it unanimously in Chicago April 14. The resolution bears 169 signatures.



BOOM!

The kind of big BOOM that's reverberating throughout our 11 industrial counties of the Upper Ohio Valley is more than sound (by either meaning of the word!). Already based on a billion-dollar consumer income, it's aiming even higher with nearly $500 MILLIONS NOW COMMITTED FOR INDUSTRIAL GROWTH IN THE NEXT THREE YEARS.

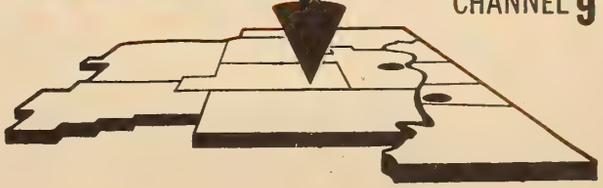
The fast-expanding payrolls this creates are a bonanza for advertisers who woo-&-win the Steubenville-Wheeling market via its favorite television station. And "favorite" is the word, for Telepulse shows WSTV-TV top choice of viewers in the seven prime counties where two-thirds of this billion-dollar potential is found.

Here, *only* WSTV-TV can deliver the volume TV audience you need to trigger mass sales — a coverage of 61% of the area's television families! WSTV-TV is strategically in plumb center of America's most gigantic BOOM. It's a fabulously profitable center to be in yourself. You *can* — now. Let Avery-Knodel reserve you a good spot on our fast-rolling bandwagon where you can beat the drum for what you sell!

CBS-ABC AFFILIATE

WSTV-TV

CHANNEL 9



IN PLUMB CENTER OF INDUSTRIAL STEUBENVILLE-WHEELING

HOW AFFILIATES WILL ANSWER MAGNUSON QUESTIONNAIRE

TO FIND OUT what tv network affiliated stations think of the Senate Commerce Committee questionnaire regarding their network relationships and its effects on their operations [B•T, April 16] and to give other station operators the benefit of such thinking, B•T interviewed a number of tv station operators at last week's NARTB convention. The sample included affiliates from all three tv networks, uhf as well as vhf, from all types of markets.

Their consensus: That a good off-the-cuff reply can be drafted by May 7, deadline set by the committee, but that the research necessary for a fully documented response could not be completed by that time.

Herewith are questions from the questionnaire selected by B•T as the most significant, with the majority answers of the tv station operators. (Questions Roman are quoted from the senate questionnaire. Those in italic are B•T's own questions.)

Q: Is your present affiliation contract cancellable before its termination date at the option of the network?

A: Major market vhf's for most part did not have cancellable contracts. Contrarywise, uhf's reported 60-90 day cancellation clauses, notices working either way.

Q: In your opinion, what should be the permissible maximum term for an affiliation contract?

A: Replies ranged from present two year affiliation contract to 10 years. Unanimous view that contracts should run concurrently with length of station license, now three years by FCC regulation.

Q: Are there any circumstances under which you are required to pay directly the connection and/or cable charges for network programs broadcast over your station?

A: Unanimous no among those interviewed. (Some stations in outlying areas entailing long hauls have reported they are required to foot at least part of coaxial cable or microwave relay charges.)

NETWORKS AND STATION RATES

Q: Does any network play a part in determining your network station rate?

A: Consensus was that network rates are arrived at by negotiation to enable network to sell market competitively with other networks to national accounts.

(To the collateral question, "Do you think that that question is a fair one for a congressional committee to ask?" The answers were summed up this way: "That question is a little loaded because you have to answer it yes; there's nothing wrong in answering yes * * * but it's made to look as though there is something pretty venal about it.")

Q: Does any network play a part in determining your national spot rate?

A: Unanimous no, with explanation that network rate bore relationship to national spot rate established by affiliate. Practices varied, however, with some stations reporting higher national spot rate than established network rate; others vice versa.

(To the collateral question, "Do you think that's an appropriate question for a congressional committee to ask?" The answer was that it had the same "loaded connotation." "The question makes it sound as though if you answer yes, something is wrong, whereas you could certainly answer yes." One affiliate said, "I suspect it would be quite proper if you say it has a relationship because the networks and ourselves have evaluated what our time ought to be worth and we have used that evaluation when we sat down to determine our own rate. But it would be absurd for us to sit down and agree with our network on a $1,000 rate and then say, locally, let's charge $5,000; or the other way around.")

QUESTION, CONFUSION

Q: During 1955, did you refuse to carry any commercial network programs offered to you in time periods in which your station was not broadcasting another network's program? If so, please explain in general terms.

A: There was confusion here on precise meaning of the question. Respondents generally reported no insuperable problems in protecting local programs as against network clearances at precise broadcast times. Various methods of delayed broadcasts are evolved to suit the convenience of the affiliate, the network and the advertiser. Following were comments on this provocative point:

"No. The normal situation is that you have a local commercial program or a local sustaining feature in which you usually call network time, and you get a network order and you decide not to take the network order in favor of the local program.

"If it is for cancelling a network program for one of more interest than the network show, we have cancelled network commercials and then resumed them after we have carried the local series. Or we had a local show in there which prevented our carrying the net-



AMONG a number of television network affiliates interviewed last week in Chicago by B•T were these, pictured during a recorded interview in B•T's quarters. Facing camera (l to r) are Warren P. Williamson Jr., WKBN-TV (ch. 27, CBS-TV) Youngstown, Ohio; J. Leonard Reinsch, WSB-TV (ch. 2, NBC-TV) Atlanta and WHIO-TV (ch. 7, CBS-TV) Dayton; John S. Hayes, WTOP-TV (ch. 9, CBS-TV) Washington and WMBR-TV (ch. 4, CBS-TV) Jacksonville, Fla., and Henry Clay, KTHV (TV) (ch. 11, CBS-TV) Little Rock, Ark. Both vhf and uhf affiliates of all networks were interviewed by B•T editors.

"We are convinced of radio's place in sound media strategy after all the tinsel is removed and media are coldly assessed on their real values — the ability to reach an audience, reach them effectively, reach them at low cost, and (most importantly) to sell merchandise."

— From an article by the Director of Media of a leading agency.



Measure of a Great Radio Station

WBAL	Baltimore (NBC)	**KFI**	Los Angeles (NBC)
	The Hearst Corp.		*Earle C. Anthony Inc.*
WBEN	Buffalo (CBS)	**WHAS**	Louisville (CBS)
	Buffalo Evening News		*Louisville Courier-Journal & Times*
WGAR	Cleveland (CBS)	**WTMJ**	Milwaukee (NBC)
	Peoples Broadcasting Corp.		*Milwaukee Journal*
WJR	Detroit (CBS)	**WGY**	Schenectady (NBC)
	The Goodwill Station, Inc.		*General Electric Company*
WTIC	Hartford (NBC)	**WSYR**	Syracuse (NBC)
	Travelers Broadcasting Service Corp.		*Herald-Journal & Post-Standard*
WDAF	Kansas City (NBC)	**WTAG**	Worcester (CBS)
	Kansas City Star		*Worcester Telegram-Gazette*

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

LEADE

A Product of

Behind every price tag, there's the question of quality! The best quality is usually the best buy. In Syracuse, as in most important markets, the **quality** radio station stands out:

In Audience Coverage

WSYR's big margin of superiority is confirmed by all recognized market coverage studies. Nielsen, for example, reports WSYR weekly circulation, day and night, 46% better than Station B, 212% better than Station E.

In Entertainment

WSYR has all the recordings you ever heard of, **but** it maintains the area's largest talent staff to produce—year in and year out—the finest local live programming service in the market.

NBC



The Measure of a Great Radio Station

WS

5 KW • 570 KC

R S H I P

Quality Service

In News Service

WSYR's national wire services are important, **but** seven full-time newsmen share the job of gathering, editing and reporting 15 complete newscasts daily, plus year-around, on-the-spot coverage of important special events.

In Management

WSYR's policies of superior performance are directed by nine executives who have a combined experience of 152 years—average experience of 16 years each—in the radio broadcasting business.

Most advertisers prefer this kind of **quality** leadership for really effective selling in WSYR's 20-county service area, where 1.5 million people spend $2.2 billion a year. Bear in mind—Syracuse is America's best test market.

Affiliate

YR

Represented Nationally by

THE HENRY I. CHRISTAL CO., INC.

NEW YORK • BOSTON • CHICAGO

DETROIT • SAN FRANCISCO

SYRACUSE, N. Y.

work show in the first place. That is a fair question. If you're operating a good station with a full understanding of the local needs, there's nothing wrong with that question because many a good station operator will at times cancel the network and the network isn't going to object."

Q: *What of the allegation made by a witness before the Senate committee that under option time and must buys, stations are precluded from rejecting network programs?*

A: "This is a very complicated area. The option time provision in an affiliation contract provides that the affiliate can reject a series of network programs, commercial, that is, if it thinks that series is unsuitable or unsatisfactory to broadcast, or if it has a commitment with another network for the same time. And that's what the contract states plainly. Now, if you don't think a program is suitable, you don't clear for it. Of course, this leads you into the trap of saying that if option time is so unimportant, why do the networks want it in the first place."

Q: This action is exceptional rather than regular?

A: "That's right."

PRESSURE PROBLEM

Q: *In relation to the occasions when you say you have refused to carry some network commercial programs, the next part of the senate question is:* Were any statements made by networks concerning the refusal?

A: "Yes. Sure, they will ask you can you possibly clear for them. They will try to explain that it's important for the national network buyer that you clear for them. But the wording of that question, too, presupposes that something is wrong even if the network does ask you. Don't you agree?"

A: "But the normal business discussion and normal selling persuasion is that they'd like to protect their client in this particular period across the country; they will then suggest to you that maybe you can put this local show on in another spot that would be equally effective. Sometimes you can and sometimes you can't. The net result is that it's a matter of sales persuasion on their part and a matter of business judgment on your own."

A: "As a matter of fact, if you talk about the pressures that the question is trying to imply, it avoids completely the person with the most pressure—the advertiser. When you don't clear, you're perfectly apt to get a delegation from the advertising agency or the client asking you to clear.

A: "With the veiled threat that if you don't clear for this particular program, some of the other products advertised or some of the other agency advertising will go on another station."

A: "It's much more persuasive than the network."

A: "And more of a blackjack."

Q: *So the pressure does not come—usually the strongest pressure—from the network but rather from the client and/or his agency?*

A: "You've got to explain pressure. It is a telephone call saying 'Gee, we wish you'd clear this, or golly, the client's all over our neck. Can't you possibly clear that?' "

Q: *Suppose a fellow calls up and says, "You'll take this program or else?*

A: They've never said that."

A: "I don't recall any instance like that. Where you do run into pressure that can sometimes be embarrassing is where the company has a good local distributor and he happens to be a good personal friend."

A: "That's advertiser pressure and not network pressure."

Q: Has a network ever suggested, directly or indirectly, that you make use of this (their) representative (organization)?

A: No.

Q: Does the network control (of) cut-ins or participations on network programming prohibit you from selling local spots for some fixed portion of a program during which it sells spots on a network basis?

A: The answer was yes but there was no disposition to question the propriety of that practice at this stage of tv's programming development.

Q: Has any network ever tried to affect your policies with respect to use of independent film or other program sources?

A: No.

Q: Has any film supplier or other program source (either network or independent) ever suggested or required you to purchase less desirable programs in order to get choice ones?

A: Yes, but only as it applied to distributors of feature (theatrical) film packages which always include some "dogs" along with the good ones, but this was not true of the syndicated films for television or of the networks.

Q: Do you carry network programs which begin in option time and extend into non-option time? If so, how many hours of such programs do you average per week?

A: Yes, but they saw no particular objection in view of the high quality of shows customarily offered that way. Some feeling was expressed that perhaps the rate of network compensation to the station should be higher for programs out of option time than for those in option time.

Q: Do you feel that the option time rights of the networks should be continued without change?

A: All agreed that option time is essential in network operation; that perhaps experience would dictate that time periods should be changed but that there was no feeling that this was an immediate problem.

Q: In your opinion, does your network contract preclude you from selling to a non-network advertiser a time period under option to a network?

A: No. One station operator reported that while a 56-day network pre-emption clause was included in his affiliation contract, the network had never attempted to use it to force him to cancel a local program.

Q: Do you have sufficiently detailed advance information about contents of network programs (both live and filmed) to permit you to form an independent judgment as to quality and desirability of such programs?

A: Yes. Affiliates generally expressed enough confidence in networks and their program acceptance departments to warrant acceptance, except where specific station policy as to certain types of products or programs precluded their use. Also the network trend is toward previewing new programs over closed circuit with salutary result.

ABOUT 'MUST-BUYS'

Q: Are you included in a "must-buy" list of stations on which your network requires any advertiser to buy time in order to get time on the network?

A: In answering, all explained that "must-buy" lists were compiled by the networks for sales purposes and had nothing to do with affiliation contracts.

Q: If so, does this prevent you from selling time during an option time period to local or regional advertisers?

A: No, no more so than under the option time question preceding (see above).

Q: Do you think that subscription television, if feasible, would be in the public interest?

A: Questions were raised as to phrasing of the interrogatory, particularly as to the words "if feasible." Most affiliates apparently had made up their minds that they were opposed to toll tv as the matter has been presented to date by its advocates. They appeared to feel the question, as written, was incapable of being answered definitively.

Q: Do you consider your network affiliation contract satisfactory?

A: Yes, in general, but some felt their network compensation rates were too low.

Q: Should the FCC have statutory authority to regulate the networks?

A: Unanimous no. It was generally agreed that "what we need in this business is less regulation, not more."



77,440
READERS
every week!

write for ARB
Continuing Readership
Study, April, 1956

another first for K-NUZ

TWLM

The World's Largest Microphone!

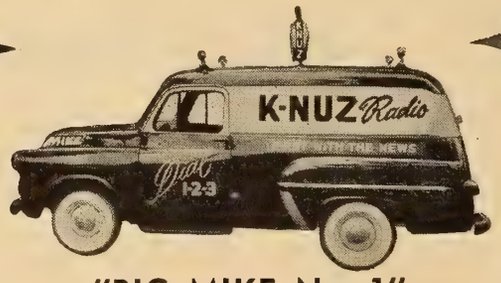


"BIG MIKE STUDIO"

"BIG MIKE No. 2"

"BIG MIKE No. 2"—K-NUZ's second and newest radio station on wheels was born a Chevrolet Nomad Station wagon. The custom built broadcasting equipment in "Big Mike No. 2" enables K-NUZ to broadcast disc jockey shows direct from any point in Houston. The fidelity of musical broadcasts from "Big Mike Studio" is the talk of the Houston radio world.

"BIG MIKE STUDIO"—The World's Largest Microphone is over 14 feet high, and is an exact scale model of the "newsman's mike". "Big Mike Studio" is equipped with turntables and a complete console. The leather upholstered and fully carpeted interior is large enough so that a disc jockey can interview as many as four people in air conditioned comfort. Together with "Big Mike No. 2", it makes a complete and self-sufficient Radio Station on wheels. Now, greater than ever ON THE SPOT COVERAGE means MORE SALES . . . WILL MOVE MORE MERCHANDISE . . . AT NO INCREASED COST!



"BIG MIKE No. 1"

In addition to K-NUZ's five-man news staff, "Big Mike No. 1" is a well-known "news personality" in Houston. Wherever news is being made, HOUSTONIANS LOOK TO "BIG MIKE" for complete coverage FIRST . . . and they get it . . . ON THE SPOT.

K-NUZ

"Houston's 24-Hour Music & News"

NAT'L REPS.—FORJOE AND CO.

IN HOUSTON, CALL DAVE MORRIS

JAckson 3-2581

STILL HOUSTON'S TOP RATED INDEPENDENT BY EVERY SURVEY!

sions are a vital factor in the station-network relationship strongly influencing the stations' ability to serve the public interest, convenience and necessity," and asked for an opportunity to send "a representative group" to the Senate committee "to testify on how essential option time or some comparable arrangement and other network-affiliate practices are to the economic well-being of the networks and affiliates, with resultant continued vital service to the American public."

The ABC-TV affiliates named a five-man group to select an organizing committee which will serve a dual function: help arrange for ABC-TV affiliate representation in the legislative proceedings and also implement a separate resolution looking toward formation of an ABC-TV affiliates advisory committee [also see story, page 46].

The selection committee was headed by Walter M. Windsor, KCMC-TV Texarkana, Tex., and also included Ken Carter, WAAM (TV) Baltimore; Fred Houwink, WMAL-TV Washington; Otto Brandt, KING-TV Seattle, and Joseph F. Hladky Jr., KCRG-TV Cedar Rapids, Iowa.

Larger Committee Named

This committee wound up its assignment by naming a larger committee which with Mr. Houwink as acting secretary, will be convened in the next few weeks to elect a chairman, complete other organization details, and set up subcommittees.

The subcommittee members, who may be drawn from outside the organizing committee as well as from within, will handle the presentation of testimony in Washington, the drafting of bylaws for the proposed new affiliates advisory organization, and other functions.

FCC's Network Investigating Committee staff, it was reported, already has invited the ABC-TV group to submit material in the FCC probe and presumably will solicit data from the affiliate representatives of other networks.

The NBC-TV Executive Committee, in its letter to all NBC-TV affiliates, reported that its members were agreed that:

"1. The maintenance of an effective television network service is essential to the interest of the public and the affiliates.

"2. The attack which has been made on the fundamentals of network service, in favor of the interests of various film operations, is a serious matter which could result in degrading the television service available to the public under the present structure of network operations.

"3. In particular, network option time and the principle of a basic network structure are necessary to permit television networks to function effectively as national advertising media. If they are prevented from functioning effectively in this field, the networks' ability to provide the overall national television service which the public and the stations need will certainly be impaired and may be destroyed."

The letter also said:

"With regard to the questionnaire sent to stations by Senator Magnuson, we feel that in order to clarify the issues, all of the questions should be answered carefully by all stations, so that the answers will reflect a complete cross-section of the broadcasting industry. Some of the questions involve legal matters arising under the chain broadcasting regulations, and also call for the expression of opinions and broad judgments on the effects of various arrangements between affiliates and networks.

"We think it is particularly important that these questions be answered, since they go to the substance of the issues. The members of

the affiliates executive committee as individuals are consulting their own legal counsel in answering the questionnaire, and we believe that you may want to do the same."

The executive committee made clear that, although it obviously could not speak for the stations, it feels "that the paramount importance of these issues must be recognized by the management and ownership of all network affiliated stations."

The letter was signed by Walter J. Damm, WTMJ-TV Milwaukee, chairman; Lawrence H. Rogers 2nd, WSAZ-TV Huntington, W. Va., vice chairman; Edwin K. Wheeler, WWJ-TV Detroit, secretary-treasurer; Robert B. Hanna Jr., WRGB (TV) Schenectady; Jack Harris, KPRC-TV Houston; William W. Warren, KOMO-TV Seattle; Fred Mueller, WEEK-TV Peoria, Ill.; James H. Moore, WSLS-TV Roanoke, Va., and Gene De Young, KERO-TV Bakersfield, Calif.

CBS' Dr. Stanton, in his April 13 address to the second general conference of CBS-TV affiliates, outlined his views on a number of policies and problems, including network investigations. The latter, he said, "threaten us very seriously."

He gave his view that "there are a large number of issues which have been raised and which are being taken seriously—the questions of option time, must-buys, the right of the network to produce and create its own programs, the right of the network to choose its own affiliates or alternatively to have its affiliates chosen for it by a government body, the right to compete freely or alternatively, as Sen. Bricker insists, to be regulated from transmitter receiver as a public utility, the right, indeed, of networks to exist."

Dr. Stanton charged that there were some elements in television, not now in the position they would like, who feel that if they could destroy the present structure they would benefit.

He continued:

"Now that the land has been cleared and furrowed, the soil fertilized and the seeds sown, they would like to come in and get a part of the crops.

"They talk glibly of making what they call relatively minor changes—such a little change as abolishing option time and creating a presumption that an affiliate is violating the law if it takes more than two hours and fifteen minutes of network feed during the three hours between 7:30 and 10:30 p.m.

'They Don't Like Networks'

"What it comes down to is that even though they would deny it, they don't like networks. They don't want them and they want to cripple them so that they have a chance of occupying some of the vacuum which would be created by the destruction of networks. They would destroy the very life blood and magic of television—the live entertainment shows and the great national events—conventions, world series, and other events which must be broadcast as they occur.

"They talk about the control by Madison Ave.; yet they seem to feel that control by Hollywood is somehow a blessing. They say that somehow national political conventions and other great live events will continue without networks.

"These men are either ignorant or dishonest. Unless the intercity lines of the AT&T are used on a regular and continuous basis as they are used by the networks, the costs for occasional events would be fantastically exorbitant. Once the lines are given up for television they will be hard to recapture even on an occasional basis at any sort of reasonable price since they



will go to other uses. And even if occasionally the lines could be recaptured, inevitably the lineup of stations that could be served would be short because only the intercity facilities to the largest markets could be afforded. The smaller markets would be forever cut off . . .

"If you agree with us I would remind you again that we cannot go forward alone . . .

"I recognize that we and you are confronted with a dilemma here. If you don't appear against the networks, our critics will say it is because you don't care or because we have coerced you into silence. If you do appear we are damned again because they will say you are so afraid of us that you do our bidding even though your heart isn't in it and you don't really mean it. In other words, we're damned if you don't and we're damned if you do.

"It is superfluous for me to say that whatever you do you must do because you think it's right."



TEMPORARY committee named to help arrange for ABC-TV affiliate representation in testimony before the Senate Commerce Committee, and also to help set up an ABC-TV Affiliates Advisory Committee, stayed on for quick canvass of assignments after general session of affiliates in Chicago April 15. Committeemen (l to r): Ken Carter, WAAM (TV) Baltimore; Fred Houwink, WMAL-TV Washington; Walter M. Windsor, KCMC-TV Texarkana, Tex.; Otto Brandt, KING-TV Seattle, and Joseph F. Hladky Jr., KCRG-TV Cedar Rapids, Iowa.

IT'S AS CLEAR AS BLACK AND WHITE—

CHANNEL 10 IS THE ONE THAT MOST ROCHESTERIANS PREFER!

DAYTIME (Sign-on to 5:00 P.M.)

Rochesterians prefer Channel 10 **six days out of seven!** (Out of 256 competitive quarter-hours, Channel 10 rates **147 firsts!**)

NIGHTTIME (5:00 P.M. to Sign-off)

Rochesterians prefer Channel 10 **five nights out of seven!** (Out of 212 competitive quarter-hours, Channel 10 rates **126 firsts!**)

DAY AND NIGHT TOTAL

Out of the total of 468 weekly competitive quarter-hours,

CHANNEL 10 RATES 273 FIRSTS!

Moreover—8 OF THE TOP TEN TV PROGRAMS IN ROCHESTER ARE CHANNEL 10 PROGRAMS!

ABOVE INFORMATION BASED ON ROCHESTER TELEVISION AUDIENCE A.R.B. REPORT FEBRUARY, 1956

Ask us about choice availabilities!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY WHEC-TV AND WVET-TV

ROCHESTER, N.Y.

EVERETT McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

First Quarter Profit: AB-PT—$2.57 Million

ESTIMATED net operating profit of American Broadcasting-Paramount Theatres for the first quarter of 1956 rose to $2.57 million, or 60 cents a share, from $1.92 million, or 45 cents a share, in the corresponding quarter of 1955, it was reported last week by Leonard H. Goldenson, president.

Mr. Goldenson said that with capital gains of $253,000 in the 1956 quarter, as compared with $33,000 in the 1955 period, consolidated earnings totaled $2.82 million, or 66 cents per share, as compared with $1.95 million, or 46 cents per share, last year.

He reported that the ABC division is "presently engaged in further strengthening and expanding its program schedule for next fall," and in this connection pointed out that *Omnibus* is moving to ABC-TV (from CBS-TV). He declared that ABC should share "on an ever broadening scale in the expected growth of television."

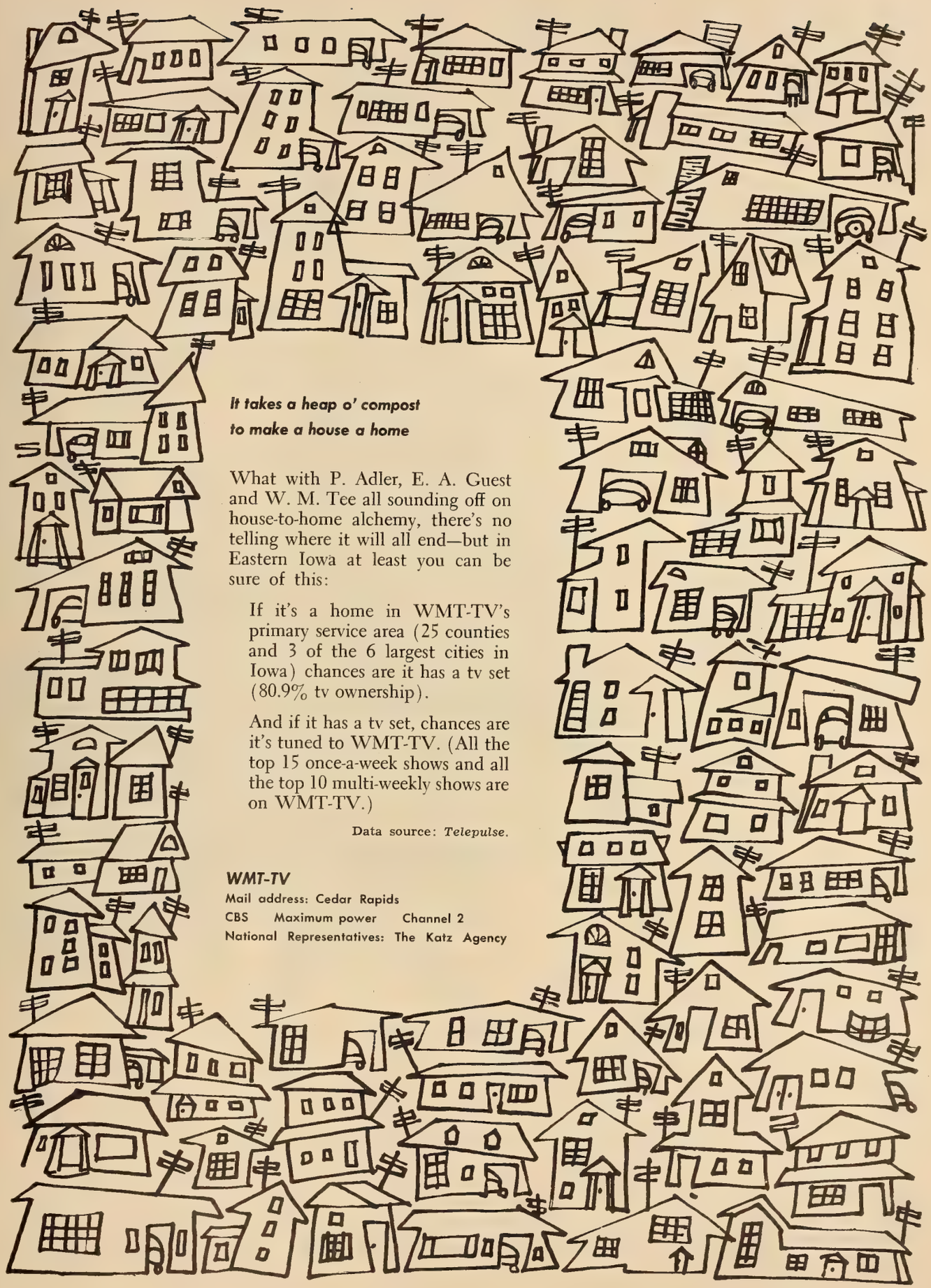
ABC-TV ISSUES NEW RATE CARD

AN ADVERTISER on ABC-TV is now required to buy a minimum cleared gross for station time equivalent to $50,000 per Class A hour compared to $42,000 a year ago.

The network also offers a full 35% discount to advertisers buying any combination of time across-the-board and before 5 p.m. NYT wherein billings equal 200% or more of the hour rate per week. (This discount is in place of all other discounts and rebate.)

These changes now are in effect, according to a revised rate card (No. 6), which B•T has learned ABC-TV has been circulating since early March. This is the first revision made by the network since last January when rate card No. 5 of April 1, 1955, underwent only a minor modification. The updated card shows ABC-TV claims a network of a total of 198 markets in the U. S. compared with the total of 193 printed in rate card No. 5.

As listed by the new card, total gross station rates for the 198 markets (with old rates for 193 markets in parentheses): Class A, one-hour, $100,000 ($95,155); Class A, half-hour, $60,000 ($57,093); Class A, quarter-hour, $40,000 ($38,-062); Class C, one-hour $50,000 ($47,577.50);



It takes a heap o' compost to make a house a home

What with P. Adler, E. A. Guest and W. M. Tee all sounding off on house-to-home alchemy, there's no telling where it will all end—but in Eastern Iowa at least you can be sure of this:

If it's a home in WMT-TV's primary service area (25 counties and 3 of the 6 largest cities in Iowa) chances are it has a tv set (80.9% tv ownership).

And if it has a tv set, chances are it's tuned to WMT-TV. (All the top 15 once-a-week shows and all the top 10 multi-weekly shows are on WMT-TV.)

Data source: *Telepulse.*

WMT-TV
Mail address: Cedar Rapids
CBS Maximum power Channel 2
National Representatives: The Katz Agency

Class C, half-hour, $30,000 ($28,546.50); Class C, quarter-hour, $20,000 ($19,031).

Class A time includes 6-11 p.m., Mon-Sat., and 5-11 p.m., Sundays. Class B, which is offered by ABC-TV at 75% of the evening rate, includes 2-6 p.m., Saturday, and 1-5 p.m., Sunday, and Class C, charged at 50% of the evening rate, includes all other times, with the exception that Class B rates apply in certain markets in the 5-6 p.m. period, Mon.-Fri. (This is the hour in which ABC-TV now programs *Mickey Mouse Club*.

The new card also increases gross rates for the use of ABC-TV production facilities for programs produced predominantly on film as follows (with old rates in parentheses): one-hour film $500 ($300); half-hour film, $300 ($150) and quarter-hour film, $200 ($75).

Weekly discounts based on total percentage of the gross hour rates contracted per week remain unchanged, except for an additional daytime discount not mentioned in the old rate schedule. The new card permits an additional 5% discount for daytime periods before 5 p.m., New York time, Monday-through-Friday, except for participation programs.

ABC-TV now permits an over-all discount of 32½% for film shows and 27½% for live shows in place of all other discounts and rebate to those advertisers who use a weekly minimum of $90,000 of gross billing for time during 52 consecutive weeks of the client's discount year. The old rate card had set the minimum at $80,000 of gross billing.

In film, ABC-TV continues its previous discount arrangements with an additional proviso that orders received on or after next July 1, will earn a film discount of 2½% instead of the 5% allowed on gross billing.

NBC-TV CHANGES OPTION PERIOD

AN adjustment in NBC-TV option time, returning the Mon.-Fri. 5:30-6 p.m. period to affiliates but making the 2:30-3 p.m. period optionable by the network, was approved by members of the NBC-TV Affiliates Executive Committee at a meeting in Chicago last week.

The change is subject to individual negotiation with affiliates. NBC-TV officials said they were hopeful of getting signed amendments from the stations in time to put the change into effect in June. Thus this option-time period, instead of running from 3-6 p.m., would extend from 2:30 to 5:30 p.m.

The network plans to move the *Tennessee Ernie* show, now on at noon, into the 2:30-3 p.m., period, while *Howdy-Doody*, long-time occupant of the 5:30-6 p.m. spot across the board, will be moved to a weekend period as a half-hour or hour show. Neither the length nor the time period of the new *Howdy-Doody* has been determined, but authorities said present thinking inclined toward a Sunday morning spot.

In the noontime period now occupied by *Tennessee Ernie*, NBC-TV plans to install a new Ralph Edwards show described as a live audience-participation series with features akin to *Queen for a Day, This Is Your Life* and *Truth or Consequences*.

The network also reported that the afternoon 5-5:30 period, formerly occupied by Pinky Lee but more recently by *I Married Joan*, will be programmed for adult or general appeal rather than as a kid strip, with sequences of *It's a Great Life* and *Dear Phoebe* to be slotted there after the current *I Married Joan* film series ends.

The option-time and other program plans were presented to the affiliates executive committee by a group of NBC executives including President Robert W. Sarnoff; Thomas A. Mc-



SALES OFFICES: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami



Three times the impact – Don't overtacks yourself. Let the famous Crosley Television Stations offer the triple advantages of top shows . . . top audience . . . top promotion through the exclusive Crosley client service department . . . and you'll rise to any ad occasion!

Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

WLW-T *Cincinnati* **WLW-D** *Dayton* **WLW-C** *Columbus*

Avity, vice president in charge of NBC-TV; Richard A. R. Pinkham, vice president in charge of NBC-TV programs, and Hugh M. Beville Jr., vice president in charge of planning and development.

They were approved unanimously by members of the executive committee present for the meeting. These included Walter Damm, WTMJ-TV Milwaukee, committee chairman; Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va., vice chairman; Jack Harris, KPRC-TV Houston; Gene DeYoung, KERO-TV Bakersfield, Calif.; W. W. Warren, KOMO-TV Seattle; James H. Moore, WSLS-TV Roanoke, Va., and Fred Mueller, WEEK-TV Peoria, Ill. Committeemen absent were Edwin K. Wheeler, WWJ-TV Detroit, and Robert B. Hanna Jr., WRGB (TV) Schenectady.

COLOR TO KEYNOTE NBC-TV FALL PLANS

NBC-TV will telecast at least one major color program every night in the week in prime evening viewing hours, starting in the fall, NBC President Robert W. Sarnoff announced Monday. Noting that this is in addition to the network's present schedule of color "spectaculars," he said "that means color every evening on a regular basis, and it means that on the Saturday, Sunday or Monday when a 'spectacular is scheduled, we can have as much as two-and-half solid hours of attraction programming in color. With our new color recording equipment in operation, these programs will be available in color to the west coast markets as well as the rest of the country."

Mr. Sarnoff spoke at a symposium conducted by RCA for tv receiver manufacturers at which Frank M. Folsom, president, and other RCA executives blueprinted color set designs and detailed its mass-production know-how. At the session, RCA announced that it has reduced the manufacturer's price of its 255-square-inch color picture tube from $100 to $85.

The color symposium to acquaint other manufacturers with technical and manufacturing information is in accord with RCA's policy of keeping its licensees informed of new developments, Mr. Folsom said. "Many of you will recall that in August 1947 we turned over to other manufacturers in the radio industry complete engineering and manufacturing information on the first table-model black-and-white television receiver. The receiver became the foundation upon which was built today's vast television market.

"Now, we shall do the same thing with our big-screen color television receivers", he stated. "We shall turn over to you RCA's latest color receiver blueprints, our technical know-how, production details and bills of materials. Our color tv manufacturing facilities are open to your inspection. In our opinion, this action will prove to be as important to color television as the first table model was to black-and-white television."

Discussing the new nightly network color program schedule for fall, Mr. Sarnoff declared that "the shows to be done in color will go into the color studios and stay there. They'll be set for the whole season. The networks, the stations, the dealers and distributors can really promote this sort of a fixed color schedule. The public will be able to depend on color as a regular evening event and the habit of color can be established and developed.

"This is our objective this fall and we are working to bring it to realization right now. We are decided in principle on the plan and we have done enough checking on various program combinations to conclude that we can fit such a schedule into our expanded color facilities. However, we are not yet set on the specific programs to be done in color under this plan, because our overall fall schedule is not yet finalized in all its details."

The meeting was held the day after the inauguration of all-color programming by WNBQ (TV), NBC's Chicago o&o tv station, which is now broadcasting all of its local studio programming in color as well as the network colorcasts, a total of about seven hours a day of color.

Outlining progress and plans of the RCA Tube Div., D. Y. Smith, vice president and general manager of the division, expressed RCA's conviction that the present RCA picture tube meets all requirements of top quality performance. He reported that this conviction has already been backed "to the tune of $10 million" at Lancaster, Pa., where RCA is ahead of schedule on its goal of 30,000 tubes per month for 1956.

Networks Give Democrats Time Equal to Eisenhower's

EXACT facilities given by the networks to President Dwight Eisenhower for his farm bill veto message last Monday night will be given to Democrats tonight (Monday). Democratic National Chairman Paul M. Butler said Senate Majority Leader Lyndon B. Johnson (D-Tex.) will speak for Democrats on "The Farm Bill," in an official reply to the Eisenhower simulcast.

The Democrats had given prior notice to networks [CLOSED CIRCUIT, April 16] that they would ask radio-tv time equal to that given to the President.

Sen. Johnson's address will originate in the studios of WMAL-AM-TV Washington, ABC affiliate, from 10-10:30 p.m. EST and will be carried live by ABC Radio and ABC-TV, NBC Radio, CBS Radio and Mutual. NBC-TV will carry a kinescope of the Johnson reply from 11:30-12 p.m. CBS-TV did not carry the President's address, thus will not carry Sen. Johnson's.

In announcing acceptance of the network time, Democratic Chairman Butler said: "In this important election year our citizens are entitled to hear both sides of important questions. I am happy that the television and radio networks have given the Democratic Party the same opportunity to discuss the farm bill veto that they gave to Mr. Eisenhower. I hope that in the days ahead we will continue to receive equal time when Mr. Eisenhower makes a political speech."

Another political question—if and when the networks will cover the proposed Stevenson-Kefauver debate [B•T, April 16]—remained undecided as of last week. Two networks—NBC and ABC—have indicated they will cover such a debate and are offering facilities, although as yet there has been no formal acceptance by the candidates. An MBS spokesman indicated the network, which has not made a final decision, probably would be favorable toward covering a debate. CBS had not yet commented.

Spot Sales Open for 'Home'

NBC-TV's co-op program department last week reported that the *Home* show is available for national spot sale in more than 50 markets throughout the country. Participations are being offered only to advertisers who are not using the program on a network basis and for products non-competitive to the show's network sponsorship. Network sponsors of *Home* are American Radiator & Standard Sanitary Corp., American Viscose Corp., California Packing Corp., Gruen Watch Co., Simplicity Pattern Co., Sperry & Hutchinson Co., and Upjohn Co.

ACKERMAN LEAVES CBS-TV IN JUNE

REALIGNMENT of three CBS-TV Hollywood program executives' assignments and changes in their titles was announced last week by Hubbell Robinson Jr., executive vice president in charge of network programs. Guy Della Cioppa, vice president in charge of CBS Radio's network programs in Hollywood, becomes director of network programs, CBS-TV, in Hollywood; Jack Rayel, CBS-TV program director, appointed executive director for CBS-TV on *Ford Star Jubilee* series, and Henry Ackerman, special projects director, CBS-TV program department, continues in that capacity but will devote all of his time to the development of his own productions for the network until he leaves the network in June to manage his own company, Ticonderoga Productions, which will film new properties exclusively for and financed by the network.

Officers of Ticonderoga include Mr. Ackerman's wife, Mary Shipp Ackerman, and attorney Edward Blau. Mrs. Ackerman formerly played Marie Wilson's girl friend on the star's CBS-TV program.

This is the second time Mr. Ackerman has relinquished a CBS vice presidency. In 1952 he entered packaging of his own programs for CBS and was forced to give up the title because of network policy that no officer can have financial interest in programs carried by CBS. About a year later, CBS Board Chairman William S. Paley induced him to drop the packaging venture and resume his network post.

NBC-TV Announces Details Of Daylight Saving Schedule

NBC-TV last week announced details of its Daylight Saving Time operation, which becomes effective April 29 and continues through Oct. 27. The network program schedule is based on Eastern Daylight Saving Time.

Program schedules of all NBC-TV stations in Daylight Saving Time areas will remain unchanged. All non-interconnected stations will retain their schedules on the same clock hour basis as before DST.

Most programs carried on a "live" or kinescope basis on interconnected stations in Standard Time areas (Mountain Time Zone stations excepted) will be carried one hour earlier, with the exception of the network programs between 8-9 p.m. New York time, Monday through Friday, which, by means of a repeat network service, will be telecast on Eastern Standard stations 10-11 p.m. and on Central Standard stations, 9-10 p.m. CST. The repeat network will not apply to *Producers' Showcase* (every fourth Monday, 8-9:30 p.m. NYT), which will be seen "live" as usual in all time zones.

All interconnected stations in Mountain Time zone will schedule network programs on a clock hour basis, through quick kinescopes.

NBC Radio to Carry Sarnoff Speech to Security Committee

NBC Radio last week reported it would carry a luncheon address by Brig. Gen. David Sarnoff, RCA board chairman, scheduled for delivery today (Monday) to members of the National Security Committee, on a delayed basis 9:45-10 p.m. EST tonight. The speech, marking the opening of National Military Reserve Week, will call for the urgent need for ready reservists. Gen. Sarnoff is also chairman of the National Security Training Commission.

ABC Vice President Robert H. Hinckley is to receive a citation at the luncheon.

Another thinly disguised WJR success story



Our assets, gentlemen, are $150,670,027.13—and WJR.

Savings and loan associations can't be funny with money.

In 1948, though, a small but scrappy Detroit savings and loan company bought a humorous 15-minute show 3 times a week on WJR.

Combining humor with saving and loaning paid off. They just renewed for the eighth year. In the preceding seven, the sponsor has grown from a $49 million outfit with three offices to a $150 million outfit with seven offices; ranks sixth in the nation.

We like to think that the president looked at his assets—up at least 15 percent each successive year on WJR—when he wrote us, "You are entitled to a good share of the credit."

Now comes Alfred Politz Research, Inc. with some reasons—the results of a survey of radio listeners in a portion of our area.

For instance, this program is on between 7 and 10 a.m. Every day, at that time, 530,000 adults listen to WJR. (All other Detroit stations share 410,000.)

Also, 52 percent of all listeners in the area surveyed specify WJR for comedy and humor.

They even prefer our advertisers—2 to 1 over the next station's.

Your Henry I. Christal representative can show you how WJR can add to your assets. See him.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

AMPEX GLEANS $4 MILLION IN TV TAPE RECORDER ORDERS

Manufacturing firm demonstrates new technical developments before NARTB convention. Seventy-eight sales and commitments for machines ($75,000 for initial models to be delivered this August; $45,000-$50,000 for production models set for February 1957 delivery) made by CBS, NBC, Mutual, and Storer, among others. ABC uncommitted. Twenty more orders on the fire.

A $3.7-$4.1 million harvest in orders for its new video tape recorder was reaped last week by Ampex Corp. following the historic demonstration of the revolutionary development before CBS-TV affiliates on convention eve and announcement the network has ordered three prototype models for fall programming [B•T, April 16].

Exhibiting the tape system for NARTB delegates throughout convention week, Ampex representatives racked up the impressive total of 75 new sales (not including CBS' three)—five for its original prototypes and 70 others for commercial models, with varying delivery dates. They reported an additional 20 orders (good for $900,000-$1 million) "tentatively committed."

At convention's end, NBC-TV reportedly had placed three orders for original recorders, while ABC-TV was said to be greatly interested in placing orders for commercial units, with its decision understood to hinge on budgetary and other considerations. Numerous stations joined networks in placing orders for the recorder, promising advantages in pickup of delayed network telecasts, utilization for commercials and panel, public service, remote and other type programs.

While cost of the eight initial prototype units, slated for delivery in August, has been placed at $75,000, Ampex officials indicated that as production lines are tooled up, cost of commercial units may be reduced to $45,000 or $50,000.

Ampex officials said the company is prepared to turn out as many as 30-40 units a month after next February, when initial commercial delivery is anticipated. Two remaining prototype units out of eight slated to be produced this August have been purchased by either government agencies or private research organizations, it was learned. NBC-TV's purchase was consummated Monday after authorization from RCA President Frank Folsom, it was understood.

One of the more interesting orders was one for eight models placed by John B. Poor, executive vice president of MBS, presumably for use by General Teleradio's WOR-TV New York, WNAC-TV Boston, KHJ-TV Los Angeles, WHBQ-TV Memphis and WEAT-TV West Palm Beach, Fla.

Among telecasters who bought commercial units for early 1957 delivery were the group ownership properties of Storer Broadcasting Co., which ordered 13 recorders—worth half a million dollars alone. Sales of eight prototype units would result in about $600,000 for Ampex, while another $3.15-$3.5 million is expected to accrue from sale of the 70 commercial recorders.

Following are the stations which have placed actual orders or "tentatively" committed themselves for commercial types:

KEYT (TV) Santa Barbara, Calif.; WMAR-TV Baltimore; KWTV (TV) Oklahoma City; KTVX (TV) Muskogee, Okla.; WSFA-TV Montgomery, Ala.; KRON-TV San Francisco; WMCT (TV) Memphis; KPRC-TV Houston; KFMB-TV San Diego; Hearst Corp. (WBAL-TV Baltimore); KFJZ-TV Fort Worth; KVOO-TV Tulsa; WAVE-TV Louisville; Triangle Publications (WFIL-TV Philadelphia); MBS and Storer Broadcasting Co. (WJBK-TV Detroit, WSPD-TV Toledo, WJW-TV Cleveland, WAGE-TV Atlanta, WBRC-TV Birmingham, WGBS Miami and KPTV [TV] Portland, Ore.)

Other stations placing last-minute orders or whose purchases were later revealed: CMQ-TV Havana, Cuba; KERO-TV Bakersfield, Calif.; KIEM-TV Eureka, Calif.; KING-TV and KTLV (TV) Portland, Ore.; KSTP-TV Minneapolis; KENS-TV San Antonio, Tex.; WIS-TV Columbia, S. C.; WSAZ-TV Huntington, W. Va.; WCCO-TV Minneapolis; KUTV (TV) Salt Lake City and KLIX-TV Twin Falls, Idaho, and KOTV (TV) Tulsa, Okla.

Ampex officials reiterated their confidence that no problems would be encountered in evolving a method for recording programs in full color. It's claimed the Ampex VTR can be adapted to color, perhaps "within a year," according to Phillip L. Gundy, manager of Ampex's audio division, thus opening up a new avenue of facilities to telecasters.

The present recorder is expected to possess many applications for network and station telecasters in delayed telecasts and local programming, with provision for recording and instantaneous playback, such as was demonstrated before CBS-TV affiliates. Sports events could prove one of the more fruitful uses for the device.

One station operator told B•T last week he plans to concentrate public service strips, normally produced over a week's span, into one recording session for use by that week's end. He also claimed that the device would assure better clockwork on commercials, particularly those in Class "A" time, and would obviate any possibility of technical failure. He predicted "more efficient" use of engineering personnel in normal eight-hour shifts.

Tightened up operation also was foreseen by a station operator for local five-minute outing segments on such network programs as *Today* with the station able to make better use of technical help in view of the east-west coast time differentials and shift changes.

The Ampex VTR operates at 15 in. per second with two-inch magnetic tape on a 15-in. reel, the slow speed and lack of bulky reels combining to permit as much as a full-hour tv program on one reel. Picture quality is claimed to be superior to that of kinescope recordings utilizing photographic film.

Stock Stimulant

FLURRY of sales reported by Ampex Corp. for its new video magnetic tape recorder system during convention week (see separate story) brought in its wake activity in the stock market.

Pegged at only 20 by brokers a fortnight ago, Ampex stock was up in bids to 27¾ April 13—the day before it was announced and demonstrated before CBS-TV affiliates—and as of last Friday morning was selling at 30. Asking price varied from 31 to 37.

Ampex stock is sold over the counter in San Francisco and is not listed on any stock exchange.

Radio Output Rises Up In February—RETMA

RADIO production in February continued upward, but tv set production fell somewhat, RETMA reported last week. And, the manufacturers' association also announced, tv set shipments in February were behind January and the retail sales of both radio and tv were behind the previous month's figures.

There were 1,093,506 radio sets manufactured in February. This compares with 1,078,624 in January and 1,089,724 in February 1955. Included in the February production were 437,611 automobile sets. Retail radio sales for February numbered 454,867 (excluding auto receivers), compared with 531,206 in January and 317,908 in February 1955.

Of the 576,282 tv receivers made in February, 78,956 included uhf and 2,660 had fm. This compares with 588,347 tv sets made in January and 702,514 receivers manufactured in February 1955. Shipments to dealers totaled 529,226 in February, compared to 623,790 in January and 640,771 in February 1955. Retail sales in February amounted to 530,554, compared to January's 614,213, and February 1955's 626,613.

Tv set shipments to states in February were as follows:

State	Total	State	Total
Alabama	10,028	New Hampshire	1,644
Arizona	4,293	New Jersey	16,257
Arkansas	5,444	New Mexico	2,082
California	50,348	New York	51,736
Colorado	3,551	North Carolina	12,518
Connecticut	10,152	North Dakota	1,866
Delaware	1,517	Ohio	26,980
Dist. of Columbia	5,463	Oklahoma	7,183
Florida	17,150	Oregon	6,072
Georgia	14,066	Pennsylvania	37,202
Idaho	2,588	Rhode Island	1,704
Illinois	28,431	South Carolina	5,749
Indiana	12,448	South Dakota	2,018
Iowa	4,864	Tennessee	11,161
Kansas	6,729	Texas	29,288
Kentucky	10,742	Utah	2,114
Louisiana	10,720	Vermont	1,272
Maine	3,128	Virginia	9,471
Maryland	7,562	Washington	8,700
Massachusetts	14,778	West Virginia	6,150
Michigan	18,955	Wisconsin	11,845
Minnesota	6,826	Wyoming	709
Mississippi	6,222	U. S. TOTAL	528,098
Missouri	11,726	Alaska	316
Montana	1,641	Hawaii	812
Nebraska	4,275	GRAND TOTAL	529,226
Nevada	730		

RCA Promotes Warrender

WILLIAM T. WARRENDER, manager of the RCA Tube Div.'s plant at Marion, Ind., Thursday was named general manager of the recently-created RCA Components Div., with headquarters in Camden, N. J. He will be succeeded at Marion by Leonard Gillon, manufacturing manager there since 1954.

With RCA since 1936, following the firm's acquisition of the Marion plant, he was named manager of the tube plant there.

Evans Opens Electronics Firm

C. RICHARD EVANS, former vice president and general manager of KGMB-AM-TV Honolulu and license, Hawaiian Broadcasting System, is establishing a new electronics manufacturing firm, Star Valley Electronics, at Thayne, Wyo. Mr. Evans is former vice president and engineering head of KSL-AM-TV Salt Lake City.

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MEMPHIS

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JOHN BLAIR & COMPANY

as national
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effective May 1, 1956

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WMCT
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as national
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MEMPHIS PUBLISHING CO., MEMPHIS, TENN.

ADMIRAL PLANNING UNDER-$500 COLOR

FIRST MAJOR BREAK in the color tv set price structure loomed last week after confirmation by Admiral Corp., Chicago, that it plans to introduce a $500 table model next June, probably concurrent with the summer home furnishings markets in New York and Chicago.

Unveiling of the model—priced at $499.95 and probably incorporating the RCA picture tube, though this was not definite—was viewed in manufacturing circles as the first breakthrough to the "magic figure" held out for stimulating buying demand for color sets among a greater segment of American consumers.

Admiral plans to produce perhaps 25,000 of the table units for marketing by year's end, although it was indicated there is no plan at this time to reduce prices on its console models, now priced at $895 and up.

Admiral revealed its plans, without specific details, at a news conference during which it also announced plans to produce a large number of 10-inch portable tv receivers for personal use. The $499.95 "magic figure" for Admiral came after an announcement by Travler for a $595 console color receiver and in the wake of other developments, including RCA's plan to reduce the price on its picture tube from $100 to $85. [See separate story, page 82.]

RCA currently is marketing a line of color receivers from $695 to $995, with expectant decreases on some of its models in the months ahead. Motorola, CBS-Columbia, Philco, DuMont, Emerson, and others are expected to unveil new color models—and quite probably price reductions. General Electric Co. also announced plans to enter the color production field later this year [B•T, April 16].

Another breakthrough on color tv prices took place on a local scale in Chicago last week. Sears, Roebuck & Co. introduced a 21-inch color receiver under its own brand name, Silvertone, available in mahogany for $595, and oak for $605 (plus service contract for $90). Models were displayed in 22 Sears stores and will be marketed in the Chicago area only at the outset.

CBS INC. QUARTER PROFITS INCREASE

PROFITS of CBS Inc., for the first quarter of this year were higher than the like period last year when the company reported $3,892,677, William S. Paley, chairman, stated at an annual stockholders meeting held Wednesday at CBS' New York headquarters.

Mr. Paley also said the first three months this year would show increased profits for CBS Radio's operation over the same period of 1955 which in turn had been above the first quarter of 1954. Said Mr. Paley of CBS Radio's operation: "[We] are entering a more stabilizing period in radio." In answer to a stockholder's question, Mr. Paley declined to predict whether CBS' radio arm would approach the level of radio's most profitable year at the network. He also noted that the receiver and tube divisions (CBS-Columbia and CBS-Hytron) had lost money in the first quarter and probably would show a loss for the first half, although not as much as in 1954 when both divisions lost money.

Asked to comment on color tv's progress, Dr. Frank Stanton, CBS Inc. president, said that while more activity was expected in color receivers this year than last, "disappointment" still is evident in the "marketplace." Dr. Stanton described set buying throughout the country as "spotty and selective." In reviewing color programming, Dr. Stanton said CBS-TV would telecast more hours in color than this season when it averaged about two hours weekly.

Dr. Stanton also said that the "outstanding technical feature of the NARTB convention in Chicago was the disclosure and demonstration of the Ampex tv tape process (see story, page 84.) He said the process would mean better quality tv recording, would prove more economical and provide quicker recording service. CBS-TV, according to Dr. Stanton will put its three units into use this fall on the West Coast and later would use additional units elsewhere in the country.

Formal business—the election of Classes A and B directors and an independent public accountant—was achieved in short order. All incumbents were re-elected as directors: Class A—Henry C. Bonfig, CBS-Columbia president; Arthur Hull Hayes, CBS Radio president; J. A. W. Inglehart, partner of W. E. Hutton & Co., investment bankers; Robert A. Lovett, partner, Brown Bros. Harriman & Co., private bankers; Millicent C. McIntosh, president, Barnard College of Columbia U.; Samuel Paley, retired, and J. L. Van Volkenburg, CBS-TV president; Class B—Ralph F. Colin, Rosenman, Goldmark, Colin & Kaye, law firm; James B. Conkling, president, Columbia Records; Leon Levy, president of Delaware River Terminal & Warehouse Co.; Edward R. Murrow, CBS newsman; William Paley; Dr. Stanton, and Charles F. Stromeyer, president of CBS-Hytron. The accounting firm elected: Lybrand, Ross Bros. & Montgomery.

again
WFBC-TV Swamps Competition in Carolina 5-County* Pulse Survey

AREA PULSE SURVEY OF TELEVISION AUDIENCE (5 Counties)
SHARE OF TELEVISION AUDIENCE DECEMBER 4-10, 1955

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Other Stations
SUNDAY						
12 Noon-6:00 P.M.	35.7%	48%	24%	15%	8%	4%
6:00 P.M.-Midnight	51.3%	55%	23%	16%	2%	4%
MON. THRU FRI.						
7:00 A.M.-12:00 Noon	13.2%	64%	36%	0%	0%	0%
12:00 Noon-6:00 P.M.	25.5%	61%	21%	15%	3%	0%
6:00 P.M.-Midnight	46.0%	56%	18%	17%	3%	6%
SATURDAY						
10:00-12:00 Noon	32.5%	70%	30%	0%	0%	0%
12:00 Noon-6:00 P.M.	27.3%	51%	31%	12%	2%	4%
6:00 P.M.-Midnight	54.6%	58%	16%	15%	6%	5%

*The five counties are Greenville, Anderson, Greenwood, and Spartanburg, S. C., and Buncombe (Asheville), N. C. . . . counties with Population of 600,700; Incomes of $783,086,000; and Retail Sales of $519,931,000.

For further information about this PULSE SURVEY and about the total WFBC-TV Market, contact the Station or WEED, our National Representative.



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REGULATED ASK, REGULATORS ANSWER

SHOULD broadcasters editorialize? Yes! Should the traditional form for reporting to the FCC on public service of a broadcast station be revised? Again, yes! These two ideas topped the many which came out of the seven-member FCC panel session at last week's NARTB convention. Here is the text, condensed from the "questions-from-the-floor" portion of that session.

Sterling C. Quinlan [WBKB Chicago]: I'd like to address a question that can only be answered in the manner of a personal opinion, but I'd like to have the opinion, perhaps, of Mr. McConnaughey. Do you think that we, as broadcasters, particularly on the management level, have properly used our right of editorial opinion with the proper degree of responsibility in carrying out our business, in carrying issues to the public?

Chmn. McConnaughey: To answer that by a plain yes or no—no, I do not think that you have exercised your right or assumed your right or your basic responsibility in that regard. I think you have been very backward or lax. I don't know what the proper statement is in exercising your right along that line.

Mr. Fellows: I think you might add "a little too much scared at times," too, Mr. Chairman.

Comr. Webster: I was one of the commissioners who voted to change the attitude of the Commission, and I was assured by the broadcasters, personally, that they were going to editorialize, and there was going to be a lot of it. I am disappointed, too, that there hasn't been more of it.

Ted Jones [WCRV Waltham, Mass.]: In line with the question of renewal applications, on public service programming, is there any way that sponsored programs that are in the public interest could be given more consideration by the Commission in evaluating our proper use of our license?

Comr. Webster: Well, of course, the rather short answer is that this is the very thing we are studying at the present time. It brings up this question as to what you do with this classification that we have in the renewal form. That is the thing that we are studying, at the present time. I think that is a question that is before us, and it would be difficult for me to answer one way or the other on it.

Comr. Bartley: I'd like to say something on this, because this is one of the things that touches my nerves once in a while.

The forms do not provide an opportunity for a station to tell what its programming is. This form specifically provides for that, but you fellows don't use it enough. When the statistics that you submit do not reflect your programming, there is a special provision and an invitation for you to write an explanatory statement with respect to that. I think you're missing a great opportunity when you don't spread it on when you file your application with the Commission.

Comr. Hyde: Comr. Bartley has covered the point very well, indeed. I will add this comment. I have been concerned about the practice of classifying a certain part of the program as public service, as if the other part were not. The entire program schedule should concern the entire public.

If any explanation is necessary to demonstrate that a program is sponsored, and nevertheless meets some special interest of the public, we'd like to know about it. And, as Comr. Bartley has mentioned, there is an opportunity to submit that information in the application form.

Comr. Doerfer: You have three commissioners; those of you who are interested in a bare majority will be delighted to know that I incline that way, too. I know from examining the classifications which have been submitted that they are no longer appropriate. I would just as lief permit a broadcaster to designate a program in the public interest if it meets certain reasonable criteria, whether it is paid for or not.

I think the same thing is true with education. I don't know about the religious angle; that is rather a touchy subject, and I would probably want more information before I made up my mind on that.

But generally, I think a reclassification is called for, so that we get a better picture of what an over-all balanced program really is, paid for or not.

Mr. Fellows: Dick, I was just going to say that I think this one has gone far enough so we can establish an absolute precedent and have the president of NARTB poll the Commission. Comr. Mack?

Comr. Mack: The Commission should recognize this fact that you might have to relate these programs to what you get from them.

Comr. Webster: Mr. Moderator, maybe I'd better get in the act, in order to make this unanimous if we're going to have a vote of the Commission. I can't let these other commissioners get ahead of me.

I think I'll just throw out a little something that I thought of as they were talking. It certainly also brings up a question in television that we are all faced with, and that is the question of whether television stations are going to be home stations or big-area stations. Are they going to be stations that are going to contribute something to the town, or the area, and are they going to get something out of that area?

I think that programming has a place in our decisions and our work in regard to this television matter as to whether they are going to be big stations or stations that are going to reflect the small towns and are going to put on those stations some of the local programming. I think that is a big element in this thing, too, and I think it is part of the decision in regard to whatever we might do about television.

Mr. Fellows: I was going to say, Mr. Chairman, that inasmuch as there is not an ounce of protocol in this particular roundup to date, I would like to ask you to play anchor man. But we still leave Comr. Lee out of the picture on this one.

Comr. Lee: I generally answer questions like this by saying "I'm all right on that."



FCC Comr. John C. Doerfer makes a point during the Tuesday FCC panel session. (L to r), Comrs. Robert E. Lee, Robert T. Bartley, Rosel H. Hyde, Chairman George C. McConnaughey, moderator Harold E. Fellows, president of NARTB, Comrs. Edward M. Webster, Mr. Doerfer and Edward A. Mack. The scene was the Chicago convention of the NARTB.

tions way. As we know, a number of communities have been waiting many months for television decisions. Unfortunately, these communities aren't cognizant of the various complexities and factors that have to be weighed, the pros and cons, on these tv applications. I would like to know if there is any way possible, or if it is at all feasible for the FCC, in a public relations way, to inform these communities as to an approximate date when a decision might be imminent.

Chmn. McConnaughey: As you may have heard today, there are not very many cases yet remaining to be disposed of. I think (and this is an estimate) that very shortly after the first of this next calendar year we will be pretty well caught up with putting out grants.

Now, as to specific dates, I would say that it is virtually impossible to give a specific date to a specific community, because of the work that has to be done in the Office of Opinions & Review, in digesting the facts and the exceptions. Many times there are 150 to 300 exceptions. They have to be digested and brought before the Commission, and then the Commission must give instructions for the writing of an opinion. Those instructions, when they are given, are just what they denote; they are instructions. That does not necessarily mean that the final opinion will be the same way that there are instructions. Sometimes, in order to get instructions out, there will be three or four commissioners who will vote for instructions for a certain grant. When the facts are completely digested and an opinion is brought in front of us, we reserve the right—and quite properly must have the right at that time—to make a final decision in that matter or in another. So I think, from the very nature of what is required, it is impossible to give any definite dates.

Comr. Lee: Mr. Moderator, I agree with the chairman's remarks, but I do feel that Mr. Stanley's question is very well put. It is a very difficult one to answer.

I had a call not so long ago on a specific case from a member of Congress who, of course, was careful to say he was not interested in the merits of the competing applicants, but, "When are we going to get service to this community?" I spent five or ten minutes explaining to him the problems of the administrative procedures, the issues involved, the litigation, the length of the hearing, and so on, but he kept coming back and saying, "But it's eight years." He further pointed out that in this 8-year period, people have died who have not seen television.

While I don't know the answer, I certainly think that Mr. Stanley's question is quite appropriate.

Gil Leiser [KJUN Redmond, Ore.]: I was approached about six or eight months ago by a group of businessmen in central Oregon—none of them radio or tv men—from four different cities, and they discussed with me, and also with a consultant engineer, the same question that was brought up here by the gentleman just preceding this last question, concerning these stations in Washington which are operating without FCC approval, against which a "cease and desist" order has now been issued. They wanted to go ahead. They said, "They are operating up there, and we might as well take a stab at it."

I advised them not to do so, and so did this consulting engineer.

We ended up on the board of directors of this outfit. They put in their application last fall. They haven't heard anything.

I would like to have an answer to take back to them in some form or other as to when the Commission may begin considering these applications. I know there must be others from both commercial broadcasters and non-profit groups for unattended satellite operations.

Mr. Fellows: Comr. Doerfer, do you want to keep on with that phase of it?

Comr. Doerfer: No. Of course, that opens up a subject, again, with respect to our procedures. I don't think any commissioner could answer that question.

As you must remember, that favorite sore spot that bothers me, 309(c), the protest provision, provides that protest cases must be submitted, so you can stand in line for eight years on a competing

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Hollywood 38, Calif.

or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Be sure to shoot IN COLOR . . . You'll be glad you did.

or even a non-competing application, and if a protest is lodged against some other station or some other applicant, regardless of where in the country, we are legally bound to expedite it.

I made a little check as to how much time the Commission had spent during the height of the protest cases, and our time ran almost 27 to 29%. I asked the chief examiner, a few weeks ago, how many examiners were hearing protest cases and he told me at least a third.

So that is about the only answer that we can give you. We try to expedite our work, but we must follow the law, and Congress has given priority to certain types of cases, so there is nothing we can do but just ask you to step down, in line, and permit somebody to squeeze in ahead of you.

Westinghouse Supports McConnaughey Proposal

WESTINGHOUSE Broadcasting Co. last week announced its support—and called the rest of the industry to do the same—of FCC Chairman George McConnaughey's proposal for an independent research study of tv allocations problems (also see page 112).

President Donald C. McGannon said WBC felt that such a study "would accomplish the greatest good for broadcasting" and that it stands ready to support it wtih "substantial" money as well as the research and staff of WBC and the tv set manufacturing division of the parent Westinghouse Electric Co.

Despite prolonged study of existing testimony and proposals, he said, WBC has "been unable to come forward with any specific proposal that would, we felt, be a genuine solution to the problem." He continued, "We are convinced that the status of current research into this problem of uhf allocation does not go deep enough to permit any of us to draw qualified conclusions concerning the ultimate role of uhf. It is this need for additional research which prompts WBC to give total support to this proposal . . . by Chairman McConnaughey."

Mr. McGannon noted that "the television industry has had substantial success in objective and scientific committees" in compiling standards for black-and-white and for color tv. "Likewise," he added, "the Senate *ad hoc* committee has done an initial and basic job to date in these considerations. But I am convinced that even aside from the question of governmental appropriation, which is a considerable one, that private industry can achieve an even greater level of understanding. It is imperative, however, that such a committee be unbiased, independent, objective and scientific."

He said a "principal concern" had been "the possibility of precipitous action, intended to solve an immediate problem, but which would fail to consider the ultimate needs of both the broadcasting industry and the people of the nation." WBC is interested in "the long-range considerations," he asserted, "so long as those considerations can be carefully and scientifically arrived at."

A spokesman for Crosley Broadcasting Co. meanwhile pointed out that Crosley has cooperated closely with FCC in contributing studies on the overall uhf-vhf problem and that it will continue and intensify insofar as possible this cooperation in providing manpower in the project proposed by Chairman McConnaughey.

BILL DENIES TIME FOR MINOR PARTIES

A BILL aimed at denying equal radio-tv time opportunities under the Communications Act to fringe, minority and splinter party candidates was introduced last week by Rep. J. Percy Priest (D-Tenn.), who is chairman of the House Commerce Committee.

The bill (HR 10,529) would give equal time opportunities in national election campaigns to the presidential and vice presidential candidates of the major parties without affording the same opportunities to candidates of minority and splinter parties. It would give the equal privileges in intra-party state primary and other pre-convention activities to such major party presidential aspirants as Sens. Kefauver and Knowland, Govs. Harriman and Herter and past major party nominees Stevenson and Dewey, without giving similar opportunities to such unknowns as Lar Daly, who aspires to the GOP nomination.

The Priest measure also would give equal time treatment to major party nominees seeking election to Congress or to those who can muster on petitions enough names to equal 1% of the total votes cast for the respective office in the preceding congressional election.

The bill would require licensees to offer equal time opportunities to presidential and vice presidential nominees of the major parties (parties with candidates polling 4% of the vote at the preceding election) or to those candidates supported by petitions with names totaling 1% of voters in last election.

In addition, it would require broadcasters to offer equal time to a candidate for presidential or vice presidential nomination (by a party which polled 4% of the votes) and who: (a) is the incumbent of any statewide or federal elective office, or (b) has been nominated for one of these offices at any prior convention of his party or (c) is supported by petitions totaling at least 200,000 valid signatures.

BILL PUTS CURBS ON TV OWNERSHIP

A BILL to amend the Communications Act to forbid ownership of more tv stations than will cover 25% of the population of the United States, territories and possessions was introduced in Congress last week by Rep. Joseph P. O'Hara (R-Minn.). The bill also would prohibit the FCC from setting up numerical limitations on television station ownership.

Mr. O'Hara, a member of the House Commerce Committee, could not be reached for comment on his sponsorship of this bill. The Minnesota Republican suffered a slight heart attack and has been hospitalized since March 30.

Introduction of the bill came while broadcasters and the FCC were awaiting a U. S. Supreme Court decision on the FCC's long-standing numerical limitation on station ownership. These rules were overturned by the U. S. Court of Appeals in Washington—on the ground that the Communications Act requires that before the Commission can deny an application it must hold a hearing—and were appealed to the highest tribunal by the Commission. The case began in 1952 when Storer Broadcasting Co. applied for ch. 10 in Miami, Fla. The FCC returned this application on the ground that Storer owned the then limit of five tv stations. Storer appealed and the appellate court ruling followed. Argument before the Supreme Court took place last April [B•T, March 5]. Present limitation on tv ownership is seven stations (not more than five in the vhf band).

PUBLISHERS BLAST FCC BEFORE HOUSE

American Newspaper Publishers Assn. counsel Elisha Hanson charges Commission has been 'evading' law by 'rigid policy adverse to newspaper applicants.' Terms diversification 'discrimination.'

THE FCC has been "evading" the law for the past decade and a half in following a "frankly announced" and "rigid policy adverse to newspaper applicants" for radio-tv facilities, Elisha Hanson, attorney for American Newspaper Publishers Assn., told a House subcommittee Thursday.

Testifying before the House Commerce Committee's Transportation & Communications Subcommittee, Mr. Hanson said he prefers to call the FCC's mass media diversification policy its "discrimination policy." He spoke in support of twin House bills (HR 6968 and 6977) which would prohibit FCC "discrimination between persons based upon interest in . . . any medium primarily engaged in the gathering and dissemination of information."

The subcommittee, headed by Rep. Oren Harris (D-Ark.), spent the major part of a morning session hearing Mr. Hanson, with three other witnesses making brief appearances, then decided to continue hearings at a date not yet decided.

Richard S. Salant, CBS vice president, spoke briefly on political broadcasting bills before the subcommittee and submitted a statement which included suggested legislation for still another political broadcasting bill. This would embody an adaptation of HR 6810—proposed by CBS President Frank Stanton—combined with recent bills in both the House and Senate which would allow broadcasters to make radio-tv time available to candidates of the major parties without furnishing time on an equal basis to candidates of small minority and splinter groups (also see story, page 91).

Mr. Salant said CBS is prepared to offer and has set aside perhaps two hours of free Class A time to be divided between the major party candidates for the presidency for "some form of debate or discussion of the central issues"—if Congress adopts HR 10217, HR 10529 or CBS' suggested revision.

Judge E. Barrett Prettyman of the U. S. Court of Appeals for D. C., testified as a representative of the Judicial Council of D. C. in favor of a bill (HR 6631) which would give appeals courts more discretion in granting interlocutory relief in cases from the FCC and several other agencies.

ANPA's Mr. Hanson said that while the law "presumably" prohibits the FCC from discriminating against any applicant, the Commission, nevertheless, has pursued a discrimination policy against newspaper applicants.

The FCC invoked its diversification policy in 10 of 12 contested cases up to last Jan. 31, Mr. Hanson said, "tipping the scales against the newspaper applicants."

Mr. Hanson said that except in rare instances the only way a newspaper can get a vhf grant is through an uncontested proceeding or by merger with an opposing applicant, adding that newspaper ownership or association constitutes an "almost irrebuttable presumption" of comparative disqualification under present FCC policy.

As to monopoly of mass media, the ANPA counsel said, there is "no such thing as a monopoly of mass media . . . in this country of ours." This is because there are more than 25,000 publications regularly printed and "no one man, no group of men controls any great number of these publications."

Rep. James I. Dolliver (R-Iowa) reminded Mr. Hanson that the FCC "indignantly denied" it discriminated against newspapers at earlier hearings [B•T, Feb. 6, Jan. 31], to which the ANPA counsel replied: "Most law evaders do indignantly deny."

The CBS suggestion presented by Mr. Salant would differ from HR 10,529 in these ways:

(1) It would extend the eligibles category to acceptance speeches made at nominating conventions or appearances on news, forum, debate and similar programs which are controlled by the broadcaster, by a candidate for President, Vice President or for a *spokesman duly designated* by the candidate for President. It would term presidential or vice presidential candidates for nomination "presumes substantial candidates" (and thus eligible for equal time) if they are incumbents of elective offices which are federal or statewide, have ever been nominated by a major party nominating convention or can muster 200,000 signatures on a petition. (The broadcaster would be allowed a "limited discretion" in determining whether a candidate is substantial if he does not come under the "presumption" qualifications. Opponents seeking the office sought by a "designated" spokesman discussing "major issues" on such a show could not demand equal time on account of his candidacy unless they met requirements made for candidates by the bill.)

(2) Equal time provisions would not apply in the case of a candidate for a congressional office if such a candidate appeared on a news, forum, debate or similar program controlled by the broadcaster, except for those candidates qualified under HR 10,529 and "substantial candidates for nomination by major parties." A "substantial" candidate for nomination would be "presumed" to be so if he is an incumbent of any federal or state office which is elective, has ever been nominated by a major party for the same office or can muster petitions totaling 1% of the vote for that office in the preceding congressional election.

CBS order of preference for the various bills, he said, is HR 6810 (Stanton plan), the CBS amendment proposal submitted Thursday, HR 10,529 and HR 10,217. He said the FCC is dubious about whether HR 10,217 applies to candidates for nomination, in addition to nominees, but that CBS and others believe it does.

Magnuson May Offer Money For FCC Ad Fraud Study

THE FCC isn't planning to appear before the Senate Appropriations Subcommittee on independent offices (Sen. Warren G. Magnuson [D-Wash.], chairman), because it apparently is quite satisfied with the $50,000 cut recommended by the House of Representatives. But, it may be asked to appear anyway. Sen. Magnuson has indicated that he might want to give it more money—to oversee advertising.

That's what the powerful Senate Commerce Committee chairman told B•T last week. He said he was going to ask both the FCC and the Federal Trade Commission whether it didn't want extra finances to act against purported fraudulent advertising on the airwaves. The Senate appropriations committee is scheduled to begin hearings this week. President Eisenhower had asked for $7.85 million for the FCC for fiscal 1957, but the House last month cut this sum by $50,000. In 1956, the FCC operated with an appropriation of $6.87 million.

6 ABC O&O Stations Change Representation

REPRESENTATION changes for six ABC owned and operated stations were in progress last week.

The network appointed John Blair & Co. and Blair Tv to represent, respectively for radio and television, KGO-AM-TV San Francisco and WABC-AM-TV New York. KGO-AM-TV and WABC-AM had been represented by Edward Petry Co. WABC-TV had been represented by Weed Television.

Coincidentally, the Petry company resigned as representatives of KABC-AM-TV Los Angeles. No replacement had been selected at week's end.

Burke-Stuart Co. Names Ted Oberfelder President

TED OBERFELDER, former ABC vice president in charge of WABC-TV New York, last Monday was named president of Burke-Stuart Co., New York, radio and tv station representatives.

Mr. Oberfelder's election was announced by Frank B. Swadon, Burke-Stuart's chairman of the board, who noted that the firm "looks forward to a great expansion program which will enable us to serve our present clients even better and to secure new clients for our specialized services."



MR. OBERFELDER

With ABC starting in 1945, when he was made manager of audience promotion, Mr. Oberfelder held various posts with the network, becoming director of advertising, promotion and research; general manager of WJZ (now WABC) New York; vice president in charge of owned and operated stations (also 1952), and two years ago, vice president in charge of WABC-TV New York. Before he joined ABC, Mr. Oberfelder had been director of advertising and promotion at Hearst Radio, subsequently for WCAU Philadelphia and later for WFIL Philadelphia.

Cohan Buys KVEC-AM-TV; KITO, KAKC Buys Concluded

ANNOUNCEMENT of the sale of one television and three am stations was made last week. All are subject to FCC approval.

• KVEC-AM-TV San Luis Obispo, Calif., was sold by Christina M. Jacobson to John C. Cohan (KSBW-AM-TV Salinas, Calif.) for $450,000 and obligations. KVEC operates on 920 kc with 1 kw day, 500 w night. KVEC-TV is on ch. 6 and is affiliated with CBS and ABC.

• KITO San Bernardino, Calif., was sold by H. G. Wall and Jack Flanigan to Cosmopolitan Broadcasting Corp. for $150,000. Cosmopolitan is a subsidiary of Continental Telecasting Corp. (KRKD Los Angeles, which it bought last fall for $417,500). Continental is owned 36⅔% by Albert Zugsmith Corp., media broker (Albert Hogan, president); 36⅔% by Richard C. Simonton, wired music franchise holder, and 26⅔% by Frank Oxarart, who owns 20% of KVOA-AM-TV Tucson, Ariz. Messrs. Zugsmith, Hogan and Simonton each own 25% of KULA-TV Honolulu. Mr. Oxarart, general manager of KRKD will also man-

The Search for OIL



Huge tires mark the sands of Saudi Arabia. They tell a tale of the sweat, hard work and technical skill that goes hand in hand with the search for oil in desert lands.

Aramco

ARABIAN AMERICAN OIL CO.

Dhahran, Saudi Arabia New York, N.Y., U.S.A.

age KITO. KITO operates on 1290 kc with 5 kw and is affiliated with ABC.

• KAKC Tulsa, Okla., was sold by Public Radio Corp. (Rev. Forrest G. Conley, president and general manager) to Houston advertising executive Lester Kamin for about $125,000. Mr. Kamin owns about 25% of Southland Broadcasting Co. (WMYR New Orleans and KCIP Shreveport, both Louisiana). Independent KAKC uses 970 kc with 1 kw day and 500 night.

Political Do's, Don'ts Outlined in WWJ Handbook

WWJ-AM-TV Detroit has released a "Handbook for Political Broadcasts" for the use of candidates in preparing radio and/or tv programs. The booklet contains the principal laws and regulations by which broadcasters are governed, basic information regarding, WWJ-AM-TV standards, specifications for spot announcements, props provided by the station and hints in working with the producer to prepare the best programs.

Don DeGroot, WWJ-AM-TV assistant general general manager, has been named political coordinator assigned to clear all political broadcasts by General Manager Edwin K. Wheeler.

McCormick Promoted

WILLIAM M. McCORMICK, assistant sales manager, WOR New York, has been appointed general sales manager, it was announced last week.

(Stations Continues on Page 123)

MILWAUKEE'S NEW WISN

PRESENTS



MILT BRANDL SHOW

5:30-9:00 A.M. DAILY

The *New* WISN presents music, news, weather and sports . . . and now the cream of the ABC network . . . and everybody's feeling the results!

Milt Brandl's share of the 460,814 radio families . . . who spent over $2 billion last year . . . is on the increase! Milt's a good entertainer . . . a fine salesman. Put him to work for you on WISN's growing early morning audience.

FOR AVAILABILITIES CALL WISN SALES OR

Edward Petry & Co., Inc.

1150 WISN Milwaukee

Basic ABC Affiliate

MILWAUKEE'S FIRST STATION

Station-Owned Tv Inc. Adds 22 New Members

TV INC., station-owned film-buying organization servicing outlets in medium and small-sized markets, has reported the addition of 22 new members and the handling of nearly $500,000 worth of films for its first year of operation in 1955.

A report on progress of the new group was tendered to station operators by W. D. (Dub) Rogers, president of KDUB-TV Lubbock, Tex., and KPAR-TV Sweetwater, Tex., at a meeting in the Sheraton-Blackstone Hotel concurrent with the NARTB convention.

The additional members bring the TV Inc. group from 34 to 56 after 13 months operation. The organization anticipates handling over $1 million in film business by the end of 1956.

Mr. Rogers said the organization, to which members contribute 5% of their film costs as a service fee, has proved to be satisfactory to stations and distributors alike. Tv Inc. involves a stock deal under which stations can buy a share for every $100 of their respective one-hour, highest published rate.

Mr. Rogers told members research showed that distributors in small and medium markets received only 30% of their dollar volume, while sales costs on handling film were 50%. By contrast, in larger markets they obtained 70% of their dollar volume at 15% sales cost. Under Tv Inc.'s setup, purchases are channeled through its central buying office in New York, although stations still retain autonomy on actual purchases.

The organization was described as the "answer to film-buying in medium and small station markets" (all below the top 50 in the country). Tv Inc. hopes to reach a membership of 80 in the next few weeks, all members are network affiliates, Mr. Rogers said.

Aside from Mr. Rogers other officers of Tv Inc. are Joe Floyd, KELO-TV Sioux Falls and KDLO-TV Florence, S. D., vice president, and Ed Craney, KXLF-TV Butte, Mont., and XL Stations, secretary-treasurer. Directors are Mel Wheeler, WEAR-TV Pensacola and WJDM (TV) Panama City, Fla.; James Russell, KKTV (TV) Colorado Springs, Colo.; William Smullin, KIEM-TV Eureka, Calif., and KBES-TV Medford, Ore.; Tom Bostic, KIMA-TV Yakima, Wash.; KLEW-TV Lewiston, Idaho, and KEPR-TV Pasco, Wash.; Jim Manning, KXLF-TV Butte, Mont., and Herb Jacobs, general manager and director.

Cole to UM&M Tv Corp. As General Sales Manager

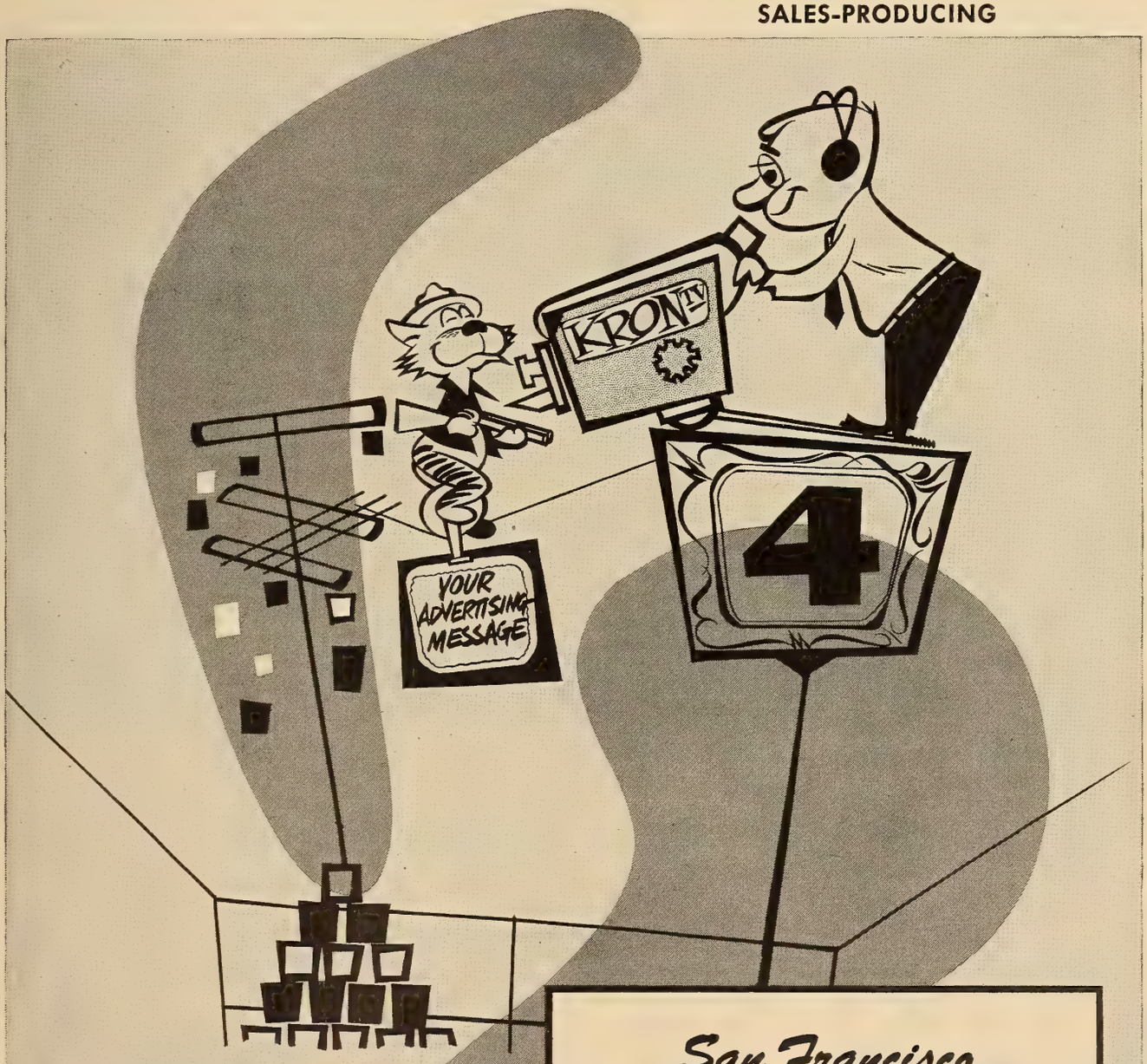
APPOINTMENT of John J. Cole as general sales manager of UM&M Tv Corp. was announced last week by Charles M. Amory, president. Mr. Cole, who will make his headquarters in New York, previously had been western sales manager for Guild Films Co. He also has been manager of the Motion Pictures for Television office in Los Angeles and with MPTV's sales staff in Chicago.



MR. COLE

KRON-TV'S NEW MERCHANDISING PLAN
FOR DAYTIME ADVERTISERS (before 7:30 P.M.)
*featuring "IN-STORE SPECTACULARS"**

COLORFUL . . . ANIMATED
SALES-PRODUCING



**Colorful, animated figures that move back and forth on wires elevated above all other merchandise in the store.*

Call the "Colonels" of Peters, Griffin, Woodward, Inc. or Norman Louvau at KRON-TV for complete details of this exclusive new merchandising plan.

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL **4**

ONE OF A SERIES

What Makes a Radio Station Great?

DEDICATION TO

PUBLIC SERVICE

$123,789 buys a lot of radio time.

But that is exactly the amount of time at card rates WFAA used for 75 worthy organizations in 1955.

This shows more than passing interest by WFAA in the communities which it serves. In fact, WFAA's dedication to entertaining and informing is one more reason that adults in North Texas spend more time with radio (32 hours a week*) than any other medium. And it's one more reason why WFAA has more listeners, day and night, than any other North Texas station.

Yes Sir, WFAA is loyal to its listeners . . . and in turn, North Texas listeners are loyal to WFAA. Again in 1955 . . . 8 out of the top 10 programs in North Texas were on WFAA and were WFAA produced.*

You can transfer this listener loyalty to *your* product. Ask your Petry man for details.

*Whan Study — A. C. Nielsen, N.S.I.

WFAA 820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

WFAA
is a great radio station
Edward Petry & Co., Inc., Representative

M-G-M, FOX MAY RELEASE FILMS TO TV

Neither firm reveals full scope of plans, but Metro has named Bud Barry to head tv operation department and 20th-Century is reported to be preparing film packages.

TWO MORE major motion picture studios were preparing to "get into the television act" last week when both Metro-Goldwyn-Mayer and 20th-Century Fox indicated that plans were in the offing to release their libraries of feature films to tv.

Though neither company released explicit plans for their libraries, M-G-M last week named Charles C. (Bud) Barry to organize and head a television operation department and 20th-Century Fox was reported to be dividing its library into 10 packages, each containing 50 feature films.



MR. BARRY

In announcing the appointment of Mr. Barry, Arthur M. Loew, president of Loew's Inc., Metro's parent company, said M-G-M had no plans for release of any or all of the company's film library of 1,000 feature films to tv at the present time but added that "something is bound to happen not too far off." It is understood that Mr. Barry, who has had extensive background in the radio-tv field on the executive level, will receive a plan for the disposal of the library and also arrange for tv film production by the company.

In his new post, Mr. Barry also will act as liaison agent between New York and California for tv production at the Metro Studios. He formerly was vice president in charge of radio and tv programming for NBC and held a similar post with ABC. Mr. Barry has served recently as an executive of the William Morris Agency in New York.

Though no confirmation of Twentieth-Century Fox's reported move could be obtained in either New York or Hollywood, a spokesman admitted that "something is in the wind." It is reported that Spyros P. Skouras, president of 20th-Century, is actively heading the preparations for disposal of the company's library to tv. It is understood that he has talked to several tv distributors on a plan, whereby the films would be leased to the distributor under terms of a lump sum plus a percentage arrangement on the packages' sales to television.

In recent months the feature film and short subjects product of RKO Radio-Pictures, Warner Bros. and Columbia Pictures have been made available to tv.

FAIRBANKS PLANS TO RE-ENTER TV

PIONEER television producer Jerry Fairbanks, who withdrew from the syndication field about the time of the FCC tv freeze several years ago, announced last week he plans to re-enter the tv field with production of programs and commercial spots. Shull Bonsall, Hollywood financier, has purchased part interest in Jerry Fairbanks Productions and will be active in management of the firm, it was reported. The Fairbanks firm also will begin production of theatrical feature films for release through the major studios, but the product may also be released to tv.

Mr. Bonsall has purchased controlling interest in Tv Spots Inc., Hollywood producer of animated commercials, which will continue to operate separately from the Fairbanks firm although services will be integrated and made available to all clients.

Mr. Fairbanks continues as president of his own film company with Mr. Bonsall becoming executive vice president and treasurer. Mr. Bonsall will be in charge of all business and financial activities, it was explained, with Mr. Fairbanks supervising production and creative work.

Jerry Fairbanks Productions is expanding its physical facilities and will have completed construction of a large modern studio in downtown Hollywood within the next 60 days, Mr. Fairbanks said. Pilot films for prospective new tv half-hour shows are in preparation. It is hoped to sell them for network first-run with subsequent local syndication, he explained.

Affiliation of Messrs. Fairbanks and Bonsall began several years ago when Mr. Bonsall purchased various Fairbanks' properties for open-end tv release.

Tv Film Commercials Session Set for SMPTE New York Meet

SOCIETY of Motion Picture & Television Engineers will hold its 79th semi-annual convention in New York April 30-May 4, with papers to be read and panel sessions to be held on various phases of motion picture and television film production.

The subject of tv film commercials will be explored at an afternoon session on May 1. Speakers will include S. J. Frolick, vice president of radio-tv, Fletcher D. Richards Inc.; Peter Cardozo, vice president of the television department, Fuller & Smith & Ross; David Gudebrod, film production supervisor, N. W. Ayer & Son; and Robert H. Klaeger, vice president in charge of tv film commercial production, Transfilm Inc. Following the talks, a panel of specialists from all areas of tv film production will reply to questions from the floor.

Guild Films Names Gross As General Sales Manager

PROMOTION of Art Gross from assistant sales manager to general sales manager of Guild Films Co., New York, was announced last week by Reub Kaufman, president. Mr. Gross fills a vacancy that was created when Erwin H. Ezzes resigned several months ago to join C & C Super Tv Corp., New York.



MR. GROSS

Mr. Gross has been associated with Guild Films since October 1952. He has served the company in advertising and promotion capacities and as director of client relations. Before joining Guild Films, Mr. Gross handled advertising exploitation and promotion for the Skouras Theatres in New York.

What's new on the New York Central?

Progress Report #2 to an America on the move



Sides of beef or siding for houses—freight hits the market one day sooner thanks to the Central's "Early Bird" service

To market, to market... *one day sooner!*

Meat and machinery, salt and shingles, lettuce and lumber, roll to market at better than a mile a minute on the mile-long Early Bird freight trains of the Central.

The Central's fleet of Early Birds highball out of Chicago, Detroit, St. Louis, Cincinnati, Cleveland, Indianapolis, Peoria, Toledo, to Buffalo, Boston, Baltimore and New York faster and more dependably than ever before.

For the Central pioneered the service that puts freight trains on schedules most truckmen envy. Stopping only to change crews and re-ice the reefers, the Early Birds get goods to market up to one day sooner.

How come? Because New York Central saw that businessmen needed more than ever a dependable freight service at express speeds... at *no extra cost.* One which would actually save money for businessmen **by** letting them substitute an endless belt of boxcars for warehouses, "high iron" for high-tax storage space.

Now, thanks to the Central's Early Birds, shoppers find western fruits one day fresher on the market; shippers save up to one day's feeding of livestock, run less risk of spoilage.

Whether you are a New York Central passenger or a shipper or both, you can be sure of the finest in transportation—through the creative research, service, and high standards of maintenance of one of America's most progressive railroads.

Reports of progress that never ends

Early Bird freight service is just one of the achievements of the New York Central Railroad. In forthcoming advertisements, you'll read about Central's mechanical refrigerator cars... its Centralized Traffic Control... assembly-line methods for car maintenance... management reorganization... the electron microscope, and many others. These advertisements make interesting reading. Look for them.

New York Central Railroad

Associated Artists Announces Sales Plan for Warner Films

SALES PLAN for 754 Warner Bros. feature films was announced by Associated Artists Productions at the NARTB convention last Monday. AAP is distributing the package for PRM Corp., which acquired about 900 Warner films last March [B•T, March 5] for $21 million.

The films will be sold in 13 packages of 52 films each, according to W. Robert Rich, general sales manager, who made the announcement. Stations can buy any number of the packages. All packages have been balanced according to title, theatrical release date and other considerations, Mr. Rich said.

Twelve hours after announcement of the sales plan, KAKE-TV Wichita, Kan., became the first station to buy the package. It purchased the entire library of 754 features for a price reported near $300,000. Negotiations were handled by Martin Umansky, general manager of the station, and Mr. Rich.

Another 754-film sale, to KUTV (TV) Salt Lake City, was announced Thursday.

Aside from the 13 groups made available to stations, AAP has reserved 26 films for purchase by a national tv network, for which negotiations are under way now. Another 52 films have been set aside for sale to a national sponsor.

Actually, 58 films will be included in each of the Warner Bros. groups. Two films from those reserved for network sale and four from those for national sale are allocated to each of the 13 groups. In the event the films have not been sold by a certain cutoff date, the station will then receive them. If they are sold, the package purchase price will be reduced appropriately.

Aside from the feature films, AAP will make available 334 Warner cartoons PRM acquired in the March purchase. Of these, 311 are in color. A package of 234 "Popeye" cartoons (168 in color) was acquired from Paramount two weeks ago and also will be made available to tv. Sales plans for both cartoon groups are to be announced this week in New York.

Vitapix Offers 'Blondie' Tv Series to Spot Buyers

VITAPIX Corp. and Hal Roach studios last week announced that a new series titled *Blondie* will be offered national spot advertisers on a Vitapix-package basis. The new half-hour comedy series will be delivered on a sponsored basis to stations, it was stated at a reception held Tuesday during the NARTB Chicago convention.

Arthur Lake and Pamela Britton will star in the series, with the former portraying Dagwood Bumstead, comedy movie character adapted from the newspaper comic strip. Miss Britton has played in "Guys and Dolls," "Brigadoon" and "Oklahoma," and took part in over a score of motion pictures. Hal Peary, the original "Great Gildersleeve," plays the role of an explosive neighbor in *Blondie*. Others featured are George Winslow and Lois Collier.

Electronicam Operations Move

DUMONT Electronicam Div. has moved its headquarters and operations facilities to the Adelphi Studio at 154 W. 54th St., New York, it was announced last week by James L. Caddigan, director of the division.

38TH AAAA CONVENTION OPENS THURSDAY

Record attendance expected at White Sulphur Springs for talks on agency compensation, advertising 'talent,' and agency creative activity. Leading advertising figures to speak at meetings.

DISCUSSIONS of agency compensation, advertising "talent," and creative activity spotlight the advance agenda for the 38th annual meeting of the American Assn. of Advertising Agencies to be held Thursday through Saturday at the Greenbrier Hotel, White Sulphur Springs, W. Va.

This year a record attendance, swelled by 140 international delegates visiting the U. S. for the AAAA's international meeting of advertising agency leaders, is expected. Advance registration indicated 675 members and media and advertiser guests.

Activities Thursday will be restricted to agency members and overseas delegates, and the holding of an election of new officers and directors.

General sessions get underway Friday morning. AAAA's board chairman, Henry G. Little of Campbell-Ewald, Detroit, will welcome guests. A series of three talks on creative topics follows with AAAA's vice chairman, Robert D. Holbrook of Compton Adv., New York, presiding. Speakers include John F. Tinker Jr., McCann-Erickson, New York, on "The View From Cloud 13"; Margaret Hickey, *Ladies' Home Journal*, on "The Near Look and the Far Vision," and James R. Adams of MacManus, John & Adams, Bloomfield Hills, Mich., on "Causative Conviction—the Vital Element."

Sherwood Dodge, Foote, Cone & Belding, New York, leads off another meeting Friday morning in presenting "Facts and Fiction About Ad Ratings," the first report on the Advertising Research Foundation's study of printed advertising rating methods. He will be followed by Keith Funston, president, New York Stock Exchange, speaking on "Can Advertising Help Finance the Future?" George C. Reeves, J. Walter Thompson Co., Chicago, and member of the AAAA's operations committee, will preside over this session.

Saturday Agenda

The first part of Saturday morning's business session features Dr. Rudolf Farner, Rudolf Farner Adv. Agency, Zurich, Switzerland, on the topic, "The Share of the Advertising Agency in the Development of International Advertising"; Norman H. Strouse, J. Walter Thompson Co., New York, discussing "Can Agencies Do Anything About the Scarcity of Advertising Talent," and Moorehead Wright, General Electric's consultant on decentralized manager education, taking up "Development of Men." George H. Weber of Cole & Weber, Seattle, and secretary-treasurer of the AAAA, will preside.

Concluding the formal session Saturday morning, presided over by J. Davis Danforth, BBDO, New York, and also a member of the AAAA operations committee, are two speakers: Marvin Pierce, president, McCall's Corp., talking on "The Commission Method of Compensating Advertising Agencies," and Mr. Little on the impact on advertising with the use of "any other method than the media commission method of compensating agencies."

On Friday afternoon a golf tournament and other sports have been arranged under the direction of Don H. Kemper, Don Kemper Co., Dayton, the association's sport chairman. A reception and annual dinner with entertainment will be held that evening.

An exhibit of selected examples of art used in advertising in other countries, a ladies' luncheon Friday with informal talks by four international delegates, and the holding of special events for the ladies, complete the agenda.

After the AAAA's convention, the seventh annual region and council governors' day will be held Sunday at the Greenbrier with more than 50 governors of the four AAAA regions (eastern, east central, central and western) attending.

600 Members Expected At AWRT's Convention

MORE than 600 members of American Women in Radio & Television are expected to gather at Boston's Somerset Hotel Thursday for the organization's fifth annual national convention. They will elect new officers, exchange professional notes and attend a round of parties given by broadcast sponsors and trade associations.

Thursday, designated New England Day, will feature a tour of Boston's North Shore. At the annual banquet Thursday night Mass. Lt. Gov. Sumner Whittier and Edward J. McCormack Jr., president of the Boston City Council, will welcome delegates. Harold E. Fellows, president of National Assn. of Radio & Tv Broadcasters is on the banquet program, with Henry Toy Jr., executive educational director of the National Citizens Committee for Better Schools, who will speak on "Women, Source of Power." Winner of the annual AWRT scholarship will be presented to delegates at the dinner.

Panelists take over Friday morning with discussions around the theme, "Women, the Unexploded Radio-Active Bomb." They include Herbert E. Evans, vice president and general manager, Peoples Broadcasting Corp., Columbus, Ohio; Norman Knight, vice president and general manager, Yankee Div., RKO Teleradio Pictures; Robert D. Swezey, executive vice president and general manager, WDSU-AM-FM-TV New Orleans, and Oliver Treyz, president, Television Bureau of Advertising, New York.

Simultaneous panels and clinics Saturday morning include a BMI radio clinic, educational tv panel and traffic symposium, "In the Roaring Traffic Boom," coordinated by Al Hirons, traffic manager, WEEI Boston. A tv "how to do" session is set for Saturday afternoon. Presentation of seven annual awards to women in radio and tv by *McCall's* magazine will be made Saturday night.

After elections Sunday Jane Dalton, president, will turn over the gavel to her successor.

Brand Names Foundation Inc. Re-elects Taylor Chairman

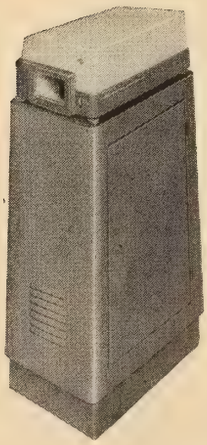
EDWARD R. TAYLOR, vice president, Motorola Inc., Chicago, was re-elected chairman of the board of Brand Names Foundation Inc. at the annual Brand Names Day board meeting in New York last Wednesday.

Others re-elected: Thomas F. O'Neil, president of MBS, chairman of the Foundation's executive committee; Louis Hausman, vice president of CBS, treasurer, and Henry E. Abt, Foundation president. Among the directors who were named by their associations to serve one-year terms: Harold E. Fellows, NARTB



True color... high definition

yours with GPL's 3-Vidicon Color Film Chain



Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain developed and manufactured by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy integration with your present monochrome film layout.

These and the many other outstanding features of this chain will make color film telecasts a profitable feature of your station. Ask GPL engineers to show you how.

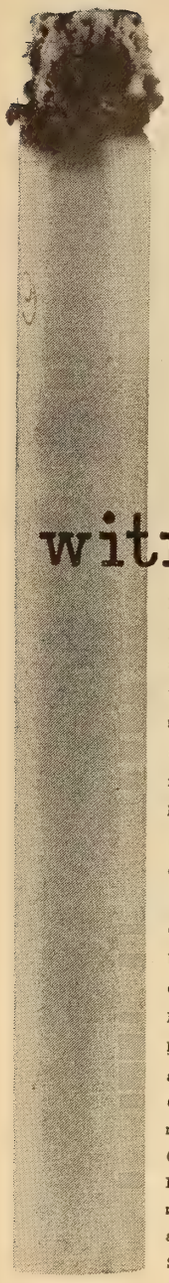
GPL

General Precision Laboratory Incorporated

63 Bedford Road, Pleasantville, N. Y. • 188 W. Randolph St., Chicago, Ill. • 21 N. Santa Anita Ave., Pasadena, Cal.

Cable Address: PRELAB

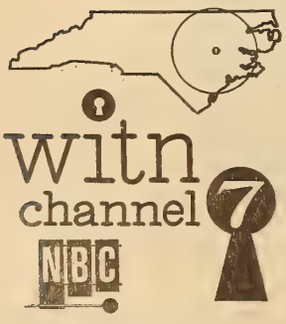
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION



i was borned in witnland

I'm mild, satisfying and I taste like a cigarette should. I was reared in the most exciting sales market on the Eastern seaboard--right under the noses of sophisticated New York advertising men (and that's where a good cigarette should be.)

Witnland is rich not only in bright tobacco but in unharnessed purchasing power. Now Eastern North Carolina has a 316,000 watt NBC affiliate to boot. Add Grade A service to the mighty Marine Bases at Cherry Point and Camp Le Jeune for good measure. Transmitter at Grifton, N. C. Studios and offices at Washington, N. C.



serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

president, and Frederic R. Gamble, president, American Assn. of Advertising Agencies.

The Foundation honored 128 retail firms for outstanding brand promotion during 1955 at a dinner Wednesday in the Waldorf-Astoria Hotel. Vice President Richard M. Nixon was dinner speaker.

Equal Access for Radio-Tv On Chesapeake Group Agenda

MEMBERS of the Chesapeake Associated Press Radio & Tv Assn. will hold a special freedom of information clinic Friday at the Hotel Emerson, Baltimore, David V. R. Stickle, president of the group has reported.

Equal access for radio-tv in the Maryland General Assembly will be discussed and a review of Maryland's libel laws will be held.

Speakers and panelists scheduled are: Nicholas Basso, news director of WSAZ-AM-TV Huntington, W. Va., and chairman of the Freedom of Information Committee for the national Radio-Tv News Directors Assn.; Tom White, WBAL-AM-TV Baltimore news director; Charles Roeder, WCBM Baltimore news director; Robert B. Cochrane, WMAR-TV Baltimore program director; Karl Steinmann, owner, WCUM Cumberland, Md., and Lou Corbin, news director of WFBR Baltimore.

Council of Catholic Men Unifies Radio-Tv Operations

THE NEED for greater unification and coordination has led the National Council of Catholic Men to combine their various radio-tv-film activities into one department, Martin Work, NCCM executive director has announced.

Richard J. Walsh, NCCM's tv director, will head the new department. Mr. Walsh will be assisted by John B. Mannion, formerly assistant director of tv.

The council produces three tv series, two weekly radio programs, and a variety of other mass communications matter.

Oregon Broadcasters Assn. Elects Mount as President

JAMES A. MOUNT, general manager of KGW Portland, is new president of the Oregon State Broadcasters Assn. He succeeds Paul E. Walden, KODL The Dalles.

Other officers elected at the association's annual meeting at Eugene were Dave Hoss, KSLM Salem, as vice president, and Carl Fisher, KUGN Eugene, as secretary-treasurer. New directors are Irwin Adams, KGON Oregon City, and Ray Johnson, KMED Medford.

Kiley Heads TvB Committee

WILLIAM F. KILEY, vice president and general manager, Consolidated Television & Radio Broadcasters Inc. (WFBM-TV Indianapolis, WOOD-TV Grand Rapids and WTCN-TV Minneapolis), is the new chairman of Television Bureau of Advertising's membership committee for the midwest area.

Mr. Kiley's acceptance of the midwest chairmanship, which includes Kentucky, Michigan, Wisconsin, Illinois, Indiana, Ohio and West Virginia, with a TvB station membership of 37, was announced last week by Norman E. (Pete) Cash, TvB's vice president. Mr. Kiley, whose committee comprises Robert Lemon, WTTV (TV) Indianapolis and Bernard Barth, WNDU-TV South Bend, Ind., succeeds John T. Murphy, Crosley Broadcasting Corp.

(Continues from page 46)

DECKINGER DECRIES RATING FALLACIES

Biow Co. research vice president and chairman of ARF's Ratings Review Committee says present measurement systems don't give radio square deal. Rating of single spot doesn't matter, it's effectiveness of whole campaign that counts, he tells convention.

RADIO is being shortchanged by today's audience rating methods, Dr. E. L. Deckinger, research vice president of the Biow Co. and chairman of the Advertising Research Foundation's Radio-Television Ratings Review Committee, told Thursday's Radio Day meeting of the convention.

"Radio has changed in the way it sells and should sell. Radio measurements must keep pace," he declared. But because radio is everywhere, it is not being fully measured, Dr. Deckinger pointed out. "No matter how you measure radio, there's always at least one set, somewhere, that is not being measured at all." But that is no reason for not measuring what can be measured, he declared. Research has established that "far and away the greater part of radio exposure is in-the-home" and this is measurable.



DR. DECKINGER

The second major change in radio is that "the level of exposure today to any one radio station at any one instant is very low," Dr. Deckinger continued. "It's simply too small to be measured today at any one instant."

Next, radio listening today is more of an individual activity and much less of a family affair than it used to be, he stated. And people tend to take radio for granted and to listen casually. Finally, he said today's tendency to use radio mostly for music, news and sports has given radio an anonymity that makes it hard to remember on which station we heard "The Poor People of Paris" or the latest news about the Grace Kelly wedding.

With these changes in the way people listen to radio have come changes in its use by advertisers, Dr. Deckinger stated. When radio was producing 30 ratings, you could sell merchandise at a profit with one spot a week, but you can't do that with today's ones and twos and threes.

The advertiser no longer cares to know or needs to know the rating of any one spot. The question now is: "what am I getting out of my saturation package as a whole?" The answer, Dr. Deckinger stated, has four dimensions: Gross coverage per week, measured as the sum of all the rating points of all the spots in the market; net coverage per week in terms of the number of homes reached at least once; coverage frequency of contact per home reached, a measure of velocity or repetition of the advertising; the average size of audience for each broadcast message, the one-time rating.

keep one eye on KELP in El Paso...



KELP has a fabulous 48.9% share of EL PASO'S all-day audience (C. E. Hooper, Inc., Monday through Friday report for February-March, 1956). KELP is far ahead in every time period in PULSE, too ... another sample of **NOEMAC** know-how.

KELP . . . EL PASO
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO*
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
KLIF . . . DALLAS

NOEMAC (N M) **STATIONS**
MUSIC NEWS

*FCC APPROVAL OF TRANSFER PENDING

ELECT
7
to carry your campaign
in Los Angeles...
More people vote for
KABC-TV*
(from noon-to-six)
than any other station
reach more of the
'daytime electorate'...
(the sales-important housewives)
...in the nation's
NO. 1
RETAIL MARKET
...get on the straight
Sales Ticket of
CHANNEL 7 KABC-TV
*ARB, March '56
Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT
LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Daytime Power Boost Request To Be Brought to Congress

DECISION to take before the Senate and House Small Business Committees its appeal for a power increase from 250 w to 1 kw was made last Monday by the Community Broadcasters Assn., meeting during the NARTB convention.

The organization will seek to be included in the scheduled hearings on daytime broadcasting, feeling that if the congressional groups are willing to study requests for fixed minimum hours for the daytimers they also should hear the power increase proposal. The CBA also will request the FCC to examine the whole am broadcast picture.

Monday's meeting was attended by representations of 209 of the 211 member stations; 47 states were represented.

Officers and directors of the association were re-elected at the meeting. They are: president, F. E. (Dutch) Lackey, WHOP Hopkinsville, Ky.; vice president, Robert T. Mason, WMRN Marion, Ohio, and secretary-treasurer, John R. Henzel, WHDL Olean, N. Y.

Personnel Training Discussed At Chicago Meeting of APBE

COLLEGES and universities participating in the joint industry-educational Assn. for Professional Broadcasting Education met Monday at Chicago to work out means of developing trained personnel for professional broadcasting.

NARTB President Harold E. Fellows expressed his association's interest in cooperating with the educators' training program for radio-television personnel. Charles H. Tower, NARTB manager of employer-employe relations, emphasized the need for personnel having a background in liberal arts. Ben Park, NBC director of public affairs, discussed the need for college-trained television workers.

Dr. Sydney Head, U. of Miami, was re-elected APBE president. Lee Ruwitch, WTVJ (TV) Miami, was elected vice president and Prof. R. Russell Porter, U. of Denver, was re-elected secretary-treasurer.

NARTB Seeks Uniform Time, Revised FCC Program Forms

RESOLUTIONS looking toward greater adherence to the NARTB Radio Code, for uniform time system and joint effort for revision of certain FCC program forms were adopted by the association's voting members at a business meeting following the NARTB management luncheon Thursday.

NARTB President Harold E. Fellows reported he has been told by broadcasters that the 34th annual convention was the biggest and best of any held previously and he lauded them for their participation at the business meeting.

Among other resolutions passed was one paying tribute to C. E. (Bee) Arney Jr., retiring NARTB secretary-treasurer, after 16 years service. It paid tribute to Mr. Arney, who was hospitalized Thursday with an asthmatic attack, for "long, faithful and efficient service" to broadcasters and NARTB. Mr. Fellows presented a plaque in recognition and appreciation of his service and in Mr. Arney's absence, a tape-recording of Mr. Fellows' speech and the broadcasters' ovation was made.

One NARTB resolution took note of the changing nature of the broadcasting industry and unrevised program type classifications, log analyses and definitions in FCC forms. It urged that NARTB work with the FCC for "proper revision" of the forms.

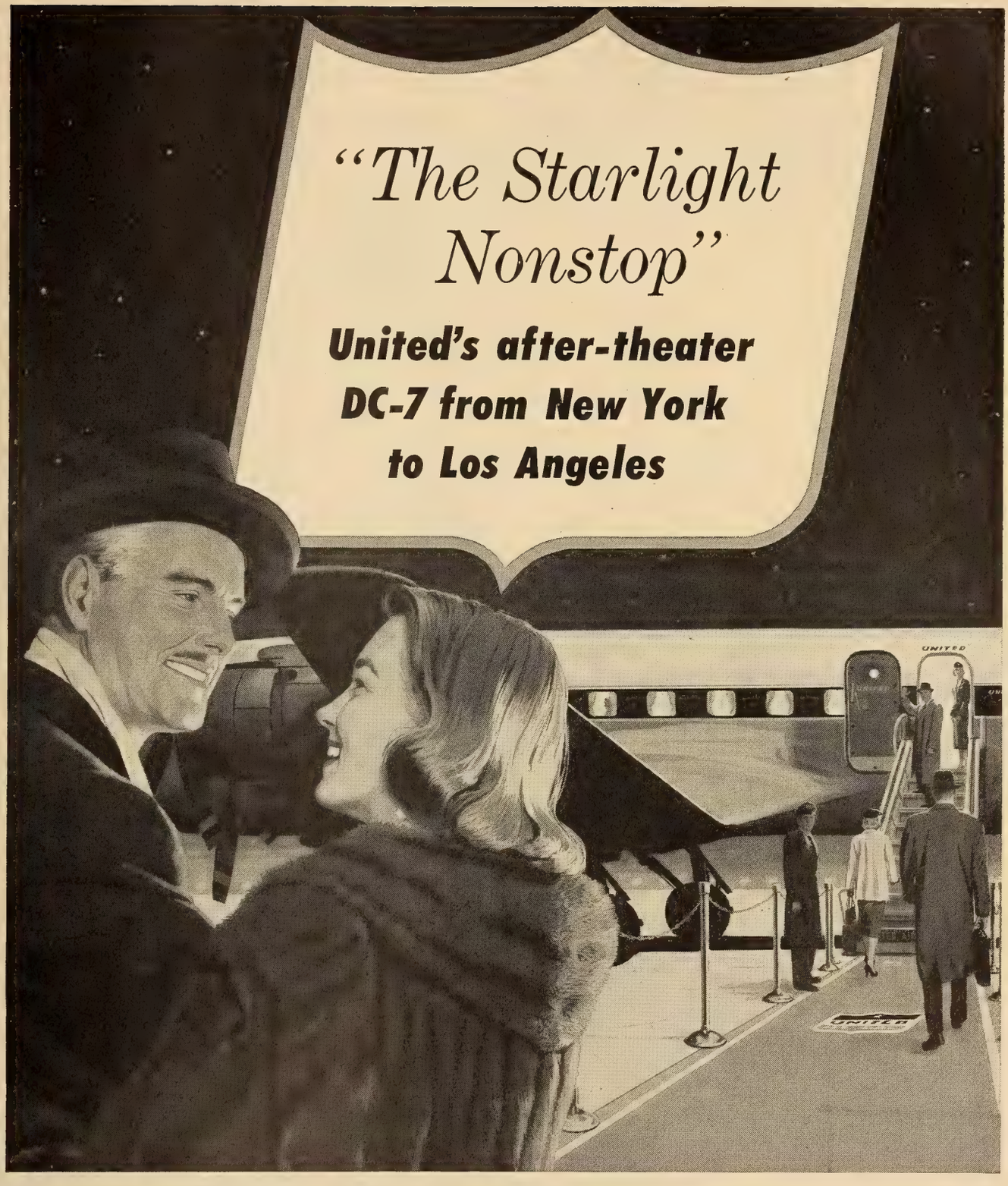
NARTB's Radio Standards of Practice Committee was commended for progress on the Radio Code and the Radio Board was urged to make a "prompt and thorough" study of means to make it more effective.

Also adopted was the principle of uniform time systems in time zones and continued support of efforts to promote uniform observances was recommended.

Other resolutions pledged continued support of public service projects; urged state broadcaster association efforts for state-wide programs for the Crusade for Freedom and Radio Free Europe; thanked all panel members for participating and FCC Chairman George McConnaughey and commissioners for attending the convention; endorsed the Voice of Democracy contest and recommended 100% participation of all stations and high schools, and thanked E. K. Hartenbower, KCMO Kansas City, and Campbell Arnoux, WTAR-TV Norfolk, Va., for their work as convention committee co-chairmen.



FIRST annual meeting of the Assn. for Professional Broadcasting Education was held Monday at the NARTB convention. Taking part were (l to r), seated: Lee Ruwitch, WTVJ (TV) Miami; Herbert L. Krueger, WTAG Worcester, Mass.; Fred Garrigus, NARTB executive secretary; Marcella Schuyler, NARTB secretary to the board; Dr. Sydney Head, U. of Miami, APBE president; Rex Howell, KFXJ-AM-TV Grand Junction, Colo., APBE vice president: standing, Dr. Robert L. Crawford, Michigan State U.; Lester Lindow, WFDF Flint, Mich.; Leo Martin, Boston U.; Dr. Kenneth Harwood, U. of Southern California, and Robert J. McAndrews, KBIG Hollywood, Calif.



Now you can enjoy a leisurely theater-evening in New York and be in Los Angeles early the next morning via United's DC-7s—world's fastest airliners.

Fastest by over 1 hour—you leave New York at the convenient after-theater hour of 12:30 a.m. and enjoy the only overnight "all First Class" nonstop flight.

You arrive in Los Angeles at 6:15 a.m. rested and ready for the full day ahead.

UNITED AIR LINES

Call your nearest United ticket office or call an authorized travel agent

MBS UNVEILS SALES PLAN IN CHICAGO

Network departure allows national advertisers free use of MBS facilities to move program to MBS affiliates for local sale by sponsor's dealers and distributors. New affiliate contract calls for less network option time, other compensations.

NEW CONCEPTS as well as a new contract were laid before Mutual affiliates last week by officials of the network.

In one of its most revolutionary departures, Mutual said it will launch immediately a new service whereby national advertisers may use Mutual's network facilities—without charge—to move their own programs to MBS affiliates for local sale of the advertiser's dealers and distributors.

Officials described this new service as akin to that of providing distribution of open-end transcriptions such as national advertisers often supply to their dealers for local sponsorship. They said the advertiser may furnish his own program or ask Mutual to put one together for him. The amount of network time that will be devoted to transmission of such programs, they indicated, will depend to a considerable extent on the plan's acceptance by potential users.

The service, called the "Mutual Dealer Plan" and operated as a function of the network's sales department, will be headed by Steve Mudge, former Mutual salesman more recently associated with D'Arcy Adv.

Highlights of "Mutual Dealer Plan" were disclosed at an April 15 meeting of MBS executives with some 200 affiliate officials gathered in Chicago for the NARTB convention. Other new procedures spelled out at the meeting:

• A new affiliation contract reducing network option time but asking affiliates to "preclear" and carry without compensation some 16 hours of network programming a week in return for about 15 hours of programs which will be furnished free to the stations for local sales [B•T, April 16].

• Use of the soundtracks of theatrical motion pictures as a program source. Under current plans, soundtracks of movies—edited, and with narrative bridges—would be presented as *Mutual Movie Theatre* five mornings a week (Mon.-Fri., 10:30-11:30 a.m.) and would also provide a 55-minute western show on Saturday mornings. Officials said they already were assured of such rights to a sizeable number of top-rated movies of recent years and that the group did not, as yet, include any movies owned by RKO-Teleradio Pictures, with which Mutual is affiliated in ownership.

The new affiliation contract, focal subject of the meeting, "will be our only contract on Nov. 1," officials told the affiliates. This means, they explained later, that stations which refuse to sign the new contract will in effect be disaffiliating with the network. It is similar in basic format to one proposed by Mutual three years ago but shelved at that time by affiliate opposition [B•T, July 6, 1953, *et seq.*]. The old plan has been modified, however, and the first reaction of affiliates appeared favorable. Network officials said they were confident it would be accepted by the stations individually.

"If this were the first contract ever offered by a network, every station would be beating down our doors to get it," Station Relations Director Robert Carpenter told the affiliates. He said the current contract form, stemming from radio's early days, is "obsolete" and that the new plan was developed by Mutual in consultation with the Mutual Affiliates Advisory Committee after polling some 100 stations on what they preferred in the way of service from the network.

An air of optimism marked the talks by Mutual Executive Vice President John B. Poor and other network officials at the meeting. "We're in radio to stay," Mr. Poor asserted. "We're going places . . . we hope you're going with us." He indicated, however, that the network's role as a moneymaker is secondary to that of Mutual's owned stations. "We are not trying to make money out of the network *per se*," he declared.

Sales Vice President Harry Trenner noted a recent upsurge in advertiser interest in network radio. He told the affiliates that Mutual had just made "the biggest time sale in network radio in the last five years"—45 minutes a day, five days a week. He did not identify the sponsor, but it was reported later to be McKesson & Robbins, for a "Bob and Ray" series.

Mr. Trenner cited Philip Morris' dropping of *I Love Lucy*, American Tobacco Co.'s going off the Robert Montgomery show, and Colgate-Palmolive Co's dropping of *Colgate Comedy Hour* as indications that high-priced tv programs may be successes but do not always remain "good business investments for their original sponsors." Big advertisers will continue to put money into television, he continued, "but it'll be the kind of money they can live with, and some of their money is coming into radio."

The new MBS affiliate contract cuts network option time from nine hours a day at present to an average of five. Of the 35 weekly option hours provided in the new contract, the following would be "pre-cleared" by affiliates and carried without payment from the network: from 10:30 a.m. to 12:15 p.m. and from 7:30 to 8:30 p.m., Monday through Fridays; from 11 a.m. to 12 noon on Saturdays, and from 5 to 7 p.m. on Sundays.

Officials pointed out that affiliates already pre-clear certain periods—that pre-clearance has contributed largely to the success of Mutual's evening "multi-message plan" programs, for example.

While affiliates will not be compensated for carrying programs in the pre-cleared periods, they will receive compensation for all other commercial programs coming within option time. This will be at the customary rate, officials said, although the clock-hour basis will be substituted for the unit-hour system. This provision for compensation represents a major departure from the 1953 plan, which anticipated that all payments would be in the form of free programs, not money.

Robert Hurleigh, Mutual newscaster, sketched the programs which, under present plans, will be supplied free to affiliates. These include the Fulton Lewis Jr. news show, long-time widely sold co-op program, and a number of other news commentary (not spot news) shows including Mr. Hurleigh's, *Titus Moody*, Edwin C. Hill's *Human Side of the News*, and *Washington Newsreel*, plus the *Bess Myerson Show*, *Story Time*, *City Editor*, *Big City*, and *True Detective*, and, for an hour on Saturday nights (10-11 p.m.), *Renfro Valley Barn Dance*.

These free programs may be carried by af-



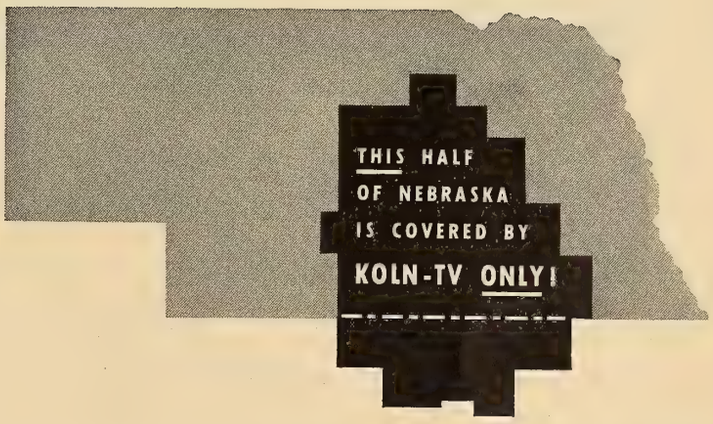
TAKEN during the Mutual Broadcasting System's Affiliates meeting last Sunday: Matt Bonebrake, KOCY, Oklahoma City; John Fulton, WQXI, Atlanta, Ga.; Ray Butterfield, WLOX, Biloxi, Miss., and Robert Carpenter, Director of Station Relations for MBS. (Butterfield is also a member of the Mutual Affiliates Advisory Committee.)



ALSO at MBS session: J. W. Betts, WFTM, Maysville, Ky., chairman of the Mutual Affiliates Advisory Committee; Charles King, eastern manager of station relations for Mutual; Mather Payne, WRGA, Rome, Ga.; R. A. Starr, WRGA, Rome, Ga.; Ed Mullinax, WLAG, LaGrange, Ga.; and Harry Trenner, MBS vice president in charge of sales.



ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



42-COUNTY LINCOLN-LAND AREA TELEPULSE Share of Audience — September, 1955	KOLN-TV	"B"	"C"	"D"
MONDAY THRU FRIDAY:				
1:00 — 6:00 p.m.	50	21	13	11*
6:00 — 11:00 p.m.	53	18	14	11*
SATURDAY:				
1:00 — 6:00 p.m.	52	15	15	8
6:00 — 11:00 p.m.	50	13	15	17
SUNDAY:				
1:00 — 6:00 p.m.	34*	36	13	16*
6:00 — 11:00 p.m.	35	22	14	23

*Does not broadcast for complete period and the share of audience is unadjusted for this situation.

KOLN-TV covers Lincoln-Land — 200,000 families, *125,000 of them unduplicated by any Omaha TV station!*

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This 42-county market is farther removed from Omaha than Hartford is from Providence . . . or Syracuse from Rochester.

September, 1955, Telepulse figures prove that KOLN-TV gets 194.4% more nighttime viewers than the next station—138.1% more afternoon viewers!

Avery-Knodel has all the facts on KOLN-TV—the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

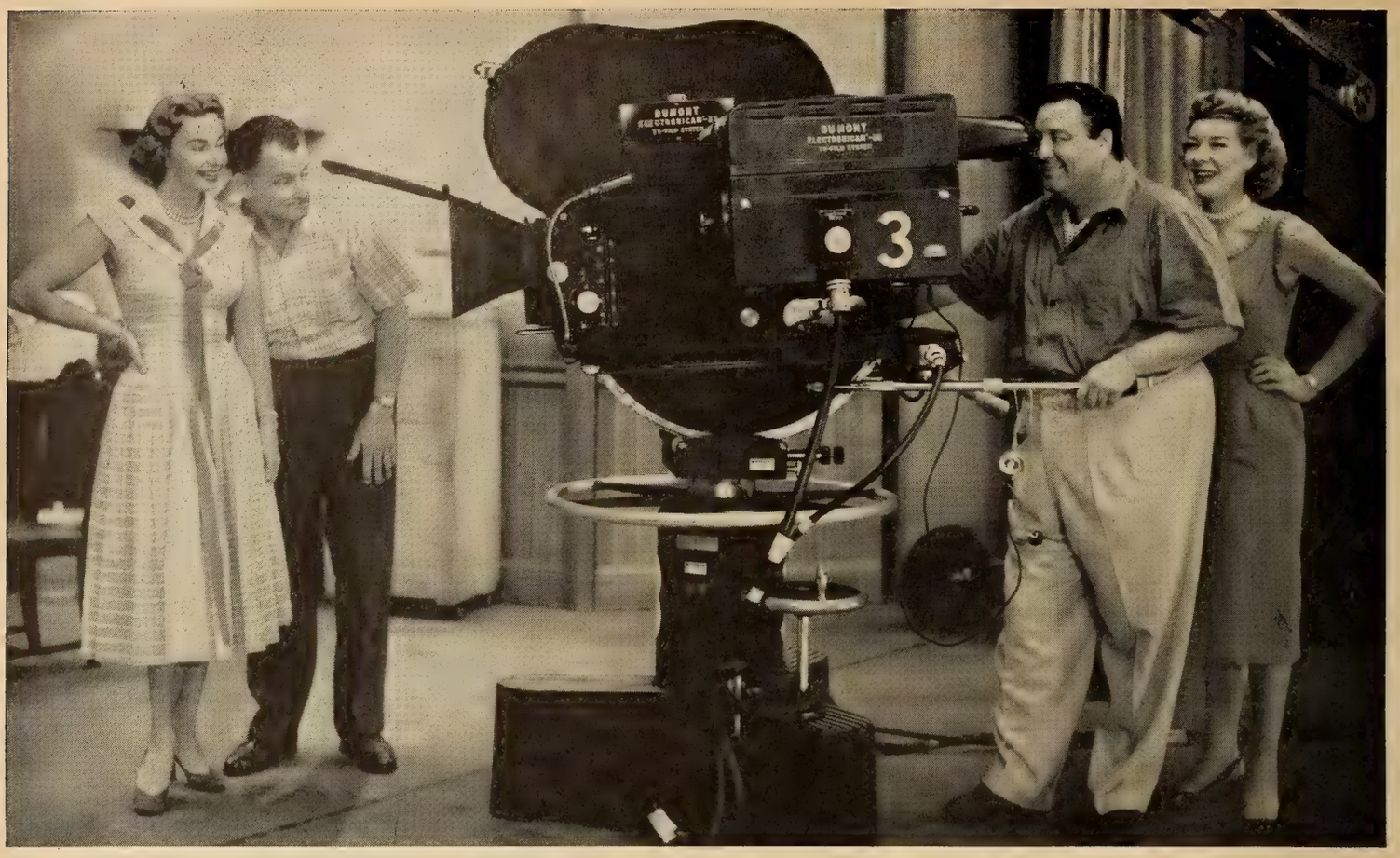
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS



JACKIE GLEASON'S "HONEYMOONERS" is filmed by Du Mont Electronicam System which incorporates an especially designed and adapted 35 mm Mitchell movie camera. Here are Jackie Gleason and Joyce Randolph, right, peering through the camera lens at Audrey Meadows and Art Carney.

NEW ELECTRONICAM REDUCES SHOOTING TIME

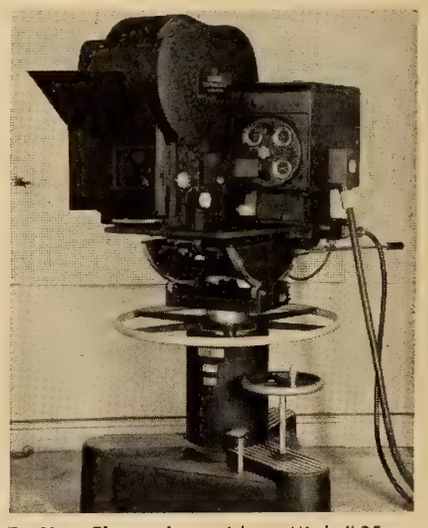
Du Mont's Video-Film System incorporates both Mitchell 35 mm film camera and TV camera

First to use a video-film system in major TV film production is Jackie Gleason's popular show "The Honeymooners." In going "live on film," Jackie Gleason makes use of the new Du Mont Electronicam System, which combines advanced TV techniques with highest quality 35 mm photography.

Heart of the Electronicam System is a completely new type of unit, blending a Du Mont TV camera and a specially adapted Mitchell 35 mm camera using a common lens system. It gives the producer full advantage of the best techniques of motion picture production while enjoying the time saving and broadened creative scope available in video's electronic practices. Savings in shooting time and costs are substantial.

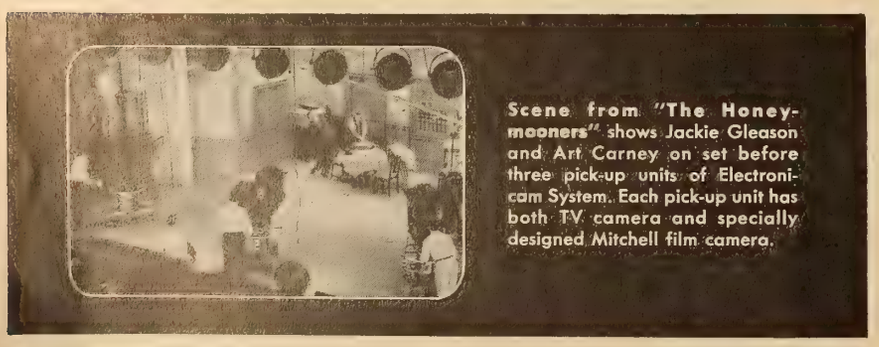
The 35 mm Mitchell cameras used as integral parts of the Electronicam System produce consistently superior black and white films, as well as color films which are unequaled for uniformity of quality. Mitchell cameras today serve not only in the television industry, but also are the predominant choice in the production of governmental, industrial, research and educational films, as well as being standard equipment for major studios throughout the world.

Complete information on Mitchell cameras is available upon request on your letterhead.



Du Mont Electronicam pick-up; Mitchell 35 mm film camera on left, TV camera on right.

***85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell**



Scene from "The Honeymooners" shows Jackie Gleason and Art Carney on set before three pick-up units of Electronicam System. Each pick-up unit has both TV camera and specially designed Mitchell film camera.

Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"

filiates at the times they are fed by the network, or may be recorded for use later.

In the "pre-cleared" periods, Mr. Hurleigh said, Mutual plans to carry such programs as the *Mutual Movie Theatre* based on motion picture soundtracks; Walter Winchell, Bob Considine newscasts, Harry Wismer sports news, *Frank Singhiser and The News, Queen for a Day, Bob & Ray,* Gabriel Heatter newscasts, *Eddie Fisher and Coke Time, Les Paul & Mary Ford, Captain Horatio Hornblower, Gangbusters,* and, on successive evening each week *Scarlet Pimpernel, Official Detective, Counterspy,* and other features.

In addition, Mr. Hurleigh noted, Mutual will have the World Series again this year, a *Baseball Game of the Day,* and Notre Dame football games among other special events.

Although not specified in the contract, the network plans to shorten its broadcast day by opening up at 10 a.m. instead of 9, Monday through Saturday, and closing each evening at midnight instead of 12:45 a.m. Sunday opening will remain at 9 a.m., with midnight closing.

For bonus stations, which currently carry commercial programs in option time without compensation, the monthly service charge will be increased by $25 because of the free programming being provided.

Basic Charges: A Summation

Mutual summed up its views on the new contract as follows in a summary of "basic changes" distributed to affiliates at the meeting:

". . . The new contract represents the new concept of what a radio network means to and can do for the affiliated station. It is a contract that embodies the changes that are necessary to maintain a harmonious network-affiliate relationship during this new era of broadcasting. The contract was approved by and on the suggestion of the Mutual Affiliates Advisory Committee and is fully representative of suggestions from Mutual affiliates from coast to coast.

"It provides for less time under option so that the station has a more flexible means of programming on the local level.

"It provides for compensation in the form of pay hours and programs so that the value of a Mutual contract is greater than ever before.

"It means that the Mutual Network has a greater competitive position. . . .

"It means that programs long necessary to bolster ratings and increase local and national sales are to be programmed by the network.

"It is a contract that gives to the affiliated stations a greater share in the prosperity of the network than any other yet devised for this new era of broadcasting.

"It is the stepping stone for making your station a prosperous member of what is the basis of the new Mutual—the network that can become the No. 1 radio voice nationally and locally."

Clear Channel Group Elects

ALL OFFICERS and executive committee members of Clear Channel Broadcasting Service were re-elected for another year at the group's annual meeting held Monday in Chicago. All 14 member stations were represented. CCBS heard a report from Reed T. Rollo, counsel, and discussed problems concerning their interests, including the current drive of daytime broadcasters to extend their hours of operation.

Those re-elected were: *officers,* Hollis M. Seavey, director; Edwin W. Craig, WSM Nashville, chairman; Harold Hough, WBAP Fort Worth, treasurer; Mr. Rollo, counsel; Bernice Hase, secretary; *executive committee,* Mr. Craig, Victor A. Sholis, WHAS Louisville; Mr. Hough; James Shouse, WLW Cincinnati, Ohio, and William Fay WHAM Rochester, N. Y.

15 Tv Outlets Discuss Programming Problems

REPRESENTATIVES of 15 stations with special interests in programming, sales, film and other topics met informally in Chicago last week concurrent with the NARTB convention.

Invitations were tendered by Frank Schreiber, vice president and general manager of WGN Inc., with WGN-TV playing host to visiting telecasters. Discussions centered on live and film programming, network option hours, network ratings, film costs and news operations.

The stations—comprising largely independents and some ABC-TV network affiliates—were reportedly asked to throw more vigorous support behind film properties. Also suggested was the formation of a special committee on audience measurement services in a move to correct certain "distortion factors" with respect to weeks selected for television ratings, it was understood.

Independents seemed to be agreed they suffered a Saturday morning programming problem and were hesitant on news coverage operations, although examples were cited during the meeting of successful news programming. The basis of programming discussions revolved around daytime shows for ABC-TV affiliates and both daytime and evening programming of independents, particularly in multi-station markets. Television news remotes, including reciprocal arrangements between station and advertiser on costs, and systems of parttime correspondents, were explored.

A meeting of management, program and sales executives was held at a breakfast session in the Sheraton-Blackstone Hotel Tuesday.

Among stations represented at the meeting—the majority from three and four-station markets—were, including WGN-TV: WITI-TV Milwaukee; KMBC-TV Kansas City; KAKE-TV Wichita; KEYD-TV Minneapolis; KTVR (TV) Denver; WEWS (TV) Cleveland; WOR-TV New York; WCPO-TV Cincinnati; WLWT (TV) Cincinnati; WFIL-TV Philadelphia; KHJ-TV and KTTV (TV) Los Angeles; KOVR (TV) Stockton, Calif., and WLWA (TV) Atlanta.

Representing WGN-TV, with Mr. Schreiber, were Ted Weber, sales manager; Jay Faraghan, program manager, and Ben Berentson, WGN-TV New York sales office representative.

'Channel One Club' Elects Wayne Coy to Membership

WAYNE COY, president-general manager of KOB-AM-TV Albuquerque, N. M., last week was elected to membership in the "Channel One Club" at its annual meeting in Chicago during the NARTB convention. Mr. Coy, former FCC chairman, did not attend the Chicago sessions because of illness. He is recovering from an emergency appendectomy and has been ill for several months.

The "Channel One Club," organized five years ago to perpetuate for posterity the identity of ch. 1, which became non-existent as a result of assignment for non-broadcasting purposes, has the following members: George E. Sterling, former FCC commissioner, president; T. A. M. Craven, former commissioner (now reported being considered for a new appointment to that agency) [CLOSED CIRCUIT, April 16], vice president and engineering adviser; Neville Miller, former NARTB president, general counsel; Charles R. Denny, NBC vice president and former FCC chairman; E. K. Jett, vice president-general manager of WMAR-TV Baltimore, and former FCC member, and Sol Taishoff, editor and publisher of B•T. Gladys Hall, B•T staff, was named to the ladies' auxiliary.

In the Shreveport Area

KTBS•TV

CHANNEL 3

LEADS!

According to February, 1956 ARB Shreveport Area Rating Survey.

MORNING!

55% —of the viewing audience watches Channel 3 from sign-on time at 10 A.M. to 12 noon.

AFTERNOON!

82% —of the weekday afternoon audience prefers Channel 3—leading in 49 out of 60 quarter-hours from 1 P.M. to 4 P.M. Saturdays KTBS-TV accumulates a total of 322 rating points compared to 254 for Station B.

NIGHT!

72% —of the nighttime NBC Audience in the Shreveport area watch KTBS-TV 7 days a week.

- **200,000 TV SETS**
- **MAXIMUM POWER**
- **1153-FT. TOWER**

KTBS•TV

CHANNEL 3

SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by

Edward Petry & Co., Inc.

CONVENTION KEYNOTER KINTNER URGES INDUSTRY TO DISPEL 'HUCKSTER' MYTH

First two steps should be a true study of tv's effects on children and factual research on audience reaction to commercials and programs, ABC president tells delegates.

IT'S TIME for broadcasters to start smashing the "huckster" myth and at the same time clean up any misuse of radio and tv, Robert E. Kintner, ABC president, told the NARTB Chicago convention Tuesday. Mr. Kintner was keynote speaker and received the fourth annual NARTB keynote award from President Harold E. Fellows.

Two steps looking toward improved service were suggested by Mr. Kintner. He advocated an impartial, definitive study to show the reaction of children to late afternoon and early evening tv programs and a motivational research project to show reaction of listeners and viewers to both programming and commercials.

In opening his speech he suggested that perhaps his "old associate and great advocate of network broadcasting," Dick Moore (KTTV [TV] Los Angeles), or Dean Barrow of the FCC broadcast investigation staff, might appropriately have received the award. Mr. Moore has attracted wide attention by his criticism of network operations.

Mr. Kintner recalled some of the recent attacks on the broadcast media, breaking them down into three groups. He asked, "Are we hucksters? Are we monopolists? Are we worthy of the public trust of administering and handling our media?" He listed broadcast circulation as 47 million homes and 33 million cars with radios; 35 million homes with tv; average American apparently spending about eight hours a day, according to Nielsen, either viewing television on listening to radio.

A public information campaign is needed, he said, to erase the "concept of phoniness, meanness and slipperiness" that goes with application of the term "hucksters" to broadcasters. "I'm proud to be a salesman," he said, asking: "Are Bill Paley and Frank Stanton 'hucksters' when they have been instrumental in developing some of the most popular programs, some of the best research, some of the best methods of selling in our business? Are Gen. Sarnoff, Frank Folsom, Pat Weaver and Bob Sarnoff 'hucksters' when they are responsible for important electronic developments and for new types of program presentation? Is Tom O'Neill a 'huckster' when he tries to combine the dynamic forces of motion picture film with the television business?"

Broadcasters Have Taste

Another myth that he feels should be met head-on is the charge that American broadcasters are tasteless, serving "the lowest common denominator." At that point he listed some of the radio-tv contributions to the arts and the educational and artistic programming of the media.

Mr. Kintner suggested broadcasters experiment much more with new faces and new forms of entertainment. He said news in television "has barely scratched the surface" but reminded that "our task remains difficult" until congressional committees and the legal profession "are prepared to accept modern communication as a way of life." He added that the surface has barely been scratched in portraying religion, art and music to the public.

"As franchise holders, we have the moral responsibility of both individual and industry self-regulation," he said. "Otherwise we face the not remote prospect that we may become public utilities, with the control not only of rates but actually of programming passing to government agencies." But he cautioned broadcasters not to "bow to the whim of this pressure group or that pressure group in censorship."



KEYNOTER Robert E. Kintner (l), president of ABC, is congratulated on his award by NARTB President Harold E. Fellows at the general session officially opening the Chicago convention last Tuesday morning.

As to the monopoly charge, Mr. Kintner said radio and tv have monopoly problems because franchises are limited by the FCC. He cited antitrust charges, especially in relation to tv, and recalled the FCC's limitation of option time. He noted that few complaints on the network relationship come from tv stations. The only criticism of networks as monopolists is made either by stations unable to get network facilities or program sellers "whose product has not been bought by networks." "I've never heard a station complain about being forced into network affiliation," he said, adding, "sometimes the critics of the so-called network control confuse their inability to produce good programs with the unwillingness of the network and the advertiser to buy them."

More Understanding Needed

Greater understanding of the network position among advertisers, agencies, station operators and independent producers is needed, he insisted, tracing antagonism to the scarcity of network time and calling it "the price of a growing, dynamic business." This creates a responsibility on the part of networks and stations to explain more fully their policies to national and local advertisers, he stated. "There is no inconsistency between a station operating as a good network affiliate and as a good local station," Mr. Kintner declared.

He called for an appraisal of another phase of monopoly—the artificial government-created station scarcity in tv "which prevents the top hundred markets, where the bulk of our population lives, from having three, four or five facilities of approximately equal competitive force."

"This situation" he said, "resulting from government inaction, is not properly appraised by those who ascribe the evils of the broadcasting business to 'greedy' station operators or 'domineering' networks. The inability of the network-station relationship to function properly when it comes to monopoly and duopoly markets, with less than three comparable stations, not only prevents public freedom of choice, not only impedes growth of the medium, but also severely handicaps broadcasting as a maximum effective instrument for the public and the advertisers."

FCC should remove the present physical monopolies caused by station scarcity, Mr. Kintner said, thus permitting "a radio and tv industry of free character so that our competitive enterprise system can work efficiently." He urged NARTB, Radio Advertising Bureau, Television Bureau of Advertising and other industry groups to work together more closely.

Daytime Broadcasters Vote To Retain Present Officers

MEETING in closed session Monday, Daytime Broadcasters Assn. voted to retain the present officers and directors until new by-laws now in preparation to change DBA's organizational set-up in accordance with its expanded activities can be submitted to the membership for ratification. The session, conducted by DBA President Jack S. Younts, WEEB Southern Pines, N. C., was addressed by Frieda Hennock, DBA counsel.

The group, which now has 223 paying members, has a petition pending before the FCC requesting that rules governing daytime station operation be changed to permit them to sign on at 5 a.m. or local sunrise, whichever is earlier, and to sign off at 7 p.m. or local sunset, whichever is later. The Senate Small Business Subcommittee, which has been investigating daytime broadcasting, has announced it will not be able to start public hearings the first week in May, previously announced as the target date [B•T, April 16].

DBA officers, in addition to President Younts, are Ray Livesay, WLBH Mattoon, Ill., board chairman; Alf M. Landon, KSCB Liberal Kan., vice president; Morris Mindel, KGST, Fresno, Calif., vice president (publicity-information); George Vollard, KWOA Muscatine, Iowa, secretary, and Joe Leonard Jr., KGAF Gainesville, Tex., treasurer.

Directors are: Richard E. Adams, WKOX Framingham, Mass.; Cecil Woodland, WQAN Scranton, Pa.; E. Z. Jones, WBBB Burlington, N. C.; Joe Martin, WDSC Dillon, S. C.; Arthur Mundorff, WPIN St. Petersburg, Fla.; Ted Woods, KOSE Osceola, Ark.; Edwin Evans, WWST Wooster, Ohio; Robert Enoch, WXLW Indianapolis, Ind., and Ralph L. Weir Jr., KJCK Junction City, Kan.

Management Rights Discussed At First NARTB Labor Clinic

WAYS of protecting the right of management to operate broadcast enterprises against attempts of unions to run the business were discussed Monday afternoon at NARTB's first labor clinic, held during the Chicago convention. Leslie C. Johnson, WHBF Rock Island, Ill., presided at the session as chairman of NARTB's Employer-Employe Relations Committee. Nearly 700 delegates attended the meeting.

Principal speaker was John W. Seybold, industrial relations director of Allied Printing Employers Assn. Taking part in a panel discussion were Bert Locke, assistant director of labor relations for Associated Industries of Minneapolis; Lowell Jacobsen, NBC personnel director; Calvin J. Smith, KFAC Los Angeles; Charles West, assistant treasurer of *Peoria Star-Journal* and WTVH (TV); Charles H. Tower, NARTB employer-employe relations manager, and Mr. Seybold, James Hulbert and Harold Ross, of Mr. Tower's department.

Topics discussed in a panel on wage bargaining included wage problems in bargaining, fees, rate differential based on size of business, ways

of presenting wage arguments, extension of wage boosts to non-contract employes, multiple rate ranges in single contract and group bargaining for wage rates within a given market.

City-wide and multiple-employer bargaining included conditions necessary to such bargaining, ways of conducting negotiations and types of bargaining.

The problem of management rights stirred lively discussion, going into legitimate areas of exclusive control, sharing of control with labor, variations among different industries and sizes of establishment, and the desirability of a management right clause.

FORMAL BYLAWS VOTED BY CBS-TV AFFILIATES

Action taken at association's second general conference, held in Chicago, formalizes existing organization. Chairman C. Howard Lane, other board members to continue in office until elections next year.

FORMAL bylaws for the CBS-TV Affiliates association were voted unanimously by station executives at the second general conference of CBS-TV Affiliates and network management in Chicago April 13-14 [B•T, April 16].

The action, formalizing an existing organization, was taken at a closed session of the affiliates alone. Chairman C. Howard Lane, KOIN-TV Portland, Ore., and other members of the present board of directors were elected last year for a two-year term and will continue in office until first elections under the new bylaws are held next year.

Purposes of the association are spelled out in the bylaws as being "to promote the health and strength of network tv broadcasting, and particularly the tv network broadcasting of tv stations affiliated by primary contract with CBS Inc., in the CBS-TV network, to the end that network tv broadcasting shall best serve the public, to promote and preserve good network telecasting practices."

The bylaws provide that any primary affiliate of CBS-TV—except stations owned and/or controlled by CBS—is eligible for membership in CBS-TV affiliates. Eleven districts are set up, consisting of nine regional districts for regular affiliates, and two other districts—one for the West and one for the East—for Extended Market Plan affiliates.

Each district elects one board member. After staggering has been established in the first election, all directors will be elected for three-year terms. Nominations and balloting for board memberships will be conducted by mail, the voting to be completed by May 31 each year. The board elects its own officers, for one-year terms. A dues system may be set up by the board "when such action becomes desirable."

Present board members, in addition to Chairman Lane, are Richard A. Borel, WBNS-TV Columbus, Ohio; William B. Quarton, WMT-TV Cedar Rapids, Iowa; T. B. Lanford, WJTV (TV) Jackson, Miss.; F. E. Busby, WTVY (TV) Dothan, Ala.; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla., James Russell, KKTV (TV) Colorado Springs, Colo.; Bruce McConnell, WISH-TV Indianapolis; Clyde Rembert, KRLD-TV Dallas; Rex Howell, KXFJ-TV Grand Junction, Colo., and Paul Adanti, WHEN-TV Syracuse.

Approximately 300 executives of CBS-TV and its affiliates attended the two-day conference and heard network reports and plans from key CBS and CBS-TV officials. In another action, the affiliates in their closed session also went on record with a resolution requesting a chance to appear before the Senate Commerce Committee to answer charges leveled by Richard A. Moore, of KTTV (TV) Los Angeles, against option-time and other fundamental practices of networks [see separate story this issue].

Technical Briefs Offered At 'Color Television Day'

ENGINEERS were briefed on various facets of color tv at the opening "Color Television Day" technical sessions of the NARTB convention Monday.

Network, station and manufacturing executives had other comments of interest to color tv and would-be color broadcasters beyond the delivery of their technical papers. Topics ranged the field of systems planning, studio lighting installation and adjustment of color receivers, and techniques of color film reproduction.

Some excerpts follow:

Chester A. Rackey, audi-video engineering director, and Donald Castle, manager of audi-video engineering group, NBC—". . . many of our technical fears in anticipation of color have failed to materialize. Those of you who face the job of converting an existing monochrome station system to color will find that if the original plant was designed to do a creditable job in monochrome, your so-called problems



Michigan's Biggest Sport Feature!

BASEBALL PLAY-BY-PLAY

All DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

Cash in on this popularity
from early Spring to late Fall!

Save up to 15%
By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . **SAVE 15%**
BUY ANY 3 STATIONS . . . **SAVE 10%**
BUY ANY 2 STATIONS . . . **SAVE 5%**

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.
Jackson Broadcasting & Television Corp.

Represented by HEADLEY-REED

You Can Make A Mint In Flint On

WKMF

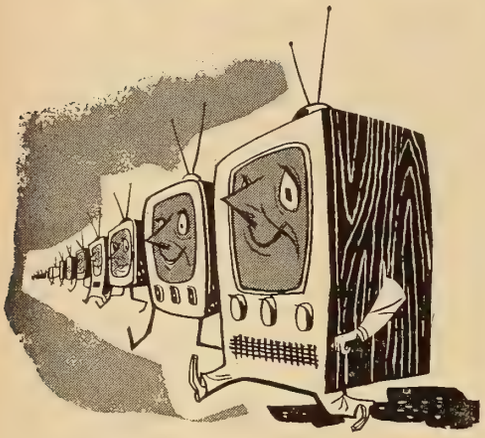
FLINT, MICHIGAN

Fred A. Knorr, President
Eldon Garner, Managing Director

KNORR Broadcasting Corporation

NOW...More than

300,000 SETS



in the

WFLA-TV SALES AREA

WFLA-TV delivers unduplicated NBC live programming in its 100-mile radius, plus strong local programs packed with showmanship.

WFLA-TV gets your message into an area with 301,900* television homes---and where retail sales surged to more than a billion and a quarter dollars last year.

Call your BLAIR-TV man for top rated availabilities in . . .

FLORIDA'S 2nd MARKET

wfla-tv channel 8 NBC

NBC Basic (INTERCONNECTED)

*Telepluse, Nov.-Dec., 1955

National Representative—BLAIR-TV Inc.

will be reasonably normal engineering problems. . . ."

Edward Tong, tv studio supervisor, WDSU-AM-FM-TV New Orleans — "Although your pickup and transmission system may limit what you can do color-wise, don't let this in any way stop your desire to experiment . . . lighting for color is an art as well as a science and is as wide as the human mind makes it. . . ."

E. R. Klingeman, manager of field service engineering group, RCA Service Co.—"Production rates are estimated at 200,000 or more color television receivers for 1956 and the number sold and installed will depend in large measure on the color programs available. . . ."

Dr. William L. Everitt, dean of Engineering College, U. of Illinois—"If the human voice were to be recorded at its natural speed, it could be shortened or condensed by 20% without noticeable distortion by cutting out, in equally spaced intervals, segments of tape. Expansion of time of delivery also can be accommodated 20% without distortion."

Andrew F. Inglis, manager of studio systems engineering, RCA—"The broadcaster can achieve very important advantages by providing for complete integration of color and monochrome signals. . . ."

FM GROUP BEING SET UP OUTSIDE NARTB

Fm delegates in Chicago plan association that can further own aims where NARTB is unable to represent it in conflicts with am and tv portions of broadcast industry.

A NEW association to represent fm broadcasters in matters which conflict with am and tv portions of the industry was proposed and unanimously adopted by delegates to the fm radio session last Monday at the NARTB convention.

Resolution proposing the new organization, to be known as Fm Broadcasters, was read by Ben Strouse of WWDC-FM Washington, former chairman of the NARTB Fm Committee. The text reads:

"Whereas fm broadcasting has progressed to a point where it is now rendering an important service in several hundred communities throughout the United States, and

"Whereas, fm stations have invested many millions of dollars which would be jeopardized or lost by any change in the existing structure of allocations, and

"Whereas, the NARTB is unable to represent the interests of one segment of the broadcasting industry in any conflict with other broadcast interests.

"Now, therefore, be it resolved that there be formed an organization to be known as Fm Broadcasters, which will act as the representative of the fm industry in any matters before the FCC or Congress where the fm interests may be jeopardized under circumstances which would prevent NARTB from effectively acting on its behalf, and be it further resolved that a committee of five broadcasters be selected to act as the organizing committee for this purpose."

The committee of five will be composed of Merrill Lindsay, WSOY-AM-FM Decatur, Ill., president; Ed Wheeler, WEAW-AM-FM Evanston, Ill., vice president; Mr. Strouse, secretary; Gardner Green, president of Browning Labs, hi-fi manufacturers, Boston, treasurer, and Calvin J. Smith, KFAC-AM-FM Los Angeles. Leonard Marks of Cohn & Marks, law firm, Washington, D. C., will be counsel for the organization.

Forty-five fm delegates signed as charter members of the association last week. In addition to support from commercial fm stations, the educational fms, through the National Assn. of Educational Broadcasting, will add their weight to the movement.

Each member of fm broadcasters will contribute $100 to group activities, with an immediate goal set at $10,000. There will be no paid officers or formal offices for the group, although a Washington, D. C., public relations firm will be retained to promote the fm cause.

Dual purpose of the association, along with fighting any encroachment on the fm band, will be to encourage greater use of the band by am and other broadcasters to discourage any such encroachment.

Earlier, in remarks welcoming the fm delegates, NARTB President Harold E. Fellows had said that other services' demands for part of the fm spectrum constituted the greatest threat to that media. His admonition that NARTB would be unable to act in behalf of fm in cases involving other broadcast interests was echoed in the resolution. He said that the association "cannot be effective and at the same time devisive."

Ed Wheeler, WEAW-FM Evanston, Ill., presided over the session. He is director-at-large for fm stations and a member of the NARTB Fm Committee.

First speaker at the Monday morning session, first on the management conference agenda, was Dr. Frank E. Schooley, director of broadcasting at the U. of Illinois (WILL-FM Urbana). He, too, warned the delegates to preserve the opportunities they now have by making full use of the medium, and said that competing interests might otherwise attempt to secure part of the fm spectrum. Speaking in behalf of the National Assn. of Educational Broadcasters, of which he is president, he said that association would fight to preserve its system as now constituted.

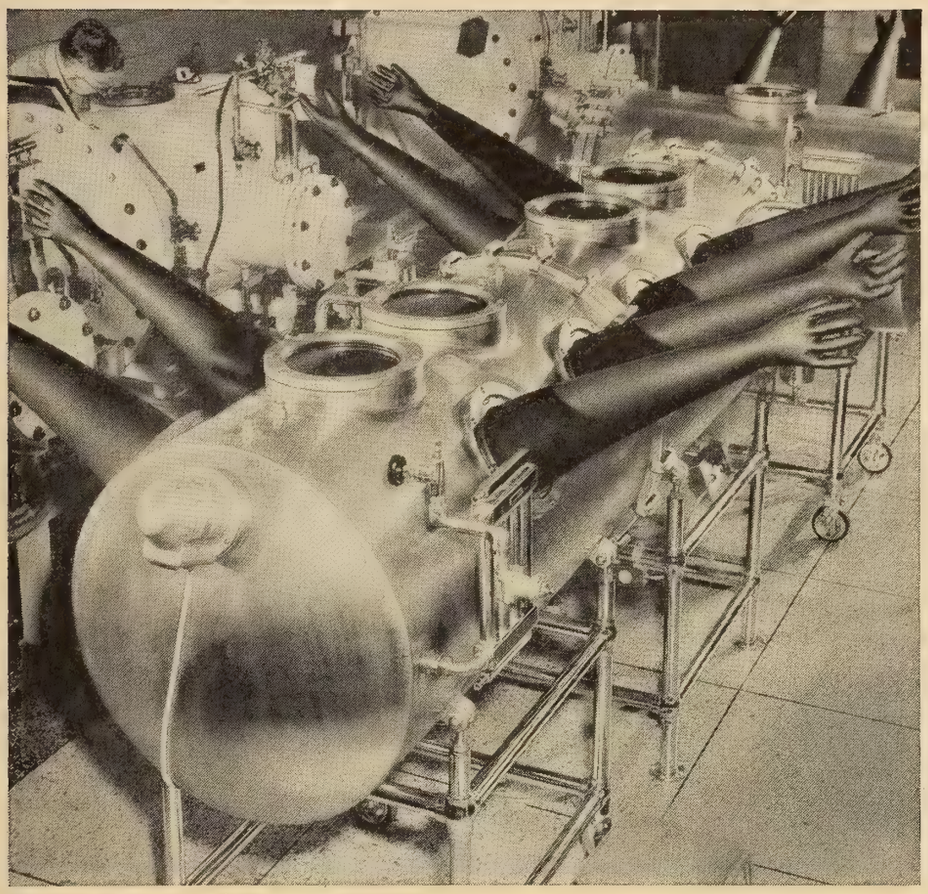
The advantages of fm as a supplement to daytime only am operation were outlined by George J. Volger, KWPC-AM-FM Muscatine, Iowa, who with two other fm broadcasters discussed "What Our Fm Facilities Mean to Us." Merrill Lindsay, WSOY-AM-FM Decatur, Ill., noted that his fm operation accounted for 40% of the stations' income. Calvin J. Smith, KFAC-AM-FM Los Angeles, who duplicates programming on both am and fm, said that his stations get far more public reaction from trouble on the fm side than on the am.

George A. Heinemann, WMAQ-FM Chicago, demonstrated a system of "stereophonic sound" developed by that station. Latest developments in multiplexing were covered by Ross Beville, WWDC-FM Washington; Sam Gersh, WFMF (FM) Chicago; Walton N. Hershfield, Harkins & Hershfield Mfg. Co., Phoenix, Ariz., and William S. Halstead, Multiplex Development Corp., New York.

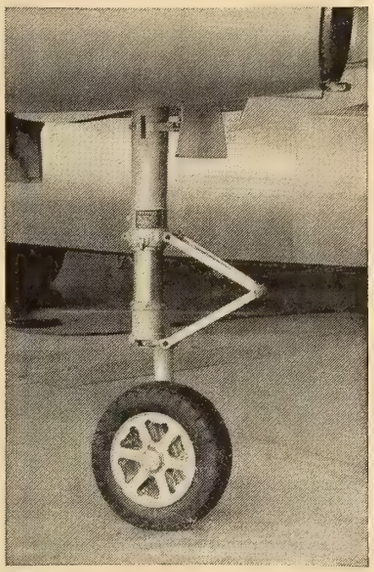
NBC Affiliates Name Lindow

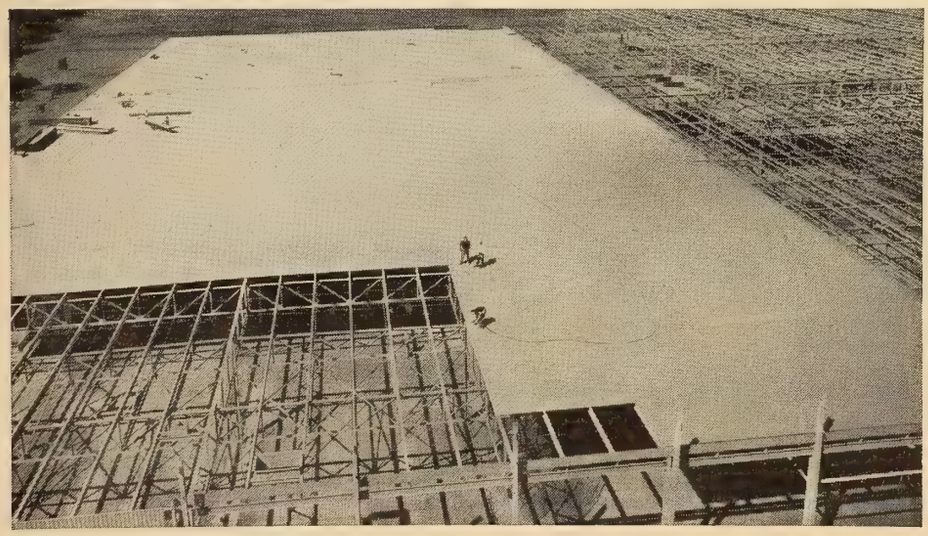
LESTER W. LINDOW, vice president and general manager of WFDF Flint, Mich., last week was elected vice chairman of the NBC Radio Affiliates Committee. The committee took the action at an otherwise routine meeting connected with the NARTB convention in Chicago.

Only STEEL can do so many jobs so well



Germ-free Animals. At the Lobund Institute of the University of Notre Dame, these Stainless Steel germ-free units hold animals that lead a germ-free life. The animals are handled with the large gloves shown, and valuable experiments can be run on creatures who eat only sterilized food, and breathe sterile air. The Stainless Steel tanks are smooth and easy to clean, and they will not corrode.





Withstands 100 Falling Tons. The Air Force B-47 Stratojet weighs 100 tons. When the plane touches down onto a runway, it needs the toughest, strongest landing gear that money can buy. The outer cylinder of each outrigger strut is made from USS Shelby Seamless Tubing. There are no welds. Each tube is pierced from a solid billet of fine steel. Only *steel* can do so many jobs so well.

200,000 Square Feet of Roof! The roof for this huge factory is made from steel roof deck welded to the roof purlins. The small crew shown in the picture can install over 8,000 square feet in a day. The welded construction protects against wind, bomb blast or earthquakes.

UNITED STATES STEEL

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 6-1028

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

SHREVEPORT'S
HIGHEST RATED
TV NEWS & WEATHER
are on
KSLA-TV



DON OWEN, KSLA-TV News Director

AL BOLTON, KSLA-TV Weatherman at the weather board.

6:00 PM NEWS AND WEATHER
KSLA-TV 30.9
Station B 9.4

10:30 PM NEWS AND WEATHER
KSLA-TV 14.6
Station B 6.4

Based on ARB Survey on television viewing — week of March 8-14.

- Full time local film photographer
- Full time local reporter
- A. P. Wire Service
- Direct wire to U. S. Weather Bureau
- Proven audience acceptance

Full Power Basic CBS-TV

See your Raymer man for full details.

KSLA 12 CHANNEL

FIRST IN SHREVEPORT, LOUISIANA

McCONNAUGHEY SEEKS MORE UHF RESEARCH

Sees need for private industry to underwrite technical crash-program so all 82 tv channels will be available to public. Chairman says true potentialities of uhf are unknown.

FCC CHAIRMAN George C. McConnaughey called on the radio-tv industry to underwrite a crash research-program on uhf. He held out the hope that "in a short time" a simple, all-channel tv receiver might be developed which would narrow the gap between vhf and uhf. He also called for work on uhf transmitters.

The FCC chairman made this suggestion at the Tuesday luncheon meeting at the NARTB convention in Chicago.

In a reference to the economics of tv, Mr. McConnaughey intimated that the FCC may alter its present policies "to permit the development and expansion of television in accord with natural economic laws." This was taken to imply that some form of more relaxed allocations might be in the works.

Education for Congressmen

Mr. McConnaughey tagged current congressional investigations of the FCC and elements of the broadcasting industry as indicative of "dissatisfaction among certain segments of the industry" rather than among the people in general. However, he said, congressional investigations in the main are good; they educate congressmen on the problems of the FCC and the broadcasters.

Mr. McConnaughey said the Commission is concerned that 10% of the population is still without tv service, and that just a little over 100 cities have more than one local tv station in operation.

Looking forward 15 or 20 years, Mr. McConnaughey said perhaps there would be color tv in every home, "myriads" of program choice for every viewer, one or more stations in communities of 5,000 or more population, and every set an all-channel set, "with the televiewer blissfully ignorant of the difference between vhf and uhf."

The FCC chairman repeated that broadcasters should put more emphasis on public service accomplishments rather than on profits, set sales, percentage of advertising and commercial progress. "You cannot only afford such a program, but you cannot afford not to expedite it on a crash basis," he said. He made these remarks in relation to current complaints about alleged bait-and-switch advertising, loud commercials, lotteries and overcommercialization. He repeated that the government did not want to be a censor and praised NARTB for its actions in moving to determine the bases for these accusations.

Opponents Outnumber Proponents

Speaking of the current allocations plan, Mr. McConnaughey emphasized that the Commission would "prefer" to make 82 channels available to the public rather than only 12. But, he warned, interested opponents of any given plan "are far more numerous" than proponents.

The Commission will move as speedily as possible, Mr. McConnaughey said, but it "will not be stampeded into hasty, ill-advised action in a frantic attempt to ward off the barbs of critics with a tendency to desperation."

In his discussion of a research problem on uhf, Mr. McConnaughey said: "Industry could set up quickly a private, non-profit educational research development corporation which could qualify to receive tax-free education grants. All segments of the television industry, I feel sure, would want to contribute to this enterprise. There are also other foundations and educational institutions which have funds and facilities to devote to this cause . . .

"A concentrated research program in which all knowledge is pooled has never been directed to the specific subject of uhf only. A two-fold approach should be made, concentrating on both the uhf receiver and the uhf transmitter. A genuine uhf receiver could perhaps be developed with an improved detector for increased sensitivity and range and a more practical tuning device to be used with a newly-designed antenna.

"Once this development program has been completed, the Commission and the industry will have a sound technical basis for making a long-term decision on the merits of uhf."

Once this was done, Mr. McConnaughey said, "we would know the true potentialities of uhf. Let us make no mistake about that. We do not know today."

PUBLIC SERVICE DRAWS SPOTLIGHT

COMBINED boards of NARTB and The Advertising Council played host at a reception Wednesday for representatives of national organizations who have been recipients of radio-tv broadcasters' support in numerous public service projects.

The reception was the highlight of the second annual special public service exhibit sponsored by the Council, government agencies and private welfare groups. Unusual feature was the opportunity afforded NARTB conventioneers to vote on political and broadcast issues.

Set up by the American Heritage Foundation, a voting machine adjoining the Normandie Lounge (exhibit site) registered preferences of broadcasters on political candidates and the suggestion that the government pay for radio-tv time for each major party during presidential campaigns.

40% Against Govt. Pay

Final results were to be announced at the annual NARTB banquet Thursday evening, but returns Wednesday on the time question indicated 40% of those voting thought the government should not pay.

On Democratic presidential candidate predictions, the tabulations read: Adlai Stevenson, 38%; Sen. Stuart Symington (D-Mo.), 15%; Sen. Estes Kefauver (D-Tenn.), 14% and Gov. Averell Harriman of New York, 13%.

Joining in salutes to The Advertising Council, whose exhibit was arranged to pay tribute to broadcasters for their public interest support, were NARTB President Harold E. Fellows and directors, and Theodore S. Repplier, Ad Council president, and its board representatives.

Invitations were sent out by Fairfax Cone, president of Foote, Cone & Belding and Council director.

Sherman Adams, assistant to the President, also paid tribute to NARTB members "for the consistent and generous assistance that your members have given to vital government information programs during the past year."



A. Louis Oresman, President of Catalina, Inc., asks

"Can you pick the winner?"

"The bathing suit business is like a beauty contest. You never can tell in advance which models are going to win!

"This year, for example, we designed more than 400 different suits. Those that catch on in the stores get a flood of rush orders! They push our production facilities to the utmost. And that, in turn, puts the pressure on shipping and delivery.

"But even though our manufacturing is done in the Los Angeles area, we never have delivery problems anywhere in the 48 states! They're all solved for us by Air Express! And Air Express has never failed us!

"Using Air Express regularly, we can fill rush orders anywhere in the country in a matter of hours. And in the highly competitive fashion business, that's important!

"And yet, most of our shipments cost less than any other air service. 10 lbs., for instance, Los Angeles to Dallas, is $5.70. It's the lowest-priced complete air service by 81¢!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**

BOTH SIDES SPEAK ON FILM PROBLEMS DURING NARTB MANAGEMENT MEETING

Common problems of tv stations, producers and syndicators discussed by four industry spokesmen during film session forum. Question and answer session eliminated because of lack of time.

PROGRAM standards, prices, and other common problems of station operators and the producers and syndicators of film programs were appraised by executives on both sides of the fence at a film session in last Wednesday morning's management conference at the NARTB convention.

Harold P. See, KRON-TV San Francisco, chairman of the NARTB Tv Film Committee; George T. Shupert, president of ABC Film Syndication Inc.; Joe Floyd, KELO-TV Sioux Falls, S. D., and Michael M. Sillerman, executive vice president of Television Programs of America, formed the panel for a 45-minute forum. Shortage of time forced cancellation of a scheduled question-and-answer session.

Although the "final responsibility" for programming lies with the broadcaster, Mr. See asserted, the time is "long overdue" for film suppliers to recognize their own obligations in providing films that meet good programming standards. He urged film producers and syndicators to organize into trade associations through which uniform cooperation toward compliance with standards of decency and good taste may be assured. Compliance cannot be expected to be achieved on an industry-wide basis through individual negotiations, he contended.

Mr. See noted a decrease in the amount of objectionable material found in syndicated tv film shows in recent years. He found objectionable sequences more apt to occur in the feature film category but said they usually can be more easily edited out, because often considerable amount of footage has to be removed in any event to fit standard program lengths. In any case, he pointed out, objectionable material must be deleted no matter how hard it is to do so.

Asks Supplier Responsibility

So long as broadcasters have this responsibility; so long as suppliers won't form their own trade associations and accept their share of the responsibility, and so long as some companies won't clean up their product, Mr. See asserted, "I don't think we should consider them as allied members of our fraternity and we should let them know it."

Mr. Shupert assured the conference that "we syndicators are aware of our responsibility" and argued that all syndicators should not be blamed because a few are unreliable.

He warned that it may be impossible to continue to offer top-quality first-run films on a spot basis unless the syndicator's "main problem"—that of getting "enough out of each market to allow him to operate profitably"—can be solved. He outlined factors involved in making up a "rate card" for films and suggested the following as ways in which stations "can help us to operate more economically in your territory":

(1) "Be careful whom you buy film from . . . some syndicators are price cutters and traders —but all of us aren't—so select your film sources wisely." Unethical practices should be reported to the offending salesman's home office, he said.

(2) "Pay your bills promptly," thus avoiding tying up money that the syndicator could be putting into new programs.

(3) "Take care of prints and return them promptly."

(4) "If you contract for only one run of a film, don't play it more than once." Otherwise the syndicator may have to make unanticipated re-run payments to talent.

(5) "Make full use of the syndicator's knowledge of his film product in presenting a program to your clients."

Mr. Floyd concentrated largely on film pricing. Actually, he said, syndicators charge whatever the traffic will bear. There is no minimum charge and no maximum, he claimed.

In terms of quality programming, he maintained, there is no difference between the needs of stations in small or medium markets and those in large markets, but, he stressed, those in small and medium markets necessarily must be able to get it (film) for less than what is charged in top markets.

Mr. Sillerman, who parenthetically took exception to Mr. Floyd's claim that there is "no minimum" charge for films, cited figures to show that film now provides more than half of the tv programming in the U. S., and said that the percentage will get higher and the product better. Hollywood's major effort today is in film production for television, he asserted, noting that Hollywood in 1955 turned out 500 hours of theatrical films as compared to almost 2,000 hours of tv programming.

He cited studies of station logs for one week in five "typical" markets to demonstrate the volume of film programming. In Los Angeles, a seven-station market, he said film shows accounted for 63.6% (254¾ hours a week) of all programming between 5 p.m. and sign-off; in Phoenix (four stations), 70% of 162 hours; in Atlanta (three stations), 60% of 112¾ hours; in Omaha (two stations), 51.2% of 70¼ hours, and in Altoona, Pa. (one station), 58.2% of 35½ hours.

Film is an important factor in network as well as station programming, Mr. Sillerman continued. He pointed out that since the start of the current tv season there have at no time been fewer than six film programs in the Nielsen "Top 10."

New Directors Elected to NARTB Tv Board

SEVEN new directors were elected to the NARTB Tv Board at balloting conducted at the Monday business meeting of NARTB's television members, held in Chicago.

Elected to the board were James D. Russell, president-general manager of KKTV (TV) Colorado Springs, Colo., representing stations other than tv-only outlets; Joseph E. Baudino, Westinghouse Broadcasting Co., (re-elected); W. D. Rogers Jr., KDUB-TV Lubbock, Texas (re-elected); John E. Fetzer head of the Fetzer Stations; Payson Hall, director of radio-tv for Meredith Publishing Co.; Howard Lane, general manager, KOIN-TV Portland, Ore., and Harold P. See, general manager of KRON-TV San Francisco.

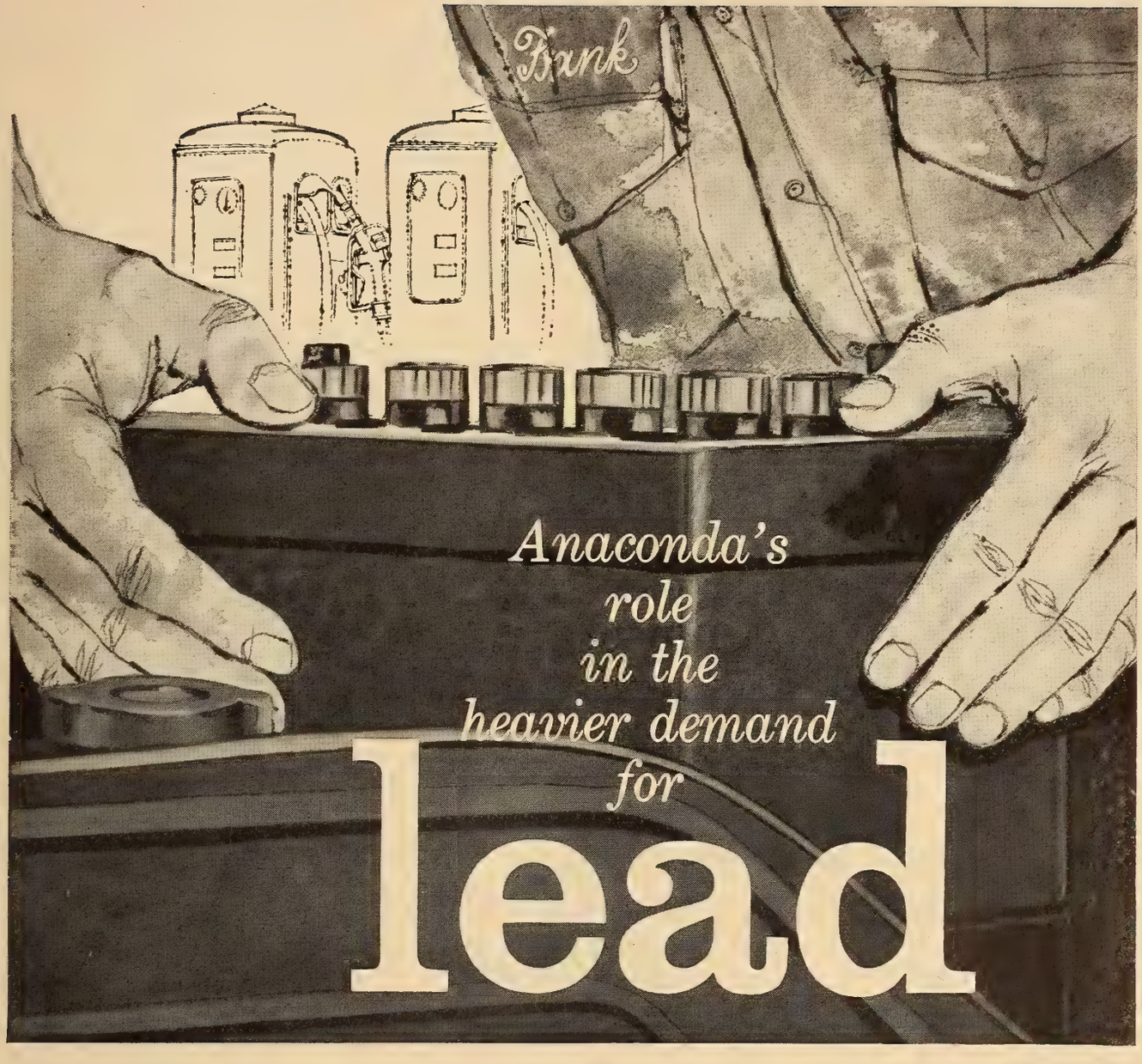
Outgoing board chairman was Clair R. McCollough, Steinman Stations, with Campbell Arnoux, WTAR-TV Norfolk, Va., the vice president, continuing on the board until 1957. Terms of directors began April 20 and end at the 1958 convention.

Judge Justin Miller, former president and board chairman and now NARTB consultant, presided over the elections. Counting election ballots were William H. Rines, WCSH-TV Portland, Me.; Stanley Hubbard, KSTP-TV St. Paul; Harry M. Bitner Jr., WFBM-TV Indianapolis; Robert D. Swezey, WDSU-TV New Orleans; A. James Ebel, KOLN-TV Lincoln, Neb., and Mrs. Hugh McClung, KJSL-TV Chico, Calif.

Nominees for tv-only stations were Joe Drilling, KJEO-TV Fresno, Calif.; James D. Russell, KKTV (TV) Colorado Springs, and Harold P. See, KRON-TV San Francisco. Mr. Russell won this three-way candidacy. Nominees for the six other posts, besides the winners, were Jack Harris, KPRC-TV Houston; Clyde W. Rembert, KRLD-TV Dallas; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Hulbert Taft Jr., WBIR-TV Knoxville, Tenn.; Mr. Drilling.



THESE SEVEN directors were elected to NARTB Tv Board last Monday (front row, l to r): Howard Lane, KOIN-TV Portland, Ore.; W. D. (Dub) Rogers, KDUB-TV Lubbock, Texas; Joseph E. Baudino, Westinghouse Broadcasting Stations. Back row, James D. Russell, KKTV (TV) Colorado Springs, Colo.; Harold P. See, KRON-TV San Francisco; John E. Fetzer, Fetzer Stations, and Payson Hall, Meredith Stations.



Newer and more "dramatic" metals have lately taken the spotlight from prosaic yet versatile lead. But this heaviest of common metals is experiencing increasingly heavy demand. And lead is one of the many non-ferrous metals which Anaconda has long produced. Anaconda's lead output last year was more than 67,000,000 pounds.

Main factor in the rising demand for lead is its special importance in storage batteries, essential in the trend to motorization on land and sea throughout the world. Other ever-growing uses for lead are in high-octane gasoline and the solders increasingly needed in the automotive and the electrical fields.

High construction activity also calls for more lead for paints, porcelain enamels and for sheathing power cables. A newer and rapidly growing use is in nuclear energy generation and radiation products demanding lead shielding or protective glass with up to 60% lead content. For all these applications and many more, lead is the preferred metal.

To keep pace with this growing demand, Anaconda is continuing to develop its lead resources and metallurgical research, along with its broadening activity in copper, aluminum, zinc, uranium oxide, a large number of by-product non-ferrous metals and fabricated mill products. 56263 A

The ANACONDA Company

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

DELEGATES VIEW LATEST IN EQUIPMENT

Ampex video tape recorder permitting immediate playback of hour show and automatic radio-tv programming devices highlight new technical developments.

INNOVATIONS in broadcast equipment, bridging refinements for greater ease and economy of standard monochrome tv operation with new color television developments, caught the attention and fancy of delegates to the 34th annual NARTB convention-exposition last week.

Station operators and engineers viewed with much interest latest electronic marvels spread over 35,000 square feet of exhibition hall in the Conrad Hilton Hotel. Thirty-one companies maintained heavy equipment exhibits.

Ease-of-automation devices rivaled appeal-of-color tv products in the exhibit sponsored annually by NARTB associate members. Simplicity of operation keynoted many items.

NARTB delegates seemed most impressed, judging by corridor comments and offhand impressions, with automatic radio-tv programming devices, an extension lens system for projecting (reproducing) live commercials, remote control units tailored for one-man operation, and black-and-white film developments for color kinescope recording.

Among highlights of the exposition was Ampex Corp's new video tape unit for recording and reproducing a full-hour tv program for immediate playback. CBS has ordered three units for August delivery and fall programming utilization, the prototypes having been unveiled to CBS-TV affiliates immediately preceding the convention [B•T, April 16]. Ampex last week reported numerous other sales of the revolutionary recorder [see separate story].

A small miniaturized magnetic receiver, called the "Audipage" and weighing only an ounce, was shown by Philco Corp., along with low-power tv studio film systems for better picture quality and microwave relay systems. A small magnetic receiver shaped like a cigarettee lighter will be used by ABC radio and tv networks for political convention coverage this summer (see separate story).

Among other exhibitors were Harwald Co., with its new Splice-o-film automatic splicer; Standard Electronics Corp., with 25 kw and 50 kw transmitters; Sarkes Tarzian Inc., with new refinements in its automatic slide projector for pre-program planning, and other equipment.

Other Exhibits

Another intriguing display was that of General Electric Co.'s looking toward the "push-button" age for tv outlets. GE introduced equipment with accent on automatic control operations for split-second programming, earmarked for early production.

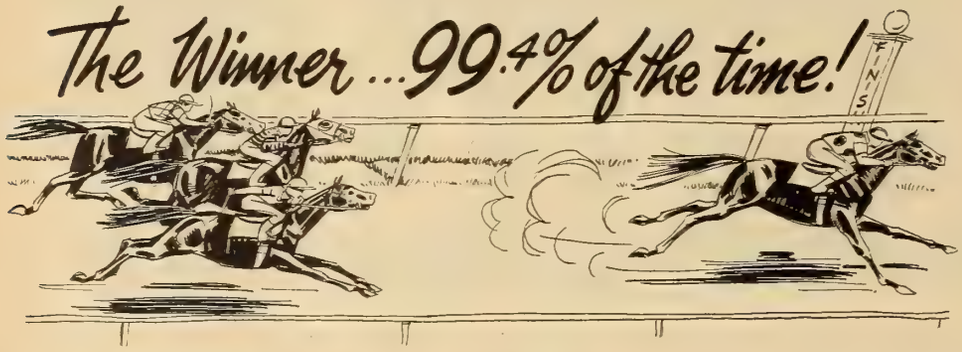
Highlight of the GE display was an automatic program control device that functions with punched tape or cards. It automatically programs films, slides network and audio—all that is required in 24-hour am, fm or tv station operation. The equipment line also includes color-gain amplifier, enabling more consistent color transmission; amplifying device for adjusting audio broadcasts and a 2,000-mc microwave relay system looking toward more immediate on-the-air broadcasts.

The 60-ft. punched tape used with GE's automatic program controller can be utilized to stop and start up to seven pieces of studio equipment normally consigned for continuous programming or station breaks. Tape moves at the rate of three inches per half hour.

RCA's extension lens system is part of its 3-V color film camera system and shows faithful reproduction of color in products demonstrated in local live commercials. It's described as a combination of a live commercial pickup with film cameras, without much advance stage-setting and other advance preparation. Other color equipment includes a projector with use of a periscope.

RCA also displayed a filter which converts its 3-Vidicon film camera system for use with 35mm Eastman lenticular film. Black-and-white film may be utilized to record and project color pictures, cutting down the processing time for color kinescope recording and saving up to $1,200 per hour. Also shown were two new radio transmitters and other items [B•T, April 9].

Remote control unit was shown by Kay-Lab, with emphasis on one-man operation of both audio and video and low-cost, low-power functions. KSHO-TV Las Vegas, Nev., has purchased a unit for use as a 24-hour station, with fulltime commercial operation slated to start this past weekend after a week of test patterns. Unit also has been purchased by KUAM-TV Guam. Complete line includes Vidicon camera, with oper-



WLEX-TV LEADS THE FIELD IN CENTRAL KENTUCKY!

Latest Pulse Survey Reveals . . .

WLEX-TV Ahead In 164 Out of 165 ¼ Hours!

According to The Pulse, Inc. survey conducted in central Kentucky February 19 through 25, 1956, WLEX-TV is ahead in viewing audience (usually two to three times more than the next contender) in 164 of the 165 average weekly quarter hours surveyed daily between 6:00 and 12:00 P. M. Three 11:45 to 12:00 P. M. periods, when WLEX-TV was not televising, were eliminated. The clearest picture in the area . . . by far . . . teamed with outstanding programming gets the job done in this 34-county market with over 150,000 families and over 600 million dollars spendable income!

Here in Bluegrass, U. S. A., we say it makes good horse sense to put your advertising dollars where you can expect the highest returns!

WLEX-TV

LEXINGTON, KENTUCKY

NBC ABC CBS

Represented Nationally by the Bolling Company, Inc.
In the deep South by Dora-Clayton Agency

Earl L. Boyles
Vice Pres. & Gen. Mgr.

ator being able to pan or tilt camera and operate three-lens turret.

Color was emphasized in exhibits by a number of major manufacturers, including a new monitor devised by General Radio Co. for both color and monochrome and claimed to combine functions of two monitors; an improved 3-Vidicon color film chain made by General Precision Lab for studio pickup of full-color motion picture film and slides for commercial use; "Vitascan" live color pickup system and color multiscanner packages by Allen B. DuMont Labs (complete color-pac facilities for film, slides and live, and monitoring-switching are being offered for $59,415).

Gates Radio Co. concentrated on its new 5 kw am transmitter, transistorized remote amplifiers (light-weigth, self-contained units), although it has been working for months on new console unit developments in automatic programming.

In addition to its automatic programmer device, General Electric Co. featured a new compact 2,000 mc microwave relay system for tv broadcasters designed for program-point-of-origin operation, either remote or studio.

Equipment for low-power tv station and satellite operation was shown by such firms as Adler Electronics Inc. and Dage Television Div. of Thompson Products Co., with latter also displaying a new Vidicon studio camera and stressing Vidicon closed circuit tv cameras for use in educational, banking and other fields.

Numerous other broadcast equipment products [B•T, April 9] also were shown in the exhibition hall, with light equipment and program services open for inspection on the fifth and sixth floors of the Hilton Hotel.

Colorcasting Charges Discussed at Meeting

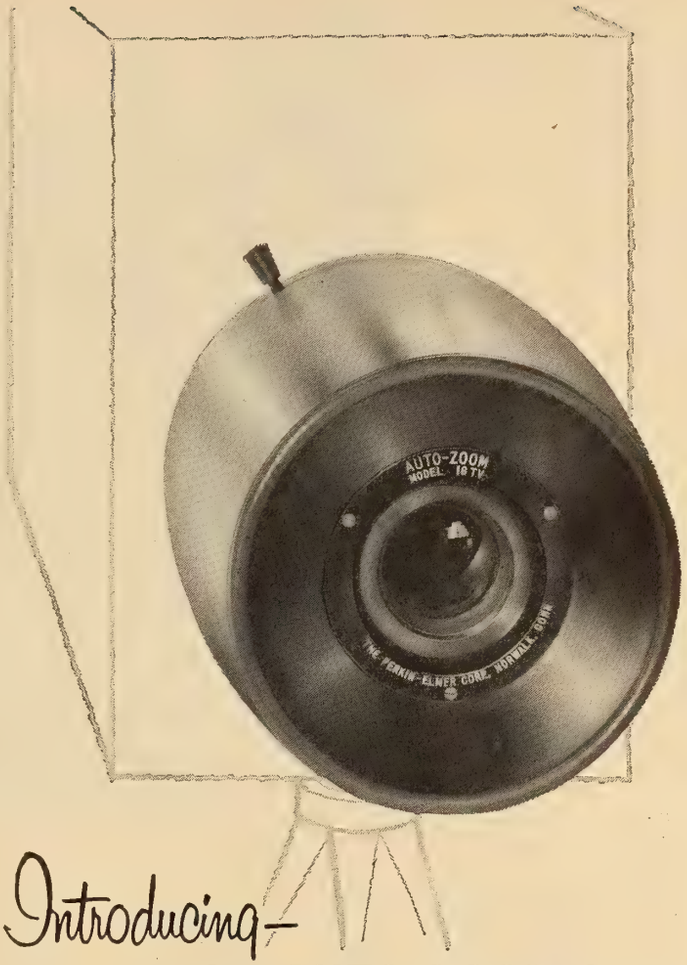
COMPLETELY DIVERGENT views on when telecasters should increase their time charges for colorcasts were expressed at Wednesday morning's NARTB tv management session.

Harold Hough, director of WBAP-TV Fort Worth, Tex., which has been broadcasting eight or nine hours a week of color programming for the past two years, voiced a philosophy of "circulation first, then rate increases," suggesting that when a color set saturation of perhaps 10% has been achieved it will be time to think about making a charge for it.

"You can't give it away now and charge for it later," Robert D. Swezey, executive vice president of WDSU-TV New Orleans, said in disagreement. WDSU-TV, he reported, is adding 10% to its time charges, 50% to studio charges and all out-of-pocket costs in billing clients whose shows go on in color, although at present there are only a few hundred color sets in the New Orleans area. Said Mr. Swezey: "If color is done right—as it should be done—it will be worth the increased rates as improved service without wating for increased circulation, although in time we'll get that, too."

Discussing cost of operating with color, Mr. Hough said that the additional tube cost is the major item, running about $1700 a month. Much of the life of the color tubes, which he said had averaged 689 hours at his station, is devoted to warmup time, which takes 90 minutes, against 15 minutes to warm up a black-and-white tube.

Speaking on the personnel demands of color, Jules Herbuveaux, NBC vice president and general manager of WNBQ (TV) Chicago, which had just begun broadcasting all of its local studio programs in color (see story this issue), said that one technician was added to each crew



Introducing—

The AUTO-ZOOM lens . . . for Vidicon TV Cameras

- **5 to 1 Variable Focal Length (10 to 1 with a simple lens change).**
- **Completely motorized. Zoom, focus and iris remotely controlled.**
- **Fills Vidicon format. No vignetting as with standard 16mm movie lens.**

The AUTO-ZOOM TV16 is a high resolution, 5 to 1 variable focal length lens for use with Vidicon TV cameras. Its remote control, motor-driven focus and zoom permit smooth, steady tracking with sharp focus throughout the entire range. The AUTO-ZOOM lens system is fully corrected and suitable for color television work.

One Camera Does The Work Of Two — A single stationary TV camera equipped with the new AUTO-ZOOM lens can go from wide angle distance shot to telephoto close-up—smoothly, quickly, automatically . . . without loss of focus or change of lens. With AUTO-ZOOM, one camera provides the near-far coverage normally supplied by two cameras with conventional lenses.

Coupled with the new high quality Vidicon type cameras now coming on the market, the AUTO-ZOOM greatly extends the usefulness of low-cost industrial and broadcast TV equipment. The AUTO-ZOOM TV16 is a product of Perkin-Elmer, world leader in optical and electronic instrument research and development.

Ask your camera manufacturer for further information or write Perkin-Elmer for a descriptive brochure.

The AUTO-ZOOM TV16 mounts easily on any standard Vidicon television camera

Specifications

Focal Length: 5 to 1 ratio. 30mm to 150mm, standard. 60mm to 300mm with optional accessory lens.

Aperture: Maximum opening f/2.7 from 30mm to 80mm focal length. Decreases to f/4.7 at 150mm. Aperture is automatically held constant throughout range at any opening f/4.7 or smaller. Minimum opening f/11.

Resolution: Better than 500 TV lines.

Field Size: Covers the full field of the Vidicon without vignetting at the corners.

Object distance: Six feet to infinity.

Perkin-Elmer CORPORATION

NORWALK, CONNECTICUT

of engineers and a makeup man is used occasionally. Otherwise, he reported, color called for no more personnel than black-and-white. Thomas E. Howard, vice president of Jefferson Standard Broadcasting Co. and engineering head of WBTV (TV) Charlotte, N. C., said that the only extra personnel he'd found necessary for color were the maintenance men. Color requires twice as much maintenance as black-and-white, he said.

Mr. Herbuveaux said that in converting to all-color operations, WNBQ was not changing its schedule. "We have the same programs, the same audience, the same clients," he stated, adding that outside of remodeling its studios and adding color cameras, there was little extra expense involved in changing from monochrome to colorcasting. Sets are often cheaper, covered with lights instead of paint, he said.

Disputing this position, too, Mr. Swezey said WDSU-TV prefers to make an occasional splash with color than to embark on a regular schedule of colorcasting routine programs.

Fight Must Continue For Equal Rights: Daly

BROADCASTERS must wage a continuous battle to obtain their constitutional right to cover public and legal proceedings, John Daly, ABC vice president, told a Freedom of Information session of the NARTB convention last Tuesday at Chicago.

In a summary of discriminatory practices and recent progress attained by the industry in obtaining reportorial privileges, Mr. Daly warned that the Colorado Supreme Court pro-broadcast decision might prove to be a Pyrrhic victory because it is far from "a fulfillment of our inherent right to freedom of information and freedom of access." He said the decision "permits a judge to bar us where he wouldn't dream of barring newspaper reporters," and lets a witness or juror chase out radio-tv while newspaper reporters remain in the courtroom. In any case "it's a foot in the door," he observed, adding that judges appear to be "just plain distrustful of change."

Mr. Daly took sharp digs at U. S. Appellate Judge Harold R. Medina for his opposition to court coverage based on a visit to a television studio. Judge Medina found a mythical psychological barrier that would make it almost impossible to get the truth out of conflicting testimony.

After reviewing the coverage of murder trials by KWTX-TV Waco, Texas, and WKY-TV Oklahoma City, he said converts are being won but progress is slow. "Our battering on the courtroom doors is being heard," he said. "I can't say as much for Congress where the leadership turns a deaf ear to demands for fulfillment of our inherent rights. While we are barred, other news media are welcomed to House and Senate sessions. Moreover House Speaker Sam Rayburn still rules radio and tv out of so-called public hearings of congressional committees. It is alleged in some quarters that an excessively high forehead is at the root of this situation . . . It may be that congressional leaders are penalizing us for fear their members will misbehave and disgrace them. Yet they want to use us when it suits their convenience. Particularly around election time when they want, as I understand it, to keep their jobs, they're only too happy to preen for the camera and persuade the folks back home that they'll do a whale of a job for them in Washington.

"But when it comes to letting the folks back home see them perform that job—oh, no! And can't you just hear their screams of outrage if we retaliated in kind. Because they bar us from our rightful place in the chambers of Congress, what would happen if we barred them from the tv screens of the voters at election time. I predict the result would be the most furious burst of punitive legislation in history. You wouldn't need radio or television to hear their screams about censorship, their rights and the Constitution."

Mr. Daly cautioned that broadcasters must accept the responsibility that goes with coverage of public and judicial events.



ELEVENTH annual reunion of the broadcasters mission to the European theatre of Operations during World War II was held in Chicago last week during the NARTB convention. Escorting officers presented the VIP's with quasi-official promotions in simulated rank from colonel to brigadier general (l to r), seated; Don Kearney, ABC; John S. Hayes, WTOP Washington; Judge Justin Miller, former NARTB chairman; Les Lindow, WFDF Flint, Mich., and Ted Bergmann, McCann-Erickson (all escorting officers, except Judge Miller). Standing, J. Leonard Reinsch, WSB Atlanta; Robert D. Swezey, WDSU New Orleans; Joe Csida, New York syndicator; Abel Green, editor of *Variety*; Clair McCollough, WGAL Lancaster; Pa.; John S. Fetzer, WKZO Kalamazoo, Mich; Sol Taishoff, B•T publisher, and M. L. Novik, WOV New York.

De Forest Tells Pioneers He Sees Program Improvement

LEE DE FOREST, who a decade ago asked a broadcasters' convention: "What have you gentlemen done to my child?," last week told a broadcasters' gathering that he has seen "a notable improvement in the average radio program today over those of 10 years ago."

Speaking at the Radio Pioneers' annual dinner meeting, held in Chicago in conjunction with the NARTB convention, Dr. De Forest paid tribute to broadcasters for "immeasureably elevating" the musical appreciation of the average listener. His remarks were made in a speech of acceptance of a special citation given him on the 50th anniversary of his invention of the audio tube, amplifying device on which broadcasting is based.

Radio Pioneer citations were also presented to Judith Cary Waller, public affairs representative of NBC, for her "great gifts to radio and tv," and to Freeman Gosden and Charles Correll, *Amos 'n' Andy*, for their "pioneering in radio broadcasts of situation comedy."

The hall of fame award, annual posthumous award of the Pioneers, was made to Edward J. Nally, first president of RCA, as a "true pioneer who served for almost 75 years in the communications industry."

Raymond F. Guy, director of radio frequency engineering of NBC and president of the Radio Pioneers, presided at the dinner and presented the special citation to Dr. De Forest. The other awards were presented by William S. Hedges, NBC vice president in charge of integrated services, chairman of the awards committee of Radio Pioneers.

Rep. Charles A. Boyle (D-Ill.), Chicago, entered a statement in the Congressional Record Tuesday saluting Dr. De Forest.

VIP Colonels Exchange Eagles for Single-Stars

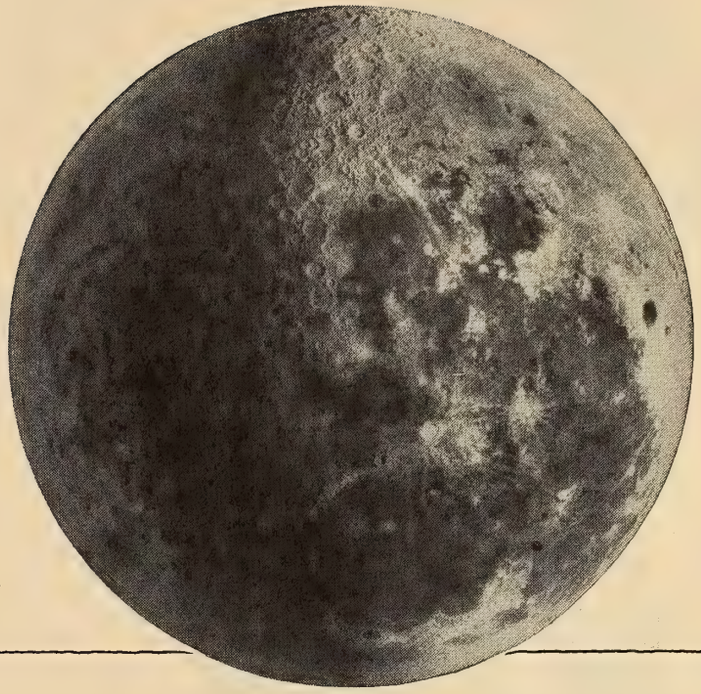
MEMBERS of the 1945 broadcast mission to Europe, who held the simulated rank of colonel in the Army, received surprise promotions to brigadier general at their annual reunion in Chicago April 15, held in conjunction with the NARTB convention.

Overseas caps bearing the brigadier insignia, along with the quasi-official documents, duly inscribed, were presented to the VIP's in a colorful ceremony at the Drake Hotel. M. L. Novik, president of WOV New York, in addition to his promotion, received the "VIP of the Year" award.

Presentation of the new commissions was made by a corps of escorting officers encountered by the mission in its 1945 inspection of the European Theatre of Operations. The promotions, according to the certificate, were by order of the presidents of the four networks, and in the "broadcasting reserve of the U. S." Making the presentations were Cols. John S. Hayes, WTOP Washington, and Les Lindow, WFDF Flint, Mich.; Maj. Ted Bergmann, vice president, McCann-Erickson, and Capt. Don Kearney, vice president, ABC Television Film.



VIPER of the year award is presented to M. L. Novik, WOV New York, by John E. Fetzer, Fetzer stations president, last year's recipient.



WISHING FOR THE MOON WON'T DEVELOP SPACE TRAVEL

The forty-hour work week didn't just happen because some men said, "We don't want to work more than forty hours."

It is the harvest of a few men's genius who said, "Here are new tools for producing in forty hours as much as you used to produce in forty-five."

Technical progress is one of the contributions of management to our nation's spending power.

REPUBLIC STEEL

GENERAL OFFICES • CLEVELAND 1, OHIO

EXPANDING BY $150,000,000 TODAY BECAUSE OF FAITH IN TOMORROW

WKRG
THE KOLOSSUS ROUND GULF
covers the booming GULF COAST MARKET
ALABAMA, FLORIDA LOUISIANA & MISSISSIPPI
Sales Management says "Mobile—one of nation's leading cities in retail sales—21st highest in nation with index of 109.2"
MAXIMUM POWER MAXIMUM COVERAGE
Channel 5
Avery-Knodel

B•T TOURNEY WON BY HIGGINS, LINDSAY

Comr. Doerfer wins low net honors with a 61. Higgins' 79 ties for low gross, marking his fifth triumph since 1948 and third straight.

MERRILL LINDSAY, WSOY Decatur, Ill., and Joe Higgins, WTHI Terre Haute, Ind., tied for low gross honors with 79 in the 25th annual B•T golf tournament held Sunday, April 15, at Midwest Country Club in Hinsdale, Ill. FCC Comr. John C. Doerfer captured the low net prize in the blind bogey scoring, using a maximum 30 handicap to card a 61 net. B•T awarded silver loving cups to the winners.

Co-winner Higgins was first place winner in the B•T tourney in 1948, 1950, 1954 and 1955.

George Whitney, KFMB-TV, San Diego, won second low gross with an 81. Tied for third gross honors were Hugh Boice, WEMP Milwaukee; H. Needham Smith, WTRF-TV Wheeling, and Herb Grayson, WBBM Chicago. Andy Spheeris, WEMP Milwaukee, with a 62, took second low net, while John Carey, WIND Chicago; Al Schroeder, WNBQ (TV) Chicago, and James Richdale, KOTV (TV) Tulsa, tied for third with net 63's.



WINNERS of low gross and low net honors in the B•T golf tournament April 15 were (l to r), Joe Higgins, WTHI-AM-TV Terre Haute, Ind.; Merrill Lindsay, WSOY-AM-TV Decatur, Ill., and FCC Comr. John C. Doerfer. Messrs. Higgins and Lindsay tied for low gross with 79. Comr. Doerfer shot a 91 and his handicap of 30 gave him a low tourney net of 61.

Prizes for the B•T tournament were donated by Chicago stations WLS, WBBM-AM-TV, WGN-AM-TV, WCFL, WBKB (TV), WIND, WJJD, WMAQ-WNBQ. Three independent New York stations, WOV, WMCA and WMGM, also awarded prizes. The scores:

	Gross	Handicap	Net
Robert Ferguson, WTRF-TV	93	18	75
H. Needham Smith, WTRF-TV	82	12	70
William Young, Hygo-Unity	93	24	69
Robert McKee, NBC-TV Sales	103	30	73
Win Uebel, NBC-TV Sales	120	30	90
Bob Elrod, NBC-TV Sales	102	30	72
Angus Robinson, NBC-TV Sales	142	30	112
Jack Mathews	106	30	76
Frosty Blair, Katz Agency	108	30	78
Junius Zold	98	27	71
Jack McWeeny, Venard, Rintoul & McConnell	114	30	84
Marv Shapiro, CBS-TV	110	30	80
Jack Baity, J. Walter Thompson	97	30	67
Win Holden, J. Walter Thompson	105	30	75
Bob Meskill, CBS Radio Spot Sales	119	30	89
George Hamm, Leo Burnett	111	30	81
Gene Myers, CBS Radio Spot Sales	112	30	82
Lou Smith, Edward Petry Co.	85	21	64
Geo. Whitney, KFMB-TV	81	18	63
Bob Lambe, WTAR-TV	85	21	64
Jim Richdale, KOTV (TV)	84	21	63
Sterling Beeson, Headley Reed	91	27	64
Hugh Boice, WEMP	82	12	70
Andy Spheeris, WEMP	92	30	62
Bill Shaw, Headley Reed	89	18	71
W. M. Woodill, CKSO	103	30	73
Lloyd Armstrong, CKSO	105	30	75
Lou Green, Lou Green Productions	87	18	69
Earl Moreland, WMCT	107	30	77
Jack Davis, Blair Tv	92	24	68
Fitz Fitzsimonds, KFYR	100	30	70
Roger Heyden, Ideco	117	30	87
Russ Walker, John E. Pearson Co.	115	30	85
Frank Pellegrin	92	24	68
Kirby Cook, H-R Reps.	92	30	62
John Doerfer, FCC	91	30	61
Joe Higgins, WTHI	79	6	73
Jim Firmin, WMOK		no score	
Maury Long, B•T	88	15	73
Al Schroder, WMAQ	90	27	63
Grover Cobb, KVGB	95	30	65
Bob Gadbois, KAVR	117	30	87
Art Curtis, George Hollingbery Co.	97	18	77
Phil Archer, Campbell-Mithun	116	30	86
Earl Hotze, Gardner Adv.	105	30	75
John Carey, WIND	93	30	63
Allen Schroeder, CBS	100	30	70
Carl Jewett, Robert Meeker Assoc.	94	30	64
Chuck Lanphier	101	24	77
Chuck Hemrich	93	24	69
Gene Dadan, North Adv.	95	24	71
Bob Jennings, North Adv.	111	30	81
Kent Dalassandro, North Adv.	95	24	71
Earl Gallagher, Headley Reed	103	30	73
George Windegren, Int. Harv.	85	15	70
Bill Fox, KFMB-TV	112	30	82
Chuck Pratt, Edward Petry Co.	112	30	82
Don Grasse, Tatham-Laird	103	30	72
Tom Flaherty, WBBM	93	27	66
Herb Grayson, WBBM	82	9	73
Bob Riley, WMBD	86	18	68
Frank Fletcher	100	30	70
Bill Maillefert, Edward Petry	101	30	71
Art Kelly, H-R Representatives	110	30	80
Robert E. Lee, FCC	104	30	64
Dutch Lackey, WHOD	87	21	66
Merrill Lindsay, WSOY	79	6	73

	Gross	Handi-cap	Net
Howard Schellenberg	100	30	70
Lou Linger, WJJM	100	30	70
Duncan Scott	113	30	83
Harry Butcher, KIST	109	30	79
Gene DeYoung, KERO	102	30	72

VHFs Form Committee To Guard Coverage

DECISION to organize a committee of vhf stations to protect their signals from degradation and their present coverage areas from curtailment was reached Monday at an informal meeting of a group of vhf broadcasters attending the NARTB convention in Chicago.

Pending the completion of organizational plans, it was decided that membership in the new association, which has yet to be named, will be open to any operator of a vhf station now broadcasting with full authorized power or planning to do so within six months. Independent tv stations as well as network affiliates are eligible for membership.

George Storer Jr., financial vice president of Storer Broadcasting Co., was elected chairman of an eligibility committee, with Hulbert Taft Jr., president, WKRC-TV Cincinnati, and Charles Crutchfield, executive vice president and general manager, WBTV (TV) Charlotte, N. C., as the other members.

P. A. (Buddy) Sugg, manager WKY-TV Oklahoma City, was appointed temporary treasurer and head of a finance committee whose other members are J. Leonard Reinsch, executive director, Cox stations, and Donald W. Thornburgh, president and general manager, WCAU-TV Philadelphia.

Thomas E. Howard, engineering vice president, WBTV, was chosen chairman of an enginering committee whose initial assignment will be to set up plans for a nationwide study to be conducted by a to-be-named engineering firm.

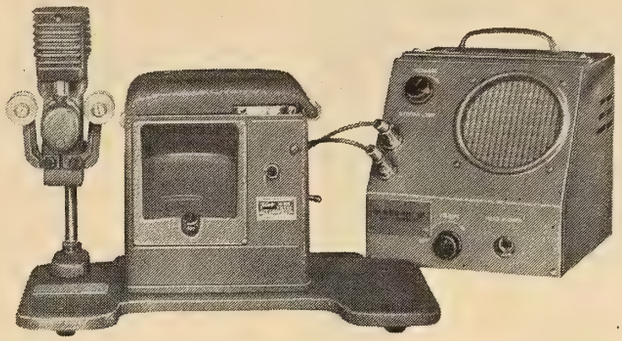
Kirkland, Fleming, Green, Martin & Ellis, Washington, was named as committee counsel. Reed Rollo of that law firm presented a report of the legal situation at the initial meeting.

Organizational plans will be formulated at a meeting to be held in the near future. Date and place are unsettled but the meeting may be held this week, possibly in Washington.

Among those attending the meeting in Chicago last week were: Campbell Arnoux, WTAR-TV Norfolk, Va.; Joseph Baudino, Westinghouse Broadcasting Co., Washington; Otto P. Brandt, KING-TV Seattle; John H. DeWitt Jr., WSM-TV Nashville, Tenn.; Harold F. Gross, WJIM-TV Lansing, Mich.; Payson Hall, KCMO-TV Kansas City; Jack Harris, KPRC-TV, Houston; Harold Hough, WBAP-TV Fort Worth; Gene Kelley, KCRA-TV Sacramento, Calif.; Alfred H. Kirchofer, WBEN-TV Buffalo, N. Y.; Clair R. McCollough, WGAL-TV Lancaster, Pa.; C. Wrede Petersmeyer, KOTV (TV) Tulsa; D. L. Provost, WBAL-TV Baltimore; J. Leonard Reinsch, WSB-TV Atlanta; Clyde W. Rembert, KRLD-TV Dallas; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Harold See, KRON-TV San Francisco; Victor A. Sholis, WHAS-TV Louisville; Henry W. Slavick, WMCT (TV) Memphis; George W. Storer Jr., Storer Broadcasting Co.; Harold Stuart, KVOO-TV Tulsa; Robert D. Swezey, WDSU-TV New Orleans; Hulbert Taft, WKRC-TV Cincinnati; Donald W. Thornburgh, WCAU-TV Philadelphia; Edwin K. Wheeler, WWJ-TV Detroit; Hoyt B. Wooten, WREC-TV Memphis, and Charles Crutchfield, WBTV (TV) Charlotte, N. C.

EVERYTHING

FOR MOTION PICTURE AND TELEVISION PRODUCTION



CAMART DUAL SOUND READER

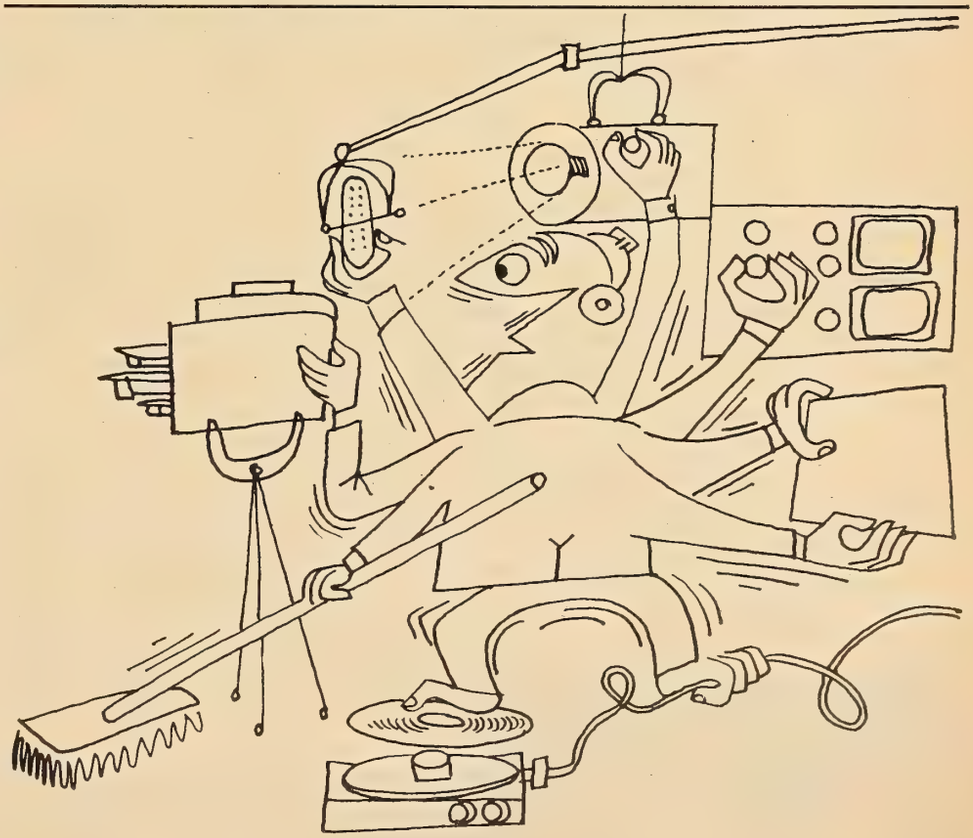
- **Edit single and double system 16mm or 35mm optical sound!**
- **Edit single system Magnastripe or double system magnetic sound!**
- **Use with any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track!**
- **Works from left to right or right to left!**
- **Optical Model, $195.00**
- **Magnetic Model, $185.00**

BE SURE TO VISIT US . . . SMPTE 79th Semi-annual Convention, April 29th to May 4th, Hotel Statler, NYC, Booth #23.

For descriptive literature, write Department B

THE CAMERA MART, INC.

1845 BROADWAY (at 60th St.), NEW YORK 23, N. Y. PL 7-6977



Help Wanted?

Find the man* you want via B•T's classified pages.

For personnel, equipment, services or stations to buy or sell, tell everyone that matters in the *Classified* pages of Broadcasting • Telecasting. . .

* *or job.*



WRCA-AM-TV Plans Juvenile Aid Project

DETAILS of a juvenile delinquency prevention project, to which WRCA-AM-TV New York will contribute $30,000 in cash and $100,000 in time and production costs, were announced jointly by the stations and Domestic Relations Court Justice Nathaniel Kaplan, chairman of the New York City Youth Board.

The stations and the Youth Board have selected an unidentified section in Manhattan, called "Area 4," in which the resources of the station and the agency will be mobilized with those of the community in an effort to prevent juvenile delinquency. It was emphasized that the neighborhood is not a "problem" area but one that may deteriorate unless preventive steps are taken. The $30,000 cash sum will be used to employ an outstanding youth work executive and assistants, who together with neighborhood groups will map a community-wide program. The stations plan to broadcast progress of the project as soon as is feasible, and also will make available to participating community groups the stations' specialized personnel (producers, directors, sports supervisor, etc.) and performers for assistance in neighborhood activities.

WBAP-TV Helps Nail Robbery Suspects

WBAP-TV Fort Worth, Tex., has been credited with aiding in the capture of two men suspected of having held up the University State Bank. Minutes after the police radio broadcast descriptions of the holdup men to its patrol cars, WBAP-TV interrupted a regular program to broadcast the descriptions. A viewer turned from her set to see two men answering the descriptions entering a house next door. Police quickly apprehended the suspects.

WIP Promotes Fire Prevention

IN cooperation with the Philadelphia Fire Department, WIP Philadelphia interrupted all programs over a 48-hour period to broadcast fire alarms as received in the radio room of fire headquarters, City Hall. The station's campaign was a tribute to the nation's fire fighters. WIP believes that these interruptions dramatically emphasized the number of daily fires in the city.

KSYD-TV Aids Burned-Out Family

IMMEDIATELY following a tragic fire which wiped out the home and possessions of a Wichita Falls, Tex., family, KSYD-TV, Wichita Falls, put its promotion staff to work and three days later the staff presented over $1,000 in clothing, toys, food, and other gifts to the family. Feature of the drive was a 45-minute special show of *Little Rascals* and the appearance of Fannie Mae Jenkins, four-year-old girl who helped her two younger sisters from the flaming house to safety.

WONE Heart Campaign Raises $500

WONE Dayton, Ohio, disc-jockey Jolly Rogers raised $500 for the Heart Fund last month, but he had to go to jail to do it. Mr. Rogers promised the Heart Fund Assn. that his listening audience would send in $500 anytime he asked them. So he asked them, and the dimes poured in, but not fast enough. By the deadline the total contribution figure stood at $280. Heart Assn. publicity agent swore out a warrant against Mr. Rogers for not fulfilling his financial obligations, and off went the disc jockey to the pokey. Throughout the night, using remote equipment, Mr. Rogers pleaded for his listeners to get him out. After 12 hours in the cooler, his promised $500 was raised.

WNAE, WRRN-FM Battle Pa. Floods

WHEN Warren, Pa., located in the upper reaches of the Allegheny River, was flooded last month, local WNAE and WRRN-FM began regular airing of checks on the river height, and reported water levels around factories and schools. As the situation grew worse, Civil Defense messages, calling for swift organization of CD people and equipment, were broadcast, along with evacuation information. Local merchants used radio freely to tell where emergency equipment was available. After the emergency passed, the stations continued to air rehabilitation announcements.

CJDC Averts Floods

WHEN a watermain broke early this month at Dawson Creek, mile zero on the Alaska Highway, Roy Darling, disc jockey, CJDC Dawson Creek, British Columbia, aired the news. The break meant millions of gallons of water from mountain snows threatening the community. The response to the warning was immediate. Within 15 minutes the site of the watermain break was a hive of industry as citizens armed with shovels dyked the rushing water away from buildings. The result was only minor water damage to the town and compliments by the community for the wide-awake radio station.

WOWO Tornado Drive Tops $4,000

WOWO Fort Wayne, Ind., newsman Ray James' on-the-spot coverage of the havoc wrought by an early March tornado in Marion, Ind., has paid off in the amount of more than $4,000 for the victims of the disaster. Mr. James was said to be the first man on the air with eye-witness reports of the tornado's destruction. Immediately after the storm, Mr. James, on his regular news shows, began asking listeners to send in dimes to aid the people of Marion. Other station personalities quickly added their voices. After four days, WOWO called off the drive and presented Mayor Edward Wert of Marion with a check for $2,022. But the dimes kept on coming, and the station was able to send Mayor Wert another check for more than $2,200.

Fair Trade

A two months' trading campaign, conducted by disc-jockey Al Wolfe, WCHA Chambersburg, Pa., was climaxed early this month with the presentation of a check for $125 to the Franklin County chapter of the National Foundation for Infantile Paralysis. Mr. Wolfe began his trading with a shoe string on his daily *The Wolfe Works* program. He quickly traded such items as a box of dog biscuits, a poinsettia plant, doilies, a tv set, a Necchi sewing machine, a Zeiss-Icon camera, and finally a 1948 Plymouth sedan. The car was auctioned off to the highest bidder, whose check for $125 was turned over to the March of Dimes.

(Continues from forward section)

Abandon Old 'Taboos' O'Neil Tells Industry

THOUGH technological advances are revolutionizing all facets of the entertainment industry and fostering keener competition among the media, the most pressing stumbling block facing radio, television and motion pictures is "the refusal to abandon cherished taboos."

This criticism was voiced last week by Thomas F. O'Neil, board chairman of RKO Teleradio Pictures and Mutual, in a talk before the Poor Richard Club in Philadelphia. Mr. O'Neil contended that the various elements in the entertainment field continue to "cling to the comfort of doing things the way they always have been done."

Mr. O'Neil said the purchase of RKO Radio Pictures by his company's interests will make producers in both the motion picture and tv fields do "some fresh thinking." On the broadcasting level, he said, the General Teleradio tv outlet in New York, WOR-TV, came up with a programming idea of repeating the same feature film each night. He pointed out that WOR-TV's *Million Dollar Movie* has been "highly successful" in meeting the competition of tv networks' prime, evening-time programming.

"It may be," Mr. O'Neil continued, "that some so-called radical departure from the accepted way of doing business will ultimately solve other problems of television—maybe even that of subscription vs. free tv. We don't know what the solution will be. But we're convinced that it won't be arrived at by backing away from the problem as if it didn't exist."

Italian-Language WOV Shifts To Negro Shows in Evening

WOV NEW YORK, Italian language station in the metropolitan area, last week shifted the bulk of its evening programming towards New York's major Negro market, basing its decision on the results of a special survey conducted for the station by Advertest.

The survey revealed, among other things, that 43% of New York's Negro women work outside the home during the day, that 63.5% of them are married and thus control the family shopping budgets, and that shops in the Negro residential areas stay open until 10:30 p.m., with 21% of those queried remaining open past midnight.

Consequently, WOV has told its advertisers that all-night musical programs beamed especially to the Negro listener is a "new and potent argument for the WOV story."

Mobile Requests

COGNIZANT of television competition, WHDH Boston has evolved a new service that tv conceivably cannot duplicate —a music request service for auto radio listeners.

The station has a telephone-equipped station wagon, marked "WHDH Request Wagon," which roams certain areas of Boston on specific days and times. Manned by a model, a motorist can give his request to her for playing a few minutes later on WHDH.



Advertisement

From where I sit *by* Joe Marsh

Money Does Grow on Trees . . .

One of the best investments our town ever made is paying off—in attractiveness, pleasure and hard cash. It's a good idea for any community to try.

About 1940 we took over a hundred eyesore acres of farmed-out land that hadn't produced anything but dust and weeds for years — and planted pine seedlings (cost about $2 a thousand).

Slowly the woods began to grow—and so did the benefits. We put in picnic grounds last year and a Little League ballfield. This year we had our first wood crop . . . almost a thousand dollars for the treasury, with more in prospect for the years to come!

From where I sit, it's wonderful how that patch of woods benefits everyone *in town—rich and poor, men and women, people of all different tastes and opinions (including buttermilk fans, sarsaparilla lovers and those who like to take a bottle of beer along on a picnic). The effect Mother Nature has on each one of us strengthens my belief that all human beings are pretty much alike at heart.*

Joe Marsh

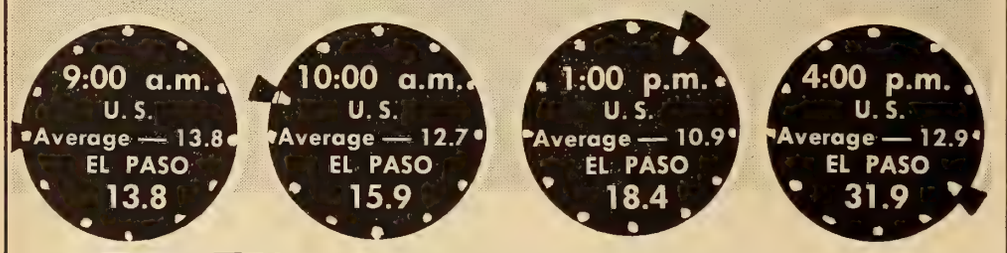
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There are no "ifs" and "buts" . . . not even a "maybe"

DAYTIME TV IS BIGTIME IN EL PASO

Hour for hour . . . all day long . . . day in and day out, El Paso's television ratings are higher than the national average. High-tower, high-power Channel 4 is the only El Paso station providing morning programming and complete coverage morning, noon and night of the nation's largest trading area. It's a billion and a half dollar market, comprised of 8 Southern New Mexico and West Texas Counties, plus Juarez, Mexico.

Don't forget Daytime is Bigtime on KROD-TV, EL PASO



KROD-TV CBS and ABC Television Networks
Owned and operated by the El Paso Times, Inc. Channel 4 EL PASO, TEXAS
Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.





HUGH B. TERRY, president-general manager, KLZ-AM-TV Denver, tries on the typical correspondent's dress and checks his portable tape recorder prior to leaving for a tour of the Middle East. Mr. Terry will send back tapes for KLZ use.

Charles H. Cowling Opens New Representation Firm

ESTABLISHMENT of Charles H. Cowling Assoc., station representative, was announced last week by Mr. Cowling, veteran broadcaster. The main office will be located at 6253 Hollywood Blvd. and another office will be managed by Evelyn Wiggins in the Mills Bldg., San Francisco.

Effective next month, the new firm will represent the William G. Rambeau Co. in California, Oregon, Washington, Arizona, Utah and Nevada, Mr. Cowling said.

Mr. Cowling's past associations in radio have included being national sales manager of KMPC Los Angeles, general manager of KAVR Apple Valley, Calif., and assistant general manager of KCBQ San Diego, Calif.

Radio-Tv Serve as Stimulus, To Book Reading, WNYC Finds

RADIO listening and television viewing are not competitive with book reading but rather serve as a stimulus, according to an analysis of mail and phone reaction to the WNYC New York Fourth Annual Book Festival made by the city-owned station.

The week-long Book Festival, which ended April 14, proved that "the new electronic media are not competitiors but rather a complement to the world of books," according to Seymour N. Siegel, WNYC director. He added that "unprecedented public response" to the festival showed that "radio plays a major role in stimulating reading for all ages" and that radio and tv possess a "vast potential" for evoking literary interest.

Color on KSBW-TV by July

JULY 1 is the target date set by KSBW-TV Salinas, Calif., for a power boost on ch. 8 to 209 kw and transmission of network color programs. The station, it has reported, plans on locally-originated color transmission by the latter part of next year.

WBC Distributes Pamphlet To Aid Radio Advertisers

WESTINGHOUSE Broadcasting Co. has prepared for advertising agencies and advertisers a 28-page booklet, "How to Make Radio Campaigns Move Goods in Local Markets," intended to assist clients in achieving the best possible results from radio advertising.

The booklet, which is being distributed by WBC and Peters, Griffin, Woodward, national sales representatives for WBC radio stations, covers such subjects as cooperation between station and client on sales promotion, merchandising, advertising plans and programming schedules.

Alexander W. Dannenbaum Jr., general sales manager of WBC, said the booklet was created because "too often, radio advertising 'just runs,' with too little awareness of why radio is being used, and how it can be tied in with other media." He pointed out that a radio advertising campaign should not stop with the commercial but should be an integral part of the company's total sales program.

WOR Promotes McCormick

ADVANCEMENT of William M. McCormick from assistant sales manager to general sales manager of WOR New York was announced last week by Robert J. Leder, newly-installed general manager of the station.



MR. McCORMICK

Mr. McCormick, who joined the station's sales staff in 1946, is credited with having brought in more than $3.5 million in gross billings to WOR in the past 10 years. In 1954 he was named regional sales manager for the station and in 1955 was promoted to assistant sales manager of the New York outlet.



A. J. MALOFF, vice president of Food Fair Stores, signs to sponsor *Romper Room* five half-hours weekly on WGBS-TV Miami. Also present (l to r), Maurice Held, Food Fair general merchandising manager; Clinton Drinkuth, the company's advertising manager; Seymour Freedman (seated), account executive for Bert Claster Television Productions, producers of the show, and Elmer Flagler, WGBS-TV account executive.

Public Spirited

TO COMMEMORATE its first birthday, WEBB Baltimore, which programs to the Negro population, presented an oxygen tent to Provident Hospital, a large Negro hospital. The presentation was made in the names of the station's advertisers and their agencies by General Manager Bentley Stecher.

Kirchhofer Named President Of WBEN-AM-FM-TV Buffalo

ALFRED H. KIRCHHOFER last week was elected president-secretary of WBEN Inc. (WBEN-AM-FM-TV) Buffalo, New York, replacing the late Edward H. Butler [B•T, Feb. 27]. Mr. Kirchhofer had been vice president of WBEN since the station went on the air in 1930 and also was elected vice president - editor of the parent *Buffalo Evening News*.



MR. KIRCHHOFER

Mrs. Butler was elected president of the parent News Inc., succeeding her husband.

Mr. Kirchhofer joined the *News* staff in 1915 and, among other assignments, served as Washington correspondent. He was president of the National Press Club when its present building was erected. He was publicity director for the Hoover and Landon presidential campaigns and in 1932 served as a member of the GOP newspaper-radio committee.

KTVC (TV) Plans Building

KTVC (TV) Ensign, Kan., has announced plans to begin construction of its plant within the next few weeks. Wendell Elliott, presently manager of KGNO Dodge City, Kan., and adding to his duties the management of the new tv outlet, expects telecasting to start within 90 days after the beginning of construction. The station is to operate primarily as a satellite of KTVH (TV) Hutchinson, Kan. [B•T, Jan. 30].

WGH-FM Shows Multiplexing

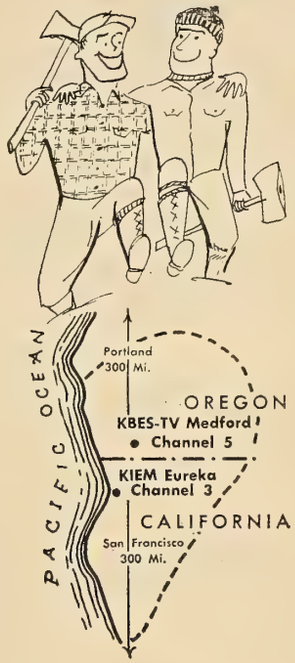
DEMONSTRATION of multiplexing was held over the facilities of WGH-FM Newport News, Va. Showing improved multiplex equipment were Browning Labs and Multiplex Corp. Representatives of fm stations on the East Coast were present. The demonstration comprised reception of multiplex signals at three locations, out to 30 miles from the stations transmitter. WGH-FM operates on 97.3 mc with 36 kw.

WADS Joins United Press

WITH the addition of WADS Ansonia, Conn., to its client roster, United Press reported last week that it now services a total of 120 New England radio stations, 101 of them commercial. WADS, owned and operated by the Valley Broadcasting Co., Ansonia, went on the air April 13 and will be formally dedicated May 13, the beginning of National Radio Week.

THE CALIF.-ORE. TV TWINS

. . . bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.



the *Smullin* TV Stations

KIEM CHANNEL 3 Eureka, Calif.

KBES CHANNEL 5 Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

two markets one billing

MARKET FACTS

POPULATION	324,745
FAMILIES	106,908
TV FAMILIES	65,023
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

CBS

for CALIF.-ORE. TV TWINS call DON TELFORD Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

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WAAM TV Channel 13 BALTIMORE, MD.
AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.
New York, Atlanta, Chicago and San Francisco
TOP POWER 316,000 WATTS



LIPMAN MOTORS, Hartford, Conn., has signed to sponsor *Million Dollar Movie* on WGTH-TV in that city. Signing are (l to r): seated, Abe Gold, general manager, and Murray Lipman, president of the automobile company; standing, Charles Stewart WGTH-TV account executive; George Morris, station sales manager; Jack Downey, the station's general manager, and Carl Flower, WGTH-TV account executive.

WBT Dismisses Disc Jockey For Unauthorized Editorial

WBT Charlotte, N. C., terminated the services of announcer Bob Raiford for what the station officials described as insubordination in a broadcast by Mr. Raiford on April 11 regarding the Nat (King) Cole incident in Birmingham, Ala.

During his evening show, *Raiford at Random*, the young announcer related events connected with his attempts to air random interviews, tape recorded, with Charlotte citizens in which they expressed their opinion of the Birmingham attack.

During the program, one of the interviews—the one made by Charlotte Police Chief Frank N. Littlejohn—was broadcast. Mr. Raiford admitted at the time that he was going against the orders of station officials.

Charles H. Crutchfield, general manager of Jefferson Standard Broadcasting Co., said that "it has long been the company policy not to editorialize on the air on controversial subjects through its announcers or employes."

WCAU-TV Philadelphia Issues New Rate Card

WCAU-TV Philadelphia has issued a new rate card increasing over-all rates from eight to 25% and realigning the Class C time period. The new rates became effective last week.

Although the rates have been increased in all time classifications, Robert M. McGredy, vice president in charge of sales, said that Class C time has been extended to 6 p.m. in the early evening schedule "which amounts to a downward adjustment in this important time period."

On the new card, the hourly base rate for Class AA time has been increased from $3,000 to $3,250; Class A from $2.000 to $2,200; Class B from $1,500 to $1,700; Class C from $1,100 to $1,250, and Class D from $600 to $750.

Wilson Suffers Heart Attack

DAVID WILSON, general manager of KPLC Lake Charles, La., suffered a pulmonary occlusion last Monday while attending the NARTB convention in Chicago. He was admitted to St. Luke's Hospital there. Mrs. Wilson, who was with him at the time of the attack, said Wednesday that he was out of danger and expected to be released from the hospital by week's end.

Kiwanis to Boost Radio

KIWANIS INTERNATIONAL has announced the completion of a radio information kit, prepared to help Kiwanis Clubs pay tribute to the radio stations of their communities during National Radio Week, May 13-19. The 10-page booklet contains, among other items, a fact sheet for a recommended National Radio Week observance; facts about radio; two suggested press releases, and five spot announcements to be used in honoring the radio industry.

Be Prepared

ANTICIPATING spring floods from an extra heavy winter snowfall in the Cascade Mountains, KIMA-AM-TV Yakima, Wash., has placed 6,000 sandbags around its studio building, which borders the banks of the Yakima River. Tom Bostic, vice president-general manager, hopes that when and if the high waters come, the stations will be able to remain on the air with the help of the sandbags. The radio transmitter and studios for both am and tv operations are located in the building, while the tv transmitter is on higher ground.

Bay Area Plans for GOP

MEETING of Bay Area broadcasters has been called in San Francisco this week to consider plans for radio-tv coverage of the Republican convention in August. William D. Pabst, KFRC San Francisco, is chairman of the Bay Area credentials committee, formed at the suggestion of Bill Henry, chairman of the Radio Television Correspondents Assn. committee on credentials.

REPRESENTATIVE SHORTS

Weed & Co., formerly at 203 N. Wabash Ave., Chicago, and Weed Tv Corp., formerly at 20 N. Wacker Dr., have consolidated Chicago operations in new Prudential Bldg. Suite number is 2110, telephone, WHitehall 4-3434.

REPRESENTATIVE APPOINTMENTS

KOCS and KEDO-FM, Ontario, Calif., both owned by Daily Report Co., name Hil F. Best Co. national representative. Best Co. formerly served KOCS and KEDO-FM only in eastern U. S.

WMC-WMCT (TV) Memphis, Tenn., appoint John Blair & Co. and Blair-Tv, N. Y., national representatives, effective May 1.

REPRESENTATIVE PEOPLE

Keith Lewis, account executive, Paul Raymer Co,. N. Y., to television sales organization of Edward Petry & Co.

STATION PEOPLE

Willard W. Thomas, sales manager, KLEW-TV Lewiston, Idaho, named general manager, succeeding **Charles R. White,** resigned to become vice president and general manager of corporation building ch. 6 station in Victoria, B. C.

Richard L. Kaye, program director, WCRB Waltham, Mass.-Boston, named station manager. He is succeeded as program director by **David S. MacNeill,** news editor. **Fred L. Bosworth,** public relations director, named commercial manager, and **Leonard Buckwalter** to chief engineer.

Melvin F. Berstler, formerly engineer, WGN Chicago, to KPAS Banning, Calif., as general manager. **G. F. Kraus,** formerly manager of Geneva Chamber of Commerce, to KPAS as commercial manager. **Phyllis A. Berstler,** WGN transcription department, to KPAS as traffic manager.

Donald A. MacIsaac, WBSM New Bedford, Mass., to WKNY-TV Kingston, N. Y., as sales manager.



MR. MacISAAC

Richard Horan, WGY Schenectady, N. Y., named vice president and chief engineer, WSKN Saugerties, N. Y. **Harold S. F. Bates,** formerly treasurer of WJOY Burlington, Vt., and controller, WKNY Kingston, N. Y., to WSKN as comptroller. **W. Irving Rose,** program director, WKNY-TV, appointed commercial manager, WSKN. Other WSKN appointments: **Bob Browning,** WKNY, regional news director; **Richard Nedin,** WEOK Poughkeepsie, N. Y., chief announcer; **Frank Goerg,** WGY, sports and special events director, and account executives, **Gus Kramer,** WKNY, **Alex Greenberg** and **Thor Krogh.**

Russell Severin, program-production director, KWTV (TV) Oklahoma City, to WTAR-AM-TV Norfolk, Va., as local sales manager. **Harold Powell,** publicity director, WBTV (TV) Charlotte, N. C., named promotion manager, and **Clyde F. Meades,** former commercial manager, WGH Newport News, tv salesman.

Lawrence A. Wilkinson, chief engineer, WTOP-TV Washington, appointed manager of technical operations for WTOP Inc. **Donald H. Cooper,** engineer in charge of WTOP-TV facilities, named chief engineer.

Michael LaMonica, transmitter engineer, WFIL-TV Philadelphia, to WNBF-TV Binghamton, N. Y., as assistant to chief engineer in charge of transmitter operations. **Oliver W. Hayden,** WNBF, to WNBF-TV as account executive. **C. Richard O'Connor,** Daly Insurance Co., to WNBF as account executive. **Ann M. Lamparter** to WNBF-AM-TV promotion department. **Carol Rosenthal,** Fowler, Dick & Walker advertising copywriter, to WNBF-AM-TV publicity staff. **Irene Lesick,** WNBF-AM-TV publicity writer, to Mohawk Airlines, Newark, N. J.

Kent Burkhart, assistant program director, WNOE New Orleans, to KENT Shreveport, La., as program director. **Al Crouch,** news director, WJBO Baton Rouge, La., to KENT in same capacity.

Ether Either Way

AFTER announcing the *Doctor Hudson's Secret Journal* show for three months, WSB-TV's Art Haynes just couldn't resist getting in the act. He's going to medical school to become Dr. Haynes.

"Watching the shows renewed my interest in becoming a doctor," said the Atlanta tv personality. "I decided I was going to do something about it or forget it. As I saw the shows each week, the desire became more intense. I have decided to quit the show and attempt to become a doctor."

He will attend the U. of Tennessee's medical school at Memphis.



WSB-TV's Art Haynes had his own secret while announcing *Dr. Hudson's Secret Journal*. The cat was out of the bag, however, when he started using a stethoscope on Roy Collier, vice president of the Bank of Georgia, which sponsors the show.





AN advertising schedule calling for co-sponsorship of CBS' major league *Game of the Week* and five-minute Monday-Friday weather forecasts has been taken on KTNT-TV Seattle-Tacoma by the Heidelberg Brewing Co. Jim Kramer, Heidelberg advertising manager, signs for the shows in the presence of (l to r) Bob Byars, vice president-account executive for MacFarland, Aveyard & Co., Chicago; Bob Lethbridge, Weed Television account executive; Bill Goodrich, MacFarland, Aveyard assistant director of radio and tv; George Lindsay, Weed Television's Chicago sales manager, and Larry Carino, KTNT-TV commercial manager.



CO-SPONSORSHIP of the Oklahoma City Indians baseball games on KOCY there is being undertaken by the Fretwell Motor Co. (De Soto). L to r are M. H. Bonebrake, president-general manager of KOCY; Les Fretwell, automobile firm owner, and Jimmie Humphries, Indians owner. The Indians games, which have been aired by KOCY for the past 15 years, also are co-sponsored by Jax beer.



DONALD R. HART, vice president-general manager of Tri-State Appliance Co., Huntington, W. Va., signs a renewed and enlarged contract with WSAZ-TV of that city. George Glazier (seated r), Tri-State account executive; Jack Williams (standing l), WSAZ-TV promotion manager, and Bob White, sales manager, look on.

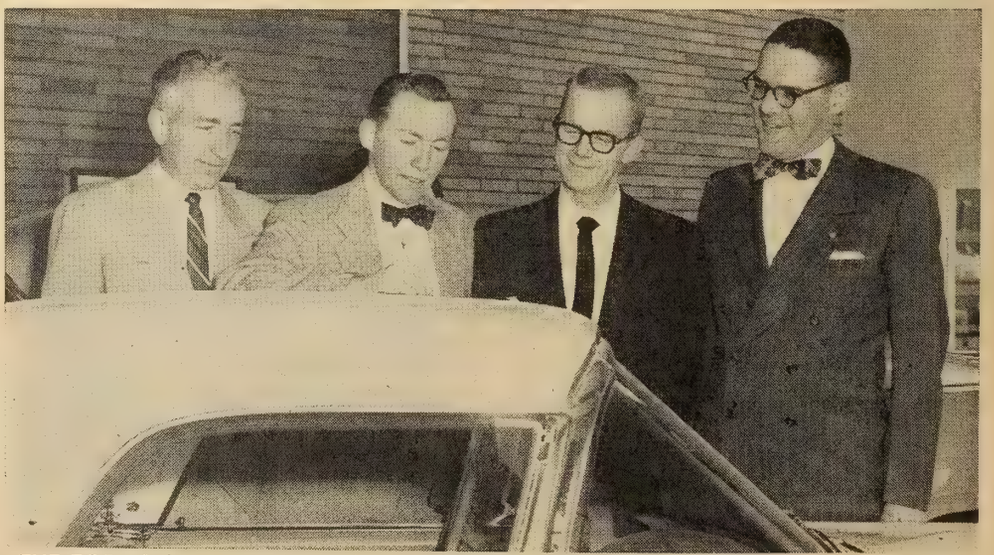
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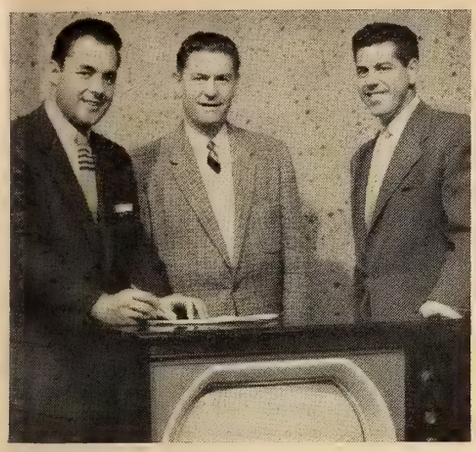
WILLIAM B. BACHMAN, director of membership for the Automobile Club of Michigan, signs for the club to sponsor the *Jim Vinall News* over WJR Detroit. With him are Worth Kramer (l), WJR vice president, and Mr. Vinall, WJR newscaster.



UNDER sponsorship of Dunlaps (department store chain), KDUB-TV Lubbock, Tex., presented its first locally-originated color telecast—a 15-minute filmed spring fashion show. Completing final arrangements are (l to r): seated, Franklin Grant, Dunlaps' public relations director; Reg Martin, Dunlaps' Lubbock store; standing, Jimmie Isaacs, KDUB-TV vice president-local sales director, Barney Klema, the station's account executive, and Jim Phillips, KDUB-TV assistant treasurer.



THE TOP of the sponsor's product doubles as a desk as Gene O'Meara, Denver Ford dealer, signs for *Deadline*, Saturday night news roundup, on KLZ-TV Denver. Surrounding him are (l to r) John Eby, Marshall Robertson agency; Gene Amole, *Deadline* producer-conductor, and Bill Hubbell, KLZ-TV salesman.



E. FAUST, northern California distributor of Hoffman television sets, has signed to sponsor a series of color movies on KCRA-TV Sacramento. The distributor also will use color slide commercials for local dealers and a series of spot announcements adjacent to network color spectaculars. Making arrangements are (l to r) Scott Kemper, Reitter & Orme account executive, Mr. Faust and Robert O'Brien, KCRA-TV.

Clark Grant, head of program department, WOOD Grand Rapids, Mich., named promotion director, WOOD-AM-TV Grand Rapids, Mich., succeeding **John Dragomier,** resigned.

L. Boyd Mullins, advertising-merchandising manager, KRON-TV San Francisco, to station sales department as account executive.

Walter J. Smith, sales service representative, KYW Cleveland, Ohio, promoted to account executive.

Ronald Bruce Egar, formerly program director, WEOL Elyria, Ohio, to sales staff of WGAR Cleveland, Ohio.

James Sefert, public affairs department, WLWC (TV) Columbus, Ohio, named account executive.

Don Balsamo, account executive, WBKB (TV) Chicago, and **Dewey Tackaberry,** director of merchandising, KABC-TV Los Angeles, to KABC-TV sales department as account executives. **Glenn Bohannan,** radio-tv media director, Erwin, Wasey & Co., L. A. agency, to KABC-TV as director of merchandising.

Dick Knoth, sales service manager-traffic director, KFWB Hollywood, and **William J. Trader,** assistant manager, KFSD-TV San Diego, Calif., to sales staff of KCBQ San Diego.

Howard Kester, formerly with New York stations and recently discharged from Army, to WADS Ansonia, Conn., as account executive. **Allan Brown,** Bridgeport, Conn., radio personality, to WADS Ansonia, Conn., for daily show. **Phyllis C. Warfel** to WADS as continuity writer.

C. Richard O'Connor, formerly with Daly Insurance Co., Binghamton, N. Y., to WNBF that city as radio account executive, succeeding **Oliver W. Hayden,** transferred to WNBF-TV sales staff. **Michael Lamonica,** WFIL-TV Philadelphia transmitter engineer, to assistant chief engineer in charge of WNBF-TV transmitter operations. Also added to WNBF-AM-TV: **Ann M. Lamparter** to promotion department, and **Carol Rosenthal,** former copywriter, Fowler Dick & Walker, Binghamton, to publicity department, replacing **Irene Lesick,** resigned to join Mohawk Airlines, Newark, N. J.

Leo Willette, *Birmingham* (Ala.) *News,* to WBRC-TV Birmingham as news director.

Ray Wilson, news staff, KFMB-TV San Diego, Calif., appointed news director, and **Stuart Batt,** station news staff, named news editor. Appointments fill vacancy created by death of **Paul A. White.**

Nedd Flemming, air personality, WAEB Allentown, Pa., named program director. **Robert S. Lamb,** WEST Easton, Pa., to WAEB as news director.

Bobby Beers to KOSI Denver as music librarian. **Sam Blessing** named chief announcer and **Jim Price** production manager.

Maurice Jackson, disc jockey, WVKO Columbus, Ohio, to WTVN that city.

DaVere (Dev) V. Nelson, sportscaster, Kan. State Sports Network, Manhattan, to WIBW-AM-TV Topeka, Kan., in same capacity.

Paul Pierce, news and special events staff, CBS Radio, L. A., to KNXT (TV) Los Angeles as farm reporter-producer.

Bob Benson, Philadelphia and New York radio personality, to WRCV for late music show.

Mimi Branson to KBTV (TV) for daily weather program.

Pa Johnson, WBT and WIST, both Charlotte, N. C., to WWIT Canton-Asheville, N. C., for morning disc jockey show. **Bob Burress** to WWIT sales staff.

Owen Spann, WTOB-AM-TV Winston-Salem, N. C., to WBT Winston-Salem, N. C., for disc jockey show.

Monte Long, sales promotion staff, H-R Representatives Inc., station representative firm, to WCAT Athol, Mass., as disc jockey. Station is scheduled to go on air May 6.

Sid Dacote to KCSB San Bernardino as night disc jockey.

Jesse Leonard, Portland, Ore., personality, to KGW Portland to produce and emcee morning show.

Leon Radsliff quartet, singers **Ardeen de Camp** and **Bob Callahan** and **Floyd Wright,** organist, to *Bill Weaver Show,* KCBS San Francisco.

Dick Drury, WFIN Findlay, Ohio, to announcer staff, WERE Cleveland, Ohio.

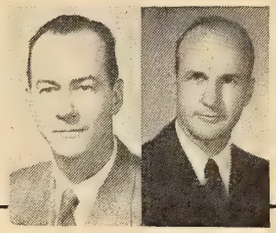
Ray Lane, news director, WWTV (TV) Cadillac, Mich., to KWWL-TV Cedar Rapids, Iowa, as staff announcer.

Friend in Need

WNEW New York, which is noted as an independent station which has used successfully the formula of popular music and news, this month played "big brother" to WNYC, New York's municipally-owned station. WNEW presented WNYC with a collection of more than 2,000 classical recordings, containing many currently unobtainable masterworks and collectors' items. The decision, said WNEW, was based on the fact that WNYC's limited budget facilities restrict the station from acquiring as much material as it needs.

Pioneering Outer Space Can Wait!

by John Pepper and Bert Ferguson



Let's pioneer Outer Space, later! At the moment, let's whoosh to the South—with a sales thrust, powerful as the impact of a rocket take-off. Destination: WDIA, Memphis, where a market bonanza is waiting exploration—a Negro market that's Tangible, Tenable, Timely!

TANGIBLE

The Memphis Negro market is tangible. This sales area has one of the nation's highest percentages of colored population, one of the heaviest concentrations of Negro income. Approximately 43% of Memphis residents are colored with a per capita income of $28.79 for every $100 of white income, while that of Chicago is $7.89; and New York, only $6.59.

What's more, Memphis Negroes spend 80% of that high bracket income on commodities—for example, more than 60% of all flour purchased in this section; more than 50% of deodorants and hosiery.

TENABLE

The market is, also tenable. Since its inception, in 1948, as an exclusive Negro radio station, WDIA has recorded for its advertisers a marked and sustained advance, evidenced by its gross dollar volume increase of 600%! Low readership makes newspaper advertising an ineffective medium—low percentage TV ownership limits tangibility. The only 50,000 watt station in Memphis, WDIA *dominates* commercial contact with sales responsive consumers. Convincing statistics on the sales power of programs, serviced by WDIA, appear on the progress charts of clients, like:

Camel Cigarettes, Budweiser, Folger Coffee, Sal Hepatica, Tide and Bayer Aspirin.

TIMELY

Now is the time to explore the feasibility of a promotional program for your products. Recognizing the financial factor of the Negro wage earners, in the rapidly expanding economy of the South, you may participate in the development, securing priority advantages to sell and establish your brand. Drop us your name, on your letterhead, that we may send you a factual prospectus. Request, too, your bound copy of, "The Story of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

Len Schlosser, radio-tv director, Chicago Council on Foreign Relations, to production staff of WBBM Chicago.

Tom Paxton, public relations director, Knox Industries, Enid, Okla., formerly staff announcer, WKY-AM-TV Oklahoma City, returns to WKY-TV as show m.c.

Big Wilson, disc jockey and tv performer, WRCV-AM-TV Philadelphia, to KYW Cleveland for afternoon show.

Edward O'Hara, Telenews Film Service, Chicago, to WCCO Minneapolis-St. Paul as news writer.

Charles P. Craig, WWST Wooster and WTVN (TV) Columbus, both Ohio, to announcing staff of WHBC-AM-FM Canton, Ohio.

Ed Meath, Rochester, N. Y., disc jockey, returns to WHEC-TV Rochester for afternoon show.

Charles Green, WNJR Newark, N. J., returns to WTTM Trenton, N. J., for six-night weekly program.

Thom Lewis, instructor at Northwestern U. radio-tv center, to KWK-AM-TV St. Louis as staff announcer.

Don Nelson, radio-tv supervisor, U. of Connecticut, Storrs, to emcee weekly *Connecticut Farm Forum* on WTIC Hartford.

Jules Dundes, general manager, KCBS San Francisco, to head S. F. United Crusade public relations program for 1956 campaign.

Jim Bormann, director of news and public affairs, WCCO Minneapolis-St. Paul, named Minn. state chief of public information for civil defense.

Willard C. Worcester, vice president and general manager, WIRE Indianapolis, named chairman of 1956 Indianapolis Community Chest campaign.

Lester W. Lindow, vice president and general manager, WFDF Flint, Mich., elected president of Flint Rotary Club.

Gene P. Loffler, general manager, KAUS and KMMT (TV) Austin, Minn., to emcee "Miss Minnesota" contest for second year.

Harold L. Neal, sales manager, WXYZ Detroit, appointed chairman of radio committee for Michigan Week, May 20-26.

Hugh A. Smith, vice president and general manager of KXA Seattle, named "general" of public services division, United Good Neighors Fund campaign for Seattle and King County.

Boosting Muscatine

AS PART of a promotion to build up the industrial growth and other business activity in Muscatine, Iowa, KWPC there is broadcasting a series of statements pointing up the attributes of the community and the advantages of living there. The statements are used during station breaks. KWPC General Manager George J. Volger has invited townspeople to serve as "supervising editors" and add to the list of interesting facts about Muscatine.



WILLIAM A. LYONS, vice president, New York State Gas & Electric Corp. signs for his firm to co-sponsor *Meet the Press* with Marine Midland Trust Co. of Southern New York on WNBF-TV Binghamton, N. Y. Also present are (l to r) Herbert Milligan, Midland vice president; Roderic Reeder, WNBF-TV account executive, and Andrew Hubbell, station sales manager. Program debuts on station April 8.

Bailey Hobgood, program director, WBT Charlotte, named state radio-tv publicity chairman for Youth Appreciation Day, May 27, annual tribute by business, civic and professional leaders.

Al Spokes, manager, WJOY Burlington, Vt., elected president of Burlington-Lake Champlain Chamber of Commerce and **Frank Balch,** assistant manager, president of Burlington Junior Chamber of Commerce.

Richard D. Harper, producer-director, WOI-TV Ames, Iowa, father of girl, Sarah Tompkins, April 8.

Mike Rich, WAAT Newark announcer, father of girl, Debra Ann, April 12.

William A. Persky, WNEW New York staff writer, married April 15 to Suzanna Taylor, Malverne, N. Y.

Richard D. Heffner, producer in charge of educational and religious programs, WRCA-TV New York, and producer of NBC-TV's *Princeton '56,* father of son, Daniel Jason, March 30.

Kathryn Kuhlman, evangelist, KQV Pittsburgh, Pa., donated $10,000 to Western Pa. School for Blind Children. Gift included collection from Eastern service.

STATION SHORTS

WEAV Plattsburgh, N. Y., in new studios at 38 Court St.

KXLY-AM-TV Spokane, Wash., reports substantial billings increase for first quarter of 1956 over 1955. In tv increase was 35% and radio topped last year by 17%.

WABI-TV Bangor, Me., announces start of morning program May 7. Station went on air in January 1953.

KBOX Modesto, Calif., reports 40% sales increase for first three months of 1956.

WMCA New York has moved from Brill Bldg., 1657 Broadway, to 415 Madison Ave. New telephone number will be Murray Hill 8-1500.

Radio-Tv Personnel to Address Ohio School News Conference

RADIO AND TV are cooperating in presenting the Southwestern Ohio School News Conference, Cincinnati, on May 4 at the Netherland Plaza Hotel. The meeting is for educators and newsmen.

Among those who will participate in the conference are: Al C. Field Jr., director of special broadcast services for WLW, WLWT (TV) Cincinnati; Lilyan Alspaugh, director of community relations, WKRC-AM-TV Cincinnati; Uberto T. Neely, general manager of WCET Cincinnati; Bernard M. Dabney Jr., assistant manager of WCIN Cincinnati; Robert Cordray, news director of WPFB Middletown; John E. Murphy, news director, WCKY Cincinnati, and Roy K. Wilson, assistant director of the press and radio-tv division of the National Education Assn., Washington.

Also R. L. Odson, manager of WMOH Hamilton; Marian Gange, sales promotion department of WHIO-TV Dayton; Clarence L. Doty, program director of WCPO-TV Cincinnati; Bruce B. Cox, assistant director of special broadcast services, WLW, WLWT (TV) Cincinnati; William C. Fox, news director of WPTW Piqua; Sherwood R. Gordon, president-general manager of WSAI Cincinnati; Alex Buchan, vice president, WING Dayton; George Biersack, manager of the Dayton Educational Tv Foundation; Charles Bernard, producer-director, Dayton Educational Tv Foundation, and DeWitt Campbell, program director, WING Dayton.

Port Chester High School Starts Closed-Circuit Tv

LIVE classroom tv, reportedly its first use in metropolitan New York on the pre-college level, made its debut at Port Chester (N. Y.) high school last week. Port Chester's Board of Education approved a three-classroom network on an experimental basis. General Precision Labs, White Plains, N. Y., installed the circuit system.

A five-pound camera and a 27-inch monitor have been set up in the ninth grade science room, with monitors placed on May 1 in two remote classrooms for the second phase of the experiment. Third phase would be inaugurated next fall, school spokesmen said, when tv instruction would be on "a regular schedule with a curriculum [which] will embrace not only science but English, citizenship, education and industrial arts."

New Orleans Tv Places Order

STATION EQUIPMENT, including a 5 kw transmitter, image orthicon camera equipment and complete studio and terminal facilities and accessories, has been ordered by Greater New Orleans Educational Television Foundation Inc. for a new educational tv facility slated to go on the air on ch. 8 in New Orleans within two months, Allen B. DuMont Labs reported last week.

Storer Donates to Miami U.

STORER Broadcasting Co. has given the U. of Miami's radio-tv-film department approximately $13,000 worth of motion picture equipment. Included in the gift are a Mitchell 16mm camera with sound-insulating blimp, a Model JA Bell & Howell film printer with PAR fade and a Maurer optical sound recorder.

WHEN-TV Holds Workshop

A SPECIAL religious workshop, designed to teach church leaders the fundamentals of television and how to apply them to their work, was held this month at WHEN-TV Syracuse. The seminar, held for the American Baptist Executive Radio-Tv Workshop, was conducted by Gordon Alderman, WHEN-TV program director, and the Rev. Charles H. Schmitz, broadcast training director for the National Council of Churches of Christ, U.S.A.

The station later took its religious workshop to Flint, Mich., and starting April 15, the workshop was set to spend a week's time in Milwaukee, discussing related radio-tv problems with clergymen in that area.

EDUCATION SHORTS

New York U. and **WRCA-TV New York** will join forces in experiment to determine best techniques for closed circuit tv instruction, starting next fall. With technical and production assistance from WRCA-TV, N. Y. U. will conduct three credit courses through its closed-circuit tv facilities. University obtained grant of $52,359 from Fund for the Advancement of Education, last September to set up closed-circuit operation.

Arizona State College, Tempe, Ariz., exploring variation of simulcast technique for *Ideas* program presented weekly on KPHO and KPHO-TV Phoenix. College tapes special rehearsal of telecast, eliminating visual material. Visual elements are added at later rehearsal of series which features college faculty.

KPTV (TV) Portland, Ore., donated personnel and equipment for closed circuit telecasts at three-day alumni meeting and dedication of Oregon Medical School Hospital.

Alpha Epsilon Rho (radio and tv honorary fraternity) Delta chapter, Michigan State U., making available to any tv station or educational group, kinescope recording explaining do's and don'ts of tv, talent-wise. Twenty-five minute film can be obtained by writing to Delta Chapter, Alpha Epsilon Rho, Speech Department, Michigan State U.



"You said on KRIZ Phoenix I could try it out before buying."

INTERNATIONAL

R&R Drops Canadian Clients To Concentrate on U. S.

RUTHRAUFF & RYAN Inc.—"in view of the highly competitive marketing situation in the U. S. and the expanding opportunities which are presented"—will pull out of the Canadian advertising field by closing its Toronto office and resigning the Lever Bros. Ltd. of Canada account, "in addition to a number of others."

R&R said its Toronto operations will be discontinued after all of its client responsibilities are fulfilled and when arrangements for the transfer of accounts are complete. At the same time, R&R announced two changes within its domestic branch office operations. William M. Amundson, account executive in the St. Paul office, was named manager, succeeding James R. Rahders, and Alex Pappas, account executive in the Dallas office, was moved up to manager, succeeding John Simmons.

Unlicensed B. C. Tv Closed

A TELEVISION station at Kamloops, B. C., which has been importing tv signals on ch. 4 from KXLY-TV Spokane, Wash., has been put off the air by the Canadian Department of Transport for illegally operating a tv transmitter without a license. The Department of Transport's inspector, N. McTavish, has informed the Kamloops Retail Merchants Bureau that he had ordered the station off the air because it was operating without regard to the Radio Act of Canada.

CBC's E. A. Weir Retires

E. A. WEIR, formerly commercial manager of the Canadian Broadcasting Corp. and adviser to CBC on audience research since 1951, has retired from active participation in broadcasting after 27 years in the industry. He became radio director of the Canadian National Railways in 1929 and while in that post began Canada's first nationwide symphony orchestra broadcasts from Toronto.

IRE Slates Canada Meet

INSTITUTE of Radio Engineers will hold its convention at Exhibition Park, Toronto, Can., Oct. 1-2. C. A. Norris is general convention chairman, and Dr. George Sinclair, Dept. of Electrical Engineering of the U. of Toronto, will be in charge of technical papers.

INTERNATIONAL PEOPLE

Bill Bellman, radio-tv director of James Lovick & Co., Vancouver, B. C., to same post at Cockfield, Brown & Co., Ltd., Vancouver.

Lee Fortune to radio-tv director of Canadian

Italian Tv Palace

RAI, the Italian Broadcasting Service, plans to construct a *Pallazzo Della Televisione* (television palace) as a new home for the country's television studios. Pallazzo will have eight stories, five studios, four 35-mm and seven 16-mm film projectors, two laboratories, cutting rooms and technical facilities for simultaneous production of two live programs. Italian tv set total is near 400,000.

the station that made ROANOKE
VIRGINIA'S NO. 1 TV MARKET
70.2% station share of sets . . . (ARB)
WSLS-TV
CHANNEL 10
ROANOKE, VA.
NBC
Represented Nationally—Avery-Knodel, Inc.

Outstanding Quad-City Favorite
MORNING • AFTERNOON • EVENING
according to
ARB AND PULSE FALL SURVEYS
Ask Avery-Knodel For Figures
CBS FOR THE
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/4 MILLION PEOPLE
WHBF AM TV
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Beer, Tv, Kids

MINE officials in Barnesley, England, agreed to start the late shifts in the Wharncliffe mine one hour earlier "so the men can get home in time to have a glass of beer, watch television and see their children before they go to bed."

The change was made to meet coal miners' demands that the work day fit in with tv programming. British tv networks (BBC, ITA) go on the air at 3 p.m. daily and normally shut down at 11 p.m.

Adv. Agency, Montreal, Que.

Georgina Williscroft to radio-tv director of James Lovick & Co., Vancouver.

The Rev. Keith Woolard, Vancouver, to director of radio and television for United Church of Canada, with headquarters at Toronto.

Barry Nicholls, formerly copy chief, McCraken Adv. Agency, Toronto, to CHCT-TV Calgary, Alta., as promotion manager, succeeding **Bob Nystedt,** resigned to return to U. S.

Abdul Hak Waleh, program secretary of Radio Kabul, government radio station in capital of Afghanistan, visiting WGAY Silver Spring, Md., through July 2. He is participating in Boston U. international seminar being conducted as part of State Department-Voice of America exchange program.

Gerry Gaetz, manager of CJCA Edmonton, Alta., elected president of Edmonton Chamber of Commerce.

Lloyd Moore, manager of CFRB Toronto, Ont., to board of directors of Broadcast News Ltd., radio subsidiary of Canadian Press, Toronto, replacing **Ken Soble,** CHML and CHCH-TV Hamilton, Ont.

Stan Chapman, manager of CKNB Campbellton, N. B., died of heart attack, March 28.

INTERNATIONAL SHORTS

BBDO opened its first Canadian office at 160 Bloor St. E., Toronto, April 16, with **Les Chitty** as manager.

Alford R. Poyntz Adv. Ltd., Toronto, has opened branch at Winnipeg, Man., with **Ed Drewry** as manager. **Marie Torossi** is media and radio director. Offices are in Electric Railway Chambers.

Elliott-Haynes Ltd., Toronto, has issued quarterly report on share of radio audience in Canada's four leading markets of Montreal (English and French reported separately), Toronto, Winnipeg and Vancouver, for January to March 1956. Report shows share of audience for each station by quarter-hours, Monday through Saturday, from 9 a.m. to 6 p.m., and by two-hour periods from 6 to 10 p.m., seven days a week, by days.

CHOT are call letters of new 1 kw day (500 w nighttime) station at Oakville, Ont., suburb of Toronto. Station expects to be on air early this summer. Howard C. Caine, formerly manager of CKFH Toronto, is president and general manager.

BBC transmitter installation in NE Scotland marks sixth BBC vhf radio transmitter, bringing 19 million people in U. K. within coverage.

BEST IN EDUCATIONAL RADIO-TV NAMED

Awards given in 10 radio and seven television program classes in both series and one-time broadcasts. Honors given during OSU Institute for Education by Radio-Tv.

WINNERS in the 1956 American Exhibition of Educational Radio and Television Programs were announced last week by Ohio State University. The exhibition was held in conjunction with the university's annual Institute for Education by Radio-Television at the Deshler Hilton Hotel in Columbus, April 17-20.

All awards are based upon programs actually entered by stations, networks and organizations in 10 radio and seven television program classes. The majority of the tv entries represent program series. Radio entries include "special one-time broadcasts."

The awards:

PART I. TELEVISION AWARDS

All awards are given to program series, not to individual programs. Series were judged in seven cooperating centers, one for each program class. Centers, coordinators, judges, and summarizers are given following the lists of prize-winning series.

Group I. Network: Multi-Station Telecast by Cable, Relay or Delayed Video Recording (Kinescope)

Class 1. Special Interest Groups: Women's, Agriculture, Religious, Etc. First Award: *Michigan Conservation,* to Michigan Department of Conservation and Station WKAR-TV, Michigan State University; telecast over Station WKAR-TV and selected other stations. Honorable Mention: *Dean Pike,* to Department of Public Affairs, ABC; telecast from New York over ABC Television Network.

Class 2. Cultural: Drama, Art, Science, Literature, Etc. First Award: *CBC Folio,* to the Canadian Broadcasting Corp.; telecast from Toronto over CBC Television Network. Honorable Mention: *Scope,* to CBC; telecast from Toronto over the CBC Television Network.

Honorable Mention. *NBC TV Opera Theater,* to NBC; telecast from New York over NBC Television Network. Special Award. *Wide, Wide World,* to NBC; telecast from "all over" over NBC Television Network.

Class 3. Public Affairs: Issues, Problems, Documentaries, News Interpretation, Etc. First Award. "Assignment: India," to NBC; telecast from specially prepared film over NBC Television Network. Honorable Mention: "Nightmare in Red," to NBC; telecast as a one-time program from New York over NBC Television Network. Honorable Mention: *Adventure,* to the Columbia Broadcasting System and the American Museum of Natural History; telecast from New York over the CBS Television Network. "The Big R," to Westinghouse Broadcasting Company, Inc.; telecast from White House Conference on Education over Westinghouse stations. *Industry on Parade,* to National Association of Manufacturers; telecast over 260 U. S. television stations.

Class 4. Dealing With Basic Freedoms. First Award. "One," in the series *Kraft Television Theater,* to NBC; telecast from New York over NBC Television Network.

Class 5. Systematic Instruction: Telecourses, Etc. First Award. Tomorrow's Careers, to Public Affairs Dept., ABC and the Johns Hopkins University; telecast from Station WAAM-TV Baltimore, over ABC Television Network. Honorable Mention: *It's Baby Time,* to Laufman Film Productions Inc., and the American Medical Assn.; telecast from film over various stations.

Class 6. Children and Youth (Out-of-School Listening). First Award: *The Friendly Giant—II,* to University of Wisconsin Television Laboratory and the Educational Television and Radio Center; telecast from Station WHA-TV Madison, by film over the National Educational Television Network. First Award: *Magic of Music,* to CBC; telecast from Ottawa over CBC Television Network. Honorable Mention: *Almanac,* to Station KETC, the Missouri Conservation Commission and the Educational Television and Radio Center; telecast from Station KETC St. Louis, by film, over National Educational Television Network. *Captain Z-Ro,* to Captain Z-Ro Productions Inc.; telecast from film over 21 U. S. stations. *The Finder—II,* to Station KETC and the Educational Television and Radio Center; telecast from Station KETC St. Louis, by film, over the National Educational Television Network. *Zoo Parade,* to NBC; telecast from various points over NBC Television Network. Special Award: *Disneyland,* to ABC and Walt Disney Productions; telecast from film over ABC Television Network.

Class 7. School Telecasts (For Use in School Classrooms) No Awards.

Group II. Local and Regional Stations or Organizations

Class 1. Special Interest Groups: Women's, Agriculture, Religious, Etc. First Award. *Time for Youth,* to San Francisco Youth Association and Station KRON-TV; telecast over Station KRON-TV San Francisco.

Class 2. Cultural: Drama, Art, Science, Literature, Etc. First Award: *WRCA-TV Workshop,* to Station WRCA-TV; telecast over Station WRCA-TV New York. Honorable Mention: *Doctor's Digest,* to University of Minnesota and Station KEYD-TV; telecast from Station KEYD-TV Minneapolis. Honorable Mention: *Operatic Telecasts,* to Indiana University Radio and Television Service and Station WTTV; telecast over Station WTTV Bloomington.

Class 3. Public Affairs: Issues, Problems, Documentaries, News Interpretation, Etc. First Award. *Eye on Chicago,* to Station WBBM-TV; telecast over Station WBBM-TV Chicago. Honorable Mention: *Operation Tuberculosis,* to King Broadcasting Company; telecast as a one-time program over Station KING-TV Seattle; *Focus on Delinquency,* to Station KNXT; telecast over Station KNXT, Los Angeles.

Class 4. Dealing With Basic Freedoms. First Award. *Man of the Year,* to Station WRCA-TV in cooperation with the *Saturday Review:* telecast over Station WRCA-TV New York.

Class 5. Systematic Instruction: Telecourses, Etc. First Award. *Live and Learn* (Governments and Human Nature), to Station WNBQ and the University of Chicago; telecast over Station WNBQ Chicago.

First Award: *Shakespeare on TV—Dr. Frank C. Baxter,* to Station KNXT and the University of Southern California; telecast over Station KNXT Los Angeles.

Class 6. Children and Youth (Out-of-School Listening). First Award: *Wunda Wunda,* to King Broadcasting Company; telecast over Station KING-TV Seattle. First Award: *The Art Cart,* to the Houston Independent School District and Station KPRC-TV; telecast over Station KPRC-TV Houston. Honorable Mention: *On the Carousel,* to the New York City Board of Education and Station WCBS-TV; telecast over Station WCBS-TV New York.

Class 7. School Telecasts (For Use in School Classrooms) First Award: Man's Story, to Seattle Public Schools, Seattle Art Museum, and Station KCTS-TV; telecast over Station KCTS-TV Seattle. Honorable Mention: *Everyone's an Artist,* to Philadelphia Public Schools and Station WFIL-TV; telecast over Station WFIL-TV Philadelphia.

Exploring the Fine Arts, to Philadelphia Public Schools and Station WFIL-TV; telecast over Station WFIL-TV Philadelphia.

PART II. RADIO AWARDS

With the exception of "One-Time Broadcasts," all awards are given to program series, not to individual programs. Series were judged in ten cooperating centers, one for each program class. Centers, coordinators, judges, and summarizers are given following the lists of prize-winning series.

Group 1. Programs Heard Nationally by Network or Transcription

Class 1. Special Interest Groups: Women's, Agriculture, Religious: First Award: *Pilgrimage,* to ABC and the National Council of Churches of Christ in the U. S. A.; broadcast from New York over the ABC Radio. Honorable Mention: *Church World News,* to the United Lutheran Church of America; broadcast from transcription over approximately 60 radio stations.

Class 2. Cultural: Drama, Science, Literature, Music (Not Straight Music). First Award: *CBC Wednesday Night,* to the Canadian Broadcasting Corp.; broadcast from Toronto over Trans-Canada Network of the CBC. Honorable Mention: *Tales of the Valiant,* to the University of Michigan Broadcasting Service; broadcast from WUOM Ann Arbor, over the National Association of Educational Broadcasters Tape Network; *The World We Live In,* to the ABC and Sherman Dryer; broadcast from New York over the ABC Radio Network.

Honorable Mention: *Biographies in Sound,* to NBC; broadcast from New York over NBC Radio Network.

Class 3. Dealing With Personal and Social Problems: First Award: *Disaster!* to ABC and the American National Red Cross; broadcast from New York over the ABC Radio Network. Honorable Mention: *The Hour of St. Francis,* to The Hour of St. Francis; broadcast over 600 radio stations.

Class 4. Public Affairs: Forums, Round Tables, News Interpretation: First Award: *Age of the Atom,* to CBS; broadcast from New York over the CBS Radio Network. Honorable Mention: *United Nations Radio Review,* to United Nations Radio; broadeast from United Nations over various networks and independent stations; *Meet the Press,* to NBC; broadcast usually from

(Awards continue on page 141)

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RADIO

Help Wanted

Managerial

Kentucky daytimer needs manager, manager-first phone, combo-first phone, also salesman with some announcing. Box 931F, B•T.

Need radio station manager with proved sales ability, for network station in southwestern competitive television market. Good living conditions. Real opportunity for permanent capable man. No floaters. Complete details including snapshot and beginning salary. Box 145G B•T.

We have an outstanding opportunity and situation to offer a capable sales manager, or assistant, who is also a hard hitting salesman. We are second to none in the Baltimore area. Box 300G, B•T.

Salesmen

Southwestern network radio station needs permanent capable man who can sell in competitive radio and television market. Excellent opportunity for right man. Send complete details, including minimum salary and snapshot to Box 144G, B•T.

Experienced radio salesman for Florida 5kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average pay please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Salesman or sales manager for New England's best advertising buy. Good guarantee plus 5 figure opportunity. Box 301G, B•T.

Salesman who can produce. Guarantee against commission. KCHR, Charleston, Missouri.

Add two salesmen under 35. Pay and chances for advancement above average. Photo, details WABG, Greenwood, Mississippi.

Salesman experienced, aggressive with ideas, 1000 watt Michigan daytimer, guarantee and bonus. Excellent potential. Photo, age, experienced references. Detroit Office WDOG, 316 Michigan Avenue, Detroit, Michigan.

RADIO

Help Wanted—(Cont'd)

Salesman

Experienced time salesman for WJCM, Sebring, Florida. Good salary and commission. Will interview in Washington, D. C., if necessary. Apply WJCM, Sebring, Florida.

Two top salesmen under 35 to settle down in model city Kingsport, expand with 7-station organization. Starting $100.00 weekly. Replies confidential. Photo, details WKIN, Kingsport, Tennessee.

Announcer-salesman. Will teach sales if good announcer. Salary, commission, profit sharing. Earn up to $100 week. WPAZ, Pottstown, Pa.

Two salesmen, starting $100 weekly. Advance rapidly as member 7-station organization. Replies confidential. Photo, details WPLH, Huntington, West Virginia.

Experienced salesman only for leading station in Michigan's 2nd city. Must be aggressive, top-notch calibre. We are only interested in men who have reached their peak in their present market and are now interested in moving into a large market. We'll give an excellent deal to the right man. Send full resume in first letter to WTAC, 740 S. Saginaw, Flint, Michigan.

Live wire salesman willing to work. Potential unlimited. He will make as much as ability permits. Airmail special details Box 1369, Odessa, Texas.

Immediate opening experienced time salesman at Louisiana radio station. Write Box 1489, Alexandria, La.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Announcer with above average ability for above average small station in the east. Our staff has an above average deal. You must be experienced. We're not looking for network material but a level headed man who can run board and follow station policy. Good basic salary with increments. Box 850F, B•T.

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Address_____ City_____ State_____

RADIO

Help Wanted—(Cont'd)

Announcers

Chief engineer—announcer—opportunity at growing successful fulltime station in medium-size southern city; excellent working conditions. Send complete resume with audition tape. Box 120G, B•T.

Announcer, personality disc jockey. Pennsylvania kw daytime. Ability and voice more important than experience. Box 227G, B•T.

Announcer or salesman with first ticket needed in central Minnesota network station. Immediate opening. Box 245G, B•T.

Announcer, 1st phone, wanted by daytimer, 60 miles from Los Angeles, permanent, send tape, resume. Box 260G, B•T.

Solid selling DJ for 5kw fulltime station in major Ohio market with music, news, sports format. Will pay for right man. Send tape, picture, background with first reply. Also need air newsman and reporter. Box 267G, B•T.

Immediate opening: Experienced all-around versatile announcer for key air-man. Bright, animated delivery. $85.00 or more to right man. No tv or other great opportunities. A good paying job for a practical professional who knows and likes a small town. Good working conditions in a pleasant small city with degree of security and permanence. Employment record should show stability. Airmail audition tape with brief news and several commercials along with letter giving background and employment record to Manager Radio Station KATE, Albert Lea, Minnesota. Replies confidential.

Need immediately — announcer with 1st class ticket. Also good copywriter (male or female). Top salary to qualified personnel. Write, wire or call A. L. Andersen, General Manager, Radio Station KDSN, Denison, Iowa.

Due to expansion, need additional qualified announcer for network station. Excellent opportunity. Prefer southwestener or midwesterner. Complete details should include picture, minimum salary, tape. Manager KSWS, Roswell, New Mexico.

Chief engineer-announcer. 40 hour week. Off Sundays. Announce only 2 hours early morning and relief. Right man offered $5000.00 annual salary. Apply letter KTNM, Tucumcari, New Mexico.

Housewives, grownups, and sponsors love our present mid-morning disc jockey . . . but, Uncle Sam loves him even more. You can replace him if: You can play music for an adult audience . . . You have "commercial" taste . . . You have a smooth mature delivery . . . If you like sponsors enough to adlib their messages from the heart. We'll guarantee $5,000 plus to the man who can keep our salesmen busy taking orders. Send everything first letter . . . resume . . . half-hour tape . . . picture . . . you may be called to appear for a personal interview, if your experience and style warrant. Don Lasser, WICH, Norwich, Connecticut.

Announcer, 1st phone. Shirtsleeve climate, central Florida. Progressive and growing market. WLBE, Leesburg, Florida.

We have an excellent position to offer you providing you are a good disc jockey, can sell on the air and hold a first class ticket. This is one of the finest jobs in the state of Indiana. The salary is open, depending on your ability. We will pay for what we get. If you can get along with people and your morals are of a high calibre please contact John Carl Jeffrey, Radio Station WIOU, Kokomo, Indiana.

Experienced announcer with 1st class license to do early morning announcing shift and serve as chief engineer of fulltime 250 watt station. Ideal community and fine station operation. WPNF, Brevard, North Carolina.

Good opportunity for announcer-salesman or engineer-salesman with announcing ability. Good guarantee and commission. Tape-photo-resume to Bob Harris, Box 1779, Pampa, Texas.

Technical

Engineer-announcer or engineer-salesman for 1kw daytimer in south. Box 251G, B•T.

Established Florida west coast tv station needs experienced studio engineer with maintenance experience. Send complete resume and picture to Box 252G, B•T.

First class engineer-announcer. Must be able to maintain 250 watt station. $75.00—48 hours. Box 264G, B•T.

Young man wanted from New York-New Jersey area to help construct chain of radio stations on eastern coast and become chief engineer. Chance to get in on ground floor. Box 278G, B•T.

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RADIO

Help Wanted—(Cont'd)

Technical

Engineer: First phone, GE am-fm transmitters, remote controls. No announcing. Good hours, pay. Send particulars to Manager, WCNB, Connersville, Indiana.

Needed: First class operator or combo man. Radio station WFNC, 1009 William Clark Road, Fayetteville, North Carolina. Write Chief Engineer giving experience and salary required.

Wanted: Radio engineer first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

Programming-Production, Others

News editor for editing news wire, gathering, reporting local news, very little board work; excellent opportunity on progressive fulltimer in expanding southern market. Send photo and resume with audition tape. Box 121G, B•T.

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Prefer experienced male or female. Lets exchange details. Friendly town of nine thousand. Progressive station. We have references, send yours. Box 162G, B•T.

Continuity writer, traffic, office, 1000 watt Michigan daytimer, $80.00 weekly to start, great potential. Send sample copy, photo, age, experience, references to Detroit Office, WDOG, 316 Michigan Avenue, Detroit, Michigan.

Position open for experienced female continuity writer. Send sample script, references, photo. Address General Manager, WLAC-Radio, Nashville, Tenn.

Situations Wanted

Managerial

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Want working manager. Honestly versatile, energetic. Percentage basis. 10 years engineer, announcer, program, sales. 35. Family. Presently midwest sales. Seek reasonable potential and permanency. Prefer Rockies or southwest. Consider others. Box 246G, B•T.

Manager—who really knows radio. Hard hitting with plenty practical sales helps. Excellent character, interested only in sound organization. Available May 1st. Box 257G, B•T.

Manager — result producer, long experience. Wants to locate in pleasant city about ten thousand or so. Where he can personally know most accounts. Manage, sell and operate efficient station. Box 258G, B•T.

Successful young manager . . . and wife . . . want small market station to run. Salary-commission. Prefer daytimer. Box 275G, B•T.

15 years experience, radio and tv, network and independent. Desire change from present radio position. excellent reasons. Box 279G, B•T.

Experienced general manager available. Top record (am-tv) in one of the top markets. Box 302G, B•T.

Salesmen

Salesman—presently employed with ten years experience in both television and radio wants West Coast position. Thirty-three years old, reliable, sober with best references. Box 255G, B•T.

Interested in sales or sales managerial position. Network and independent experience, both radio and tv. Box 280G, B•T.

Announcers

Announcing school graduate. Single, willing to travel, seeks employment in small station. Salary no problem. News, sports, DJ, board, tape. Write Box 915F, B•T.

3 months parttime announcer, salesman, with board experience, age 24, single, references, draft exempt. Box 248G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

First phone, announce DJ, news, plus ability to maintain your equipment. Presently employed C.E. One year fulltime 250 watt network affiliate. Single, 28. Box 254G, B•T.

Experienced announcer-DJ. Young, willing and affable. Music my specialty. Box 256G, B•T.

Good music—mature first phone combo, highly dependable, now employed, wants permanent place with good music station. Excellent news, commercials, commentary. Experienced and good at serious music. Tape, references on request. Box 261G, B•T.

Announcer. 19 months staff experience. Desire opportunity in East. 3rd class ticket. Box 262G, B•T.

Announcer-recent broadcasting school graduate. Married, 28, draft exempt. Prefer Maryland, will relocate. Available June first. Box 268G, B•T.

Six months experience. Cambridge graduate. Desire permanent position with future. Ambitious. Excellent background. 3rd ticket. Experience more important than salary. Box 270G, B•T.

Top-flight staff, DJ, 4 years experience, married, college education, desires position in metropolitan area. Strong on easy-going, listenable, pop shows, news and classics. Box 276G, B•T.

Radio-tv announcer: Seeking position with future and stability. Metropolitan markets only. Eight years experience in am and tv. Presently employed. B.S. degree in radio and tv. Tape, resume on request Box 277G, B•T.

Experienced announcer, currently employed 1000 watt independent. Prefer late evening or overnite shift. Minimum $75. Box 281G, B•T.

Sportscaster, 8 years experience, desires move to dry climate, Arizona preferred. Box 283G, B•T.

Classical music announcer. Two years experience. Pathfinder graduate. Clean fine delivery. Tape upon request. Also consider station that programs part of day to good music. Friendly, dignified commercials, news. Single. College. 3rd phone. Requires congenial atmosphere. Available immediately. Box 284G, B•T.

Top DJ available. With my experience, format, and personal touch, I can give you the top DJ show in your locale. My format, style appeals to adults as well as teenagers. If your are interested I'll come for personal interview. Box 288G, B•T.

Experienced, married, presently employed one of nation's top markets. Ten years news, sports, DJ, staff, net and indie. No hurry to change, want right spot on this move. $125. Let's exchange details. Box 289G, B•T.

Announcer: DJ and commercial personality, authoritative news. 3rd class license. Single. Travel. Available immediately. Tape. Box 293G, B•T.

Platter spinner; sportscaster; newsman; veteran; single; tape on request. Box 295G, B•T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 296G, B•T.

Announcer - program director, currently employed, desires staff announcing position in Minnesota or Wisconsin. Background experience of seven years in radio includes news and special events. Box 298G, B•T.

Young experienced announcer-DJ. Desire nite-shift position. Charlie Doll, 907 Clinton Street, Hoboken, N. J. HO 4-9976.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced DJ, announcer seeks position with future. You may have it. Single, good voice, smooth delivery. Buddy Gibson, 16 Madison Avenue, Yonkers, N. Y. YO 3-1021.

Sports director regional indie. Seeks advancement. Vivid play-by-play. 8 years experience. News, DJ, operate board, 1st phone. Married. Highest references from present employer. Ernest Golieb, WTVB, Coldwater, Michigan.

Announcer: News, commercials, DJ, reliable, ambitious, single, 26, veteran, available immediately, will travel. Contact: Richard Grace, 20 Church Street, Greenwich, Connecticut. Phone: Normandy 1-8425.

Young negro disc jockey seeking job in radio; willing to travel. College background. Further information write: Fred McMorris, 7415 S. Rhodes Ave. Chicago 19, Illinois.

Would you like to have a great gal working for you? New program policy necessitates her leaving or she wouldn't be avilable. Has dynamic personality shows in her DJ work. Excels in remotes. Works with people terrifically. Manager, WTAC Flint, Michigan.

Technical

Conscientious chief engineer-announcer, reliable, married, pleasant voice, five years experience, 100 week minimum, desires West Virginia or nearby. Presently employed. Box 297G, B•T.

1st phone engineer. 1 year 8 months am experience. Midwest preferred, 29, married. Haven't announced. F. Jones, 404 Clark, Goodland, Kansas. Tel. 2082.

Programming-Production, Others

Here's the right Negro girl for radio and tv! Experienced. Single. Will travel. Box 555F, B•T.

Experienced news editor: Last five years top-rated metropolitan tv—5kw newscaster. Establish newsroom, contribute experience existing facility. Favorite sport . . . scooping newspapers. Excellent voice, references, newspaper background. Employed, 32, college. Box 947F, B•T.

College grad with 2½ years experience as copy-writer and parttime announcer wants to get into news work. Single, 26. Prefer California, Arizona, New Mexico or midwest. Available now. Box 190G, B•T.

Newsman—5 years experience—desires work on regional radio station. Top reporting, air work. Tape, resume on request. Box 259G, B•T.

Mature, versatile newscaster, announcer. Excellent record. Showmanship know-how. Want larger market. Ten years same station. News, special events, commercials, music. Family. Box 273G, B•T.

TELEVISION

Help Wanted

Managerial

Station manager wanted for moderate size vhf in southwest now making money. Should be experienced in sales and know-how to operate economically. Station now making money. Liberal salary and percentage. Box 101G, B•T.

(Continued on next page)

2 Openings At California VHF

KSBW-TV, Salinas, California, 3 network vhf needs thoroughly experienced versatile switcher (TD). Must have first class ticket. Knowledge of creative spots and programming helpful. Also need versatile announcer. Send all information, complete background and photo first letter. Announcer send tape (7½ rpm). KSBW-TV, P. O. Box 1651, Salinas, California.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Help wanted—Great market, fine station, NBC-TV affiliate, terrific potential. Need young aggressive experienced television salesman who wants to make a lot of money as sales manager. Send complete details, full story, beginning salary. Box 266G, B•T.

Announcers

Tv announcer, versatile, experienced young man for teen show, children's show and commercial work. Experience and top recommendations a must for large Michigan vhf major market with network affiliation. Send photo, tape and resume. Good salary to right man. Box 233G, B•T.

Prominent tv station has immediate opening for announcer with commercial tv experience. Reply in first letter giving background, references, etc. to Steve Briggs, Program Manager, WISH-TV, 1440 North Meridian Street, Indianapolis, Indiana.

Technical

Transmitter engineer wanted for GE 50kw Channel 10 CBS affiliate. Job located 8 miles south of town of 5,000. $125 for 5 day week. Tv transmitter experience required, with GE vhf or uhf preferred. Contact Pete Onnigian, Chief Engineer, KBET-TV, Sacramento, California.

Immediate opening for video engineer. Must be experienced all phases studio operation. DuMont equipment . . . Chuck Stanton, KOAT-TV Albuquerque, New Mexico.

Studio supervisor. RCA equipped. Maintenance and operation. 1st phone. Non-commercial educational station. Apply to C. E. LaFond, Chief Engineer, WKNO-TV, 268 Jefferson Avenue, Memphis, Tennessee.

Programming-Production, Others

Gal Friday for tv traffic, California vhf. Continuity experience necessary. Send photo, references, salary required and sample copy. Box 247G, B•T.

TELEVISION

Situations Wanted

Salesmen

Tv sales opportunity desired. 5 years tv network production experience. Currently radio sale manager. Box 282G, B•T.

Announcers

Tv trained, first phone. 2 years midwest regional indie. Employed. Journalism degree. Want am with tv opportunity. Married. Vet. Box 272G, B•T.

Technical

Chief engineer desires change. Tv, am, fm. Vhf, uhf, high-low power, construction, operation, maintenance. Practical and conservative. Desire permanent position. Go anywhere. Box 274G, B•T.

Programming-Production, Others

Tv trained, first phone. 2 years midwest regional indie. Employed. Journalism degree. Want am with tv opportunity. Married. Vet. Box 100G, B•T.

Four years directing! . . . commercials—news—variety—remotes—dramas! Free lance announcer-emcee! Available June! Permanent! Desires metropolitan location! Box 197G, B•T.

Advertising-promotion-publicity manager. Versatile, strong on ideas, fast on the draw. Currently employed with major radio-tv stations in the east. Produced prize-winning results with small budget. Can tailor copy for high-minded pitch or hard-sell, write on-the-air promotionals and public service that sound fresh and new. Knows production in ads, direct mail, booklets, billboards, transit cards. Want a job with less protocol than present one. Background of four years in "big city" radio-tv, three years of newswriting, one year feature writing. Family man, will travel to position with stable future. Box 225G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Vhf continuity director. Experienced writing and directing commercials. Also scripting and promotional writing. Seeking creative position. Box 249G, B•T.

Cameraman-floorman. Married, family. 3 years experience; all studio operations. Best references. Box 250G, B•T.

Photographer desires position in Great Lakes region—Preferably Michigan. Six years tv and commercial photography experience. Extensive administrative background. Box 285G, B•T.

Program director: Ten years show business background, including 5 years television directing and five years executive experience. Staff director CBS. Box 292G, B•T.

FOR SALE

Stations

Station for sale. Need working partners. $5000 buys 10%, foothills of Rockies. KLOV, Loveland, Colorado.

Florida small market station. Can be handled with $15,000 cash. Paul H. Chapman Co., 84 Peachtree, Atlanta.

We offer one of the finest lists of radio and tv buys in the United States. Ask for our bulletin. Free and no obligation. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1737 De Sales St., N. W., Washington, D. C.



HOME OFFICE
PORTLAND, OREGON

OTHER SCHOOLS

ANYONE INTERESTED

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.

OVER 16,000 SQ. FEET

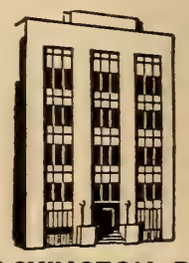
DEVOTED TO THE **PROPER** TRAINING OF TV PERSONNEL. FOUR SCHOOLS—NATION-WIDE—EQUIPPED WITH 6 COMPLETE CONTROL ROOMS, FIVE COMPLETE IMAGE ORTHICON CAMERA CHAINS. IN THESE MODERN FACILITIES, STUDENTS RECEIVE PRACTICAL TRAINING, PARTICIPATING IN CLOSED CIRCUIT PRODUCTIONS UNDER THE GUIDANCE OF PROFESSIONALS WHO ARE PRESENTLY WORKING IN THE INDUSTRY.



HOLLYWOOD



CHICAGO



WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS . . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Equipment

Now accepting bids on RCA portable projector model TP-10, MI 26128 in good condition. Contact J. R. McKinley, KTVR, 550 Lincoln Street, Denver, Colorado.

Kay Electric calibrated mega-sweep, new condition, $350.00 RCA high frequency field intensity meter type 301-B, $400.00 Minitape tape recorder. $75.00. Chief Engineer, KVFD, Fort Dodge, Iowa.

Transcription arms: 2 RCA universal, 2 equalizers, 3 good cartridges; 3 RMC, 2 equalizers, 3 cartridges (need rebuilding); 1 WE 5A, equalizer, 2 cartridges (one good). New Weston 743 0-5 amp external thermocouple meter. Make offer. Rober Schilling, WIMS, Michigan City, Indiana.

1kw Western Electric 503 B-2 fm transmitter with Western Electric 1126-C limiter, 132 A amplifier, pre-emphasis network and Hewlett-Packard 335B fm monitor all in good condition. Write or call WLCS, Baton Rouge, La.

Gates BC-500-D 500 watt am transmitter. Excellent condition. Available immediately. Contact WMIC, Monroe, Michigan.

Miscellaneous

Unusual homes. Exciting locations. All price ranges. Bergen and Rockland counties. Oritani Real Estate, Park Ridge (N. J.) 6-2220, or Box 269G, B•T.

WANTED TO BUY

Stations

Financially qualified principals interested in buying two or more vhf television stations in east or south, markets over 100,000 populations, All answers treated confidentially. Write Box 195G, B•T.

Staff tv director with impressive news and publishing backgound wants to invest and help run community minded tv operation. Young but seasoned; new but dedicated to industry. Exchange full particulars first correspondence. Box 294G, B•T.

Statons wanted now. Private sales and independent appraisals. Texas, Oklahoma, Colorado, Kansas, Missouri, Arkansas. Ralph Erwin, Exclusive Broker of Theatres, Radio, Television properties. 1443 South Trenton, Tulsa.

Equipment

Wanted—6-16" scoops with hangers and 6-6" Fresnl spotlights with barndoors. Contact Chief Engineer, WEEK-TV, Peoria, Illinois.

Used one kw am transmitter. Must be in good condition. State best price. WMRF, Lewiston, Pa.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

Wanted: 3 bay tv antenna for channel 2. Write to XHNL-TV, Apartado 1875, Monterrey, N. L., Mexico.

SERVICES

Sell more news periods with your own foreign correspondents! Local listener and sponsor reaction will give your salesmen a proud presentation when you announce your own staff of foreign correspondents. Daily broadcasts by able newsmen abroad—personalized and pointed directly to your station . . . and you don't have to raise your rates! Broadcasts for London, Paris, Bonn, Berlin, Rome, Cairo and other news centers—tailored for your station. You can't afford to pass up this ideal, low cost personalized news presentation. Exclusive to one station in each market. Write today for details. Box 290G, B•T.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 2-E, 821 19th Street, N.W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first phone license. Personal coaching guaranteed. Speed course. Monty Koffer, 743 Hendrix Street. Brooklyn 7, N.Y. CL 7-1366.

RADIO

Help Wanted

Salesmen

WANTED!

QUALIFIED RADIO SALESMAN

Ready to settle in Detroit area and earn $10,000 and upward each year. Liberal reward for information leading to the capture of such a critter.

Box 908F, B•T

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference requird. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

Announcer

WANTED

We're looking for the impossible.

First, a singer, good personable medium range voice—straight commercial style—read music well.

Next, same singer with DJ experience to handle hotel disc show. If this combination exists to our satisfaction there is a one-of-a-kind opportunity with unusual intermountain west operation. Your best tapes, and we mean complete samples—will tell us. $500 to start. Box 303G, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

WANTED! Traffic Mgr.

RADIO-TV

Excellent opportunity for young person to build a long-range career with one of California's leading Broadcasters. Complete charge Traffic Department. Typing 55 wpm. Shorthand helpful. Must be experienced either Radio or TV Traffic. For interview write, wire or telephone Irma Davis, Hudson 1-4631.

KCRA

310-10th St., Sacramento

Situations Wanted

Announcers

ATTENTION

MAIL ORDER STATIONS AND AGENCIES

Here is an opportunity you can't afford to miss . . . an offer that carries a guarantee that has never before been made.

I GUARANTEE TO OUTPULL ANY MAN IN RADIO

One spot . . . that's right . . . ONE SPOT will prove this outstanding claim. And it costs you nothing. You can't lose. But you must act now. This offer will not be repeated. Take advantage of this sensational chance of a lifetime. Right now . . . today . . . rush a card or letter with your name and address to . . .

THE GREATEST MAIL ORDER MAN IN AMERICA

(Presently employed by Eastern metropolitan 50,000 watt station)

Box 287G, B•T

Technical

CHIEF ENGINEER

Wants job with top-notch southern station. Responsible family man. Thoroughly experienced in all phases broadcast engineering.

Box 253G, B•T

Programming-Production, Others

ATTENTION FLORIDA

Radio-Tv Program Director, 20 years experience same city, wants post as Program Director, Continuity, Sports or Promotion Director in Florida. Now employed as PD. College graduate . . . age 45 . . . excellent health! Personal interview requested, salary open, security top consideration. Best references. Write or wire

Box 263G, B•T

TV TIME SALESMAN

Fastest growing TV station south of Mason-Dixon needs experienced local salesman. $100 per week plus 10% on collections. The top job in the station is open, wide open, and if you can do the job it's yours. No floaters, drunks or Monday morning office guards. We want know-how sales ability. 7c buys 1000 potential tv homes in America's 26th largest market with very little competition. Call or write Tim Bright, WTOV-TV Norfolk, Virginia. Export 3-5681 or Madison 7-5915.

TELEVISION

Help Wanted—(Cont'd)

Technical

CHIEF TECHNICIAN

Wanted by one of the nation's largest Community Antenna Systems, located in beautiful lakeside N. E. City.

Great opportunity for young television engineer with background in broadcasting, amplification mechanisms and television signal components.

Applicants should have 1st class license or equivalent in knowledge and experience.

Attractive starting salary and room to grow. Outline technical background and experience completely in one letter to

Box 265G, B•T

Programming-Production, Others

IDEAL OPPORTUNITY

Are you a promotion-publicity man with ideas, initiative and a desire to follow through to see a job well done? If you are, there's a good job for you in one of the Southeast's outstanding VHF stations. We need a man to head up a department that will keep this station out front. Write and give complete information about yourself, your background, experience and salary requirements. Send a small photograph. You will receive a prompt reply and your application will be kept confidential. Give us references we may check. You may then check on us.

Box 271G, B•T

NETWORKS

Situations Wanted

NETWORK NEWSMAN AVAILABLE

Nationally prominent news commentator seeks to change basic affiliate station due to personal circumstances.

Over 20 years experience; top executive and management background.

One of the nation's best air salesmen. Holds top billing at present for local territory.

Desires to stay in large metropolitan area . . . preference: New York, Chicago, Los Angeles, Washington, San Francisco.

Excellent earning record and background in all phases of radio and tv, covering all aspects of performance . . . foreign correspondent, national political campaign, special events.

Please write to Box 286G, B•T.

FOR SALE

Stations

MUZAK BUSINESS

In Northeastern State. Substantial and prosperous. Owner devoting time to other enterprises. $150,000.00.

Box 212G, B•T

INVESTORS WANTED

New firm entering into Radio and low power TV station operation looking for sincere investors. Circular upon request.

Tripex

Box 37

Bellefonte, Pa.

Equipment

FOR SALE

One 250 Watt General Electric BT1A FM transmitter, one G.E. FM frequency modulation monitor, single bay FM antenna and 300 feet coax line all for $2,200.00.

RCA 76B2 console—only $500.00.

Four Gates CB-11 three-speed transcription turntables at $75.00 each.

Two QRK 16" transcription turntables at $50.00 each.

One Magnecord PT6M spooling mechanism in portable case like new $125.00.

Two Gates 61A preamps at $20.00 each.

Two Gates SC1 power supplies at $20.00 each.

Two RCM tone arms, two LL1D heads, two UL1D heads, entire lot—$75.00.

Box 291G, B•T.

INTERESTED IN BUYING ONE OR MORE RADIO STATIONS. HAS TO BE NUMBER 1 IN MARKET OR ONE OF THE TOP TWO STATIONS. YEARLY GROSS BILLING TO BE A MINIMUM OF $150,000. WILL DISCUSS WITH PRINCIPALS OR BROKERS. BOX 299G, B•T

FOR SALE

Equipment

Self-Supporting Tower For Sale 270 Feet

Supports a Federal 8-Bay square loop FM antenna

Write or Call

William H. Harrison

407 N. 8th St

St. Louis 1, Mo.

Phone — Chestnut 1-3700

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS

WILLIAM B. OGDEN—10th Year

1150 W. Olive Ave.

Burbank, Calif.

Reservations Necessary All Classes—

Over 1700 Successful Students

EMPLOYMENT SERVICES

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915

Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

(Awards continue from page 132)

Washington over NBC Radio Network.

Class 5. Dealing With Basic Freedoms: First Award: *American Adventure* to the Communications Center, University of North Carolina, and NBC, recorded at the University of North Carolina and broadcast over NBC Radio Network. Honorable Mention: "Segregation" in the series *Cooper Union Forum*, to the Cooper Union; broadcast from Station WNYC New York, over the tape network of the National Association of Educational Broadcasters.

Class 6. Special One-Time Broadcasts: First Award: "A Great Day," to United Nations Radio; broadcast as a one-time program from New York over the ABC Radio Network. Honorable Mention: "The Greatness of Einstein," to the Canadian Broadcasting Corporation; broadcast as a one-time program from Toronto over the Trans-Canada Network of the CBC. "The Charter in the Saucer," to United Nations Radio and the BBC; broadcast as a one-time program from London and New York over many stations throughout the world.

Class 7. Children and Youth (Out-of-School Listening): First Award: *Merlin, the Storyteller*, to the Voice of America, Near East, South Asia, and Africa Division; broadcast from Voice of America stations.

Honorable Mention. *Roundabout*, to the Canadian Broadcasting Corporation; broadcast from Toronto over the Trans-Canada Network of the CBC.

Class 8. Designed for In-School Use by Pupils in Primary Grades (Approximately Grades I-III). No Awards.

Class 9. Designed For In-School Use by Pupils in Intermediate Grades (Approximately Grades IV-VI) No Awards.

Class 10. Designed For In-School Use by Pupils in Junior and Senior High School (Approximately Grades VII-XII) First Award: *Australia-Canada School Broadcast Exchange*, to the CBC and the Australian Broadcasting Commission; broadcast from Station CBL Toronto, and Station 2FC Sydney, over Mid-East Trans-Canada Network and the Australian Broadcasting Commission Network. Honorable Mention: "Julius Caesar," to the Canadian Broadcasting Corporation; broadcast from Toronto over the Trans-Canada Network of the CBC.

Group II. Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations (5 to 50 k.w.)

Class 1. Special Interest Groups: Women's Agriculture, Religious: First Award: *The Sacred Note*, to the University of Chicago; broadcast over Station WBBM, Chicago, and other midwestern stations.

Honorable Mention: *You and Your Child*, to Station WTIC; broadcast over Station WTIC Hartford, Conn.

Class 2. Cultural: Drama, Science, Literature, Music (Not Straight Music) First Award: *Music and Western Man*, to CBC; broadcast over the Pacific Network of the CBC. Honorable Mention: *Of Many Things—Dr. Bergen Evans*, to the Westinghouse Broadcasting Co.; broadcast over WBC radio stations; *Conductor's Notebook*, to the Oklahoma City Symphony and Station WKY Radio; broadcast over Station WKY Oklahoma City; *Behind the Pages*, to Station WTIC; broadcast over Station WTIC Hartford, Conn.

Class 3. Personal and Social Problems. First Award: *This Is My Story*, to Station WRCA and Federation of Jewish Philanthropies; broadcast over Station WRCA New York. Honorable Mention: *They Talked to a Stranger*, to Len O'Connor and Station WMAQ; broadcast over Station WMAQ Chicago, Ill.

Class 4. Public Affairs: Forums, Round Tables, News Interpretation. First Award: *Ear on Chicago*, to Station WBBM and Illinois Institute of Technology; broadcast over Station WBBM Chicago, Ill. Honorable Mention: *Quiz the Professor*, to Station WHA, University of Wisconsin; broadcast from Station WHA Madison, over the Wisconsin State FM Network.

Class 5. Dealing With Basic Freedoms. First Award: "The New Shoes" in the series *New World A-Coming*, to Station WMCA; broadcast over Station WMCA in New York. Honorable Mention: "Foundation of the State," to the New York State Radio-Motion Picture Bureau and New York State Commission Against Discrimination; broadcast as a one-time program on 43 stations in New York. Special Award: "The First Amendment: Core of Our Constitution." to Station KPFA; broadcast over station KPFA, Berkeley, Calif.

Class 6. Special One-Time Broadcasts. First Award: "The Fourth 'R'," to Station WOI, Iowa State College; broadcast as a one-time program over Station WOI Ames, Ia. Honorable Mention: "How Shall We Learn?" to Westinghouse Broadcasting Co.; broadcast as a one-time program on WBC radio stations; "New York '55," to Station WRCA; broadcast as a one-time program over Station WRCA New York.

Class 7. Children and Youth (Out-of-School Listening). First Award: *Junior Anthology*, to Station WRCA; broadcast over Station WRCA New York. Honorable Mention: *Ring Around a Rhyme*, to Station WINS; broadcast over Station WINS New York.

Class 8. Designed for In-School Use by Pupils in Primary Grades (Approximately Grades I-III). First Award: *What Would You Do?* to New York City Board of Education Station, WNYE; broadcast over Station WNYE New York. Honorable

The Evolution of an Award-Winning Show

WINNING of the 1955 Sylvania award for the best local education series on television topped a meteoric rise for *Your Future Unlimited* on WMCT (TV) Memphis, Tenn.

For many years Henry Slavick, WMCT general manager, had dreamed of using tv to paint career portraits of the occupational opportunities in America. As a boy, he had floundered like so many others trying to choose his own life's work.

Three years ago Mr. Slavick decided to put his idea into action. Together with Wilson Mount, program director, he presented the idea to a group of leading educators of the Mid-South. Their response was enthusiastic.

After an intensive search, Denby Brandon Jr., a native Memphian, was chosen producer-moderator of the television guidance series, aptly titled *Your Future Unlimited*.

The response, both local and national, to the first program (Aug. 10, 1952) was far beyond expectations. Letters, telegrams, phone calls poured in. Professional and business leaders, educators and trades representatives volunteered assistance. *Your Future Unlimited* was featured in editorial and news columns of area newspapers. Over 200 trades and professions asked to be represented in the series. Other television stations were given permission to copy the program for their use. Requests for scripts, tape recordings and program outlines came from all over the U. S.

An average of over 100,000 have watched the 68 presentations of *Your Future Unlimited*, equivalent to 6,800,000 career guidance conferences, the station claims. "After all," Mr. Brandon points out, "since there are 40,000 different legitimate ways to make a living in the U. S., it's no wonder that young people are confused and need guidance."

The career counseling program is featured weekly on Sunday afternoons from January to June. Each week a profession, business, industry or trade is featured. Outstanding authorities in each field, together with young people just starting out in the featured career, discuss the career opportunities. The 30-minute show is basically a question and answer type with Mr. Brandon serving as moderator. Films, charts and demonstrations are used.

Five basic questions are answered as completely as possible during each show:

1. What are the basic qualities needed for success in the career under discussion?
2. How much and what type of training is needed to get into the field?
3. How great are the employment possibilities in the field?
4. What kind of a future can a successful person expect to find in the career?
5. Where can further information be obtained relative to the career?

Young people from every locality reached by WMCT have personally told Mr. Brandon that the series has influenced their career plans. Hundreds have written expressing their appreciation and gratitude for the leadership.

Mr. Slavick credits the success of *Your Future Unlimited* to the enthusiasm of all who have had any part in it—Mr. Mount, Mr. Brandon, the board of consultants, the 360 panel guests who have appeared on the show and the large number of civic, professional, business and educational leaders who have helped. Serving on the board of consultants are Dr. Harlye F. Garrett, counselor trainer at the U. of Mississippi; Judge Elizabeth McCain, Memphis Juvenile Court; E. C. Stimbert, assistant superintendent of Memphis city schools; Dean Robert Moore, Arkansas State College; Dean A. T. Johnson, Southwestern U., and Dr. W. R. Atkinson, director of the Memphis Psychological Service Center.



PANEL guests for "Your Career in Broadcasting" show on WMCT (TV) Memphis' *Your Future Unlimited* were (l to r), H. W. Slavick, WMCT general manager; E. C. Frase Jr., WMCT chief engineer; Harold E. Fellows, president, NARTB, and Richard P. Doherty, radio-tv economic consultant.

Mention. *Rhythmic Playtime,* to the Departments of Education of Saskatchewan and Manitoba, and CBC; broadcast from Regina over stations in Saskatchewan and Manitoba.

Class 9. Designed for In-School Use by Pupils in Intermediate Grades (Approximately Grades IV-VI). First Award: *Hands Across the World,* to New York City Board of Education Station, WNYE; broadcast over Station WNYE New York. Honorable Mention: *What's News!* to the Philadelphia Public Schools, Temple University, and Station WFIL; broadcast over Station WFIL Phila. Special Award: *Standard School Broadcast,* to the Standard Oil Company of California; broadcast from transcription over a special Western network.

Class 10. Designed for In-School Use by Pupils in Junior and Senior High School (Approximately Grades VII-XII). First Award: *Listening Is Fun,* to Departments of Education of British Columbia, Alberta and Manitoba, and the CBC; broadcast from Vancouver over the Western Network of the CBC. First Award: *To Continue the Story,* to New York City Board of Education Station, WNYE; broadcast over Station WNYE New York. "The World's a Stage," to New York City Board of Education Station, WNYE; broadcast over Station WNYE New York.

Group III. Local Organizations and Local Stations (less than 5 kw)

Class 1. For Special Interest Groups: Women's, Agriculture, Religious: No First Award. Honorable Mention: *Hablemos Ingles* (Let's Speak English), to the University of Arizona and Station KEVT; broadcast over Station KEVT Tucson, Ariz.

Class 2. Cultural: Drama, Science, Literature, Music (Not Straight Music). First Award: *Behind the Scenes,* to the University of Texas and Station KVET; broadcast over Station KVET Austin, Tex.

Class 3. Personal and Social Problems. First Award: *The Child Beyond,* to the University of Texas and Station KNOW; broadcast over Station KNOW Austin, Tex. Honorable Mention: *Psychologically Speaking,* to Mrs. Lee R. Steiner and Station WEVD University of the Air; broadcast over Station WEVD New York.

Class 4. Public Affairs: Forums, Round Tables, News Interpretation. First Award: *Men Behind the News,* to CBC; broadcast over Station CBO, Ottawa.

Class 5. Dealing With Basic Freedoms. No Awards or Honorable Mention.

Class 6. Special One-Time Broadcasts. First Award: "The Survivors," to the New York State Teachers' Association; broadcasts as a one-time program over Station WFLY Troy, N. Y. Honorable Mention: "Civil Defense," to Station WICC; broadcast as a one-time program over Station WICC Bridgeport, Conn.

Class 7. Children and Youth (Out-of-School Listening). First Award: "Down Storybook Lane," to the University of Michigan; broadcast over Station WUOM Ann Arbor, Mich. Honorable Mention: "Robin Hood," to Station KPFA; broadcast over Station KPFA Berkeley, Calif.

Class 8. Designed for In-School Use by Pupils in Primary Grades (Approximately Grades I-III). First Award: "How You Talk!" to Station WTDS-FM, Toledo Public Schools; broadcast over Station WTDS-FM Toledo, Ohio.

Class 9. Designed for In-School Use by Pupils in Intermediate Grades (Approximately Grades IV-VI). First Award: "Trailblazers for Texas," to the University of Texas and Station KTXN; broadcast over Station KTXN Austin, Tex. Honorable Mention: "Music for You," to the South Dakota School of the Air; broadcast over Station KUSD, University of South Dakota, and five commercial stations.

Class 10. Designed for In-School Use by Pupils in Junior and Senior High School (Approximately Grades VII-XII). No First Award. Honorable Mention: "Tips for Pre-Teens," to Atlanta Board of Education Station, WABE; broadcast over Station WABE Atlanta, Ga.

FIVE IN RADIO-TV GIVEN SDX AWARDS

WINNERS of the 24th annual Sigma Delta Chi Awards for Distinguished Service in Journalism were announced last week by Mason R. Smith, SDX president and editor-publisher of the *Gouverneur* (New York) *Tribune Press.* Five of the 12 awards were in radio and television.

Radio-tv winners were:

Charles Shaw, WCAU Philadelphia, for Radio or Tv News Writing. Mr. Shaw was honored for his description of the reactions of 10 visiting French men and women to a major league baseball game. Judges said his "novel approach to an otherwise routine assignment displayed in an all too-infrequent enterprise on the part of local radio news broadcasters."

John Chancellor, WMAQ Chicago, for Radio Reporting. Mr. Chancellor was cited along with the news staff of WMAQ and its director, William Ray, for on-the-spot reporting of the manhunt leading to the arrest of a police killer in Chicago.

WMAQ for Public Service in Radio Journalism. The station was cited for "its unique and courageous approach to the problem of juvenile delinquency. WMAQ's program, *They Talked to a Stranger,* "engrossingly revealed causes and effects of juvenile delinquency as they apply to the young individual."

Paul Alexander and Gael Boden, KSL-TV Salt Lake City, for Television Reporting. News director Alexander and photographer Boden were honored for coverage of an airliner crash Oct. 6, 1955, into a Wyoming mountain.

KAKE-TV Wichita, Kan., for Public Service in Television Journalism. KAKE-TV was cited for devoting, over a three-day period, "a sustained, unselfish service to alleviate the suffering among victims" of the May 5, 1955 tornado which levelled Udal, Kan.

Other winners outside radio-tv included Victor Cohn, *Minneapolis Star & Tribune,* for General Reporting; James J. Kilpatrick, *Richmond* (Va.) *News Leader,* for Editorial Writing; Joseph and Stewart Alsop, Washington bureau, *New York Herald Tribune* syndicate, for Washington Correspondence; Carl T. Rowan, *Minneapolis Tribune,* for Foreign Correspondence; Richard B. Yager, *Mansfield* (Ohio) *News,* for News Picture; John Fischetti, NEA Service Inc., New York, for Editorial Cartoon; *Watsonville* (Calif.) *Register-Paniaronian,* for Public Service in Newspaper Journalism; Fletcher Knebel, *Look* magazine, for Magazine Reporting, and *Look* for Public Service in Magazine Journalism.

Pauline Frederick Winner Of Annual 'McCall's' Award

NBC News' Pauline Frederick—the only U. S. woman network news correspondent—was named last week as the "Outstanding Woman in Radio and Tv" for 1955 by *McCall's Magazine.* Miss Frederick and six other winners will receive *McCall's* Golden Mike awards at a dinner to be held in Boston April 28 in conjunction with the 1956 convention of American Women in Radio & Television.



MISS FREDERICK

The other winners —whose names will appear in the May issue of *McCall's* out today (Monday)— are Vi Stokesberry of WQAM Miami's *Queen of Hearts* program, cited for "virtually halting an epidemic of child drownings in local rockpits" through her Rockpit Ranger safety project; Marjorie King, women's director, KNBC-AM-TV San Francisco, instrumental in establishing and financing "Careers Unlimited for Women," an employment agency for women "over 40"; Lillian Lee, producer and moderator of WLWA-TV Atlanta's *Junior Court of Honor,* for "best service to youth"; Joan Crowther, star of WNCH-TV New Haven's *Nancy's Kitchen,* who sparked "a highly successful drive to replace kitchen equipment lost during the New England floods"; Maggi Byrne, star of WNBK (TV) Cleveland's *Women on Wheels* (off the air since station became KYW-TV), for "making women better and safer drivers"; Dorothy Lee Hansen, star of KGO-TV San Francisco's *Hi Time!* for teenage leadership.

D. C. Trip List Expanded For Annual VOD Winners

ALL state and territorial winners of the 1956-57 Voice of Democracy competition will be brought to Washington next February, according to preliminary plans by VOD's three sponsors—NARTB, RETMA and the U. S. Junior Chamber of Commerce.

The announcement was made last week on the eve of the 10th anniversary of the nationwide VOD contest for high school students in the 10th to 12th grades. The plan is subject to approval of the Jaycee board of directors.

Heretofore, only the four national winners have been invited to Washington where they have been greeted by the President, members of Congress and other government officials during the week of Washington's Birthday.

Participants in the contest, which gets underway next fall, are required to write and deliver scripts on "I Speak for Democracy."

Snickers Awards Presented

THE 1956 Annual Snickers Awards were presented on April 13 to five comedy personalities for their contributions to the advancement of comedy. The awards, presented by Mars Inc., Chicago, and sponsored by the Museum of American Comedy, Tuckahoe, N. Y., were made to Jerry Lewis for "creative comedy antics on NBC-TV"; Goodman Ace for the comedy writer of the year on NBC-TV's *Perry Como Show;* Art Carney for his comedy supporting role on CBS-TV's *The Honeymooners;* George Gobel for his role in "Birds and the Bees," and Nancy Walker for her Broadway play, "Fallen Angels."

WCKY'S LARGE AUDIENCE AND LOW RATES GIVE YOU THE LOWEST COST PER THOUSAND IN CINCINNATI

The L.B. WILSON STATION

WCKY

CINCINNATI . . . OHIO . .

FOLLOW THE PROVEN FORMULA FOR LOW COST SALES IN CINCINNATI

AWARD SHORTS

John C. Pomeroy, general manager, WILS Lansing, Mich., received plaque from National Foundation for Infantile Paralysis recognizing station's "outstanding" service.

Stuart A. Lindman, WTCN-AM-TV Minneapolis, named by Junior Chamber of Commerce "most civic minded radio personality of Minneapolis for 1956."

Thomas F. O'Neil, president, RKO Teleradio Pictures Inc., Hollywood, and chairman of board, RKO Radio Pictures, received silver medal and citation of Poor Richard Club of Philadelphia for contribution to "American way of life" and role in development of entertainment fields.

F. J. Peters, chief engineer, WMRN-AM-FM Marion, Ohio, received Sparkplug award from Marion Junior Chamber of Commerce for contributions to Jaycee programs.

Arthur Godfrey, CBS, named Aviation Man of the Month by National Aviation Club, Washington, D. C.

Henry P. Johnston, president and managing director, WAPI, WAFM (FM) and WABT (TV) Birmingham, Ala., presented plaque by Ala. Broadcasters Assn. for contribution to broadcasting and service to ABA.

WKNB-AM-TV New Britain, Conn., cited by New Britain Council of Social Agencies and Community Chest for "generosity in ideas and time" in publicizing work of agencies.

Dancer-Fitzgerald-Sample Inc., N. Y., awarded Certificate of Notable Achievement by American Public Relations Assn., for contribution to U. S. Army and Army Reserve advertising campaigns. **Department of the Army,** voted Silver Anvil trophy by APRA for outstanding public relations program during 1955.

WEWS (TV) Cleveland, Ohio, and producer-director **George A. Moore** cited by United Negro College Fund for telecasts supporting fund's campaigns.

WIBW-TV Topeka, Kan., presented scroll of appreciation by Kan. State College and Midwest Feed Mfrs. Assn. for producing film, "A New Career," explaining feed technology and being distributed to stations and schools in Midwest.

Taylor Grant, newscaster, WRCV-TV Philadelphia, named Outstanding Citizen of the Year by Phila. County Council of Veterans of Foreign Wars.

Johnny Grant, disc jockey, KMPC Los Angeles, given special citation by Gov. Goodwin J. Knight of California for work entertaining Armed Forces from California.

Frank Hennessy, disc jockey, WBAL Baltimore, to be presented Fraternal Order of Eagles' Good Neighbor Award April 24.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
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WMUR-TV TO START 'NOW'

WMUR-TV Manchester, N. H., in June will launch *Now,* seven-minute program devoted to city or town within WMUR-TV's coverage area, to be telecast five a day, Monday through Friday. The series will provide hometown impact by bringing outlying communities into studio, Norman A. Gittleson, executive vice president and general manager of WMUR-TV said, and also introduce to tv small advertisers who demand local program identification. With three 30-second commercial announcements, Mr. Gittleson predicted the series will give WMUR-TV gross returns of $394,000 per year at present rates.

RAPHAEL IN COLOR ON KNXT (TV)

COLOR tv came into its own on KNXT (TV) Los Angeles yesterday (Sunday) when Raphael was the subject of *Renaissance on Tv.* The telecast, featuring California artist Rico Lebrun and Dr. Frank C. Baxter, U. of Southern California, is believed by KNXT to be the first educational program color telecast ever scheduled by a local station.

WKNB-TV MAKES QUICK COUNT

THIRTY-four minutes after it went on the air with a special 55-minute municipal election round-up this month, WKNB-TV New Britain, Conn., reported the results of the mayorality contest, beating both Democratic and Republican party headquarters to the announcement by ten minutes. So reported the station last week, saying it had turned out a reportorial task force of 60, backed up by a battery of Burroughs computing machines, to report Connecticut's only spring election.

WPIX (TV) RE-SETS 'GARDEN'

WPIX (TV) announced last week it has concluded arrangements to carry the 1956-57 sports schedule from Madison Square Garden, covering such events as the National Horse Show, Westminster Kennel Club, New York Rangers hockey games, Knickerbockers basketball games and various college basketball contests. This will be the seventh straight season that WPIX (TV) has obtained rights to the Madison Square Garden schedule.

'OPEN MIND' ON WRCA-TV

DESCRIBED as a unique effort to assign controversial topics to specific centers of learning, using "the best intellectual sources available," WRCA-TV New York will launch *The Open Mind* May 12, replacing *Princeton '56* (Sat., 6-6:30 p.m. EST). *The Open Mind* will "assign" such topics as The Nature of Communism, Homosexuality in America, Marriage, Americans' Self-Image and others to those colleges, e.g. Columbia, Yale, Union Theological Seminary, Fordham, "best equipped to interpret them for the viewer."

NBC LUCKY AT LUNCHTIME

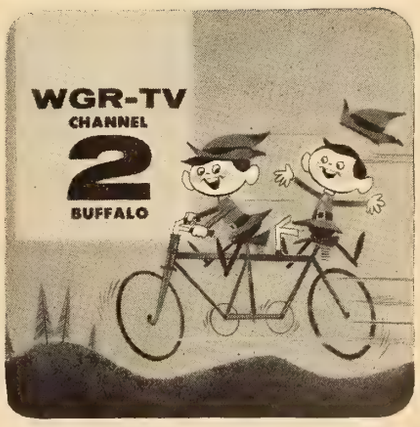
SPOT news coverage was quickly available April 11 in Houston, Tex., when NBC News' cameraman Charles Pharis and Tom Gerrial, KPRC-TV announcer, happened to be in the Harris County courthouse cafeteria at the moment a delegation of Negroes sought to be served following a court order directing their use of the cafeteria by Federal District Judge Ben C. Connally. When a scuffle broke out among the delegation and several whites, the NBC team recorded it on film which was used that night on the network's *News Caravan.*

Sullivan's Competition?

NBC-TV star Steve Allen may be tapped by NBC as the man to out-emcee Ed Sullivan, host of the *Ed Sullivan Show,* next fall, a network spokesman acknowledged last week. Details thus far have been sketchy. NBC apparently has approved tentatively a variety program format with Mr. Allen assuming the m.c. chores in the Sunday, 8-9 p.m. NYT period. The network for some time has sought a format to compete successfully with the effective *Ed Sullivan Show.* Among considerations: retention of Mr. Allen as m.c. of *Tonight* with another comedian filling in for him at least on Monday and perhaps other week nights; a replacement for Mr. Allen on the *Tonight* programs.

DISNEY PLANS TALENT CONTEST

TALENTED youngsters in the 5-14 age group may vie for stardom on ABC-TV's *Mickey Mouse Club* (Mon.-Fri., 5-6 p.m. EST). Local auditions will be held this spring in cooperation with leading department stores, movie houses and public schools, from which eight to fifteen children will be selected to star in "Regional Junior Spectaculars." A special casting committee, headed by Walt Disney, will then choose "the most promising star" in each locality who, in turn, will get a chance to appear on the ABC-TV program as permanent cast members of "Mouseketeers."



Your BEST SALES FORCE in BUFFALO

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

WMGM TEEN JAMBOREES

A SERIES of off-the-air popular music jamborees and discussions for teenagers will be held under the joint auspices of WMGM New York and the New York Public Library, starting this Thursday and continuing on alternate weeks through May 31. The sessions, not being broadcast, will be held in the library's Donnell Regional Branch.

The project will consist of talks covering various phases of the record industry by industry officials, plus playing of records by disc jockeys and other personalities. Free tickets of admission are being made available to New Yorkers at the Donnell Branch.

PAPER AIRS LAW SERIES

A SERIES of forum broadcasts, recorded at Toronto, is being broadcast over 23 Ontario stations on *The Law and Your Home*. The series was recorded at an open forum by legal experts under the auspices of the Law Society of Upper Canada and the *Toronto Daily Star*. The latter is sponsoring the broadcast versions of the legal forum.

NEW SCHOOL SHOW ON CBC

A SERIES of 15 telecasts for schoolrooms will be aired throughout Canada from April 17 to May 4 by the Canadian Broadcasting Corp. and all English-language independent tv stations on micro-wave network or kinescope. This series of schoolroom television is the CBC's second experiment with tv for the classroom, following an earlier one 18 months ago. The new series consists of programs of 10, 20 or 30 minutes length for public as well as high school classes. Some 500 schools throughout Canada will be equipped with tv receivers, in cooperation with manufacturers, to receive the programs.

'HERE AND THERE' IN CANADA

DOCUMENTARY PROGRAMS on as wide a variety of Canadian subjects as possible are being telecast weekly on the Canadian Broadcasting Corp. television network. *Here and There* is a film series for Sunday afternoons and includes such subjects as the development of a hockey player, preparing an airliner for a trans-Pacific flight, minting of silver coins, radar stations in Canada's far north, production of a metropolitan daily newspaper, a visit to a Canadian observatory, life at a Royal Canadian Mounted Police training center, an Atlantic coast shipyard, ferrying Royal Canadian Air Force fighter planes to European bases, tug boats in action on the Pacific coast, and Great Lakes iron ore freighters.

TO EXPEDITE CONVENTION FILM

CBS NEWSFILM will service clients direct from the city in which each political convention takes place, Howard L. Kany, manager, has announced. Servicing will be from Chicago beginning with the Aug. 13 opening of the Democratic Convention, and from San Francisco for the Republican Convention, starting Aug. 20. A full staff to be maintained by CBS during and several days before each convention means many stations will receive processed and edited newsfilm the same day it is shot, Mr. Kany said.

Take Your Pick

WBML Macon, Ga., has inaugurated a new program that permits listeners "to shop" for a public office holder in much the same fashion as they select household products.

Entitled *The Platform*, the program provides local voters with an opportunity to hear all the candidates for a particular office at one time.

"Now the voter can make comparisons, ask questions, match one against the other, and, we feel, make a more intelligent choice on election day," say WBML General Manager George W. Patton.

The Platform's opening show featured six candidates in the race for sheriff of Bibb County, Ga. Candidates were given 10 minutes each to present their platforms, following which News Director Milton Flack moderated what turned out to be a heated discussion. The last part of the program was devoted to questions from the listening audience. For this, WBML utilizes beeper phones and mobile remote units.

The program has been sold for 10 successive weeks to Burns Brick Co. of Macon, but the commercial value does not end here, according to Mr. Patton.

". . . because the candidates have seen evidence of our coverage and witnessed the response to the first program, we expect at least our share of paid political announcements and broadcasts during the campaign."

INCENDIARY IDEA FOR 'TNT'

AS a means of calling attention to its "TNT" package of motion picture features, National Telefilm Assoc. last week distributed to the trade press and advertising agencies giant "firecrackers" filled with candy. NTA also distributed these "firecrackers" to persons attending the NARTB convention.

CFAC PUTS OVER 'IPANA WEEK'

CFAC Calgary, Alberta, designed and developed an "Ipana Week" in Calgary recently to prove that local radio can successfully sell a national product. Don Hart, sales manager of CFAC, persuaded Ronalds Adv. Ltd., Montreal, agency for Bristol-Myers in Canada, that he could build sales for Ipana toothpaste with a sponsor-budgeted local campaign developed around prizes to merchants and organizations for the greatest number of cartons of the toothpaste turned in to the station in a one week period. Teaser campaigns by mail and on CFAC were used along with programs dealing with "Ipana Week in Calgary." Results were called phenomenal. The winning church turned in 1,339 cartons of the toothpaste gathered by church members in the week, to win the $500 grand prize.

HOTDOG RESULTS ON WIRE

KINGAN INC., Indianapolis, subsidiary of Hygrade Food Products Corp., enjoyed a 46% increase in the sale of its frankfurter products in 1955 as the result of a 10-week football contest conducted over WIRE Indianapolis, the station has reported. Kingan's agency is Caldwell, Larkin & Sidener-Van Riper Adv.

A total of 83,000 entries were received in Kingan's $15,000 "Beat the Sponsor" football contest, according to the station's latest merchandising report. Contestants were invited to pick the scores of two football games and winners of eight other contests each week, pitting them against the scores and choices of Hal Ranck, merchandising manager of Hygrade Food Products Corp. Mr. Ranck voiced his predictions on WIRE'S daily *Kingan's Klubhouse* during the pigskin season.

Prizes included Crosley clock radios, Kingan's "Meat of the Week" and two grand prizes of Pontiac automobiles, with entrants picking up blanks in food stores. Kingan also supported the contest with paid space in Indianapolis newspapers. Additionally, WIRE aired 192 "courtesy" announcements for three months promoting the contest, plus 44 other spots publicizing upcoming games.

WBZ-TV MUSTERS BALL FANS

A 1956 Buick hard top, an all-expense trip to the World Series, a season ticket to all home games of the Boston Red Sox and a full set of baseball equipment were among the top prizes given to winners of WBZ-TV Boston's "Lad and Dad Contest" which closed last week coincident with the opening of the 1956 baseball season. The contest, aimed at recruiting "little supporters" of the Red Sox, also served to promote WBZ-TV's 51-game tv schedule.



5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

Tv-Less New Yorker Subdued by Tv-Wise Iowans

A NEW YORKER without a tv set is a "hick," according to William K. Zinsser, *New York Herald Tribune* movie critic, who makes a frank confession of his own "hayseed" qualities in a recent issue of *Harper's* magazine.

A year ago the critic made his first trip west of the Mississippi (to Iowa to get married). At the time, it didn't matter that he lacked a tv set, he said, because neither did the folks in Iowa.

One year can make a lot of difference. When Mr. Zinsser returned to visit his in-laws, he found a tv set in the corner of the living room "where the dog used to sleep." Immediately the Iowa "culture," via tv, began to show.

He commented on the "very chic dress" his mother-in-law was wearing. That's Dior's Y line, he was told, which she saw on *Home*. The teenage daughter put a record on the phonograph and out came a Bach fugue. "We saw Leonard Bernstein on *Omnibus*," she explained, "isn't it the most!" A far cry from the Stan Kenton progressive jazz he had expected.

"Suddenly the lights went out and my mother-in-law brought in dinner on a flaming sword. *'Shashlik Escoffier flambé,'* she announced. 'This is the way it's done in the best continental restaurants . . . Last week we had *fettuccine al Alfredo* . . . Tomorrow I'm making *Stroganoff Tsar Nicholas'*." All learned on tv.

"They talked about the exhibits we would soon be seeing [in New York] . . . and they described the new opera productions.

"The weekend left us demoralized, and we wondered if we should buy a television set so that we could keep up with the Iowans. But they have too much of a head start."

WNHC-TV BOOSTS HOME STATE

LOCAL APPEAL is the long suit of *Good Morning from Connecticut*, telecast daily from 7 to 9 a.m. on WNHC-TV New Haven. Connecticut news—from spot down to the club level, offbeat features and entertainment on the well-staffed show are paying off in ratings that have grown steadily since the program's inception last fall, the station says.

WHLM PUTS IN EYE APPEAL

VISUAL appeal for radio has been managed by WHLM Bloomsburg, Pa., on its promotional circuit. Staffers set up complete, simulated broadcasts of the station's featured shows for school and organization meetings.

WWRL PARADE PROMOTION

WWRL Woodside, L. I., was represented in a parade in New York marking Pan American Week on April 15 with a 25-foot float carrying 20 artists and members of WWRL's *Spanish Voice of the Air* program. The station also distributed to children more than 1,000 balloons carrying the imprint, "WWRL—Spanish Voice of the Air."

WNYC AIRS SPOT STOCK NEWS

IN what is believed to be the first regular radio program broadcast from the floor of the New York stock exchange, New York-owned WNYC April 16 began broadcasting closing prices of the exchange (Mon.-Fri., 3:45-3:55 p.m. EST). The quotations are read from the exchange floor by Catherine Whittemore, chief receptionist of the exchange.

$53,752,000 IS A LOT OF HAMMERING!



THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

WRCA TOSSES PINK RICE

PINK rice—hundreds of thousands of grains—was sent to hundreds of prospective brides in the New York area last week by WRCA as a reminder to tune in station coverage of the Kelly-Rainier nuptials. The rice, packaged by WRCA-AM-TV's advertising, promotion and merchandising department, was reported to be "just like the stuff" WRCA's Jinx Falkenburg McCrary was to toss at Her Serene Highness Grace I as the princess left the church last week. The packets were sent to a list of brides-to-be whose marriage applications were filed at the New York Municipal Marriage License Bureau the week before the Monaco wedding.

ABC-TV FILLS SHEEN SPOT

THE Eddie Arnold Show will be a replacement effective April 26 in the ABC-TV Thursday, 8-8:30 p.m. EST time period occupied up to last week by Bishop Fulton J. Sheen's *Life Is Worth Living* series. The Arnold show will originate live from KYTV (TV) Springfield, Mo.

WPEN WELCOMES BBC'S 'JINGLE'

INVITED to the U. S. by WPEN Philadelphia to see how an American station handles the type of programming he does on BBC's "Light Programme," "Jingle" got an official welcome from Philadelphia city officials at a ceremony which also included William B. Caskey, vice president and general manager of WPEN; Murray Arnold, assistant station manager who left April 15 on a similar trip to observe radio operations abroad; Alee Sutherland, program director for the BBC in America, and John K. O'Donoghue, British Consul General in Philadelphia. "Jingle" has been guesting on WPEN shows, since his arrival.

PIEL PROMOTES NEW PACKAGE

"NOW . . . the best tasting brew comes in gold and blue." With this slogan, the Piel Brothers—Bert and Harry—are introducing U. S. beer drinkers via radio, tv and other media to Piel's new package design. The campaign was placed by Young & Rubicam, Piel's agency and creators—with UPA—of Bert and Harry with voices of Bob Elliott and Ray Goulding, MBS and WINS New York personalities.



Sam Molen, veteran KMBC-KFRM Sports Director, keeps himself in top broadcasting condition with three daily sportscasts plus several weekly sport shows and features. Personalized radio that sells as it serves!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*
KFRM *for the State of Kansas*
1st *in the Heart of America*

BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artists," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.
589 FIFTH AVE. NEW YORK 17, N.Y.
NEW YORK · CHICAGO · HOLLYWOOD · TORONTO · MONTREAL

'HONOR CITY' INTEGRATES NETWORK, LOCAL FEATURES

NBC RADIO SALUTE SKYROCKETS BILLINGS IN DEBUT ON WPTF

NBC RADIO, which initiated plans for an "Honor City of the Week" some months ago as a means of helping both the network and its affiliates, has taken a good look at the results of its first effort and liked what it saw.

Aside from promotion and added prestige for both network and affiliate, officials reported, the local billings of WPTF, whose city, Raleigh, N. C., was the first thus honored, quintupled during the week of Feb. 19-25, when the salute to Raleigh took place.

The next city to be saluted will be Memphis, during May 6-12. Eventually, NBC hopes to schedule the salutes at the rate of one a month.

Network officials expect to give details of their "Honor City" plans to NBC Radio affiliates during the NARTB convention this month. Briefly, the system works thus: a city is selected on the basis of program interest and advertiser value and, after intensive on-the-spot promotional work between network representatives and the staff of the local affiliate, it is featured in almost every conceivable way on NBC's *Monitor* and *Weekday* programs for a week. All features on the two programs such as "Weekday Companion" or "Monitor Goes To . . ." are integrated wherever possible with the city designated.

NBC expects that in the long run the device of integrating network and local features will attract new sponsors to *Monitor* and *Weekday* as well as new business to the local station (national spot as well as local) and new listeners and greater good will for both network and affiliate.

"What we set out to do with Raleigh, we've accomplished," says Martin Samit, NBC Radio's sales promotion coordinator. "WPTF now has a fabulous increase in publicity, national attention up and down the network line, increased sales, a wedge to open new local accounts, a strong follow-up story for local station sales, and a new stature."

Statistically, Mr. Samit's report is interpreted locally in the following manner: By the time the "salute" was scheduled to get under way, WPTF's president and general manager, Richard H. Mason, reported the signing of 29 additional advertisers. Twenty-two had not been on WPTF since 1941, eight had never been on the station and four had never even bought time.

A week later—Feb. 27—Vernon Cooley, advertising manager of the 15-store Milner food chain (which runs the Piggly-Wiggly Markets), who took "four network advertised products not ordinarily used in big promotion schemes" and tied them into the special promotion, reported that week-long sales for Calumet Baking Powder jumped 250%, Bayer's Aspirin 160%, Phillips' Milk of Magnesia 147% and Blue Bonnet Margarine 90%.

During the middle of the campaign—Wed., Feb. 22—the local J. C. Penney outlet in Raleigh said it had reached that *day's* anticipated sales by 11 a.m. and by Saturday had estimated a 500% jump in store-wide sales. Other merchants, ranging from hardware stores, auto dealers and loan associations to music shops, linen supplies and beauty shops, were—to use their own words—"flabbergasted," "refuted in my theory that radio couldn't sell soft goods," "surprised by the mail as far away as Montana" and "completely astounded."

The efforts both NBC and WPTF spent on promoting their "Honor City" started on Jan. 30 when—with only two weeks to go—a team of NBC programming and sales promotion specialists moved into Raleigh and began laying the foundations for the week-long campaign. Together with WPTF's sales staff, they approached the city's Chamber of Commerce, its credit and merchant's bureaus, and "pep-talked them into backing us fully;" then they called upon Mayor Fred B. Wheeler to make "Raleigh Week" a political reality by issuing a formal proclamation, urging Raleighites to tune to WPTF; they advised local merchants to let WPTF share their regular space ads, thus providing the station with "bonus promotion;" they convinced the Milner chain to tie-in food specials with the two programs, set up huge window displays, and point-of-sale promotional "gimmicks." When they were finally through, the NBC-WPTF staff found that word-of-mouth, as well as newspaper publicity, had spread the "Raleigh Story" well beyond North Carolina's borders.

When the program finally got under way, NBC listeners everywhere learned about Raleigh. When *Monitor* went to a factory, it went to a Raleigh factory; when *Weekday's* Margaret Truman (now replaced by Virginia Graham), talked recipes, they were Raleigh recipes, etc. By the time the promotion came to an end, the audience had partaken of Raleigh's historical heritage, its social habits, its political and religious activities and other phases of small city life.

The public reacted. Among the comments received by Robert W. Sarnoff and Sylvester L. Weaver Jr., NBC president and board chairman, respectively:

"We're justly proud of WPTF . . . they presented Raleigh to the nation in a fine manner," or "The capable way in which WPTF and staff handled their part of the programs certainly improved their standing in the community," or "Your salute to Raleigh caused us to have renewed appreciation of WPTF."

Other NBC affiliates have reacted too. Within the month following the Raleigh showcase, the network reported requests "from at least eight affiliates, asking to be next in line."

The line forms to the right. "We haven't yet gone beyond Memphis," says the network. As keepers of the nation's pulse—to quote one of "Monitor's" communicators—the two programs seem to be feeling around for strong sales blood pressure in the southern region of the nation's anatomy.



DISCUSSING phases of "Honor City of the Week" are (l or r) Richard Mason, president, WPTF Raleigh, N. C.; Helen Marmor, NBC's *Weekday* news editor; Al Capstaff, producer of *Monitor*, and Graham Poyner, WPTF program director.

LADY DAREDEVIL ON KPIX (TV)

LEE DICKENS, who made her name as lady daredevil on Miami, Fla., tv, is now appearing Sundays on KPIX (TV) San Francisco. The performer, who has wrestled alligators, jumped out of burning buildings and stood on airplane wings for the cameras, says in San Francisco she'd like to see what it's like to wash windows outside the "Top of the Mark" (Mark Hopkins Hotel) and possibly look at the city atop the Golden Gate Bridge.

WBRY UNSEEN WEDDING GUEST

LOU DENNIS, disc jockey on WBRY Waterbury, Conn., often asked to perform unusual chores on his all-request show, is ever willing to oblige. When a Waterbury couple asked for the "Wedding March" for their home wedding, he gladly agreed. At home the radio volume was turned up, and the couple walked altarward in step with the ceremonial music from WBRY.

SAFETY SHOW ON WAGA

A RADIO salute to high-school driver education is *Behind the Wheel* heard Saturday mornings on station WAGA Atlanta. Each week announcer Preston Charles chats with a driving teacher and pupils from a different Atlanta or DeKalb County high school, recording dedications for featured schools. The station and the AAA are promoting the show in a widespread publicity campaign.

KVOS-TV EASTER EGG SHOWER

A LOW-FLYING helicopter showered downtown Bellingham, Wash., with thousands of ping pong balls during the Easter weekend. KVOS-TV and local merchants teamed up on an Easter Egg Scramble gimmick that attracted thousands from Everett, Wash., to Vancouver, B. C. The balls contained slips for merchandise at various local firms, luring some 10,000 scramblers, according to police estimates.

KWIZ PROVES VOTER PULL

VOTERS turned out in history-making volume when KWIZ Santa Ana, Calif., held a "get registered" day in its studios April 6. Lured by refreshments, door prizes and heavy station promotion, registrants had to be turned away when studio capacity had been reached. Deputy registrars lost count of the traffic. The effort lasted from 7 a.m. until 9 p.m., with registrars staying on until 11 p.m. to finish the job.

WBRC-TV ON TOP OF TORNADO

AFTER broadcasting tornado alerts April 15, WBRC-TV Birmingham, Ala., followed up when disaster struck by turning over its entire facilities to bringing the public emergency information. Coverage of the storm, which claimed many casualties, included mobile reports, spot film, and appearances by the mayor and other officials before WBRC-TV cameras. Televised appeals were credited with calling citizens into action, and comprehensive coverage was provided by the station April 16 and subsequently.

WKY-TV MARKS COLOR BIRTHDAY

A COLOR ID birthday cake was the edible offering of WKY-TV Oklahoma City home economist Sibyl Johnson to salute the station's second anniversary of local colorcasting, April 8. The cake was an exact duplicate of WKY-TV's palette trademark.

'Miss 19' a Hit

CONTINUING promotion values have resulted from the "Miss 19 for '56" contest staged in February and March by WXIX (TV) Milwaukee, according to station officials.

Winner of the contest, Kay Ross, was featured on the cover of 75,000 WXIX booklets which were distributed to the public at the Milwaukee Home Show, at which Miss Ross appeared. Since then she has made guest appearances on tv shows, has been queen of honor at the nearby Delafield Home Show and the Ripon Food Show.

This summer, Miss Ross is scheduled to become a Sioux Indian princess at the annual Winona Indian Festival and will appear at the Wisconsin State Fair. She will be hostess this month at the grand opening of a subdivision on Milwaukee's outskirts and at a forthcoming brewery sales convention. In addition, she will act as official WXIX hostess on the air and at civic affairs throughout the year.

CLAN ANSWERS CALL OF FILM

QUICK results were in store for Farmers Bank & Trust Co., Knox, Ind., when it placed educational films in area schools. After seeing "With Interest" and "Checkmate," produced for Farmers by Hasnerl Film Productions, Knox, Ind., nine children from one family appeared at the bank window to open savings accounts.

KUMA DARE DRAWS LISTENERS

FIFTEEN quarter-hour broadcasts from Sigman's Super Market in Pendleton, Ore., were racked up by KUMA Pendleton on the occasion of the store's grand re-opening. One crowd-gathering stunt was a dare by the station m.c. to housewives to show up in bathing suits in still-cool weather. Two candidates answered the challenge and played off the tie for a prize by throwing darts at a Sigman's newspaper ad.

LENGTHY NEWS FROM KCMO-TV

TO dramatize its claim to the tallest self-supported tower in the world, KCMO-TV Kansas City mailed more than 2,000 balls of string—1,045 ft. long—to agencies, with advice to: "Wrap up the Kansas City market!"

WOLFSONS REPORT ASIA NEWS

MAKING their two-month, world-circling trip pay in programming terms are the Mitchell Wolfsons. The president of WTVJ (TV) Miami, Fla., is airmailing back color film from points in Asia, covering economic and political conditions, intervewing government leaders and natives with technical help from CBS staffers. Frances Wolfson, daughter of the station head and WTVJ employe, is assisting in shooting and editing the film.

KTVN BEGUILES NIGHT WATCHER

THIRTY kilocycles away from "alert," KTVN Columbus, Ohio, 610 kc, is capitalizing on proximity to Conelrad, 640 kc, by relaxing vigilant listeners with its all-night *Mostly Music* show. Only one anonymous sound, "her voice," breaks the medley from 1 to 5:30 a.m. Monday through Friday.

KDAF QUIZZES BORGE ON BIRDS

PIANIST comic Victor Borge, appearing recently in Kansas City., talked not about music, the food of love, but about feeding the flock on NBC *Monitor* interview originating from agriculture-conscious WDAF Kansas City, Mo. Mr. Borge, who has turned his Southbury, Conn., farm into a commercial enterprise, discussed poultry feeding with the station farm director and was presented a special formula food for the Borge birds by local feed manufacturers.

SIXTH 'SCRAPBOOK' ON SALE

THURSTON MOORE Enterprises, Covington, Ky., has published the sixth annual edition of its *All Star Scrapbook* picturing radio performers. The book sells for $1 on radio stations, with a promotional tie-in offer of a picture of the local disc jockey selling the book.

PACKAGE TV REVIEW ON KSFO

DAVE BAXTER, San Francisco adman, has answered a new calling to become a comic m.c. on KSFO San Francisco. Part of Mr. Baxter's nighttime act is a running review of three tv shows tuned simultaneously into the studio where he broadcasts.

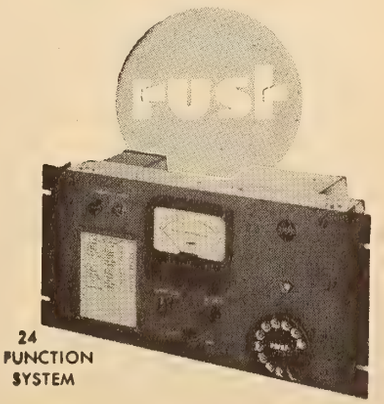
TIRE MEN LINE UP ON KDUB-TV

KDUB-TV Lubbock, Tex., went looking for likely sponsors for its weekly *Traffic Report of the Air* and came up with three tire dealers: Woody Tire Co., McWhorter's and Shook Tire Co.

ARE YOU READY FOR DIRECTIONAL REMOTE CONTROL?

The Rust Model 108D and Model RI-136 Phase Monitor have been designed as a reliable combination to accommodate such operation when authorized by the FCC.

For more information about this remote control combination for broadcasting stations, write, wire or phone us today.



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Station Authorizations, Applications

(As Compiled by B • T)

April 12 Through April 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through April 18

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,837	2,836	225	391	164
Fm	536	531	46	23	1

FCC Commercial Station Authorizations As of March 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,837	522	167
Cps on air	21	14	321
Cps not on air	115	12	109
Total on air	2,858	536	488
Total authorized	2,973	548	597
Applications in hearing	156	1	134
New station requests	262	4	24
New station bids in hearing	105	0	101
Facilities change requests	150	5	34
Total applications pending	788	50	286
Licenses deleted in March	0	3	0
Cps deleted in March	0	2	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through April 18

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	350	96	446[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	312	311	623[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	979	337	768	548	1,317[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,040	337	802	575	1,377[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTION BY FCC

Bristol, Va.—Appalachian Bcstg. Co. granted vhf ch. 5 (76-82 mc); ERP 100 kw vis., 53.5 kw aur.; ant. height above average terrain 1,973 ft., above ground 120 ft. Estimated construction cost $442,278, first year operating cost $322,637, revenue $415,552. Post office address P. O. Box 1009, Bristol. Studio location Bristol. Trans. location 11 miles southeast of Bristol. Geographic coordinates 36° 27′ 30″ N. Lat., 82° 04′ 32″ W. Long. Trans. and ant. GE. Legal counsel Fly, Shuebruk, Blume & Gaguine, New York. Consulting engineer George C. Davis, Washington. Permittee is licensee of **WCBY Bristol.** Granted April 13.

APPLICATIONS

Bowling Green, Ky.—Sarkes Tarzian Inc., vhf ch. 13 (210-216 mc); ERP 95.6 kw vis., 57.36 kw aur.; ant. height above average terrain 699.5 ft., above ground 664 ft. Estimated construction cost $266,038, first year operating cost $200,000, revenue $230,000. Post office address E. Hillside Drive, Bloomington, Ind. Studio and trans. location approx. 3.6 miles N. of Smiths Grove, Ky. Geographic coordinates 37° 01′ 43″ N. Lat., 86° 08′ 54″ W. Long. Trans. and ant., RCA. Legal counsel A. L. Stein, Washington. Consulting engineer George Adair, Washington. Sarkes Tarzian Inc., tv equipment manufacturer, is licensee of **WTTS, WTTV (TV) Bloomington, Ind.** Filed April 16.

Greenfield, Mass.—Springfield Tv Bcstg. Corp., uhf ch. 58 (734-740 mc); ERP 18.66 kw vis., 8.4 kw aur.; ant. height above average terrain 505 ft., above ground 172 ft. Estimated construction cost $50,360, first year operating cost $90,000, revenue $100,000. Post office address 17 Pearl St., Springfield, Mass. Studio location not applicable. Trans. location Shelburne Falls. Geographic coordinates 42° 36′ 05″ N. Lat., 72° 39′ 30″ W. Long. Trans. and ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer George R. Townsend, Springfield. Applicant is licensee of **WWLP (TV) Springfield.** Station will operate as satellite of WWLP (TV). Filed April 18.

PETITIONS

KBTK Missoula, Mont.—Petitions FCC requesting Commission's table of tv assignments be amended so as to substitute ch. 23 for ch. 9 in Sandpoint, Idaho; ch. 9 for ch. 8 in Kalispell, Mont., and adding ch. 8 to Missoula. Announced April 13.

Prineville, Ore.—Grizzly Tv Inc. petitions FCC requesting ch. 11 be added to table of assignments for use on Grizzly Mountain in central Oregon, and waiver of rules 3.661 and 3.687 to allow granting of petitioner's application simultaneously filed. Announced April 13.

Existing Tv Stations . . .

ACTIONS BY FCC

WTTG (TV) Washington, D. C.—Granted cp to change ERP to 50 kw vis., 25 kw aur. and make ant. changes. Ant.: 580 ft. Granted April 13.

WTVO (TV) Rockford, Ill.—Granted mod. of cp to change ERP to 195 kw vis., 97.7 kw aur., and make minor ant. changes; change studio location from "To be determined," Rockford, to trans. location at N. Meridian Rd. at W. State St. and waived Sec. 3.613 b) of rules. Granted April 9.

WTOK-TV Meridian, Miss.—Granted mod. of cp to change ERP to 316 kw vis., 170 kw aur. Granted April 12.

WQED (TV) Pittsburgh, Pa.—Granted mod. of cp to change ant. system and ERP to 25.07 kw vis., 12.59 kw aur. Ant.; 655 ft. Granted April 9.

KIMA-TV Yakima, Wash.; KEPR-TV Pasco, Wash.—Granted mod. of cp's to change name to Cascade Bcstg. Co. Granted April 13.

APPLICATIONS

KOOL-TV Phoenix, Ariz.—Seeks mod. of cp (which authorized new tv) to change corporate name to KOOL Radio-Tv Inc. Filed April 18.

WHBF-TV Rock Island, Ill.—Seeks mod. of cp (which authorized changes in facilities of existing tv) to change ERP to 50.2 kw aur., change trans. location to on U. S. Hwy. 150, 1.75 miles south of Orion, Ill., change type ant., and make other equipment changes. Filed April 18.

KPLC-TV Lake Charles, La.—Seeks mod. of cp to change ERP to 316 kw vis., 158 kw aur., and make other equipment changes. Ant. height: 440 ft. Filed April 13.

KEPR-TV Pasco, Wash.; KIMA-TV Yakima, Wash.—Seek mod. of cp (which authorized new tvs) to change name to Cascade Bcstg. Co. Filed April 13.

APPLICATION AMENDED

KOLN-TV Lincoln, Neb.—Amended to replace application filed 1-12-55 and amendment of 1-16-56. Amended April 18.

PETITION

WCBC-TV Anderson, Ind.—Petitions FCC requesting amendment of Sec. 3.606 so as to add ch. 26 to Anderson, and to delete such ch. from Indianapolis, Ind.; to delete ch. 61 from Anderson; to add ch. 77 to Indianapolis, and to issue to petitioner order to show cause why its existing cp for station **WCBC-TV Anderson** should not be mod. to specify ch. 26 in lieu of ch. 61. Announced April 13.

CALL LETTERS ASSIGNED

KREX-TV Grand Junction, Colo.—Western Slope Bcstg. Co., ch. 5. Changed from KFXJ-TV, effective May 1.

KFXJ-TV Montrose, Colo.—Western Slope Bcstg. Co., ch. 10. Changed from KREX (TV), effective May 1.

WJW-TV Cleveland, Ohio—Storer Bcstg. Co., ch. 8. Changed from WXEL (TV).

WSES (TV) Philadelphia, Pa.—Philadelphia Bcstg. Co., ch. 29.

New Am Stations . . .

ACTIONS BY FCC

Scottsdale, Ariz.—Arizona Aircasters Inc. application seeking cp for new am to be operated on 1490 kc, 250 w unl. dismissed at request of attorney. Dismissed April 16.

Harrisonburg, Va.—Richard Field Lewis Jr. application seeking cp for new am to operate on 1150 kc, 1 kw D, dismissed at request of attorney. Dismissed April 18.

APPLICATIONS

Sheffield, Ala.—J. B. Falt Jr., 1290 kc, 1 kw D. Post office address P. O. Box 17, Huntsville, Ala. Estimated construction cost $13,005, first year operating cost $36,000, revenue $42,000. Mr. Falt is pres.-gen. manager, 60% stockholder of **WFUN Huntsville,** and owns **WAJF Decatur, Ala.** Filed April 18.

Casa Grande, Ariz.—ABC Service Co., 1260 kc, 1 kw D. Post office address Cameron, Tex. Estimated construction cost $13,300, first year operating cost $30,000, revenue $35,000. Principals include equal partners **E. Glenn Abercrombie,** owner of **WEGA Newton, Miss.,** manager, 15% stockholder of **KMIL Cameron, Tex.; Milton F. Brown Jr.,** 51% stockholder of KMIL, owner of Herald Pub. Co., Cameron, and **N. L. Caperton,** 10% stockholder of KMIL. Filed April 18.

Fry, Ariz.—Carleton W. Morris, 1420 kc, 1 kw D. Post office address P. O. Drawer C, Lowell Station, Bisbee, Ariz. Estimated construction cost $25,400.01, first year operating cost $21,966, revenue $26,973. Mr. Morris, sole owner, is owner of **KSUN Bisbee** and **KAWT Douglas, Ariz.** Filed April 16.

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MIDWEST INDEPENDENT
$100,000

Excellent single station market operation with outstanding physical assets. Covers rich farm and industrial area. Consistently profitable and can be financed with 29% down payment.

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RADIO-TV-NEWSPAPER BROKERS

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James W. Blackburn Clifford B. Marshall Washington Bldg. Sterling 3-4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	William T. Stubblefield W. R. Twining 111 Sutter St. Exbrook 2-5671-2

El Centro, Calif.—Ray Lapica, 1430 kc, 1 kw D. Post office address 207 S. Hamel Drive, Beverly Hills, Calif. Estimated construction cost $15,835, first year operating cost $40,000, revenue $55,000. Mr. Lapica, sole owner, is administrative and sales consultant, **KPOL Los Angeles.** Filed April 16.

Palmdale, Calif.—Palmdale Broadcasters, 1470 kc, 1 kw D. Post office address 4488 S. W. Council Crest Dr., Portland 1, Ore. Estimated construction cost $16,176, first year operating cost $36,000, revenue $43,000. Sole owner **Harold C. Singleton** owns **KRTV Hillsboro, Ore.**; vice pres., 52% stockholder of **KTEL Walla Walla, Wash.,** and is 14% stockholder of **KITI Chehalis, Wash.** Filed April 18.

Renfro Valley, Ky.—Renfro Valley Broadcasters Inc., 1460 kc, 500 w D. Post office address Renfro Valley. Estimated construction cost $21,380, first year operating cost $36,000, revenue $48,000. Principals include Pres. **John Lair** (48%), editor of *Renfro Valley Eagle*, and Vice Pres. **Thomas Grady Hargis** (48%), account executive for Gene Autry Show. Filed April 16.

Erie, Pa.—Joseph P. Wardlaw Jr., 1570 kc, 250 w D. Post office address 130 Brady Circle, Steubenville, Ohio. Estimated construction cost $25,112.69, first year operating cost $70,000, revenue $85,000. Mr. Wardlaw is air force lt. Filed April 18.

Manassas, Va.—Washington Bcstg. Co., 1460 kc, 500 w unl. Post office address 2000 P St., N. W., Washington, D. C. Estimated construction cost $26,000, first year operating cost $36,000, revenue $42,000. Applicant is licensee of **WOL-AM-FM Washington, D. C.,** and **WDOV, WDOX (FM) Dover, Del.** Filed April 13.

Bellevue, Wash.—Northwest Broadcasters Inc., 1540 kc, 1 kw unl. Post office address 6609 White-Henry-Stuart Bldg., Seattle, Wash. Estimated construction cost $20,402, first year operating cost $55,000, revenue $65,000. Principals include Pres. **Perton Glant** (7.5%), account executive of **KJR Seattle** and 25% owner of investment firm (Ampac Trading Co.); **Samuel Glant** (12.5%), partner in scrap iron firm and 50% owner of Ampac; Treas. **Irving Glant** (7.5%), 25% Ampac owner; Secy. **Gilbert A. Wellington** (12.5%), 50% owner of Penman-Neil Adv. Agency; Vice Pres. **Stanley Sulman** (12.5%), real estate and record distributorship interests; Ampac (47.5%). Filed April 18.

Milwaukee, Wis.—Beacon Bcstg. System Inc., 580 kc, 500 w unl. Post office address 3452 N. Hackett Ave., Milwaukee. Estimated construction cost $57,282, first year operating cost $138,085, revenue $152,734. Principals include Pres.-Treas. **Paul Thomas Foran** (44%), student, and Secy. **Lawrence J. Foran** (12%), automobile dealer. Corp. has tentative plans for employment of general manager who will purchase balance of 44% of capital stock, temporarily held as treasury stock, when station starts operations. Filed April 16.

Fairbanks, Alaska—Radio Anchorage Inc., 1240 kc, 250 w unl. Post office address P. O. Box 1960, Anchorage, Alaska. Estimated construction cost $8,000, first year operating cost $72,000, revenue $84,000. Radio Anchorage Inc. is licensee of **KBYR Anchorage, Alaska.** Filed April 13.

APPLICATIONS AMENDED

Pine Bluff, Ark.—B. J. Parrish application seeking cp for new am to operate on 540 kc, 1 kw unl., DA-N, amended to make changes in DA system. (Contingent on **KOTN Pine Bluff** move to Brinkley, Ark.) Amended April 16.

Jacksonville, Fla.—Robert Hecksher application seeking cp for new am to be operated on 550 kc, 1 kw D, amended to change frequency to 1600 kc, power to 5 kw, and install DA. Amended April 16.

Howell, Mich.—Livingston Bcstg. Co. application seeking cp for new am to operate on 1350 kc, 500 w D amended to change trans. location to W. Mason Rd., approx. 1.8 miles from Howell city limits. Amended April 16.

APPLICATIONS RESUBMITTED

Bucyrus, Ohio—Bucyrus Enterprises Inc. resubmits application seeking cp for new am to operate on 1010 kc, 250 w D, employing DA. Resubmitted April 18.

Slaton, Tex.—Star of the Plains Bcstg. Co. resubmits application seeking cp for new am to operate on 1050 kc, 250 w D. Resubmitted April 16.

Existing Am Stations . . .

ACTIONS BY FCC

WGSV Guntersville, Ala. — Granted cp to change ant.-trans. location and operate trans. by remote control. Granted April 9.

WNAB Bridgeport, Conn.—Application seeking cp to change ant.-trans. location from rear of 60 Main St. to Reservoir and Wilkins Ave., Bridgeport, returned. Incorrectly signed. Returned April 16.

WCUM Cumberland, Md.—Granted request for cancellation of license and deletion of call letters, effective April 4. Announced April 17.

WJMS Ironwood, Mich.—Granted permission to operate from 6 a.m. to 9 p.m. Monday through Saturday and from 7:55 a.m. to 7 p.m. on Sunday, for period of 90 days. Granted April 13.

WMIS Natchez, Miss.—Granted cp to change ant.-trans. location and make changes in ant. (increase height). Ant.: 195 ft. Action April 9.

WCRV Washington, N. J.—Granted permission to sign-off at 6 p.m., EST, during period of observance of DST from April 28 to Sept. 30. Announced April 17.

KHEN Henryetta, Okla.—Granted mod. of cp to change ant.-trans. location. Announced April 17.

KOAC Corvallis, Ore.—Granted mod. of license to change name to Oregon State College. Announced April 17.

WMYB Myrtle Beach, S. C.—Application seeking cp to change frequency from 1450 kc to 1240 kc dismissed at request of attorney. Dismissed April 18.

KIMA Yakima, Wash.—Granted mod. of license to change name to Cascade Bcstg. Co. Announced April 17.

WELD Fisher, W. Va.—Granted mod. of cp to change ant.-trans and studio location. Announced April 17.

WBEV Beaver Dam, Wis.—Granted permission to sign-off at 6 p.m. during those months when sunset falls after 6 p.m., local standard time. Announced April 17.

KANI Kaneohe, Oahu, Hawaii—Application seeking mod. of license to change main studio location from northeast of intersection of Henry Lane with Kemehameha Hwy., Kaneohe, Oahu, to Kailua Shopping Center, Room 207, Kailua Rd., Lanikai Post Office (waiver of Sec. 3.30 of rules), dismissed for failure to prosecute. Dismissed April 13.

APPLICATIONS

KOOL Phoenix, Ariz.—Seeks mod. of license to change name of licensee to KOOL Radio-Tv Inc. Filed April 18.

KGIL San Fernando, Calif.—Seeks cp to increase D power from 1 kw to 5 kw, and install DA (change from DA-1 to DA-2). Filed April 16.

WAVZ New Haven, Conn.—Seeks license to cover cp which authorized change in frequency, change hours of operation and install DA-N. Filed April 18.

WDMG Douglas, Ga.—Seeks mod. of cp to change hours from D to unl., using 5 kw. Filed April 13.

WPTZ Indianapolis, Ind.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location to Raymond St. between Sherman Dr. and S. Emerson Ave., Indianapolis; make changes in ground system, and specify studio location same as trans. Filed April 16.

WPRT Prestonburg, Ky.—Seeks mod. of cp (which authorized change in frequency, and increase power) to change ant.-trans. location and extend completion date for 90 days from date of grant. Filed April 16.

KBHM Branson, Mo.—Seeks mod. of cp to change ant.-trans.-studio location to on U. S. 65, 1 mile south of Branson, and make changes in ant., decrease height. Filed April 13.

WKBS Mineola, N. Y.—Seeks cp to increase power from 250 w to 1 kw. Filed April 16.

WVET Rochester, N. Y.—Seeks authority to transmit programs to **CFRA Ottawa, Canada,** and **CFCF Montreal, Canada,** from Red Wing Baseball Stadium, Rochester. Filed April 16.

WCGC Belmont, N. C.—Seeks cp to increase power from 500 w to 500 w N, 1 kw D; change hours from D to unl., and install DA-N. Filed April 16.

WJEH Gallipolis, Ohio—Seeks cp to increase power from 250 w to 1 kw. Filed April 16.

WLOK Memphis, Tenn.—Seeks mod. of license to change name of licensee to WLOK Inc. Filed April 18.

WSIG Mt. Jackson, Va.—Seeks cp to increase power from 1 kw to 5 kw, and install DA. Filed April 16.

WHOA San Juan, P. R.—Seeks cp to change frequency from 1400 kc to 640 kc; increase power from 250 w to 5 kw; change hours of operation from unl. to D, and make changes in ant. Filed April 13.

APPLICATIONS AMENDED

WDAK Columbus, Ga.—Application seeking cp to change frequency from 1340 kc to 540 kc; increase power from 250 w to 1 kw N, 5 kw D; change trans. location, and install DA-N, amended to reduce N power to 500 w; change trans. location, and make changes in DA system. Amended April 16.

KNOE Monroe, La.—Application seeking cp to change frequency from 1390 kc to 540 kc; change power from 5 kw unl. to 5 kw N and 10 kw D, and make changes in ant. system, amended to make changes in DA system. Amended April 16.

CALL LETTERS ASSIGNED

KRAK Stockton, Calif.—Golden Valley Bcstg. Co., 1140 kc, 5 kw unl. Changed from KGDM, effective June 15.

KREX Grand Junction, Colo.—Western Slope Bcstg. Co., 920 kc, 1 kw D, 500 w N. Changed from KFXJ, effective May 1.

WGCS Green Cove Springs, Fla.—William F. Askew, 1220 kc, 250 w D.

WGHN Grand Haven, Mich.—Grand Haven Bcstg. Co., 1370 kc, 500 w D.

KCBY Coos Bay, Ore.—Coos County Broadcasters, 1420 kc, 1 kw D.

WBUG Waynesburg, Pa. — Commonwealth Broadcasters Inc., 1580 kc, 250 w D.

Existing Fm Stations . . .

ACTIONS BY FCC

WCBE (FM) Columbus, Ohio—Granted mod. of cp to change frequency to ch. 213, 90.5 mc. Granted April 13.

WLOG-FM Logan, W. Va.—Granted mod. of license to change ERP to 2.1 kw. Granted April 10.

APPLICATIONS

WCUM-FM Cumberland, Md.—Seeks cp to make changes in licensed station. Change ERP to 1.23 kw, ant. height above average terrain to —4 ft. Raise ant. tower to 35 ft. Filed April 18.

WCAR-FM Pontiac, Mich.—Seeks mod. of cp (which authorized new fm) to change ERP to .0368 kw; ant. height above average terrain to 113 ft., and change ant. system. Filed April 16.

CALL LETTERS ASSIGNED

KWFM (FM) Minneapolis, Minn.—Fidelity Bcstg. Co., 97.1 mc, 3 kw unl.

Ownership Changes . . .

ACTIONS BY FCC

KFAC-AM-FM Los Angeles, Calif.—Granted assignment of licenses to **Los Angeles Bcstg. Co.** Change in corporate structure only; no change in control. Granted April 17.

WQIK-TV Jacksonville, Fla.; WWOK Charlotte, N. C.—Granted assignment of license and assignment of permit, respectively, to **Carmen Macri.** Corporate change only; no change in control. Granted April 17.

WGAF Valdosta, Ga.—Granted transfer of control to Pres. **George B. Cook** for $28,000. Mr. Cook, presently a minority stockholder, will hold about 64% of outstanding stock. Granted March 21.

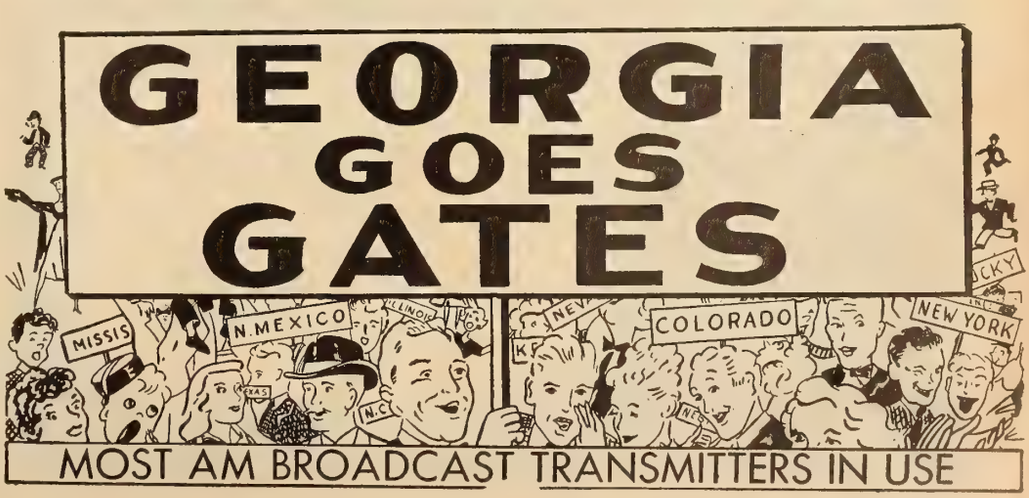
WICS (TV) Springfield, Ill.—Granted acquisition of negative control (50%) of permittee corp. by **Transcontinental Properties Inc.** and **H & E Balaban Corp.** for $20,000 in cash and assumption of liabilities. Transcontinental and H & E are each presently 34% owners of station; if transaction is approved each will retain 50% ownership. Balaban is 50% owner of **WTVO (TV) Rockford, Ill.,** and applicant for Birmingham, Ala., uhf. Granted April 17.

KSTB Breckenridge, Tex.—Granted involuntary transfer of control to present minority stockholder **Elizabeth Chapman,** executrix and sole legatee under will of **R. W. Chapman,** deceased. (Previously filed application for assignment of license to Radio Breckenridge is pending.) Granted April 17.

APPLICATIONS

KYOS Merced, Calif.—Seeks involuntary transfer of negative control to **Florence Chatterton,** executrix of estate of **C. O. Chatterton,** deceased, former manager of KYOS. Filed April 13.

WMUZ (FM) Detroit, Mich.—Seeks transfer of control to Michigan Music Co. for real estate valued at $28,141 and $25,000 cash. Some of present stockholders will be owners of station. These are: **Ruth L. Hopkins** (18.41%), **Laura G. Luscombe** (17.67%), **Robert W. Hopkins** (17.67%),



Wallace F. Hopkins (8.84%), **Richard A. Connell Sr.** (trustee for Wallace F. Hopkins) (8.84%), and **James F. Hopkins** (28.57%). Filed April 16.

KFJB Marshalltown, Iowa—Seeks involuntary transfer of control to **Hollis N. Anderson, Loraine N. Booth, Margaret N. Brown, May W. Norris, Dana W. Norris,** and **John W. Norris,** legatees named in will of **D. W. Norris,** deceased, former controller of *Marshalltown Times-Republican,* owner of all of licensee's common stock. Filed April 18.

KSMN Mason City, Iowa—Seeks assignment of license to **Land O' Corn Broadcasters Inc.** for $115,000. Land O' Corn is licensee of **KJFJ Webster City, Iowa.** Filed April 18.

WRUM Rumford, Me.—Seeks transfer of control to **Melvin L.** and **Frances M. Stone.** Agreement is for exchange of 65% of WRUM stock to Mr. Stone for Mr. Stone's stock in Rumford Pub. Co. Mr. Stone, pres., 55% stockholder of **KGHM Skowhegan, Me.,** is presenting 23% of stock to his wife, **Frances M. Stone.** Filed April 18.

KEYD-AM-TV Minneapolis, Minn.—Seek assignment of licenses to United Tv Inc. for $1.14 million and assumption of $315,452 in notes. Simultaneously filed is application for assignment of license of KEYD to Western Bcstg. Corp. for $35,000. United principals include: Chmn. of Board **Thomas P. Johnson** (32.94%), minority owner of **WENS (TV) Pittsburgh;** Pres. **Seymour Weintraub** (23.53%), over 25% owner of Flamingo Films Co. (distributor to tv), former vice pres. Motion Pictures for Tv Inc.; Vice Pres. **Larry H. Israel** (no stock), vice pres., gen. manager, 50% owner WENS (TV); Secy.-Treas. **George W. Eby** (no stock), asst. treas., minority owner WENS (TV), theatre interests; **William F. Adler** (11.77%), pres., more than 25% owner of *Tv Guide;* **Donald C. Lott** (11.77%), 3% owner WENS (TV); **Oliver Tyrone Corp.** (5.88%), owns 6% of WENS (TV) and 10% of **WMTW (TV) Poland Spring, Me.; William H. Rea** (no stock), minority owner WENS (TV), WMTW (TV), **WPOR Portland, Me.; Henry O. Rea** (2.35%), more than 25% owner of WPOR and **WABI-AM-TV Bangor, Me.; Monroe H. Long** (2.35%), chmn. of board, minority owner of Branham Co. (station representation firm); **Lewis S. Greenberg** (9.41%), vice pres. and minority owner Branham. Western principals are Chmn. of Board **James A. McKenna Jr.** (50%), lawyer; Pres. **Robert M. Purcell** (50%), executive vice pres. of Mass. Bay Tv Inc., applicant for ch. 5 in Boston, and owner of broadcast consulting business; Vice Pres. **Rex M. Lester Jr.,** gen. manager KEYD and Treas. **Edward R. McKenna,** lawyer. Filed April 18.

WNJR Newark, N. J.—Seeks assignment of license to **Great Northern Tv Inc.** Corporate change only; no change in control. Filed April 18.

WJOC Jamestown, N. Y.—Seeks transfer of control to **Harold P. Kane** for $26,922.70. Mr. Kane is buying 25.27% of WJOC stock from **Frederick E. Davis,** and will hold 50.54%. Filed April 18.

KFJI-TV Klamath Falls, Ore.—Seeks assignment of cp to **Calif.-Ore. Tv Inc.** for $30,000. Calif.-Ore. Inc. is licensee of **KBES-TV Medford, Ore.** Filed April 18.

KGON Oregon City, Ore.—Seeks transfer of negative control to **Robert J. Hartke** for $15,780 cash and $9,674 in notes. Mr. Hartke has automobile, motion picture theatre, and trailer sales interests. Filed April 18.

WJAK Jackson, Tenn.—Seeks assignment of license to **Dr. Alexander Leech** for $15,000. Dr. Leech, presently 50% owner of station, is buying remaining 50% interest from his brother **William S. Leech.** Filed April 13.

KFST Fort Stockton, Tex.—Seeks assignment of license to KFST Inc. Sole owner **George Baker** is transferring 2% interest to his wife Emily Baker and 2% to his son **Frank K. Baker.** Filed April 18.

KANN Sinton, Tex.—Seeks transfer of control to **Thomas C. Fleet Jr., Princess J. Fleet,** and **Nelle Tye Harper** for $19,470.40. Principals, each presently 16.6% stockholders, are purchasing remaining 50% of stock from **Charles W. Balthrope** and will each hold 33.3%. Filed April 18.

KWHO Salt Lake City, Utah.—Seeks assignment of license to **Reese C. Anderson** and **G. W. Peck** for $33,000. Mr. Anderson (70%) and Mr. Peck (30%) are both in insurance business. Filed April 18.

KLUK Evanston, Wyo.—Seeks assignment of license to BBH Enterprises Inc. for $25,000. Principals are equal partners Pres. **Maurice Buchen,** 25% stockholder in South Coast Bcstg. Co., applicant for am cp in Laguna Beach, Calif., gen. manager of **KFSG Los Angeles, Calif.;** Vice-Pres. **Bryant M. Harmon,** 25% stockholder in South Coast Bcstg. Co., and Secy.-Treas. **Arthur W. Bartel,** 25% stockholder in South Coast Bcstg. Co. Filed April 18.

APPLICATION RESUBMITTED

WKTL Kendallville, Ind.—Resubmits application seeking assignment of license to **Noble DeKalb Bcstg. Co.** for cancellation of $10,000 debt. **Charles R. Palmquist Sr.** and **Carl V. Shellene** will each own 33.3% of stock for satisfaction of indebtedness owed by **Charles R. Palmquist Jr.** (presently sole owner of station), who will hold remaining 33.3% interest. Filed April 16.

Hearing Cases . . .

FINAL DECISION

Bristol, Va.—FCC granted application of Appalachian Bcstg. Corp. for new tv to operate on ch. 5 in Bristol, and denied competing application of Tri-Cities Television Corp., Bristol, Tenn., also denied motion by Appalachian to strike certain specified portions of filings to initial decision. Action April 13.

INITIAL DECISION

WKPA New Kensington, Pa.—Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application for increase in power of **WKPA New Kensington,** from 250 w to 1 kw D on 1150 kc. Action April 16.

OTHER ACTIONS

New Haven, Conn.—FCC (1) denied that part of April petition by **WNHC-AM-FM-TV New Haven,** requesting action be deferred on April 5 request by **WAVZ New Haven** for authority to conduct program tests over changed facilities of WAVZ 1300 kc, 1 kw unl., but (2) granted that part of WNHC-AM-FM-TV's petition requesting action be deferred on WAVZ's application for license. Grant for WAVZ program tests is without prejudice to any action Commission may take as result of cases pending before U. S. Court of Appeals for District of Columbia Circuit. Action April 13.

Caguas, P. R.—FCC stayed effective date of initial decision which looked toward grant of application of American Colonial Bcstg Corp. for new tv to operate on ch. 11 in Caguas pending Commission consideration of (1) pleadings by Supreme Bcstg. Co. for reconsideration of Commission Feb. 23 action dismissing with prejudice its application for same facility and (2) matters of record in hearing proceeding. Action April 12.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Change List #99 **February 13, 1956**

1090 kc

St. Jean, P.Q.—(New) 1 kw ND D. Class II 2-1-57.

1290 kc

CKSL London, Ont.—(Assign. of call letters), 5 kw DA-1 unl. Class III-B.

1490 kc

CFHR Hay River, N.W.T.—(delete assign.), 250 w ND unl. Class IV.

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Routine Roundup . . .

April 10 Decisions

ACTIONS ON MOTIONS

By Comr. E. M. Webster

WTIF Tifton, Ga.—Granted petition insofar as it requests dismissal of its am application; application is dismissed with prejudice. Action April 10.

WKNB-AM-TV New Britain, Conn.—Granted April 6 petition by Julian Gross, *et al.,* and NBC, transferors and transferee, respectively, for leave to amend its application for transfer of control of **WKNB-AM-TV New Britain,** in order to extend date for exercise of termination privileges contained in para. 17 of sales agreement. Action April 10.

By Hearing Examiner Hugh B. Hutchison

WPLA Plant City, Fla.—Granted motion for extension of time to and including April 19, to file pleading in opposition to petition for leave to amend his am application, filed March 28 by R. E. Hughes, Auburndale, Fla., competing applicant in proceeding. Action April 10.

By Hearing Examiner J. D. Bond

Eatontown, N. J.—Issued order after third prehearing conference which shall govern course of proceedings re am applications of Harold M. Gade, Eatontown, *et al.;* prehearing conference shall be convened June 8. Action April 10.

By Hearing Examiner Basil P. Cooper

WSUH Oxford, Miss.—Upon request of applicants in am proceeding, **WSUH Oxford,** *et al.,* mod. prior order for conduct of hearing to provide following schedule: a. All exhibits and written testimony to be offered in evidence in response to issues 1, 2 and 3 to be exchanged on or before April 18; b. Formal hearing to begin April 30, and that date shall be controlling date for other matters specified in subpara. c, d and e of para. 3 of original order. Action April 10.

By Hearing Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for extension of time from April 10 to April 17 to file proposed findings and conclusions with permission for all parties to file reply findings not later than April 30, re application of **WOI Ames, Iowa,** for SSA to operate additional hours from 6 a.m. to local sunrise CST with 1 kw. Action April 9.

April 13 Applications

ACCEPTED FOR FILING

License to Cover Cp

WPNX Columbus, Ga.—Seeks license to cover cp which authorized DA-N, change trans. and studio locations.

WKMH Dearborn, Mich.—Seeks license to cover cp which authorized increase in N power, changes in DA-N.

KVOR (TV) Stockton, Calif.—Seeks license to cover cp which authorized new tv.

WREC-TV Memphis, Tenn.—Seeks license to cover cp which authorized new tv.

License to Cover Cp Resubmitted

WABV Abbeville, S. C.—Resubmits application seeking license to cover cp which authorized new am.

Modification of Cp

WBRG Lynchburg, Va.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WEAL-TV Orlando, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 16.

WJBK-TV Detroit, Mich.—Seeks mod. of cp (which authorized facilities changes in existing tv) for extension of completion date to Nov. 14.

Renewal of License

WKLK Cloquet, Minn.; KHAS Hastings, Neb.; WOW Omaha, Neb.; KOTV (TV) Tulsa, Okla.

April 16 Applications

ACCEPTED FOR FILING

Modification of Cp

WCAR Pontiac, Mich.—Seeks mod. of cp (which authorized installation of new vertical ant. and mount fm ant. on top of am tower) for extension of completion date.

KDKA-TV Pittsburgh, Pa.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Aug. 10.

KDUB-TV Lubbock, Tex.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Oct. 20.

KMID-TV Midland, Tex.—Seeks mod. of cp (which authorized changes in existing tv) for extension of completion date to Nov. 30.

WKAT-FM Miami Beach, Fla.—Seeks mod. of cp (which replaced expired cp) for extension of completion date.

WCAR-FM Pontiac, Mich.—Seeks mod. of cp (which authorized new fm) for extension of completion date.

KARK-TV Little Rock, Ark.—Seeks mod. of cp (which authorized new tv) for extension of

completion date to July 20.

KTVI (TV) St. Louis, Mo.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 9.

License to Cover Cp

WLFM (FM) Appleton, Wis.—Seeks license to cover cp which authorized new non-commercial educational fm.

KAKE-TV Wichita, Kan.—Seeks license to cover cp which authorized new tv and to specify studio location at 1500 Northwest St., Wichita. (Not a move).

License to Cover Cp Returned

WYCL York, S. C.—Application seeking license to cover cp which authorized new am returned. Name incomplete.

KHCD Clifton, Ariz.—Application seeking cp which authorized new am returned. Section II dated after verification of application.

Renewal of License Resubmitted

KGFW Kearney, Neb.; KBEL Idabel, Okla.

April 17 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 13

WSNW-FM Seneca, S. C.—Granted license for fm station.

WAMF (FM) Amherst, Mass.—Granted license for noncommercial educational fm station.

WLOE-FM Leaksville, N. C.—Granted license covering changes in licensed station.

KFEL Pueblo, Colo.—Granted mod. of cp to change trans. location and delete authority for remote control operation of trans. (ant. location unchanged).

KUBE Pendleton, Ore.—Granted mod. of cp to change ant.-trans. location 100 ft. west of present site (no change in location description), change studio location and remote control point to 236 S.E. First St., and make changes in ground system.

WBRG Lynchburg, Va.—Granted extension of completion date to July 31.

Actions of April 12

WGR Buffalo, N. Y.—Granted authority to transmit baseball games played in Offerman Baseball Stadium at Buffalo, to **CFRA Ottawa, Canada.**

Following were granted extensions of completion dates as shown: **KFJI-TV Klamath Falls, Ore.**, to 11-1-56; **KHAS-TV Hastings, Neb.**, to 10-4-56; **WLBT (TV) Jackson, Miss.**, to 7-26-56; **WTHS-TV Miami, Fla.**, to 11-11-56; **WNAO-TV Raleigh, N. C.**, to 6-30-56; **KBET-TV Sacramento, Calif.**, to 11-1-56; **KTLA (TV) Los Angeles, Calif.**, to 11-1-56; **KCKT (TV) Great Bend, Kans.**, to 11-3-56; **KNOX-TV Grand Forks, N. Dak.**, to 11-1-56; **KKTV (TV) Colorado Springs, Colo.**, to 10-26-56; **WXEL (TV) Cleveland, Ohio**, to 10-30-56; **WTOK-TV Meridian, Miss.**, to 11-1-56.

Actions of April 10

WKBT (TV) La Crosse, Wis.—Granted license for tv station; ERP 100 kw vis., 50 kw aur.

WSJV (TV) Elkhart, Ind.—Granted license for tv station; ERP 224 kw vis., 120 kw aur.

WATE (TV) Knoxville, Tenn.—Granted license for tv station; ERP 100 kw vis., 50 kw aur.

WABI-TV Bangor, Me.—Granted license to cover cp for tv station, and specify studio location as Rt. 1, Hampden, Me.; granted license covering changes in facilities—ERP 29.5 kw vis., 17.8 kw aur.

WFLB Fayetteville, N. C.—Granted license covering mounting of tv ant. on top of existing am tower (increase height).

WBRC-TV Birmingham, Ala.—Granted license covering changes in facilities of existing tv station.

WBEC-FM Pittsfield, Mass.—Granted license covering changes in licensed station.

WORG-FM Orangeburg, S. C.—Granted cp to replace expired cp which authorized changes in licensed station.

WCPO-TV Cincinnati, Ohio.—Granted cp for changes in facilities of tv station, and make other minor equipment changes.

WMYN Mayodan, N. C.—Granted extension of completion date to Aug. 2.

Following stations were granted authority to operate trans. by remote control: **KBUS Mexia, Tex.; WRAW Reading, Pa.; WBIR Knoxville, Tenn.; KTOO Henderson, Nev.**

Actions of April 11

KHCD Clifton, Ariz.—Granted authority to operate trans. by remote control from Hwy. 666.

WRGP-TV Chattanooga, Tenn.—Granted STA to operate commercially on ch. 3 for period ending Oct. 8.

KECC Pittsburg, Calif.—Granted extension of completion date to July 22.

Actions of April 9

WGHM Skowhegan, Me.—Granted license for am station.

WAPF McComb, Miss.—Granted license covering change in frequency.

WUOM-TV Ann Arbor, Mich.—Granted cp to replace expired cp which authorized new noncommercial educational tv station.

WKBN-TV Youngstown, Ohio—Granted cp to install emergency ant. system at main trans. site (550 ft.).

WRGP-TV Chattanooga, Tenn.—Granted mod. of cp to change type ant. and make other minor equipment changes; ant. 1,068 ft.

April 18 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

WKXY Sarasota, Fla.—Ordered hearing shall commence June 4 re application of WKXY Sarasota, for mod. of cp. Action April 12.

WKNB-AM-TV New Britain, Conn.—Ordered hearing shall commence May 14 in proceeding on applications for mod. of cp for WKNB-TV (ch. 30), New Britain, and for transfer of control of WKNB-AM-TV from New Britain Bcstg. Co. to NBC. Action April 13.

Pine Bluff, Ark.—Ordered hearing conference be held April 24 re am applications of B. J. Parrish, Pine Bluff. Action April 16.

By Hearing Examiner Jay A. Kyle

Coos Bay, Ore.—Ordered further prehearing conference be held May 16, and continued hearing from April 25 to May 23 re am application of Coos County Broadcasters, Coos Bay. Action April 16.

By Hearing Examiner Herbert Sharfman

Rochester, Minn.—Issued statement and order after informal prehearing conference on April 13 re am application of Rochester Bcstg. Co., Rochester, directing that: 1. Hearing scheduled for April 30 is indefinitely continued, with expectation hearing date will be set at further conference; 2. Applicant shall furnish its written case exhibits to other parties and hearing examiner by May 7; and 3. Further conference is scheduled for May 14. Action April 13.

WKNB-AM-TV New Britain, Conn.—On examiner's own motion, ordered prehearing conference is scheduled for April 24 in proceeding on applications for mod. of cp for WKNB-TV (ch. 30). New Britain, and for transfer of control of WKNB-AM-TV from New Britain Bcstg. Co. to NBC. Action April 16.

By Hearing Examiner Annie Neal Huntting

Parma-Onondaga, Mich.—Granted joint motion of applicants in ch. 10 proceeding, Parma-Onondaga (Triad Television Corp., et al.), for extension of time from April 16 to and including May 14 to file corrections to transcript of hearing. Action April 12.

Newburgh, Ind.-Lawrenceville, Ill.—Ordered phrase "with the Commission," appearing in par. 2, subpars. (e) and (f) of "First Statement Concerning Pre-Hearing Conferences and Order," dated March 5, re am applications of Southern Indiana Bcstrs., Inc., Newburgh, and Lawrenceville Bcstg. Co., Lawrenceville, is amended to read "with the hearing examiner." Action April 13.

By Hearing Examiner Basil P. Cooper

Midwestern Bcstg. Co.-Straits Bcstg. Co., Cheboygan, Mich.—Granted April 9 motion filed by both applicants in ch. 4 proceeding, Cheboygan, for continuance from April 11 to April 25 for exchange of Midwestern's affirmative engineering presentation and oral testimony and date for evidentiary hearing on such exhibits is continued from April 25 to May 9. Action April 12.

By Hearing Examiner Hugh B. Hutchison

WSTV-TV Steubenville, Ohio; WENS Pittsburgh, Pa.—Denied WSTV-TV petition and response of WENS (TV) for continuance of hearing in ch. 11 proceeding, Pittsburgh, involving applications of WWSW Inc. and Pittsburgh Radio Supply House Inc., and application of WWSW Inc., for mod. of cp. Action April 10.

April 18 Applications

Accepted for Filing
Modification of Cp

WESH-TV Daytona Beach, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Aug. 10.

WFMJ-TV Youngstown, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 13.

KOTA-TV Rapid City, S. D.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1.

KBST-TV Big Spring, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 5.

KPAR-TV Sweetwater, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 21.

WOSU-TV Columbus, Ohio—Seeks mod. of cp (which authorized new noncommercial educational tv) for extension of completion date to July 1.

KWFB Weatherford, Tex.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KURA Moab, Utah—Seeks mod. of cp (which authorized new am) for extension of completion date.

Modification of Cp Dismissed

WFLB Fayetteville, N. C.—Application seeking mod. of cp (which authorized mounting of tv ant. on top of existing am tower—increase height) dismissed. Unnecessary.

Renewal of License

WFPL (FM) Louisville, Ky.; KAMC-FM Stillwater, Okla.; KSUI (FM) Iowa City, Iowa; KANU (FM) Lawrence, Kan.; WSOU (FM) South Orange, N. J.

Remote Control

KRES St. Joseph, Mo.

UPCOMING

APRIL

April 23-27: American Film Assembly, Morrison Hotel, Chicago.
April 23-28: Senate Interstate & Foreign Commerce Committee hearings on toll tv, U. S. Capitol, Washington, D. C.
April 23: RAB Clinic, Salt Lake City.
April 24: RAB Clinic, Denver.
April 25: RAB Clinic, Omaha, Neb.
April 26: RAB Clinic, Des Moines, Iowa.
April 26-29: American Women in Radio & Tv Convention, Hotel Somerset, Boston.
April 26-28: American Assn. of Advertising Agencies annual meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.
April 27: RAB Clinic, Cedar Rapids, Iowa.
April 29-May 4: Society of Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.
April 30: RAB Clinic, Raleigh, N. C.
April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

MAY

May 1: RAB Clinic, Charlotte, N. C.
May 2: RAB Clinic, Evansville, Ind.
May 3: RAB Clinic, Indianapolis, Ind.
May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.
May 4: RAB Clinic, Columbus, Ohio.
May 8: RAB Clinic, Philadelphia.
May 10: RAB Clinic, New York.
May 13-19: National Radio Week.
May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.
May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.
May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.
May 21-24: 1956 Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

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Promise and Fulfillment

OUT of Chicago last week came developments that, by deed and demonstration, should benefit the public. What is good for the people is good for the media that serve them. There remain the tasks of follow through and fulfillment.

The NARTB convention wasn't all sweetness and light. Rather, it was a forum in which regulators met the regulated and deliberated over their problems with greater candor and realism than is customary. Broadcasters met with their networks and representatives; their lawyers and engineers, and with agency and advertiser representatives. They saw the latest in technology. They saw the first commercial video tape recorder. They saw color get off the ground and vault into their future.

The most important single devolpment was the recognition by government that television allocations must embrace uhf as well as vhf if there is to be an equitable structure—now that the Office of Defense Mobilization has turned thumbs down on additional vhf spectrum space from the military. Without uhf, the outlook would be bleak indeed, because there would be scarcity. Scarcity is the expressway to monopoly, and monopoly or duopoly or triopoly (in some cases) would lead inexorably to more rigid government regulation. That would strangle free enterprise.

FCC Chairman McConnaughey's advocacy of a "crash" research development program of uhf, wherein the best minds and methods would be concentrated on speedy solution of the uhf problem, is a new and attractive idea. The alacrity with which it was picked up by Westinghouse and by others is encouraging.

But the task of fulfillment here is not in the crash project alone. That is technical, and it is manufacturing. It does not remove from the FCC the responsibility of acting with dispatch in providing for greater competition in those underserved areas. Inherent in the FCC's new look is some change in allocations. There can be no valid reason for future delays in clearing cases, voting them up or down. Any change that involves deintermixture of uhf and vhf is radical change. The slightest one will bring repercussions. But the FCC can't solve anything by sitting on its hands. The next few weeks will tell whether the new look will signalize action, or whether there will be further wishful waiting for miracles.

Any notion that affiliates would turn state's evidence against their networks in the varied efforts to change the present order of doing business through time options, so-called "must-buys" and other clearing methods, was quickly dispelled in Chicago. The networks emerged stronger than ever in the eyes of their affiliates. This, however, does not close the record, because the potent testimony of KTTV (TV's) Richard A. Moore before the Senate Commerce Committee, the attitudes of certain legislators, and the FCC's own network study have not been expunged from the records. There were interim votes of confidence; fulfillment must come.

The convention's keynoter, ABC President Robert E. Kintner, more than measured up in saying things that needed saying. He wants the "huckster" connotation obliterated by deed. He wants standards elevated, if broadcasting is to avoid common carrier control. He wants the artifically-stimulated scarcity problem eliminated and he pinned blame on government "inaction." He did a top reporter's job in his lucid, hard-hitting talk.

From NARTB President Harold Fellows the broadcasters heard a ringing challenge on programming and advertising standards. In effect, he invited those broadcasters who do not perform essential service to surrender their licenses to others "who have keener concepts." It was no namby-pamby defense of all that goes on the air, nor an "industry can do no wrong" approach. He warned that failure to adhere to the tenets of the radio and television codes could invite the kind of control implicit in recent suggestions for a nationwide, government-sponsored program and advertising monitoring system.

It was a healthy, wholesome, constructive convention. If broadcasters feel they are plagued by more problems than their fellow men, they need only to recognize that this is so because they are privileged to serve home and nation in the most inspiring area extant, and in an atmosphere of free enterise—the American way.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"He was sent to cover the wedding . . . he stopped at Monte Carlo!"

Topic A

THE magic word around the Conrad Hilton Hotel last week was "Ampex" and the magic slogan, "Buy Ampex." The latter applied not only to the Ampex Corp.'s sensational video tape recorder, but also to the company's stock. Both were hot items, and with good reason.

Ampex had beat the field in delivering a practical tape recorder, capable of instantaneous reproduction and playback. The machine, and other models which other manufacturers inevitably will develop, will do for tv what tape recording has done for radio: enhance the flexibility of programming and immeasurably simplify processes which now depend upon the use of film.

As a technological development, the recorder deserves the attention it received, and Ampex deserves the rewards of industry and creativeness. It is by no means to minimize the importance of the new instrument to say that it constitutes but one more example of the apparently inexhaustible inventiveness of all the engineers and manufacturers who serve radio and television.

In no other form of communications have the communicators been supplied with such diverse and constantly improving facilities. The instruments of radio and television are so superior to those of rival media that newspaper and magazine men must fervently wish for technicians with half the skill of those who work in radio and tv.

Uncle Bee

LAST week Bee Arney, NARTB secretary-treasurer, attended his last convention in an official capacity. Some delegates we know wish they could say the same for themselves, but we suspect that Bee feels otherwise. Bee is a convention man.

Indeed Bee and broadcaster conventions have come to be synonymous. For the past 16 years Bee has been the man in charge.

His has been a job that cannot be done with perfection, no matter how diligently performed. A certain amount of chaos is inevitable when thousands of broadcasters and suppliers descend upon even the biggest and best-managed hotel. But far more delegates who ordered suites would have wound up in broom closets if a lesser man than Bee had been on hand.

There has been more to Bee's work than arranging the annual conventions. He has performed important administrative functions as secretary-treasurer since 1943 and assistant to the president for three years before that.

Broadcasters will miss C. E. Arney Jr. We hope he will not think his retirement from NARTB forecloses him from participating in radio-tv affairs. We hope to see Bee at the next convention. Without the burdens he has borne up to now, he would certainly have more fun.



Houston's Finest Facilities Help KPRC-TV Sell

To have the Southwest's finest TV plant facilities — that's good. But to have these facilities manned by a group of seasoned TV specialists—with over 700 man-years of TV experience—that's even better! KPRC-TV delivers Houston's finest local shows, top-rated NBC network programming, and superior syndicated films. It all adds up to this: The *one* Houston station that gives you more for your advertising dollar is KPRC-TV.

KPRC-TV
HOUSTON
CHANNEL 2

JACK HARRIS,
Vice President and General Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE

WIN a weekend in BERMUDA for 2

Advertising agency employees ONLY

IT'S EASY! Just write the date that you think the current Kash Box riddle will be solved, sign your name and your agency's name and mail it to **WINS, N. Y. 36, N. Y.** Entries must be received by April 30. ***HURRY!***



Kash Box is the popular radio W I N S contest that gives up to $10,000 away for the answer to a simple riddle. New York housewives listen to Kash Box, Mon.-Fri. 9:30 to 10:30 A.M. for the riddle and clues. They send their answers plus the label of one of the featured products to radio W I N S. Kash Box is just one of the radio-merchandising packages that helps W I N S to be the leader in the New York radio market. So hop on your water skis and ride the wave of popularity in New York with radio **WINS.**

Entries must be received by April 30. The trip will be awarded to the person sending in the closest date to the riddle solution date. Any tie will be decided by the envelope bearing the earliest post mark date.

Entries must be in by April 30th

For full details on WINS' KASH BOX sponsored by PEPSODENT, CANADA DRY, NUCOA MARGARINE, PROMPT CLEANER, AND APPLBERRY SAUCE, contact H. B. LaRue, Gen. Sales Manager, WINS, N. Y. 36, N. Y.

WINS

1010

APRIL 30, 1956 35c PER COPY

BROADCASTING TELECASTING

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25TH year

THE NEWSWEEKLY OF RADIO AND TV

Now our story is stronger than ever!

More Viewers Per Rating Point!

Another station has begun telecasting in the rich market of Richmond, Petersburg and Central Virginia. We welcome it and wish it luck. This change points up more clearly than ever the *overwhelming dominance of WXEX-TV*. Let's see where we stand:

WXEX-TV, basic NBC-TV station in the Richmond area, has *maximum power*—316 KW. That's *dominance!*

WXEX-TV has *maximum tower height* — 1049 ft. above sea level and 943 ft. above average terrain—over 100 ft. higher than any competitor. That's *dominance!*

Because its unique tower location carries its maximum power to heavily populated communities that no other tv station in this market can reach, WXEX-TV *delivers more viewers per rating point.* That's *dominance!* That's *payoff!* That's *your best buy—by far!*

DOMINANT

in Richmond, Petersburg & Central Virginia

WXEX-TV

Tom Tinsley, *President* **CHANNEL 8** Irvin G. Abeloff, *Vice President*

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.



" . . . and when you add the mazulwith it's easy to see that the Plumberthing dominates the Rengpoosh-bafflewode!"

In a comedy skit, double talk is funny . . . but in a sales pitch it's childish! At WTRF-TV we believe in plain FACTS; we don't like double talk! To set the record straight, here are those facts:

(1) The Wheeling Metropolitan Market (defined by the U. S. Department of Commerce, and not someone's random decision as to what counties should be included) consists of six counties. WTRF-TV serves the rich tri-state counties where there are 416,210 families of 1,409,300 people, owning 307,400 television sets.

(2) The annual spendable income of the people in this market is $1,973,985,000—almost *two billion dollars;* and this is on the way UP . . . with the tremendous industrial growth SOUTH of Wheeling.

(3) By every accepted method of audience measurement in this market—and not just in the counties where we *think* we dominate—WTRF-TV is the most watched station every day, every week, every month.

(4) Only WTRF-TV can offer outstanding promotional and merchandising assistance and back it up with a record of proof like ours! During the past two years, we have won SIX NATIONAL FIRST PLACE prizes; the latest is the "Billboard" award—First Place for the Best Network Program Promotion—in the 18th Annual Competition.

Winner of 1st Prize in Billboard Magazine's 18th Annual Awards for Best Network Station Promotion

So, there are a few basic facts without malapropisms . . . without distortion . . . without *double talk.* For more unadulterated facts about the market, availabilities, etc., see Hollingbery, or call Robert Ferguson V.P. or Needham Smith, Sales Manager, at Wheeling 1177.

NBC

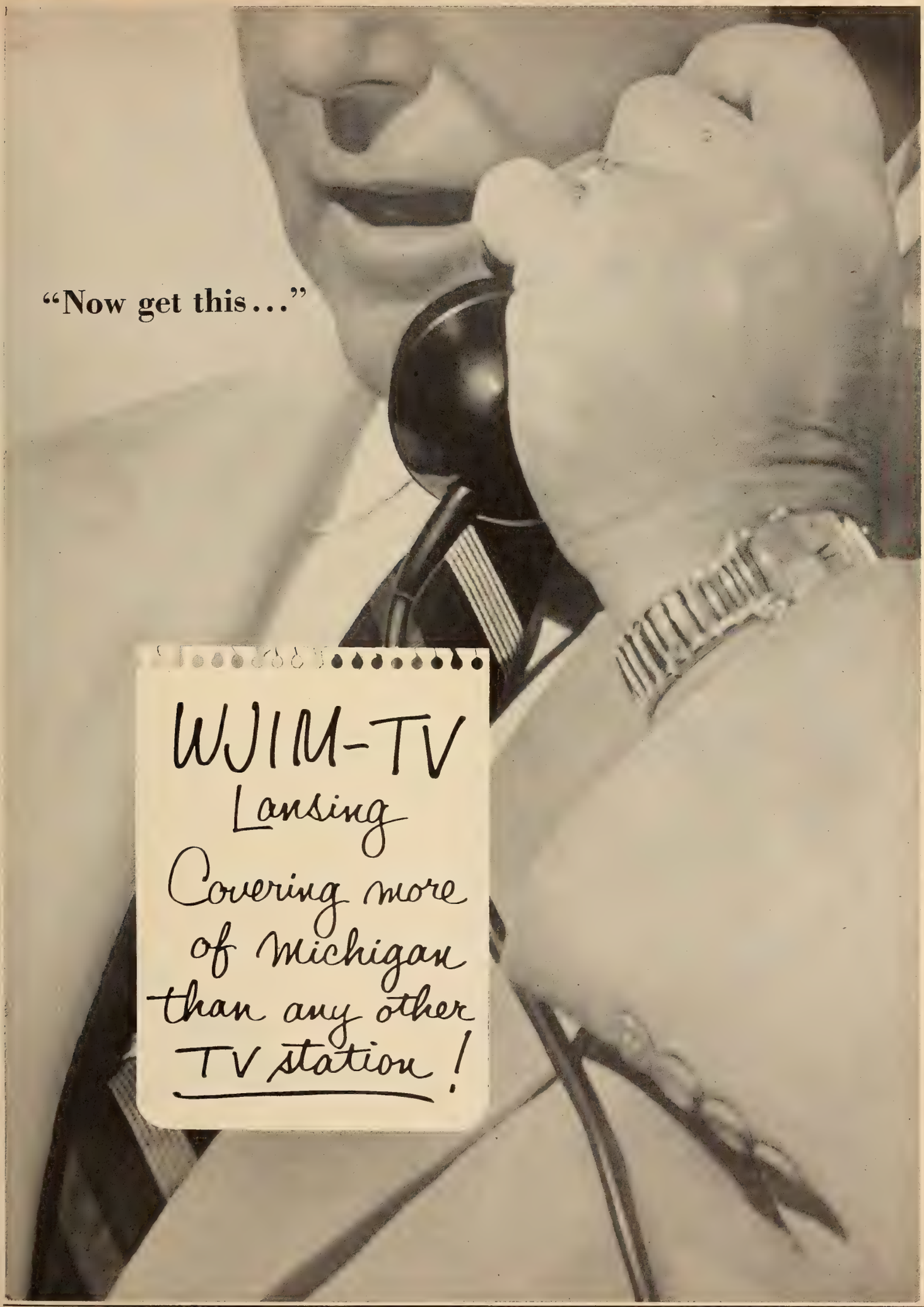
wtrf-tv

NBC

WHEELING 7, WEST VIRGINIA

316,000 WATTS

CHANNEL 7



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

serving its many communities through agricultural programs

WGAL-TV

Lancaster, Penna. NBC and CBS



FARM NEWS AND WEATHER 6:45–7:00 a.m. weekdays
Latest news pertaining to agriculture, on the national, regional, and local scene; market reports; summary of livestock activity throughout nation; farm product prices; as well as complete immediate and extended weather forecasts.

TELEVISION FARMER 12:00 noon–12:15 p.m. weekdays
Programs include numerous farm-affiliated organizations and agricultural experts on specific days.

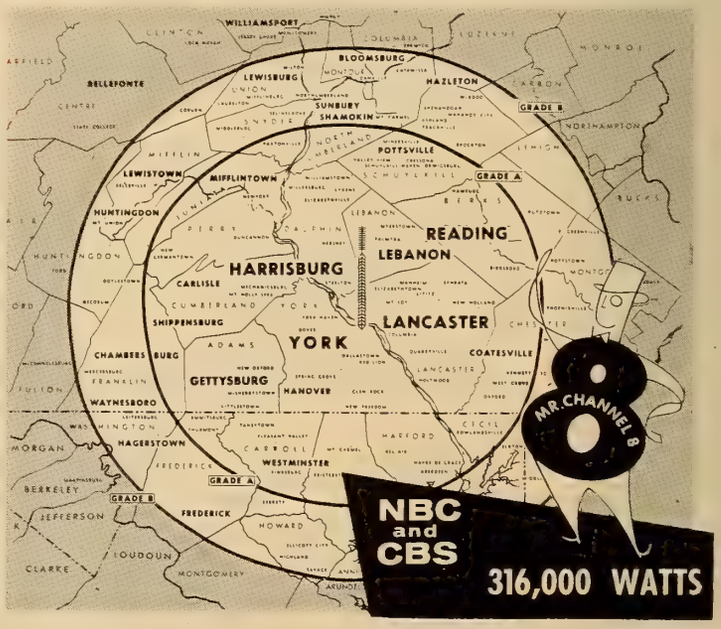
Monday	Livestock
Tuesday	Crops
Wednesday	Soil
Thursday	Practical Homemaking
Friday	Marketing

Program **NOT** available for sponsorship.

STEINMAN STATION
Clair McCollough, Pres.

Day after day, FARMERS throughout the WGAL-TV Channel 8 area have made it a habit to watch FARM NEWS AND WEATHER at 6:45 a.m. and TV FARMER at 12:00 noon. The diversity of these programs is largely due to assistance from the United States Department of Agriculture, Weather Bureau, 4H Clubs, Future Farmers of America, County Extension Agents, Granges and Poultry and Dairy Associations, among others.

CHANNEL 8 MULTI-CITY MARKET



Representative:

The MEEKER Company, Inc.

New York Chicago Los Angeles San Francisco

closed circuit®

TABLE TALK • Tentative table of allocations for tv contemplating deintermixture at selected points but not on nationwide "across-the-board" basis was considered by FCC last Friday and sent to staff for modification. Action regarded as first sign of "progress" over what to do about vexatious problem. Presumably plan contemplates taking into account those areas to which vhf channels have been allotted but not yet assigned to licensees as likely areas to deintermix either way. FCC will consider table again at meeting this week. One thing was evident: Divergent views have been narrowed where majority recognizes necessity for action. Proposal for prompt hearing to determine deintermixture procedure was rejected at Tuesday session but it was agreed that rulemaking must be undertaken in each individual case.

B•T

AUTHORS of bills calling for FCC revision of multiple ownership rules to permit any number of stations to be owned by one person provided no more than 25% of population lies within coverage area of these outlets (see story page 29) overlooked one thing: one Class 1-A clear channel radio station in population-dense northeast, embracing normal 750 mile radius could very easily encompass more than 25% of people. This would mean that such entities could no longer own even that one station, if terms of bills interpreted literally. It would depend on whether bills' authors meant primary service or full, secondary coverage of clear channels.

B•T

BRICKER'S BOMB • Top network brass, along with counsel, are analyzing explosive monopoly report released by Sen. John W. Bricker (R-Ohio), with likelihood that definitive responses will issue this week (story page 27). Concern was evinced over fact that report used hitherto confidential figures supplied by licensees to FCC for compilation of its annual statistics and with understanding that such data was not to be used to disclose identity of individual entities. Fact that former FCC Comr. Robert F. Jones was counsel for Senate Commerce Committee at time this data was collected and when Sen. Bricker was chairman, was labelled significant.

B•T

OBSERVERS saw in Bricker monopoly report what was regarded as strong "common carrier" overtones. Report deals heavily with ratio of profit to investment. That's formula used in public utility regulation rather than in broadcast operations which, under statute, are specifically precluded from common carrier concept. Fact that Sen. Bricker was one-time member of Ohio Public Utilities Commission and that former FCC Comr. Jones also had public utility approach seen as responsible for this tack in report.

GOOD FOR GENERAL MOTORS? • There's chance that first networking of new Ampex tv recorder will present President Eisenhower over General Motors closed circuit session scheduled May 16. White House has shown deep interest in device since news secretary James C. Hagerty inspected it at NARTB convention fortnight ago. One problem in General Motors project is fact that flaws in prototype recorder would be exaggerated on large theatrical screens used for closed circuit conventions.

B•T

AT THIS stage it appears there's only slight chance that Ampex recorder will be used at August political conventions. Even if delivery were possible by that time, it's believed network technicians would prefer not to use device publicly until they have considerable experience with its operation. Ampex, incidentally, will cooperate with Minnesota Mining & Mfg. Co. in providing free audio tape recording service to all newsmen at political conventions. Ampex will provide recording facilities and MM&M will furnish tape.

B•T

WEBSTER'S JOBS • Importance of newly created Telecommunications Advisory Board to function under White House reflected in selection by FCC of Comr. E. M. Webster to be its representative on board. Creation of board was announced April 23 by Arthur S. Flemming, director of Office of Defense Mobilization, to advise on effective use of telecommunications in overall government communications activities.

B•T

RE NEW TAB, it's presumed that should Comr. Webster retire June 30 from FCC when his term expires, he will be succeeded on TAB by his likely successor on FCC—T. A. M. Craven, consulting engineer and former member of FCC—whose nomination by President Eisenhower is expected to go to Senate shortly [B•T, April 16-23]. Nomination is subject to Senate confirmation. While several other Democrats reportedly are seeking endorsement for Webster post, it was regarded as practically certain last week that Craven appointment had been cleared and awaited only formality of nomination (story page 80).

B•T

BILLING BOOSTS • With first quarter gross billing figure in, ABC-TV pencilweilders are finding fat percentage computations based on $19,504,184 said to have been racked up by network for three month period. Total is 106% greater than all of ABC-TV's gross billing in 1952; 92% of 1953's total gross; 56% of 1954's total gross; 38% of last year's total gross. First quarter total for ABC-TV last year amounted to $11,092,316 gross, making network 73.4% ahead this year.

THAT "substantial payment" which FCC Comr. Robert E. Lee received from Look *for his March 20 article advocating trial for subscription tv was $1500, about standard price for piece of that length. Abe Stark, New York City Council president, in testimony before Senate committee last week, alleged this made Comr. Lee avowed "propagandist" for toll tv but Acting Chairman Pastore (D-R.I.) pointed out law permits members to accept payment for papers, speeches, articles (story page 63).*

B•T

TV EVALUATION • Sidelight to cooling off of former hot issue of tv selling power for durable goods, fired by Pittsburgh speech of Ernest F. Jones, president, MacManus, John & Adams, Bloomfield Hills, Mich. [B•T, April 2 *et seq.*]: Agency soon will make presentation on evaluation of tv as medium for its client, Pontiac Motor Div. of General Motors, which is dropping *Playwrights '56*, ill-fated alternate-week hour-long dramatic series on NBC-TV which butted against *$64,000 Question* on CBS-TV in its last half hour. Among other things to be considered: flexibility of sponsoring syndicated film in selected markets on spot basis.

B•T

FORMAL announcement shortly will be made of appointment of Paul H. Raymer Co. as exclusive national representatives of WPFH-TV Wilmington-Philadelphia, effective May 1. Paul F. Harron, president-general manager, and Paul Raymer conferred in Philadelphia last Tuesday.

B•T

DIRECT CONNECTION • With recent resignation of I. E. (Chick) Showerman as vice president-general manager of WISN-AM-TV Milwaukee, Harry Goodwin, director of radio, and John B. Soell, director of tv, now report directly to D. L. (Tony) Provost, Hearst Corp. vice president in charge of broadcast operations. Mr. Showerman, former NBC vice president in charge of Central Division activities, joined Hearst Milwaukee operations last year. He has not announced further plans.

B•T

ROY THOMSON, part owner of CKWS-TV Kingston, Ont., and CHEX-TV Peterborough, Ont., expects to be awarded contract early in May by Independent Television Authority, London, England, for commercial television station at Edinburgh, Scotland. This is only commercial tv station planned for Scotland. Mr. Thomson owns chain of Canadian daily newspapers as well as St. Petersburg, Florida Independent, *and Edinburg* Scotsman, Weekly Scotsman *and* Dispatch. *Until he recently transferred ownership to his children he owned CKGB Timmins, CJKL Kirkland Lake, CFCH North Bay, Ont.*

KTHV

CHANNEL 11
LITTLE ROCK

NOW CBS

Covers Over HALF of Arkansas, with the Highest Antenna in the Central South!

KTHV, Little Rock, went Basic Optional CBS on April 1—with maximum power, on Channel 11, and telecasting from the highest antenna in the Central South (1756′ above average terrain). *Good TV coverage of more than half of Arkansas is now an accomplished fact.*

KTHV has finest new facilities including four camera chains, a 40′ x 50′ x 24′ Studio A with 20′ revolving turn-table—a 30′ x 50′ Studio B with complete kitchen, etc. *Ask the Branham Co. for full details.*



CBS **316,000 Watts . . . Channel 11**

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport

at deadline

ADVERTISER ASKS AGENCIES TO TAKE FRESH LOOK AT COMPENSATION SYSTEM

PLEA for fresh look at commission method of compensating advertising agencies was made to American Assn. of Advertising Agencies convention by Edwin W. Ebel, chairman of Assn. of National Advertisers, in speech made public Friday.

Robert D. Holbrook of Compton Adv., newly elected AAAA chairman, responded promptly that AAAA's Advertiser Relations Committee has been working on this subject for past year and promised "action." He said entire committee will be convened in New York early next month.

Speaking at closed session which opened AAAA annual meeting (early story page 31), Mr. Ebel, who is General Foods Corp.'s advertising and consumer relations vice president, said feeling is growing among some ANA members that great transition has taken place in agency's function. He said:

"The agency—instead of being a vendor for the medium owner—is now a confidential advisor to the manufacturer, with access to his sales figures, profit figures and future plans. This is a relationship between agency and advertiser—not between agency and media . . . So the advertiser should be the one to determine the worth of advertising agency services . . . But in any case, the agencies must have confidence in the clients' wish to compensate them fully and fairly for the work they do."

Mr. Ebel called for calm, intelligent, objective, businesslike inquiry into whole commission system. "Now what the agencies must do," he said, "is largely a matter of expressing their open-mindedness on this subject of compensation."

AAAA chairman Holbrook replied: "It always has been the aim of all the officers of the AAAA to approach our important business matters with open-mindedness. No subject can be of such continuing and far reaching importance to all our members as the subject of compensation methods. The vigorous and thorough inquiry into all phases of this subject will be the primary assignment of this committee.

"We have, of course, studied this subject continuously, completely apart from any other discussion that may have stemmed from the recent consent decree signed by AAAA."

Mr. Holbrook said Harry Harding, Young & Rubicam, New York, and William Marsteller, of Marsteller, Rickard, Gebhardt & Reed, Chicago, had been named chairman and vice chairman, respectively, of AAAA advertiser relations committee.

Stanton Returns Fire, Denies CBS Monopoly

SEARING BLAST at Sen. John W. Bricker's report charging network domination of tv was issued late Friday by Frank Stanton, CBS president. To prove CBS has no monopoly in tv, Dr. Stanton cited these facts: network owns less than 1% of all tv stations, gets only 3.2% of total national advertising dollar and about 20% of tv advertising dollar, its programs occupy less than 17% of all broadcasting hours, and network engages in intense competition not only with other networks but also with all other national media.

Bricker report (see page 27) compared CBS and NBC profits before taxes to capital investment in physical facilities. Dr. Stanton said such comparison was "inaccurate" since creative investments far exceed money tied up in plant. In 1952, he said, CBS invested $53.1 million in tv networking "without earning a penny in profit." In 1954 CBS-TV profits after taxes were only 4.6% of sales. Some 3,000 leading U. S. companies averaged 6.1% of sales as profits, he said.

Dr. Stanton said he would appear at forthcoming hearings to "address myself to each of the issues which Sen. Bricker has now raised. At that time the facts will establish that CBS is not monopolistic . . . that it has no 'economic stranglehold' on the industry."

WAAB Sold for $188,000

SALE of WAAB Worcester, Mass., for $188,000 by George Wilson to Bernie Waterman, former general manager of WMAY Springfield, Ill., was announced Friday by station broker Blackburn-Hamilton. Mr. Wilson is retaining his construction permit for WAAB-TV, ch. 20.

WHTN-AM-FM-TV Bought By Cowles for $635,000

PURCHASE of WHTN-AM-FM-TV Huntington, W. Va., for approximately $635,000 by Cowles Broadcasting Co. was announced Friday, subject to customary FCC approval. Acquisition was from Sol J. Hyman and family, which owns Greater Huntington Theatre Corp.

Cowles, which owns or holds interests in four other television and three radio properties, would pay $535,000 for stations, plus assumption of $100,000 long-term debt. Transaction was handled by Robert E. Grant of Kidder, Peabody & Co., with Mr. Hyman and Gen. Luther L. Hill, president, and Robert Tincher, vice president of Cowles Broadcasting Co.

Mr. Hyman, it is understood, would continue identity with stations. No changes in staff, under general management of Fred Weber, are planned.

Ch. 13 WHTN-TV, using maximum 316 kw, began operation in October 1955, is affiliated with ABC-TV. WHTN, on 800 kc with 1 kw daytime, began in 1947 and is MBS affiliate Edward Petry & Co. represents tv outlet.

Cowles stations are KRNT Des Moines, KVTV (TV) Sioux City, both Iowa; WNAX Yankton, S. D., owned and operated by Cowles Broadcasting Co.; KRNT-TV Des Moines, owned and operated by KRNT-TV Co. (60% by Cowles Broadcasting Co., 40% by Murphy Broadcasting Co.); WCCO-AM-TV Minneapolis-St. Paul (47% owned through *Minneapolis Star & Tribune*); KTVH-TV Hutchinson-Wichita, Kan. (80% owned through Minneapolis Star & Tribune Co.). In addition, Cowles properties include Des Moines *Register & Tribune, Look* magazine and *Minneapolis Star & Tribune.*

• BUSINESS BRIEFLY

DREFT TESTING • Procter & Gamble, Cincinnati, for Pink Dreft, planning saturation radio spot announcement test campaign to start May 14 for four weeks in number of markets. Dancer-Fitzgerald-Sample, N. Y., is agency.

RADIO BACKS TV • American Motors Corp., Detroit, through Geyer Adv., N. Y., launching one week, 120-market radio spot campaign, starting May 7, to back up its "Name the Construction Contest," currently publicized on ABC-TV's *Disneyland.*

LOTION PLANNING • Douglas Labs (Coppertone suntan lotion), Miami, Fla., reportedly planning extensive national spot radio campaign during summer months, running June 15-Aug. 5. Agency: Grant Adv., Miami.

BREAD BUYS • To introduce new product, Profile Bread, Continental Baking Co., N. Y., will use radio and television spot announcement campaign. Television schedule starts on various dates in May in about dozen markets; radio spots will run on about 25 to 30 stations for seven weeks. Ted Bates & Co., N. Y., is agency.

SCOTT SCHEDULE • Scott Paper Co. (Waldorf tissue), Chester, Pa., launching two-month radio spot campaign at end of May, beginning with two markets and expanding to about 10. Agency: J. Walter Thompson Co., N. Y.

TO DROP, PICK UP • Pharmaceuticals Inc. (Geritol, Niron, Zarium, RDX) expected effective June 19 to drop *Guy Lombardo Diamond Jubilee* on CBS-TV (Tues., 9-9:30 p.m. EDT), replacing show with *Joe & Mabel* film series which network has had available since beginning of this season. Edward Kletter Assoc., N. Y., is agency.

TIME BLUES • Speidel (watchbands), alternate-week sponsor of *Big Surprise* on NBC-TV (Sat., 7:30-8 p.m. NYT), reportedly unhappy with time period, is understood talking to CBS-TV on possible switch to that network in fall. Agency: Norman, Craig & Kummell, N. Y.

PALL MALL IN LINE • American Cigar & Cigarette Co. (Pall Mall), N. Y., understood about to sign alternate sponsorship of new Buddy Hackett show, produced by Max Liebman (Mon., 8:30-9 p.m. NYT on NBC-TV), starting in fall. First half-hour vacated by hour-long Sid Caesar show, which is moving to Saturday night, probably will be filled by *Sir Lancelot* series. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency for Pall Mall.

BRECK INTERESTED • John Breck (hair shampoo), through H. B. Humphrey, Alley & Richards, Boston, reportedly interested in portion of *Omnibus*, which will start at 9 p.m. Sundays on ABC-TV, instead of previously announced 9:30 p.m. Length of show may be extended from 26 weeks to 39 weeks.

There Can be Only **ONE** *Leader...*
In Central New York it's
WHEN-TV



February Figures

QUARTER HOUR FIRSTS					
PULSE	WHEN-TV	179	ARB	WHEN-TV	201
	Competition	100		Competition	92
	Ties	5		Ties	1

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Herald Corp. Wins Grant For Omaha V; KFAB Denied

FCC Friday awarded ch. 7 Omaha, Neb., to Herald Corp. (World Publishing Co.-*Omaha World Herald*), and denied competing application of KFAB that city. Commission action (5 to 0, Comrs. Bartley and Mack abstaining) affirms FCC hearing examiner's initial decision [B•T, April 11, 1955].

Commission preferred Herald in areas of local residence, civic participation, diversification of its principals' business interests and diversification of mass communications media. KFAB (47% owned by Journal-Star Printing Co.-*Lincoln,* Neb., *Morning Star, Evening Journal*) was found superior in broadcast experience and integration of ownership and management.

Neither applicant was found to possess greater media concentration in Omaha area, but in "total mass communications ownerships," KFAB's interests weighed against it, FCC ruled. Outside interests held by KFAB stockholders, FCC found, related station to 10 midwestern publishing firms as well as WIBA-AM-FM Madison, Wis.; KGLO-AM-FM-TV Mason City, Iowa, and WTAD-AM-FM, KHQA-TV Quincy, Ill. Although these interests were found not "strong," FCC said its policy is to diversify media ownership "where public interest will not be disserved by so diversifying them."

Jerrold Plugs Cable System For Subscription Tv Use

JERROLD Electronics Corp. Friday asked Senate Commerce Committee, in its hearings on pay tv (see page 63), to let subscription proponents try their system—just to show that their "scrambled broadcast technique" is technically and economically unsound and will fail.

Jerrold, represented by Zalmon Garfield, assistant to President Milton J. Shapp, advocated instead that pay tv system be inaugurated using firm's Cable Theatre system—modification of community antenna system in which live or filmed programs would be brought to communities by coaxial cable and piped to tv sets in homes.

W. Theodore Pierson, Zenith counsel, in rebuttal Friday on behalf of proponents of pay tv, said CBS Vice President Richard Salant's Thursday testimony—that pay tv would result in "siphoning" of network shows to toll tv and consequent "blackout" of free tv—are based on *"a priori* assumptions that are ridiculous."

If CBS-TV's *Ed Sullivan Show* were to move to pay tv, he said, NBC-TV's *Comedy Hour,* in same time slot, would be in better competing position than now because people would have to pay for *Sullivan* while they got *Comedy Hour* without paying. Any presently sponsored tv show that moved to toll tv would face "toughest competition" from tv network opposite numbers, Mr. Pierson said.

Zenith counsel said CBS vigorously opposed FCC's Chain Broadcasting Regulations, though latter were followed by "most prosperous period" industry ever enjoyed, even for CBS. He said CBS Plans I & II in allocations rulemaking would dump uhf and preserve one of most effective "blackouts" with 75% of 1,400 communities blacked out. As for "siphoning," CBS, NBC and ABC siphoned 54% of tv revenues in 1954, he added.

ABC submitted statement for record saying Communications Act gives FCC no authority to authorize pay tv; that Congress' intent not clear and that body should "assert its jurisdiction" on question. With pay tv, free broadcasting on public airwaves would "deteriorate, if not disappear," ABC said. Network said there is "no concept in our theory of free enterprise which bestows a 'right to try' any and all schemes for the exploitation of *public* property."

FTC Rules That It Has Insurance Jurisdiction

FEDERAL Trade Commission ruled Friday, 3 to 2, that it has jurisdiction over advertising of health and accident insurance in interstate commerce. FTC launched national investigation of this type of insurance in 1954 and filed complaints against 41 companies, including the largest health and accident insurers, commission reported.

Five of 41 accepted consent orders to stop complained of advertising; other 36 have contended commission lacked jurisdiction because of federal laws. McCarran-Ferguson Insurance Regulation Act, passed by Congress in 1945, commission minority (Chmn. John W. Gwynne, Comr. Lowell B. Mason) declared, was intended to leave jurisdiction over insurance to each state as soon as it had necessary legislation. Majority opinion (Comrs. William C. Kern, Robert T. Secrest and Sigurd Anderson) was that act was simply designed to permit traditional state regulation of insurance.

Proposed trade practice rules for insurance business are to be discussed by FTC today (Mon.) (see story page 78).

WICC Quits Yankee, Mutual

ASSOCIATION of 25 years of WICC Bridgeport, Conn., with Yankee Network and Mutual to terminate May 23, to "bring to reality a long-developed program to operate entirely as an independent station locally originated 24 hours a day," Philip Merryman, president, Bridgeport Broadcasting Co., which purchased outlet in 1952, was to announce yesterday (Sun.). Mr. Merryman reported WICC will replace network programs, about two hours daily, with newscasts, weather reports and other service programs not as yet detailed.

UPCOMING

April 29-May 4: Society of Motion Picture-Television Engineers, spring convention, Hotel Statler, New York.

May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.

(For other Upcomings, see page 113)

PEOPLE

FRANK OXARART, executive vice president and 26.6% owner of Continental Telecasting Corp. and manager of Continental's KRKD Los Angeles, has been elected vice president and treasurer of Albert Zugsmith Corp., west coast station-newspaper broker.

DONALD C. CUTLER, formerly vice president and account supervisor at Lynn Baker Inc., N. Y., to Erwin, Wasey & Co., Los Angeles, as account executive on Friskies pet foods (Albers Milling Co.) account.

HAL RANCK, 52, merchandising-advertising director of Hygrade Food Products Corp. (meat products), Detroit, and staunch radio booster, died in Los Angeles early Friday while on west coast business trip. Mr. Ranck had been with Hygrade about five years (since it absorbed Kingan) and previously was with Oscar Mayer & Co. and *American Weekly* in Chicago.

KEN MURRAY, veteran entertainer, signed by NBC-TV last week to one-year contract with options as executive producer. Contract, which has options for two more years, becomes effective Sept. 16.

Triangle Pays $2.8 Million In Cash, Time for Films

SALES of 742 films of *Movietime, U. S. A.* package for three Triangle tv stations for estimated $2,850,000 was to be announced jointly today (Mon.) by Roger W. Clipp, general manager of radio-tv division of Triangle Publications Inc., and Matthew M. Fox, general manager of C & C Super Television Corp.

Transaction covers use of films by three stations for 10 years. It is understood that Triangle will pay C & C Super Tv $1,850,000 in cash and $1 million in spot time on stations —WFIL-TV Philadelphia, WNBF-TV Binghamton and WFBG-TV Altoona, Pa.

WESH-TV Purchase Approved

FCC granted approval Friday to purchase of control of ch. 2 WESH-TV Daytona Beach, Fla., from W. Wright Esch and associates to WCOA Inc. (WCOA Pensacola — John H. Perry interests). Purchase price was $5,000 plus loan of $150,000. Perry interests own WJHP-AM-FM-TV Jacksonville, WTMC Ocala and WDLP Panama City and 40% of WNDB-AM-FM Daytona Beach, all Florida, and daily and weekly newspapers in that state. Transfer involves 496 shares out of 500 outstanding to WCOA Inc. FCC Comr. Robert T. Bartley dissented to the grant. Meanwhile, appeal by Theodore Granik and William H. Cook against Mr. Esch, on ground he failed to live up to contract to sell WMFJ and WESH-TV to them, scheduled to be argued Thursday in U. S. Court of Appeals in Washington.

Files for Great Falls V

APPLICATION filed with FCC Friday for ch. 3 at Great Falls, Mont. Applicant, Cascade Broadcasting Co. (Robert R., Francis N. Laird), plans 0.119 kw visual power, antenna 235 ft. above average terrain. Construction costs are estimated at $23,000, first year operation, $54,000, with $60,000 expected first year revenue. Francis Laird, son of Robert R., is chief engineer at KVEC-AM-TV San Luis Obispo, Calif., Great Falls now has one operating tv—ch. 5 KFBB-TV.

the week in brief

BRICKER BLASTS TV NETWORKS

In blistering report, Ohio Senator John W. Bricker accuses NBC and CBS of using program and affiliation control to effect a "private monopoly" of tv broadcasting *27*
Introduces bill for 25% coverage limit *29*

4As UPHOLDS MEDIA COMMISSIONS

Agency and media executives laud efficacy of present method of agency compensation at AAAA annual meeting *31*
Don't swamp creative man with business details, Tinker warns *32*
Agency personnel problem looms, says Strouse *32*
Holbrook elected chairman *43*
Agency leaders from 35 countries attend *43*

TV HOMES, COUNTY BY COUNTY

Distribution of the nation's tv households, state by state and county by county, as estimated by Advertising Research Foundation from U. S. Census Bureau survey *35*

TOLL TV ARGUMENTS HEARD

Senate Commerce Committee spends full week listening to familiar arguments from advocates that subscription television would improve programming and solve economic ills and from opponents that it would benefit only its promoters *63*

CROWELL-COLLIER'S STATION BUYS

Publishing firm enters broadcasting full tilt with $16 million purchase of five radio and four tv stations, becomes third biggest independently-owned station group, if FCC approves *86*

PAPERS' 'PERMANENCY' NO PLUS

Few readers give newspapers more than one go-through, TvB's Chicago study reveals *92*

AMPEX SALES SOAR

Station orders of 82 standard units of Ampex video tape recorders back up earlier sales to NBC and CBS; ABC using its own film recording system for delayed telecasts; RCA and Bing Crosby Enterprises working on compatible tape for color tv *95*

POOR ELECTED MBS PRESIDENT

John B. Poor moves up from post of executive vice president; Thomas F. O'Neil retains board chairmanship; Robert W. Carpenter and Richard J. Puff become vice presidents of Mutual *99*

ABC-TV PROMOTES SMITH, LUFKIN

J. English Smith, named director of national programming, Western Div., ABC-TV; Thomas M. Lufkin made program manager of the division *100*

$37 MILLION FOR TV NETWORKS

February gross time sales of television networks totaled $37.2 million, 19% ahead of February 1955, PIB reports *101*

CANADIANS DON'T WANT CBC

Public opinion poll shows 40.7% favor non-government regulation of broadcasting in Canada; 29.7% want CBC control continued; 29.6% are undecided or don't know *102*

NEW FORMAT FOR IERT

Discussion groups replace study-workshop sessions at this year's Institute for Education by Radio-Television meeting in Columbus *103*

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EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
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444 Madison Ave., Zone 22, PLaza 5-8355
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HOLLYWOOD
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ASSOCIATE EDITOR: Lawrence Christopher, Virginia Bialas
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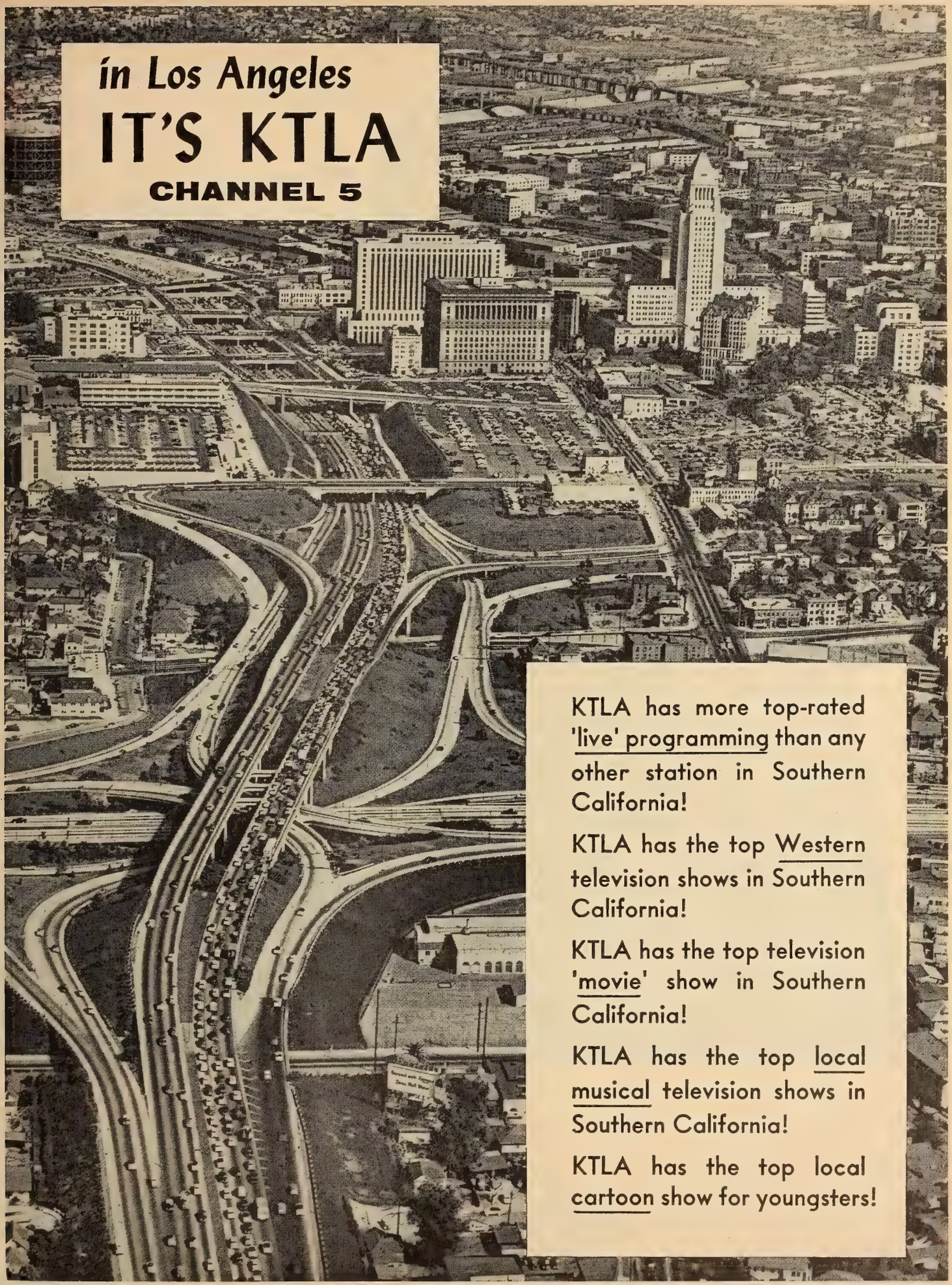
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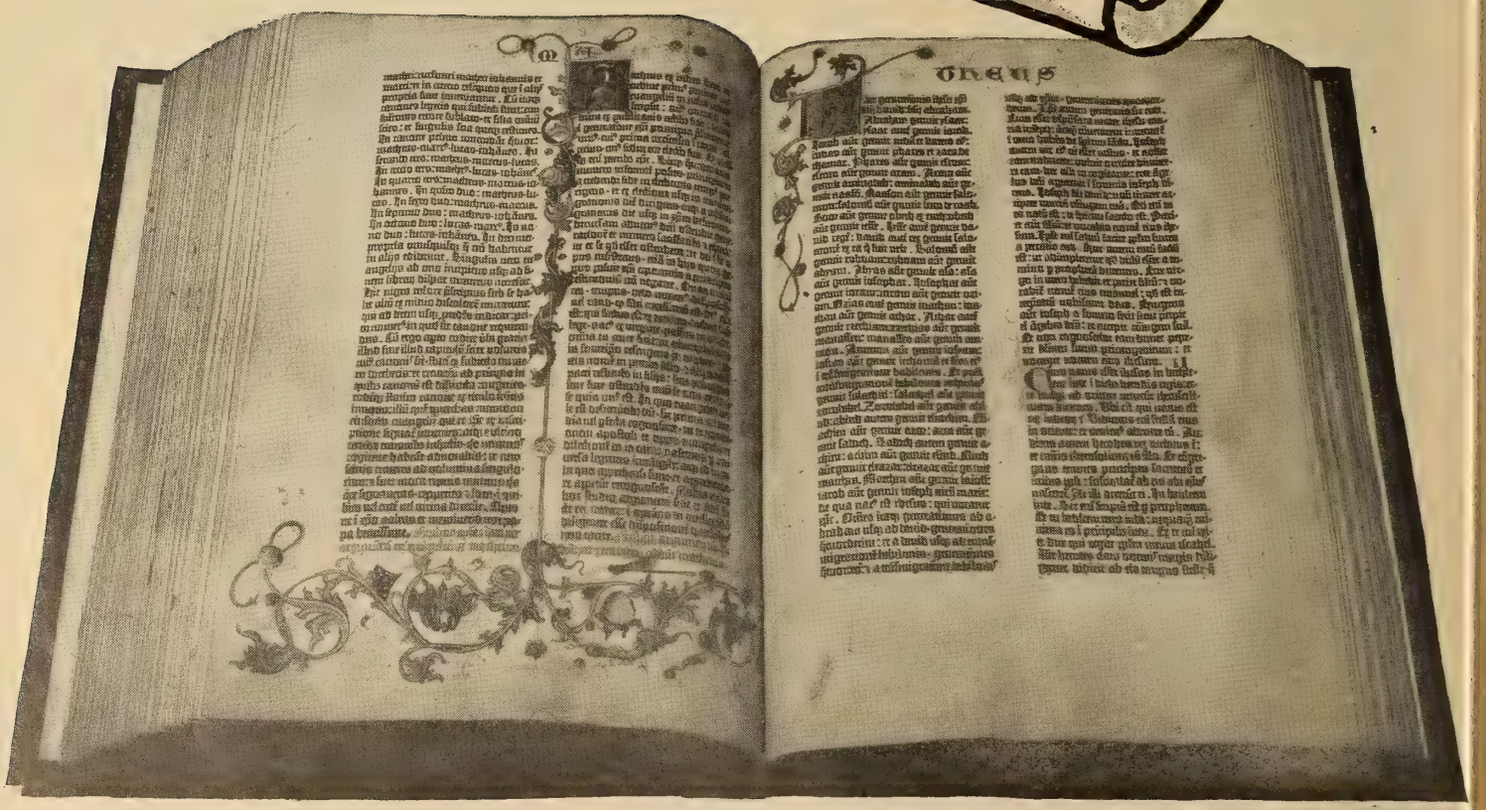
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Value increases with Time!



Edward

THE ORIGINA

NEW YORK • CHICAGO • ATLANTA

Only a rare few of these Gutenberg bibles are still in existence. The very first books ever run off a printing press, their value today is—*priceless.*

And in the most modern form of mass communication, Television, time periods made available to the advertiser only a few short months ago, cannot be had for love or money today.

Fortunately television is a new and expanding medium, so the alert advertiser can still secure valuable Spot TV franchises.

May we provide you with the facts on such time periods in these important markets? Their sales power and prospects for continuous audience growth are man-sized.

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WBAL-TV.....Baltimore	KMTV.....Omaha
WFAA-TV.....Dallas	WTVH.....Peoria
WTVD.....Durham-Raleigh	KCRA-TV.....Sacramento
WICU.....Erie	WOAI-TV.....San Antonio
KPRC-TV.....Houston	KFMB-TV.....San Diego
WHTN-TV.....Huntington	KGO-TV.....San Francisco
WJIM-TV.....Lansing	KTBS-TV.....Shreveport
KARK-TV.....Little Rock	KREM-TV.....Spokane
KABC-TV.....Los Angeles	KOTV.....Tulsa
WISN-TV.....Milwaukee	KARD-TV.....Wichita
KSTP-TV.....Minneapolis-St. Paul	ABC.....Pacific Television Regional Network
WSM-TV.....Nashville	

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50,000 WATTS 5000 WATTS

DALLAS

NBC • ABC • TQN

a **GREAT** American radio station

Edward Petry & Co., Inc., Representative

IN REVIEW

REPORT FROM AFRICA, Part I

SOMEDAY we may run out of superlatives to describe the work of Murrow and Friendly. In their latest effort, "Report from Africa, Part I" (the second installment will be seen May 17), the team, spearheaded by reporter Alex Kendrick and cameraman Bill McClure, took us on an hour-long tour of Nigeria, Liberia, Kenya, the Congo, South Africa and Rhodesia. Unlike any other travel-junket ever taken on tv, this one dwelled on one two-pronged topic: namely, when and how will the 245 million black inhabitants gain independence and will they remain in the Western camp? This was dramatically underscored by Mr. Murrow's listing of the above-mentioned countries' industrial importance, the mining of copper, uranium, manganese and iron ore, and following up with film clips showing a visiting Russian delegation to the Gold Coast. He didn't have to be more ominous than that.

Hopscotching around Africa in so short a time left little room for dramatics, yet *See It Now* had its share of stunning scenes; notably, the confession of an ex-Mau Mau warrior, one of South African Prime Minister Johannes Strijdom's "reclassification" bureaus, and the anti-Strijdom "Black Satch" movement. Of all the opinions expressed about the coming black-white "partnership," to use Rhodesia's Lord Malvern's words, the one by Father Trevor Huddleston was the most chilling. Said the recently-expelled Anglican churchman: "Strijdom's apartheid philosophy . . . can only lead to a return to tribalism."

Production costs: Approximately $100,000.
Sponsored by Shulton Inc., Clifton, N. J., through The Wesley Assoc., N. Y., on CBS-TV, Mon., April 23, 10-11 p.m. EST (preempting Studio One*).*
Produced by Edward R. Murrow and Fred W. Friendly; narrator: Edward R. Murrow; reporter: Alexander Kendrick; cameraman: William McClure; film editors: William Thompson, F. Howard O'Neill, Mili Lerner; assoc. producers: Palmer Williams, Don Hewitt and Edward Jones.

NOON ON DOOMSDAY

DESPITE CBS-TV's disclaimer at the tail end of "Noon on Doomsday" (*U. S. Steel Hour*) last Wednesday, e.g., "any similarity, etc.", it was rather obvious at the outset that author Rod Serling had the burghers of a small Mississippi town in mind in piecing together the story of provincial narrow-mindedness, rebellion and eventual shame.

Mr. Serling's patterns might very well have been clipped from the newspaper dispatches out of Sumner's two headline-making trials this past year: a group of fiercely-loyal townsmen—acting as so-called peers of the local bully charged with murdering "a foreigner"—vote for acquittal as a protest to "big-city interference" by a hostile, "outside" press. Later, egged on by the town's voice of conscience in the guise of a retired judge, the inhabitants shamefully recognize the error of their ways and go home, we hope, to read their Bill of Rights.

Though armed with all the ingredients to make for an action-packed hour-long drama, Mr. Serling added too much yeast to the plot, so that once the viewer bit through the appetizing outer crust, all he got was a disappointing mounthful of hot rhetoric.

Production costs: Approximately $45,000.
Sponsored by U. S. Steel Corp. through BBDO, N. Y., on CBS-TV, alternate Wed., 10-11 p.m. EST.
Produced by the Theatre Guild, under supervision of Theresa Helburn, Lawrence Langner and Armina Marshall. Director: Daniel Petrie.
Cast: Everett Sloane, Jack Warden, Philip Abbott, Lois Smith, Albert Salmi, Edgar Stehli.

THE GRACE KELLY WEDDING

DAVID SCHOENBRUN brought to his half-hour CBS-TV film report of "The Grace Kelly Wedding" April 21 an attitude that seemed just the right mixture of enthusiasm, sanity and good humor, seasoned with the authority you'd expect of a veteran foreign correspondent. With his cameramen he turned out a document that reflected the awe and solemnity, the fantasy and gaiety of one of the century's biggest news stories.

Seen by the CBS camera eye: Father Tucker, the prince's priest, who describes his church, in the midst of millionaire villas, as "God's villa." The spectacle of the palace courtyard ballet, with the royal pair reviewing from above. Trumpet rolls, and military bands playing American songs. A fat man in the middle of the crowded palace grounds, chewing a cookie and clutching his champagne at the public reception. The bride helping slip on her wedding band, indicating not a too-snug ring, but her voluntary acceptance, according to Monocan custom.

Sponsored by Maybelline Co., through Gordon Best Co., Chicago, on CBS-TV April 21, 11-11:30. p.m.
Producer-director: Don Hewitt; executive producer: David Zellmer.

THE GENTLE GRAFTER

GONE with the buffalo is the con man, bunco artist, pitchman for cure-alls and salesman of gold bricks or any other item he felt might appeal to the isolated, gullible yokels. Even the words—con man, bunco artist, yokel—have an old-fashioned ring.

But they were brought back to life last Wednesday when *Kraft Television Theatre* combined four of O. Henry's best tales of "The Gentle Grafter" into a tv presentation that combined comedy and nostalgia into a fine hour's entertainment. Special bows were won by Kenny Delmar as the rogue hero, Charles Coburn as the farmer who asked to be fleeced and Kaye Ballard as the "wealthy widow" of the matrimonial correspondence agency. Behind-the-scenes credits are due Dale Wasserman, who adapted the O. Henry stories for tv, Maury Holland and Billy Graham, producer and director, who kept the action moving at exactly the right comedy pace.

Production costs: Approximately $40,000.
Sponsored by Kraft Foods through J. Walter Thompson on Wed., 9-10 p.m. EST on NBC-TV.
Producer: Maury Holland; director: Billy Graham; designed by: Duane McKinney; Adapted by Dale Wasserman from four short stories by O. Henry.
Cast: Charles Coburn, Kenny Delmar, Kaye Ballard, Jack Weston.

★ ★ ★

CREATIVE FARM SHOWS. National Project in Agricultural Communications, Wells Hall, Michigan State U., E. Lansing. 60 pp. $3.

"EXPERTS Reveal How Agricultural Television Can Capture Viewers," proclaims the cover of this volume, a reference book for telecasters, advertisers, advertising agencies, educators and anyone else interested in using tv to reach a farm audience. Growing out of a National Agricultural Television Clinic, held Labor Day weekend, 1955, at the U. of Missouri, the book contains few pat answers to questions but many suggestions that should help the reader in solving his own problems.

REPEAT PERFORMANCE

February PULSE . . . 15 Out Of 15 Top Once A Week Shows
February ARB . . . 10 Out Of Top 10 Shows
February PULSE . . . 5 *Local* Shows in Top 10 Multi-Weekly Shows

AND AGAIN IN MARCH

March PULSE—Fifteen Out Of Fifteen Once A Week Shows

			MAR.	FEB.
Phil Silvers	WHIO	Tuesday	46.8	49.8
Ed Sullivan	WHIO	Sunday	45.9	46.6
I Love Lucy	WHIO	Monday	45.5	47.3
$64,000 Question	WHIO	Tuesday	45.3	48.8
Godfrey's Talent Scouts	WHIO	Monday	45.0	47.3
Burns and Allen	WHIO	Monday	43.0	40.3
Navy Log	WHIO	Tuesday	42.8	44.5
Climax	WHIO	Thursday	41.9	43.8
Red Skelton	WHIO	Tuesday	41.3	45.0
Mama	WHIO	Friday	40.5	38.8
Our Miss Brooks	WHIO	Friday	40.0	43.3
G.E. Theatre	WHIO	Sunday	39.8	
Robert Cummings	WHIO	Thursday	39.3	
Alfred Hitchcock	WHIO	Sunday	38.8	37.8
Godfrey and His Friends	WHIO	Wednesday	38.1	40.9

March ARB—10 Out Of Top 10 Shows—March, 1956

		Rating
I Love Lucy	WHIO	48.1
Phil Silvers	WHIO	44.3
Lassie	WHIO	43.7
Navy Log	WHIO	43.7
Ed Sullivan	WHIO	43.1
Godfrey's Talent Scouts	WHIO	40.9
$64,000 Question	WHIO	40.3
I've Got A Secret	WHIO	40.0
The Millionaire	WHIO	39.2
Godfrey and His Friends	WHIO	37.8

Top Ten Multi-Weekly Shows (Broadcast on Mid-Week Days, Mon.-Fri.)

			MAR.	FEB.
Little Rascals	WHIO	Mon.-Fri.	22.3	23.8
Reporter, Sports Desk	WHIO	Mon.-Fri.	20.0	21.5
Patti Page	WHIO	Tues., Thur.	21.8	21.5
Front Page News	WHIO	Mon.-Fri.	16.5	16.5
Movie Matinee	WHIO	Mon.-Fri.	15.7	16.0
Tic Toc-Shop	WHIO	Mon.-Thur.	15.7	15.9
Search For Tomorrow	WHIO	Mon.-Fri.	14.4	14.8

Consistent high quality in production, promotion and merchandising in both spots and programs gives us a clean sweep of ALL ratings for two months running in the WHIO-TV area. For additional information on this amazing story on the size, wealth and set penetration of this vast audience see George P. Hollingbery. You'll get the full story on why WHIO-TV is truly one of America's great AREA stations.

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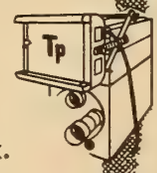
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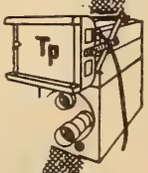
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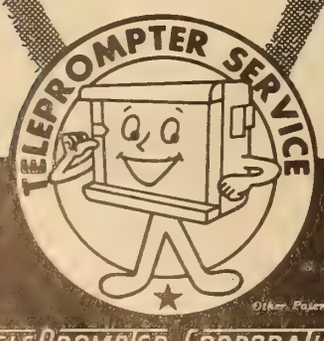


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Channel 5

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TELEPROMPTER CORPORATION

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LOS ANGELES CHICAGO WASHINGTON TORONTO

OPEN MIKE

Fm's Untapped Potential

EDITOR:

Prior to entering the U. S. Army, I was associated with several fm stations in the Chicago area in various capacities ranging from salesman to announcer to program director. Therefore, I was most interested in your story in the April 16 B•T about the study of fm by Ray Stone of Maxon Inc.

However, above and beyond my professional associations with fm, I have an academic interest through a study of the audience characteristics of one Chicago fm station (WFMT) I directed while studying at Northwestern U. in the spring of 1955.

It is extremely encouraging to see that our results compare favorably with Mr. Stone's. For instance, the Maxon study indicates that the fm audience is made up of people with higher income, greater education and higher occupational status. The Northwestern study found that the audience of this one fm station had a median annual income of $7,650, which is more than twice that for the Chicago metropolitan area. Moreover, 29% of the family units surveyed fell into the "above $10,000 per year bracket" as opposed to only 5% for the metropolitan area. More than 49% of the units had members who had completed four or more years of college as compared to 7% for the general population. Occupationally, 89% of the family units had members in the professional and kindred brackets (as defined by the Bureau of Census) as opposed to 44% for the Chicago area.

Another interesting result was that 43% of the homes had no tv, and the breakdown of units in relation to income showed that there was no decided correlation between income and lack of tv, as the percentage of tv-less families was well distributed among all income brackets.

On the question of whether or not loyalty that an audience possesses for a station extends with the same intensity to the station's advertising clients, it was found that 50% of the family units had responded to air advertising over WFMT, while 26% claimed to have patronized advertisers in the station's program guide . . .

If these statistics can be applied to the fm audience generally, and Mr. Stone's study seems to indicate that they can be, it becomes even more apparent that the fm audience today offers a most unusual opportunity for advertisers, both local and national in scope.

Sp3 Robert Conrad
Psychological Warfare Center
Fort Bragg, N. C.

EDITOR:

If available, we would like to receive 500 reprints of the article in [April 16] issue titled "Agency's Study of Fm Cites Untapped Potential."

Harold I. Tanner, Pres.
WLDM (FM) Detroit, Mich.

EDITOR:

Please send 200 reprints of the fm story in your April 16 issue.

A. A. Crawford, Pres.
KCBH (FM) Beverly Hills, Calif.

EDITOR:

. . . would appreciate receiving 100 copies . . .

Donald E. Hovarter
WMUZ-FM Detroit

[EDITOR'S NOTE: Reprints of the Maxon report, "Agency's Study of Fm Cites Untapped Potential" (B•T, April 16) are available at $10.00 per hundred; 10 for $1.]

Dropped T's

EDITOR:

I would first like to say that your feature article on national television spot billings in your April 16 issue did real justice to our spot television advertising expenditures report. I would like to point out, however, that in our ranking of the top 200 spot television advertisers, Johnston & Johnston, listed as 37th with an expenditure of $454,600, was somehow changed to Johnson & Johnson in your article. In recent months, Johnston & Johnston has changed its name to Tafon Distributors Inc. (no-fat spelled backwards).

In your compilation of the top 200 television spenders (TvB spot expenditures plus PIB network expenditures) Johnston & Johnston should have appeared as 103 in your ranking while Johnson & Johnson should have been ranked 113.

Harvey Spiegel, Asst. Dir., Research
Television Bureau of Advertising
New York City

Weekends Neglected

EDITOR:

Am radio is probably one of the greatest advertising mediums in America today. I am proud to own a 5 kw radio station in Muskegon, Mich. I believe that with my realistic rate card, I give more coverage per dollar than any other type media in advertising, but there is a $64 question that I would like to ask my favorite trade magazine.

All of the timebuyers on the brightly lit streets of New York and Chicago always ask me for Monday thru Friday availabilities—they never ask me for Saturday and Sunday availabilities. Why? In industrial Muskegon, as in so many other towns across America, our workers are in the shops and in the factories working, Monday thru Friday. Then they are home on Saturday and Sunday and they do their work in their gardens and in their basements or around the house and while they work or play, they listen to am radio.

I believe that Saturday and Sunday are terrific markets and I have some very choice times to offer national advertisers. Will B•T please tell me and the hundreds of other radio stations that think the same, why don't advertisers buy the big listening audience of am radio Saturday and Sunday?

Nick Kuris, Owner and Mgr.
WKNK Muskegon, Mich.

You Name It

EDITOR:

Please send us 100 reprints of "You Name It, Radio Can Sell It."

Thad M. Sandstrom, Gen. Mgr.
KSEK Pittsburg, Kan.

EDITOR:

Please send 100 copies of "Pants, Peaches & Pontiacs . . . Radio Can Sell."

Lewis J. Process, Gen. Mgr.
WHBY Appleton, Wis.

[EDITOR'S NOTE: Copies of the eight-page reprint from the Sept., 19, 1955, feature, "Pants, Peaches & Pontiacs" about 81 successful radio campaigns by local retailers, are available at 25 cents a copy or $15 per hundred.]

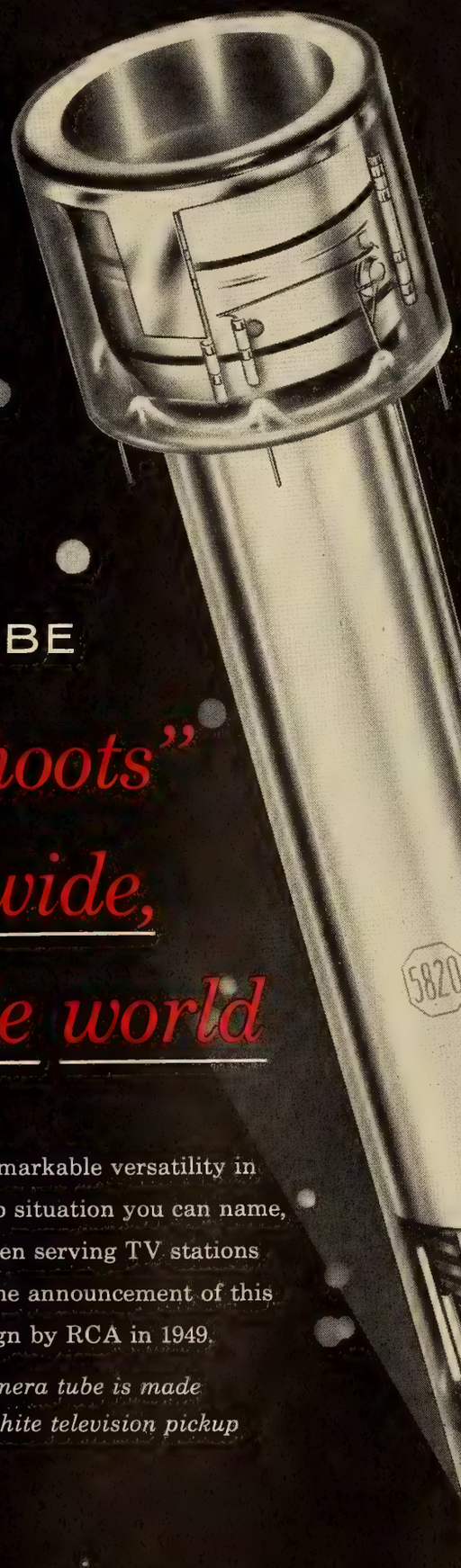
Reader's Opinion

EDITOR:

. . . I enjoy reading your publication and I am of the opinion you are doing an excellent job in presenting news about radio and tv.

Milton L. Kiebler, Assoc. Media Dir.
Benton & Bowles, New York

THE TUBE THAT *"Shoots" the wide, wide world*



RCA-5820 Image Orthicon—another RCA original tube development for modern television

Known for its remarkable versatility in almost every pickup situation you can name, RCA-5820 has been serving TV stations faithfully—since the announcement of this original design by RCA in 1949.

No finer camera tube is made for black and white television pickup



Pickup...in dazzling brightness —under uncontrollable light conditions



Pickup...in semi-darkness —at very low light levels



Pickup...in fast-action —in "every-day" light



Pickup...of faithful tone range —from white to black

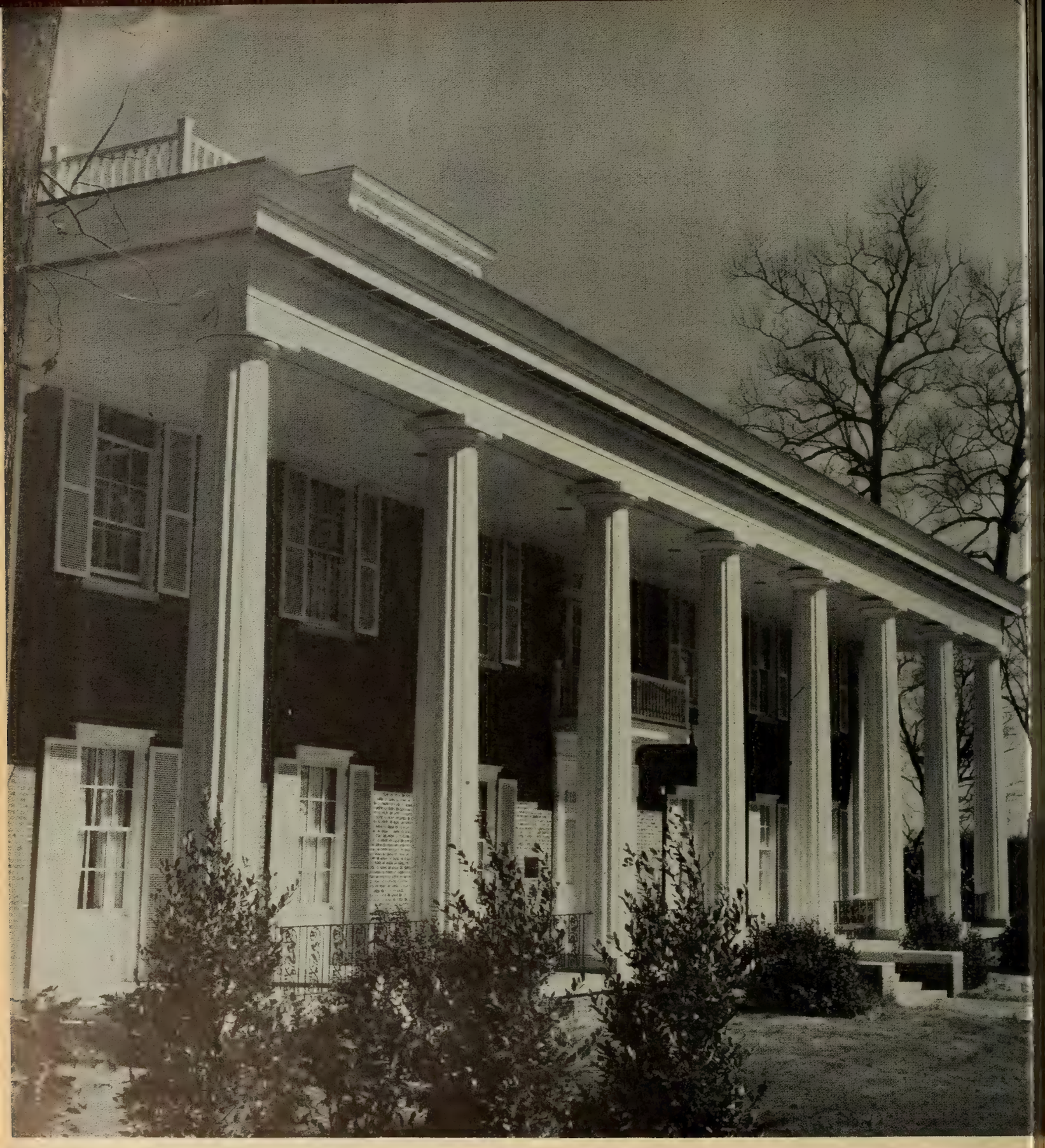


Pickup...of extraordinary detail —under controlled conditions

RCA®

PICK-UP TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA · HARRISON, N. J.



Leadership is traditional . . .

White Columns

The new home of Atlanta's WSB *and* WSB·TV

When you visit Atlanta, one of the new and outstanding attractions is "White Columns." The building of Southern Classic architecture stands on a historic site overlooking Peachtree Street. The structure encloses 40,000 square feet in area and stands in 16 acres of landscaped and protected woods.

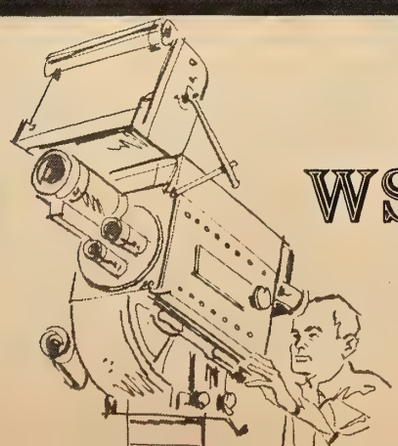
"White Columns" is more than a building, more than a new and efficient home for broadcasting, however. It is a civic asset to Atlanta, to Georgia and the South — and a credit to radio and television throughout the nation.

"The Voice of the South" and "The Eyes of the South" have striven always to operate in the Public Interest. These new facilities are a reflection of our belief in the same high principles that have guided the destiny of WSB since 1922. Come soon and visit with us at "White Columns."



Affiliated with the
National Broadcasting Company

wsb radio

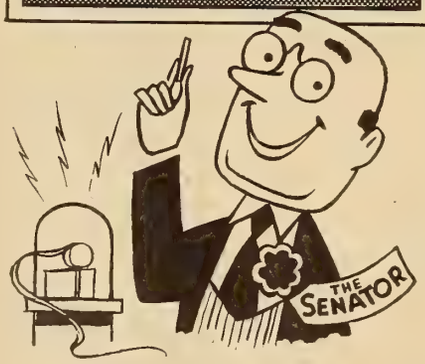


wsb·tv

Represented by Edward Petry & Co., Inc.
Affiliated with The Atlanta Journal and Constitution.

KCRA-TV HITS 39%* SHARE OF AUDIENCE

MONDAY-FRIDAY: NOON-6 P.M. FEBRUARY*	
KCRA-TV	39.4
STATION B	13.8
STATION C	32.1
STATION D (ON AIR 2:30 P.M.)	19.1
MONDAY-SUNDAY: 6 P.M.-MIDNIGHT FEBRUARY*	
KCRA-TV	38.7
STATION B	31.5
STATION C	15.0
STATION D	11.9



NBC shows and strong local programs give KCRA-TV top ratings in the Sacramento TV market. Night AND day, KCRA-TV delivers more audience, works harder for you and your clients.

KCRA-TV
Channel 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
represented by Edward Petry & Co.

* Sacramento Television Audience ARB: February 8-14, 1956

our respects

to LESLIE TALBOTT HARRIS



THE CAREER history of Leslie T. Harris, vice president and general manager of CBS Television Film Sales, New York, supports the homily that success is compounded largely of perspiration, rather than inspiration.

He was the youngster back home in Orlando, Fla., who always had an after-school job, and later, in manhood, had no qualms about holding two or three jobs simultaneously. Since early boyhood, he had set his sights on a career in broadcasting, starting as a staff announcer at WDBO in Orlando in 1930 when he was 15 and still in high school. In the succeeding 26 years, Mr. Harris has acquired a variegated background in the radio-tv field, covering radio and television networks, an advertising agency, an advertiser, and production distribution companies.

Mr. Harris, who was appointed to his present post in March 1954, smilingly acknowledges that his career has been "a checkered affair," but observes that his grounding in the various phases of television and radio and advertising has proved "invaluable" in his current post. He is confident that the tv film programming field is headed for a period of continued growth, though he concedes that television must maintain a balance between live and film.

Leslie Talbott Harris was born in Bradenton, Fla., on March 10, 1915, and grew up in Florida and Virginia, where the family spent its autumns and summers. He was educated at Orlando High School and Washington & Lee U., Lexington, Va. The energetic Mr. Harris worked as a staff announcer at WDBO while in high school and at WLVA Lynchburg, Va., while in college. He managed to squeeze in an announcing stint at WOR New York during a summer vacation.

In 1935, eager to be launched in radio, Mr. Harris accepted a permanent post with WOR. Six months later, he shifted to WQAM Miami as program manager. At one time during his tenure with WQAM Mr. Harris also held down two part-time jobs—publicity staffer for Pan-American Airlines and stringer for *Variety*. Mr. Harris recalls two high spots of his WQAM days—he served, on leave of absence from the station, as radio advisor to the Duke of Windsor on a transcontinental tour in 1936, and covered the late President Roosevelt's trip to the Buenos Aires conference, which was carried on CBS Radio.

In 1941 Mr. Harris returned to New York and joined CBS Radio's special events department moving over shortly thereafter to the network's production department. He remained there until 1943, working part of the time on assignments for the Office of Strategic Services, monitoring foreign broadcasts.

Mr. Harris joined Benton & Bowles in 1943 as producer of the *Family Hour* and later was appointed director of radio for the agency. Following a five-year association with B&B, Mr. Harris resigned to become national program director of NBC Radio. In 1951, he embarked on the advertiser phase of his career, joining Colgate-Palmolive Co. as director of radio and television. He left the company in 1953 to become vice president and a partner in Bernard L. Schubert Inc., producer of radio-tv programs, including *Mr. & Mrs. North, Topper, Mr. District Attorney* and *Gangbusters*. He resigned this position to assume his current duties.

Mr. Harris is credited with a significant role in the steady growth of CBS Television Film Sales. He is delighted to report that in the past three years gross billings of the company have risen from less than $1 million to an anticipated $8 million for 1956, and the number of its series has increased from 6 to 22.

One step taken by CBS-TV Film Sales to strengthen its position, Mr. Harris said, was to establish its own tv film production operation. This consists of Topaz Productions and Inter-Tel Productions in England and Gallu Productions in Hollywood. Under an exclusive arrangement with these companies, Mr. Harris pointed out, CBS-TV Film Sales has access to "a continuing source of supply of top-quality tv films."

With an expansion program underway, CBS-TV Film Sales' New York headquarters was scheduled to move over the past weekend to new and larger quarters in a new building at 55th St. and Madison Ave.

Among the new plans conceived by Mr. Harris and his staff are a diversification of the CBS-TV Film Sales selling pattern, under which an increasing number of its newer properties will be offered for network and national spot sale; a dubbing operation, already begun in Spanish and designed to cover other major foreign languages, and an expanded international operation to place CBS-TV Film shows in overseas markets and to represent foreign programs in the U. S.

The pace is hectic even for a man like Les Harris, who thrives on hard work. For relaxation, Mr. Harris enjoys horseback riding. Until last year, he operated a horse breeding stable at Old Brookville, L. I. Another favorite hobby is making amateur movies.

He is married to the former Rosemary Cox of New York. They live with their three children—Chris, 13; Leslie Ann, 8 and Myra, nine months—in Old Brookville.

In recent months, Mr. Harris has added to his workload a course of study in both Spanish and French. He thinks it's "good business" to be able to speak "even a little" of the languages of the clients with which a company like CBS-TV Film Sales becomes involved.

NOW....

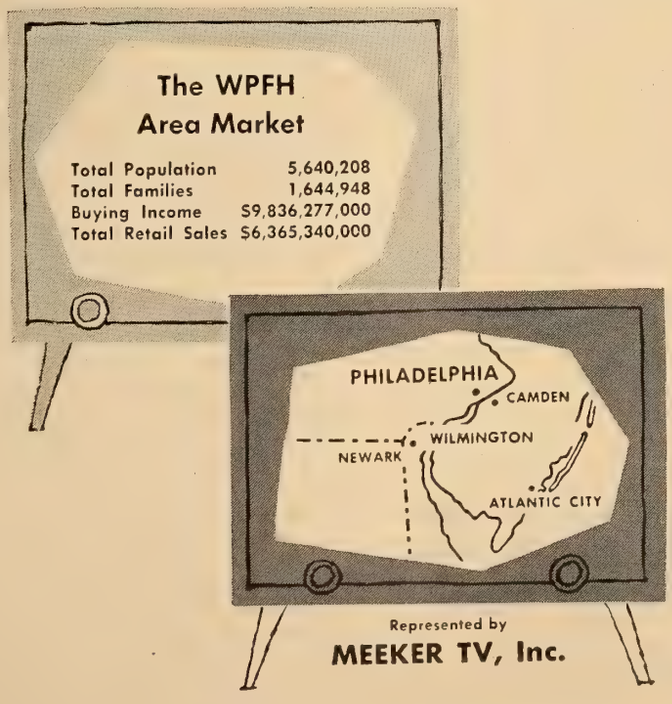
EXCLUSIVE MAJOR LEAGUE NIGHT BASEBALL

WPFH 12 CHANNEL 12



Regular series of Phillies away-from-home night games, beginning April 27th, marks another big step forward by WPFH, the favorite sports and family entertainment station covering Philadelphia and the Greater Delaware Valley trading area.

ONLY WPFH PRESENTS THE FINEST IN SPORTS THE YEAR 'ROUND HIGHLIGHTING THIS TRADITION, MAJOR LEAGUE NIGHT BASEBALL JOINS THE SPORTS FIRST STATION AND THESE TOP FEATURE PROGRAMS:



Represented by
MEEKER TV, Inc.

- Collegiate Basketball
- NCAA Basketball Playoffs
- Thoroughbred Racing from Delaware Park
- Harness Racing from Brandywine
- Live Boxing from New York and Philadelphia
- Post Time, U.S.A.
- National Pro Football Highlights
- George Munger Football Show
- College Football Game of the Week
- Baltimore Colts Football Games
- Wrestling
- Philadelphia Eagles Nest
- Championship Bowling
- Up-to-the-minute Sports News

(and many others)

WPFH — Channel 12

now **WOLF** *is*

FIRST *in homes*

Share of Radio Audience—C. E. Hooper, March-April, 1956 (Latest) (8 am—10:30 pm Monday thru Saturday, 10:00 am—6 pm Sunday Daytime)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
TOTAL RATED TIME PERIODS	9.8	21.8	16.4	10.8	29.5	19.7

FIRST *in cars*

Car Listening—C. E. Hooper, November 1953 and April, 1954 (Latest) (7:00 am—7:00 pm, Monday thru Friday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
TOTAL RATED TIME PERIODS	34.5	14.9	16.6	11.2	35.2	21.5

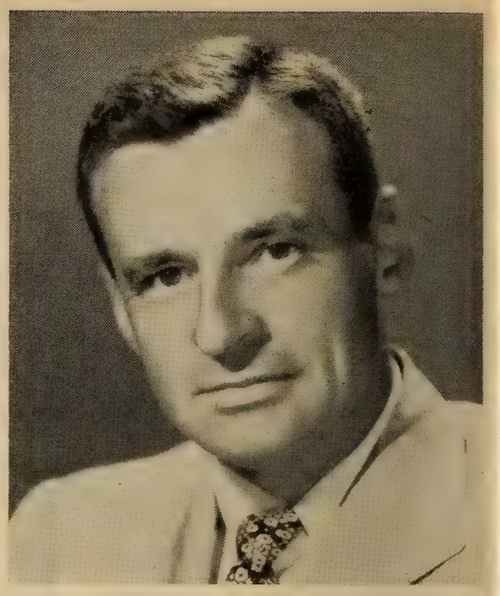
FIRST *in points of sale*

Business Establishments—C. E. Hooper, October, 1955 (Latest) (9:00 am—5:00 pm, Monday thru Friday)

	RADIO SETS IN USE	STATION A	STATION B	STATION C	WOLF	STATION E
OVERALL	28.2	20.7	10.9	14.3	38.9	13.4

RATING for RATING . . .
RATE for RATE in
CENTRAL
NEW YORK it's . . . . . **WOLF**
SYRACUSE, N. Y.

NATIONAL SALES REPRESENTATIVES THE WALKER COMPANY



MAITLAND JONES

on all accounts

AS PART of a professional fraternity usually regarded by the pledges as "glamorous," Maitland Jones, 48-year-old vice president and copy supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, regards himself as "a member in poor standing" so far as personal glamour goes.

His appearance would tend to belie that idea. Tall, lanky, suntanned and sporting the Madison Ave. close-cropped hair style, Mr. Jones is a born Australian who used "that crawl" to get into advertising at the start of the Depression by way of Yale (Class of '29) and an insurance company's trainee program.

Following a copy cub's indoctrination with a small, now-defunct, Philadelphia agency, Mr. Jones joined Benton & Bowles in 1932, leaving there to become a vice president at J. Walter Thompson during the war. Before joining SSC&B in 1953, he held brief tenures as vice president and manager of the New York office of Hutchins Adv., and vice president and creative director, Lennen & Newell, also New York.

An "old timer," Mr. Jones still considers himself first a copywriter, one schooled in the rudiments of print who made the switch to tv "gradually and with some effort." So far as SSC&B's clients are concerned, Mait Jones has managed to stay at the head of the class, handling both copy and executive functions of Noxzema skin creams (NBC-TV's *Perry Como Show*), S&H Green Stamps (NBC-TV's *Today, Home* and *Tonight*), Carter's Arrid and Rise (syndicated *Mr. District Attorney*), Junket Brand Foods (local tv children shows) and Simoniz waxes, Whitehall's BiSoDol, Blue Coal, H-O Cream of Wheat and Presto cake flour—all on spot tv.

Mr. Jones, a self-admitted tennis fanatic, also lists as hobbies: "contemplating, my wife [the former Irma Tillmanns whom he married in 1934], reading, the kids [aged 18 and 14, at Yale and Andover, respectively], more tennis and a sportscar—but not necessarily in that order of importance."

He also calls himself "the world's greatest writer of unpublished song hits," but has limited his "public onslaught" to a rare, $200 prize-winning appearance on CBS-TV's old *Songs for Sale,* and says that "the crowd that clamored for me afterwards was significant for its lack of song publishers." Latest effort: "A Shy Guy From Cheyenne."

The Joneses live in a reconverted mill on the banks of a "docile stream" in Bedford Village, "one that nearly washed away the house during the last Westchester [County] monsoon season."



The Alamo—where you can stand on the costliest land in Texas

Remember the Alamo, they said, for its price was very high. Remember Davy Crockett, fiddling and cracking jokes during the lulls in the fighting. Remember big Jim Bowie, too weakened by pneumonia to wield the famous knife, but firing from his cot all the same. Remember a garrison of 188 men who died to a man to buy freedom for Texas.

Over the years the traditions of the Alamo have become an indelible part of the American pattern . . . and nowhere is this more evident than in the 4-H Club movement. This program, begun about 1900, seeks to develop in the nation's youth the qualities of loyalty, self-reliance and good citizenship so gallantly demonstrated in San Antonio 120 years ago.

San Antonio, today, offers a wide range of memorable tourist attractions. You can visit La Villita, an authentic restoration of the city's first residential settlement, or see a play at the unique open-air theatre, where the river winds between audience and stage. There are rodeos and stock shows, fiestas, carnivals and museums. But most memorable of all is still the old mission with the bullet-pocked walls, where brave men died to make all the rest—and Texas, itself—possible.

FREE Tour Information

If you would like to visit San Antonio, or drive anywhere in the U.S.A., let us help plan your motor trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Avenue, New York 20, N.Y.—also ask for our colorful National Parks Map.

SINCLAIR SALUTES THE MEMBERS OF THE 4-H CLUBS for their achievements in farm, home and community enterprises, for their contributions to conservation, and for their part in building a better America.

SINCLAIR
A Great Name in Oil

THESE ARE THE

Television stations



THAT MAKE

PETERS, GRIFFIN WOODWARD, INC.

NEW YORK
250 Park Avenue
PLaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798

EAST, SOUTHEAST		VHF CHANNEL	PRIMARY
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST, SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth—Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis—St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth—Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU-KHBC-TV	Honolulu Hawaii	9	CBS
KRON-TV	San Francisco	4	NBC

PULSE Says WPTF has

Double the LISTENERS

of its Nearest Competitor



Here's the 1956 Area Pulse covering 32 North Carolina counties. WPTF leads during every quarter-hour . . . with well over twice the audience of a regional network and six to seven times the average audience of any other station.

WPTF's average share of audience inched up from an even 36% in 1955 to 36.7% in 1956. This, coupled with an average increase of 10% in homes using radio, means that WPTF is delivering more listeners now than during any of the past three years the Pulse has been made.

SHARE OF AUDIENCE

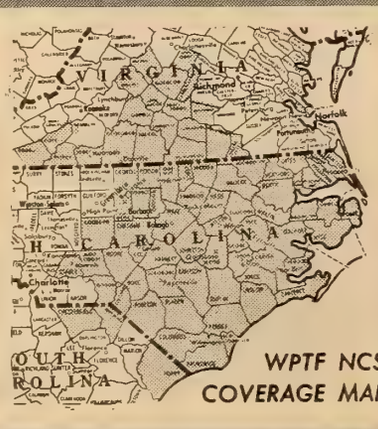
Leading Stations—Monday thru Friday

Stations	6AM-12N	12N-6PM	6PM-12Mid.
WPTF	35	35	40
Regional Network	14	12	11
Station "A"	5	6	6
Station "B"	6	4	5
Misc. (58 stns.)	40	43	38
Homes Using Radio	25.2%	27.0%	26.6%

WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina



WPTF NCS COVERAGE MAP

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

*MARKET DATA**

	NCS Coverage		NCS Coverage
Population	2,955,000	General Merchandise	307,297,000
Families	693,900	Furn. H. H. & Radio	124,226,000
Effective Buying Income	$2,915,255,000	Automotive	484,295,000
Farm Gross Cash	864,679,000	Gas Stations	177,069,000
Retail Sales	2,249,749,000	Lumber, Bldg., Hdw.	187,011,000
Food Sales	458,272,000	Drugs	61,601,000

* Source: Sales Management Survey of Buying Power, May 10, 1956.

BROADCASTING TELECASTING

April 30, 1956 Vol. 50, No. 18

BRICKER LOWERS THE BOOM ON CBS, NBC 'DOMINATION'



- **Senator releases confidential FCC tabulations**
- **Cites what he calls 'private monopoly' in tv**
- **Recommends: FCC power to regulate networks**
- **Reducing v power in Zone I, high density areas**
- **Restricting antennas to cut market straddling**
- **Revising ownership limit to 25% of population**

SEN. JOHN W. BRICKER (R-Ohio), onetime chairman of the radio-tv powerful Senate Interstate & Foreign Commerce Committee and now ranking minority member, today unleashed a slashing attack on the alleged domination of television broadcasting by the CBS and NBC networks.

Author of a bill (S-825) to permit the FCC to regulate broadcasting networks, Sen. Bricker exploded his bombshell in a report to the Senate Commerce Committee. It was entitled "The Network Monopoly."

Using hitherto unrevealed financial data—which the Senate committee forced the FCC to divulge to it last year—the Ohio Republican blasted what he called the networks' "yoke of economic dominance" which results in a "private monopoly" in broadcasting.

Essence of Sen. Bricker's onslaught is that the two major networks control through affiliation and programming the vitals of television broadcasting.

Implicit in the document—submitted to Commerce Committee Chairman Sen. Warren G. Magnuson (D.-Wash.) as a foundation for the upcoming appearance of network officials before the Senate committee—is this thought:

That there should be extensive competitive outlets in the greatest number of communities—even though this means cutting down existing large area vhf stations.

In a four-point summary of recommendations, Sen. Bricker advocated:

- Giving the FCC power to regulate the networks.
- Reducing the service areas of existing vhf stations in Zone I and other high density population areas to protect the "integrity" of markets through lower power and antenna heights.
- Restricting market straddling through limitations on antenna locations.
- Forbidding the FCC to use numerical limitations on multiple ownership by a single person; allow any number of stations to be owned by one entity except where the combined coverage of these stations include more than 25% of the country's population (story page 29).

Sen. Bricker's bill to regulate networks is already before the Senate Commerce Committee.

In advocating the constriction of high power, high antenna vhf stations, Sen. Bricker is presumably pushing for a "single market" principle of allocations. This leaning is also implied in his proposal to prohibit a single maximum power-maximum antenna height station from placing its transmitter between two markets in order to cover both.

Assault on CBS and NBC—and the attack is more on the former than the latter—was based on income data hitherto considered sacrosanct. Financial data of stations are required to be filed yearly with the FCC. The Commission has always treated this information as confidential. The Commission has, however, used these data to put out yearly overall total financial data, as well as averages in various economic fields. Data has never been released which could be ascribed to individual stations.

The revenue and income data were supplied to the Senate Committee last year after the FCC first refused to divulge them. Following a conference among the Senate committee, the FCC and the Justice Dept., the information was supplied to the Senate.

These figures show, Sen. Bricker averred, that CBS and NBC had a net income before taxes in 1954 of $90.6 million. This was $300,000 more than the entire industry's net income before taxes, he pointed out.

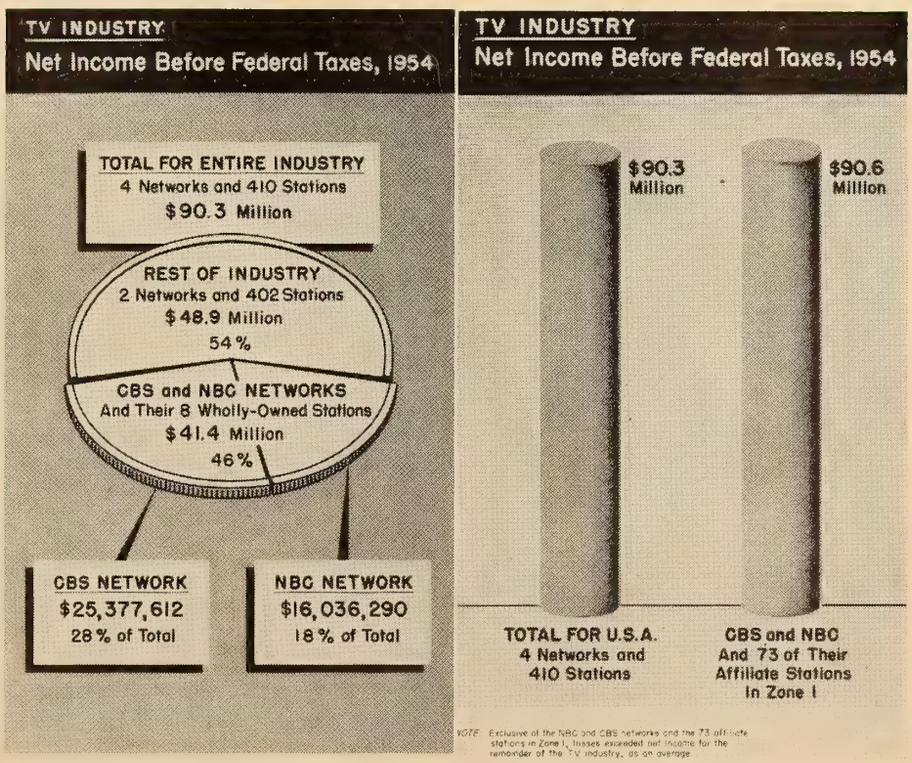
The 1954 and 1953 gross revenues, operating expenses and net income before taxes for each of the then four networks was itemized in Sen. Bricker's report (see tables).

Included in the financial data spelled out in Sen. Bricker's document were ratios of profit to investment—in one case reaching a purported return of 370%.

The Ohioan used income statements of several stations to illustrate some conclusions.

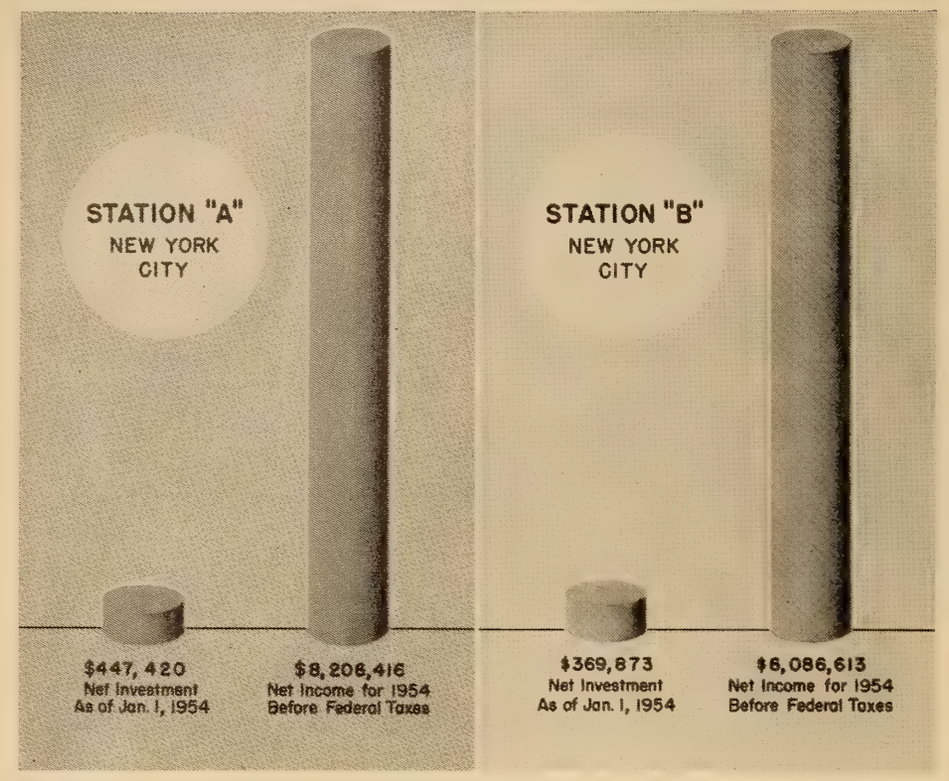
In his letter of transmittal to Sen. Magnuson,

TWO EXHIBITS FROM BRICKER'S SCRAPBOOK



HOW CBS and NBC shape up in comparison to industry-wide profits were shown by these illustrations in Sen. Bricker's report. First chart shows the two networks' and 73 affiliates' net income before taxes compared with total industry profit (total industry figure represents $300,000 in losses). Second chart shows dollar net income figures for total industry, two networks and 402 stations, and CBS and NBC.

HOW TWO DO IN NEW YORK CITY



THE return on investment concept used profusely by Sen. Bricker was illustrated by these charts. Stations were not identified but presumably are CBS and NBC outlets.

Sen. Bricker said he had seen some of the 1955 returns and that he believed that "without a single exception these indicate that complete figures for 1955 will show an even greater concentration of economic power in the hands of the favored few."

He alluded to the forthcoming appearance of network officials before the Senate committee —which may be early in June, it was understood. The committee has been holding hearings on television since early this year. It began probing tv in the 83rd Congress when Sen. Bricker was its chairman.

The profits made by CBS and NBC are considered excessive by Sen. Bricker.

The two major networks, he said, "excercise a stranglehold over the entire industry. It will be shown to what extent this stranglehold perverts the public interest by denying economic opportunity to all but a few selected affiliate stations, thus precluding the establishment or continued operation of other stations striving to fulfill the objective of the [Communications] Act."

Sen. Bricker's report made the following points:

The 1954 gross revenue of the then four networks (CBS, NBC, ABC and DuMont) and their 16 owned stations amounted to $306,676,653. This is more than half of the 1954 revenue of the entire tv industry, including 410 operating stations.

Gross of CBS and its then three wholly-owned stations was $123,203,847—one-fifth of the entire tv industry.

Gross of NBC and its five wholly-owned stations was $120,385,255—also one-fifth of the entire tv industry.

Combined, the CBS and NBC gross accounted for 41.08% of the revenue of the entire television industry.

ABC's gross in 1954 was $44,519,058 and DuMont's $18,568,493.

Net income before Federal taxes for the entire tv industry was $90.3 million in 1954. This net includes losses on the part of some stations and networks.

CBS and NBC networks, together with their eight owned stations, accounted for $41,413,902 of this net income—46% of the entire industry.

CBS and its three owned stations had a net income before taxes of $25,377,612—28% of total income.

NBC and its five owned stations had a net income before taxes of $16,036,290—17% of the total tv industry.

Since the remaining two 1954 networks (ABC and DuMont) lost money in 1954, CBS' net income actually amounted to 61% of all network income before taxes and NBC's the remaining 39%.

In a calculation based on returns to investment, Sen. Bricker held that in 1954 CBS and NBC in one year's operation recovered 99% of their investment in tv networking and station property.

He reported that both CBS and NBC and their eight owned stations reported a total net investment in property devoted to tv of $41,711,038 as of Dec. 31, 1953. Since their total net income before taxes in 1954 was $41,413,902, this means a recovery of 99%.

CBS and its three owned stations had a net investment of $23,358,746 at the beginning of 1954. Its net income was $25,377,612—a 108% return on invested income.

CBS' three owned stations had a net investment of $3,322,023 at the beginning of 1954 and a net income before taxes of $12,276,443—or a 370% return.

On its network operations—exclusive of its owned stations—CBS reported a total investment of $20,036,723, and a net income before taxes of $13,101,169—or a 65% return.

Sen. Bricker referred to the testimony of CBS President Frank Stanton before the Senate committee in June 1954, declared it was "difficult to reconcile these official figures with information previously given the committee." He quoted Mr. Stanton's words at that time as indicating that the "television networking business is a complicated and delicate business. Profit margins are relatively small—particularly when one takes into account the enormous investments and operating expenditures involved."

The FCC's 1953 figures, Sen. Bricker said, establishes the fact that CBS and its owned stations had a net income before taxes of $11,885,153—of which $4,877,123 came from its network operations.

Comparable NBC figures given by Sen. Bricker were as follows:

NBC and its five owned stations reported a total net investment of $18,352,292 at the start of 1954, net income before taxes of $16,036,290—or 87% return.

NBC's wholly owned stations had a net investment at the beginning of 1954 of $4,050,920 and net income of $12,018,394—or 297% return.

NBC's network operations were reported having a total investment of $14,301,372, a net income of $4,017,896—or 28% return.

ABC and DuMont station income for 1954 was insufficient to cover network losses, Sen. Bricker stated. ABC and its five owned stations had a net income before taxes of $4,318,823 on an investment of $5,781,282—or more than 75% return on investment. DuMont and its three owned stations reported a net income before taxes of $2,852,795 and an investment of $1,556,660—or 181% return.

Considered of equal importance by Sen. Bricker were the financial returns of network affiliates and non-affiliates. In fact, he made it plain that an affiliation is of no consequence if it doesn't also bring programs.

Sole exceptions to this fact, Sen Bricker said, are in the largest cities.

Taking Zone I as an example, Sen. Bricker developed the following points:

The 34 CBS affiliates carrying from 41% to 100% of CBS' commercial programs earned 34.5% of total 1954 net income of all 410 existing tv stations.

The 39 NBC affiliates carrying from 41% to 100% of NBC's commercial programs earned 30.8% of total 1954 net income of all 410 existing tv stations.

Together, the 73 CBS and NBC affiliates earned $72,377,318 net income in 1954 or 65.3% of all station net income.

This 65.3% figure goes up to 80.1% of the net income for the entire industry if losses are taken into account and the $90.3 million net income for 1954 is used.

A similar comparison is made of CBS and NBC affiliates in the first 20 markets. There also is a discussion of revenues and income for major markets outside Zone I.

The success of a television station depends not only on network affiliation, but in securing network programs. This point was made by Sen. Bricker in a financial report on neighboring CBS affiliates in Omaha-Lincoln, Neb.; Kansas City-St. Joseph, Mo., and Tacoma-Bellingham, Wash. Sen. Bricker called this the overlap problem. All stations are vhf. The first market is the larger and that station throws its signal substantially into the second.

KMTV (TV) Omaha had 1954 network revenue of $597,734 and national spot revenue of $577,065 (desirable adjacencies).

KOLN-TV Lincoln had 1954 network revenue of $6,506 and national spot revenue of $56,837.

But revenue from local advertisers was proportionately about equal. KMTV received $385,540 (population of Omaha over 250,000),

while KOLN-TV received $117,689 (population of Lincoln almost 100,000).

KMTV showed 1954 net income of $631,103; KOLN-TV a net loss of $375,364.

KMBC-TV Kansas City received $734,561 from networks, and $873,468 from national spot advertising.

KFEQ-TV St. Joseph received $46,297 from networks and $176,498 from national spot accounts.

KMBC-TV and KFEQ-TV were competitive in the sale of local time. KMBC-TV reported local sales of $225,161 (population of Kansas City over 450,000); KFEQ-TV sold local advertising to the sum of $100,703 (population of St. Joseph less than 80,000).

KMBC-TV showed 1954 net income of $558,559; KFEQ-TV a net loss of $38,326.

KTNT-TV Tacoma received $471,007 from networks and $634,209 from national spot advertising.

KVOS-TV Bellingham received $1,470 from networks and $69,916 from national spot advertising.

KTNT-TV and KVOS-TV were proportionately equal in the revenue from the sale of local time—KTNT-TV $107,081 (population of Tacoma almost 150,000); KVOS-TV $59,852 (population of Bellingham almost 35,000).

KTNT-TV showed a 1954 net income of $138,053; KVOS-TV a net loss of $45,115.

Referring to the fact that the stations used as illustrations are all in the vhf band, Sen. Bricker commented that the financial dilemma facing vhf stations overlapped by a signal from a larger city appears as crucial as that facing uhf stations.

The only exceptions to these overlap cases, Sen. Bricker declared, were the largest cities —New York-Philadelphia, Baltimore-Washington and Cincinnati-Dayton.

"Continuation of a situation which finds the smaller station barred from access to network programs and holding an affiliation which is of little value unless it can actually receive the programs foreshadows twin results," Sen. Bricker said. "Many such stations will be forced off the air; television broadcasting will be vested in the hands of a limited number of superpower stations serving vast areas.

"There can be no argument but that it is economically sound for the network to service as many people as possible with as few outlets as possible. But it is equally true these policies act to negate the public interest features of the Communications Act . . ."

Some of the "abnormalities" between large markets and small markets stem from the large city station locating its transmitter at a midway point so as to cover both communities, Sen. Bricker charged. "The effect is to abnormally depress the economic potential of the smaller market," he stated, "since in most cases of overlap the stations in such smaller markets find themselves barred from network programs."

He declared that this permits large city affiliates to charge a "high station rate" and a lower cost per viewer.

"Abnormal profits accrue to large stations which pre-empt adjacent territory," Sen. Bricker declared. He illustrated this with financial data from two New York stations.

Station 1 (understood to be WCBS-TV) made $8,206,416 net income before taxes in 1954—1,834% return on investment.

Station 2 (believed to be WRCA-TV) made $6,086,613 net income before taxes in 1954—or a 1,645% return on investment.

"By any standard," Sen. Bricker stated, "such profits must be labeled exorbitant."

These New York stations cover wide areas, he said. In Bridgeport, Conn., the station on the air (WICC-TV) reported a net loss in 1954 of $80,669, despite the fact that Bridgeport is one of the top 100 markets. This station is denied affiliation, Sen. Bricker declared, because the "supersignal" from New York covers the area.

The same thing holds true for Waterbury, Conn. There the single station (WATR-TV) reported a net loss in 1954 of $15,429.

In Ohio, the senior senator from that state pointed out, three Cleveland stations received 43.5% of the total income received by all 20 Ohio television stations. Cleveland stations overlap those of four stations in the three cities of Akron, Youngstown and Ashtabula. Only one of these four stations showed a profit in 1954, the senator said, and this was $32,669. (It is understood this is WICA-TV Ashtabula.)

In Michigan, Sen. Bricker declared, one "superstation" showed a 1954 net income of $3,227,138 and another of $1,243,586. Both these stations' signals overlap Flint, he pointed out. Sen. Bricker also referred to the WJRT (TV) Flint proposal—but not by name—to locate its transmitter north of Flint. This will overlap the service areas of stations in four other tv markets, he said.

The CBS affiliation will go to this station, the Ohio senator said, and existing CBS affiliates in the overlapped markets will receive little or no programs.

This reflects the trend of the two major networks to "superstations covering as many cities as possible with one signal," the senator observed.

A corollary of this trend, Sen. Bricker noted, was that "superstations" claim large areas but actually put weak signals into rural and sparsely settled areas—causing viewers "tremendous" expense to build antennas, rotors and boosters in order to receive a minimum satisfactory signal.

This "superstation" philosophy has redounded to the detriment of advertisers, Sen. Bricker said. The fewer the stations, the higher the rates. If there were more stations, Sen. Bricker

BRICKER ADDS BILL ON 25% COVERAGE

Ohio congressman's measure is fourth to set station ownership limit on population rather than numerical basis. It also would specifically forbid FCC setting limit by number.

SEN. JOHN W. BRICKER (R-Ohio) is to throw his powerful weight behind the move to amend the Communications Act to forbid single ownership of more television stations than will cover 25% of the U. S. population by introducing a bill to that effect today (Monday).

The senior Republican member of the Senate Commerce Committee, which holds jurisdiction over radio and tv legislation, not only called for the 25% provision, but also included in his bill the express proviso that the Commission may not impose a numerical limitation on the number of stations that can be owned by a single entity.

The FCC at present limits the total number of radio or tv stations which may be owned by one entity to seven. In the case of television, only five of these may be in the vhf band. This rule was attacked by Storer Broadcasting Co. in 1952 (when the FCC refused to accept an application from that company for Miami, Fla., ch. 10). A federal court in Washington ruled that the FCC regulation conflicted with the provision in the Communications Act which requires a hearing be held where an application cannot be granted without a hearing. The FCC appealed to the Supreme Court, which heard argument last February [B•T, March 5]. The Supreme Court's decision is awaited.

Sen. Bricker's bill is similar to one introduced two weeks ago by Rep. Joseph P. O'Hara (R-Minn.) [B•T, April 23]. Last week two additional and similar bills were introduced in the House of Representatives by Reps. Carl Hinshaw (R-Calif.) and John V. Beamer (R-Ind.). All three Congressmen are members of the House Commerce Committee. Rep. O'Hara's bill is HR 10,524; Rep. Hinshaw's is HR 10,733; Rep. Beamer's is HR 10,756.

In commenting on his bill, Sen. Bricker said that the population criterion was more "realistic" than the numerical limit. He added that this might open the door to the establishment of competing networks (see story, page 27) and "additional sources of vital program material to small market stations."

The legislation is designed to encourage competition, Sen. Bricker said. "This would be accomplished," he declared, "by prohibiting the Commission from adopting rules or policies setting abstract numerical limits upon the number of stations which any one person may own or control, entirely unrelated to factors of populations and markets covered by such stations, and by substituting for such sterile abstraction a realistic and workable public interest criterion of maximum coverage or service to 25% of the country's population."

In a reference to his major theme—alleged network domination—Sen. Bricker went on:

"The history of the television industry has shown that the three national television networks (NBC, CBS and ABC) have been able to build or purchase their five [vhf] stations in the country's top markets, thus permitting each network to cover from 25 to 40 million persons with its own stations. Such stations have been built or purchased as allegedly necessary adjuncts of the companies' networking businesses. Through their station ownership in the top markets and through their networking operations, such networks now receive far greater amounts of advertising revenues than any independent operators . . .

"By substituting maximum net population coverage for the arbitrary maximum of five [vhf] stations as the public interest criterion of multiple station ownership, the independent operator would then have the opportunity to become competitive in size with the networks, even though he cannot afford to buy the lucrative stations in the top markets. As a by-product, an independent operator can then become a network operator and thus a competitor of the present networks, thereby making available an additional source of network program material so vitally necessary to the life of television stations presently without network affiliation."

The 25% figure, Sen. Bricker pointed out, does not affect any multiple holdings now in existence. NBC, the largest station owner in terms of populations served, includes 23% of the country's population within the service areas of its owned stations, he said.

Sen. Bricker also pointed out that the Commission would still be permitted to make the public service determination as to ownership in regard to whether any applicant's proposal would substantially lessen competition or tend to create a monopoly.

BRICKER'S BREAKDOWN ON THE TV INDUSTRY

APPENDIX

CHART I

Broadcast revenues, expenses and income of the entire TV network industry (1953–54), broken down by TV networks, TV network-owned TV stations, and TV networks plus their 16 network-owned stations

	Broadcast revenues of 4 TV networks				Broadcast expenses of 4 TV networks				Broadcast income (before Federal income tax) of 4 TV networks				Ratio of 1954 income to total investment in broadcast property as of Dec. 31, 1953	
	Amount	Percent of TV networks	Percent of all TV stations	Percent of entire industry	Amount	Percent of 4 TV networks	Percent of all TV stations	Percent of entire TV industry	Amount	Percent of TV networks	Percent of all TV stations	Percent of entire TV industry	Investment	Ratio
1954														
CBS and NBC network operations	$188,065,883	85.00		31.71	$170,946,818	79.2		33.99	$17,119,065	100.00		19.00	$34,338,095	0.50
4 TV network operations	221,117,717	100.00		37.29	215,961,798	100.00		42.94	5,115,919	29.88		5.93	35,690,325	.14
CBS	97,394,599	43.8		16.42	84,293,430	39.0		16.76	13,101,169	76.50		14.54	20,036,723	.65
NBC	90,671,284	41.2		15.29	86,653,388	40.2		17.23	4,017,896	23.50		4.46	14,301,372	.28
ABC	24,750,893	11.2		4.17	31,573,978	14.6		6.28	(2,823,085)				(2)	
DuMont	8,300,941	3.8		1.41	13,441,002	6.2		2.67	(5,140,061)				1,352,230	
CBS- and NBC-owned stations	55,523,219	64.89	14.93	9.36	31,228,382	57.73	10.87	6.21	24,294,837	77.20	28.60	26.96	7,372,948	3.30
16 network-owned TV stations	85,558,936	100.00	28.00	14.43	54,092,181	100.00	18.81	10.75	31,466,455	100.00	37.04	34.91	14,710,885	2.13
CBS (3 TV stations)	25,809,248	30.17	6.94	4.35	13,532,805	25.01	4.72	2.69	12,276,443	39.00	14.45	13.62	3,322,023	3.70
NBC (5 TV stations)	29,713,971	34.72	7.99	5.01	17,695,577	32.72	6.15	3.52	12,018,394	38.20	14.15	13.34	4,050,930	2.97
ABC (5 TV stations)	19,768,165	23.11	5.31	3.33	15,449,342	28.56	5.39	3.07	4,318,823	13.70	5.08	4.79	5,781,282	.75
DuMont (3 TV stations)	10,267,552	12.00	2.76	1.74	7,414,737	13.71	2.58	1.47	2,852,795	9.10	3.36	3.16	1,556,660	1.83
CBS and NBC plus 8 owned stations	243,589,002	79.4		41.08	202,175,200	74.9		40.19	41,415,802	100.00		45.95	41,711,038	.99
4 TV networks plus 16 network-owned TV stations	306,676,653	100.00		51.72	270,054,279	100.00		53.68	36,622,374	88.43		40.64	50,401,210	.73
CBS plus 3 TV stations	123,203,847	40.2		20.78	97,826,235	36.2		19.45	25,377,612	61.40		28.16	23,358,746	1.08
NBC plus 5 TV stations	120,385,255	39.2		20.30	104,348,965	38.7		20.74	16,036,290	38.60		17.79	18,352,292	.87
ABC plus 5 TV stations	44,519,058	14.5		7.51	47,023,320	17.4		9.35	(2,504,262)				5,781,282	
DuMont plus 3 TV stations	18,568,493	6.1		3.13	20,855,759	7.7		4.14	(2,287,266)				2,908,880	
1953													*Investment as of Dec. 31, 1952*	
CBS and NBC network operations	141,831,854	87.93		32.79	136,572,620	83.16		37.45	5,259,234			4.31	32,393,855	.16
4 TV network operations	161,302,449	100.00		37.29	164,234,376	100.00		45.03	(2,931,927)	100.00		(4.23)	[3] 32,393,855	
CBS	68,067,235	42.20		15.74	63,190,112	38.48		17.33	4,877,123	92.73		7.17	18,919,305	.25
NBC	73,764,619	45.73		17.05	73,382,508	44.68		20.12	382,111	7.27		.56	13,444,550	.03
ABC	12,399,727	7.69		2.87	16,783,526	10.22		4.60	(4,383,799)				(2)	
DuMont	7,070,868	4.38		1.63	10,878,230	6.62		2.98	(3,807,362)				(2)	
CBS and NBC owned stations	43,492,682	61.81	16.02	10.05	28,020,430	56.68	9.79	7.70	15,472,252	83.83	21.83	22.75	6,470,479	2.39
16 network-owned TV stations	70,365,897	100.00	25.92	16.26	49,426,627	100.00	17.24	13.55	20,939,270	100.00	29.54	29.46	15,589,385	1.34
CBS (3 TV stations)	19,089,071	27.13	7.03	4.41	12,081,041	24.44	4.24	3.31	7,008,030	[4] 33.41	9.89	10.30	[4] 3,101,822	2.26
NBC (5 TV stations)	24,403,611	34.68	8.99	5.64	15,939,389	32.24	5.35	4.39	8,464,222	40.42	11.94	12.45	3,368,657	2.51
ABC (5 TV stations)	17,853,653	25.37	6.57	4.13	15,375,575	31.10	5.35	4.22	2,478,078	11.83	3.50	3.64	6,087,829	.40
DuMont (3 TV stations)	9,019,562	12.82	3.32	2.08	6,630,622	14.22	2.10	1.65	2,988,940	14.34	4.21	4.39	3,031,077	.98
CBS and NBC and 8 owned stations	185,324,536	79.99		42.83	164,593,050	77.04		45.13	20,731,486	100.00		30.49	38,864,334	.53
4 TV networks plus 16 network-owned TV stations	231,668,346	100.00		53.55	213,661,003	100.00		58.60	18,007,343	86.86		26.48	47,983,235	.37
CBS plus 3 TV stations	87,156,306	37.62		20.14	75,271,153	35.23		20.64	11,885,153	57.33		17.48	[4] 22,051,127	.54
NBC plus 5 TV stations	98,168,230	42.37		22.69	89,321,897	41.81		24.49	8,846,333	42.67		13.01	16,813,207	.52
ABC plus 5 TV stations	30,253,480	13.06		7.00	32,159,101	15.05		8.82	(1,905,721)				6,087,829	
DuMont plus 3 TV stations	16,090,430	6.95		3.72	16,808,852	7.91		4.61	(818,422)				3,031,077	

[1] ABC network property assigned to stations.
[2] Property assigned to stations.
[3] ABC and DuMont property assigned to stations.
[4] Includes $1,552,985 net investment in broadcast property for WBBM-TV Chicago acquired Feb. 9, 1953, but reported by previous owners at $104,621 as of Dec. 31, 1952.

[REPRINT ILLUSTRATION]

THIS APPENDIX from the Bricker report lists financial data on network broadcast revenues, expenses and income for 1954 and 1953, broken down into various combinations. It and the table below are reproduced from galley proofs of the document.

CHART B

1954 financial data, overlapping CBS affiliates

Market rank	City	City population	Station channel	Affiliation as of October 1954	Revenues from sale of time to			Total broadcast revenues	Total broadcast expenses	Total broadcast income (before Federal taxes)
					Networks	National spot	Local			
45	Omaha, Nebr.	251,117	KMTV 3	CBS, ABC, DuM.	$597,734	$577,065	$385,540	$1,611,925	$980,822	$631,103
139	Lincoln, Nebr.	98,884	KOLN-TV 10	CBS, ABC, DuM.	6,506	56,837	117,689	181,382	556,716	(375,364)
17	Kansas City, Mo.	456,622	KMBC-TV 9	CBS	734,561	873,468	225,161	1,758,895	1,200,336	558,560
157	St. Joseph, Mo.	78,588	KFEQ-TV 2	CBS	46,297	176,498	100,703	337,704	375,430	(38,326)
67	Tacoma, Wash.	143,673	KTNT-TV 11	CBS, DuM.	471,007	634,209	107,081	1,092,525	954,472	138,053
338	Bellingham, Wash.	34,112	KVOS-TV 12	CBS	1,470	69,916	59,852	138,376	183,491	(45,115)

EXAMPLES of how wide coverage stations get most of the network programs, and therefore revenues, to the detriment of neighboring small town outlets with the same network affiliations, are shown by this chart from the Bricker report.

implied, individual rates would be smaller and thus in the aggregate not much greater, if at all, than now.

In bolstering this view, Sen. Bricker said CBS affiliates in the first 50 markets "recouped" an average of 233% of their investments.

Free competition for advertising revenues does not exist in television today, Sen. Bricker declared. More stations in more communities will permit the law of supply and demand to adjust rates, he said.

The CBS allocation plan—submitted last year to the FCC—is referred to as "amputation at the neck," by the Ohio senator. "In this document," Sen. Bricker declared, "CBS candidly confirms its intention to create a chain of a few wide-circulation and highly-profitable station affiliates." He cited the CBS economic study—which maintained that economically the U. S. can support 588 stations—and the accompanying map as showing the "arrogance" of CBS' plan. He said that under the CBS plan, wide areas of the country will receive no service or poor service.

If NBC and ABC were to follow the CBS prospectus, Sen. Bricker declared, "the net result would only be the virtual elimination of small market television stations and the drying up of television service to sparsely settled and outlying areas of population.

"It is impossible to conceive of a more direct frustration of the intent of the Congress to see that as many towns as possible have television stations and to insure that the entire country receives acceptable television service."

After summarizing the data he had presented, Sen. Bricker made these comments:

"It cannot be argued too strongly that the circumstances outlined constitute an unhealthy condition. Unless the Congress acts forthwith and forthrightly, the situation is one which may well presage the exclusion of a nationwide competitive television system . . .

"The dollar sign has so obstructed the vision of the networks and large stations as to constitute a violation of the public trust. The airwaves belong to the people, but have been converted to a money-making grab."

The two major networks are exercising good business judgment in attempting to make the maximum income possible at the least expense, Sen. Bricker said. But, he added, this judgment "acts to contravene, even destroy, the intent and objectives of the Congress to preserve competition and prevent monopoly in a truly nationwide and competitive system of television."

Television should be an important local institution and a medium of local self-expression, Sen. Bricker emphasized.

ADVERTISERS & AGENCIES

15% COMMISSION METHOD DOMINATES AAAA MEETING

Media as well as agencies hail contributions of present system of agency compensation, both in formal addresses and panel discussions during three-day White Sulphur Springs convention.

THE COMMISSION system of compensating advertising agencies, brought into the public spotlight by the government's antitrust suit against advertising and the subsequent consent decree settling the American Assn. of Advertising Agencies' phase of the litigation earlier this year, dominated much of the AAAA 38th annual meeting last week.

Literally from beginning to end of the three-day meeting at the Greenbrier, White Sulphur Springs, Va., representatives of media as well as agencies cited its merits and hailed its contributions to the independent status and creative accomplishments of agencies.

In his acceptance statement upon election to the AAAA chairmanship on Thursday morning (see page 43), Robert D. Holbrook of Compton Adv. took occasion to warn that the consent decree "may, even without cause, provide inspiration for those who want to attack the media commission method which makes possible the independent advertising agency." But he was confident, he added, "that the independent agency business has many good friends among media owners and advertisers who recognize the essential nature of the service performed by independent advertising agencies. They realize the need for the independent thinking, the creative skills and the ability to handle countless details which the independent advertising agency alone can deliver."



MR. HOLBROOK

In the convention-closing speech on Saturday morning, Henry G. Little of Campbell-Ewald, Detroit, retiring chairman of the association, spelled out advantages of the commission system and described it as "the spark-plug of the agency's creative contribution."

The whole broad subject of the antitrust action was explored extensively in closed panel sessions on Thursday, which featured AAAA legal counsel as well as top agency executives, and the commission system specifically was dealt with in two other speeches on the agenda.

But the compensation system, large though it loomed, was by no means the only subject to engage the attention of the estimated 675 AAAA members and guests on hand for the meeting. Other key agenda developments:

• Norman H. Strouse, president of J. Walter Thompson Co., examined the agency business' "explosive personnel requirements of the next decade," figured 2,100 new specialized personnel must be added each year, and urged agencies to put recruitment and training—including proselyting from non-agency fields (but not from each other)—high on their management agendas (see story, page 32).

• Dr. Rudolf Farner, president of Rudolf Farner Adv., Zurich, Switzerland, one of the international agency leaders gathered from some 35 countries as guests of the AAAA (also see story, page 43), stressed "the importance of international advertising to economic development and a free world."

• Sherwood Dodge, vice president and general manager of Foote, Cone & Belding, presented a report on the Advertising Research Foundation's three-year, $100,000-plus study of printed advertising rating methods.

• In a series of talks on creative subjects, John F. Tinker Jr. of McCann-Erickson urged that creative people not be weighted down with the "arithmetic of business" (see story, page 32); James R. Adams of MacManus, John & Adams, Detroit, explored "Causative Conviction, the Vital Element," and Margaret Hickey of *Ladies' Home Journal* appraised "The Near Look and the Far Vision."

• Keith Funston, president of the New York Stock Exchange, suggested ways in which he felt agencies can play "a challenging role" in broadening stock ownership among the American public.

• The importance of confidence as "the essential ingredient in advertiser-agency relationships" was spelled out in a closed session by Edwin Ebel, General Foods Corp. vice president for advertising and consumer relations and board chairman of the Assn. of National Advertisers.

Retiring President Little, closing out the convention on Saturday, devoted his address to an examination of "the effect of the commission method (of compensation) on creativity," pointing out that "the success of advertising in our economy depends, more than anything else, on its creative worth."

Mr. Little said:

"Judging by results, the commission method has in every way proved its worth.

"Agencies are happy with it, since it has enabled the U. S. to develop so many of what are some of the most skillful and creative advertising agencies in the world.

"Media are, or should be, happy, since there has been a steady increase in the volume of advertising. Every year since the end of World War II has set new records.

"Advertisers should be happy, since they are enjoying unprecedented prosperity. In 1953-54, when there were economic doubts, advertisers stepped up their advertising efforts, consumers continued to buy, and the economy has since gone on to reach new highs."

He made it clear that "actually neither the antitrust action nor the AAAA settlement have anything to do with the media commission method of compensating agencies." However, he asserted, "some advertisers" apparently have construed the Justice Dept. action as giving them "opportunity" to "raise" questions.

This, Mr. Little said, is despite the fact that "the advertising business, operating under the media commission method, has advanced so far in the last 20 years that it seems fully to have justified the conclusion reached in the early 1930s "that the media commission method . . . while not perfect, is the most practicable one for maintaining the true and long-run interests of all advertisers and all media."

In any case, he said, it is media individually which "will determine the issue now and in the future, as they have done in the past."

For their commissions, Mr. Little asserted, agencies render many services; develop new advertisers and therefore new business for media; reduce mortality among advertisers (media's customers); simplify credit operations among media, and reduce media costs for the preparation of advertising.

But the agency's "great service," he said, is its "dedication to successful creative work—to the overruling idea of creating advertising that

sells." The commission method of compensation, he continued, rewards the agency "in proportion to the use made of its organization . . . behind the service and development of advertising."

Marvin Pierce, president of McCall Corp., also devoted his address to the commission system, tracing its history from its beginnings at the start of the current century. He attributed to radio and television—and the increased specialization they require within agencies—a share of the credit "for the absence of any formidable challenge to the method since 1934."

Switzerland's Dr. Farner, while dealing primarily with the agency's role in international advertising, also took occasion in his Saturday speech to voice his agreements that "the commission system, in its present form, is considered to be the best—not for advertising agents alone, but for advertising itself."

Meanwhile, New York Stock Exchange President Funston, addressing the Friday morning meeting, reviewed the nation's economic outlook, said "it is clear that in order to sell tomorrow's products, your clients must first build tomorrow's plants—and advertising agencies can lend vital assistance in stimulating the sound mass investment which will aid industry to tap the pooled savings of our people."

Why, he asked, shouldn't advertisers promote their corporate as well as their brand names, thus creating public awareness of and confidence in the company itself? In the same vein, he continued, "Isn't there a place in your advertising, merchandising and packaging where the easy availability of corporate shares for Joe Public can be explained engagingly?"

Dealers also need to be sold on the company as well as on its products, he said, so they will know that they too "can own a share." And, he asked, are companies "wooing stockholders with the same intensity" that they reserve for customers?

These are areas, Mr. Funston concluded, which agencies might explore in helping their clients to raise the growth capital they will need in the years ahead.

TV ADDS TO HEADACHES, AAAA TOLD BY TINKER

McCann-Erickson vice president and creative director sees complexities of agency operation putting too heavy a load on creative people.

THE GROWING complexity of the advertising business must not be allowed to overwhelm the creative man, and all agency personnel must be educated in new and more efficient ways to get the best results from him.

This was the warning sounded to the American Assn. of Advertising Agencies' annual meeting last week by John H. Tinker Jr., senior vice president and creative director of McCann - Erickson, as he scanned the business in a speech he called "The View from Cloud Thirteen."



MR. TINKER

"From Cloud Thirteen," he said, "it's obvious that not only have extra services made our business increasingly complex, but the pure creative operation has also become more complicated, placing a heavy responsibility on creative management personnel."

He told the agency gathering that "television alone has daily tripled our creative headaches." Describing the tv executive's life as one of "hysteria, doom, despair and dyspepsia," he ticked off some of the problems: "Ten to 25 pictures for a storyboard. Music, recordings, sound tracks, union, rehearsals. Four thousand bucks to shoot a 60-second spot. Royalties for the actors, etc, etc, etc." he added:

"Then if you take the poor beat-up creative genius who's got to pull it all together, and ask him to sort out per capita sales figures, marketing strategy, red, white and green charts—mister, you're going to have a real glassy-eyed individual. . . .

"In tv more than any other area we must spare our harried creative breed from too much extra heavy thinking, if they are going to turn out bright, fresh, distinctive commercials.

"Years ago my family and I would see from 20 to 30 commercials in an average evening. Today we have from 40 to 70 thrown at us. I saw five during a one-minute station break. . . .

"This is like having five salesmen shouting at you one after another in a minute's time.

"The fact is, with the increased costs in tv, there has been a trend to more and shorter commercials. And with color tv looming larger every day—let us all pray!—the costs will only skyrocket and the number of short commercials, the number of participants in any big program, will grow.

"To have your message seen, heard and remembered above the din calls for the finest creative skill you can muster.

"If too much undigested information can be dangerous, too little time can be even deadlier. There are still only 24 desperate hours in the day. The more services or functions we add to our business, the more we're apt to crowd the creative function, the final act, into a corner."

Mr. Tinker called for simplification both in advertising and in intra-agency affairs; for management guidance of creative people, and for better understanding of their problems.

Although many of the seasoned men of management are "a lost generation" so far as television is concerned, he said they nevertheless are "called upon to guide, manage and to sit in judgment" on the "new and sometimes frightening medium."

At McCann-Erickson, he reported, weekly sessions have been instituted where management, account men, print writers and artists

[*A&A continues on page 43*]

Big Personnel Problem for Agencies Predicted by Strouse

HOW MUCH billing will U. S. advertising agencies be handling in 1965, and how many people will they need to do it?

Norman H. Strouse, president of J. Walter Thompson Co., analyzed the problem for the American Assn. of Advertising Agencies' annual meeting last Saturday (April 28) and showed that agencies will have to add some 2,100 new "specialized" personnel—and a like number of clerical help and other non-specialists—each year between now and then to do the job.



MR. STROUSE

The 2,100 new specialists per year, he figured, would include some 144 radio and television production people a year, plus 528 account representatives, 105 media selection people, 480 copywriters, 106 in research, and others.

Mr. Strouse estimated, using President Eisenhower's economic report of January 1955 as a starting point, that total advertising volume—which rose from $5.7 billion in 1950 to $9 billion in 1955— may rise to $12 billion in 1960 and $15.2 billion in 1965.

National advertising volume he calculated, will continue its rise from $3.3 billion in 1950 and $5.3 billion in 1955 by going to $7.2 billion in 1960 and $9.1 billion in 1965.

He cited AAAA figures to show that the total volume of agency business amounted to $3.5 billion in 1955, or about two-thirds of the national advertising volume. Projecting further, he estimated agency volume at $4.8 billion in 1960 and $6 billion in 1965.

He figured "conservatively" that it takes about 12.5 persons to handle each million dollars of volume—or 43,750 persons for 1955 agency business, 60,000 for 1960 and 75,000 for 1965.

The increase needed, he said, comes down to 3,125 persons a year. He estimated that half of these must be "specialists"—approximately 1,560 a year, on the average—and that to these must be added an annual total of about 547 to replace losses through death, retirement or change in occupations.

"If your recruitment and training program is not set up to accomplish [your personnel requirement]," Mr. Strouse warned in his address, "you will be forced into a position of cannibalizing the advertising business generally to meet your needs."

Cannibalizing—raiding other agencies—harms the advertising profession generally, he asserted, but he made plain that he was not referring to "the normal, healthy shifts and changes" that result from impatience, dissatisfaction, failure on specific assignments, or "occasional" inability to provide needed opportunities or compensation.

Proselyting from non-agency fields is another matter, he said. He saw no need for "restraint" there, pointing out that "each occupation or profession has its own responsibility—and we are drawn on often enough to meet needs in non-agency areas."

Moreover, he said, proselyting will be necessary because "we cannot recruit and 'grow our own crops' fast enough."

The agency field already has shown that it can do "quite a remarkable job of procurement," Mr. Strouse said. He pointed out that the total population of 4A agencies rose from 12,000 to about 30,000 between 1945 and 1955. This means, he said, that "close to two-thirds of the agency personnel at work today have had less than 10 years in the business."

He said this procurement job "probably could not have been done except for the character of the agency business and its methods of compensation."

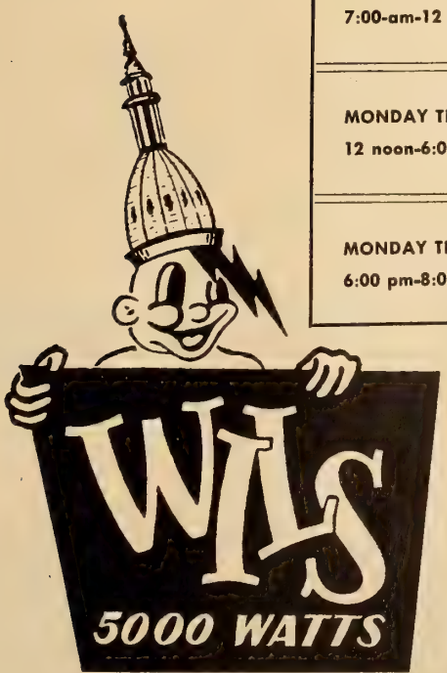
WILS
LANSING 5000 WATTS

37.1%
AUDIENCE INCREASE SINCE 1955

AS DOCUMENTED BY C. E. HOOPER, INC.

MARCH 1956 SHARE OF AUDIENCE

	WILS	NETWORK STATION B	NETWORK STATION C
MONDAY THRU FRI. 7:00-am-12 noon	48.8	24.4	18.7
MONDAY THRU FRI. 12 noon-6:00 pm	61.8	16.3	14.4
MONDAY THRU FRI. 6:00 pm-8:00 pm	48.7	23.3	22.9



Michigan's Liveliest Station

LEADS IN 51 OUT OF 52
QUARTER HOURS • HOOPER, MARCH 1956

CALL
VENARD-RINTOUL-McCONNELL, INC.

FARM FACTS AND FOLDING MONEY



Located in the heart of the world's richest agricultural area, KFAB's program schedule has always been wide-scope. With an audience dictated balance of entertainment, markets and other farm service features. The station's Farm Department is recognized nationally as one of the finest.

Over thirty-two years of continuous programming to a five-state area has made KFAB one of the nation's outstanding farm stations and has produced sales and folding money for regional and national advertisers. Mail response, success stories and all-around results substantiate surveys to prove KFAB IS THE TOP FARM STATION IN THE AREA.

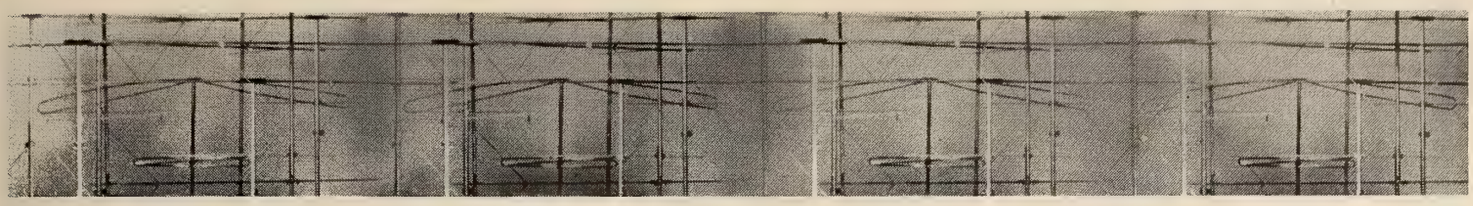
For the true facts on the Nebraska Farm Market and KFAB . . . facts that will mean folding money in your pocket, ask Peters, Griffin, Woodward or contact General Manager, Harry Burke. Ask for a detailed report on the midwest farm market and your copy of the new brochure — "Farm Facts and Folding Money."

THE MIDWEST-EMPIRE STATION

50,000 WATTS

KFAB

OMAHA NBC RADIO



TV HOUSEHOLDS BY U. S. COUNTIES

DISTRIBUTION of U. S. television households among the 3,070 counties of the nation's 48 states, estimated by Advertising Research Foundation as of June 1955, is reported in the following tabulation. Shown are the total number of households in each county, the number of households with one or more tv sets and the percentage of households with tv.

Data used by the ARF as the basis for its estimates came from two sources, the U. S. Bureau of the Census and independent research organizations. The census people, at ARF's request, included questions about tv ownership in 230 primary sampling units while making a regular current population survey last June. From these interviews the number of tv homes was estimated.

To obtain the county figures, ARF took those counties for which both the Census Bureau and the independent research organizations had estimates and matched the figures. The correlation revealed by this match was turned into a mathematical equation by which all county figures could be worked out. The value of its data, ARF says, is that the figures "establish a standard set of figures, impartially arrived at and acceptable on an industry-wide basis." Although tv homes have obviously increased in most U. S. counties since the date of these figures, the ARF estimates are the most timely and authoritative now available.

— Indicates percentage of tv households is less than 10%.
* Indicates state total includes estimated number of tv households for counties having less than 10% set ownership.

State and County	House-holds	% With Tv	No. With Tv
ALABAMA	**799,200**	**45**	**362,400**
Autauga	4,100	24	980
Baldwin	11,500	43	4,990
Barbour	6,500	13	860
Bibb	3,900	53	2,090
Blount	7,100	46	3,240
Bullock	3,600	28	1,000
Butler	6,500	28	1,850
Calhoun	22,000	53	11,770
Chambers	9,600	38	3,670
Cherokee	3,800	47	1,790
Chilton	6,500	44	2,890
Choctaw	4,200	26	1,080
Clarke	6,400	27	1,750
Clay	3,000	35	1,040
Cleburne	2,700	34	920
Coffee	7,100	29	2,040
Colbert	10,600	24	2,520
Conecuh	4,500	24	1,100
Coosa	2,500	37	920
Covington	10,000	25	2,460
Crenshaw	4,500	31	1,400
Cullman	11,700	55	6,450
Dale	4,800	29	1,390
Dallas	14,100	34	4,740
De Kalb	11,200	36	3,990
Elmore	7,100	43	3,020
Escambia	7,400	39	2,920
Etowah	27,500	55	15,260
Fayette	4,400	28	1,220
Franklin	6,100	28	1,740
Geneva	6,000	16	960
Greene	3,500	17	610
Hale	4,500	19	840
Henry	3,800	29	1,090
Houston	11,900	36	4,320
Jackson	8,700	34	2,950
Jefferson	166,400	64	107,260
Lamar	3,600	36	1,290
Lauderdale	14,800	18	2,620
Lawrence	6,300	31	1,950
Lee	11,300	40	4,570
Limestone	8,400	40	3,330
Lowndes	3,600	23	820
Macon	6,700	25	1,640
Madison	18,900	33	6,310
Marengo	6,800	16	1,070
Marion	6,600	40	2,630
Marshall	11,600	43	4,950
Mobile	73,000	54	39,640
Monroe	5,400	19	1,030
Montgomery	41,600	51	21,300
Morgan	14,400	53	7,700
Perry	4,100	20	800
Pike	7,200	23	1,630
Randolph	5,000	39	1,930
Russell	10,300	39	4,010
St. Clair	6,400	43	2,770
Shelby	7,400	64	4,710
Sumter	5,200	27	1,420
Talladega	16,100	60	9,610
Tallapoosa	8,400	39	3,240
Tuscaloosa	23,600	37	8,710
Walker	15,300	58	8,860
Washington	3,400	26	890
Wilcox	4,700	14	650
Winston	4,300	50	2,150
ARIZONA	**280,600**	**50**	***139,720**
Apache	5,800	—	—
Cochise	10,400	13	1,330
Coconino	7,600	14	1,060
Gila	7,500	34	2,520
Graham	3,600	16	580
Greenlee	4,100	12	500
Maricopa	134,500	66	88,770
Mohave	2,500	—	—
Navajo	7,500	—	—
Pima	61,700	48	29,370
Pinal	14,400	53	7,620
Santa Cruz	2,600	26	670
Yavapai	7,400	16	1,200
Yuma	11,000	46	5,020
ARKANSAS	**512,800**	**36**	***186,000**
Arkansas	6,800	49	3,300
Ashley	6,300	39	2,470
Baxter	3,100	13	390
Benton	11,400	20	2,310
Boone	4,600	27	1,260
Bradley	3,900	28	1,110
Calhoun	1,500	30	450
Carroll	3,900	17	650
Chicot	5,600	26	1,440
Clark	5,700	32	1,840
Clay	6,800	35	2,380
Cleburne	2,700	23	630
Cleveland	2,200	21	460
Columbia	7,300	33	2,390
Conway	4,100	39	1,610
Craighead	13,200	61	8,010
Crawford	6,100	26	1,590
Crittenden	12,700	47	5,980
Cross	5,900	47	2,770
Dallas	2,900	36	1,040
Desha	6,000	27	1,590
Drew	4,500	18	830
Faulkner	6,200	41	2,540
Franklin	2,900	23	660
Fulton	2,400	14	350
Garland	14,800	41	5,990
Grant	2,300	44	1,010
Greene	7,300	30	2,190
Hempstead	6,200	23	1,430
Hot Spring	6,700	35	2,330
Howard	3,100	49	1,510
Independence	6,000	36	2,150
Izard	2,400	—	—
Jackson	6,900	37	2,550
Jefferson	22,000	34	7,520
Johnson	4,100	—	—
Lafayette	3,200	31	1,000
Lawrence	5,300	38	2,040
Lee	5,800	40	2,300
Lincoln	3,800	20	750
Little River	2,800	51	1,430
Logan	4,500	18	810
Lonoke	6,700	48	3,200
Madison	2,600	12	330
Marion	2,100	—	—
Miller	10,000	68	6,820
Mississippi	20,900	54	11,370
Monroe	4,800	28	1,360
Montgomery	1,600	—	—
Nevada	3,500	29	1,020
Newton	1,900	—	—
Ouachita	9,900	24	2,360
Perry	1,300	25	330
Phillips	12,600	30	3,820
Pike	2,500	23	580
Poinsett	8,900	51	4,570
Polk	3,800	15	560
Pope	5,800	19	1,090
Prairie	3,300	40	1,310
Pulaski	63,700	42	26,950
Randolph	3,700	36	1,350
St. Francis	8,900	40	3,540
Saline	6,400	42	2,690
Scott	2,400	12	290
Searcy	2,600	14	370
Sebastian	20,300	63	12,710
Sevier	3,100	28	860
Sharp	2,200	—	—
Stone	1,800	—	—
Union	14,200	34	4,870
Van Buren	2,400	35	840
Washington	15,200	26	3,890
White	10,300	29	2,980
Woodruff	4,100	22	910
Yell	3,400	23	770
CALIFORNIA	**4,200,500**	**71**	***2,984,910**
Alameda	282,700	73	206,370
Alpine	200	32	60
Amador	2,900	50	1,450
Butte	23,900	49	11,620
Calaveras	3,500	46	1,600
Colusa	3,900	51	1,990
Contra Costa	105,400	65	69,040
Del Norte	5,300	22	1,160
Eldorado	6,500	40	2,600
Fresno	92,500	65	60,310
Glenn	5,200	46	2,370
Humboldt	29,200	56	16,410
Imperial	18,200	45	8,120
Inyo	4,500	13	590
Kern	73,800	65	47,820
Kings	14,700	67	9,830
Lake	4,700	34	1,600
Lassen	7,300	—	—
Los Angeles	1,721,400	79	1,364,930
Madera	11,400	67	7,670
Marin	32,800	68	22,440
Mariposa	1,700	38	640
Mendocino	15,700	20	3,120
Merced	23,200	57	13,340
Modoc	3,500	—	—
Mono	800	17	140
Monterey	51,100	51	25,910
Napa	16,400	34	5,640
Nevada	7,000	49	3,400
Orange	116,500	71	82,600
Placer	14,700	57	8,310
Plumas	4,700	27	1,280
Riverside	72,000	62	44,860
Sacramento	111,400	64	71,520
San Benito	4,700	48	2,250
San Bernardino	121,000	61	74,420
San Diego	243,500	78	190,420
San Francisco	280,100	77	215,400
San Joaquin	69,700	64	44,680
San Luis Obispo	20,700	46	9,540
San Mateo	106,300	68	72,500
Santa Barbara	33,800	61	20,750
Santa Clara	118,500	69	82,240
Santa Cruz	25,700	59	15,160
Shasta	14,600	33	4,760
Sierra	800	30	240
Siskiyou	11,000	16	1,770
Solano	38,800	72	27,780
Sonoma	41,300	49	20,400
Stanislaus	45,100	51	23,140
Sutter	9,100	45	4,130
Tehama	6,900	53	3,680
Trinity	2,300	22	500
Tulare	44,600	59	26,400
Tuolumne	4,400	48	2,110
Ventura	43,100	73	31,590
Yolo	15,700	46	7,240
Yuba	10,100	43	4,360
COLORADO	**452,900**	**53**	***239,720**
Adams	14,000	72	10,010
Alamosa	2,800	—	—
Arapahoe	20,400	56	11,440
Archuleta	700	—	—
Baca	2,600	—	—
Bent	2,200	19	430
Boulder	15,700	57	8,870
Chaffee	2,200	24	530
Cheyenne	1,100	—	—
Clear Creek	1,200	43	520
Conejos	2,400	—	—
Costilla	1,200	—	—
Crowley	1,400	45	630
Custer	600	27	160
Delta	5,500	20	1,080
Denver	156,700	73	114,080
Dolores	600	—	—
Douglas	1,200	39	460
Eagle	1,200	13	160
Elbert	1,100	44	490
El Paso	30,700	54	16,460
Fremont	5,500	35	1,950
Garfield	3,700	—	—
Gilpin	200	24	50
Grand	1,100	29	320
Gunnison	1,700	—	—
Hinsdale	100	13	10
Huerfano	3,000	20	600
Jackson	700	27	190
Jefferson	22,500	62	13,970
Kiowa	900	27	240
Kit Carson	2,700	—	—
Lake	1,800	35	630
La Plata	4,200	12	500
Larimer	14,600	63	9,200
Las Animas	6,900	13	910
Lincoln	1,900	19	370
Logan	5,200	56	2,890
Mesa	13,000	39	5,040
Mineral	200	—	—
Moffat	1,800	—	—
Montezuma	3,000	—	—
Montrose	4,500	19	870
Morgan	5,300	50	2,640
Otero	7,700	42	3,210
Ouray	600	—	—
Park	500	28	140
Phillips	1,500	17	260
Pitkin	500	—	—
Prowers	5,000	—	—
Pueblo	28,600	50	14,240
Rio Blanco	1,700	—	—
Rio Grande	3,600	—	—
Routt	2,600	—	—
Saguache	1,400	—	—
San Juan	400	—	—
San Miguel	700	—	—
Sedgwick	1,500	—	—
Summit	400	21	80
Teller	600	37	220
Washington	2,500	33	840
Weld	19,800	60	11,920
Yuma	3,300	21	680
CONNECTICUT	**666,200**	**80**	**530,180**
Fairfield	169,500	80	135,430
Hartford	180,300	82	147,670
Litchfield	33,200	78	25,760
Middlesex	21,400	80	17,140
New Haven	178,300	83	147,810
New London	48,000	63	30,140
Tolland	14,800	72	10,700
Windham	20,700	75	15,530
DELAWARE	**104,800**	**79**	**83,050**
Kent	12,700	80	10,150
New Castle	70,700	81	57,410
Sussex	21,400	72	15,490

FOR YOUR CONVENIENCE in retaining these county-by-county tv set circulation figures, the entire section is perforated. It can be torn out and kept in your files.

TV HOUSEHOLDS

State and County	House-holds	% With Tv	No. With Tv
DIST. OF COLUMBIA	**249,800**	**82**	**206,090**
FLORIDA	**1,039,600**	**52**	***541,450**
Alachua	16,700	34	5,590
Baker	1,400	66	920
Bay	17,900	39	6,930
Bradford	3,400	61	2,090
Brevard	8,700	48	4,190
Broward	48,000	66	31,630
Calhoun	2,200	42	920
Charlotte	1,600	34	550
Citrus	1,700	32	540
Clay	4,800	56	2,680
Collier	2,500	44	1,100
Columbia	5,000	41	2,030
Dade	222,400	71	159,010
De Soto	2,700	20	550
Dixie	800	33	260
Duval	103,600	69	72,000
Escambia	38,000	58	21,960
Flagler	1,100	32	350
Franklin	1,800	12	220
Gadsden	8,100	—	—
Gilchrist	700	39	270
Glades	600	21	130
Gulf	2,200	21	450
Hamilton	2,200	29	630
Hardee	2,800	26	720
Hendry	1,800	45	800
Hernando	2,000	33	660
Highlands	5,200	21	1,080
Hillsborough	85,600	59	50,420
Holmes	3,200	—	—
Indian River	4,400	30	1,320
Jackson	8,700	14	1,210
Jefferson	2,500	20	500
Lafayette	700	21	140
Lake	12,600	46	5,770
Lee	9,400	46	4,290
Leon	16,100	—	—
Levy	2,800	19	550
Liberty	1,100	—	—
Madison	3,200	23	750
Manatee	12,900	55	7,070
Marion	12,300	32	3,900
Martin	2,800	44	1,230
Monroe	10,800	32	3,420
Nassau	3,700	62	2,290
Okaloosa	8,900	38	3,360
Okeechobee	1,000	41	410
Orange	47,500	55	26,030
Osceola	4,200	46	1,920
Palm Beach	45,800	55	25,010
Pasco	7,700	29	2,270
Pinellas	78,000	40	31,120
Polk	43,300	31	13,380
Putnam	7,700	46	3,570
St. Johns	8,200	52	4,290
St. Lucie	8,700	29	2,540
Santa Rosa	5,000	37	1,850
Sarasota	13,700	32	4,440
Seminole	8,500	37	3,150
Sumter	3,100	34	1,040
Suwannee	4,300	29	1,260
Taylor	2,800	22	610
Union	1,200	55	660
Volusia	28,600	34	9,750
Wakulla	1,500	—	—
Walton	4,000	21	840
Washington	3,200	11	360
GEORGIA	**940,800**	**53**	***502,470**
Appling	3,100	20	630
Atkinson	1,700	18	310
Bacon	2,200	42	920
Baker	1,100	10	110
Baldwin	5,000	30	1,500
Banks	1,600	32	500
Barrow	3,500	60	2,090
Bartow	7,000	65	4,550
Ben Hill	3,900	24	920
Berrien	3,100	19	600
Bibb	34,900	53	18,530
Bleckley	2,300	38	890
Brantley	1,500	32	480
Brooks	3,800	19	730
Bryan	1,400	24	340
Bulloch	5,900	38	2,270
Burke	5,700	34	1,920
Butts	2,300	66	1,520
Calhoun	2,200	21	460
Camden	2,200	45	1,000
Candler	1,900	30	570
Carroll	8,800	63	5,550
Catoosa	4,200	65	2,730
Charlton	1,100	55	610
Chatham	46,300	57	26,390
Chattahoochee	1,600	67	1,070
Chattooga	5,500	52	2,870
Cherokee	5,300	65	3,450
Clarke	10,500	46	4,820
Clay	1,400	26	360
Clayton	7,200	72	5,170
Clinch	1,500	33	500
Cobb	21,300	71	15,120
Coffee	5,600	15	850
Colquitt	8,900	19	1,690
Columbia	2,300	51	1,180
Cook	3,000	11	350
Coweta	7,300	63	4,630
Crawford	1,200	44	520
Crisp	4,700	38	1,770
Dade	1,700	66	1,130
Dawson	700	39	280
Decatur	6,300	11	670
De Kalb	46,900	74	34,610
Dodge	4,000	38	1,530
Dooly	3,200	36	1,150
Dougherty	14,400	35	5,050
Douglas	3,000	75	2,260
Early	4,100	—	—
Echols	500	32	160
Effingham	2,300	24	540
Elbert	4,500	54	2,450
Emanuel	4,400	24	1,070
Evans	1,500	48	720
Fannin	3,600	38	1,370
Fayette	1,900	70	1,330
Floyd	17,400	57	9,970
Forsyth	2,700	61	1,660
Franklin	3,300	59	1,940
Fulton	145,400	78	114,130
Gilmer	2,400	39	930
Glascock	700	25	170
Glynn	9,200	48	4,420
Gordon	4,800	69	3,290
Grady	4,700	—	—
Greene	2,900	40	1,170
Gwinnett	8,500	60	5,130
Habersham	4,200	40	1,660
Hall	10,900	72	7,870
Hancock	2,300	31	720
Haralson	3,700	69	2,560
Harris	2,600	49	1,270
Hart	3,300	49	1,620
Heard	1,500	42	630
Henry	3,700	65	2,410
Houston	6,700	51	3,430
Irwin	2,400	18	420
Jackson	4,500	50	2,250
Jasper	1,700	42	710
Jeff Davis	2,400	21	510
Jefferson	4,300	48	2,050
Jenkins	2,400	38	900
Johnson	2,400	25	600
Jones	1,700	33	560
Lamar	2,400	59	1,410
Lanier	1,300	18	240
Laurens	7,400	43	3,200
Lee	1,400	43	600
Liberty	2,200	36	800
Lincoln	1,300	57	740
Long	900	31	280
Lowndes	11,300	27	3,010
Lumpkin	1,500	32	480
McDuffie	2,900	70	2,040
McIntosh	1,600	23	370
Macon	3,200	36	1,170
Madison	2,700	43	1,150
Marion	1,400	31	440
Meriwether	5,200	56	2,900
Miller	2,200	14	320
Mitchell	5,300	18	930
Monroe	2,400	64	1,550
Montgomery	1,700	—	—
Morgan	2,600	45	1,160
Murray	2,400	68	1,620
Muscogee	34,200	69	23,530
Newton	5,100	67	3,420
Oconee	1,600	45	720
Oglethorpe	2,300	38	890
Paulding	2,700	65	1,750
Peach	2,900	46	1,350
Pickens	2,300	57	1,320
Pierce	2,400	21	510
Pike	1,900	47	890
Polk	7,900	65	5,170
Pulaski	2,200	40	890
Putnam	1,700	30	500
Quitman	800	20	160
Rabun	1,700	43	740
Randolph	3,000	29	860
Richmond	42,800	51	21,870
Rockdale	2,200	69	1,520
Schley	800	24	190
Screven	4,200	21	870
Seminole	1,900	24	460
Spalding	8,500	71	6,050
Stephens	4,600	48	2,230
Stewart	2,200	23	500
Sumter	6,200	38	2,350
Talbot	1,800	43	780
Taliaferro	900	42	380
Tattnall	3,500	19	660
Taylor	2,300	42	970
Telfair	2,800	20	570
Terrell	3,100	44	1,380
Thomas	9,000	11	970
Tift	6,200	25	1,570
Toombs	4,200	23	950
Towns	1,000	36	370
Treutlen	1,400	18	260
Troup	13,700	61	8,370
Turner	2,400	27	640
Twiggs	1,800	25	440
Union	1,700	35	600
Upson	6,600	50	3,300
Walker	11,100	57	6,370
Walton	5,000	66	3,290
Ware	7,900	52	4,130
Warren	2,100	37	780
Washington	4,700	29	1,390
Wayne	3,400	28	960
Webster	800	21	170
Wheeler	1,400	18	250
White	1,400	36	510
Whitfield	9,700	70	6,810
Wilcox	2,400	39	930
Wilkes	2,800	52	1,460
Wilkinson	2,300	26	600
Worth	4,300	22	950
IDAHO	**176,700**	**45**	***80,070**
Ada	24,300	61	14,920
Adams	900	32	280
Bannock	12,400	51	6,300
Bear Lake	1,900	50	960
Benewah	1,600	50	800
Bingham	6,600	54	3,580
Blaine	1,400	31	440
Boise	600	56	340
Bonner	4,500	59	2,670
Bonneville	9,600	69	6,640
Boundary	1,600	49	780
Butte	800	38	300
Camas	300	25	80
Canyon	16,600	43	7,220
Caribou	2,000	36	710
Cassia	4,000	35	1,410
Clark	200	55	110
Clearwater	2,300	34	780
Custer	1,000	23	240
Elmore	2,400	46	1,090
Franklin	2,600	39	1,020
Fremont	2,500	65	1,630
Gem	2,400	50	1,190
Gooding	3,300	23	740
Idaho	3,300	15	510
Jefferson	2,800	40	1,110
Jerome	3,400	21	710
Kootenai	7,700	63	4,810
Latah	5,900	45	2,630
Lemhi	1,800	—	—
Lewis	1,200	19	220
Lincoln	1,100	23	250
Madison	2,500	68	1,690
Minidoka	2,500	35	880
Nez Pierce	7,400	25	1,810
Oneida	1,100	43	480
Owyhee	1,700	51	880
Payette	3,600	35	1,260
Power	900	52	460
Shoshone	6,700	47	3,160
Teton	700	62	430
Twin Falls	12,900	25	3,260
Valley	1,200	25	300
Washington	2,500	36	910
ILLINOIS	**2,877,500**	**77**	**2,227,440**
Adams	22,100	73	16,110
Alexander	7,300	40	2,930
Bond	4,700	67	3,170
Boone	5,500	53	2,900
Brown	2,300	70	1,610
Bureau	12,200	59	7,160
Calhoun	1,800	80	1,440
Carroll	6,400	73	4,680
Cass	4,700	71	3,340
Champaign	32,600	61	19,890
Christian	12,800	59	7,560
Clark	5,700	57	3,260
Clay	5,600	35	1,940
Clinton	6,900	64	4,430
Coles	13,600	52	7,020
Cook	1,480,000	87	1,290,710
Crawford	7,400	57	4,230
Cumberland	3,300	67	2,210
De Kalb	13,200	73	9,640
De Witt	5,600	64	3,610
Douglas	5,400	69	3,720
Du Page	56,200	79	44,570
Edgar	7,900	58	4,600
Edwards	3,000	34	1,010
Effingham	6,700	61	4,080
Fayette	7,300	56	4,100
Ford	5,200	72	3,730
Franklin	16,300	38	6,180
Fulton	14,900	75	11,220
Gallatin	2,900	20	580
Greene	6,200	67	4,170
Grundy	6,300	68	4,270
Hamilton	3,900	17	640
Hancock	8,700	68	5,910
Hardin	2,200	16	360
Henderson	2,600	62	1,600
Henry	16,100	79	12,700
Iroquois	10,800	53	5,670
Jackson	12,900	50	6,490
Jasper	3,900	53	2,080
Jefferson	12,200	47	5,780
Jersey	4,900	65	3,190
Jo Daviess	6,900	57	3,940
Johnson	2,500	24	600
Kane	49,200	83	40,980
Kankakee	20,900	80	16,720
Kendall	3,900	79	3,090
Knox	18,400	73	13,450
Lake	60,100	84	50,720
La Salle	32,600	51	16,590
Lawrence	6,700	38	2,510
Lee	10,500	56	5,850
Livingston	11,300	55	6,230
Logan	8,900	68	6,080
McDonough	9,300	57	5,250
McHenry	18,200	74	13,470
McLean	24,600	55	13,410
Macon	35,500	66	23,390
Macoupin	14,500	56	8,180
Madison	63,700	80	51,090
Marion	13,300	60	8,010
Marshall	4,200	51	2,150
Mason	5,200	46	2,370
Massac	4,800	36	1,750
Menard	3,100	51	1,590
Mercer	5,500	74	4,040
Monroe	4,200	75	3,150
Montgomery	10,800	54	5,790
Morgan	10,100	61	6,120
Moultrie	4,200	58	2,420
Ogle	11,200	58	6,440
Peoria	58,800	79	46,450
Perry	7,000	53	3,680
Piatt	4,400	58	2,530
Pike	7,200	75	5,420
Pope	1,600	20	320
Pulaski	4,500	39	1,750
Putnam	1,400	35	490
Randolph	8,600	74	6,370
Richland	6,400	38	2,410
Rock Island	44,900	83	37,400
St. Clair	69,700	83	57,780
Saline	11,100	56	6,250
Sangamon	45,700	50	22,670
Schuyler	3,300	58	1,920
Scott	2,400	57	1,380
Shelby	7,900	33	2,620
Stark	2,700	59	1,590
Stephenson	13,600	71	9,710
Tazewell	27,300	73	20,010
Union	5,600	49	2,730
Vermilion	29,100	57	16,700
Wabash	4,800	38	1,810
Warren	8,000	63	5,020
Washington	4,700	63	2,940
Wayne	6,700	27	1,810
White	6,900	35	2,440
Whiteside	16,700	82	13,740
Will	43,900	81	35,730
Williamson	16,700	43	7,230
Winnebago	54,400	78	42,600
Woodford	7,000	58	4,070
INDIANA	**1,334,600**	**72**	**967,430**
Adams	7,000	70	4,900
Allen	64,600	71	45,610
Bartholomew	13,600	80	10,890
Benton	3,500	69	2,430
Blackford	4,500	54	2,410
Boone	8,400	74	6,230
Brown	1,600	59	950
Carroll	5,500	67	3,700
Cass	12,300	64	7,860
Clark	17,500	73	12,790
Clay	8,000	56	4,510
Clinton	10,200	76	7,790
Crawford	2,700	56	1,510
Daviess	8,400	61	5,160
Dearborn	8,100	76	6,160
Decatur	5,800	69	4,010
De Kalb	8,700	67	5,830
Delaware	32,000	76	24,320
Dubois	7,100	48	3,420
Elkhart	29,300	63	18,520
Fayette	7,900	68	5,330
Floyd	15,800	78	12,390
Fountain	6,100	59	3,610
Franklin	4,600	55	2,530
Fulton	5,600	76	4,230
Gibson	9,900	44	4,330
Grant	20,600	70	14,420
Greene	9,200	71	6,550
Hamilton	9,900	76	7,480
Hancock	7,300	80	5,850
Harrison	5,400	53	2,880
Hendricks	8,600	81	6,970
Henry	14,800	70	10,360
Howard	18,800	79	14,830
Huntington	10,600	49	5,190
Jackson	9,100	63	5,760
Jasper	5,400	73	3,920
Jay	7,700	51	3,960
Jefferson	6,600	75	4,940
Jennings	4,200	66	2,770
Johnson	9,100	82	7,470
Knox	14,100	68	9,570
Kosciusko	11,300	61	6,900
Lagrange	4,500	63	2,850
Lake	122,400	86	104,900
La Porte	26,100	75	19,520
Lawrence	10,900	69	7,490
Madison	36,400	84	30,650
Marion	198,400	85	168,040
Marshall	10,000	68	6,830
Martin	3,400	56	1,890
Miami	9,500	48	4,560
Monroe	14,600	70	10,230
Montgomery	9,900	81	8,010
Morgan	8,200	80	6,560
Newton	3,600	81	2,900
Noble	8,300	68	5,660
Ohio	1,300	69	890
Orange	5,200	51	2,640
Owen	3,800	62	2,350
Parke	4,900	71	3,480
Perry	5,200	54	2,800
Pike	4,600	55	2,540
Porter	13,400	80	10,770
Posey	6,200	64	3,960
Pulaski	4,000	62	2,500
Putnam	7,100	48	3,440
Randolph	9,300	77	7,110
Ripley	6,100	71	4,350
Rush	6,300	75	4,710
St. Joseph	70,700	77	54,090
Scott	4,300	66	2,840
Shelby	9,700	72	7,020
Spencer	4,600	45	2,050
Starke	5,400	69	3,730
Steuben	5,800	50	2,920
Sullivan	7,800	68	5,320
Switzerland	2,200	73	1,600
Tippecanoe	24,400	55	13,520
Tipton	4,900	69	3,380
Union	1,900	64	1,210
Vanderburgh	56,900	55	31,520
Vermillion	7,300	56	4,060
Vigo	36,400	80	29,010
Wabash	9,700	53	5,100
Warren	2,700	58	1,570
Warrick	7,200	52	3,770
Washington	5,200	58	3,020
Wayne	23,100	73	16,890
Wells	6,700	53	3,530
White	6,100	62	3,780
Whitley	6,600	70	4,630
IOWA	**824,800**	**68**	**561,630**
Adair	3,900	59	2,290
Adams	2,600	50	1,300
Allamakee	4,600	40	1,840
Appanoose	6,000	47	2,810
Audubon	3,500	69	2,410
Benton	7,100	75	5,300
Black Hawk	34,000	73	24,680
Boone	8,300	71	5,880

State and County	House-holds	% With Tv	No. With Tv
Bremer	5,700	61	3,480
Buchanan	6,000	74	4,430
Buena Vista	7,100	47	3,370
Butler	5,400	56	3,020
Calhoun	5,300	55	2,930
Carroll	6,500	70	4,520
Cass	6,200	76	4,740
Cedar	5,400	85	4,560
Cerro Gordo	14,700	68	10,000
Cherokee	5,200	66	3,410
Chickasaw	4,400	45	1,960
Clarke	3,100	39	1,210
Clay	6,100	48	2,920
Clayton	6,600	50	3,270
Clinton	16,100	82	13,140
Crawford	5,600	66	3,720
Dallas	7,700	76	5,850
Davis	3,000	32	950
Decatur	3,700	41	1,530
Delaware	5,100	73	3,720
Des Moines	14,400	79	11,320
Dickinson	4,000	45	1,800
Dubuque	20,500	66	13,470
Emmet	4,300	28	1,210
Fayette	8,200	49	4,030
Floyd	6,900	39	2,680
Franklin	5,100	66	3,360
Fremont	3,500	81	2,840
Greene	4,800	68	3,280
Grundy	4,300	67	2,860
Guthrie	4,400	67	2,930
Hamilton	6,300	76	4,790
Hancock	4,400	57	2,510
Hardin	7,400	81	6,020
Harrison	5,600	78	4,370
Henry	5,600	53	2,950
Howard	3,900	34	1,340
Humboldt	4,000	45	1,790
Ida	3,300	68	2,230
Iowa	4,800	67	3,230
Jackson	5,600	77	4,300
Jasper	10,100	70	7,100
Jefferson	5,000	61	3,050
Johnson	13,000	55	7,160
Jones	5,700	77	4,360
Keokuk	5,500	60	3,280
Kossuth	7,400	42	3,120
Lee	13,400	54	7,220
Linn	36,000	80	28,940
Louisa	3,300	83	2,730
Lucas	3,800	38	1,430
Lyon	4,200	70	2,940
Madison	4,200	67	2,810
Mahaska	7,900	52	4,140
Marion	7,600	77	5,840
Marshall	11,100	68	7,500
Mills	3,600	83	2,990
Mitchell	4,100	52	2,130
Monona	4,900	82	4,030
Monroe	3,200	47	1,520
Montgomery	5,200	80	4,170
Muscatine	10,700	84	9,020
O'Brien	6,000	63	3,800
Osceola	3,000	48	1,430
Page	7,200	77	5,520
Palo Alto	4,300	45	1,930
Plymouth	6,700	78	5,230
Pocahontas	4,500	49	2,200
Polk	78,000	80	62,710
Pottawattamie	21,800	76	16,500
Poweshiek	5,700	56	3,190
Ringgold	3,100	37	1,130
Sac	5,400	62	3,360
Scott	33,400	84	28,090
Shelby	4,500	75	3,380
Sioux	7,400	67	4,970
Story	13,300	78	10,360
Tama	6,900	73	5,060
Taylor	3,900	57	2,220
Union	5,300	53	2,810
Van Buren	3,600	59	2,130
Wapello	15,200	44	6,630
Warren	5,400	73	3,930
Washington	6,300	54	3,370
Wayne	3,800	41	1,560
Webster	13,900	78	10,770
Winnebago	3,900	63	2,460
Winneshiek	6,200	32	1,970
Woodbury	36,400	83	30,320
Worth	3,300	67	2,200
Wright	6,300	69	4,370
KANSAS	**676,300**	**52**	***354,040**
Allen	6,200	37	2,290
Anderson	3,400	30	1,020
Atchison	6,700	62	4,130
Barber	2,900	52	1,510
Barton	10,800	68	7,300
Bourbon	6,700	44	2,940
Brown	5,300	53	2,800
Butler	11,800	60	7,100
Chase	1,600	41	660
Chautauqua	2,300	30	690
Cherokee	8,500	42	3,530
Cheyenne	1,700	—	—
Clark	1,200	20	240
Clay	3,900	32	1,230
Cloud	5,200	26	1,330
Coffey	3,100	42	1,290
Comanche	1,300	42	540
Cowley	12,500	45	5,590
Crawford	15,100	47	7,070
Decatur	2,200	19	420
Dickinson	7,000	29	2,020
Doniphan	3,400	51	1,740
Douglas	11,800	55	6,500
Edwards	2,100	46	960
Elk	2,000	37	750
Ellis	5,400	35	1,870
Ellsworth	3,000	47	1,400
Finney	4,600	12	560
Ford	6,500	25	1,620
Franklin	6,600	55	3,610
Geary	7,100	27	1,910
Gove	1,000	21	210
Graham	1,500	20	300
Grant	1,600	—	—
Gray	1,400	19	270
Greeley	600	—	—
Greenwood	4,300	38	1,630
Hamilton	1,000	—	—
Harper	3,500	51	1,800
Harvey	7,300	54	3,960
Haskell	700	11	80
Hodgeman	900	15	140
Jackson	3,600	69	2,490
Jefferson	3,700	56	2,070
Jewell	3,000	16	480
Johnson	33,400	71	23,650
Kearny	1,000	—	—
Kingman	3,300	48	1,590
Kiowa	1,500	50	750
Labette	10,600	37	3,930
Lane	1,000	29	290
Leavenworth	11,000	79	8,700
Lincoln	1,900	37	700
Linn	3,400	53	1,820
Logan	1,200	11	130
Lyon	8,000	41	3,260
McPherson	8,100	47	3,830
Marion	5,200	41	2,130
Marshall	6,000	29	1,760
Meade	1,600	13	200
Miami	6,200	65	4,040
Mitchell	3,200	35	1,130
Montgomery	16,800	44	7,430
Morris	2,500	33	820
Morton	900	13	120
Nemaha	4,300	36	1,540
Neosho	6,700	52	3,480
Ness	2,100	42	870
Norton	2,900	36	1,050
Osage	4,400	58	2,530
Osborne	2,600	34	880
Ottawa	2,500	34	840
Pawnee	3,000	64	1,910
Phillips	3,500	40	1,380
Pottawatomie	3,700	35	1,310
Pratt	4,000	53	2,130
Rawlins	1,600	—	—
Reno	18,800	67	12,500
Republic	3,800	25	940
Rice	5,100	65	3,290
Riley	9,300	32	2,990
Rooks	3,100	32	990
Rush	2,200	47	1,030
Russell	4,300	40	1,700
Saline	13,100	44	5,700
Scott	1,400	15	210
Sedgwick	100,200	67	66,930
Seward	3,500	—	—
Shawnee	40,800	65	26,680
Sheridan	1,100	17	180
Sherman	2,200	—	—
Smith	3,000	29	860
Stafford	2,900	50	1,450
Stanton	500	—	—
Stevens	1,200	—	—
Sumner	9,000	49	4,410
Thomas	2,300	14	320
Trego	1,700	17	290
Wabaunsee	2,300	40	910
Wallace	700	—	—
Washington	4,200	32	1,340
Wichita	700	14	100
Wilson	5,000	39	1,950
Woodson	2,200	30	660
Wyandotte	57,600	79	45,560
KENTUCKY	**804,000**	**47**	***380,970**
Adair	4,100	34	1,390
Allen	3,900	40	1,560
Anderson	2,400	60	1,430
Ballard	4,300	19	830
Barren	8,400	34	2,880
Bath	2,500	19	490
Bell	10,000	27	2,710
Boone	4,100	69	2,850
Bourbon	5,000	42	2,120
Boyd	13,900	73	10,110
Boyle	5,400	44	2,390
Bracken	2,400	62	1,480
Breathitt	3,800	11	430
Breckenridge	3,900	55	2,140
Bullitt	3,200	73	2,330
Butler	2,400	27	660
Caldwell	3,900	22	870
Calloway	6,000	31	1,870
Campbell	24,300	77	18,780
Carlisle	1,900	35	660
Carroll	2,400	74	1,770
Carter	4,900	59	2,900
Casey	3,800	31	1,160
Christian	10,800	37	3,950
Clark	5,500	25	1,380
Clay	4,100	13	550
Clinton	2,400	—	—
Crittenden	2,900	17	500
Cumberland	2,300	13	290
Daviess	16,700	57	9,570
Edmonson	2,200	24	530
Elliott	1,400	64	890
Estill	3,300	17	570
Fayette	30,200	39	11,690
Fleming	3,100	38	1,170
Floyd	10,300	49	5,080
Franklin	7,600	49	3,720
Fulton	3,700	30	1,100
Gallatin	1,200	68	820
Garrard	2,800	37	1,050
Grant	2,700	75	2,030
Graves	11,200	20	2,280
Grayson	4,500	32	1,430
Green	3,200	33	1,060
Greenup	6,000	61	3,640
Hancock	1,600	35	570
Hardin	11,400	53	5,990
Harlan	15,300	33	5,080
Harrison	4,000	61	2,450
Hart	4,000	42	1,680
Henderson	9,800	40	3,930
Henry	3,300	42	1,370
Hickman	2,200	18	410
Hopkins	11,100	22	2,450
Jackson	2,800	11	300
Jefferson	155,000	76	118,570
Jessamine	3,500	36	1,250
Johnson	5,500	49	2,680
Kenton	34,600	78	26,990
Knott	3,600	16	580
Knox	6,600	12	790
Larue	2,600	54	1,410
Laurel	6,000	13	790
Lawrence	3,200	52	1,670
Lee	1,800	11	210
Leslie	3,000	14	420
Letcher	7,900	17	1,370
Lewis	2,900	37	1,070
Lincoln	4,400	44	1,940
Livingston	2,300	15	330
Logan	6,300	39	2,450
Lyon	1,500	19	290
McCracken	27,800	22	6,060
McCreary	3,500	12	430
McLean	2,700	37	1,000
Madison	8,900	20	1,820
Magoffin	2,400	47	1,120
Marion	4,000	47	1,880
Marshall	4,500	36	1,640
Martin	2,300	40	920
Mason	5,100	62	3,140
Meade	2,500	65	1,620
Manifee	1,100	24	260
Mercer	4,200	50	2,120
Metcalfe	2,400	33	790
Monroe	3,300	39	1,290
Montgomery	3,500	29	1,010
Morgan	3,200	34	1,090
Muhlenberg	7,800	30	2,380
Nelson	4,800	69	3,290
Nicholas	2,100	54	1,130
Ohio	5,100	29	1,470
Oldham	2,600	61	1,590
Owen	2,700	59	1,580
Owsley	1,500	18	260
Pendleton	2,700	64	1,740
Perry	8,900	17	1,470
Pike	17,200	40	6,850
Powell	1,600	17	280
Pulaski	9,500	11	1,050
Robertson	800	55	440
Rockcastle	3,200	—	—
Rowan	3,000	41	1,220
Russell	3,200	21	670
Scott	4,400	44	1,930
Shelby	5,000	56	2,830
Simpson	3,300	45	1,490
Spencer	1,500	74	1,110
Taylor	4,000	46	1,820
Todd	3,400	41	1,400
Trigg	2,200	23	500
Trimble	1,500	45	680
Union	4,100	39	1,590
Warren	12,100	39	4,680
Washington	3,100	58	1,800
Wayne	3,800	13	500
Webster	4,500	21	950
Whitley	7,100	25	1,750
Wolfe	1,500	16	250
Woodford	3,200	45	1,430
LOUISIANA	**791,900**	**51**	**400,120**
Acadia	12,500	18	2,310
Allen	5,300	33	1,730
Ascension	6,000	47	2,820
Assumption	4,100	39	1,580
Avoyelles	10,200	32	3,290
Beauregard	5,300	30	1,600
Bienville	4,400	32	1,420
Bossier	12,200	44	5,390
Caddo	56,000	60	33,710
Calcasieu	32,300	43	13,890
Caldwell	2,600	40	1,030
Cameron	1,300	28	360
Catahoula	2,800	23	640
Claiborne	6,300	28	1,750
Concordia	3,800	37	1,390
De Soto	5,800	36	2,110
E Baton Rouge	58,700	55	32,400
East Carroll	4,000	34	1,370
E Feliciana	3,300	31	1,030
Evangeline	8,700	20	1,770
Franklin	7,100	37	2,610
Grant	3,500	33	1,150
Iberia	11,000	33	3,580
Iberville	7,100	27	1,890
Jackson	3,700	58	2,150
Jefferson	42,200	62	26,380
Jefferson Davis	7,200	30	2,170
Lafayette	17,100	34	5,750
Lafourche	11,000	56	6,180
La Salle	3,800	37	1,400
Lincoln	6,700	35	2,320
Livingston	5,500	37	2,020
Madison	4,500	43	1,910
Morehouse	8,800	35	3,100
Natchitoches	9,300	21	1,930
Orleans	178,000	72	129,040
Ouachita	24,100	54	12,940
Plaquemines	3,600	57	2,060
Pointe Coupee	5,300	29	1,550
Rapides	27,600	46	12,750
Red River	2,800	35	970
Richland	6,500	58	3,780
Sabine	5,200	14	740
St. Bernard	3,500	62	2,170
St. Charles	3,500	63	2,190
St. Helena	2,400	22	530
St. James	3,500	56	1,950
St. John Baptist	3,400	49	1,650
St. Landry	19,800	22	4,360
St. Martin	6,100	16	980
St. Mary	10,000	37	3,670
St. Tammany	7,900	59	4,680
Tangipahoa	15,500	57	8,800
Tensas	3,300	31	1,020
Terrebonne	11,500	62	7,100
Union	4,800	40	1,900
Vermillion	10,000	18	1,770
Vernon	5,900	18	1,050
Washington	10,700	65	6,990
Webster	9,900	48	4,740
W. Baton Rouge	3,200	22	710
West Carroll	3,800	52	1,990
W. Feliciana	1,600	25	390
Winn	4,400	35	1,520
MAINE	**262,800**	**64**	**168,140**
Androscoggin	24,700	72	17,730
Aroostook	24,400	15	3,780
Cumberland	51,400	77	39,780
Franklin	5,800	46	2,690
Hancock	10,100	55	5,600
Kennebec	23,700	73	17,350
Knox	8,700	66	5,720
Lincoln	5,400	71	3,830
Oxford	12,200	62	7,610
Penobscot	29,600	78	23,060
Piscataquis	5,300	61	3,240
Sagadahoc	6,300	74	4,690
Somerset	11,300	36	4,030
Waldo	6,300	57	3,600
Washington	9,900	46	4,570
York	27,700	75	20,860
MARYLAND	**716,700**	**77**	**552,650**
Allegany	26,100	46	11,950
Anne Arundel	35,200	77	26,960
Baltimore	365,700	83	305,350
Calvert	3,200	71	2,270
Caroline	5,500	77	4,240
Carroll	11,800	75	8,800
Cecil	9,500	75	7,130
Charles	6,100	67	4,070
Dorchester	8,000	66	5,310
Frederick	18,300	66	12,130
Garrett	5,200	39	2,010
Harford	16,500	83	13,710
Howard	6,900	68	4,710
Kent	4,000	78	3,130
Montgomery	57,900	79	45,860
Prince Georges	68,600	78	53,300
Queen Annes	4,200	75	3,150
St. Marys	8,500	65	5,500
Somerset	5,900	36	2,120
Talbot	6,100	75	4,590
Washington	23,600	68	16,070
Wicomico	12,500	61	7,640
Worcester	7,400	36	2,650
MASSACHUSETTS	**1,472,400**	**81**	**1,191,590**
Barnstable	17,300	77	13,290
Berkshire	42,100	82	34,480
Bristol	123,100	82	100,820
Dukes	1,800	80	1,430
Essex	169,500	82	138,480
Franklin	17,600	62	10,960
Hampden	118,400	80	94,130
Hampshire	25,100	67	16,920
Middlesex	324,600	82	266,500
Nantucket	1,100	71	780
Norfolk	126,900	80	101,650
Plymouth	64,300	82	52,660
Suffolk	270,400	84	226,050
Worcester	170,200	78	133,440
MICHIGAN	**2,096,200**	**77**	**1,623,370**
Alcona	1,600	60	950
Alger	2,900	17	500
Allegan	15,700	71	11,080
Alpena	6,700	20	1,330
Antrim	3,500	47	1,650
Arenac	2,900	67	1,930
Baraga	2,300	18	410
Barry	9,100	69	6,300
Bay	28,200	75	21,260
Benzie	2,500	35	880
Berrien	42,700	78	33,390
Branch	10,000	62	6,150
Calhoun	40,500	85	34,340
Cass	10,500	75	7,920
Charlevoix	4,000	30	1,200
Cheboygan	3,900	11	440
Chippewa	8,700	26	2,240
Clare	3,400	60	2,030
Clinton	9,700	67	6,510
Crawford	1,300	44	580
Delta	9,500	40	3,770
Dickinson	7,700	64	4,910
Eaton	13,700	60	8,170
Emmet	4,900	21	1,040
Genesee	92,600	77	70,930
Gladwin	2,500	78	1,960
Gogebic	8,100	39	3,130
Grand Traverse	8,600	44	3,810
Gratiot	10,300	76	7,780
Hillsdale	11,900	50	6,000
Houghton	11,500	11	1,230
Huron	9,600	62	5,930
Ingham	59,400	81	48,350

TV HOUSEHOLDS

State and County	House-holds	% With Tv	No. With Tv
Ionia	11,500	69	7,970
Iosco	3,800	51	1,940
Iron	5,600	18	1,000
Isabella	8,200	65	5,350
Jackson	35,400	76	26,900
Kalamazoo	43,700	82	35,920
Kalkaska	1,400	43	610
Kent	99,700	85	84,350
Keweenaw	700	13	90
Lake	1,800	35	630
Lapeer	10,100	68	6,870
Leelanau	2,500	30	760
Lenawee	22,000	72	15,880
Livingston	9,100	74	6,690
Luce	1,600	19	300
Mackinac	2,600	21	550
Macomb	68,700	85	58,530
Manistee	6,400	39	2,500
Marquette	14,900	18	2,650
Mason	6,600	53	3,470
Mecosta	5,800	68	3,960
Menominee	7,600	50	3,820
Midland	11,700	67	7,820
Missaukee	2,100	38	800
Monroe	25,400	83	21,060
Montcalm	10,700	70	7,500
Montmorency	1,200	23	280
Muskegon	41,800	78	32,480
Newaygo	7,100	64	4,570
Oakland	146,700	84	123,370
Oceana	5,200	40	2,100
Ogemaw	2,700	62	1,680
Ontonagon	3,000	24	730
Osceola	4,200	65	2,730
Oscoda	1,000	29	290
Otsego	1,700	60	1,010
Ottawa	24,800	70	17,430
Presque Isle	3,000	13	400
Roscommon	2,500	45	1,140
Saginaw	49,200	78	38,180
St. Clair	30,800	85	26,210
St. Joseph	12,300	79	9,770
Sanilac	9,400	56	5,220
Schoolcraft	2,500	24	590
Shiawassee	15,100	75	11,360
Tuscola	11,700	64	7,480
Van Buren	14,100	77	10,910
Washtenaw	41,400	77	31,880
Wayne	778,900	87	674,530
Wexford	5,900	51	3,010
MINNESOTA	**912,900**	**63**	**574,980**
Aitkin	3,900	44	1,710
Anoka	12,100	72	8,710
Becker	6,700	31	2,060
Beltrami	7,100	10	690
Benton	4,100	33	1,340
Big Stone	2,500	16	400
Blue Earth	11,500	75	8,630
Brown	7,600	62	4,740
Carlton	6,800	52	3,520
Carver	5,200	66	3,430
Cass	5,600	14	800
Chippewa	4,900	30	1,450
Chisago	3,900	78	3,030
Clay	9,600	74	7,080
Clearwater	2,600	11	300
Cook	900	31	280
Cottonwood	4,700	45	2,110
Crow Wing	9,500	24	2,290
Dakota	14,900	81	12,100
Dodge	3,600	52	1,870
Douglas	6,400	22	1,400
Faribault	7,100	48	3,440
Fillmore	7,300	49	3,590
Freeborn	10,500	60	6,260
Goodhue	9,700	68	6,630
Grant	2,700	20	530
Hennepin	225,300	85	191,960
Houston	4,200	56	2,360
Hubbard	3,300	13	440
Isanti	3,100	79	2,440
Itasca	11,500	28	3,240
Jackson	4,700	50	2,350
Kanabec	2,700	39	1,040
Kandiyohi	8,100	50	4,080
Kittson	2,500	11	260
Koochiching	5,000	15	750
Lac Qui Parle	3,900	13	520
Lake	3,100	42	1,310
Lake of Woods	1,200	13	150
Le Sueur	5,800	71	4,090
Lincoln	3,000	50	1,490
Lyon	6,600	35	2,320
McLeod	6,800	64	4,350
Mahnomen	1,500	26	380
Marshall	4,200	17	700
Martin	7,600	48	3,630
Meeker	5,400	49	2,670
Mille Lacs	4,400	45	1,990
Morrison	6,700	25	1,700
Mower	12,700	59	7,430
Murray	4,000	44	1,760
Nicollet	5,400	45	2,440
Nobles	6,500	70	4,570
Norman	3,500	71	2,490
Olmsted	14,000	74	10,350
Otter Tail	13,700	32	4,330
Pennington	3,700	31	1,160
Pine	4,900	39	1,910
Pipestone	4,000	58	2,340
Polk	10,000	30	2,970
Pope	3,500	19	650
Ramsey	117,700	84	98,400
Red Lake	1,600	30	480
Redwood	6,400	44	2,830
Renville	6,800	46	3,090
Rice	9,400	67	6,340
Rock	3,400	57	1,950
Roseau	3,900	12	450
St. Louis	67,500	64	43,340
Scott	4,500	71	3,190
Sherburne	2,700	69	1,870
Sibley	4,300	67	2,870
Stearns	17,800	53	9,400
Steele	6,600	65	4,280
Stevens	3,000	24	710
Swift	4,600	28	1,270
Todd	6,800	17	1,140
Traverse	2,300	26	600
Wabasha	4,900	68	3,320
Wadena	3,500	14	480
Waseca	4,800	55	2,620
Washington	11,100	70	7,790
Watonwan	4,100	45	1,850
Wilkin	2,700	44	1,190
Winona	12,000	38	4,600
Wright	7,900	67	5,290
Yellow Medicine	4,700	13	620
MISSISSIPPI	**559,900**	**28**	***158,810**
Adams	9,300	22	2,070
Alcorn	7,400	29	2,160
Amite	4,200	21	890
Attala	6,100	26	1,560
Benton	2,100	22	470
Bolivar	15,800	15	2,320
Calhoun	4,200	16	670
Carroll	3,200	10	320
Chickasaw	4,400	—	—
Choctaw	2,500	28	700
Claiborne	2,700	27	720
Clarke	4,600	22	990
Clay	4,100	—	—
Coahoma	14,300	19	2,670
Copiah	7,300	30	2,200
Covington	3,500	31	1,100
De Soto	5,600	53	2,960
Forrest	13,700	30	4,060
Franklin	2,600	16	410
George	2,500	40	990
Greene	1,900	14	270
Grenada	4,700	17	780
Hancock	3,000	71	2,130
Harrison	30,400	50	15,050
Hinds	43,000	49	21,160
Holmes	7,400	21	1,550
Humphreys	5,100	25	1,280
Issaquena	1,200	14	170
Itawamba	4,100	15	590
Jackson	10,500	50	5,220
Jasper	4,200	19	820
Jefferson	2,600	15	390
Jefferson Davis	3,600	20	710
Jones	16,500	32	5,300
Kemper	3,100	15	470
Lafayette	5,200	24	1,250
Lamar	3,400	30	1,030
Lauderdale	18,900	41	7,770
Lawrence	2,800	23	640
Leake	4,900	35	1,720
Lee	10,300	41	4,170
Leflore	12,700	19	2,480
Lincoln	7,300	28	2,040
Lowndes	10,100	11	1,110
Madison	7,400	23	1,700
Marion	6,100	24	1,480
Marshall	5,500	34	1,890
Monroe	9,400	11	1,070
Montgomery	3,500	12	430
Neshoba	6,100	24	1,470
Newton	5,500	52	2,830
Noxubee	4,100	20	830
Oktibbeha	6,100	—	—
Panola	7,200	45	3,210
Pearl River	5,600	60	3,340
Perry	2,300	11	260
Pike	9,000	26	2,320
Pontotoc	4,900	18	880
Prentiss	4,900	24	1,160
Quitman	6,100	26	1,560
Rankin	5,900	21	1,260
Scott	5,200	33	1,710
Sharkey	2,800	32	890
Simpson	5,200	21	1,120
Smith	3,600	20	720
Stone	1,500	28	430
Sunflower	12,700	—	—
Tallahatchie	7,000	18	1,250
Tate	4,200	40	1,700
Tippah	4,100	28	1,150
Tishomingo	3,900	16	640
Tunica	5,300	38	2,020
Union	5,400	30	1,600
Walthall	3,300	18	600
Warren	12,000	35	4,240
Washington	20,300	14	2,920
Wayne	3,700	14	510
Webster	2,600	—	—
Wilkinson	3,100	15	460
Winston	5,200	18	930
Yalobusha	3,600	19	670
Yazoo	8,600	20	1,750
MISSOURI	**1,330,000**	**67**	**885,130**
Adair	6,800	41	2,800
Andrew	4,000	60	2,390
Atchison	3,500	43	1,510
Audrian	8,500	49	4,170
Barry	6,800	37	2,520
Barton	4,400	46	2,040
Bates	6,300	53	3,350
Benton	2,600	35	900
Bollinger	3,200	64	2,060
Boone	14,300	47	6,740
Buchanan	32,200	69	22,090
Butler	11,900	33	3,930
Caldwell	3,600	57	2,040
Callaway	6,600	53	3,490
Camden	2,500	37	920
Cape Girardeau	12,200	48	5,860
Carroll	5,200	52	2,700
Carter	1,400	20	280
Cass	6,700	59	3,970
Cedar	3,800	28	1,060
Chariton	4,900	36	1,770
Christian	4,000	42	1,660
Clark	3,000	53	1,580
Clay	19,500	79	15,390
Clinton	4,000	62	2,480
Cole	10,200	64	6,510
Cooper	5,300	53	2,800
Crawford	3,600	32	1,140
Dade	3,100	35	1,080
Dallas	3,300	38	1,240
Daviess	3,800	58	2,190
De Kalb	3,000	51	1,520
Dent	3,400	34	1,140
Douglas	3,700	30	1,100
Dunklin	13,200	36	4,690
Franklin	11,900	57	6,820
Gasconade	4,200	51	2,160
Gentry	3,500	54	1,880
Greene	37,600	72	27,070
Grundy	4,600	54	2,480
Harrison	4,500	37	1,670
Henry	6,900	66	4,520
Hickory	1,800	29	520
Holt	3,200	41	1,320
Howard	3,700	35	1,290
Howell	7,400	16	1,150
Iron	2,500	39	990
Jackson	198,200	85	167,880
Jasper	28,500	58	16,590
Jefferson	12,900	67	8,600
Johnson	7,700	59	4,550
Knox	2,600	52	1,340
Laclede	6,300	43	2,720
Lafayette	8,100	65	5,290
Lawrence	7,900	41	3,260
Lewis	3,600	56	2,010
Lincoln	5,000	67	3,350
Linn	6,700	32	2,130
Livingston	5,500	55	3,010
McDonald	4,400	34	1,470
Macon	6,300	41	2,610
Madison	3,200	51	1,620
Maries	2,100	38	810
Marion	10,200	67	6,830
Mercer	2,500	31	760
Miller	4,300	48	2,080
Mississippi	6,300	30	1,870
Moniteau	3,600	38	1,380
Monroe	3,900	53	2,070
Montgomery	4,000	68	2,720
Morgan	3,200	30	940
New Madrid	10,700	28	3,010
Newton	9,100	54	4,940
Nodaway	7,700	37	2,820
Oregon	3,500	10	360
Osage	3,100	55	1,720
Ozark	2,400	34	810
Pemiscot	12,700	42	5,280
Perry	4,300	41	1,770
Pettis	11,800	47	5,560
Phelps	7,200	41	2,930
Pike	6,000	59	3,560
Platte	5,200	53	2,750
Polk	5,300	39	2,050
Pulaski	3,400	54	1,830
Putnam	3,000	22	660
Ralls	2,600	54	1,410
Randolph	8,200	50	4,120
Ray	5,600	56	3,150
Reynolds	1,600	21	330
Ripley	3,600	25	900
St. Charles	9,700	77	7,490
St. Clair	3,500	32	1,130
St. Francois	10,800	65	7,050
St. Louis	430,200	86	368,680
Ste. Genevieve	3,200	72	2,300
Saline	8,600	37	3,190
Schuyler	1,800	34	600
Scotland	2,500	51	1,270
Scott	10,200	38	3,840
Shannon	2,200	15	330
Shelby	3,700	58	2,150
Stoddard	9,700	38	3,640
Stone	2,900	42	1,200
Sullivan	3,600	25	900
Taney	3,100	43	1,340
Texas	6,000	18	1,060
Vernon	7,100	37	2,620
Warren	2,500	57	1,430
Washington	4,200	29	1,230
Wayne	2,900	18	530
Webster	4,700	36	1,700
Worth	1,600	51	810
Wright	5,000	36	1,810
MONTANA	**199,600**	**26**	***51,060**
Beverhead	2,500	13	340
Big Horn	2,500	18	460
Blaine	2,500	—	—
Broadwater	900	15	140
Carbon	3,300	23	760
Carter	600	—	—
Cascade	19,400	44	8,590
Chouteau	2,400	26	620
Custer	4,700	—	—
Daniels	1,000	—	—
Dawson	3,000	—	—
Deer Lodge	4,900	17	840
Fallon	1,000	—	—
Fergus	5,000	15	770
Flathead	10,800	27	2,960
Gallatin	7,100	12	840
Garfield	700	—	—
Glacier	2,900	—	—
Golden Valley	400	22	90
Granite	1,000	15	150
Hill	4,600	—	—
Jefferson	1,000	18	180
Judith Basin	900	28	250
Lake	4,200	18	740
Lewis and Clark	8,800	18	1,620
Liberty	400	63	250
Lincoln	3,100	19	600
McCone	1,900	—	—
Madison	1,400	17	240
Meagher	800	13	100
Mineral	600	17	100
Missoula	12,200	25	3,010
Musselshell	1,900	26	490
Park	4,100	12	480
Petroleum	300	17	50
Phillips	2,100	—	—
Pondera	1,800	26	460
Powder River	1,000	—	—
Powell	1,800	13	230
Prairie	800	—	—
Ravalli	4,200	23	970
Richland	3,200	—	—
Roosevelt	3,000	—	—
Rosebud	1,800	—	—
Sanders	2,500	10	250
Sheridan	1,800	—	—
Silver Bow	18,700	52	9,710
Stillwater	1,600	46	730
Sweet Grass	1,100	—	—
Teton	2,400	32	760
Toole	2,100	21	440
Treasure	400	23	90
Valley	3,200	—	—
Wheatland	1,100	11	120
Wibaux	400	—	—
Yellowstone	21,800	48	10,510
NEBRASKA	**430,700**	**59**	***252,490**
Adams	9,400	65	6,070
Antelope	3,600	26	940
Arthur	200	—	—
Banner	400	21	80
Blaine	300	21	60
Boone	3,300	35	1,160
Box Butte	4,200	—	—
Boyd	1,400	18	250
Brown	1,400	—	—
Buffalo	8,500	57	4,880
Burt	3,500	80	2,800
Butler	3,800	52	1,990
Cass	5,400	82	4,400
Cedar	3,800	73	2,780
Chase	1,600	—	—
Cherry	2,500	—	—
Cheyenne	4,300	—	—
Clay	3,000	53	1,590
Colfax	3,400	70	2,370
Cuming	3,900	59	2,290
Custer	5,900	30	1,790
Dakota	3,200	76	2,420
Dawes	3,000	—	—
Dawson	6,700	54	3,640
Deuel	1,000	—	—
Dixon	2,900	75	2,190
Dodge	9,600	89	8,520
Douglas	94,700	85	80,780
Dundy	1,200	—	—
Fillmore	3,200	51	1,630
Franklin	2,400	54	1,310
Frontier	1,300	25	330
Furnas	3,300	54	1,780
Gage	8,800	61	5,320
Garden	1,100	—	—
Garfield	900	25	230
Gosper	700	44	310
Grant	200	19	40
Greeley	1,500	33	490
Hall	11,100	64	7,140
Hamilton	3,000	66	1,970
Harlan	2,300	50	1,140
Hayes	800	—	—
Hitchcock	1,900	—	—
Holt	4,300	11	460
Hooker	300	—	—
Howard	2,200	36	780
Jefferson	4,300	45	1,930
Johnson	2,400	62	1,480
Kearney	2,100	53	1,120
Keith	2,400	—	—
Keya Paha	400	—	—
Kimball	1,300	31	400
Knox	4,400	55	2,420
Lancaster	41,500	73	30,170
Lincoln	9,100	19	1,760
Logan	400	21	80
Loup	400	23	90
McPherson	200	—	—
Madison	7,800	58	4,550
Merrick	3,000	35	1,060
Morrill	2,300	—	—
Nance	1,900	33	620
Nemaha	3,300	73	2,400
Nuckolls	2,700	39	1,040
Otoe	5,400	83	4,480
Pawnee	2,100	48	1,010
Perkins	1,400	—	—
Phelps	3,100	68	2,100
Pierce	3,000	43	1,290
Platte	6,000	66	3,980
Polk	2,500	61	1,520
Red Willow	4,300	23	980
Richardson	5,600	47	2,600
Rock	900	—	—
Saline	4,800	55	2,630
Sarpy	5,200	83	4,330
Saunders	5,500	89	4,900
Scotts Bluff	11,000	13	1,440
Seward	4,100	65	2,670
Sheridan	3,000	—	—
Sherman	1,700	38	650
Sioux	900	—	—
Stanton	1,900	49	930
Thayer	3,500	42	1,480

State and County	House-holds	% With Tv	No. With Tv
Thomas	400	—	—
Thurston	2,500	64	1,600
Valley	2,300	22	510
Washington	3,700	82	3,020
Wayne	3,000	66	1,970
Webster	2,400	55	1,310
Wheeler	500	27	130
York	4,700	59	2,770
NEVADA	**67,700**	**41**	***27,990**
Churchill	1,800	—	—
Clark	27,000	49	13,340
Douglas	500	34	170
Elko	3,700	—	—
Esmeralda	200	13	30
Eureka	300	—	—
Humboldt	1,300	—	—
Lander	400	—	—
Lincoln	900	—	—
Lyon	900	24	220
Mineral	3,000	—	—
Nye	900	—	—
Ormsby	1,200	29	350
Pershing	1,100	—	—
Storey	300	28	90
Washoe	20,600	63	12,920
White Pine	3,600	—	—
NEW HAMPSHIRE	**161,300**	**68**	**110,360**
Belknap	8,200	64	5,260
Carroll	4,900	68	3,360
Cheshire	11,300	57	6,460
Coos	10,700	65	6,990
Grafton	13,600	49	6,680
Hillsborough	49,200	74	36,310
Merrimack	18,100	68	12,220
Rockingham	22,300	80	17,730
Strafford	15,200	66	10,090
Sullivan	7,800	67	5,260
NEW JERSEY	**1,626,500**	**83**	**1,346,390**
Atlantic	44,900	85	38,030
Bergen	207,600	80	166,080
Burlington	41,700	84	34,940
Camden	99,800	84	84,130
Cape May	13,700	80	10,930
Cumberland	30,300	82	24,970
Essex	292,800	83	243,020
Gloucester	32,100	82	26,260
Hudson	206,400	83	171,520
Hunterdon	14,500	84	12,150
Mercer	70,300	84	58,910
Middlesex	87,300	82	71,500
Monmouth	80,300	84	67,130
Morris	54,300	84	45,450
Ocean	22,800	83	18,810
Passaic	114,900	83	94,790
Salem	16,700	84	14,010
Somerset	32,700	82	26,880
Sussex	11,500	80	9,210
Union	133,700	85	113,110
Warren	18,200	80	14,560
NEW MEXICO	**207,200**	**38**	***78,020**
Bernalillo	52,100	62	32,090
Catron	700	17	120
Chaves	14,100	46	6,430
Colfax	4,000	—	—
Curry	8,100	21	1,680
De Baca	1,000	40	400
Dona Ana	11,000	54	5,980
Eddy	14,500	42	6,120
Grant	6,100	32	1,960
Guadalupe	1,500	38	570
Harding	500	—	—
Hidalgo	1,600	17	270
Lea	12,500	20	2,460
Lincoln	1,800	29	520
Los Alamos	3,800	33	1,260
Luna	2,800	45	1,270
McKinley	6,500	—	—
Mora	2,100	—	—
Otero	5,100	33	1,670
Quay	4,300	19	810
Rio Arriba	5,800	21	1,240
Roosevelt	4,900	13	640
Sandoval	2,400	30	730
San Juan	5,800	—	—
San Miguel	6,000	16	950
Santa Fe	10,400	40	4,160
Sierra	2,500	25	640
Socorro	2,500	29	720
Taos	3,600	17	620
Torrance	1,800	39	690
Union	2,100	13	270
Valencia	5,300	48	2,520
NEW YORK	**4,888,400**	**81**	**3,949,570**
Albany	80,900	82	66,580
Allegany	13,600	62	8,400
Bronx	462,400	80	367,610
Broome	59,300	81	47,910
Cattaraugus	24,500	83	20,430
Cayuga	21,700	82	17,770
Chautauqua	47,200	77	36,110
Chemung	29,400	63	18,610
Chenango	12,500	74	9,280
Clinton	13,300	84	11,150
Columbia	14,100	83	11,630
Cortland	11,800	74	8,730
Delaware	14,000	67	9,350
Dutchess	37,700	77	28,920
Erie	287,300	83	239,320
Essex	10,500	64	6,680
Franklin	12,800	54	6,960
Fulton	17,700	75	13,200
Genesee	14,700	83	12,260
Greene	9,100	77	6,970
Hamilton	1,300	79	1,030
Herkimer	19,600	79	15,520
Jefferson	26,900	60	16,250
Kings	840,400	85	710,370
Lewis	6,500	71	4,590
Livingston	11,100	75	8,340
Madison	14,600	74	10,790
Monroe	163,500	83	135,210
Montgomery	19,300	75	14,400
Nassau	306,300	80	246,570
New York	668,100	80	533,810
Niagara	62,300	82	50,900
Oneida	69,200	82	56,950
Onondaga	113,000	83	93,900
Ontario	18,300	81	14,790
Orange	47,600	81	38,700
Orleans	9,600	84	8,050
Oswego	24,000	80	19,320
Otsego	17,000	70	11,900
Putnam	6,900	74	5,110
Queens	535,600	84	449,900
Rensselaer	42,900	81	34,880
Richmond	57,300	82	47,100
Rockland	25,100	81	20,460
St. Lawrence	27,900	57	15,820
Saratoga	24,500	75	18,300
Schenectady	49,800	81	40,390
Schoharie	7,300	76	5,540
Schuyler	4,600	79	3,640
Seneca	7,300	80	5,820
Steuben	28,500	54	15,330
Suffolk	104,100	79	82,340
Sullivan	13,400	75	10,040
Tioga	9,800	74	7,230
Tompkins	18,700	68	12,790
Ulster	30,500	75	22,970
Warren	12,900	80	10,350
Washington	13,900	73	10,120
Wayne	18,300	82	15,040
Westchester	200,900	82	165,540
Wyoming	9,300	77	7,150
Yates	5,800	77	4,450
NORTH CAROLINA	**1,027,600**	**51**	**525,490**
Alamance	19,700	69	13,530
Alexander	3,400	58	1,970
Alleghany	2,100	37	790
Anson	6,000	52	3,140
Ashe	5,000	44	2,230
Avery	3,000	30	920
Beaufort	8,800	61	5,410
Bertie	5,900	40	2,340
Bladen	6,600	17	1,120
Brunswick	4,400	19	820
Buncombe	34,000	45	15,300
Burke	11,200	63	7,110
Cabarrus	16,700	66	10,970
Caldwell	10,900	54	5,840
Camden	1,400	61	860
Carteret	6,500	31	2,000
Caswell	4,300	41	1,780
Catawba	17,000	68	11,610
Chatham	6,100	52	3,150
Cherokee	4,200	23	950
Chowan	2,800	46	1,290
Clay	1,300	13	170
Cleveland	15,900	55	8,820
Columbus	11,700	21	2,430
Craven	13,000	64	8,330
Cumberland	23,700	26	6,260
Currituck	1,800	53	950
Dare	1,300	34	440
Davidson	17,000	62	10,470
Davie	3,800	59	2,250
Duplin	9,400	31	2,900
Durham	27,900	61	17,070
Edgecombe	11,500	49	5,670
Forsyth	43,500	66	28,710
Franklin	6,900	37	2,540
Gaston	30,300	65	19,630
Gates	2,300	59	1,350
Graham	1,700	17	300
Granville	6,800	47	3,200
Greene	3,600	37	1,320
Guilford	54,200	62	33,880
Halifax	12,500	36	4,540
Harnett	11,300	27	3,060
Haywood	9,600	34	3,260
Henderson	9,000	39	3,490
Hertford	4,700	61	2,850
Hoke	3,200	34	1,090
Hyde	1,400	30	420
Iredell	14,600	55	8,090
Jackson	4,300	36	1,570
Johnston	15,400	34	5,190
Jones	2,400	24	570
Lee	6,100	44	2,710
Lenoir	11,000	49	5,370
Lincoln	6,800	59	3,980
McDowell	6,500	52	3,390
Macon	3,800	23	870
Madison	4,300	27	1,180
Martin	6,000	61	3,680
Mecklenburg	57,800	68	39,480
Mitchell	3,400	51	1,740
Montgomery	4,200	52	2,190
Moore	8,100	40	3,220
Nash	13,700	33	4,510
New Hanover	19,500	47	9,220
Northampton	5,900	38	2,230
Onslow	10,300	37	3,840
Orange	8,500	52	4,450
Pamlico	2,400	21	510
Pasquotank	6,700	56	3,740
Pender	4,200	24	1,020
Perquimans	2,400	56	1,330
Person	5,200	57	2,980
Pitt	14,300	71	10,140
Polk	3,000	63	1,900
Randolph	13,600	52	7,030
Richmond	9,900	57	5,640
Robeson	19,500	34	6,550
Rockingham	17,100	55	9,340
Rowan	20,600	56	11,540
Rutherford	11,400	63	7,240
Sampson	11,300	26	2,890
Scotland	6,100	30	1,820
Stanly	10,300	73	7,570
Stokes	4,800	57	2,720
Surry	11,500	56	6,420
Swain	2,300	17	400
Transylvania	3,800	39	1,470
Tyrrell	1,200	28	340
Union	10,200	55	5,650
Vance	7,600	42	3,210
Wake	36,800	55	20,310
Warren	4,900	27	1,300
Washington	2,900	42	1,220
Watauga	4,100	32	1,300
Wayne	15,300	55	8,350
Wilkes	10,700	40	4,290
Wilson	12,600	56	7,020
Yadkin	5,500	64	3,500
Yancey	3,500	21	740
NORTH DAKOTA	**167,800**	**37**	***62,300**
Adams	1,200	—	—
Barnes	4,400	70	3,090
Benson	2,400	18	430
Billings	500	—	—
Bottineau	3,100	36	1,110
Bowman	1,000	—	—
Burke	1,800	21	380
Burleigh	8,000	62	4,940
Cass	18,200	63	11,410
Cavalier	2,700	11	300
Dickey	2,500	35	890
Divide	1,400	—	—
Dunn	1,600	—	—
Eddy	1,200	33	400
Emmons	2,100	36	760
Foster	1,500	49	730
Golden Valley	900	—	—
Grand Forks	11,800	39	4,630
Grant	1,600	27	430
Griggs	1,300	65	850
Hettinger	1,800	16	290
Kidder	1,500	38	560
La Moure	2,400	45	1,070
Logan	1,300	30	380
McHenry	3,200	30	950
McIntosh	1,700	33	550
McKenzie	1,800	—	—
McLean	5,300	26	1,390
Mercer	2,100	28	590
Morton	5,300	64	3,400
Mountrail	2,500	21	540
Nelson	1,800	45	810
Oliver	500	39	190
Pembina	3,600	14	490
Pierce	2,100	29	610
Ramsey	3,500	24	820
Ransom	2,300	56	1,290
Renville	1,500	46	690
Richland	5,200	56	2,910
Rolette	2,300	14	310
Sargent	1,800	32	580
Sheridan	1,200	30	350
Sioux	600	16	100
Slope	500	—	—
Stark	4,100	13	510
Steele	1,200	57	680
Stutsman	6,700	37	2,510
Towner	1,400	11	160
Traill	3,000	61	1,830
Walsh	4,700	21	1,000
Ward	10,400	50	5,210
Wells	2,600	29	760
Williams	8,700	—	—
OHIO	**2,610,100**	**82**	**2,149,070**
Adams	6,700	67	4,490
Allen	29,400	68	20,110
Ashland	11,100	79	8,770
Ashtabula	26,300	84	22,040
Athens	12,600	56	7,090
Auglaize	10,100	75	7,560
Belmont	27,000	75	20,200
Brown	7,300	73	5,350
Butler	47,800	86	40,920
Carroll	5,800	82	4,740
Champaign	8,800	73	6,420
Clark	37,200	85	31,430
Clermont	13,500	82	11,120
Clinton	8,600	74	6,340
Columbiana	32,400	77	24,850
Coshocton	10,400	52	5,420
Crawford	13,000	73	9,460
Cuyahoga	455,600	89	404,120
Darke	13,500	83	11,180
Defiance	8,500	74	6,300
Delaware	9,200	78	7,190
Erie	17,700	81	14,390
Fairfield	17,100	79	13,420
Fayette	7,700	70	5,410
Franklin	167,100	86	143,540
Fulton	8,300	81	6,730
Gallia	6,800	70	4,780
Geauga	8,300	66	5,440
Greene	20,200	80	16,100
Guernsey	11,700	61	7,140
Hamilton	251,500	87	218,550
Hancock	15,600	77	12,070
Hardin	9,300	75	6,990
Harrison	5,900	66	3,920
Henry	7,100	76	5,410
Highland	9,600	69	6,640
Hocking	5,700	76	4,350
Holmes	5,400	74	4,010
Huron	12,900	72	9,340
Jackson	8,600	73	6,280
Jefferson	28,300	84	23,860
Knox	11,600	74	8,530
Lake	27,000	85	22,980
Lawrence	14,800	78	11,510
Licking	23,800	62	14,730
Logan	10,700	74	7,910
Lorain	48,700	86	41,980
Lucas	131,500	86	112,700
Madison	6,500	77	4,990
Mahoning	78,300	82	63,970
Marion	17,200	79	13,520
Medina	13,700	85	11,660
Meigs	7,100	67	4,770
Mercer	8,800	63	5,570
Miami	21,000	83	17,470
Monroe	4,600	59	2,700
Montgomery	134,400	88	117,600
Morgan	4,200	61	2,550
Morrow	5,300	77	4,070
Muskingum	24,200	64	15,510
Noble	3,600	61	2,190
Ottawa	9,800	77	7,500
Paulding	4,800	63	3,010
Perry	8,700	79	6,840
Pickaway	8,000	80	6,380
Pike	6,700	70	4,700
Portage	20,200	83	16,690
Preble	8,900	81	7,200
Putnam	7,700	73	5,630
Richland	30,300	80	24,300
Ross	16,500	78	12,890
Sandusky	15,900	71	11,290
Scioto	29,700	72	21,440
Seneca	17,000	80	13,670
Shelby	9,000	74	6,630
Stark	92,100	84	77,640
Summit	136,500	87	118,210
Trumbull	50,600	85	42,960
Tuscarawas	23,000	81	18,610
Union	6,700	71	5,150
Van Wert	9,200	71	6,500
Vinton	2,900	73	2,100
Warren	12,500	79	9,810
Washington	14,400	57	8,180
Wayne	18,200	74	13,400
Williams	9,000	77	6,970
Wood	18,700	85	15,840
Wyandot	6,500	79	5,150
OKLAHOMA	**663,900**	**58**	***385,250**
Adair	3,700	25	910
Alfalfa	3,000	51	1,530
Atoka	3,300	25	830
Beaver	2,100	—	—
Beckham	6,900	16	1,090
Blaine	4,100	66	2,700
Bryan	7,400	24	1,780
Caddo	9,500	57	5,390
Canadian	7,300	69	5,000
Carter	12,100	41	4,990
Cherokee	4,600	31	1,430
Choctaw	4,800	13	620
Cimarron	1,400	—	—
Cleveland	11,100	61	6,750
Coal	1,700	58	990
Comanche	18,000	64	11,610
Cotton	2,600	53	1,390
Craig	4,500	61	2,740
Creek	11,800	68	8,050
Custer	6,100	51	3,140
Delaware	3,800	39	1,500
Dewey	2,400	42	1,000
Ellis	2,300	—	—
Garfield	17,200	62	10,610
Garvin	8,300	59	4,900
Grady	9,800	63	6,220
Grant	2,800	47	1,310
Greer	3,100	23	720
Harmon	2,200	23	510
Harper	1,800	17	300
Haskell	3,000	25	750
Hughes	5,200	39	2,050
Jackson	6,100	33	1,990
Jefferson	2,800	50	1,410
Johnston	2,500	39	970
Kay	15,800	55	8,750
Kingfisher	3,700	69	2,560
Kiowa	5,400	45	2,440
Latimer	2,400	13	310
Le Flore	8,700	15	1,290
Lincoln	6,000	52	3,140
Logan	6,600	56	3,680
Love	1,800	33	600
McClain	3,800	59	2,250
McCurtain	7,500	23	1,710
McIntosh	4,100	43	1,780
Major	3,000	40	1,190
Marshall	2,200	49	1,070
Mayes	5,300	60	3,190
Murray	3,000	70	2,100
Muskogee	19,100	59	11,290
Noble	3,500	63	2,210
Nowata	3,600	61	2,180
Okfuskee	4,100	46	1,900
Oklahoma	115,300	78	90,280
Okmulgee	12,300	55	6,750
Osage	9,300	63	5,890
Ottawa	9,300	58	5,380
Pawnee	3,800	57	2,150
Payne	13,400	48	6,490
Pittsburg	10,700	38	4,080
Pontotoc	8,300	62	5,110
Pottawatomie	12,400	54	6,680
Pushmataha	2,900	15	440
Roger Mills	2,000	14	290
Rogers	5,500	59	3,230
Seminole	9,900	58	5,720
Sequoyah	4,700	29	1,350

TV HOUSEHOLDS

State and County	House-holds	% With Tv	No. With Tv
Stephens	11,500	56	6,470
Texas	4,700	13	600
Tillman	4,700	51	2,400
Tulsa	86,500	80	69,460
Wagoner	4,100	62	2,550
Washington	10,600	63	6,640
Washita	4,600	47	2,170
Woods	4,500	27	1,200
Woodward	4,000	15	620
OREGON	**535,600**	**45**	***240,760**
Baker	5,000	32	1,610
Benton	10,200	32	3,280
Clackamas	29,600	49	14,470
Clatsop	10,900	33	3,610
Columbia	7,000	34	2,360
Coos	17,300	12	2,150
Crook	2,600	—	—
Curry	2,700	18	480
Deschutes	6,700	13	870
Douglas	21,100	16	3,400
Gilliam	1,000	19	190
Grant	2,600	—	—
Harney	2,000	—	—
Hood River	3,800	42	1,580
Jackson	22,100	47	10,410
Jefferson	2,100	24	500
Josephine	10,100	34	3,410
Klamath	13,000	19	2,470
Lake	2,000	11	220
Lane	46,400	45	20,650
Lincoln	7,900	17	1,360
Linn	19,400	34	6,560
Malheur	6,300	47	2,950
Marion	31,900	52	16,590
Morrow	1,400	33	470
Multnomah	171,200	66	112,480
Polk	7,800	44	3,460
Sherman	700	23	160
Tillamook	7,000	29	2,050
Umatilla	15,300	25	3,790
Union	5,800	17	960
Wallowa	2,100	—	—
Wasco	6,400	24	1,550
Washington	22,700	56	12,620
Wheeler	1,100	13	140
Yamhill	10,400	32	3,360
PENNSYL-VANIA	**3,161,900**	**78**	**2,472,930**
Adams	13,000	57	7,380
Allegheny	456,100	82	374,000
Armstrong	23,600	77	18,270
Beaver	51,900	82	42,660
Bedford	11,300	82	9,270
Berks	78,000	80	62,320
Blair	41,100	82	33,580
Bradford	15,700	70	11,040
Bucks	67,800	81	55,120
Butler	28,800	80	23,100
Cambria	57,000	81	46,460
Cameron	1,900	60	1,130
Carbon	16,100	73	11,740
Centre	17,300	75	13,060
Chester	44,500	85	37,740
Clarion	10,600	74	7,840
Clearfield	23,700	80	18,960
Clinton	10,700	58	6,230
Columbia	15,900	63	9,950
Crawford	24,000	61	14,690
Cumberland	30,800	63	19,310
Dauphin	62,800	81	51,120
Delaware	134,200	83	111,120
Elk	9,700	43	4,220
Erie	69,400	84	58,500
Fayette	52,600	80	42,080
Forest	1,300	40	520
Franklin	22,900	67	15,320
Fulton	2,900	55	1,600
Greene	12,500	56	7,060
Huntingdon	11,400	74	8,490
Indiana	21,200	67	14,250
Jefferson	14,200	72	10,300
Juniata	4,400	45	1,960
Lackawanna	73,600	78	57,330
Lancaster	70,600	83	58,250
Lawrence	31,700	78	24,850
Lebanon	26,500	82	21,680
Lehigh	59,900	83	49,660
Luzerne	107,100	73	78,500
Lycoming	32,000	46	14,620
McKean	17,100	59	10,050
Mercer	33,800	73	24,780
Mifflin	12,700	66	8,360
Monroe	10,600	75	7,920
Montgomery	107,300	86	92,390
Montour	3,700	73	2,710
Northampton	54,600	82	44,770
Northumberland	33,700	51	17,250
Perry	7,400	52	3,830
Philadelphia	637,500	81	518,290
Pike	3,100	63	1,950
Potter	4,800	49	2,360
Schuylkill	56,400	78	43,940
Snyder	6,400	51	3,290
Somerset	22,800	66	15,030
Sullivan	1,700	54	920
Susquehanna	9,000	76	6,830
Tioga	10,700	55	5,890
Union	6,100	47	2,870
Venango	18,800	58	10,850
Warren	12,300	58	7,150
Washington	61,500	81	50,000
Wayne	8,000	62	4,990
Westmoreland	91,500	82	74,940
Wyoming	4,900	75	3,670
York	64,800	81	52,620
RHODE ISLAND	**246,600**	**83**	**204,760**
Bristol	8,800	81	7,170
Kent	27,200	82	22,360
Newport	17,900	83	14,890
Providence	177,600	84	149,180
Washington	15,100	74	11,160
SOUTH CAROLINA	**544,900**	**48**	**260,220**
Abbeville	5,500	60	3,310
Aiken	23,800	36	8,500
Allendale	3,200	43	1,370
Anderson	23,200	47	10,810
Bamberg	3,900	20	780
Barnwell	6,500	26	1,720
Beaufort	6,600	53	3,470
Berkeley	6,700	50	3,360
Calhoun	3,200	39	1,250
Charleston	48,600	63	30,760
Cherokee	8,300	55	4,550
Chester	7,700	49	3,760
Chesterfield	7,900	42	3,350
Clarendon	6,500	21	1,370
Colleton	7,000	36	2,550
Darlington	11,900	38	4,550
Dillon	6,600	47	3,080
Dorchester	5,500	60	3,300
Edgefield	3,600	56	2,010
Fairfield	4,700	54	2,530
Florence	19,600	53	10,430
Georgetown	7,600	50	3,820
Greenville	48,900	61	29,580
Greenwood	10,700	51	5,420
Hampton	4,300	41	1,750
Horry	13,700	17	2,360
Jasper	2,500	47	1,180
Kershaw	7,300	55	4,040
Lancaster	8,800	48	4,220
Laurens	11,400	34	3,900
Lee	4,600	48	2,210
Lexington	12,100	45	5,410
McCormick	2,100	44	930
Marion	7,500	46	3,490
Marlboro	7,000	37	2,630
Newberry	8,000	40	3,220
Oconee	9,100	30	2,720
Orangeburg	15,900	37	5,960
Pickens	10,000	33	3,260
Richland	40,900	55	22,500
Saluda	3,600	32	1,130
Spartanburg	39,900	43	21,190
Sumter	13,800	41	5,620
Union	7,400	53	3,940
Williamsburg	8,800	46	4,070
York	18,500	48	8,860
SOUTH DAKOTA	**195,300**	**29**	***57,080**
Aurora	1,300	12	160
Beadle	6,800	10	680
Bennett	800	—	—
Bon Homme	2,600	57	1,480
Brookings	5,300	29	1,510
Brown	10,400	16	1,630
Brule	1,700	—	—
Buffalo	400	—	—
Butte	2,500	—	—
Campbell	900	12	110
Charles Mix	4,700	—	—
Clark	2,500	—	—
Clay	3,500	59	2,050
Codington	6,100	19	1,170
Corson	1,400	11	150
Custer	1,600	13	200
Davison	5,300	29	1,540
Day	3,400	11	380
Deuel	1,800	13	230
Dewey	1,200	—	—
Douglas	1,200	20	240
Edmunds	1,800	—	—
Fall River	3,200	—	—
Faulk	1,500	11	160
Grant	2,700	11	310
Gregory	2,500	—	—
Haakon	700	—	—
Hamlin	2,100	23	490
Hand	1,800	—	—
Hanson	1,300	31	400
Harding	700	—	—
Hughes	2,400	—	—
Hutchinson	3,300	40	1,320
Hyde	700	—	—
Jackson	500	—	—
Jerauld	1,200	26	310
Jones	800	—	—
Kingsbury	2,900	43	1,240
Lake	3,100	61	1,900
Lawrence	4,800	—	—
Lincoln	3,800	70	2,660
Lyman	1,100	—	—
McCook	2,500	50	1,260
McPherson	1,700	11	190
Marshall	2,100	33	700
Meade	3,200	—	—
Mellette	800	—	—
Miner	1,700	61	1,030
Minnehaha	23,600	77	18,270
Moody	2,500	48	1,200
Pennington	17,300	16	2,730
Perkins	1,800	12	220
Potter	1,300	—	—
Roberts	3,800	24	930
Sanborn	1,400	17	240
Shannon	1,100	—	—
Spink	3,400	—	—
Stanley	400	—	—
Sully	800	—	—
Todd	1,000	—	—
Tripp	2,400	—	—
Turner	3,500	66	2,320
Union	3,300	82	2,710
Walworth	2,200	—	—
Washabaugh	200	—	—
Yankton	4,300	58	2,490
Ziebach	700	—	—
TENNESSEE	**883,400**	**53**	**464,500**
Anderson	14,900	58	8,630
Bedford	6,600	49	3,240
Benton	2,900	29	850
Bledsoe	1,700	36	610
Blount	14,900	54	8,060
Bradley	8,500	43	3,660
Campbell	8,000	31	2,490
Cannon	2,200	51	1,120
Carroll	7,300	32	2,300
Carter	10,700	48	5,180
Cheatham	2,100	65	1,360
Chester	2,700	41	1,090
Claiborne	5,400	19	1,040
Clay	2,000	33	660
Cocke	5,100	26	1,330
Coffee	6,900	52	3,620
Crockett	4,100	42	1,700
Cumberland	4,500	19	840
Davidson	95,300	71	67,280
Decatur	2,400	20	470
De Kalb	2,600	41	1,080
Dickson	5,000	56	2,780
Dyer	8,800	49	4,350
Fayette	5,800	55	3,220
Fentress	3,200	19	600
Franklin	6,100	24	1,480
Gibson	13,700	34	4,620
Giles	6,800	14	980
Grainger	2,800	26	710
Greene	10,300	24	2,510
Grundy	2,800	33	910
Hamblen	6,800	36	2,450
Hamilton	60,200	55	33,410
Hancock	1,900	23	430
Hardeman	4,900	48	2,360
Hardin	4,000	26	1,040
Hawkins	7,300	23	1,680
Haywood	5,900	52	3,040
Henderson	4,100	28	1,140
Henry	6,500	28	1,840
Hickman	3,000	44	1,320
Houston	1,200	41	500
Humphreys	2,700	56	1,510
Jackson	2,500	36	900
Jefferson	4,800	43	2,050
Johnson	2,600	31	800
Knox	63,600	58	37,080
Lake	2,700	34	920
Lauderdale	6,400	53	3,370
Lawrence	7,000	25	1,750
Lewis	1,500	41	610
Lincoln	6,400	21	1,350
Loudon	6,100	48	2,920
McMinn	8,100	34	2,730
McNairy	5,000	39	1,960
Macon	3,400	44	1,500
Madison	17,000	46	7,820
Marion	4,900	61	3,000
Marshall	5,000	45	2,250
Maury	10,700	40	4,250
Meigs	1,300	29	380
Monroe	5,500	48	2,620
Montgomery	11,400	56	6,340
Moore	1,200	14	170
Morgan	3,100	27	840
Obion	7,900	33	2,620
Overton	3,900	22	840
Perry	1,500	20	310
Pickett	1,000	22	220
Polk	3,000	44	1,310
Putnam	7,800	41	3,200
Rhea	3,800	40	1,520
Roane	8,100	51	4,120
Robertson	6,900	59	4,090
Rutherford	10,900	63	6,820
Scott	3,900	25	990
Sequatchie	1,300	36	460
Sevier	5,400	27	1,430
Shelby	146,200	76	111,840
Smith	3,600	43	1,550
Stewart	1,900	49	940
Sullivan	27,900	47	13,200
Sumner	8,800	60	5,270
Tipton	7,300	57	4,190
Trousdale	1,600	40	650
Unicoi	3,800	28	1,060
Union	1,900	31	590
Van Buren	800	21	170
Warren	6,300	39	2,440
Washington	15,300	55	8,480
Wayne	3,200	12	390
Weakley	7,500	27	2,060
White	3,900	35	1,370
Williamson	5,800	57	3,310
Wilson	7,400	53	3,960
TEXAS	**2,392,700**	**56**	***1,337,330**
Anderson	8,200	22	1,830
Andrews	2,600	46	1,210
Angelina	10,400	27	2,860
Aransas	1,200	37	440
Archer	1,900	51	970
Armstrong	600	52	310
Atascosa	4,700	54	2,530
Austin	4,200	43	1,790
Bailey	2,200	63	1,380
Bandera	1,200	52	620
Bastrop	5,200	38	1,990
Baylor	2,200	40	880
Bee	4,900	42	2,050
Bexar	139,900	76	107,020
Bell	22,800	53	12,130
Blanco	1,300	42	540
Borden	200	58	120
Bosque	3,200	40	1,280
Bowie	19,300	46	8,860
Brazoria	16,100	63	10,190
Brazos	11,000	30	3,300
Brewster	1,900	—	—
Briscoe	900	39	350
Brooks	2,700	17	460
Brown	8,600	33	2,820
Burleson	3,200	32	1,030
Burnet	2,800	38	1,070
Caldwell	4,800	49	2,330
Calhoun	3,000	18	550
Callahan	2,400	46	1,110
Cameron	38,800	37	14,320
Camp	2,400	45	1,070
Carson	1,900	53	1,020
Cass	6,400	51	3,230
Castro	1,600	37	600
Chambers	2,300	58	1,330
Cherokee	9,300	24	2,190
Childress	3,500	23	800
Clay	2,600	63	1,650
Cochran	1,700	54	930
Coke	1,200	25	300
Coleman	4,000	45	1,810
Collin	11,800	54	6,420
Collingsworth	2,300	21	490
Colorado	5,100	44	2,240
Comal	5,100	57	2,900
Comanche	4,100	16	660
Concho	1,500	28	430
Cooke	6,000	66	3,940
Coryell	4,400	60	2,630
Cottle	1,500	25	380
Crane	1,400	49	690
Crockett	1,200	—	—
Crosby	2,500	61	1,540
Culberson	500	31	160
Dallam	2,400	68	1,640
Dallas	226,000	77	175,140
Dawson	5,800	33	1,930
Deaf Smith	3,100	43	1,330
Delta	2,000	23	450
Denton	10,500	65	6,830
De Witt	6,400	39	2,490
Dickens	1,800	32	580
Dimmit	2,400	30	720
Donley	1,600	49	790
Duval	3,300	27	900
Eastland	7,000	38	2,700
Ector	17,700	48	8,480
Edwards	800	15	120
Ellis	12,300	66	8,120
El Paso	59,900	74	44,510
Erath	5,200	32	1,670
Falls	6,700	42	2,840
Fannin	8,100	32	2,620
Fayette	6,200	36	2,220
Fisher	2,600	36	940
Floyd	3,000	64	1,910
Foard	1,100	34	370
Fort Bend	7,500	50	3,780
Franklin	1,500	29	440
Freestone	3,900	40	1,550
Frio	2,700	51	1,360
Gaines	2,400	63	1,510
Galveston	37,900	55	20,970
Garza	1,800	47	860
Gillespie	3,100	30	940
Glasscock	200	44	90
Goliad	1,400	25	350
Gonzales	4,900	51	2,500
Gray	7,400	54	4,000
Grayson	21,200	46	9,730
Gregg	18,900	45	8,490
Grimes	3,800	44	1,670
Guadalupe	6,900	70	4,800
Hale	9,200	59	5,440
Hall	2,800	19	530
Hamilton	3,000	42	1,260
Hansford	1,200	61	740
Hardeman	3,000	41	1,230
Hardin	5,700	33	1,890
Harris	287,100	72	208,140
Harrison	12,200	36	4,360
Hartley	500	50	250
Haskell	3,600	41	1,460
Hays	4,500	53	2,400
Hemphill	1,300	26	340
Henderson	5,800	25	1,470
Hidalgo	44,500	37	16,380
Hill	8,600	63	5,400
Hockley	7,000	56	3,910
Hood	1,400	57	800
Hopkins	6,200	28	1,710
Houston	5,600	21	1,190
Howard	8,200	56	4,620
Hudspeth	1,300	50	650
Hunt	11,300	71	8,060
Hutchinson	11,400	71	8,140
Irion	500	19	90
Jack	2,100	58	1,220
Jackson	3,600	38	1,370
Jasper	5,300	27	1,430
Jeff Davis	500	—	—
Jefferson	62,000	52	31,990
Jim Hogg	1,300	37	480
Jim Wells	7,700	19	1,480
Johnson	9,600	65	6,240
Jones	6,500	48	3,100
Karnes	3,900	46	1,780
Kaufman	7,300	63	4,610
Kendall	1,700	65	1,100
Kenedy	100	28	30
Kent	500	29	140
Kerr	4,200	31	1,300
Kimble	1,200	16	190
King	200	22	40
Kinney	500	13	70
Kleberg	7,300	28	2,050
Knox	2,600	38	990
Lamar	11,900	13	1,500
Lamb	5,900	62	3,670
Lampasas	2,900	48	1,390

State and County	House-holds	% With Tv	No. With Tv
La Salle	1,900	38	720
Lavaca	5,700	44	2,530
Lee	2,500	38	960
Leon	2,900	20	590
Liberty	7,700	64	4,940
Limestone	6,100	41	2,490
Lipscomb	1,100	19	210
Live Oak	2,100	44	910
Llano	1,800	32	570
Loving	100	22	20
Lubbock	39,900	60	24,020
Lynn	2,800	47	1,330
McCulloch	3,100	16	490
McLennan	40,100	57	22,740
McMullen	500	28	140
Madison	1,900	44	840
Marion	2,400	33	790
Martin	1,400	53	740
Mason	1,600	19	300
Matagorda	6,400	42	2,710
Maverick	3,000	18	550
Medina	4,600	64	2,930
Menard	1,100	18	190
Midland	12,500	55	6,840
Milam	5,900	37	2,180
Mills	1,600	22	350
Mitchell	4,100	27	1,090
Montague	4,700	60	2,820
Montgomery	7,100	60	4,240
Moore	6,300	66	4,150
Morris	2,500	53	1,330
Motley	1,100	28	310
Nacogdoches	7,500	19	1,440
Navarro	10,600	47	4,990
Newton	2,400	32	770
Nolan	6,100	44	2,710
Nueces	56,300	37	20,770
Ochiltree	2,000	35	690
Oldham	400	59	240
Orange	14,800	44	6,590
Palo Pinto	5,800	54	3,140
Panola	4,400	25	1,080
Parker	6,800	64	4,350
Parmer	1,800	22	400
Pecos	2,600	—	—
Polk	4,000	53	2,110
Potter	29,700	78	23,230
Presidio	1,600	—	—
Rains	900	36	330
Randall	6,100	66	4,030
Reagan	900	37	330
Real	700	27	190
Red River	5,500	21	1,140
Reeves	4,000	—	—
Refugio	2,600	30	790
Roberts	300	55	170
Robertson	4,900	29	1,420
Rockwall	1,500	71	1,060
Runnels	4,600	46	2,130
Rusk	10,600	30	3,180
Sabine	2,000	16	320
San Augustine	1,900	11	200
San Jacinto	1,700	36	610
San Patricio	9,400	41	3,890
San Saba	2,400	16	390
Schleicher	700	22	160
Scurry	8,500	27	2,340
Shackelford	1,200	36	440
Shelby	5,900	13	790
Sherman	700	65	450
Smith	21,500	40	8,600
Somervell	800	37	290
Starr	3,100	10	310
Stephens	3,000	26	770
Sterling	400	43	170
Stonewall	900	33	300
Sutton	1,000	—	—
Swisher	2,400	46	1,100
Tarrant	147,000	71	105,100
Taylor	20,600	61	12,460
Terrell	900	—	—
Terry	4,000	63	2,510
Throckmorton	900	55	500
Titus	4,800	34	1,640
Tom Green	20,000	51	10,280
Travis	47,200	61	28,600
Trinity	2,500	50	1,250
Tyler	2,900	25	730
Upshur	5,000	34	1,690
Upton	1,700	35	600
Uvalde	4,600	25	1,160
Val Verde	4,200	—	—
Van Zandt	5,700	61	3,500
Victoria	9,700	28	2,760
Walker	4,400	55	2,410
Waller	3,000	59	1,780
Ward	4,300	18	800
Washington	5,300	45	2,370
Webb	14,000	—	—
Wharton	9,800	45	4,460
Wheeler	2,500	29	720
Wichita	32,500	70	22,590
Wilbarger	5,800	54	3,110
Willacy	6,400	28	1,800
Williamson	10,400	55	5,700
Wilson	3,300	52	1,720
Winkler	3,800	23	870
Wise	4,400	57	2,510
Wood	5,400	37	1,980
Yoakum	1,100	52	570
Young	4,700	51	2,400
Zapata	1,000	39	390
Zavala	2,700	24	650

State and County	House-holds	% With Tv	No. With Tv
UTAH	**207,900**	**68**	***142,350**
Beaver	1,300	—	—
Box Elder	5,500	73	3,990
Cache	9,400	62	5,780
Carbon	7,200	30	2,170
Daggett	100	22	20
Davis	10,200	76	7,740
Duchesne	2,100	30	640
Emery	1,400	—	—
Garfield	900	13	120
Grand	500	—	—
Iron	2,600	—	—
Juab	1,500	54	810
Kane	600	—	—
Millard	2,500	38	950
Morgan	600	71	430
Piute	500	—	—
Rich	500	54	270
Salt Lake	87,200	81	70,810
San Juan	1,100	—	—
Sanpete	3,800	40	1,530
Sevier	3,300	34	1,110
Summit	1,800	58	1,040
Tooele	5,300	68	3,620
Uintah	2,800	—	—
Utah	23,500	77	18,020
Wasatch	1,300	64	840
Washington	2,700	—	—
Wayne	300	—	—
Weber	27,400	78	21,450
VERMONT	**108,900**	**53**	**58,080**
Addison	5,100	53	2,710
Bennington	7,700	54	4,130
Caledonia	7,100	54	3,830
Chittenden	18,400	70	12,840
Essex	1,800	48	870
Franklin	8,300	63	5,240
Grand Isle	800	55	440
Lamoille	3,000	59	1,770
Orange	4,700	27	1,250
Orleans	5,700	52	2,950
Rutland	13,200	59	7,840
Washington	12,000	63	7,520
Windham	8,500	24	2,030
Windsor	12,600	37	4,660
VIRGINIA	**912,700**	**59**	**537,760**
Accomack	10,000	31	3,060
Albemarle	13,400	40	5,310
Alleghany	7,500	57	4,280
Amelia	1,700	44	750
Amherst	4,300	49	2,120
Appomatox	1,900	45	850
Arlington	69,600	80	55,470
Augusta	17,400	41	7,190
Bath	1,500	39	590
Bedford	7,400	44	3,250
Bland	1,400	42	590
Botetourt	3,900	41	1,580
Brunswick	4,300	38	1,630
Buchanan	8,000	20	1,600
Buckingham	2,600	29	750
Campbell	2,100	61	12,730
Caroline	2,600	55	1,420
Carroll	6,800	30	2,030
Charles City	900	63	570
Charlotte	3,100	37	1,160
Chesterfield	13,300	63	8,340
Clarke	1,800	57	1,030
Craig	800	59	470
Culpeper	3,200	66	2,120
Cumberland	1,600	38	600
Dickenson	5,100	17	880
Dinwiddie	13,400	66	8,820
Essex	1,400	66	920
Fairfax	32,300	79	25,420
Fauquier	5,400	66	3,590
Floyd	2,600	38	990
Fluvanna	1,800	51	920
Franklin	5,700	44	2,500
Frederick	9,100	62	5,670
Giles	4,900	61	2,960
Gloucester	2,900	56	1,630
Goochland	1,700	48	810
Grayson	5,600	34	1,880
Greene	1,100	31	340
Greensville	3,800	39	1,500
Halifax	9,600	54	5,160
Hanover	5,600	57	3,210
Henrico	85,900	75	64,340
Henry	12,400	56	6,920
Highland	800	43	340
Isle of Wight	3,500	49	1,710
James City	2,700	74	1,990
King and Queen	1,400	55	770
King George	1,800	55	990
King William	1,900	65	1,230
Lancaster	2,300	47	1,070
Lee	8,000	21	1,660
Loudoun	5,100	74	3,790
Louisa	3,000	49	1,460
Lunenburg	3,400	40	1,350
Madison	2,100	31	660
Mathews	1,800	70	1,260
Mecklenburg	8,000	43	3,440
Middlesex	1,900	61	1,160
Montgomery	10,300	63	6,500
Nansemond	9,800	59	5,810
Nelson	3,200	45	1,440
New Kent	1,000	58	580
Newport News	45,400	71	32,190
Norfolk	128,600	74	95,550
Northampton	4,600	35	1,630
Northumberland	2,400	46	1,090
Nottoway	4,300	57	2,460

State and County	House-holds	% With Tv	No. With Tv
Orange	3,100	42	1,290
Page	3,800	41	1,560
Patrick	3,600	29	1,030
Pittsylvania	26,600	39	10,400
Powhatan	1,200	41	490
Prince Edward	3,700	52	1,910
Prince George	6,900	65	4,490
Prince William	5,200	76	3,930
Princess Anne	12,700	62	7,910
Pulaski	7,400	49	3,600
Rappahannock	1,400	48	670
Richmond	1,400	64	890
Roanoke	38,700	64	24,810
Rockbridge	7,100	35	2,510
Rockingham	12,400	47	5,790
Russell	6,100	28	1,710
Scott	6,700	28	1,880
Shenandoah	5,600	49	2,720
Smyth	7,100	35	2,460
Southampton	6,300	44	2,740
Spotsylvania	6,400	66	4,250
Stafford	3,200	51	1,620
Surry	1,500	54	810
Sussex	2,700	56	1,510
Tazewell	11,500	30	3,400
Warren	4,300	53	2,300
Washington	13,100	25	3,310
Westmoreland	2,700	58	1,570
Wise	13,600	30	4,030
Wythe	5,800	37	2,150
York	3,300	59	1,940
WASHINGTON	**815,100**	**60**	**490,480**
Adams	2,500	43	1,070
Asotin	3,600	35	1,270
Benton	21,000	24	5,120
Chelan	12,900	32	4,080
Clallam	8,400	61	5,080
Clark	27,900	62	17,380
Columbia	1,400	43	600
Cowlitz	17,800	45	8,030
Douglas	3,700	24	900
Ferry	900	45	410
Franklin	6,900	38	2,640
Garfield	900	38	350
Grant	9,300	32	2,960
Grays Harbor	17,200	39	6,690
Island	4,100	73	3,010
Jefferson	3,300	68	2,260
King	260,100	70	183,110
Kitsap	28,500	77	22,060
Kittitas	6,400	24	1,520
Klickitat	3,700	32	1,190
Lewis	13,800	49	6,790
Lincoln	3,300	72	2,360
Mason	5,100	66	3,360
Okanogan	8,800	15	1,360
Pacific	5,400	33	1,760
Pend Oreille	2,500	50	1,240
Pierce	89,300	68	60,550
San Juan	1,200	60	720
Skagit	13,500	51	6,870
Skamania	1,600	40	630
Snohomish	43,100	66	28,230
Spokane	78,600	71	55,650
Stevens	5,500	46	2,540
Thurston	15,300	63	9,700
Wahkiakum	900	48	430
Walla Walla	12,600	31	3,910
Whatcom	21,700	44	9,550
Whitman	8,700	45	3,950
Yakima	43,700	48	21,150
WEST VIRGINIA	**496,300**	**55**	**271,440**
Barbour	4,700	43	2,010
Berkeley	8,000	65	5,210
Boone	7,500	55	4,120
Braxton	3,800	28	1,070
Brooke	6,900	81	5,560
Cabell	32,700	81	26,450
Calhoun	2,100	39	810
Clay	3,200	45	1,440
Doddridge	2,100	22	460
Fayette	18,800	48	9,060
Gilmer	2,100	21	450
Grant	2,200	26	570
Greenbrier	9,200	44	4,060
Hampshire	2,900	25	710
Hancock	8,800	81	7,140
Hardy	2,300	31	710
Harrison	22,300	29	6,510
Jackson	3,600	43	1,550
Jefferson	4,300	62	2,650
Kanawha	64,500	73	47,280
Lewis	4,600	22	1,000
Lincoln	4,700	71	3,360
Logan	17,500	62	10,900
McDowell	21,200	50	10,680
Marion	19,400	58	11,160
Marshall	9,000	68	6,150
Mason	6,000	75	4,490
Mercer	18,300	51	9,280
Mineral	5,700	41	2,320
Mingo	10,800	63	6,780
Monongalia	15,600	50	7,830
Monroe	2,900	39	1,130
Morgan	2,300	37	840
Nicholas	6,500	42	2,720
Ohio	20,600	83	17,120
Pendleton	2,000	44	870
Pleasants	1,600	48	770
Pocahontas	2,700	30	820
Preston	7,400	40	2,970
Putnam	5,000	71	3,570

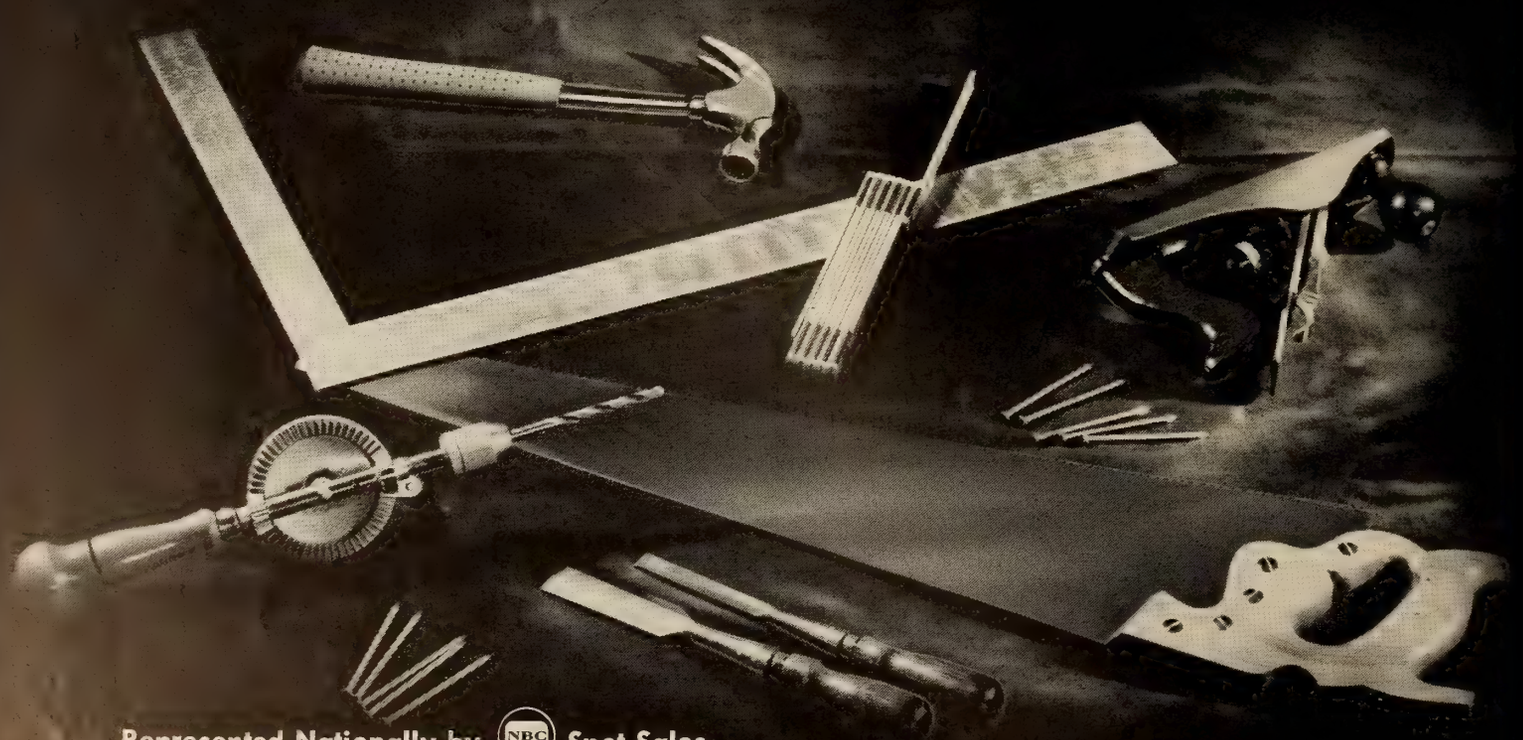
State and County	House-holds	% With Tv	No. With Tv
Raleigh	22,700	37	8,420
Randolph	7,000	28	1,990
Ritchie	3,000	31	920
Roane	3,900	43	1,680
Summers	4,300	45	1,960
Taylor	4,400	30	1,340
Tucker	2,400	31	750
Tyler	2,600	41	1,060
Upshur	4,800	16	780
Wayne	8,100	64	5,210
Webster	3,900	34	1,340
Wetzel	4,700	43	2,040
Wirt	1,200	36	440
Wood	18,800	39	7,410
Wyoming	8,700	41	3,520
WISCONSIN	**1,059,800**	**67**	**709,040**
Adams	2,500	20	510
Ashland	5,400	41	2,210
Barron	10,400	46	4,760
Bayfield	3,900	32	1,240
Brown	29,400	80	23,520
Buffalo	4,400	51	2,260
Burnett	3,000	44	1,310
Calumet	5,400	68	3,680
Chippewa	11,900	56	6,710
Clark	9,200	29	2,660
Columbia	10,700	45	4,760
Crawford	5,000	30	1,490
Dane	52,300	61	31,800
Dodge	17,300	69	11,900
Door	6,600	61	4,050
Douglas	14,300	61	8,750
Dunn	7,800	60	4,700
Eau Claire	17,300	60	10,410
Florence	1,200	32	380
Fond du Lac	20,600	66	13,550
Forest	2,300	36	820
Grant	12,500	41	5,130
Green	7,600	44	3,310
Green Lake	4,700	46	2,180
Iowa	5,700	34	1,930
Iron	2,500	26	640
Jackson	4,900	32	1,590
Jefferson	13,500	71	9,610
Juneau	5,500	25	1,370
Kenosha	25,100	81	20,410
Kewaunee	4,800	64	3,070
La Crosse	21,100	53	11,230
Lafayette	5,300	34	1,790
Langlade	6,100	53	3,230
Lincoln	6,600	38	2,530
Manitowoc	20,700	72	14,990
Marathon	23,100	46	10,560
Marinette	10,500	54	5,650
Marquette	2,700	37	990
Milwaukee	277,800	88	243,080
Monroe	8,800	42	3,670
Oconto	7,400	63	4,670
Oneida	6,500	29	1,870
Outagamie	24,900	76	18,950
Ozaukee	7,600	85	6,450
Pepin	2,100	53	1,110
Pierce	6,300	74	4,690
Polk	7,500	70	5,240
Portage	9,300	46	4,280
Price	4,700	19	890
Racine	35,700	83	29,670
Richland	5,300	36	1,890
Rock	30,700	57	17,380
Rusk	4,600	38	1,730
St. Croix	7,800	77	6,010
Sauk	12,000	28	3,360
Sawyer	3,000	39	1,180
Shawano	9,700	52	5,010
Sheboygan	25,500	74	18,870
Taylor	4,800	33	1,560
Trempealeau	6,900	64	4,440
Vernon	7,800	38	2,990
Vilas	3,000	19	580
Walworth	14,400	71	10,180
Washburn	3,300	42	1,390
Washington	10,700	86	9,220
Waukesha	28,700	85	24,280
Waupaca	10,600	65	6,880
Waushara	4,300	30	1,270
Winnebago	29,100	60	17,430
Wood	15,200	47	7,140
WYOMING	**92,200**	**21**	***18,920**
Albany	5,900	28	1,660
Big Horn	3,600	13	480
Campbell	1,400	—	—
Carbon	5,000	—	—
Converse	1,700	—	—
Crook	1,200	—	—
Fremont	5,900	—	—
Goshen	3,600	17	610
Hot Springs	1,800	—	—
Johnson	1,400	—	—
Laramie	15,700	58	9,090
Lincoln	2,400	21	490
Natrona	13,300	18	2,390
Niobrara	1,200	—	—
Park	5,200	13	660
Platte	2,400	19	470
Sheridan	6,200	—	—
Sublette	900	—	—
Sweetwater	6,300	—	—
Teton	800	46	370
Uinta	1,700	33	560
Washakie	2,100	22	460
Weston	2,400	—	—
Yellowstone Park	100	27	30

if you're building a market . . .

you need tools . . . tools that will do the best possible work and the quickest!

WRGB-TV is your best sales tool in rich Northeastern New York and Western New England. 480,850 families depend upon WRGB's 16 years of leadership to provide them with fine service and program quality.

It will pay you to study the television market in our coverage area of 30 counties, including the important tri-cities of Albany, Schenectady and Troy.



Represented Nationally by NBC Spot Sales

WRGB

A General Electric Station

(A&A continues from page 32)

"all study the fundamentals of tv"—with the result that "important new talent" has been discovered in people who had been afraid to tackle television," and that some of the "lost generation" have been helped "to become much more familiar with the problems and their responsibilities in this slightly stupendous medium."

Mr. Tinker continued: "Creative people are a strange and highly volatile breed, alarmingly human, made foolish by money and wise by liquor! With bulging talents and caved-in weaknesses, it's hard for us to make them fit a nice neat job definition on a chart. And is it right to do this—to try to tamp a round creature into a square hole?

"Instead, shouldn't we study and utilize their human strengths to the greatest degree and let specialists in other fields make up for the obvious weaknesses? For when you *do* coordinate the talents of bright creative minds with the talents of other agency specialists, wonderful things happen . . ."

HOLBROOK ELECTED CHAIRMAN OF AAAA

Melvin Brorby becomes vice chairman and Donald Clifford elected to the position of secretary-treasurer.

ROBERT D. HOLBROOK, board chairman of Compton Adv., New York, was elected chairman of the board of the American Assn. of Advertising Agencies last Thursday as the AAAA's 38th annual meeting opened at Greenbrier Hotel, White Sulphur Springs, W. Va.

Mr. Holbrook, 55, has been with Compton since 1933. He was president from 1946 until last year when he was elected board chairman. He succeeds Henry G. Little, president and board chairman of Campbell-Ewald, Detroit, as head of the association.

Melvin Brorby, senior vice president of Needham, Louis & Brorby, Chicago, was elected vice chairman and Donald K. Clifford, president of Doherty, Clifford, Steers & Shenfield, New York, was named secretary-treasurer.

AAAA President Frederic R. Gamble, it was announced, has been re-engaged for another two-year term.

Three agency officials were elected directors-at-large for three-year terms. They are Emerson Foote, executive vice president of McCann-Erickson, New York; Harry Harding, senior vice president of Young & Rubicam, New York, and Bryan Houston, board chairman of Bryan Houston Inc., New York.

The following were named directors representing the four AAAA regions for one-year terms.

Eastern region—W. L. Shepardson, James Thomas Chirurg Co., Boston; Earle Steiert, Richard A. Foley Adv., Philadelphia, and Adolph J. Toigo, Lennen & Newell, New York.

East central—Andrew B. Meldrum, Meldrum & Fewsmith, Cleveland.

Central—F. Strother Cary Jr., Leo Burnett Co., Chicago, and L. O. Holmberg, Compton Adv., Chicago.

Western—Trevor Evans, Pacific National Adv., Seattle.

Six other directors continue on the board as directors-at-large.

The newly elected board named a seven-man operations committee composed of Messrs. Holbrook, Brorby, Clifford and Gamble and Walter Buchen, Buchen Co., Chicago; J. Davis Danforth, BBDO, New York, and George C. Reeves, J. Walter Thompson Co., Chicago.

ADV. EXECUTIVES HOLD INTERNATIONAL MEET

Representatives from 35 countries convene for opening of AAAA conference in New York. Delegates also attend AAAA's 38th annual session at White Sulphur Springs, W. Va., visit Washington.

A ROUND of meetings, speeches, agency inspection tours, and parties marked the opening of the American Assn. of Advertising Agencies' International Meeting of Advertising Agency Leaders in New York last week.

Top advertising executives from 35 countries were on hand for sessions which extended from Monday through Wednesday afternoon, then "adjourned" to the Greenbrier, White Sulphur Springs, W. Va., for the AAAA's 38th annual meeting Thursday through Saturday [see story page 31].

The international meet resumes today (Mon.) in Washington, where further meetings and visits are scheduled through Tuesday morning, when the group returns to New York for further sessions and, as AAAA guests, joins the International Adv. Assn. in its eighth annual convention there Thursday and Friday.

Marion Harper Jr., president of McCann-Erickson, and Sigurd S. Larmon, president of Young & Rubicam, were principal U. S. agency speakers at Monday's session. Henry G. Little, president and chairman of Campbell-Ewald, Detroit, and chairman of the AAAA board, outlined plans for the two-week meeting and extended greetings from President Eisenhower. Frederic R. Gamble, AAAA president, traced the meeting's genesis and its broad objective—that of acquainting foreign advertising executives with U. S. advertising operations and providing an exchange of ideas and understanding between agency leaders in this country and those from overseas.

Need For Creativity

Mr. Harper, in a speech on "the challenge of change," emphasized that "creativity is indeed crucial" in the advertising business and that creative people must "know as much about the market to produce good advertising as the manufacturer must know about it to produce the right goods." As between research and creativity, he said, "one must feed the other."

Mr. Larmon stressed advertising's role in the "Economic Development of the Free World."

Three foreign leaders (representing different areas) among the key speakers were Frans Lohse, president of Aktiebolaget S. Gumaelius Adv., Stockholm; Lt. Col. Alan M. Wilkinson of London Press Exchange Ltd., president of the Institute of Practitioners in Advertising, and Mario Garcia-Pena, managing director of Propaganda Epoca Ltda., Bogota. In addition, Hideo Yoshida, president of Dentsu Adv., Tokyo, and chairman of the Japanese Assn. of Adv. Agencies, delivered a greeting in Japanese, and a paper on Japanese advertising was presented.

Col. Wilkinson, in his speech on "Social and Cultural Effects of Advertising," offered this observation on tv:

"Television, which both of us [U. S. and Britain] have, and the whole world will have one day, can surely play a great part in helping international relations. With television we can see each other, listen to each other, study our ways, habits, our manners and our thoughts, and it would seem—for we too now have what we call commercial television—that this is inseparable from advertising and, therefore, from our work. We in advertising, therefore, with this great power so largely in our hands, have surely an immense responsibility.

"In this electronic age . . . who can say what in a few years time will be the range or limit of any television broadcast and, therefore, of the influence which will largely be ours for good or the reverse. Should we not contemplate the probability, indeed the certainty, that one day the whole civilized world will be able to receive the same picture and so the same message at one and the same time, for after all, pictures like music cut right across the barriers of language. What a contribution this could be towards good neighborliness, toward one world."

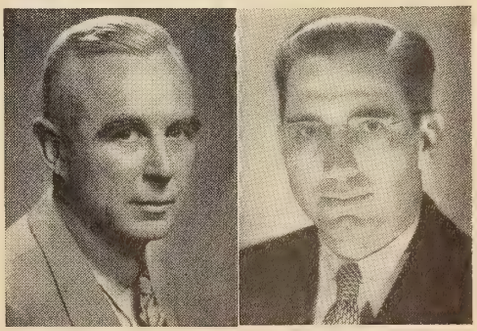
The international group was welcomed to New York by Mayor Robert F. Wagner, who pointed out that 55% of all advertising agency business in the U. S. takes place in New York and that 36 of the 100 largest advertisers have New York headquarters.

Today's (Monday) meeting in Washington is slated to open at the Commerce Building with greetings by Commerce Secretary Sinclair Weeks and a presentation by the Dept. of Commerce. After luncheon there will be visits to the Census Bureau and to Voice of America studios (where the delegates will have an opportunity to record messages for broadcast overseas). A tour of the White House, additional Voice of America visits, and luncheon with the U. S. Chamber of Commerce at its annual meeting will wind up the Washington phase tomorrow.

GEYER ADV. STOCK SOLD TO EMPLOYES

A SUBSTANTIAL amount of stock in Geyer Adv., New York, will be sold to 40 key executives and employes of the 46-year-old advertising agency, it is being announced today (Monday). Also to be announced is the election of Executive Vice President Sam M. Ballard as president and the formation of a board of directors.

Heretofore, all stock in the agency has been held exclusively by retiring President B. B. Geyer and his immediate family. Mr. Geyer,



MR. GEYER MR. BALLARD

on relinquishing his presidential duties to Mr. Ballard, will become the firm's first board chairman.

Purchasing what Mr. Geyer has described as "a substantial interest in the firm" are Mr. Ballard; E. G. Frost, vice president in charge of Geyer's Dayton, Ohio, office; John F. Henry Jr., vice president in charge of the Detroit office; John R. Geyer, assistant general manager and secretary of the board; John R. Kunz, treasurer, and Frank A. Kearney, Neal Nyland, Ralph C. Robertson and Edward G. Zern, all vice presidents. B. B. and John R. Geyer,


AUDIMAT



ON KMOX

. . . Audimation KMOX is mass-produced sales through deft radio programming . . . a sensitive balance of the CBS Radio Network schedule with potent local programs. It's the mass appeal of St. Louis Cardinal Baseball — "Billiken" Basketball — Notre Dame Football . . . the Star appeal of KMOX's new "Matinee". . . PLUS top-rated local personalities: Rex Davis (News), Curt Ray, Harry Fender, Jim Butler (music), Phil Stevens (HPL), Ted Mangner (farm), Harry Caray, Bob Burnes, Joe Garagiola, Jack Buck (sports).

KMOX AUDIMATED MARKETING IS GEARED TO YOUR AUTOMATED PRODUCTION.

KMOX

The Voice of St. Louis

CBS Owned — 50,000 Watts

Represented by

CBS Radio Spot Sales

Messrs. Ballard, Frost, Henry, Kunz, Kearney, Nyland, Robertson and Zern will make up the agency's first board of directors. Additional stock in varying amounts is being bought by other Geyer vice presidents, account executives and department heads.

An agency spokesman, while declining to state the price and percentages involved in the stock transaction, indicated last week that Mr. Geyer still will retain the "bulk" of the stock, with perhaps as much as 50% sold to employes.

Mr. Ballard joined the agency in 1953 as vice president and chairman of the accounts policy committee after serving as executive vice president of Gardner Adv., St. Louis. Shortly thereafter, he was named executive vice president of Geyer.

NC&K Gets $1 Million Hudson Pulp, Paper Account

HUDSON Pulp & Paper Co., New York, with an estimated $1 million advertising budget, after a three-month period of looking over a number of advertising agencies [B•T, Jan. 30] last week officially named Norman, Craig & Kummel, New York as its agency.

The advertiser had asked for bids from at least a half-dozen advertising agencies as early as Jan. 30, long before Hudson's present agency, The Biow Co., New York, announced intentions of ceasing operations June 30. At that time, Irwin A. Zuckerman, vice president of Hudson Pulp, notified Mr. Biow in a letter that "we are inviting a select group of advertising agencies to make a formal solicitation of the account . . ."

Hudson Pulp is a large television spot advertiser.

The addition of Hudson Plup & Paper marks the third major account that Norman, Craig & Kummel has been awarded within the past three months. Other accounts recently added to the agency's upped billings are Speidel Watchband Corp. and the National Democratic Committee. Additionally, the agency recently bought an hour-alternate-week show to start in the fall on CBS-TV for another client, Ronson lighters.

Kaiser Aluminum Plans Show On Network Tv This Summer

KAISER Aluminum & Chemical Corp., Oakland, Calif., breaks into national network television advertising this summer with sponsorship of a new hour live dramatic show on NBC-TV on alternate Tuesdays, 9:30-10:30 p.m. EDT. To begin July 3, the program is not yet definite on format and producer but time and talent are reportedly budgeted in excess of $3.5 million. Agency is Young & Rubicam. A total of 155 NBC-TV outlets will be used.

Kaiser will continue its heavy use of other major advertising media, including radio, a Y&R announcement said.

"Before selecting the 9:30-10:30 p.m. time slot," the agency explained, "Kaiser studied many proposals, but decided that the Tuesday night segment was best suited for its first tv operation."

The firm will use the tv show as "a showcase for aluminum products made by its customers and will demonstrate many of the new developments being made in aluminum to serve both industry and the consumer," Y&R said. Kaiser "also plans to use the new show to further establish public recognition of Kaiser Aluminum's growing leadership in the aluminum industry as well as to promote its own line of products for consumer use."

The new Kaiser program will alternate with Armstrong Cork's *Circle Theatre* in the Tuesday night period and will oppose *The $64,000 Question* on CBS-TV 10-10:30 p.m. *Circle Theatre* currently alternates with Pontiac's *Playwrights 56*.

Agency Names Allvine

EARL ALLVINE has been elected vice president of Galvin-Farris Adv. Agency, Kansas City, Mo., and named manager of the agency's new branch office in Kansas City, Kan., Jerome G. Galvin, president, announced. Fred D. Farris, newly-elected executive vice president, also announced that the agency plans to complete its move into new and larger quarters in the Merchandise Mart Bldg., 22nd and Grand, by May 1 (tomorrow).

Duggan-Phelps Disbands

DUGGAN-PHELPS ADV., Chicago agency, has ceased operation, effective today (Monday), with two of its principals, Frank E. Duggan, general manager, and John G. Fogarty, vice president, joining Gordon Best Co. as vice presidents and account executives. Among radio and tv accounts at Duggan-Phelphs were Checker Cab Co. and Institute of Applied Science, both of which have moved to Gordon Best Co.

WSPA-TV
SPARTANBURG, S. C.
CHANNEL 7
NOW ON THE AIR
serving
SPARTANBURG-GREENVILLE
area with
200,000 watts
CBS TELEVISION
WSPA-AM—First Radio Station in S. C.
WSPA-FM—First FM Station in S. C.
SPARTAN RADIOCASTING CO.
Walter J. Brown
President
Geo. P. Hollingbery—Representative

even a sly look at KNOE in Monroe



. . . *shows* **KNOE** completely sweeps the field in HOOPERATING with a 42.1% all day share of the radio audience (C. E. Hooper, Inc., Monday through Friday report for February-March, 1956). KNOE also teams with its TV sister, KNOE-TV, operating with all four networks on Channel 7.

KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO*
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
KLIF . . . DALLAS
KELP . . . EL PASO

NOEMAC (N M) **STATIONS**
MUSIC NEWS

*FCC APPROVAL OF TRANSFER PENDING

STORM DOOR INDUSTRY FIGHTS 'BAIT-SWITCH'

Voluntary meeting with Federal Trade Commission sets up suggested trade practice rules to govern advertising and sale of industry products.

STEPS TOWARDS curtailing what the Federal Trade Commission regards as violations of the Federal Trade Act of 1914—specifically that of "bait-switch" advertising—were taken last week when FTC officials met with representatives of the combined storm window and door industry.

In a special voluntary meeting held Tuesday at the Park-Sheraton Hotel, New York, the National Combination Window & Door Institute Inc. made public 20 suggested "self-governing" rules the institute hopes will "correct a list of malpractices that have put a blot on our industry."

The "bait-switch" proposal would regard as unfair any trade practice by the industry that offers for sale and distribution any commodity "when the offer is not a bona fide effort to sell the advertised merchandise," and lists as violations the refusal to demonstrate or show the commodity offered, sale of a defective commodity, disparagement of prospective purchasers from purchasing the offered commodity, refusal to deliver the commodity ordered and/or bought, refusal to sell at price quoted, and failure, "in the absence of any disclosure of the quantity of the commodity offered, to have available a quantity sufficient to meet normal demands."

Pointing out that the meeting was entirely voluntary in nature—that the government was asked by the industry to sit in on the hearing—FTC Comr. William C. Kern told the assembly of door-window manufacturers that "this industry is in dire need of some sort of trade practice procedure," adding that the FTC will study the transcript of the meeting and then will draw up a list of regulations to be adopted by the commission after a public hearing is held in Washington later in the year. Attorney H. Paul Butz, speaking for the FTC, said he felt such rules, once implemented, would not impose "any additional burdens" on the $200 million industry.

The FTC has announced that proposed trade practice rules for the plastics housewares industry will be discussed at a hearing at FTC headquarters in Washington on May 9, and proposed governing rules for the melamine dinnerware industry will be reviewed there May 10. All industry members and other interested and affected parties are permitted at the hearings.

Bulova Launches Campaign

DESCRIBED as Bulova's "biggest advertising campaign," the watch company, through McCann-Erickson, New York, on April 18 launched a spot drive on 286 television and radio stations in support of its new line, the "President" series. Bulova estimated 36 million persons would be exposed to the campaign, which highlights the firm's "thin, thin watch design."

Supplementing the spots is a series of 20-second and one-minute local tv and radio commercials made available to about 20,000 jewelry dealers for local sponsorship with dealer identification. George Gobel appears in these filmed commercials.

LATEST RATINGS

NIELSEN

TOP RADIO PROGRAMS (TWO WEEKS ENDING MARCH 24)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-a-Week					(Average for All Programs)		(799)
1.	Two for the Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	1,974
2.	Dragnet	Anahist RCA Carter Products	Ted Bates Kenyon & Eckhardt Ted Bates	NBC	184	Tues., 8-8:30	1,880
3.	Our Miss Brooks	Toni	North Adv. Agency	CBS	203	Sun., 8-8:30	1,786
4.	Edgar Bergen	CBS-Columbia	Ted Bates	CBS	200	Sun., 7-8	1,645
5.	People Are Funny	RCA Olson Rug Co.	Kenyon & Eckhardt Presba, Feller & Presba	NBC	183	Thurs., 8-8:30	1,598
6.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	1,551
7.	Academy Awards	Oldsmobile Div. of General Motors	D. P. Brother	NBC	192	3/21 only Wed., 10:30-12:15	1,551
8.	Edgar Bergen	Anahist	Ted Bates	CBS	200	Sun., 7-8	1,504
9.	News & Gene Autry (and special show with Burgess Meredith)	William Wrigley Jr.	Ruthrauff & Ryan	CBS	191	Sun., 6:30-7	1,504
10.	You Bet Your Life	DeSoto	BBDO	NBC	194	Wed., 9-9:30	1,457
Evening, Multi-Weekly					(Average for All Programs)		(752)
1.	News of the World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-7:45	1,692
2.	One Man's Family	Colliers Carter Products Anahist Olson Rug	Grey Ted Bates Ted Bates Presba, Feller & Presba	NBC	182	Mon.-Fri., 7:45-8	1,692
3.	Lowell Thomas	United Motors Service Div. of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,316
Weekday					(Average for All Programs)		(1,363)
1.	Helen Trent	Pharmacal	Doherty-Clifford-Steers & Shenfield	CBS	185	Mon.-Fri., 12:30-45	2,209
2.	Helen Trent	Toni	North Adv.	CBS	188	Mon. & Wed., 12:30-45	2,209
3.	Arthur Godfrey	Corn Products	C. L. Miller	CBS	201	Fri., 10:45-11	2,162
4.	Helen Trent	Chesebrough	J. Walter Thompson	CBS	114	Fri., 12:30-45	2,162
5.	Wendy Warren	Philip Morris	Biow-Beirn-Toigo	CBS	191	Alt. Days, Mon.-Fri., 12-12:15	2,162
6.	Guiding Light	Procter & Gamble	Compton	CBS	143	Mon.-Fri., 1:45-2	2,115
7.	Young Dr. Malone	Chesebrough-Ponds	J. Walter Thompson	CBS	112	Tues. & Thurs., 1:30-45	2,115
8.	Wendy Warren	Hazel Bishop	Raymond Spector	CBS	190	Alt. Days, Mon.-Fri., 12-12:15	2,068
9.	Wendy Warren	Standard Brands	Ted Bates	CBS	190	Alt. Days, Mon.-Fri., 12-12:15	2,068
10.	Arthur Godfrey	American Home Products	Young & Rubicam	CBS	201	Thurs., 10:45-11	2,021
Day, Sunday					(Average for All Programs)		(564)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	1,222
2.	Your Nutrilite Theatre	Nyttinger & Castleberry	Dan B. Miner	NBC	194	Sun., 5:05-6	1,081
3.	Robert Trout News	General Motors	Campbell-Ewald	CBS	164	Sun., 10-10:15	987
Day, Saturday					(Average for All Programs)		(752)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,833
2.	Metropolitan Opera	Texas Co.	Kudner	ABC	340	Sat., 2-conclu.	1,739
3.	Robert Q. Lewis	Milner	Gordon Best	CBS	196	Sat., 11:55-Noon	1,551

Copyright 1956 by A. C. Nielsen Co.

TRENDEX

TOP 10 Tv EVENING SPONSORED SHOWS (APRIL 1-7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating
1.	$64,000 Question	Revlon	BBDO	CBS	164	Tues., 10-10:30	38.7
2.	I Love Lucy	Procter & Gamble General Foods	Biow Young & Rubicam	CBS	154	Mon., 9-9:30	35.3
3.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	186	Sun., 8-9	33.5
4.	Person to Person	American Oil Co. Hamm Brewing Co.	Joseph Katz Agency Campbell-Mithun	CBS	84	Fri., 10:30-11	30.1
5.	Perry Como	Armour Co.	Tatham-Laird	NBC	81	Sat., 8-9	28.9
		Dormeyer	John W. Shaw		82		
		Gold Seal Co.	Campbell-Mithun		86		
		International Cellucotton Products	Foote, Cone & Belding		90		
		Noxzema Chemical Co.	Sullivan, Stauffer Colwell & Bayles		95		
		Toni	Weiss & Geller		91		
6.	Talent Scouts	Toni Co.	North Adv. Co.	CBS	150	Mon., 8:30-9	28.7
7.	December Bride	General Foods	Benton & Bowles	CBS	181	Mon., 9:30-10	28.6
8.	This Is Your Life	Procter & Gamble	Benton & Bowles	NBC	133	Wed., 10-10:30	27.9
9.	Fireside Theatre	Procter & Gamble	Compton	NBC	132	Tues., 9-9:30	27.8
10.	Red Skelton	Pet Milk Co.	Gardner	CBS	96	Tues., 9:30-10	27.1

4 Join Bates Radio-Tv Dept.

TWO RADIO-TV supervisors and two producers have joined the radio-tv department of Ted Bates, New York. New radio-tv supervisors are James J. Seaborne, formerly with Compton Adv., and William T. Mann, formerly a director in the radio-television department of Doremus & Co. John J. Seery and Joseph Courtney, are the radio-tv producers. Mr. Seery formerly was an executive producer with Howell-Rogin Studios and Mr. Courtney was radio-tv director of Bloom Adv., Dallas.

'Coke Time' Renewal Signed

COCA-COLA Co., New York, has signed a three-year renewal contract with Eddie Fisher for his services on *Coke Time* on television and radio. The contract was negotiated with Ramrod Productions Inc., Mr. Fisher's newly organized production unit, and McCann-Erickson, New York, agency for Coca-Cola. *Coke Time* is heard on NBC-TV, twice weekly-quarter hour, Wednesdays and Fridays. The show is also carried on 500 radio stations via transcription.

Officials Probe Cole-Finder At Business Bureau Request

OFFICE OF State's Attorney in Chicago has launched an investigation into advertising practices of Cole-Finder Inc., Chicago automobile dealer and heavy tv advertiser, at the request of the local Better Business Bureau.

Asst. State's Attorney Thomas Halpin asked the Mercury dealer organization to turn over complete sales records for the period of time covered in the BBB complaint. The bureau labeled Cole-Finder a television "baiter" and charged that certain "wholesale specials" advertised on tv were described by C-F salesmen, upon inquiry, as "sold," "gone," or already subject to prior deposits. Purpose of obtaining the records is to ascertain how many cars were actually sold at the low prices.

The bureau quoted State's Attorney John Gutknecht as contending the probe should "cover the extent of the advertising agency's responsibility" as well. Cole-Finder's agency is Rocklin Irving & Assoc., Chicago.

Erwin, Wasey & Co. Moves

ERWIN, WASEY & Co., located at 420 Lexington Ave., New York, since 1926, last week moved to new headquarters at 711 Third Ave., occupying a floor and a half in a recently-completed office building. The 20-year, $2 million lease was negotiated last month. Another agency, Grant Adv., New York, also has announced plans to move to the 711 Third Ave. address sometime next month.

Kids Love Commercials

RESULTS of a study released by Qualitative Research Inc., New York, indicate that children's attention to television commercials runs 35% to 45% higher than that of adults.

QRI, a Trendex affiliate, reported that the increased attention from children was about 35% on live action and about 45% on cartoon animation commercials, though the animation "ran considerably lower than the live action for both children and adults." Boys and girls between 10 and 17 inclusive were considered children by QRI. The results, QRI said, were based on a series of "immediate recall" studies, during which telephone calls were made to locate viewers of a program within an hour after the telecast.

Ellis Joins McCann-Erickson

SHERMAN K. ELLIS, who resigned in March as chairman of the board of Raymond R. Morgan Co., has been named creative consultant and a member of the Los Angeles Advisory Committee on Advertising Plans for McCann-Erickson. Before joining Morgan two years ago, Mr. Ellis for five years had been vice president, director and member of the Plans Board of Benton & Bowles, New York. Prior to that, he headed his own New York agency for 16 years.

Chicago Market 'Window' Ordered by Goldblatt Bros.

SALE of NBC's color tv shopping program service, *Window*, to Goldblatt Bros. Inc. in Chicago for 13 weeks, starting May 7, was announced Tuesday by the network's owned WNBQ (TV) there.

Goldblatt Bros., pioneer broadcast advertiser, thus joins stores in New York, Washington and Philadelphia in sponsorship of a program tailored for retail advertisers and made available for sale to all NBC owned tv outlets in major cities. Contract was handled through Olian & Bronner Inc., Chicago.

The department store has bought *Window* for 10:25 a.m. (CDT) during NBC-TV's *Home* show, with pattern to follow that used in other cities. Store is a heavy spot announcement user on WBBM and other Chicago radio stations.

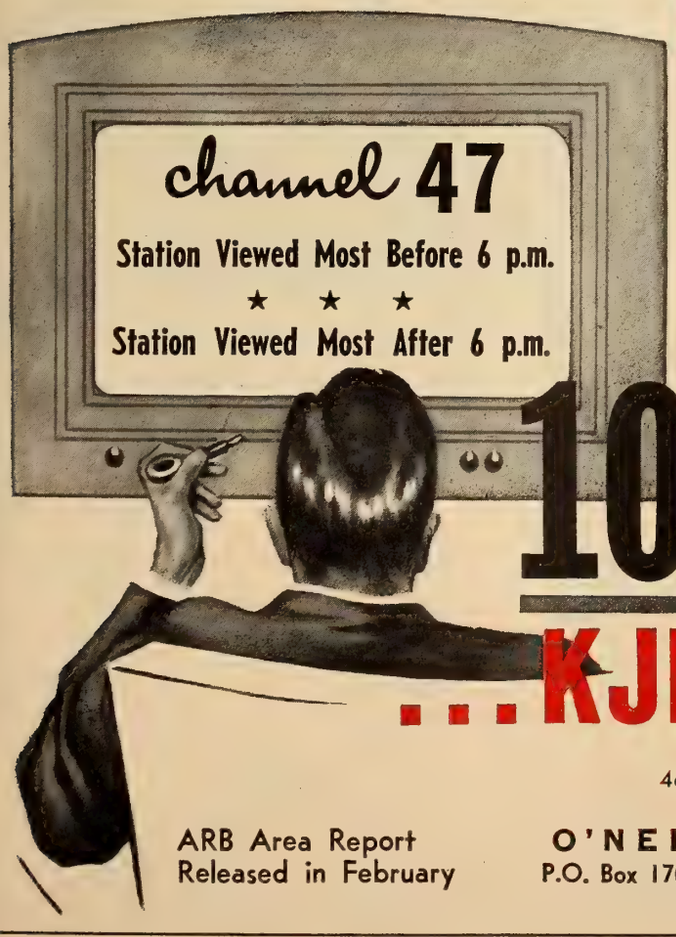
M-E Banquet Outlines Growth

A BANQUET was held last week by McCann-Erickson Inc., New York, at the Hotel Commodore for 1,300 staff members of the home office and representatives of its overseas branches in celebration of the "tremendous growth" of the agency [AT DEADLINE, April 23]. Speakers, who outlined the history of the agency and its growth, were H. K. McCann, chairman; Charles Blondel, manager of the European offices, and Armando M. Sarmento, manager of the Latin American offices. Marion Harper Jr., McCann-Erickson president, served as toastmaster.

San Joaquin Valley TV Families . . .

DO WHAT COMES NATURALLY

Tune to UHF TV Stations!



100% of the Homes in this, the World's Richest Farm Market can receive...

. . . KJEO TV channel 47

4600 ft. above sea level 175,000 TV Homes

ARB Area Report Released in February

O'NEILL BROADCASTING COMPANY
P.O. Box 1708. Represented Nationally by the Branham Co. Fresno, Calif.

here comes another thoroughbred...



CHAMPION!



Make a list of the fastest-moving Westerns in television, and you're bound to include Annie Oakley, Range Rider, Gene Autry and Buffalo Bill, Jr. – all produced by Flying A Pictures. And now there's another Flying A thoroughbred – The Adventures of Champion, starring Champion the Wonder Horse... the story of a wild stallion, a boy and his dog in lawless cattle country.

One of the best-known animal heroes in showbusiness, Champion has been featured in more than 100 television programs, 85 motion pictures, all of Gene Autry's tours and Championship Rodeos... and in Champion comic books with annual sales of more than three million copies!

On the CBS Television Network, The Adventures of Champion clocked a 17.9 rating at 7:30 pm*– a neatly balanced audience of 26% men, 29% women and 45% children.** Which bears out Billboard's evaluation: "Champion is solid entertainment... excellent production... over all, the kind of fare that parents can sit down with their children to watch!"

The kind of fare you'd do well to look into... by calling CBS Television Film Sales, distributor of the fastest-moving films in television.

CBS TELEVISION FILM SALES, INC.

New York, Chicago, Los Angeles, Detroit, San Francisco, Boston, Atlanta, Dallas and St. Louis. Distributor in Canada: S. W. Caldwell, Ltd.

*Nielsen – Nov. 1955 (first report) **ARB – Nov. 1955

Nine L. A. Stations Used In Mother's Day Promotion

LISTENERS are urged to telephone and "charge a greeting that grows on your word alone" through a saturation campaign that began last week on nine Los Angeles area radio stations for Biltmore Flowers & Gifts. Approximately 1,000 spots weekly, aimed primarily at Mother's Day giving, are being used to promote the imported Hawaiian "sleeping beauty" plants.

The commercials were produced by Song Ad Film-Radio Productions, Hollywood, and will run at least through Mother's Day. Stations include KLAC, KBIG, KFOX, KOWL, KFWB, KIEV, KGFJ, KFMU and KFI.

Lanolin Plus Names Seeds

LANOLIN PLUS Inc. last week transferred its $3 million cosmetics account from The Biow Co. to Russel M. Seeds Co., Chicago, marking its second agency switch within four months. Seeds is expected to take over the account about July 1 concurrent with cessation of operation by the Biow agency [AT DEADLINE, April 9]. The account moved to Biow-Beirn-Toigo from Duggan-Phelps Adv., Chicago, effective last Jan. 1.

Salem Radio Spots to Start

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C., which two weeks ago was reported to be looking for radio spot availabilities for a new filter brand cigarette [AT DEADLINE, April 23], last week announced it to be the "Salem," a new king-size filter tip described as "menthol-fresh." The Salem is understood to be a mentholated version of the Winston. Radio spot campaign will be launched in early May, prior to Salem's bow at the end of next month. William Esty Co., New York, is the agency for Reynolds.

Magazine Revenue Up 16%

A GAIN of 9% in magazine pages and 16% in revenue over the first quarter of 1955—claimed to be the largest increase ever recorded—was reported last week by Magazine Advertising Bureau, New York. Based on 100 general and national farm magazines listed by Publishers Information Bureau, MAB said 1956 revenues will reach $750 million, whereas 1955's total advertising volume reached an excess of $650 million.

NETWORK NEW BUSINESS

ABC Radio's *Whispering Streets* (Mon.-Fri., (Mon.-Fri., 10:45-11 a.m. EST), has signed following new five-minute sponsors: Whitney Frozen Foods Div., Safeway Stores, Mon.-Wed.-Fri., through Weiner, Ohleyer, Reynolds & Baker, San Francisco; Coast Fisheries Div., Quaker Oats Co., (Puss 'n' Boots cat food), Tues., through Lynn Baker Inc., New York, and Seeman Bros., (Air-Wick) N. Y., Tues.-Fri., through Norman, Craig & Kummel, N. Y.

D-Con Co. (Roach-Prufe and Anti-Prufe insecticides), Chicago, in what was said to be firm's first use of network radio, signed for 10:30-10:35 a.m. EDT segment of CBS Radio's *Galen Drake Show* (Sat., 10:05-10:55 a.m. EDT), effective May 5. Agency: Arthur Meyerhoff & Co., Chicago.

Eastman Kodak Co., Rochester, N. Y., will sponsor NBC-TV's telecast of final holes of 56th annual National Open Golf Tournament at Oak Hill Country Club in Rochester, N. Y., June 16 (4-6 p.m. EDT). Agency: J. Walter Thompson Co., N. Y.

Hamilton - Beach Div. of Scovill Mfg. Co. (electrical appliances), Racine, Wis., signed as a participating sponsor of CBS-TV's *Good Morning!* starring Will Rogers Jr., today (Monday). Agency: Erwin, Wasey & Co., Chicago.

SPOT NEW BUSINESS

Kitchens of Sara Lee Inc. (bakery products), Chicago, using saturation radio-tv spots in

THERE'S A FINE

"New Look"

on **Milwaukee's Channel 12**



Now! The Finest Lineup of Weekday Television Programs in the Market

Viewing tastes change. Smart stations change with them. Milwaukee audiences and advertisers have long demanded more and better daytime TV programs. WISN-TV has met the demand with the dynamic "New Look."

Here is daytime programming as fresh and full as the morning sun. Here is Milwaukee . . . the things it likes, the things it does, the things it wants to know. Here are local personalities, endeared for years to the community where they've worked. Here is television, 1956 brand, the way Milwaukee wants it. No interest has been overlooked, no taste neglected.

The results are not surprising. Viewer and advertiser emphatically confirm the wisdom of the menu. Mail is up, phone calls are up, ratings are up and sales are up. Yes, there's a bright "New Look" in Milwaukee television and more and more smart advertisers are fast becoming a part of it.

TOP PROGRAMS

TOP TOWER
1105 Feet

TOP POWER
316,000 Watts

John B. Soell
Director

WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE

Represented by
Edward Petry & Co., Inc.

Spots Top Spot

SPOT announcements represented the biggest single investment of the nation's spot television advertisers in the last quarter of 1955, with participations and program sponsorships in a virtual tie for second place. Figures were released by Television Bureau of Advertising last week as compiled from its study of tv spot advertising during the period [B•T, April 16]. TvB's breakdown showed expenditure as follows during the last three months of 1955:

Type of Buy	Expenditure	Percent of Total
Announcements	$45,144,000	43.5
ID's	12,050,000	11.6
Participations	23,509,000	22.6
Shows	23,169,000	22.3
Total	$103,872,000	100.0

Consolidated Television and Radio Broadcasters, Inc.

SELECTS STAINLESS 1000-FOOT TOWERS

for

WOOD-TV

GRAND RAPIDS, MICHIGAN

and

WFBM-TV

INDIANAPOLIS, INDIANA



Harry M. Bitner
President

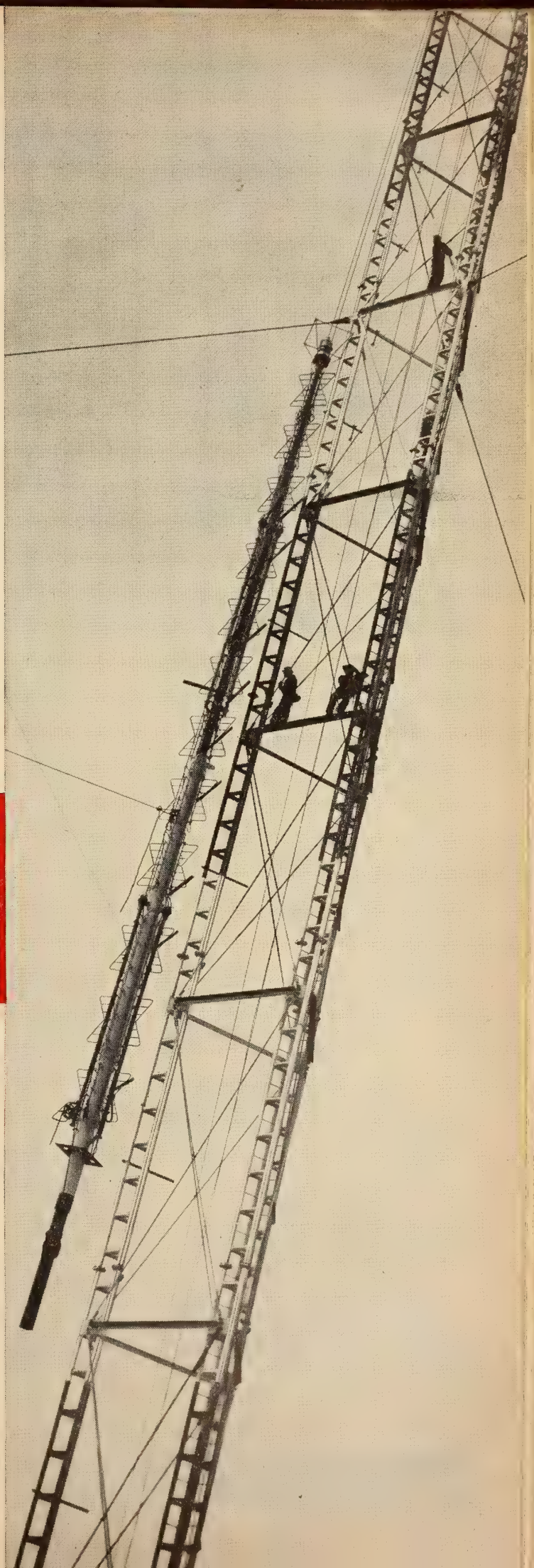


Harold Holland
Chief Engineer, WFBM

Like the men pictured above... many Broadcasters have made Stainless their choice.

Call or write, and learn why these executives have chosen Stainless.

Stainless, inc.
NORTH WALES • PENNSYLVANIA



KRMG
50,000 Watts • 740 KC
Tulsa • Oklahoma

...is NOW the
GREAT
Independent
of the
Southwest...



KRMG OFFERS...

★ TOP PERSONALITIES...
★ TOP RATINGS.....
★ TOP COVERAGE.....
★ TOP RESULTS.....
AND
★ ECONOMICAL RATES

ask your BLAIR man
for the KRMG story

KRMG
50,000 Watts • 740 KC
Tulsa • Oklahoma

BEER IN NEW YORK RADIO-TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

TELEVISION INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Network	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Piels (Young & Rubicam)	—	3	38½	297
2.	Ballantine (Wm. Esty)	—	3	16	281
3.	Schaefer (BBD&O)	—	2	18	180
4.	Rheingold (Foote, Cone & Belding)	—	1	8	120
5.	Schlitz (J.Walter Thompson)	1	1	4	105
6.	Krueger (Grey)	—	3	26½	76
7.	Knickerbocker (Warwick & Legler)	—	1	5	37
8.	Pabst (Leo Burnett)	1	1	2½	26
9.	Utica Club (Harry B. Cohen)	—	1	6	9

RADIO INDEX (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Knickerbocker (Warwick & Legler)	—	4	154	195
2.	Rheingold (Foote, Cone & Belding)	—	5	94	101
3.	Ballantine (Wm. Esty)	—	5	67	93
4.	Budweiser (D'Arcy)	—	1	18	54
5.	Piels (Young & Rubicam)	—	2	52	51
6.	Krueger (Grey)	—	1	17	41
7.	Miller High Life (Mathisson)	—	2	33	22
8.	Pabst (Leo Burnett)	1	1	5	3
9.	Schaefer (BBD&O)	—	1	3	2

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for progams of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring for radio occurred during week ended Feb. 26, 1956; for television, week ended Feb. 17, 1956.

Philadelphia, Baltimore, and Washington. D. C. Campaign calls for 50 radio and 50 tv announcements per week for four weeks promoting Sara Lee All Butter coffee cake and new chocolate cake. Agency is Cunningham & Walsh, Chicago. Sara Lee completed national distribution in supermarkets and independent food stores last fall.

Blitz-Weinhard Co. (Blitz-Weinhard beer), Portland, Ore., has launched radio campaign on 32 stations in Oregon and Washington using musical commercials produced by Song Ad Film-Radio Productions, Hollywood. Agency: Cole & Weber, Portland.

NETWORK RENEWALS

Bristol Myers Co., N. Y., has renewed for 13 weeks *The Jimmy Wakely Show,* heard Saturday at 7:30 p.m. PST on Columbia Pacific Radio Network. Coincident with renewal, Bristol Myers added 11 stations to list carrying program, making total of 22. Young & Rubicam, N. Y., is agency.

CIBA Pharmaceutical Products Inc., Summit, N. J., has renewed sponsorship of *Medical Horizons,* documentary series produced by ABC-TV in cooperation with American Medical Assn., effective Sept. 9. Program will be seen on 85 affiliates, double number of stations carrying it this season. J. Walter Thompson Co., N. Y., is agency.

AGENCY APPOINTMENTS

Langendorf United Bakeries, S. F., names Compton Adv. Inc., L. A., effective June 1. Account was formerly with The Biow Co., which it is dissolving.

Anderson, Clayton & Co. Foods Div. (Mrs. Tucker's shortening, Meadolake margarine), Dallas, account resigned by Crook Adv. Agency,

Announcing the MOVE
of our New York offices
to 422 Madison Avenue
with a new phone number

PL 1-1922
PLAZA

•

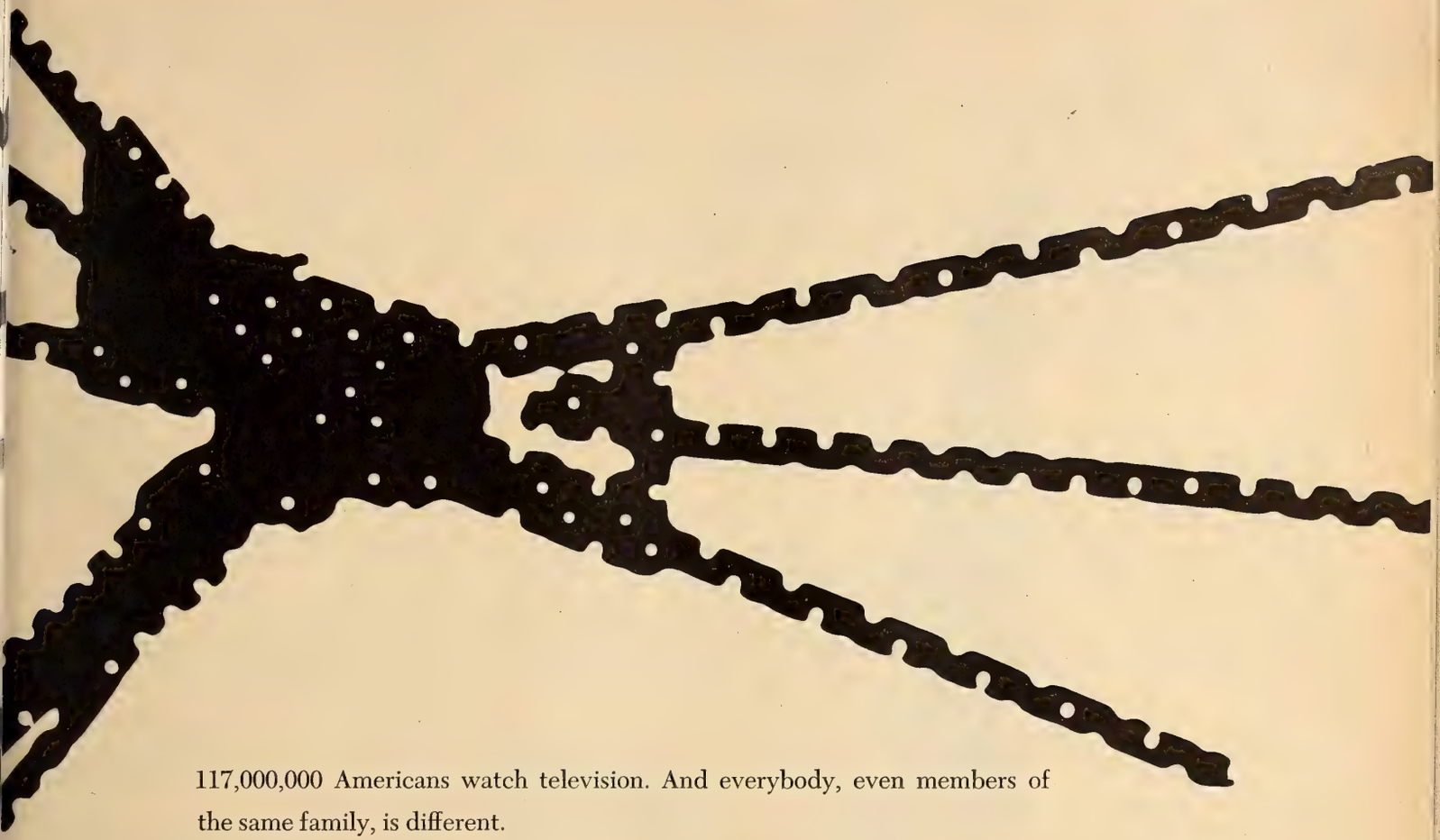
HOAG-BLAIR COMPANY

Exclusive Television Station Representatives

OFFICES: *New York • Boston • Detroit • Chicago • St. Louis*
Jacksonville • Dallas • Los Angeles • San Francisco • Seattle

What's in it for everybody?





117,000,000 Americans watch television. And everybody, even members of the same family, is different.

Television has grown, just because it has offered so much to so many different people. Television will continue to grow only by providing more and more programs that excite, inform and entertain more and more people.

An extraordinary variety of regularly scheduled programs satisfies an enormous variety of audience tastes. But beyond that, the Color Spectaculars, the great 90-minute dramas, Wide Wide World, big special programs like The Twisted Cross, Mary Martin's Peter Pan and Richard III — the most talked-about events in show business — have added new scope, brought huge new audiences, to television.

The result has been more homes with television sets, more people using them, more time spent watching them. The true measure of a network's performance over a period of days, or weeks, or months, is the extent to which it gives more people more reasons for watching.

exciting things are happening on

NBC **Television**

a service of RCA

Dallas, Tex., effective July 31. Company, under new management last summer, is interviewing agencies for successor to Crook.

Lucky Tiger Co., (shampoo, hair dressings), Kansas City, Mo., names Potts-Woodbury Inc., Kansas City.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

May 5 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co., through Ruthrauff & Ryan (also May 12, 19, 26).

May 5 (9:30-11 p.m.) *Ford Star Jubilee,* "This Happy Breed," Ford Motor Co., through J. Walter Thompson.

May 10 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp., through McCann-Erickson.

May 24 (8:30-9:30 p.m.) *Climax,* Chrysler Corp., through McCann-Erickson.

NBC-TV

April 30-May 4 (3-4 p.m.) *Matinee,* participating sponsors (also May 7-11, 17-18, 21-25, 28-June 1).

April 30-May 4 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also May 7-11, 14-18, 21-25, 28-June 1).

April 30 (8-9:30 p.m.) *Producers Showcase,* "Dodsworth," Ford Motor Co., through Kenyon & Eckhardt and RCA, through Kenyon & Eckhardt, Al Paul, Lefton and Grey.

May 3 (10-11 p.m.) *Lux Video Theatre,* "Has Anybody Seen My Gal?", Lever Bros., through J. Walter Thompson.

May 6 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs (also May 20).

May 6 (4-5:30 p.m.) *Hallmark Hall of Fame,* Maurice Evans Presents "Cradle Song," Hallmark Cards, through Foote, Cone & Belding.

May 12 (9-10:30 p.m.) *Max Liebman Presents,* "Music of Gershwin," Oldsmobile, through D. P. Brothers.

May 15 (8-9 p.m.) *Milton Berle Show,* Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.

May 20 (7:30-9 p.m.) *Sunday Spectacular,* participating sponsors.

May 21 (7:30-7:45 p.m.) *Gordon MacRae Show,* Lever Bros. through BBDO (also May 28).

May 22 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 24, 29, 31).

May 28 (8-9:30 p.m.) *Producer's Showcase,* "Bloomer Girl," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

May 30 (10-10:30 p.m.) *This Is Your Life,* Procter & Gamble Co., through Benton & Bowles.

[Note: This schedule will be corrected to press time of each issue of B•T]

Rol-Rite Pen Co., Culver City Calif., manufacturer and distributor of B. & B. ball point pens, names Hixon & Jorgenson Inc., L. A. Firm is introducing new line of pens on a nationwide basis.

Converted Rice Inc., for Uncle Ben's Converted Rice, Houston, Tex., appoints Ted Bates & Co., N. Y., effective July 3.

Staley Milling Co. (feeds, corn meal, grits, corn cones, flour), Kansas City, Mo., appoints Potts-Woodbury Inc., also Kansas City.

Trans World Airlines, Kansas City, currently serviced by BBDO, N. Y., names Foote, Cone & Belding, effective July 1, for domestic advertising.

Adolph Coors Co. (beer, malted milk), Golden, Colo., appoints Revill J. Fox, Denver. Mr. Fox, account executive, William Kostka & Assoc., Denver, is opening his own agency.

A&A PEOPLE

David J. Mahoney, former president of agency bearing his name, last week formally elected president of Good Humor Corp., Brooklyn, N. Y. Mr. Mahoney sold his agency to MacManus, John & Adams, Bloomfield Hills, Mich., and N. Y., last month [B•T, March 26]. **Joseph A. Meehan,** president of Good Humor since 1941, moves up to board chairman.

Robert E. Bousquet, with Lever Bros. Co., N. Y., 25 years as media director and advertising manager, and account executive with N. Y., and Boston agencies for past six years, appointed vice president, Hermon W. Stevens Agency, Boston.



MR. BOUSQUET

Basil Matthews, vice president, Robert Orr Assoc., N. Y., to Ogilvy, Benson & Mather, N. Y., as vice president and account supervisor. **James Heekin,** former partner, Peck & Heekin, Cincinnati, Ohio, to OBM account staff.

Charles M. Bucklin, assistant vice president, Hermon W. Stevens Agency, Boston, appointed vice president.

Laura Perry, account executive on medical and professional accounts, Lee Ramsdell & Co., Phila., named vice president. **Stanley F. Olley,** vice president, to board of directors.

Stephen P. Lukacs, office manager, MacManus, John & Adams, Bloomfield Hills, Mich., appointed assistant general manager. **Carmina Brooks Tuksal,** formerly with Studebaker-Packard Corp., to MacManus, John & Adams, to work on product promotions.

Bernice Fitz-Gibbon, merchandising and advertising consultant, signed by Kudner Agency, N. Y., as copy and merchandising consultant on Frigidaire account.

Ray Healy, assistant media director, Benton & Bowles, N. Y., to Carl S. Brown Co., N. Y., as vice president and director of media.

Rudy Rudolph, Roberts Co., to Dreyfus Co., L. A., as account executive and supervisor of public relations and sales promotion programs. **Paul Gropman,** creative director, David Olen Adv., L. A., to Dreyfus, as copy director.

John Eugene Hasty, copy group head, J. Walter Thompson Co., S. F., to editorial and plans department of Hixson & Jorgensen Inc., L. A. agency.

Mort Sinow, formerly head of his own L. A. agency, to Len Woolf Co., there, as account executive.

Jean C. Nielsen, formerly client service manager and executive on electronic accounts at Burton Browne Adv., Chicago, to Coy Adv., same city, as secretary-treasurer and client service manager on electronic accounts.

Banks Tobey, research director, American Society of Travel Agents, to travel dept., Victor A. Bennett Co., N. Y., as account executive on British West Indian Airways, subsidiary of British Overseas Airlines Co., both new Bennett accounts. **Marcia Vickery,** former travel editor, *Glamour* magazine, to Bennett travel department. **John F. Digman,** former assistant art director, Bridges Studio, N. Y., to agency's art staff.

Grant Atkinson, director of tv and radio, Chicago office of Campbell-Mithun Inc., resigned.

Emanuel Goren, merchandising manager, Lehn & Fink Div., Lehn & Fink Products Corp. (Hinds Honey & Almond cream, Etiquet deodorant, Lysol disinfectant), N.Y., named advertising-merchandising manager of division.

Avis Philbrook, formerly media director, Biow Co., to Marvin Young & Assoc., L. A., western representative for Ogilvy, Benson & Mather, N. Y., as account executive on Schweppes account.

Marvin Davidow, radio-tv director, Franklin Bruck Agency, to Harry B. Cohen, N. Y., as business manager of the radio-tv commercial department.

Richard B. Carland, vice president, Sanger-Funnell Adv., N. Y., to BBDO, N. Y., as account supervisor on DuPont industrial chemicals.

Chester A. Rhodes, television and radio director, Philip S. Boone & Assoc., S. F., to Guild, Bascom & Bonfigli, that city, as head of radio and television production department.

Donald Dickens, creative director and group supervisor, Chicago office of McCann-Erickson, to Foote, Cone & Belding, that city in supervisory capacity. **Sam Schultz,** radio-tv writer, Raymond R. Morgan Co., L. A., to copy department of Foote, Cone & Belding, that city.

Jack Smock, chairman, AAAA Southern Calif. Council, L. A., announces following appointments: **Paul Jordan,** Jordan Co., vice chairman and head of program committee; **Alfred A. Atherton,** Atherton Adv. Agency, secretary-treasurer; and board members **Kai Jorgensen,** Hixson-Jorgensen Inc.; **Tom Cooper,** J. Walter Thompson Co.; **Andrew Carpenter,** Dan B. Miner Co., and **Henry Mayers,** The Mayers Co. Committee heads: **Box Hixson,** Hixson-Jorgensen Inc., membership; **Art Crawford,** Dan B. Miner Co., publicity; **Wayne Tiss,** BBDO, radio-tv; **Chuck Warner,** Phillip J. Meany, 4-A exams; **W. C. Lewellen,** J. Walter Thompson, Community Chest; **Gene Duckwall,** Foote, Cone & Belding, educational, and **Martin R. Klitten,** Martin R. Klitten & Co., projects.

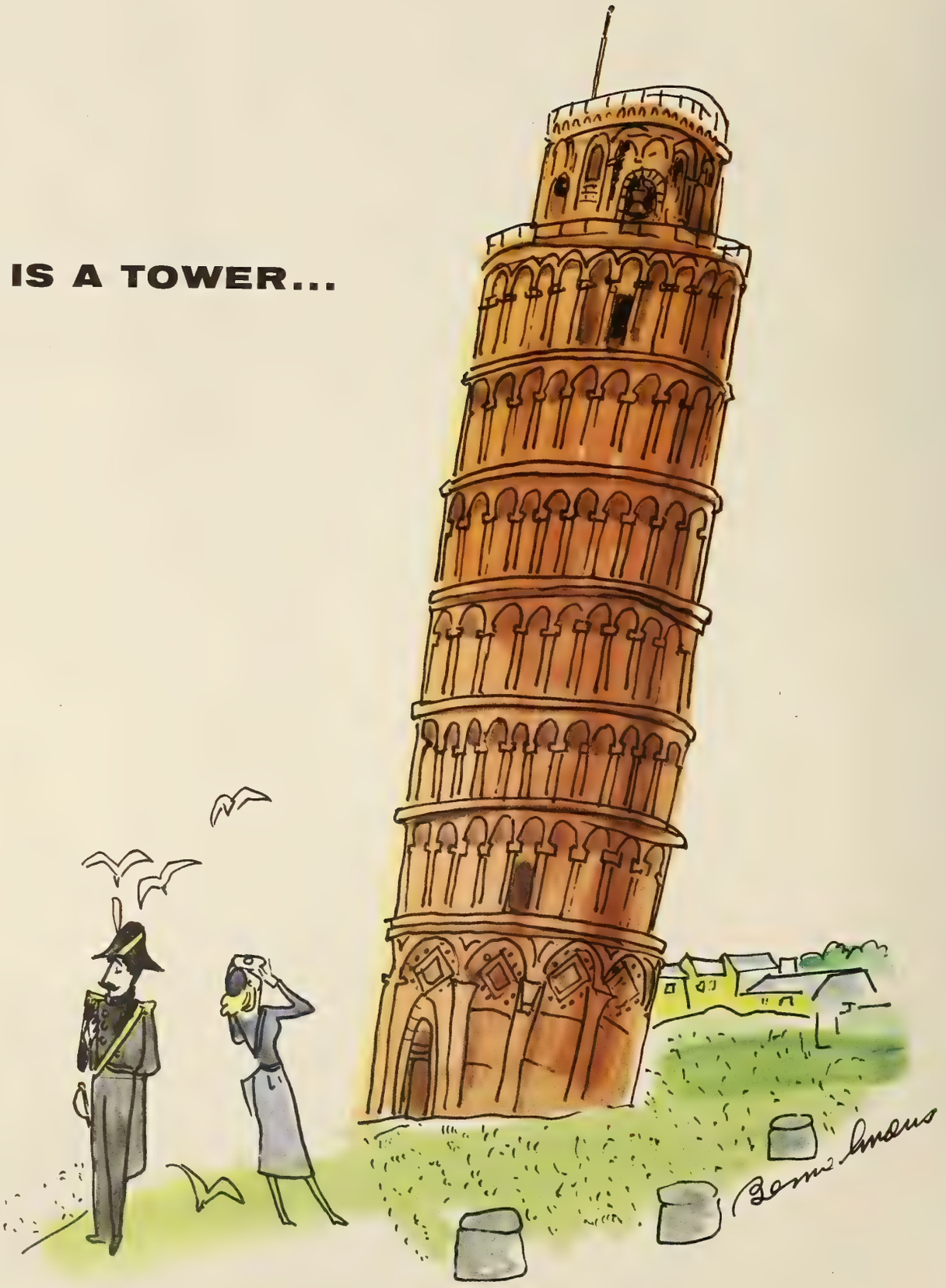
Wallace L. Shepardson, president, James Thomas Chirurg Co., Boston and N. Y. agency, elected chairman of New England Council of AAAA.

Edward Tashjian, timebuyer, Emil Mogul, N. Y., father of girl, Andrea.

A TOWER...



IS A TOWER...



IS A TOWER...



BUT...

Now advertisers can look to a new tower of strength . . . the greater-than-ever coverage of greater New Orleans made possible by **WDSU-TV**'s new telecasting tower.



P. S. For engineers only: this new system includes 100% independent duplication of antenna and transmitting equipment, with automatic switch-over.

FAMILIAR TOLL TV ARGUMENTS GET AIRING ON CAPITOL HILL

Monday through Friday sessions held before Senate Commerce Committee. Fee tv advocates reiterate claims of better programming, plus cure-alls for alleged industry ills. Opponents make point-by-point rebuttal, contending listeners and industry itself could be short-changed if pay television were put in effect.

SUBSCRIPTION television, one of the broadcasting industry's hottest issues before the FCC, came to a head last week before the Senate Interstate & Foreign Commerce Committee.

Those for it and those against it took a full week—Monday through Friday—to tell their stories. Even the lowly set-owner trudged up to Capitol Hill to have his say.

Many of the proponents advanced reasons why they thought pay tv not only would bring new highs in entertainment to the American people but would cure most of the industry's ills. Their opponents were just as sure the toll system wouldn't and couldn't improve on the present "free" service—and that most of the ills lay in the fertile imaginations of a group which wants to make a killing in a game where it has placed no bets.

Main points argued last week were these:

• **Legality.** Proponents say FCC could go ahead with toll tv on a two-to-five year test for public acceptance. Opponents say this would defy the Communications Act, that Congress would have to legislate pay tv, which isn't in the public interest.

• **Uhf.** Proponents say pay tv would put more uhf stations on the air and help existing ones. Opponents say it wouldn't, that the pay tv people want to grab off the vhfs in large markets. Both feel their own systems would help growth of tv in small towns.

• **"Fee" vs. "Free."** The pros say pay tv would add high quality programs for minority and specialized audiences. Cons say toll tv would be silly to do so when it can pick off mass appeal programs.

• **Monopoly.** Networks now have it, say the pros. Cons deny, and say pros seek it.

• **Talent and programs.** Pros say they would add new entertainment. Cons say pay tv would siphon off present programs and charge for seeing them.

• **Rates, if approved.** Pros want a test of the pay system before the FCC decides on whether to regulate pay tv rates. Cons say pay tv, unregulated, would be the camel getting its nose under the tent.

• **Pay tv revenues.** They would be spread out to all, say pros. Cons say Zenith, Skiatron and Telemeter would get the lion's share.

Senators took turns presiding over the hearings, with Sen. John O. Pastore (R-R. I.) in the chair longer than any other. He was spelled at times by Sens. Andrew F. Schoeppel (R-Kan.), Alan Bible (D-Nev.) and Charles E. Potter (R-Mich.). Sen. William A. Purtell (R-Conn.) appeared briefly at one session.

Kenneth Cox, the committee's radio-tv counsel, participated throughout.

The lineup of witnesses during the Monday-through-Thursday part of the sessions:

Proponents—James Landis, Skiatron Electornics Tv Corp.; Paul Raibourn, board chairman, International Telemeter Corp., president of KTLA (TV) Los Angeles and director of WABD (TV) New York and WTTG (TV) Washington, accompanied by Paul MacNamara, ITC vice president, and Paul Porter, former FCC chairman, counsel for ITC; Raymond F. Kohn, president, suspended WFMZ-TV (ch. 67) Allentown, Pa.; Charles C. Caveny, dean, Undergraduate Div., U. of Illinois; Lou Poller, president, suspended WCAN-TV (ch. 25) Milwaukee and of Television Exhibitors Assn.; W. Theodore Pierson, counsel, Zenith Radio Corp. Statements were read from Colorado Gov. Edwin C. Johnson, former chairman of the Senate group, president of the Western Baseball League and a minority owner of KTLN Denver [B•T, April 16], and Ralph Bellamy, president, Actors Equity Assn.

Opponents—Marcus Cohn, counsel, Committee Against Pay-As-You-See Tv; Abe Stark, president, New York Ctiy Council; Harold Fellows, president, NARTB; Richard S. Salant, vice president, CBS; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Andrew Biemiller, AFL-CIO; Mort F. Farr, National Appliance & Radio-Tv Dealers Assn.; Donald Conaway, executive secretary, American Federation of Radio & Tv Artists; Jinx Falkenburg and Lawrence Tibbett, both representing AFTRA, and Wilton D. Radford, New York, "one of the 38 million set-owners in this country."

Skiatron System Ready

The Skiatron counsel said the firm's electronic card code system is ready to be put into commercial use, with the encoding mechanism to be leased to the tv outlet and the decoding apparatus to be sold to the set owner for about $40 and installation costs estimated at about $5. He said a uhf converter could be put in the same decoding box. He hoped tv sets eventually would be manufactured with built-in decoder-converters.

Mr. Landis said Skiatron's experiments indicate it would be unprofitable to break the code for pirating purposes.

Pay tv's purpose is not to complain about current network practices or seek their abolition, but to achieve for subscription tv a "place in the sun," so it can use its "own money and ingenuity" to compete with network operations, he said. That pay tv can do so is evidenced by the concentrated opposition of the networks to subscription tv, Mr. Landis continued. Networks believe pay tv to be a serious threat to the "dominant and controlling position" they now enjoy in tv, he said.

Mr. Landis said "nothing is further from the fact" than opponents' objections that pay tv would require people to pay for what they now receive free. Pay tv proponents don't seek present tv channels, but those which cannot be employed effectively under the present system, on which a supplementary tv service would be offered, he added. He said substantially every community today possesses such unused channels, citing three uhf frequencies in New York, three in Philadelphia, and so on.

Only a third of the available channels are being used and CBS testimony "never yet disputed" states that economics of the present system will permit use of only 588 of the 1875 available channels, the Skiatron spokesman said.

He said uhf's plight stems from the lack of programming which would induce set conversions; that the "few sops . . . thrown to uhf thus far have not even begun to effect a cure."

Tv revenues at present cannot compensate for the box office losses which would attend a first-run showing of a feature motion picture, while prize fights, professional football games and baseball games are commonly blacked out in the area where they take place, Mr. Landis said. He felt programs such as ballet, with limited appeal, could thrive by pay tv with perhaps 100,000 New York area viewers, while they would have to draw audiences in the millions to be shown on sponsored tv.

Mr. Landis presented a Skiatron brief which would show that the FCC is empowered to authorize pay tv as "broadcasting." He added that senators should not overlook the "seven long months of silence" from the FCC since September 1955, when the Commission received final briefs and counter-briefs in its rulemaking on subscription tv, begun in February 1955. The delay is "not too significant, but a continuation . . . will have serious consequences," he said. Mr. Landis cited the expense to Skiatron in its petitions, while opponents, he said, merely aim to "maintain the status quo."

Mr. Cox questioned Mr. Landis about charges by subscription tv's opponents that the system's proponents, instead of televising such specialized programming as opera, instead would concentrate on programs with mass appeal where the returns would be likely to be greater. Mr. Landis said he was not sure pay tv can produce programs that would appeal so much to 15-25 million people that they would pay an amount like 50 cents for them. That type of entertainment is pretty rare, he said. Mr. Cox said there was likely to be pressure from pay tv audiences for programs with broader appeals.

Mr. Landis, answering another question, said subscription tv couldn't fill its requested 40 hours weekly of programming for audiences running into the millions. He felt that perhaps about six hours weekly would be available.

He admitted that pay tv proponents have asked for most of the prime evening time—about 25 hours—on a station for a week. Mr. Cox brought out that this time would be in direct competition with the best network shows.

Asked by Mr. Cox if pay tv's large audiences might not bring requests from advertisers to the FCC to allow commercials on subscription tv, Mr. Landis said such a thing "may happen, but I think it's pushing the potential consequences . . . too far." He doubted if pay tv would reduce network circulation to a "heavy" extent.

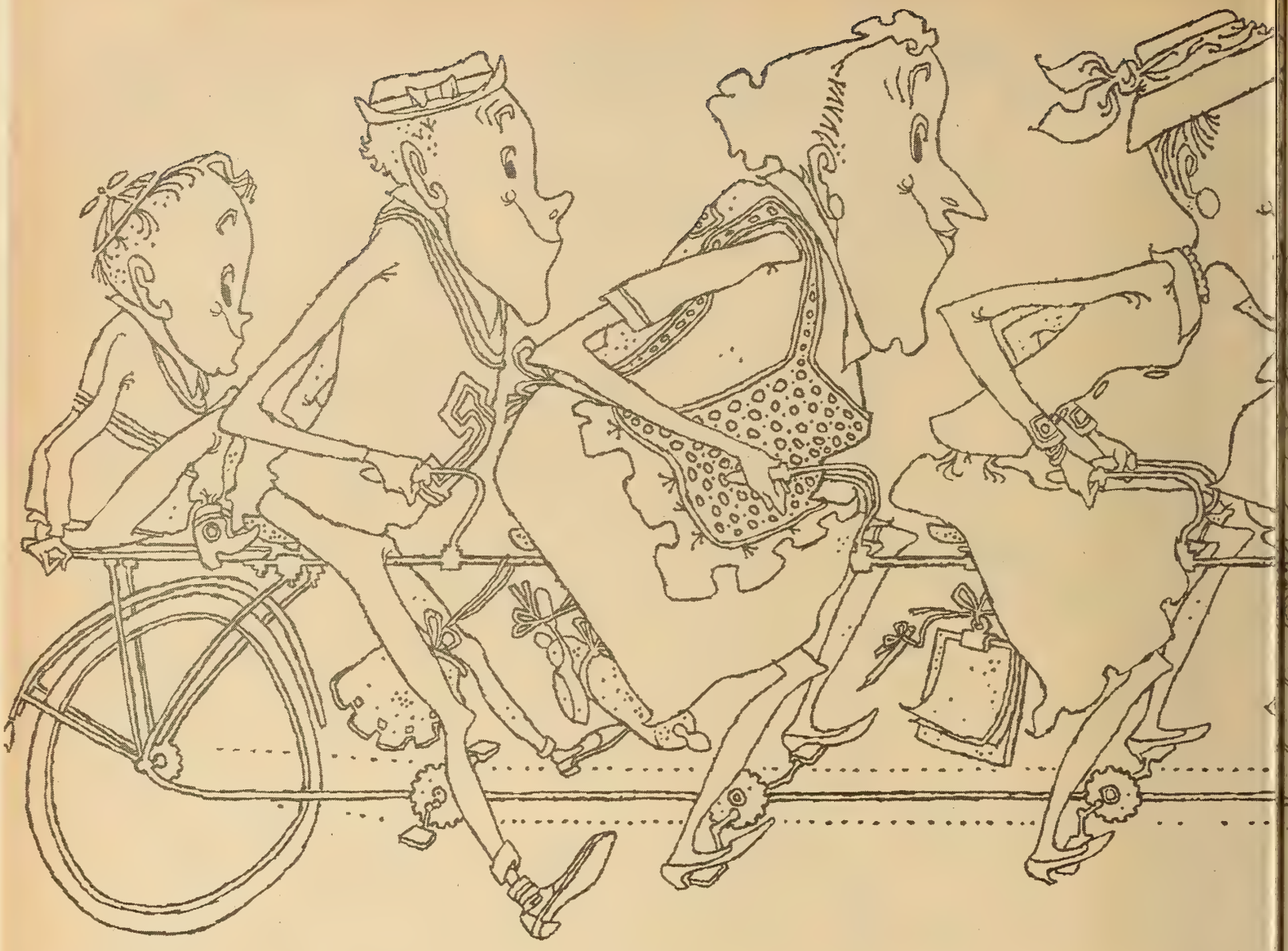
Mr. Raibourn asked the committee for "an immediate and forthright declaration from you that the Commission should take immediate steps to give pay-as-you-see television a chance." The FCC, he said, should place no artificial barriers in its path and no artificial restrictions upon its use.

The preferred position of the "vested interests, particularly the networks, should not determine public policy in this important and dynamic field," he said.

Mr. Raibourn said he agreed "partially" with testimony earlier by Richard Moore, KTTV (TV) Los Angeles, that the tv networks violate antitrust laws [B•T, April 2].

Telemeter, he said, is making a "fundamental and American appeal for the doctrine of competition," while networks "resist change and progress." Their "restrictive covenants and exclusive arrangements with their affiliates," together with the existing limited channels of broadcasting, allow networks to determine what the public shall see and hear and what shall not be made available, he added.

If pay tv does not win public acceptance only pay tv investors will suffer, the Telemeter board



Now they pal with

W B C

Support the Ad Council Campaigns!



Pallan on KDKA!

That dee-lightful dee-jay's *here!* Now any Monday through Friday, you're likely to find hundreds of Pittsburghers tuning 1020 on the radio dial. Whether it's afternoon (12:15 to 3 p.m.) or early evening (5 to 7:30 p.m.), they all want to pal with Pallan because Pallan is the big name in Pittsburgh radio.

Art Pallan's the affable, laughable spinner of songs with something-for-everyone appeal. Music for Momma to sing along with her chores, after-school tunes for teens, soothing songs for the work-weary in early evening traffic. They all take their favorite time to pal with Pallan.

On KDKA, where else? Another top personality on Pittsburgh's number-one station, where "tops" have become a happy habit. Top power. Top coverage. Top programming. Top people. Put 'em all together—they spell top results for you. Profit with Pallan. Get full details from KDKA Sales Manager John Stilli, GRant 1-4200, or from A. W. "Bink" Dannenbaum, WBC General Sales Manager at MUrray Hill 7-0808, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

chairman said, adding, "If the existing network structure cannot face this new form of competition, I raise the question as to whether it deserves to survive in its present form."

Acknowledging the networks have rendered a "great service to the public so far," he nevertheless felt that networks "should be subjected to as much vigorous and healthy competition as the limited facilities permit." He said he opposed FCC licensing of networks, since this "might provide further insulation from competition and give them possible immunity to continue the present restraints."

He said he was at a loss to understand NARTB's position against pay tv and said, "This organization, of which I have been a director, to my mind is not representing the best interests of the stations or the public."

He also asked for "appropriate measures" by the committee and the FCC to require the American Telephone & Telegraph Co. to "expand and improve inter-connection transmission facilities and offer them to all seeking their use at tariffs which are reasonable and non-discriminatory." Questioned by Sen. Charles E. Potter (R-Mich.) on this point, he said the networks get lower rates from AT&T than other users.

Mr. Raibourn said pay tv would (1) make new sources of programs and revenues available, (2) put uhf stations on an equal footing with vhfs in being able to earn revenues from pay tv and (3) restore independence to station operators by giving them a "myriad" of program sources.

The Telemeter board chairman cited figures to show that advertisers to keep down the cost-per-viewer have to produce mass appeal programs which are an "impossible obstacle to truly mature and artistic creativity." The same goes for low-budget shows such as daytime serials, which depend on repetition for effectiveness, he said. Dependency on advertising of educational programs and others of high artistic or cultural value means that, if they are made available, stations must present them on a sustaining basis, he added.

With advertiser support only for tv, no way exists for the large tv audience to help support opera companies, symphony orchestras, repertory theatres and other community non-profit organizations, he added.

Under sponsored tv, if a viewer's tastes are not satisfied by the commercial program, he has no other choice, Mr. Raibourn said. Saying sponsored tv cannot bring many "fine high-calibre programs" to tv, he continued: "What we seek is simply to give the public an opportunity to indicate whether they desire to have such high quality programs by paying for them."

Small Portion For Pay

He said he doubted pay tv would drive out sponsored tv because he felt the public would not pay for more than a small fraction of present programs on the air and because there are "certain economic limitations on the product available for pay television."

Mr. Raibourn quoted CBS figures which would show that the country's economy cannot support more than 588 stations. He said that if the minimum of 20,000 homes, quoted by CBS as necessary to support a station in a one-station market, were receiving pay tv, there would be enough return to support the station for less than $1 each per month.

He cited Telemeter's Palm Springs, Calif., experiment, which he said indicated the "average subscriber to pay tv is willing to spend" $1.50 to $2 a week or $75 to $100 a year [B•T, May 3, 1954].

At this rate, only 2,000 tv homes would be needed to support a station in a one-station market, Mr. Raibourn said. This means communities of 10,000 to 15,000 people could have their own tv station and the nation could have 1,800 tv stations, he added. The time not used by pay tv could be used for sponsored programs, Mr. Raibourn said.

He felt the pay tv pattern most likely to prevail would be concentration on a relatively few high quality or special audience appeal programs occupying a small portion of total tv air time, while advertisers would concentrate on programs of low cost per viewer.

Mr. Raibourn saw total pay tv revenues of $600 million at $1 per set per week by 1960, with 25% of U. S. sets equipped for pay tv, based on low estimates. On a high estimate (90% of total tv homes spending $2.50 each per week) the return would be $5 billion, he said. The low estimate would reach $700 million by 1965, the high figure $6 billion.

Pay tv would allow a small community to have its own tv station and a large metropolitan area to support 10 or more stations, Mr. Raibourn estimated, and thus would help uhf. Mr. Raibourn said that vhf and uhf, neither with coding equipment, would start out even under a pay tv system. Stations would have a new freedom from networks, with "a dozen" sources of programs, Mr. Raibourn added.

The Telemeter board chairman told Sen. Potter that the FCC could put restrictions on such a practice as both tv stations in a two-station market carrying subscription tv programs at the same time. He told Mr. Cox that subscription television "absolutely" would compete for some of the top talent now on sponsored tv.

Asked by Mr. Cox if pay tv would telecast public service programs, Mr. Raibourn said yes, but "We'd have to charge for it." He said that "no one wants to charge" for a report by the President or a similar program.

Dr. Caveny said pay tv could subsidize educational institutions through "televised education," in which a fee would be charged for courses televised on any tv station, and educational tv stations, which could bolster their finances through charging for tv courses.

Mr. Kohn said WFMZ-TV (ch. 67) Allentown, Pa., suspended April 15, 1955, after being on the air 4½ months, and the station a year ago presented a petition to the FCC proposing pay tv on a trial basis. He said that no one knows if subscription tv will be a "Frankenstein" or a "saviour."

He said the FCC two months ago rejected WFMZ-TV's proposal to be a pilot station for pay tv because the Commission had a rule-making pending on the pay tv subject.

Mr. Kohn showed a series of maps and other exhibits, which he said were paid for by one of the subscription tv proponents [Zenith].

The maps showed the overlap of vhf stations in Philadelphia, Lancaster and Wilmington (Del.) over uhfs in the southeastern Pennsylvania area surrounding Allentown, and said that neither deintermixture nor drop-ins will help uhf in this area. Another map showed a similar situation in Ohio and parts of adjacent states. A map of the U. S. showed that the Sixth Report & Order's second priority, a station in every community, may not ever be realized if too much emphasis is put on the FCC's first priority, a tv signal to all areas.

Mr. Kohn showed a map of the 77 community antenna systems operating in Pennsylvania. He described this as "modern-day pirating" and said he felt WFMZ-TV had just as much right to pick up the programs of other stations

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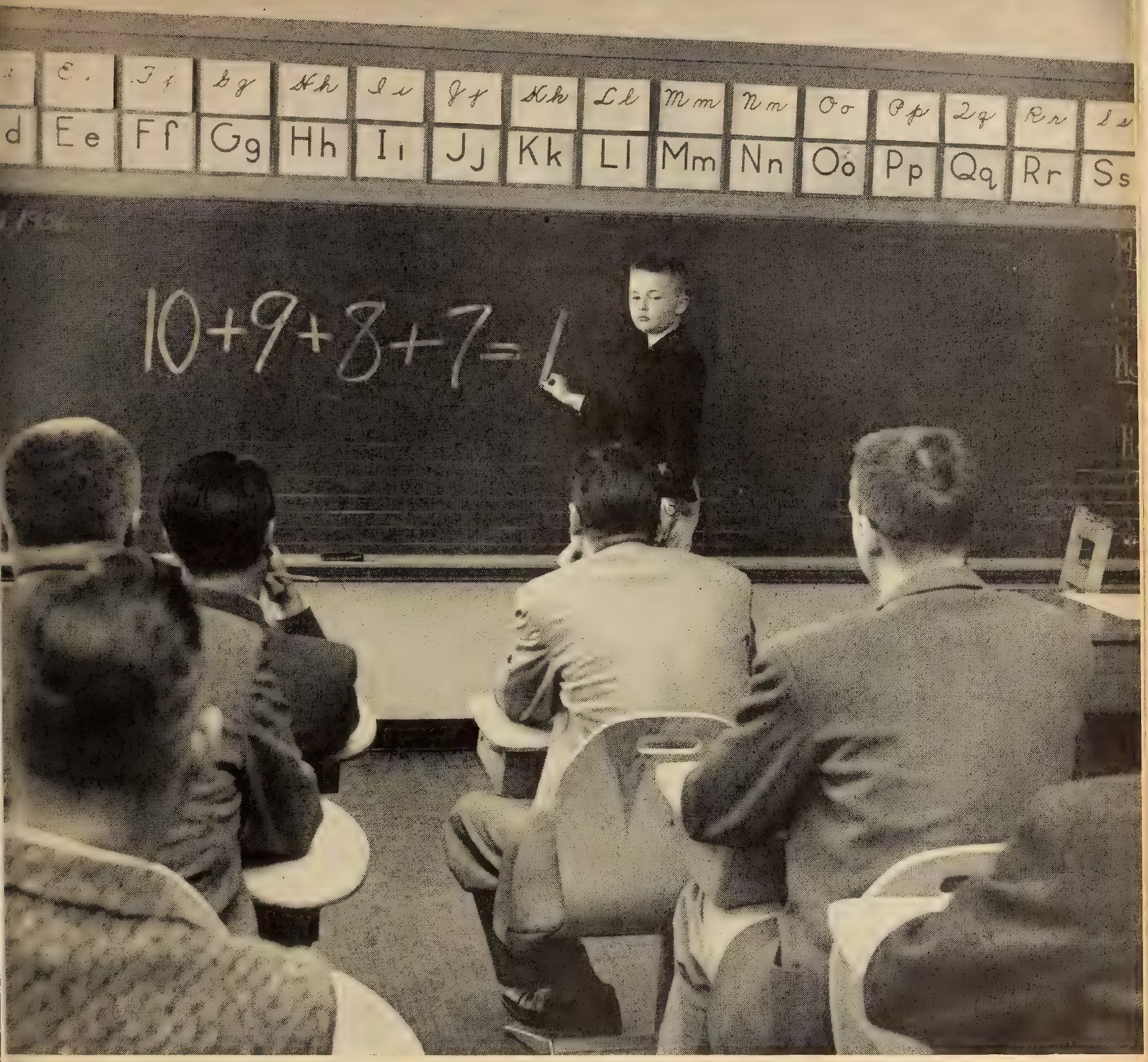
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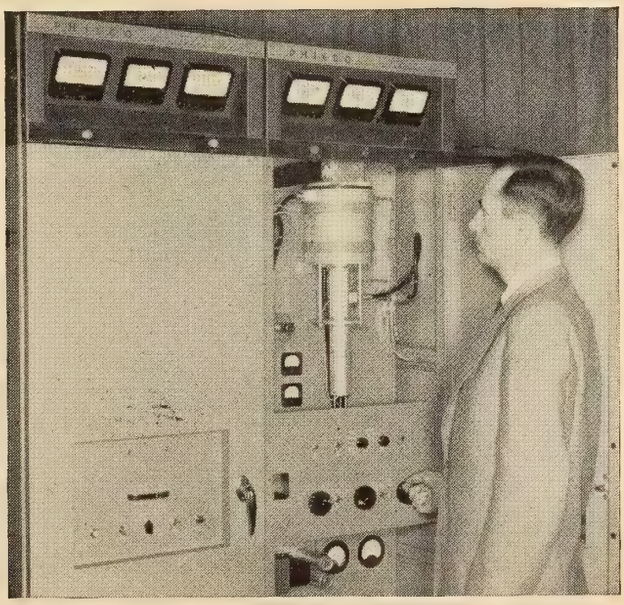
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and telecast them. Nevertheless, these community antenna systems support WFMZ-TV's position that the public is willing to pay for tv programs, he said.

Mr. Kohn said that with 19% of WFMZ-TV's time devoted to pay tv programs, the station would have enough revenue to provide local programming for the other 81%. He submitted documents which projected the station's anticipated revenues from subscription tv and sponsored tv in a proposed program schedule.

Mr. Poller said Television Exhibitors Inc. is "about to file an application with the FCC . . . to construct and operate a number of tv stations in various cities" on a pay-tv basis. He told B•T later he is president of the two-month-old Delaware corporation and "at present" sole owner; that his suspended WCAN-TV (ch. 25) Milwaukee is the only station represented by the firm now, but he is negotiating with other existing stations and plans to add new stations to the organization.

He said TEI is asking the FCC to authorize these pay-tv stations only on uhf, in cities where there are at least three network outlets, for at least five years.

Mr. Poller, who also is communications chairman of the Kefauver Campaign Committee, said TEI will ask that 25% of TEI stations' time be on pay tv and the rest on free tv; that the revenue therefrom will "enable us to do far more public service programming in more desirable times than is possible under the present system."

Reading from TEI's proposed application to the FCC, he said at least twice each year TEI outlets will give the proceeds of the day's pay-tv programming to the political party or candidate designated by the paying viewer. With a potential audience of 50 million sets at $1 each the proceeds of some $100 million yearly would go to aid the campaigns of candidates seeking every office from mayor to President, he said.

Local advertisers will be given equal opportunity with national advertisers, and if viewers are found to be willing to accept sponsorship on pay-tv programs, resulting in a lower charge to the public, the TEI stations would offer that plan, Mr. Poller said.

Regarding possible government regulation of the rates of any pay-tv system the FCC might approve, he asked that the FCC and Congress "let the new industry shake down first." If it is found that pay tv rates are exorbitant or destructive to sponsored tv, then the government can step in and call subscription tv a "common carrier," he said.

Mr. Pierson asked that Zenith's and Teco's documents filed with the FCC on pay tv be incorporated in the record by reference on their petition for subscription tv and their comments on the FCC's current allocations rule-making.

Zenith Would Lease, Not Sell

Zenith would lease its equipment to the set owner instead of selling it, with an installation charge of about $4 and a monthly rental of $1, Mr. Pierson said, and thus the set owner would not make a heavy initial investment.

The firm also has proposed that advertising on pay tv be prohibited and added that Zenith invites competition from other systems, "even RCA if they have got one locked up somewhere." Charges would be the same to any broadcasters who use the Zenith system, he said. Zenith itself would not be engaged in telecasting except in the "initial stages as strictly promotion," Mr. Pierson pointed out, stating the firm "probably would not be engaged in the procurement or distribution of programs. All this system is a service . . . to two people . . . [the] broadcaster . . . and people who want to see his program product."

Mr. Pierson expressed Zenith's belief that no one can determine whether competition of pay tv would be sufficient to protect the public. There are no facts available to any rate-making body today, he said, and therefore, Zenith wants to start with the "one privilege" of getting enough experience to determine whether it should be continued and finding if there are abuses which will require rate regulation.

Mr. Pierson said he judged it would take two years to establish one market under pay tv by one proponent, or three markets with the three present owners of systems. The FCC will be watching what develops in any initial period and will be quick to move in getting facts, he added.

Sen. Pastore said he thought the FCC should have broad authority to keep in constant touch with any testing period for subscription tv so Congress and the public could be kept informed. Then if any regulation should be inaugurated it could be done judiciously, and if not, the public could be told why.

Mr. Pierson said the first transcontinental railroad was completed in 1869, but the Interstate Commerce Act was not passed until 1887. He hinted the railroad might not have been built if the builders had been required to anticipate the regulations that would be necessary.

Continuing, he indicated networks started in business in 1925 before there was a law regulating the broadcasting industry. "Now Mr. Sarnoff didn't suggest that it would be an issue in a presidential election, or that we should have a detailed study of what regulations of networks should be, or what regulations of advertising, and no one can say from hindsight that you couldn't have predicted evil along with the good. It was 1939 before evils grew in the network industry that required government to act."

The mere fact that something may require a future law or regulation does not mean "we should not do it," Mr. Pierson explained. "That is a denial of progress." He said Zenith maintains that no type of regulation can be adopted until "we have some experience, and the only purpose of those [opponents'] suggestions is to make sure that we never get a start."

Sen. Pastore said that nevertheless, "had we had the vision in the early stages to step in at the proper time, much of the abuses that have developed [intermixed allocations and vhf's head start on uhf] would not have existed today. And we don't want that to happen here."

Gov. Johnson, in his statement mailed to the committee, said senators ought to make it clear that the FCC should take "immediate action" to "lift all artificial restrictions which prevent the television industry from obtaining the new and supplementary source of economic support which subscription television makes possible."

The former senator added: "Certainly, under our system of free enterprise, government should be the last to attempt to prevent the television industry from taking the new product of subscription tv to the market place to compete for a share of the American public's entertainment budget."

He said he felt the present tv system "falls far short of fulfilling the potential of serving the public which it has the technical ability to accomplish—a failure which is particularly pronounced in Colorado and other western states." He said there is "obviously a burning desire on the part of the public for many types of programs not now available," and that such programs on pay tv will not only fulfill a public

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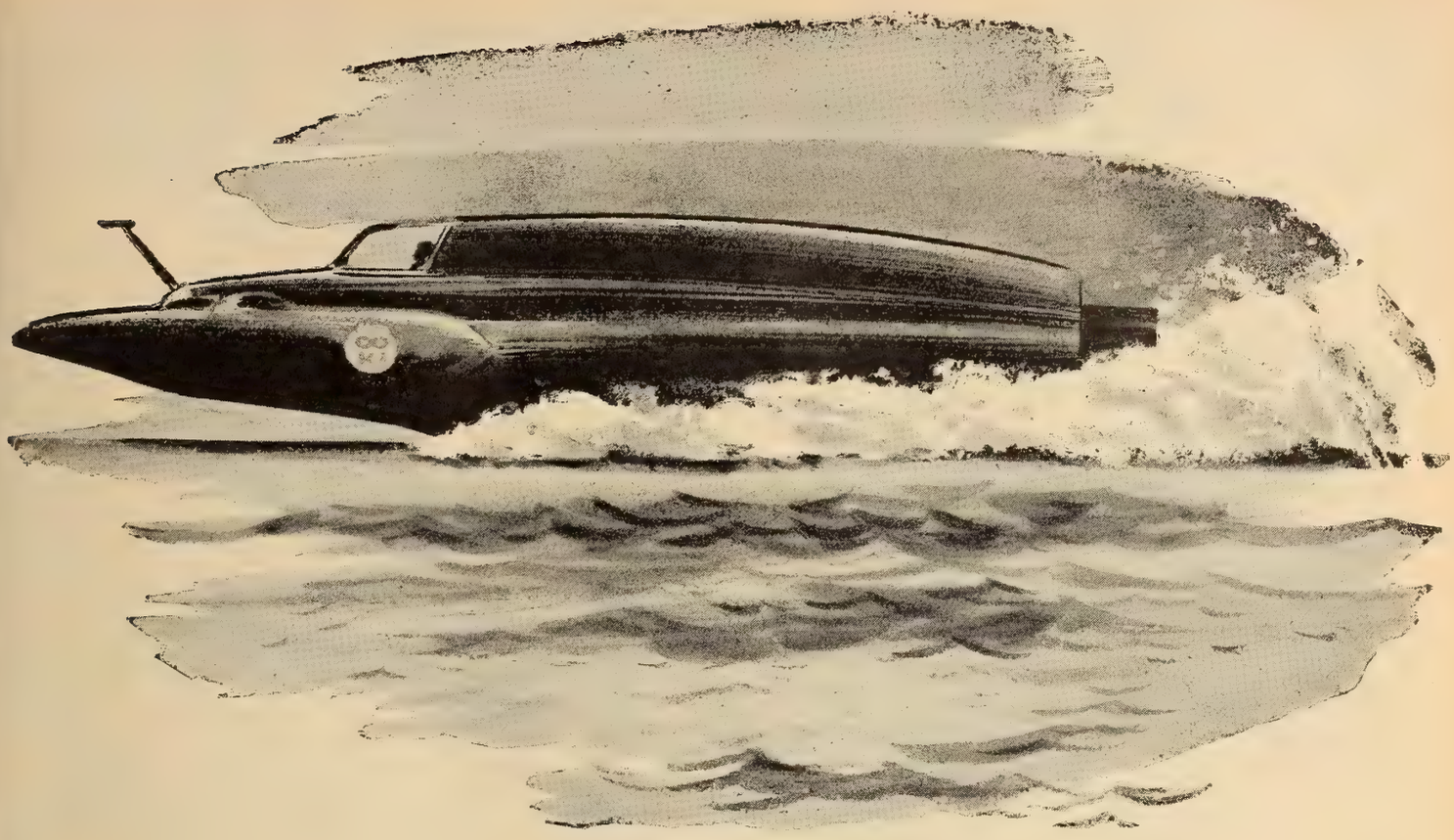
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6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

STATIONS	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
B	18	17	16
C	10	12	11
D	10	9	7
E	8	7	8
OTHERS	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

WKZO—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan—is one of those very few radio stations that have *overwhelming* audience preference in its area.

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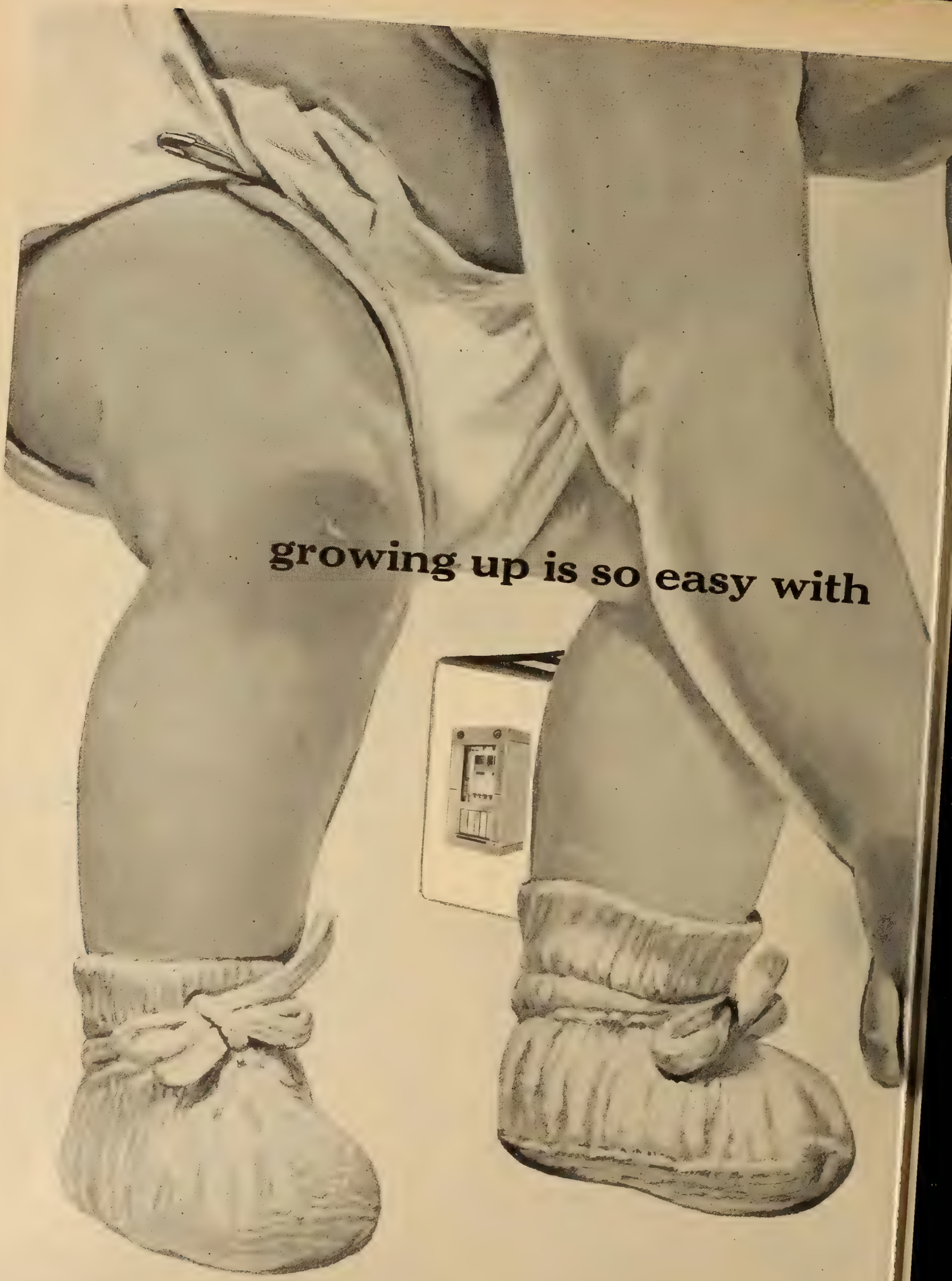
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
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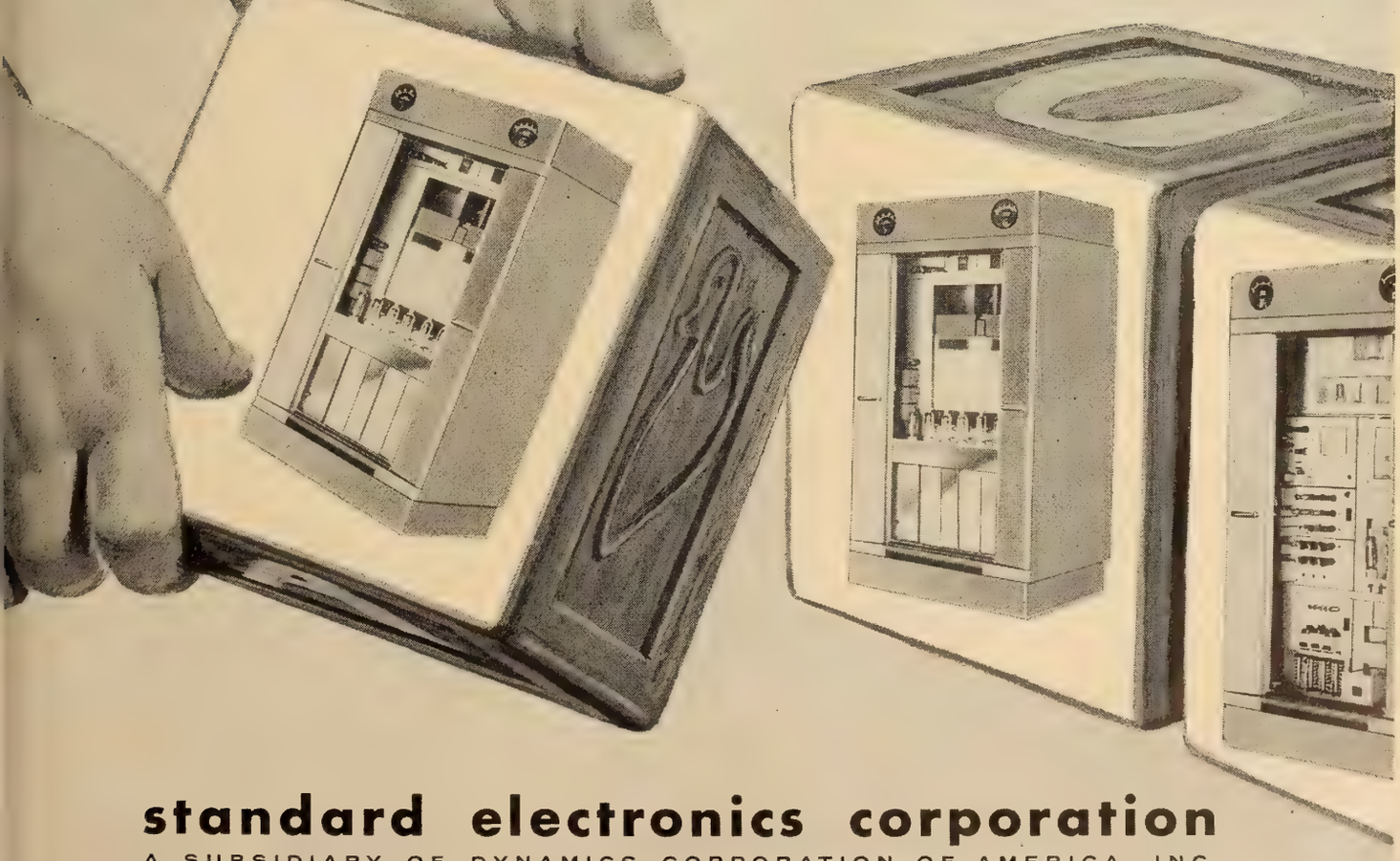
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SEVEN VOICES FOR SUBSCRIPTION TV . . .



PORTER RAIBOURN MacNAMARA



KOHN



LANDIS



POLLER



PIERSON

THESE SEVEN were among the proponents of subscription tv who made their sentiments known to the Senate Commerce Committee last week. For highlights of their testimony, see adjacent story.

need but also, through competition, tend to improve the quality of advertising programs and eliminate present "advertising excesses."

The Coloradan felt that the people of his state who buy products nationally advertised on tv, but who do not receive tv service, are in effect subsidizing tv programs received by the public in other areas. Since national advertisers tend to broadcast "free" programs only to the 60-65 top markets, Denver is the only city in Colorado on CBS' and NBC's "must buy" list, he said. Some other western states do not have even one "must buy" market, he added.

A combination of subscription tv and local advertising would make possible new tv stations in many smaller communities, Gov. Johnson believed. He was "favorably impressed" with Comr. Robert E. Lee's *Look* magazine article proposing pay tv be limited to 10-15% of a station's time on the air. The public would be better off with 85% free tv and 15% pay tv than with none at all, he continued, adding the public is entitled to this choice.

He cited the success of community antenna systems as an indication of the public's willingness to "pay the freight of tv service," even though it gives these communities no outlet for local expression.

Turning to sports, Gov. Johnson mentioned the five-year tv blackout of heavyweight title fights and control of televised college football by the National Collegiate Athletic Assn. Major league baseball attendance has declined so much that three clubs refuse to permit their games to be televised, he reported. The impact of tv is even greater on the minor leagues, he added, with major league game telecasts cutting down attendance and interest in the local team. Of 58 minor leagues with 35 million fans in 1950, he stated, there were only 33 leagues in 1955 and attendance has fallen 46% for these 33.

Mr. Bellamy's statement said subscription tv could encourage more production in the legitimate theatre and prolong the run of the play being televised. As it is, he said, the theatre is threatened as "a continuing, vital part of our culture." Pay tv also would bring employment of more legitimate actors and allied people, he said.

He thought pay tv would "find its own competive" level and would not interfere "with present programming or the availability of star performers."

Mr. Cohn felt subscription tv's "ultimate objective is to force the public to pay for what it is presently receiving free" and is "nothing more nor less than an attempt to install a turnstile in every television home."

He pointed out that Zenith prophesied a decade ago advertisers would never support free tv, but at the same time manufactured sets and advertised the "wonders to be seen on them." Today, Zenith still maintains that advertising can't support free tv, despite the more than a billion dollars spent on the medium in 1955. Mr. Cohn reported the public has spent more than $10 billion on sets and related items in the past ten years—all on the implied representation by the government, manufacturers and stations that programs would be free.

Instead of bringing new programming, Mr. Cohn indicated, pay tv will end up by forcing the public to pay for the programs it now sees free. Mr. Cohn referred to some tv highlights during the past year, such as "Richard III," "Barretts of Wimpole Street," "Peter Pan," the Sadler's Wells Ballet and others.

He said pay tv, operated by astute businessmen, would seek mass audiences rather than specialized minority groups: "If 10,000 people were willing to pay $2 a person for an algebra lesson and a million people were willing to pay 50 cents a person for Perry Como, the audience would be shown Perry Como and not taught algebra." He said the Committee Against Pay-to-See Tv's suggestion—that a formula be devised to telecast only programs not on free tv—has been met with "a deafening silence."

Pay tv seeks only to displace present tv programs, he said, otherwise they would seek stations or start new ones in small communities. If they were concerned with establishing additional service they would not want to program in the first 100 markets on existing tv facilities.

He said the uhf problem needs an answer now and will not wait several years for development of a subscription tv system.

Councilman Stark blasted FCC Comr. Robert Lee for the latter's recent *Look* magazine article advocating pay tv. He said Comr. Lee has expressed himself in favor of subscription tv, "even though the matter is still pending before the FCC and no public hearing has yet been held."

He asked the committee to "summon Comr. Lee before this committee of the Senate to answer charges of conduct unbecoming a public official and to investigate the underground movement which is now being waged to destroy free television viewing in the United States." The "underground movement" apparently referred to his earlier statement that "there is a clique of monopolists in this country now seeking to destroy free public access to the airwaves."

Sen. Pastore said he did not "see anything illegal" in what Mr. Lee had done; that the act permits commissioners to write articles for an honorarium, and that "I don't think for one minute Lee is the kind of man who'd take compensation to make up his mind."

Mr. Stark felt pay tv would "give the public nothing new, except a bill at the end of the month." The average family under pay tv would have to pay $100 to $1,100 a year to watch programs, he added.

Mr. Fellows voiced NARTB's opposition to any form of pay tv which through using channels allocated to free tv will "jeopardize the right of the public to receive a full, free service."

NARTB's position, he stated, is that Congress is the only body which should make the judgment on pay tv. Never, he indicated, "has our industry levied one cent of tribute from the American people to see or hear our broadcast performance. The only thing required of the American listener or viewer is that he own a receiving set."

Mr. Fellows described pay tv as a "point-to-point" system as distinguished from telecasts to all sets. The two are diametrically opposed in concept, he pointed out, with pay tv based "on the fallacious promise, that through the revenues accruing to the system, the American public will receive a type of programming superior to that it now receives free."

He warned that if subscription tv is authorized, broadcasters will not be "standoffish." "As businessmen, we would be foolish to turn our backs on a successful business venture." If pay tv is authorized and succeeds, Mr. Fellows said, the broadcaster will be "forced to jump on the bandwagon" whether he desires to or not.

But no longer would they be broadcasters, he continued, rendering a free service in the

public interest. A paying minority of the public will be able to outbid the vast majority and thus deprive the latter of the present free tv. Millions would be deprived of viewing and thus using what is legally theirs, the airwaves, he charged.

He said pay tv would be a "divisive force among the American people," with the "well-to-do" controlling a public asset and "an overwhelming majority" having to accept whatever free programming may be left "after the flight of talent to pay tv." Pay tv will siphon off the present tv system's talent, programs, authors and producers, Mr. Fellows indicated.

The NARTB chief cited surveys by five newspapers showing sentiments against pay tv ranging from 72% to 99%.

". . . Under pay television, I am convinced, there will be no more free World Series, dramas, musicals, etc.—and the only loser will be the public," he contended.

Mr. Fellows said tv broadcasting must be based on both vhf and uhf and saw a possibility of "at least 1,000 tv stations in the next five years"; manufacturers are headed more and more toward the purpose of an all-channel set. "We are closer than we may seem to be," he reported, adding that it is "inevitable" that smaller markets will get tv.

Mr. Salant contended the networks, have been most successful in providing the kind of home entertainment and information people want and "perhaps could make a fortune out of pay television. We do not know. We do know that free tv has provided an important service to the people and that we owe it our fullest support."

CBS believes families have made their investment in their tv sets on the reasonable assumption they would be able to enjoy without further payment whatever signals are within range of that set.

"The government would be breaking faith with the public if it deprived them of the realization of that expectation," he emphasized.

Mr. Salant felt there was only one explanation of tv's growth and the public's devotion to it—"The quality and diversity of its programming." He cited top programs offered during a single season.

He alleged pay tv would interrupt this progress: "It is not invention: It is disinvention. It proposes to take that which is intelligible to all and make it unintelligible. It is not adding, it is taking away."

Where free tv is "cohesive," pay tv is "divisive," Mr. Salant stated, adding that if pay tv were established, the present "unified tv audience" for the first time would be divided along economic lines; in pay tv there will be second-class citizens.

Mr. Salant pointed out neither Zenith, Skiatron, nor Telemeter proposes a limitation of pay tv to uhf, Telemeter asking that pay tv be authorized for all stations and Zenith and Skiatron asking that toll tv be put on uhf only for a limited period—two or three years—and to "needy" vhf stations. The proponents, he continued, propose to start pay tv in New York, Chicago and Los Angeles where "by coincidence" there are no operating uhf stations but there are vhf stations which might be described as "needy." It is these very vhfs that proponents plan to use, he added.

Answering proponents' references to the CBS study by Dr. Sidney Alexander, which pay-tv advocates have interpreted as showing that only 588 stations could exist, Mr. Salant reported that Dr. Alexander said the number of stations would be limited to about this number "for the next few years." He quoted from a summary of the study: ". . . In the long run future, of course, the economics of the industry may, and indeed probably will, change, so that a larger number of stations can eventually be supported. The minimum cost of running a station may decline, and increased advertising revenues, particularly from local sources, will undoubtedly be forthcoming. Such was the history of radio broadcasting, and a similar development may be expected in television."

Mr. Salant added that Dr. Alexander is CBS' economist. "It is up to us to prove he's wrong."

Mr. Biemiller said in part:

"The proposals for paid television . . . would have a profound effect on the television habits of our members. In effect, paid television would require the viewer to contribute a specific sum for the privilege of enjoying certain television programs. Estimates of the cost of paid television to the viewer run from a minimum of $100 a year to over $1100.

"The introduction of this new concept would have serious repercussions on the employment of workers throughout the entertainment industry. It would drastically change the present system of competitive programs. Instead of having many programs to select from each night we would have only one or two at a time.

"What might happen under a paid television system is that certain types of programs which are now offered free of charge would be transferred to the new system which would require payments from viewers. In effect, this would seem to be transferring the cost of the television programs from the commercial advertisers to the viewing public.

Mr. Conaway outlined the opposition to toll tv by the American Federation of Television & Radio Artists. He cited employment opportunites that would be decreased, not only for AFTRA members but all others concerned with entertainment. Fee tv, he alleged, would siphon off free time, now underwritten by sponsors, and the subsequent reduction in programming would diminish employment for AFTRA members.

Pay tv, supported by a minority, would reduce viewing opportunites for the majority, according to Mr. Conaway who cited the average American family's viewing average of five hours daily.

He likened subscription tv to placing a turnstile on a public library or granting a 99-year lease to a promotor who would charge admissions to national parks or monuments.

Mr. Farr, who pointed out that his organization represents 100,000 tv dealers, told the committee the public needs to be informed "about the cost of subscription tv. First, there is the cost of the decoder and coin box which might well run around $50 per set, plus $30 installation, which would cost the 36 million present owners some $1.8 billion, which, whether bought or rented, will have to be paid for by the user."

He said polls circulated by pay tv advocates were "weighted" by not giving the consequences

. . . AND TEN VOICES AGAINST IT



COHN



FALKENBURG TIBBETT CONAWAY



ROGERS MARKS



BIEMILLER



FELLOWS

THESE TEN went before the Senate Commerce Committee last week to explain why they oppose the proposal for pay tv. The interests they represented included networks, stations, actors, unions, trade associations and other organizations aligned against a toll. For a summary of their remarks, see adjacent story.





FARR SALANT

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	Wrigley News	TWA Walter Winchell	Monitor
6:15	Paul Harvey News	Wm. Wrigley Gene Autry (191) R	Seeman Bros. Tomorrow's Front Page (6:15-6:25)	Meet the Press
6:30	It's Time	Liggett & Myers Gunsmoke (197)	Mutual Benefit Bob Considine	
6:45	The Evening Comes	Sleepeze—S Galen Drake	Les Paul General Tire Sports Time	
7:00	Weekend News	(CBS Columbia Anahist 20th Century Jel-Sert Viceroy) Edgar Bergen Show (200)	"By the People"	
7:15	Show Time Review			
7:30	George Sokolsky			
7:45	It's Time			
8:00	Valentino		Stand By Round the World	
8:15	Henry Milo Travel Talk S	News		
8:30	Co-op America's Town Meeting	Toni Our Miss Brooks (202)		Monitor *
8:45		P. Lorillard Two For The Money (203)	Lutheran Hour Report	
9:00	Overseas Assignment	News		
9:15	Lifetime Living S	Mitch Miller Show S		
9:30	It's Time		Manion Forum Dean Clarence Manion	
9:45	Sammy Kaye		Co-op Keep Healthy	
10:00	It's Time	Sports		
10:15	Erwin Cauham	News	Wings of Healing	Billy Graham Evangel. Assoc. Hour of Decision East. Sta. only Monitor *
10:30	Dick Hayes Sings	Face the Nation		
10:45	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum
11:00	Texaco News	News		
11:15 PM	Moods in Melody	Dance Orchestra	Wings of Healing	Hour of Decision (Central States) Monitor *

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	No Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
6:15		No Service		
6:30	Bill Stern		Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Delco Batteries Lowell Thomas (198) R		
7:00	CIO-AFofL Edw. P. Morgan	Longines News Kools CBS Columbia Amos 'n' Andy Music Hall	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Dinner Date	No Network Service
7:30	Mysteries	Philip Morris Russell—Mdays Bing Crosby Am. Oil Ed. R. Murrow (82)	American Home Prod. Gabriel Heatter Les Paul	Miles Labs News of World (166)
7:45			Here's Hollywood	One Man's Family ***
8:00	American Music Hall	Jack Carson Show S	True Detective Mysteries (Participating)	Gen. Motors Henry J. Taylor
8:15				
8:30	Firestone Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (171) R	John Steele	Boston 'Pops' Orchestra
8:45				
9:00	American Music Hall	Chevrolet News	Esso Reporter	
9:15		My Son Jeep	Bob & Ray	Bell Telephone Telephone Hour (185) R
9:30	ABC News	Yours Truly Johnny Dollar	Behind the Iron Curtain	
9:45	Best Bands of the Land	Capitol Cloakroom	Reporters' Roundup	Contrsts In Music (Eastman School Orchestra)
10:00	News			
10:15	Vandercook, CIO	Eric Sevareid S	Esso Reporter	News-Frederick
10:30	The 3 Suns	Dance Orchestra	Jazz Roost	Chet Huntley Net. Part.
10:45	News		Virgil Pinkley	Music Program
11:00	Martha Lou Harp		Distinguished Artists Series	All Star Parade of Bands
11:15 PM	Songs by Dini	CBS News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Stand by with Bob & Ray	No Network Service
6:15		No Service		
6:30	All State Bill Stern		Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Delco Batteries Lowell Thomas (199)		
7:00	CIO-AFofL Edw. P. Morgan	Longines News Kools Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr. Beltone (alt. Tu) G. Heatter	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe		Dinner Date	No Network Service
7:30	Mysteries	Philip Morris CBS Columbia Bing Crosby Ed. R. Murrow Co-op	Gabriel Heatter	Miles Labs. News of World (168)
7:45			Coca-Cola Co. The Eddie Fisher Show 245)	One Man's Family ***
8:00	American Music Hall	Jack Carson Show S	Treasury Agent (Participating)	RCA Network Participations Dragnet
8:15	News S			
8:30	Admiral Life is Worth Living	Suspense	Squad Room	Network & Local Participations "X Minus One"
8:45	Admiral News			
9:00	American Music Hall	Chevrolet News	Esso Reporter	B&W News
9:15		My Son Jeep	Bob & Ray	(May 1 & 22) Politics & Primaries
9:30	ABC News	Yours Truly Johnny Dollar	Dateline Defense	
9:45	Best Bands of the Land	Campaign '56	The Army Hour	(May 8, 15 & 29) Biographies In Sound
10:00	News	UN Report		
10:15	Vandercook, CIO	Eric Sevareid S	Esso Reporter	News-Frederick
10:30	The 3 Suns	Dance Orchestra	Jazz Roost	Chet Huntley Net. Part.
10:45	News		Virgil Pinkley	Music Program
11:00	Take Thirty S		Dance Time	Nightlife with Nordine
11:15 PM	Singing with the Stars	CBS News	Mutual Report The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Monitor *
9:30	It's Time		Christian Ref. Church Back to God (268)	
9:45	Prophecy, Inc. Voice of Prophecy (98)	Church of the Air		Art of Living
10:00	Texaco News	Chev. News		
10:15	Message of Israel S	E. Power Biggs S	Radio Bible Class (291)	National Radio Pulpit
10:30	Texaco News			
10:45	Negro College Choirs S	Leading Question S	Voice of Prophecy (307)	
11:00	It's Time	News	Dawn Bible Frank & Ernest (362)	
11:15	Marines In Review	Invitation To Learning S	First Church How Christian Science Heals	Monitor * 8 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:30	Texaco News		Northwestern U. Review S	
11:45	The Christian In Action S	Salt Lake City Tabernacle S		
12:00 N	No Net Service	Chevrolet News Washington Week S	As I See It Frank Kirkpatrick	
12:15 PM		World Affairs Report S		
12:30	It's Time		Bill Cunningham Co-op	
12:45	Front & Center	Guy Lombardo Orchestra S	First Church How Christian Science Heals	The Eternal Light
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Les Paul Front Page Exclusive Merry Mailman	Monitor *
1:15				

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15		No Service	Easy Does It	
9:30	Sterling MWF My True Story	Arthur Godfrey (Participating)	Cecil Brown	Weekday **
9:45	When A Girl Marries (165) (Participating)		Footnotes To Medical History	
10:00	Doan Pharmco. Whispering Streets (224)		Guest Time	
10:15	Paging the News S		Kraft News	
10:30	Your Happy Holiday		Johnny Olsen Show	
10:45	Presenting: Franchot Tone		Kraft News	
11:00	Presenting: Constance Bennett	Make Up Your Mind S	Story Time	
11:15	Valentine	Wrigley Howard Miller (144)	Queen for a Day Participating	
11:30	Luncheon at Aster	Hazel Bishop P. Morris, Std. B. Wendy Warren	Kraft News	
11:45	Sunshine Boys	Backstage Wife	A. Ladd's Modern Moods	
12:00 N	How To Fix It	Ponds, Toni Pharmaco Helen Trent	No Service	
12:15 PM	No Network Service	Our Gal Sunday S		
12:30	Co-op Paul Harvey	Road of Life (131)	Co-op Cedric Foster	
12:45	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Mutual's Music Box	
1:00				
1:15				

SATURDAY

	ABC	CBS	MBS	NBC
1:30 PM	Co-op No School Today	Co-op News	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
1:45		Farm News		
2:00	Table Products Inc.	St. Louis Melodies		
2:15		Ferry Morse Seed Co. Garden Gate		
2:30	It's Time	Chev., A. Jackson		
2:45	Moppets and Melodies	Puss 'n' Boots		
3:00		D-Con	Kraft News	
3:15	ABC News*	Galen Drake S	Conference Call	
3:30	The Inner Circle	Sleep-Eze	Good News	
3:45		News	Kraft News	
4:00	It's Time	Robt. Q. Lewis (185) KASCO	For Parents Only	
4:15	All-League Clubhouse S	Renuzit	Musical Wheel of Chance	
4:30	ABC News	Milner	Les Paul	Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
4:45	World Tourist	Chev., A. Jackson	Kraft News	
5:00	101 Ranch Boys S	Romance S	Magic of Music	Monitor *
5:15				
5:30	American Farmer S	Liggett & Myers Gunsmoke (200)		
5:45 PM	ABC News	Chev., A. Jackson	Teenagers USA	Allis-Chalmers Home Hour (Central Sta's)
	Navy Hour S	City Hospital		

THURSDAY

ABC	CBS	MBS	NBC
Net in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
Bill Stern	No Service	Les Paul Sports	Sun Oil & Co-op 3-Star Extra (34)
No Service	Delco Batteries Lowell Thomas (199)	Kraft News	Alex Drier Man on the Go Co-op
CIO-AFofL Edw. P. Morgan	Longines News	Fulton Lewis Jr.	No Network Service
Co-op Quincy Howe	Kools, Carter Amos 'n' Andy Music Hall (198)	Dinner Date	Miles Labs News of World (168)
Mysteries	Philip Morris Milner, Russell Bing Crosby	Gabriel Heatter	One Man's Family ***
American Music Hall	Co-op Ed. R. Murrow (89)	Coca-Cola Co. Eddie Fisher Show	RCA; BeCo; Realemon Puritn Network Participations People Are Funny
News S	Jack Carson Show S	Official Detective (Participating)	The Goon Show
Admiral Life is Worth Living	21st Precinct S	Crime Fighters	News-Don Pardo
Mayflower News	Chevrolet News	Esso Reporter	American Adventure
American Music Hall	My Son Jeep	Bob & Ray	Conversation
News S	Yours Truly Johnny Dollar	TBA	News-Frederick
Best Bands of the Land	Leading Question	Co-op State of the Nation	Chet Huntley Net. Part.
ABC News	Eric Sevareid S	Esso Reporter	Carling Cons. Club
Vandercook, CIO	Jazz Roost	Jazz Roost	Jane Pickens Show
The 3 Suns	Virgil Pinkley	Virgil Pinkley	No Network Service
ABC News	Dance Orchestra	Dance Time	News of the World Morgan Beatty
Front & Center		Mutual Reports The News	
Singing with the Stars	CBS News	U N Radio Review	
Sports Report S	Dance Orchestra		

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
Bill Stern	U.N. on the Record S	Les Paul Sports	Richard Harkness Co-op
No Service	Delco Batteries Lowell Thomas (199)	Kraft Five Star	No network Service
CIO-AFofL Edw. P. Morgan	Longines News	Fulton Lewis Jr.	Sun Oil Co-op 3-Star Extra (34)
Co-op Quincy Howe	Amos 'n' Andy Music Hall (198)	Dinner Date	Alex Drier Man on the Go Co-op
Mysteries	Philip Morris CBS Col., Russell Bing Crosby	Amer. Home Gabriel Heatter	No Network Service
American Music Hall	Am. Oil Ed. R. Murrow (82)	Les Paul Here's Hollywood	Miles Labs News of World (168)
News S	Jack Carson Show S	Counterspy (Participating)	One Man's Family ***
Admiral Life is Worth Living	CBS-Radio Workshop	City Editor	National Radio Fan Club Network & local participations
Mayflower News	Chevrolet News	Esso Reporter	NBC Job Clinic
American Music Hall	My Son Jeep	Bob & Ray	National Radio Fan Club Network & Local Participations
News S	Yours Truly Johnny Dollar	American Travel Guide	News from NBC
Best Bands of the Land	So They Say	Disc Date	Gillette Boxing
Anahist News	Eric Sevareid S	Esso Reporter	Sports Digest
Vandercook, CIO	Jazz Roost	Jazz Roost	Bayuk & Sustaining Meet the Champs
The 3 Suns	Virgil Pinkley	Virgil Pinkley	No Network Service
ABC News	Dance Orchestra	Dance Time	News of the World Morgan Beatty
Indoors Unlimited		Mutual Reports The News	
Songs By Dini	CBS News	U N Radio Review	
Sports Report	Dance Orchestra		

SATURDAY

ABC	CBS	MBS	NBC
Weekend News	News	John T. Flynn	
Pan American Union	Saturday at the Chase	The Mariner's Album	
It's Time	Young Ideas Fred Robbins	Report from Washington	
Co-op Sports Afield With Bob Edge		Dinner Date	
Sports Kaleidoscope	News		
At Ease	Juke Box Jury	Pop The Question	
Casa Noro Morales		Inspiration Please	Monitor *
It's Your Business			
ABC News	Chevrolet News	True or False	
Dancing Party S	Saturday Night Country Style	Musical Caravan	
	Sports		
	Camels Rock 'n' Roll Party (114)	I Ask You	
	Philadelphia Orchestra	Lombardoland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
Vandercook, CIO	News S		
The 3 Suns	Basin Street Jazz	Renfro Valley Barn Dance	
Lawrence Welk Army Show	Dance Orchestra		Monitor *
Statler Orchestra	News	Hardy Burt Commentator	
	Dance Orchestra	Dance Time	

6:00 PM
6:15
6:30
6:45
7:00
7:15
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10:00
10:15
10:30
10:45
11:00
11:15 PM

SUNDAY

MBS	NBC
Lutheran Hour (479)	Monitor *
Music from Britain	The Catholic Hour
Bandstand USA	Monitor *
Bosman's Bandstand	
Bosman's Bandstand	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Toni TuTh Ponds—WF Dr. Malone	Luncheon with Lopez	No Network Service
No Network Service	P&G Duz Guiding Light (128)	Kraft News	Weekday **
	Ponds—TuTh Mrs. Burton	Mutual Matinee	
	Ponds—M* Brighter Day	(MTuTh) Military Band (W) Rich'd Hayes (F) Salute to the Nation	
The Martin Block Show	Toni & Bristol-Myers Nora Drake (197)		
	Lever—MF Franko Amr. TuT Aunt Jenny	Mutual Matinee with Dan McCullough	
	Houseparty† (183) R		
	Hartz—Song	(MTuWF) Bandstand USA (Th) Dick&Diane	
Manhattan Matinee	Chef Boy Ardee Galen Drake	Mutual Reports	P&G Right to Happiness
Treasury Bandstand	No Service	Mutual Matinee with Dick Willard	Sterling Drug Widder Brown *****
Musical Express	News		Doctor's Wife
Ebony & Ivory	No Service	Stand By With Bob & Ray	P&G Pepper Young
Gloria Parker			Miles Woman In My House
Wall St. Final (Harris, Upham)		Les Paul	World of Nordine
		Gen. Sports Time	Dr. Norman Vincent Peale
		Kraft News	Gen. Mills & Amer. Bakeries Lone Ranger
			Production Five

SATURDAY

ABC	CBS	MBS	NBC
It's Time	Kathy Godfrey Show S		
Shake the Maracas		Kraft News	
Texaco News	News S	Fifth Army Band	
	Adventure in Science		
	String Serenade		
Texas Co. Metro. Opera	Dance Orchestra	Lucky Pierre	
	News S		
	Richard Hayes Army Show	Country Jamboree	
	Dance Orchestra		
		Sports Parade	Monitor *
	News S		
	Dance Orchestra		
Pop Concert	Dance Orchestra		
The World Tourist		Co-op Stand-By Sports	
	News S		
Dinner at the Green Room S	New Orleans Jazz	Kraft News	
	Make Way for Youth	Standby Sports	
		Kraft News	
		Les Paul	

April 30, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (S)

† Houseparty.

3-3:15 p.m. MWF Lever—Th. Sunsweet. Tues. Campana.

3:15-3:30 p.m., Fri. Dole. Thurs. Kasco. Th. Gen. Motors — Allen Jackson.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

* G. Drake Sleep-Eze—10:55-11 a.m., Sat.

Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

NBC—

* Monitor—Network & Local Participations Barbasol, Miller Brewing, RCA

** Weekday—Network & Local Participations Carter Prods., Sterling Drug, Q-Tips Sales

*** One Man's Family—Net & Local Participations Weds: Carter (Last 3/21), Anahist (Last 3/14)

**** Hotel For Pets—MWF: Coast Fisheries—with stations not ordered commercially taking the program on Sustaining basis

T&TH—Complete Sustaining basis

***** Young Widder Brown—M-Th—Sterling Drug, Fri—Network Participations

****** Fibber McGee & Molly—Network & Local Participations Tues—Viceroy

of a pay tv system which would knock free tv shows off the air or capture them. These surveys, he said, also "are weighted toward upper income groups who need television the least. It is the poor man with no money to spare and lots of kids who relies on tv for nearly 100% of his entertainment."

Mr. Radford spoke as an average viewer and reiterated CBS' contention that the public, after spending $13½ billion for sets, should not be "hijacked" into paying for tv programs.

Mr. Rogers, praising the growth of tv under the present system, quoted from a booklet by Television Bureau of Advertising (of which he is treasurer and a director) which would show that "not even rabbits" could equal the rapidity with which U. S. tv homes have multiplied in the past eight years. He said this refutes Zenith's Comdr. Eugene F. McDonald's prediction several years ago that advertising could never support tv.

He said proponents' "concern with only the peak 15% viewing time bespeaks concern only for the click of the turnstile."

"As for promises that new and wonderful educational programs will be aimed by toll tv at small minorities," he said, "that is merely perfume sprayed at the U. S. Senate, the FCC and the public . . . If, as you have stated, installation of toll tv in a single major city will costs tens of millions of dollars, this money can only be recovered by putting on shows which will attract the largest audiences . . ."

Scoring Comdr. McDonald's charge of a "two-network monopoly" in tv, Mr. Rogers cited TvB figures showing network programs account for only 53% of total telecast hours on stations. Similarly, local and national spot revenues account for more than half the advertising revenues of the stations, he added.

FCC Grants WNHC-TV Protest To CBS' WGTH-TV Purchase

PROTEST by WNHC-TV New Haven, Conn., against the $650,000 CBS purchase of ch. 18 WGTH-TV Hartford, from General Times Tv Corp. [B•T, July 11, 1955], was granted by the FCC last week. In ordering a hearing on the assignment, to commence May 28, the Commission postponed the effective date of its Feb. 23 no-hearing grant of the transfer.

The hearing will explore WNHC-TV's charges that the transfer will contravene FCC rules regarding concentration of mass communications media and violate duopoly rules because of alleged Grade B overlap between WGTH-TV and the network's WCBS-TV New York. Other issues include assertions by WNHC-TV that CBS violates federal antitrust laws in certain affiliation practices and "exclusive" film contracts involving WCBS-TV. The burden of proof is on WNHC-TV.

Comr. Doerfer dissented to the FCC action. Comr. Bartley concurred with the decision insofar as it granted the protest and ordered a hearing, but he felt that CBS should have been assigned the burden of proving its affiliation practices do not violate antitrust laws.

FCC Official Would Waive '10% Rule' to Allow Grants

WAIVER of the FCC's "10% rule" to make possible three am grants, one for a construction permit and two for improvements of facilities, was recommended by FCC Hearing Examiner Basil P. Cooper last week.

All three applications involve 1420 kc facilities: Radio Herkimer, seeking a new station in Herkimer, N. Y. (1420 kc, 1 kw day); WBSM New Bedford, Mass., seeking a change from 1230 kc, 100 w unlimited to 1420 kc, 1 kw unlimited, and WBEC Pittsfield, Mass. (1490 kc, 250 w unlimited), asking for 1420 kc, 1 kw unlimited.

The applications were designated for hearing by the FCC last November because it was found that WBEC's proposal would slightly exceed the 10% rule. This rule provides that a station may be assigned an available frequency as long as not more than 10% of the population in its primary service area will receive interference from other stations.

At the time the Commission set three 1420 kc proposals for hearing. Comr. Bartley, dissenting to the hearing order, said he was in favor of granting all three applications, that the circumstances justified a waiver of the 10% rule [B•T, Nov. 14, 1955]. That same conclusion was reached by Examiner Cooper in last week's initial decision.

Two V's, One U Requested In Applications Last Week

AMONG three applications for new tv stations filed with the FCC last week were two vhf requests from O. L. Nelms, Dallas, Tex., multimillionaire realtor who already has uhf applications pending for Brownwood, Tex. (ch. 19), and Victoria, Tex. (ch. 19). In last week's applications Mr. Nelms asked for ch. 9 Flagstaff, Ariz., and ch. 12 Alpine, Tex. The third application received last week was from Altru Broadcasting Co., Longview, Wash., which asked for ch. 33 there.

Mr. Nelms' Flagstaff application calls for an effective radiated power of 350 w visual, with an antenna height of minus 50 ft. above average terrain. Construction cost is estimated at $65,385, first year operating cost at $54,750, and first year revenue at $73,000. The Alpine station would operate with ERP of 350 w visual, using an antenna minus 165.7 ft. above average terrain. Estimated construction cost is $39,950, first year operating cost $54,750, and first year revenue $73,000.

At Longview, Altru would operate with an effective radiated power of 9.01 kw visual, employing an antenna 100 ft. above average terrain. Construction cost is estimated at $62,000, first year operating cost at $84,000, and first year revenue at $108,000. Altru principals are equal partners W. Gordon Allen and John Truhan. Mr. Allen is 70% owner of KGAL Lebanon, Ore., 66.7% owner of KGAE Salem, Ore., 50% owner of KBAM Longview, Wash., and owns a construction permit for KTIX Seattle, Wash. Mr. Truhan owns 33.3% of KGAE, 50% of KBAM and has an application pending for a new am at Gresham, Ore.

Hearing on Proposed Rules For Insurance Ads April 30

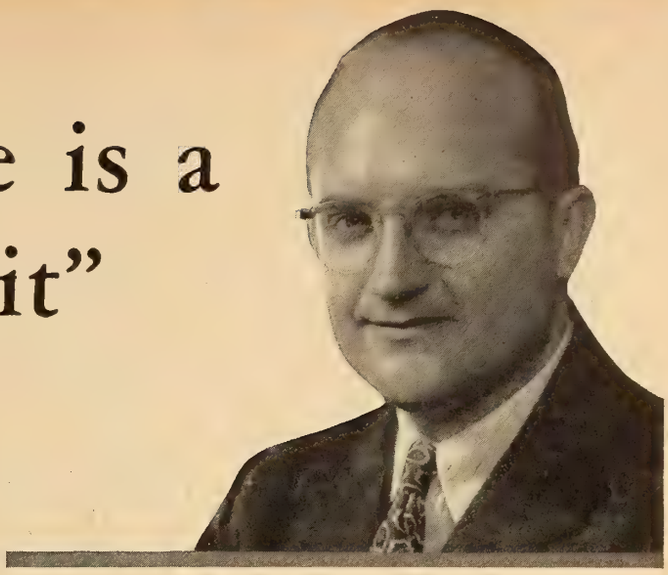
PROPOSED trade practice rules governing advertising of the accident and health insurance industry will be discussed by industry members and other interested parties at a hearing scheduled for today (Monday) at Federal Trade Commission headquarters in Washington.

Possible deception in radio-tv and printed media advertising of policies already has been considered by the Commission and the National Assn. of Insurance Commissioners. Their suggested rules for governing the insurance industry already have been made public. They specify ways in which advertising of insurance may be deceptive, *per se* or by inference.

WROW-TV Albany
WAAM Baltimore
WBEN-TV Buffalo
WJRT Flint
WFMY-TV Greensboro
WTPA Harrisburg
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WMTW Mt. Washington
WRVA-TV Richmond
WSYR-TV Syracuse

Harrington, Righter and Parsons, Inc.
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New York
Chicago
San Francisco
Atlanta

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says **MARION HARPER JR.**
President
McCann Erickson, Inc.

"Advertising Age, with its complete coverage of events in the advertising industry is a constructive habit among employes of McCann-Erickson. Of particular interest to me are the special features—the Creative Man's Corner, Last Minute News Flashes and many others."

MARION HARPER JR.

Mr. Harper became president of McCann-Erickson in 1948 when he was 32. Behind him were nine years in the agency, and titles ranging from office-boy trainee to manager of copy research, director of research, v.p./research and merchandising, director, asst. to the president, and executive committee member.

Today, Mr. Harper heads an organization operating 34 offices in 16 countries and its total billing of $166 million in 1955 ranked it third among all agencies.* Mr. Harper has authored numerous articles on television-radio advertising, research and an outstanding book "Getting Results From Advertising."

Advertising Age is a constructive habit among most of the sales, advertising and management staff members who are important to you. Nowhere else can they find its equal for current, complete and dynamic coverage of advertising news, trends and developments. Wherever you find important people formulating important advertising plans, there you'll find Advertising Age being read, quoted and discussed—not only by those who *activate* advertising plans, but those who *influence* decisions affecting you.

Consider the effects of influence at McCann-Erickson, for example. In 1955, M-E placed some $60 million** in broadcast network billings. Among its clients are such heavy spot-tv advertisers as Coca-Cola Co. ($835,300*** in '55), Bulova Watch Co. ($1,238,900***), Mennen Co. ($180,100***) and others.

Every Monday, 170 paid-subscription copies of Advertising Age reach McCann-Erickson executives, copies that get intense readership in executives' homes as well as executives' offices. Further, Ad Age rates similar readership among important advertisers—for instance, 30 paid-subscription copies go to the sales, advertising and management levels of Coca-Cola, Bulova Watch and Mennen companies.

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way in 1956.

*Advertising Age Agency Issue
**Broadcast-Telecast 1955 Report
***Compiled by N. C. Rorabaugh Co. for Television Bureau of Advertising


Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

FCC Moves to 'Drop In,' Not 'De-Intermix'

The Broadcasting Industry

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High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV

'Scoop' or 'Scope'—In News Coverage?—TV Wants 'Em Both

'American Aviation' Resigns from ABC and Blasts 'Evasion' in Auditing Free Copies

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1 Year (52 issues) $3

WHAT
A
GAIN!



...and how we love it!

Here's why—in 58 out of 60 quarter-hour periods between 3:30 and 6:30 p.m. (Mon. thru Fri.) WNDU-TV has the *top-rated** programs.

What's more—over half the *top-rated* weekday programs between 3:30 and 11:30 p.m., both network and local, are *now* on WNDU-TV.

These gains reflect the pronounced success of WNDU-TV in all rating periods. More proof that your advertising dollar does a better job in the South Bend-Elkhart market with WNDU-TV... for full details call Meeker today!

*Source: ARB February 8-14

Represented Nationally by MEEKER TV NBC

WNDU·TV
CHANNEL 46

DECISION PENDING ON WEBSTER POST

FCC Chairman McConnaughey understood favoring return of Craven to Commission or reappointment of Webster when latter's term expires June 30. Both are engineers. Mississippi broadcasters suggest attorney Alton Massey for office.

NO official word was forthcoming from the White House last week regarding the upcoming June 30 vacancy to be created on the FCC with the expiration of the term of Comr. E. M. Webster. Reports persisted, however, that Commander T. A. M. Craven, consulting engineer and former Democrat member of the FCC, would be nominated by President Eisenhower for the non-Republican vacancy.

Comr. Webster, politically an independent, has been represented as willing to accept the appointment but has not been openly campaigning for it. It is believed that FCC Chairman George C. McConnaughey has indicated to the White House that the post should be filled by an engineer and that he would favor either reappointment of Comr. Webster or nomination of Comdr. Craven.

Comr. Webster, 68, is eligible for retirement, both as a Civil Service employee and as a Coast Guard commodore, retired. It is understood his retirement would amount to substantially more than the $7,500 maximum provided for a member of the FCC who has reached retirement age and had served the requisite number of years. The appointment is for a seven-year term.

Both Comr. Webster and Comdr. Craven have been checked securitywise, a necessary preliminary to nomination, even for an incumbent. Comdr. Craven, 63, served as chief engineer of the FCC from 1935-37 and was a member of the Commission, 1937-44. He resigned to enter private consulting practice. A Democrat, he now is a resident of Virginia but was born in Philadelphia and reared in New Jersey. He was graduated from the Naval Academy with the class of 1913.

Meanwhile, reports were current that a number of other candidates for the Webster post had cropped up. So far as could be determined, however, none yet had received White House consideration.

The Mississippi Broadcasters Assn., at a recent meeting, adopted a resolution supporting appointment of Alton Massey, Kosciusko attorney, to the post. The resolution was sent to the White House and to the Mississippi Congressional delegation.

It was also reported that in the event neither Comr. Webster nor Comdr. Craven received the nomination, that one of the FCC's top broadcast engineers would seek the post on the ground that it was desirable to have an engineer as one of the seven members. Also, reportedly receptive to appointment was a staff member of a congressional committee, specialist in communications.

Excise Repeal Bill Offered

A BILL to repeal excise taxes on several categories of products and services, among them the 10% manufacturer's excise tax on all radio and tv sets, has been introduced by Sen. William Langer (R-N. D.). The bill (S 3575) was referred to the Senate Finance Committee.



THAD HOLT (r), former Birmingham, Ala., radio and tv executive, is sworn in as a special consultant to the U. S. Information Agency on overseas television projects by J. R. Poppele, USIA assistant director for radio and tv. Mr. Holt was president and treasurer of WAPI, WAFM (FM), WABT (TV) Birmingham from 1937 to 1953 and is now chairman of the Federal Reserve System of Birmingham, a director of the Birmingham branch of the Federal Reserve Bank of Atlanta, and a partner in the management consultant firm of Norton & Holt, Birmingham.

Satellite Would Sell Alongside Rebroadcasts

UNIQUE arrangement between a mother station and a proposed tv satellite operation was revealed in an application filed with the FCC for a satellite station at Kalispell, Mont. The Kalispell application was one of two satellite applications filed; the other was for Greenfield, Mass.

KGEZ Kalispell, seeking ch. 8 there as a satellite of KXLY-TV Spokane, Wash. (ch. 4), revealed a five-year contract whereby the satellite will be allowed to sell spot announcements adjacent to the programs it will rebroadcast. Under the arrangement, the satellite will pay KXLY-TV $1,500 monthly and provide it two hours of Class A or B time weekly.

KGEZ, which will gradually switch to local programming, plans 8.48 kw visual power and antenna height of 218.3 ft. above average terrain.

Construction costs of the Kalispell ch. 8 station were estimated at $106,100, with $85,000 expected to be spent on first year operation expenses. Expected first year revenue was listed at $100,000. KGEZ is controlled by Copper City Radio Co. (KBOW Butte, Mont.).

Springfield Tv Broadcasting Corp. (ch. 22 WWLP [TV] Springfield, Mass.) asked for ch. 58 at Greenfield, to operate as a WWLP satellite until such time as it becomes feasible to originate local programming. Construction of the Greenfield satellite was estimated at $50,360 with $90,000 listed as first year operating costs. Revenue is expected to be $100,000 for the first year of operation.

The ch. 58 proposal calls for 9.24 kw visual power and antenna height of 505 ft. above average terrain. Like WWLP, the Greenfield operation would carry both ABC-TV and NBC-TV programs. WWLP, generally referred to as one of the "successful uhf operations," listed a 1955 net profit of $16,305.

WWLP included with its application a proposed agreement with Haigis Broadcasting Corp. (WHAI-AM-FM Greenfield) looking toward possible joint ownership of the Greenfield satellite operation.

Examiner Favors KQV For Pittsburgh Ch. 4

RECOMMENDATION that Pittsburgh's ch. 4 (Irwin, Pa.) be awarded to Television City Inc. (KQV Pittsburgh) was made last week in an FCC hearing examiner's initial decision, almost two years to the day after the FCC had set for hearing five competing applications for that channel. The hearing, which ran from May 1954 to March 1955 and covered 2,545 pages of testimony, involved—besides KQV—WCAE Pittsburgh, WLOA Braddock, Pa., Irwin Community Tv Co. (interests in WEDO McKeesport, Pa., and WEIR Weirton, W. Va.) and Wespen Tv Inc. (no broadcast interests).

Failure to meet the diversification of mass communication media criterion proved fatal to WCAE, a Hearst subsidiary. Examiner Elizabeth C. Smith, who conducted the 10-month hearing, found that although WCAE's Hearst tie-up accorded the station preferences in programming and past broadcast experience, KQV's media-diversification preference was "decisive under the facts in this case."

KQV was favored over all applicants in the area of civic participation, "particularly," the examiner declared, "because of the outstanding record of participation in civic and welfare projects by Mr. Wolf" (Irwin Wolf, vice president-director of Tv City, died of cancer April 18, four days before the initial decision was issued. Mr. Wolf, 61, was vice president-general manager of the Kaufmann Department Store in Pittsburgh and a nationally known merchandising authority).

KQV President Earl F. Reed is president-15% owner of Tv City and heads a group of beneficial stockholders which holds a total of 49.33%; Mr. Wolf, 19.67% owner, headed a similar group. Gunnar O. Wiig, KQV executive vice president, who holds the same position with Tv City, holds the remaining 1.33% of the latter's capital stock. Under a voting trust arrangement, Messrs. Reed and Wolf would vote all of the Tv City stock.

Early in the hearing negotiations were entered into, but failed, for a merger of KQV and WCAE principals. Subsequently a contract for the sale of KQV to Tele-Trip Policy Co. was cancelled [B•T, Jan. 24, 1955].

KEDD (TV) Dark Today

FACED with the loss of its NBC-TV affiliation ch. 16 KEDD (TV) Wichita-Hutchinson, Kan., last week informed the FCC that it is going off the air today (Monday), expiration date of its network contract. Tomorrow (Tuesday) ch. 3 KARD-TV becomes the Wichita-Hutchinson NBC-TV affiliate. KEDD's discontinuance (the station said it would retain its construction permit) leaves Wichita-Hutchinson an all-vhf market; ch. 3 KARD-TV (NBC); ch. 10 KAKE-TV (ABC), and ch. 12 KTVH (TV) (CBS). KEDD's demise brings to 63 the number of stations that have ceased operation (four were vhf). A total of 166 cp's have been deleted, 32 of which were vhf.

Fighting for Sales in BATON ROUGE?



Put "The Champ" to Work for You!

RATING CHAMPION

In the latest Telepulse, WAFB-TV has a leadership of nearly 5-to-1 in the Baton Rouge Area.

MERCHANDISING CHAMPION

WAFB-TV has a merchandising record second to none.

ROUND 1

First place winner in "Lucy Show" competition with a double first prize for special merchandising job.

ROUND 2

First place in Screen Gems, Inc. contest on program promotion.

ROUND 3

Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."

ROUND 4

WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."

WAFB-TV CHANNEL 28
affiliated with WAFB, AM-FM
CBS — ABC — DUMONT 200,000 WATTS
Reps: Call Adam Young, Nationally or Clarke Brown in South & Southwest

FCC Tells AT&T to Answer Accusation of Overcharging

THE FCC has told American Telephone & Telegraph Co. that it has until May 18 to satisfy or answer in writing a complaint against it filed by Community Television Systems of Wyoming. The community antenna group of Casper, Wyo., complained to the FCC that it had been overcharged by AT&T for lease of microwave facilities between Laramie and Casper. The community antenna group claimed it was paying network rates and receiving inferior service.

The antenna system, which brings Denver tv signals to Casper, asked the FCC to investigate the matter and to institute proceedings that would lead to lower rates. The FCC was asked to award damages to the antenna group for overcharges during the past year.

In its notice to AT&T, the FCC said that no reparations in satisfaction of the complaint should be made without first obtaining authority from the FCC.

RETMA Asks FTC Repeal Of Rule 9 on Tv Screens

SECOND request to the Federal Trade Commission that it repeal Rule 9 of its trade practice regulations covering the radio-tv industry has been made. Radio-Electronics-Television Manufacturing Assn., echoing the sentiments of Philco Corp. [B•T, April 9], urged that Rule 9 be repealed as an unrealistic measure that only confuses and bewilders the public.

Rule 9, designed as a curb to false advertising of tv set screen-size, specifies that tv sets be described by only three methods: horizontal measure; diagonal measure (if used, so specified), or in area by square inches.

RETMA told the FTC that the 46 million tv receivers sold before the adoption of Rule 9 (last December) were adequate proof of public acceptance of the previous standard used by manufacturers. While most of FTC's rules have a "stabilizing effect on the industry," RETMA said, "Rule 9 now threatens to endanger public confidence in the entire set of rules. . . ."

FCC Respite

AUGUST will be an "off-month" at the FCC. The Commission announced last week that there will be no hearings or oral arguments during the month of August. This follows a practice instituted last year and designed as a convenience to vacation-planning for FCC employes and people doing business with the Commission. There will be one *en banc* meeting on Aug. 1, after which regular weekly meetings will be discontinued until Sept. 5. A "duty" commissioner will be on hand to handle emergency matters and routine business.

Supreme Court to Review Union Sponsorship on Tv

THE U. S. Supreme Court has agreed to review the question of whether labor unions may sponsor television appearances by candidates for national political office.

In accepting a petition for review, the Supreme Court will judge whether a federal district judge was correct in dismissing an indictment against the United Automobile Workers (AFL-CIO) which charged it had violated the Federal Corrupt Practices Act by sponsoring on television Democratic candidates for the U. S. Senate and House in Detroit in the 1954 election campaign.

The auto workers union paid for television appearances by Sen. Pat McNamara (D-Mich.) and House candidates. Sen. McNamara defeated incumbent Sen. Homer Ferguson (R-Mich.).

The Federal Corrupt Practices Act prohibits labor organizations or corporations from contributing or making any expenditures for the election of federal officials.

Federal Judge Frank A. Picard earlier this year held that the tv sponsorship was not expenditure in the sense of the Corrupt Practices Act. He dismissed the case [B•T, Feb. 13]. He said that the union had been exercising the right of free speech.

USIA Voted $110 Million For '57 by House Committee

UNITED STATES Information Agency was given $110 million for 1957 fiscal year by House Appropriations Committee—$25 million less than President Eisenhower asked in his January budget message [B•T, Jan. 23]. This compares to 1956's $85.3 million.

The House committee specified, however, that none of the cut was to be taken from Voice of America activities. This amounted to $24.15 million (including additional $6.6 million for television) compared to $17.5 million in fiscal 1956 year.

In a cryptic note to this section, the committee "suggested" that USIA and other U. S. government personnel abroad "be apprised of the broadcast time of the Voice of America in the country in which they are serving so that they in turn can at least inform others when the programs may be heard." It is understood that one congressman abroad last year asked a USIA employe to tune in a VOA program and discovered that the employe was unfamiliar with the hours of transmissions.

Increased appropriation for tv will permit VOA to place more and better video programs on foreign television stations. VOA places American tv programs on 100 foreign tv stations in 29 countries.

When passed by the House, the appropriation will be scrutinized by the Senate Appropriations Committee.



BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; raleigh, N. C., ch. 5; Hartford, Conn., ch. 3; San Antonio, Tex., ch. 12; Paducah, Ky., ch. 6.

AWAITING ORAL ARGUMENT: 8

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 7

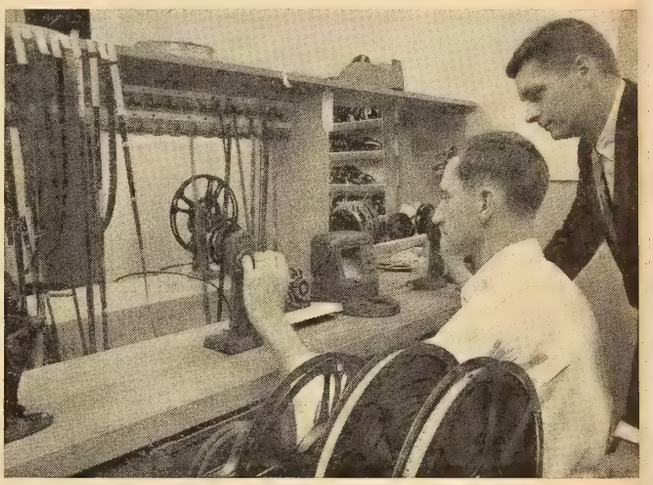
Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich, ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.



At Churchill Downs, Eddie Yunt (left) and Cameraman Larry De Bear shoot races on Du Pont Type 930 Motion Picture Film. Viewing time is less than one hour later.



Du Pont Technical Representative Ray Stuart and Mr. Yunt discuss speed and fast processing features of Du Pont Rapid Reversal Motion Picture Film.



Norman Cutler of Du Pont watches as Cy Smith edits film clip to be used in a local telecast.

"Post time: 5 o'clock—Air time: 6 o'clock... easy with Du Pont 930 Rapid Reversal Film!"

—says Chief Photographer **EDDIE YUNT of WHAS-TV,** *Louisville, Kentucky*

"Tight schedules and unexpected situations are the rule in TV filming!" says Chief Photographer Eddie Yunt of WHAS-TV. "For example, we shoot the 5 o'clock feature race at Kentucky's famous Churchill Downs, and it's televised on a scheduled program one hour later. On one occasion the race was over just *34 minutes* before air time—still, Du Pont 930 came through with flying colors. That's when we *really* appreciate a fast processing motion-picture film!"

More and more TV stations depend on Du Pont Type 930 Rapid Reversal Motion Picture Film because it's easy to handle and gives crisp, well-defined images. Type 930 is a fine grain film designed for rapid reversal or negative processing. Its speed and wide latitude make this versatile stock popular for use in TV studios, sports and news work.

Mr. Yunt continues, "We film all types of local shows, civic and news events every day—often have many lighting and production problems to solve. Other films have been tested but only Du Pont Motion Picture Film gives us the speed and excellent image characteristics needed for really fine TV reproduction."

FOR MORE INFORMATION, write or call the nearest Du Pont District Office (listed below) or the Du Pont Company, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

DISTRICT OFFICES:

Atlanta 5, Ga.	805 Peachtree Building
Boston 10, Mass.	140 Federal Street
Chicago 18, Ill.	3289 N. California Avenue
Cleveland, 16 Ohio	20950 Center Ridge Rd.
Dallas 7, Texas	1628 Oak Lawn Avenue
Los Angeles 38, Calif.	7051 Santa Monica Boulevard
New York 11, N. Y.	248 West 18th Street
Philadelphia 2, Pa.	225 South 15th Street
Export	Nemours Bldg., Wilmington 98, Delaware

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM

Half Ready

FACE-TO-FACE television debate between Democratic presidential aspirants Adlai Stevenson and Sen. Estes Kefauver (D-Tenn.) appeared closer last week as Sen. Kefauver agreed to appear May 9 on CBS-owned KNXT (TV) Los Angeles and possibly all CBS-TV affiliates in California. Mr. Stevenson has not yet accepted. The debate time was offered by KNXT in connection with the California primary election June 5. [B•T, April 16]. Earlier it had been hoped that the entire CBS-TV network might carry the debate.

Conflicting Petitions Filed In Ft. Smith, Ark., Case

THE beclouded Ft. Smith, Ark., ch. 5 case became a little more obscure when the two principal interests filed conflicting petitions with the FCC.

American TV Co., ch. 5 KNAC-TV permittee, told the FCC that a contract to sell the construction permit to Southwestern Publishing Co. expired on April 1 and will not be renewed. ATC asked the Commission to grant the application to extend the cp so that the company can commence construction. Both applications —for assignment of license and for cp extension—were recommended for FCC approval in a hearing examiner's initial decision last October [B•T, Oct. 10].

Meanwhile, Southwestern (Donald W. Reynolds), noting that the assignment application became moot with the expiration of the sale contract, asked the Commission to vacate the initial decision and remand the case to the hearing examiner.

As things stand now, Southwestern suggested, there's no indication that American Tv Co. intends to construct the station or is financially able to do so. If the FCC concludes that the extension application should be denied, Southwestern said it would apply for the then vacant facility.

Comr. Webster, 53 Others Honored for FCC Service

COMR. E. M. WEBSTER led a list of 54 employes honored April 23 for 20 years' service with the FCC and its predecessor agency, the Federal Radio Commission. Among others receiving 20-year pins at the FCC's Fifth Annual Awards Program were Edward W. Allen Jr., chief engineer; Basil P. Cooper and Hugh B. Hutchison, hearing examiners; William Bauer, patent advisor to the Commission, and Robert D. J. Leaky, investigator, renewal and transfer division, Broadcast Bureau.

Among 26 employes honored for 10 years' FCC service were Theodore Mallyck, attorney, broadcast facilities division, Broadcast Bureau; Louis H. Rein, engineer, rules and standards division, Broadcast Bureau, and Erich Saxl, attorney, legislation, treaty and rules division, Office of General Counsel.

FCC Network Study Staff Meets With CBS, Uhf Groups

FCC's Network Study Staff has scheduled two meetings this week as a continuance of its policy of meeting with all elements of the industry.

On Wednesday, the group will meet with the CBS-TV Advisory Board and on Thursday with the Committee for Competitive Television, overall uhf organization.

On May 17, the network staff is planning to meet with a group of film syndicators, represented by Washington attorney Harry Plotkin of Arnold, Fortas & Porter law firm.

All three meetings will be in Washington.

Indications are still strong that the FCC's network staff will mail out its own questionnaire to network affiliates as well as independents [CLOSED CIRCUIT, April 23]. It is understood that the staff feels it requires a separate questionnaire (from that distributed by the Senate Commerce Committee [B•T, April 16]) because the answers must be analyzed differently and that certain areas of network affiliations not mentioned in the Senate questionnaire must be explored.

Sarnoff Gives President Report on Reserve Program

BRIG. Gen. David Sarnoff reported to President Eisenhower last week on progress of the National Security Training Commission, of which he is chairman. The commission sponsored National Reserve Week, observed last week.

In other Washington activities, the RCA board chairman suggested to a Senate-House Atomic Energy Subcommittee that the shortage of scientists and engineers "is a grave threat to our economy and our national safety." He urged building of atomic reactors on selected college campuses, a poll of high school seniors and college freshmen to find why so few enter scientific fields and government-industry cooperation to set up a teacher reserve from industry and the ranks of retired experts.

Another Setback for WWBZ

BARRING an appeal to the courts, WWBZ Vineland, N. J., has until June 25 to wind up its affairs and cease operation. The FCC last week turned down the station's plea for reconsideration and rehearing of last December's Commission action which revoked WWBZ's license for overemphasis of horse race programs [B•T, Dec. 5, 1955]. In affirming the revocation, the FCC gave WWBZ 60 days to cease operation. The revocation order supported an FCC hearing examiner's finding that WWBZ's racing programs were of help to, and used by illegal gambling interests [B•T, March 14, 1955].

Comr. Robert E. Lee, who dissented to the revocation order, also dissented to last week's action. He said that he was sticking to his original dissent, which challenged the FCC decision, and expressed the view that it would "not stand up in court."

Caguas Ch. 11 Grant Final

GRANT of ch. 11 Caguas, P. R., to American Colonial Broadcasting Corp. was issued by the FCC last week. The Commission made effective immediately an FCC hearing examiner's initial decision which recommended American for the grant [B•T, March 12]. A previous applicant, Supreme Broadcasting Co., was dismissed with prejudice by the FCC for failure to meet the deadline for notice of appearance at the hearing. The Commission action of last week denied Supreme pleadings for reconsideration and rehearing.

GOVERNMENT PEOPLE

Frankie Fox, secretary to assistant chief of hearing branch, FCC Broadcast Bureau, has transferred to office of FCC Comr. Richard A. Mack as secretary, succeeding **Naomi O'Leary,** resigned.

TV FILM COMPENSATION FOR PRODUCT REVIEWED

Film people contend they are not getting fair payment from community tv operators. Jerrold Electronics Corp. official Z. H. Garfield cites community antenna advantages to broadcasters.

THE QUESTION of an acceptable compensation to the tv film industry for its product used by community antenna system operators overrode other considerations discussed in a verbal slugging match at last Wednesday's luncheon meetng in New York of the National Television Film Council.

Billed as a frank discussion and debate of "industry problems arising from increased operation of community antenna systems from all angles," the meeting served to crystalize the viewpoints of film distributors and the operators of the systems.

Film spokesmen, both from the speakers' platform and from the audience, contended that the tv film industry was not receiving payment from community tv antenna operators. Z. H. Garfield, assistant to the president of Jerrold Electronics Corp., speaking on behalf of the community antenna systems, maintained that film people should ask additional payment from stations whose coverage areas are expanded through community antenna operations.

This suggestion was met with disfavor by the film spokesmen who countered the station more often than not was unconcerned with additional coverage thus acquired because local sponsors of their programs advertise on the stations usually to reach the area covered by the station itself. Most local advertisers, they said, will not pay additional sums to the station operator to reach outlying areas in which the product most likely fails to circulate. Thus, it was indicated, the local station operator is caught in a squeeze, with the film distributor failing to obtain payment for the community tv broadcasts.

Offers Plan

In cases where films are telecast closed-circuit and locally-originated by the antenna system, Mr. Garfield suggested payment of about $10 per film. This also was received with disfavor by film spokesmen who felt the payment should be much higher (one of the film executives suggested $25 per rental).

Mr. Garfield said community antenna systems offer advantages to broadcasters, such as extending coverage "at no cost to the tv station" and providing exact information on circulation gained from the additional coverage. He said his industry—like the tv industry in general—was young and growing. Mr. Garfield noted that there are some 400 community antenna systems in the U. S., with 88.5% of the systems located in towns for which there is either no tv allocation or only a uhf channel.

Another speaker, Arche A. Mayers, NTFC's vice president and now president of Standard Television, asserted the tv film industry was not receiving payment for as much as an estimated $10 million in rentals yearly because of community antenna systems failure to provide payment for use of the product. He charged that stations receive "exclusive licensing" of the film property and that the property is infringed upon by an outside party—the community antenna system. He said of the systems: because no FCC regulations govern the systems' conduct, "they go wherever they wish . . . invade other markets," even giving free coverage

to some sponsors when overlapping with another station's coverage area.

A third speaker, Theodore R. (Ted) Kupferman, attorney and vice president of Cinerama Productions Corp., reviewed legal aspects of community antenna systems.

$120,000 Profit Shown By Guild Films for 1955

GUILD FILMS Co., New York, showed a profit of approximately $120,000 for the fiscal year ended Nov. 30, 1955, it was reported last week by Reub Kaufman, president.

Mr. Kaufman outlined the company's financial position in a letter sent to stockholders pending completion of an annual report. He added that the unaudited report for the first quarter of the current fiscal year indicates Guild Films earned a profit of about $70,000 for the period and sales were about 73% higher than those for the same quarter a year ago.

MCA-TV Winners Announced

BEN SALBER Jr. of WTHI-TV Terre Haute, Ind., and Ray E. Morgan, WILK-TV Wilkes-Barre, Pa., last week were named as the top two winners in MCA-TV Film Syndication's "Grand Giveaway" during the NARTB Convention, receiving a $500 Duolite movie projector and a $500 Tappan · Greenbrier gas range, respectively. Other winners included Dick St. John, Guild, Bascom & Bonfigli Inc., San Francisco; Albert H. O'Deal, KYW-TV Cleveland, and Charles Kielus, Wendland & Assoc., Los Angeles.

Weinrott Will Leave CBS May 14 to Join Kling Inc.

LESTER A. WEINROTT has resigned as executive producer at CBS Chicago (WBBM-AM-TV) to become executive vice president in charge of sales and programming at Kling Film Enterprises Inc., Chicago, effective May 14, it was announced last week.



MR. WEINROTT

Robert Eirinberg, Kling president, said Mr. Weinrott's appointment is the "first step" in a program to expand Kling's activity in production of film commercials and tv packages and to add other services. Harry W. Lange will continue as Kling executive vice president and general manager of all tv and film studio operation.

Clampett Starts New Firm To Produce Commercials

BOB CLAMPETT, producer of *Time for Beany* and other shows starring puppet and cartoon characters including "Cecil, the Seasick Sea Serpent," has announced his entry into the field of radio and tv commercials.

Following formation of his new producing and distributing organization, Clampet-toon Commercials Inc., Hollywood, Mr. Clampett revealed he has developed a new process of producing puppet commercials for tv in a fraction of the time required by the various animated cartoon drawing systems.

Mr. Clampett said he will utilize the new process in production of commercials for national advertisers, using a number of newly-created characters and voices in addition to those already developed.

Three of his key "Beany" staff, Don Messick, Walter Edmiston and Bill Oberlin, are associated with him as stockholders and vice presidents of the new firm. John R. Jacobs, Hollywood attorney, will serve as business manager. A nationwide sales organization is being set up under the head of Chris Haywood, distributor of tv films.

Orson Welles Opens Offices; To Start Tv Series May 15

ACTOR Orson Welles has opened offices at the Motion Picture Center, Hollywood, in anticipation of the start of filming May 15 of a new one-hour weekly tv series to be produced by a new firm which also will include Desi Arnaz and Lucille Ball.

Although details of the proposed new series were not disclosed, it was indicated Mr. Welles will star as well as produce and will narrate shows in which he does not appear. The new firm will be independent of Desilu Productions Inc. but will work with Desilu in filming.

The show will employ the Desilu technique of filming before a live audience and "will be theatre faithfully reproduced on film," Mr. Welles said.



Michigan's Biggest Sport Feature!

BASEBALL PLAY-BY-PLAY

All DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

Cash in on this popularity
from early Spring to late Fall!

Save up to 15%
By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.

Jackson Broadcasting & Television Corp.

Represented by HEADLEY-REED

Get the Jack out of Jackson on

WKHM

JACKSON, MICHIGAN

Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Broadcasting & Television Corp.

KNORR Broadcasting Corp. Affiliate

Trans-Lux to Distribute 700 Short Subjects for Tv

ENTRY of Trans-Lux Pictures Corp., New York, into the tv film distribution field has been announced by Richard Brandt, vice president, who said the company has obtained distribution rights to the entire Encyclopaedia Britannica library of 700 short subjects.

Mr. Brandt said these shorts will be offered to tv stations in packages of 26 and 39. Trans-Lux, he said, also plans to distribute full-length motion pictures and half-hour tv film programs.

Wins NTA Sweepstakes

MRS. FRANK SILVERNAIL, wife of the BBDO station relations manager, last week was named grand prize winner of a Bell & Howell movie camera in the National Telefilm Assoc. camera sweepstakes held during the NARTB convention in Chicago. Other winners, receiving Polaroid Land cameras: Ray Huffer, KTVH-TV Hutchinson, Kan.; Sherman Headley, WCCO-TV Minneapolis, and Robert R. Kenney, WMT-TV Cedar Rapids.

FILM PEOPLE

Daniel P. Geeding, works manager, Clopay Corp. (shades, drapes, plastic package film), Cincinnati, Ohio, to Cincinnati office of Lasky Film Productions Inc., Detroit, as vice president and account executive.

Karl Freund, cinematographer who developed lighting for three-camera technique used by Desilu for *I Love Lucy, Our Miss Brooks, December Bride,* and other series, resigned from Desilu to return to filming full-length feature movies and independent production.

Maryellen Anderson, former sales representative and promotion director, Atlas Television Corp., N. Y., to Walter Schwimmer Co., Chicago program and film syndicator, as eastern sales manager in New York.

Bill Fisher, Academy Film Productions, Chicago, creative writing staff, to Kling Film Productions, that city.

Norman Sickle, writer, appointed by Frank Sinatra, head of Carlton Productions Inc., L. A., to create and develop packages for possible tv series.

John Frankenheimer, director of CBS-TV's *Climax!,* to RKO Radio Pictures, Hollywood, on assignment as director of film version of Robert Dozier's "Strike a Blow," originally telecast on *Climax!* last year.

Robert Mulligan, who has been television director for various NBC-TV dramatic productions, signed by Paramount Pictures Corp., as director of "The Jim Piersall Story."

Arthur J. Miller, director of American Optical Co.'s motion picture printing department, and contributor to American's Todd-A-O film process, to Pathe Labs Div., Chesapeake Industries Inc., N. Y., as technical director in charge of development, techniques and processes.

Stephen P. Muffatti, animation director of Chad Inc., N. Y., appointed director of animation for television and industrial film division, Transfilm Inc., N. Y.

Edward Grossman, formerly comptroller of Guild Films Co., N. Y., named to similar post with Cinema-Vue Corp., N. Y.

CROWELL-COLLIER NEAR TOP OF NON-NETWORK GROUPS

Publishing company's purchase of Bitner interests in Midwest for $16 million-plus is second largest transaction in broadcasting history. Firm also buys KULA-AM-TV Honolulu.

IN a $16 million-plus purchase agreement, the Crowell-Collier Publishing Co. last week catapulted to a prominent position in broadcasting as owner of the third biggest independently-owned station group, superseded only by Storer Broadcasting Co. and Westinghouse Broadcasting Co. [CLOSED CIRCUIT, April 23].

The Crowell-Collier operation picked up four radio and three tv stations in the Midwest by its multi-million dollar agreement with the Bitner interests (Consolidated Television and Radio Broadcasters Inc., which owns WFBM-AM-TV Indianapolis, WOOD-AM-FM Grand Rapids, WTCN-AM-TV Minneapolis-St. Paul and WFDF Flint). The multi-station buy was announced Tuesday at a news conference in New York, one day after Crowell-Collier had disclosed a $1 million stock transaction that acquired KULA-AM-TV Honolulu.

The transaction constitutes the second largest in broadcast history, surpassed only by the sale of American Broadcasting Co. (with five radio and tv outlets in the first six markets) to United Paramount Theatres (now AB-PT) three years ago for $25.5. It is the biggest single sale of a non-network entity.

The Bitner properties, all represented by Katz Agency, with facilities and network affiliations are: WFBM 5 kw. 1260 kc, ABC-MBS, WFBM-TV (est. 1949) ch. 6, NBC, Indianapolis; WOOD 5 kw. 1300 kc., NBC, WOOD-TV (est. 1949) ch. 8, ABC-NBC, Grand Rapids Mich.; WTCN 5 kw-D, 1 kw-N, 1280 kc., ABC, WTCN-TV (est. 1953) ch. 11, ABC, Minneapolis—St. Paul; WFDF 1 kw. 910 kc. NBC, Flint.

Actual papers for the Consolidated sale were signed Tuesday evening by Crowell-Collier executives, headed by the firm's president, Paul C. Smith, and by Harry M. Bitner Sr., board chairman, and Harry M. Bitner Jr., president, of Consolidated. The Bitner interests own about 52% of Consolidated with the remaining ownership publicly held.

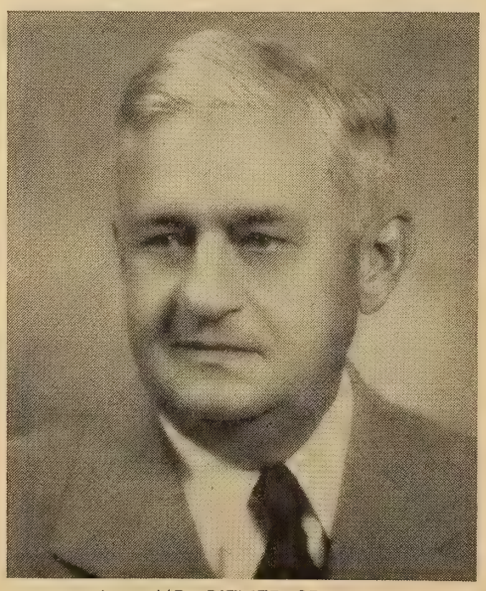
The Crowell-Collier purchases, subject to customary FCC approval, would give the publishing company a total of five radio and four tv stations. At the news conference held at Crowell-Collier's offices, Mr. Smith said that the new giant in the broadcast field would seek the "limit" in station ownership. Mr. Smith noted, however, that currently Crowell-Collier is not negotiating for uhf properties.



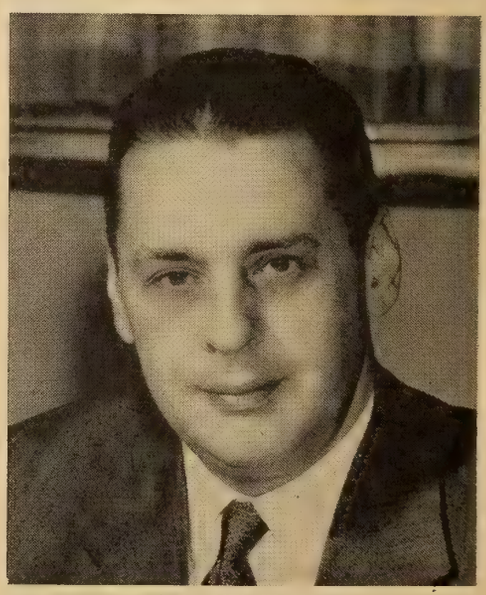
MR. SMITH

Crowell-Collier, which publishes the *The American* magazine, *Collier's* and the *Woman's Home Companion* and operates a wholly-owned subsidary which publishes the "Collier's Encyclopedia" and other books, for some months has been diversifying its interests.

Mr. Smith told newsmen: "It is the intention of Crowell-Collier to expand into all of the fields of communications—radio, television, film, records, newspapers—as expeditiously as possible. Among others, we are currently examining the purchase of a profitable newspaper and an additional magazine property." Mr. Smith said only fields related to communications would be explored. He explained, for



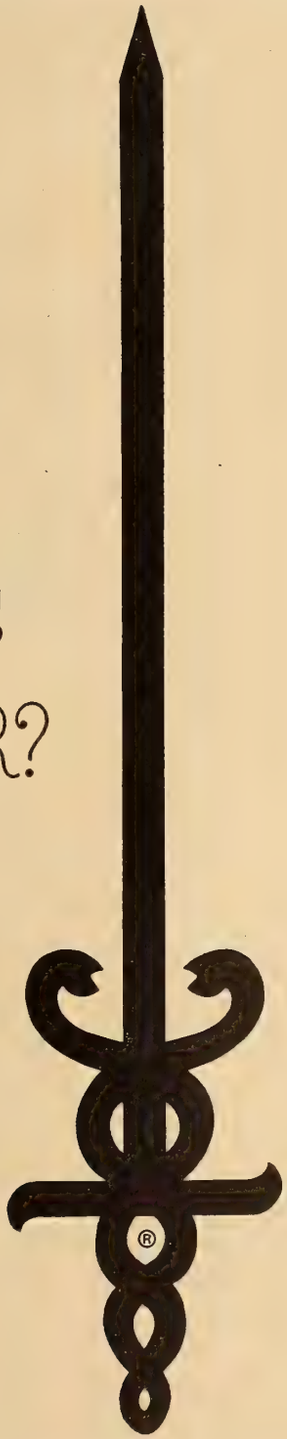
MR. BITNER SR.



MR. BITNER JR.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Can you answer these questions on CANCER?



Does CANCER give early warning signals?

Often it does . . . and much of the progress against cancer is due to the fact that more and more people are aware of signs that may indicate cancer . . . and report them to their doctors promptly. These symptoms, *in the great majority of cases,* indicate some condition other than cancer. For your protection, know cancer's warning signals listed below.

Why is early diagnosis so important?

Because it increases the chances of cure. At least 50 percent of all cancers develop in parts of the body which the doctor can easily examine. This is why periodic examinations should not be neglected, especially by women over age 35 and men over age 40. The American Cancer Society estimates that 80,000 lives now lost yearly could be saved through earlier diagnosis and maximum use of present knowledge.

Are we gaining in the fight on CANCER?

"There has been progress—fine progress—against cancer." This heartening statement has been made by the American Cancer Society. For one thing, cancer death rates for women between 25 and 75 years of age have declined more than 10 percent since 1944. This means that 10,000 more women are now saved annually than would have been saved in 1944.

Are there any new "sure cures" for CANCER?

Not by any means! The only treatments by which cancer can now be controlled or cured are surgery, X-ray and other forms of radiation. Other methods of treatment . . . especially those claimed to be "sure cures" . . . should be avoided. Fortunately, the three accepted ways of attacking cancer are undergoing steady improvement . . . and ever-widening research on cancer holds promise for tomorrow's progress against this disease.

Cancer's Seven Warning Signals

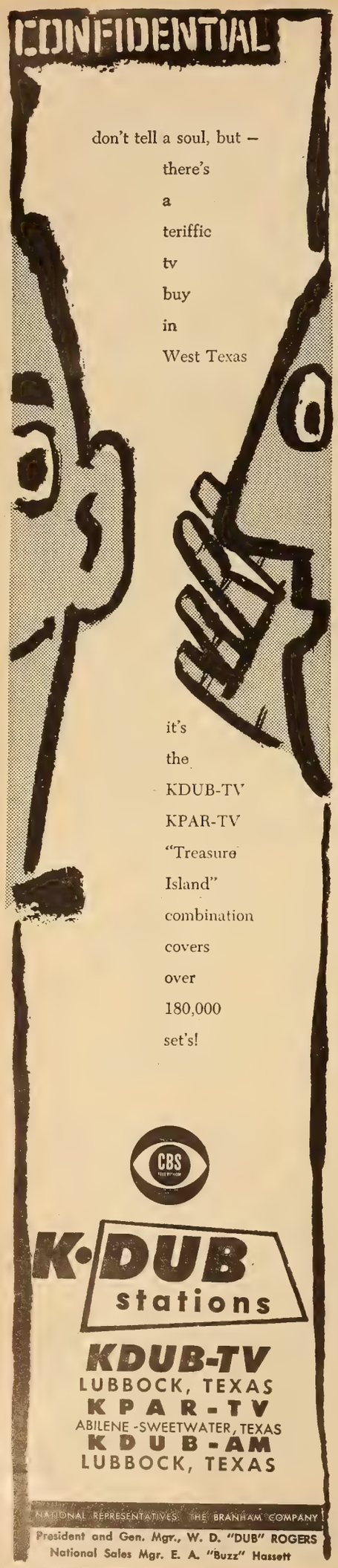
1. **Any sore that does not heal.**
2. **A lump or thickening in the breast or elsewhere.**
3. **Unusual bleeding or discharge.**
4. **Any change in a wart or mole.**
5. **Persistent indigestion or difficulty in swallowing.**
6. **Persistent hoarseness or cough.**
7. **Any change in normal bowel habits.**

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example, that Crowell-Collier possibly would consider as "opportunities" community antenna systems and paper manufacturing.

Earlier this year, Mr. Smith had announced the formation of a new recording, radio and television division which soon will be operating various record clubs. Crowell-Collier spokesmen indicated it was "too early" to discuss the relationship of the division with the station acquisitions.

Under terms of the Bitner agreement, Crowell-Collier is buying 607,200 shares of Consolidated stock—315,600 shares of common (voting) and 291,600 shares of Class B common (also voting)—at $20 per share, plus 5,060 shares of 5% preferred stock which will be redeemed on closing date at par ($100) or better but not less than $506,000. The 607,200 shares at $20 per share come to $12,140,000. (Consolidated stock was selling at about $20 at time of negotiations.)

In addition, C-C will assume obligations of Consolidated, which come to about $3.5 million.

Of the above stock, the Bitner family holds approximately 52%. The rest is divided among approximately 1,500 shareholders. However, approximately 80% of all Consolidated stock is in the hands of about 16 entities, including the Bitners and, according to FCC records, the New York underwriting firms of Reynolds Co. (around 60,000 shares) and Hornblower & Weeks (about 15,000 shares).

C-C has set up American Communication Enterprises Inc. as a wholly owned subsidiary which will have a paid-in capital of $1.5 million and which will own and operate all of the Bitner radio and television properties. A spokesman said ultimate disposition of the Honolulu stations within the Crowell-Collier operation has not been definitely set.

Stock Exchange

The Honolulu acquisition—all common stock acquired from Television Corp. of America, licensee, via an exchange of 20 Crowell-Collier shares for one of Television Corp.—is subject to approval by the board of directors of both firms.

In the Crowell-Collier-Consolidated arrangement, Harry M. Bitner Sr. will become a member of the board of the publishing company—his election to be approved by the board. Mr. Bitner Jr. will operate the subsidiary. His title was undecided as of last week.

Mr. Bitner Jr. and Mr. Smith both emphasized that no change in the stations' management or staff personnel is contemplated. Mr. Bitner Jr. also explained that at present there are no plans afoot to change network or other affiliations.

Officers of Consolidated include Harry M. Bitner Sr., chairman; Harry M. Bitner Jr., president; William F. Kiley, vice president; Frank O. Sharpe, vice president, and Melvin C. Green, secretary-treasurer.

Crowell-Collier's officers include Mr. Smith and 10 vice presidents, among whom are Vance Johnson, also general administrative officer, and William A. H. Birnie, under whom the recording-radio-tv division operates. E. J. McCaffrey is treasurer and Denis O'Sullivan secretary.

Of interest is the fact that Crowell-Collier for the first time in three years was able to show a profit last year. Net profit was $773,917, which was just a shade over the $701,940 net income reported by Consolidated and its subsidiaries for 1955.

The formal offer to the present Consolidated stockholders went out last week. It contained two plans. Stockholders are given the option of (1) taking $20 cash per share for their stock, payable at the closing date, or (2) taking $5 per share and/or share of Crowell-Collier stock, plus promissory notes of the new subsidiary corporation at the rate of $15 per share.

As part of the second plan, the exchange of stock phase would give Consolidated stockholders two shares of Crowell-Collier stock for every share of Consolidated stock they own, but it is provided that the total number of Crowell-Collier shares to be offered on this basis shall not exceed 200,000. There currently are about 1.5 million shares of C-C outstanding.

The promissory notes to be given as part of the second plan would bear 5% interest and would be payable over a period of eight years with the first payment due one year after the closing date and succeeding payments on the anniversary date thereafter.

Stockholders may send their acceptances of the offer to Chemical Corn Exchange National Bank, 30 Broad Street, New York. They must be received by midnight Friday, May 25.

Closing date is to be "as soon as practicable" after FCC approval of the sale.

C-C stock rose markedly as word of the Bitner negotiations got around. It was selling at about $7.25 on April 20, reached 9⅞ on the day the sale was announced (Tuesday), and closed at 8¾ on Thursday. High for the year for Crowell-Collier stock on the American Stock Exchange was 9⅞ and low was 6¾.

C-C spokesmen said financing presents no problem—that the money comes from C-C's own resources and from available loans.

Albert Zugsmith Co., Hollywood, acted as broker in the negotiations, with Mr. Zugsmith, chairman of the firm, and Arthur B. Hogan, president, in charge.

Paul A. O'Bryan, of the Washington law firm of Dow, Lohnes, & Albertson, handled the negotiations for Crowell-Collier throughout and will continue to represent the publishing firm. William C. Koplovitz, of the Washington law firm of Dempsey & Koplovitz, represented Consolidated.

Sale of KULA-AM-TV to Crowell-Collier was negotiated by Mr. Hogan on behalf of himself, Richard Simonton, Jack Burnett and Albert Zugsmith, all principals. Mr. Simonton is president of Television Corp. of America and also president of the Pacific Network. Mr. Burnett is executive vice president and general manager of the two stations, and, according to Mr. Smith, will continue in his present capacity. As with the Bitner group, Mr. Smith said that no changes in management or policies are contemplated for the Honolulu stations.

The $3.5 million in Consolidated obligations being taken over by Crowell-Collier includes approximately $2.7 million owed to Mellon Bank in Pittsburgh and several promissory notes.

Council Lets Radio In

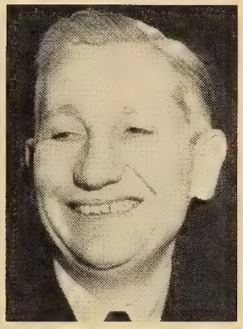
IN COVINGTON, Va., the city council for the first time has permitted radio coverage of its proceedings. Earl M. Key, owner of WKEY Covington, said the station plans to cover all regular council meetings either live or tape. Tv stations are included in the council's new policy.

COMMERCIAL OPERATION STARTED BY WSPA-TV

Spartanburg, S. C., outlet goes on air two-and-a-half years after getting ch. 7 grant from FCC. WGVL (TV) Greenville and WAIM-TV Anderson, both S. C., expected to go dark.

WSPA-TV Spartanburg, S. C., was scheduled to begin commercial operation yesterday (Sunday)—two-and-a-half years after it received its ch. 7 grant from the FCC and two years after it first asked for permission to move its transmitter site from Hogback Mt. to Paris Mt. WSPA-TV is affiliated with CBS-TV.

Simultaneously with the commencement of WSPA-TV, ch. 23 WGVL (TV) Greenville, S. C., was due to go dark. It so advised the FCC April 26. Ch. 40 WAIM-TV Anderson, S. C. told the appellate court three weeks ago that it too would suspend when WSPA-TV began operation. Both intend to retain their permits, it was understood. The two uhf stations since April 1954 have fought the WSPA-TV move to Paris Mt.



MR. BROWN

Both uhf stations, affiliated with CBS-TV have opposed the Spartanburg station's transmitter site move before the FCC and in the courts. At one point they secured a stay order from the federal appeals court after it had ordered the FCC to grant them a full-edged protest hearing. That stay lasted until last month when the FCC issued its final decision upholding its two-year-old grant for the ch. 7 outlet to move its transmitter site.

Two weeks ago, the uhf protestants gained a week's "interim" stay from the same court pending a hearing on their motion for reconsideration. This came three days after the court had turned down a similar request. Argument on this motion took place last Tuesday and the court issued a denial the next day.

Still to be argued before the appeals court are the merits in the uhf stations' appeal against the FCC's approval for WSPA-TV to move its transmitter location. This may be held in June, it is understood.

Last Thursday, the FCC granted WSPA-TV's request for special temporary authority to begin commercial operation. At the same time it denied objections to this grant made by the two uhf stations.

The WSPA-TV test pattern has been on the air for two weeks. On Friday, the ch. 7, CBS outlet picked up several hours of the national women's golf tournament at Spartanburg. Plans for the Sunday inaugural included appearances by state and local civic and government leaders, high school bands and glee clubs, a remote from the finals of the golf tourney. It was planned to hook into the CBS network that evening.

Mr. Brown announced the following appointments: D. S. Burnside, secretary-treasurer; Duncan Peckham, director of engineering; Charles Bell national sales manager; Robert Walton, local and regional sales manager; James Hobbs, program director, who moves from WSPA; Peter Swanson, production director, and William Adams, promotional director.

Mr. Brown said that the change will not affect Roger Shaffer and Ross Holmes, who will remain in their respective positions as manager and sales manager of WSPA.

Broadcast Gear Didn't Work, Two Stations Claim in Suits

TWO SETS of litigation involving performance of tv transmitters are before the courts in North and South Carolina.

WLOS-TV Asheville, N. C., has filed suit to recover $343,482 from Graybar Electric Co. for alleged breaches of warranty. The suit was filed in Buncombe County Superior Court. The station asks cancellation of a sales contract for installation of transmitter and studio equipment at ch. 13, WLOS-TV, and damages of around $500,000 in case the contract is not rescinded.

The station charges that equipment costing over $300,000 failed to work properly and in line with FCC regulations, resulting in replacement of faulty equipment and cancellation of advertising contracts.

WLOS-TV has installed an RCA transmitter to replace the one mentioned in the suit.

WAIM-TV Anderson, S. C., has been sued in U. S. District Court by Federal Telecommunications to recover about $70,000 in connection with a 12½ kw amplifier. The suit contended WAIM-TV had not met payments. In a counter suit, ch. 40 WAIM-TV asked $1,014,000 damages from Federal and cancellation of the contract. The station claims the transmitter would not deliver a color signal after the station had advertised that it would broadcast network color service. The station said filters were not delivered and contended the color modulator is inoperable.

It was further claimed in the counter suit that costly transmitter tubes had failed to perform as originally promised, with many lasting only 200-800 hours.

Petry Study Stresses Value Of Summer Tv Sponsorship

IMPORTANCE and the value of summertime tv sponsorship are detailed in a study prepared by the television division of Edward Petry & Co., station representatives, and released last week to advertisers and agencies.

Titled "Summertime—When the Selling is Easy," the study claims that more regular tv advertisers are staying with their tv purchases on a 52-week basis in order to assure protection for their franchise time periods and spot announcements and to "cash in on the benefits of this undiminished year round selling power." It makes the point that advertisers new to television are "taking advantage of the limited number of top quality availabilities surrendered by season brands and are on their way to building strong line-ups in this most effective of all media."

The study refers to U. S. Dept. of Commerce statistics to bolster its contention that the second quarter of the year (summer) can become "the second best selling time of the year by effective use of the most powerful medium." It reports that in 1955 all retail sales were highest in the fourth quarter, followed by the second quarter.

During the summer, the average television set is in use for about four hours a day, the report says, citing A. C. Nielsen surveys made in the summer of 1955. It adds that this summer, the political conventions will induce "millions of Americans to stay closer to their tv sets."



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DEDICATION of the new WJW-AM-TV quarters in Cleveland April 15 featured a parade down Euclid Ave. Six military bands paraded while Air Force planes flew over the parade route. On the reviewing stand were (l to r) Cleveland Mayor Anthony Celebrezze; George B. Storer, president of Storer Broadcasting Co.; Ohio Gov. Frank J. Lausche; Ben Wickham, WJW-TV managing director, and Jack Kelly, WJW managing director.

WISN-AM-TV Sets Plans For $1.25 Million Studios

WISN-AM-TV Milwaukee, Wis., has announced plans for the construction of a combined radio-tv facility to cost about $1.25 million. Ground for the 50,000 sq. ft. structure is to be broken shortly.

The two-story brick, metal and glass building is to be erected at the present site of the WISN-TV studios, John B. Soell, WISN-TV director, and Harry Goodwin, radio director, have reported. It will house two radio studios, two tv studios and radio-tv offices and be equipped for color. Raymond J. Bowers of Princeton, N. J., is the architect.

WHEN-TV Realigns Personnel

PROGRAMMING personnel realignment to place "even greater emphasis on public service" was reported last week by WHEN-TV Syracuse, N. Y. Ed Herr, former radio-tv director of the Spitz Advertising Agency, Syracuse, was named manager of commercial services and Jean Daugherty, assistant program director, has assumed the additional post of manager of sustaining services. Ray Owens, news director of WFBL Syracuse since 1946, was appointed news editor of WHEN-TV, while Kay Larson, director of women's programs, has expanded her responsibilities as women's services director for WHEN-AM-TV.

J. Buryl Lottridge Dies

J. BURYL LOTTRIDGE, 55, former manager of WOC Davenport, Iowa, died in his Arcadia, Calif., home April 22 of a heart condition. At the time of his death, Mr. Lottridge was with Consolidated Engineering Corp., Pasadena, Calif., manufacturer of electronic precision equipment.



MR. LOTTRIDGE

Before his WOC association, Mr. Lottridge was sales manager of radio stations in Oklahoma City, Tulsa and Des Moines, Iowa. He is survived by his wife and one daughter.

Ellerman, Sebastian Promoted by WWTV (TV)

APPOINTMENT of Gene Ellerman as general manager of WWTV (TV) Cadillac, Mich., was announced last week by John J. Smith, president of the Sparton Broadcasting Co., which operates the ch. 13 outlet. Mr. Smith also announced the appointment of Daryl Sebastian as assistant manager in charge of operations.

Mr. Ellerman has been sales manager of WWTV for the past year and prior to that was with WSGW Saginaw, Mich., WJLB Detroit and WBBC Flint, all Booth stations. Mr. Sebastian has been with WWTV since January 1954, serving as news editor, promotion director and operations manager.



MR. ELLERMAN



MR. SEBASTIAN

Storer Quarterly Earnings Show Increase Over 1955

STORER Broadcasting Co. net earnings for the first quarter of 1956 amounted to $1,450,242, an increase of $638,253 over the $811,989 in net earnings for the same period last year.

An announcement last week by Storer also reported March earnings at an all-time monthly high of $516,416. March earnings last year were $375,368.

Earnings per share amounted to 58.6 cents as compared to 31.7 cents last year. Per share earnings are based upon the combined total number of common and class "B" common shares outstanding at the end of the period.

Storer stations are WSPD-AM-FM-TV Toledo, Ohio; WJBK-AM-FM-TV Detroit; WAGA-AM-FM-TV Atlanta; WBRC-AM-FM-TV Birmingham; KPTV (TV) Portland, Ore.; WXEL-TV and WJW-AM-FM, all in Cleveland; WGBS-AM-FM-TV Miami, and WWVA-AM-FM Wheeling, W. Va.

Net Sales of $21 Million Reported by Plough Inc.

NET SALES of $21,003,924 and profits of $727,109 for 1955 have been announced by Plough Inc., Memphis, Tenn., pharmaceutical house, owner of WJJD Chicago and WMPS Memphis and purchaser of WCAO Baltimore and WCOP Boston.

Stockholders also voted a merger with Musterole Co. (Musterole) and E. W. Rose Co. (Zemo), and two-for-one split of common stock. Upon completion of the merger, there will be 556,228 common shares of Plough Inc. stock outstanding. Stockholders of record April 30 will receive an additional common share for each share owned, bringing the total outstanding common to 1,112,456. The merger will add $2 million in gross sales, stockholders were informed. Plough now makes St. Joseph aspirin, Mexsana medicated powder and other drug products.

The company is paying $550,000-$600,000 for CBS-affiliated WCAO and about $450,000 for WCOP. Both purchases are subject to FCC approval. Plough Inc. has also been reported interested in buying WQAM Miami.

The management structure of Plough Broadcasting Co., wholly owned subsidiary, was reorganized. Abe Plough, parent company president, was elected chairman of the executive committee; Harold Krelstein, president; Fred Harm, vice president and general manager, WJJD; Charles I. DeVois, vice president and manager, WMPS. Harry B. Solmson, executive vice president of parent company, was re-elected to same position in the broadcasting subsidiary. Macon Smith was elected secretary-treasurer, and Bruce Cox, assistant secretary-treasurer.

KDKA Move to New Quarters Becomes Effective Today

"EVERYTHING Is Moving at KDKA" is the station's slogan for the promotion of its move from the Grant Building, Pittsburgh, to the Gateway Center there, where it joins KDKA-TV which has been at the Gateway since October 1954. The move is effective today (Monday) and is the first change in quarters in 21 years for the 35-year-old station.

On-the-air jingles, a 21-year-old car carrying signs and airing jingles via loudspeaker, trucks with banners, an antique-auto caravan of KDKA personalities, a give-away of 10,000 balloons, special newspaper advertising and mailing pieces all emphasize the moving theme.

WKBT (TV) Issues New Rates

A NEW RATE CARD reflecting an across-the-board increase of 20% in all time categories will be in effect beginning June 1 at WKBT (TV) La Cross, Wis.

One hour, one time in Class AA is $360; in Class A, $300; in Class B, $225, and in Class C, $150.

Advertisers whose schedules are running on WKBT as of May 31 will receive the "usual six month protection," according to Robert Z. Morrison Jr., sales manager.

Tinsley, Forjoe Continue

WITH Baltimore, WXEX-TV Petersburg, Va., and WLEE Richmond, Va., all Tinsley Stations, will continue to be represented by Forjoe & Co. in San Francisco, Seattle, Chicago, Dallas, and Atlanta.

The three stations are being represented by the newly-formed Select Station Representatives [B•T, April 16] in New York, Philadelphia, Baltimore and Washington, D. C.

WSUN-AM-TV Appoints Shawn General Manager

FRED SHAWN, executive assistant to the president and managing director of WAPI and WABT (TV) Birmingham, Ala., has been appointed general manager of WSUN-AM-TV St. Petersburg, Fla., effective May 14.



MR. SHAWN

Mr. Shawn was formerly in programming, production and station relations at NBC New York and before that was program director of WRC, NBC's owned and operated station in Washington. He succeeds Charles Kelley, who becomes operations manager of the new ch. 7 WCKT (TV) Miami, slated to begin operation in June.

June 9 Target Date Set By WDAM-TV Hattiesburg

A JUNE 9 target date is the goal of ch. 9 WDAM-TV Hattiesburg, Miss., according to General Manager Marvin Reuben. The station will operate with 57.5 kw as a primary NBC affiliate and also plans to use ABC programs on a contractual agreement.

WDAM-TV has its own microwave system and will pick up network programs from the signal of WDSU-TV New Orleans.

Arthur C. Anderson Dies

ARTHUR C. ANDERSON, 54, pioneer Arizona radio engineer and announcer, died April 25 of a heart attack in his Phoenix home. Mr. Anderson was vice president and technical director of KTAR Phoenix and KVAR (TV) Mesa, Ariz. In 1922, he built the first commercially licensed radio station in Arizona, KFAD, now KTAR. He is survived by his wife and a 6-year-old son.

'Post' Stations Name Dean

APPOINTMENT of Phil Dean Assoc., New York, as national publicity representative of the *Washington Post* stations was announced last week by John S. Hayes, vice president in charge of radio-tv. The publicity company will function on behalf of WTOP-AM-TV Washington and WMBR-AM-TV Jacksonville, Fla. The firm also has been retained by WINS New York, WTRI-TV Albany, N. Y., WWLP-TV Springfield, Mass., and WVEC-TV Hampton, Va.

WRC-TV Changes Rates

WRC-TV Washington will institute new rates for certain announcements and participating periods, starting tomorrow (Tuesday). In Class AA time, 20-second announcements have been raised from $350 net to $425 and 10-second announcements from $165 net to $200. A new rate of $80 for a one-minute participation has been set for *Armchair Theatre, Encore Theatre, Trading Post,* and *Cartoon Circus,* from the previous $65 for each of the participations on the programs.

Radio Denver Takes Over As New Owner of KTLN

RADIO DENVER Inc. has taken over as new owner of KTLN Denver, with Richard Wheeler as president and general manager.



MR. WHEELER

Transfer of control of the station by Leonard Coe to the new corporation was approved by the FCC earlier this month [B•T, April 16].

Other officers of Radio Denver include Mr. Wheeler's brother John L. Wheeler, vice president-secretary; his father, Burton K. Wheeler, former U. S. senator, as assistant secretary; Robert L. Howsam, president-general manager of the Denver Bears baseball team, and Colorado Gov. Edwin C. Johnson.

Richard Wheeler began his broadcasting career with the Z Bar Network. After serving in the Naval Reserve during World War II, he joined KXLY Spokane as assistant manager. He later was general sales manager at WTOP-AM-TV Washington and general manager of WTRI (TV) Albany.

KTLN was founded by Alf Landon in 1948 and purchased by Mr. Coe in 1949. It is an independent, 24-hour operation on 1280 kc with 5 kw.

Mahoney New WIBG Manager

JOHN R. MAHONEY has been appointed general manager of WIBG Philadelphia, it was announced last week by Paul F. Harron, president of WIBG and WPFH-TV Wilmington, Del.



MR. MAHONEY

Mr. Mahoney, who formerly served as WIBG sales manager, succeeds Edward D. Clery, who has retired after 25 years as the station's general manager [B•T, April 16].

WKNB-AM-TV Names Scott

PROMOTION of David Scott to the newly-created post of assistant manager of WKNB - AM - TV New Britain, Conn., was announced last week by Peter B. Kenney, executive vice president and general manager. Mr. Scott will continue as national sales manager of WKNB while handling his new duties.



MR. SCOTT

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25th Birthday
the best and biggest
year ever at the NARTB . . .
and for all the
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REPRESENTATIVE APPOINTMENTS

WMC and **WMTV (TV) Memphis, Tenn.,** appoint John Blair & Co., and Blair-TV, N. Y., national representatives, effective May 1.

REPRESENTATIVE PEOPLE

William L. Lauer, account executive, WGAR Cleveland, to radio sales staff, The Katz Agency Inc., Detroit office.

STATION PEOPLE

Donald D. Wear, program director, WTPA (TV) Harrisburg, Pa., named general manager, succeeding David J. Bennett, resigned.



MR. WEAR

Charles Crockett, director of radio and television, Vance Fawcett Assoc., Honolulu, appointed local sales manager, Hawaiian Broadcasting System Ltd., Honolulu (KGMB-AM-TV Honolulu, KHBC Hilo). **Marion Henning,** Hawaiian Sugar Planters Assn., S. F., to KGMB-TV copy department.

Russel L. Furse, executive director of operations, KEY-TV Santa Barbara, Calif., to KSBW-TV Salinas-Monterey, Calif., as consultant and assistant to president. **Bill Rainbolt,** director-engineer, KSBW-TV, resigned to join NBC Los Angeles, as engineer.

William L. Callaway, formerly cost and budget accountant, WRC-AM-FM-TV Washington, D. C., appointed business manager, WBUF-TV Buffalo, N. Y. **Robert McAuliffe,** sales representative, WGR-TV Buffalo, N. Y., to WBUF-TV in same capacity.

Donald MacDonald, vice president and controller, WGAC Augusta, Ga., named business manager of WJBF-TV Augusta.

T. G. Callahan, M. J. Minor and **F. F. Bateman** of WBT, WBTV (TV) Charlotte, N. C., engineering staff promoted to engineering administration and planning manager, transmitter and field engineering manager and technical operations manager, respectively.

Jim Curran to sales staff, WITH Baltimore, replacing **Tom Kelly,** to manager, KTIX Seattle.

PAPERS AREN'T EVEN PERMANENT—TvB

Television organization uses results of Chicago study to attack oft-cited 'permanency' advantage claimed by printed medium.

THE SO-CALLED advantage of "permanency" which newspapers claim for themselves was attacked last week by Television Bureau of Advertising, which used the findings of its Chicago newspaper study [B•T, April 23] as its weapon.

Releasing additional details of the survey which was first unveiled at the NARTB convention a week earlier, TvB's President Oliver Treyz and research director Leon Arons made clear that the "permanency" of paper was not found to work to any great advertising advantage of print media. Said Dr. Arons in a summary of the study and some of its implications:

"Print's assumed advantage because of its relative permanency (an issue can be seen again) is not substantiated by the results. Readers tend to refer to the same newspaper issue only once. Of all references made during the week [of the survey] to individual newspaper issues, over an 18-hour period, 86% were one-time-only references.

"Consequently, if a reader misses an article or advertisement when he reads his newspaper, the chances are against his catching up with the missed item or ad unless he sees it elsewhere."

The findings also pointed up what television proponents call "the old-age bias of newspapers"—that is, that newspapers get more attention from the older age groups than from the younger, which are responsible for more buying of advertised products. The TvB study found that television gets more attention from the younger than the older, although it outdraws newspapers in both classes. This table was cited prepared from the Chicago study:

Age Group	Minutes Viewing Tv	Minutes Reading Newspapers
35-49	189	57
50 and over	146	73

(Figures are per viewer or reader per day.)

Dr. Arons pointed out that the results of the Chicago study "are preliminary since the analysis is still underway" but that "the data already available are of interest for the information they provide on the media individually as well as for the comparisons between the media."

Reviewing some of the highlight findings revealed at the NARTB convention as well as some since turned up, he said:

"Some of the more interesting of these results [to date] are that newspapers are read by just under 10% of all metropolitan Chicago families during the average one-quarter hour between 7 a.m. and 12 midnight on weekdays. The comparable figure for television is 31% of all metropolitan Chicago families.

"The hour-by-hour pattern of exposure to television has long been known. TvB's results also show the hour-by-hour level of exposure to newspapers and the number of homes and people involved. Throughout, levels of exposure to television—in terms of both number of homes and people, and the amount of time devoted—is many times higher for television than for newspapers at practically all times. Newspapers' greatest strength relative to television is on Sunday morning before 11 o'clock, practically the only time that the number of persons exposed is higher for newspapers than for television. Even here the number of people involved reading newspapers on an average one-quarter-hour basis is only one-half million at the peak.

"Another typical result is that on Sundays the number of total people hours of exposure to television per home is almost 11 hours.

"For newspapers, the comparable figure is a little over two hours. People hours refers to the summing of all the time spent by persons in the families."

The Chicago study was conducted by Pulse Inc. for TvB, which wanted to make a "valid" comparison of the amounts of time people spend with tv and newspapers. Out-of-home newspaper reading was included. The survey employed an association-recall technique, Dr. Arons reported, with interviews conducted in more than 7,700 homes selected by a probability sampling of cluster design. Up to two return visits were made to the homes if no one was present or if the person to be interviewed was absent on the first call.

ANPA, GOVT. END ANTITRUST SUIT

Newspaper association and Dept. of Justice sign consent decree ending litigation instituted last year.

AMERICAN NEWSPAPER Publishers Assn. and the Dept. of Justice signed a consent decree last week, thus bringing to a close the antitrust suit instituted by the government May 12, 1955.

The judgment, entered in New York's federal court Thursday, binds the newspaper owners' organization not to follow any course which could be construed to establish a standard agency commission, recognition system, prohibition of rebates, refusal to extend credit to agencies, standardizing rates to be charged advertisers not using agencies or requiring any media to adhere to published rates.

The terms, similar in essence to those agreed to by the Assn. of American Advertising Agencies last February [B•T, Feb. 6], do not bind individual newspapers. They apply only to the ANPA. ANPA is permitted to furnish members with credit ratings on advertising agencies.

Suits against other defendants in the government's attack on the 15% agency commission and the agency recognition system, as allegedly

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incorporated in the AAAA and ANPA membership requirements, are expected to be settled in the same manner shortly. Other defendants are Associated Business Publications Inc., Periodical Publishers Assn. of America, both New York, and Agricultural Publishers Assn., Chicago, Ill. The Publishers Assn. of New York City has already stipulated that it will accept, with such modifications as may be required, any judgment entered into by ANPA.

Speaking of the settlement, Cranston Williams, general manager of the ANPA, said:

"The decree entered by Judge John M. Cashin today represents a settlement of a controversy that might have dragged through the courts for years. It confirms to the government that the ANPA will not engage in any practices in respect of advertising that, if engaged in, clearly would be in violation of the law as now construed. We do not think we have engaged in any such practices, we have no intention of doing so and so stated to the court in our answer. . . .

"The ANPA has never required its members to follow any course of conduct. It has never had any power to do so. No changes are required to be made in its charter or by-laws by reason of any provision in the decree.

"We can now proceed with the conduct of our business free from the harassment of this litigation."

Attacks on Advertising To Increase—Taishoff

WARNING of increased legislative attacks on all phases of advertising was given the Poor Richard Club of Philadelphia last Tuesday by Sol Taishoff, editor-publisher of B•T. He said that current pressure by prohibitionist groups for outlawing beer and wine advertising on radio-tv was only the first of many such campaigns to come if the drys are successful.

"Television is regarded by politicians as the most effective vehicle for political propaganda," Mr. Taishoff said. "It is big and glamorous [and] whenever anything gets big, it gets shot at."

Pointing out that people spend more time with tv than in any other leisure pursuit except sleeping, he said that medium is now getting the brickbats formerly directed at radio, newspapers, movies and other media prominent in the public eye.

Taking a "not too fanciful" look ahead, Mr. Taishoff said that "if the temperance people are successful, what next? Is cigarette advertising iniquitous? Should smoking be banned by federal law? Is coffee a stimulant? Or tea? Should cider advertising be outlawed because the teen-agers can buy the stuff and let it harden behind the barn?"

Another campaign gaining impetus in Washington is one to require that food, drug and cosmetic goods be sold by government grades and not by brand name, the B•T publisher stated. He said such campaigns bear no political label *per se* but constitute an occupational disease among bureaucrats and so-called intellectuals who believe all advertising is wasteful and that the masses should be protected against "the vicious practice of buying by brand name."

Response to '56 Radio Week Sets Record, Says Meagher

RESPONSE of stations, networks, advertisers, manufacturers, dealers and other groups cooperating in National Radio Week (May 13-19) far surpasses that of any past observance of the week, according to John F. Meagher, NARTB radio vice president. Special material was sent last week to every radio station in the country.

Previous station mailings included a promotion kit containing spot announcements, program suggestions, promotion ideas, sample proclamation and excerpts of letters from national organizations pledging support to the celebration. Among groups joining the movement last week were American Legion, Veterans of Foreign Wars, Loyal Order of Moose, National Council of Catholic Women, Assn. of American Railroads and Retail Merchants Assn. of Detroit.

In a letter to Mr. Meagher, J. Addington Wagner, national commander of the American Legion, voiced that organization's desire to provide national and community support. The Legion acknowledges its heavy obligation to the radio industry, he said, and is anxious to express appreciation. Suggestions were made to local posts for specific activities and promotions.

National co-sponsors of the week are National Appliance & Radio-Tv Dealers Assn., Radio Advertising Bureau and Radio-Electronics-Tv Mfrs. Assn.

RAB BEGINS RESEARCH ON VARIOUS PRODUCTS

A SERIES of basic research projects on various product categories has been launched by Radio Advertising Bureau as a supplement to its major program of radio advertising research, President Kevin B. Sweeney announced last week.

He said two extensive pilot studies—one on the wrist watch business, the other on automobile recognition—are now underway under the director of the RAB Research Dept. and Vice President Sherril Taylor, who heads RAB's promotion and research activities.

The wrist-watch study, made in Baltimore, takes the consumer's point of view and is designed to find out where and how people acquired wrist watches as well as their attitudes toward brands. The other study elicits information on the ability of prospective car buyers to recognize automobiles.

Before the year is out, Mr. Sweeney said, RAB hopes to conduct at least 20 such studies.

"We can't sell national advertisers effective radio advertising unless we know as much as they do and possibly more about who buys the product, how old they are, where they live, what they earn, etc.," Mr. Sweeney said. "RAB intends to provide this type of material to its members and prospects on a regular basis with the goal of directing advertising to the right markets."

He said that for many products there are no generally available studies to answer "who buys" questions:

"Often there is only a suspicion, or folklore, or a hunch. And where there is specific information, individual advertisers usually keep it hugged so tightly to their bosoms that sometimes media can't help them reach the right audience. We're hopeful that our report will define the market areas for everyone in much the way the published staff presentations by BBDO have thrown so much light on retail selling problems for the entire advertising industry and the Consumer Analysis reports of the individual newspapers have helped understand relative brand standings."

Mr. Taylor made clear that "there is no media research included or implied" in RAB's project. "Both to provide our own national sales staff with the facts and to bring the market profile into focus for many industries we felt the facts were needed and we decided to volunteer to provide them."

Not headline claims but the fine print comparison of rates, ratings,* audience composition and location count most. Check the cost per thousand on strong NBR adjacencies on high powered **WJHP-TV**, Jacksonville, Florida.

*For ratings, see Telepulse.

Writers Guild, ATFP Conclude Tv Film Pact

WRITERS GUILD of America and the Alliance of Television Film Producers have concluded negotiations for a new television film basic agreement covering employment of freelance and staff writers in this field, according to a joint announcement last week by Deane Johnson, counsel for ATFP, and Donn Mullally, chairman of the guild's negotiating committee. Writers win greater re-run benefits under the pact.

The contract became effective April 21 and runs to Jan. 15, 1960, they said, and is similar in most respects to the guild's new basic agreement with the tv subsidiaries of the major movie studios while taking into consideration special problems in the independent field.

The new contract divides writer fees into two categories—low and high budget tv films. On half-hour films the budget dividing line is $27,500. The writer of an original story on a half-hour low budget film will get $240 and on high budget $290. For story and teleplay, the writer will get $850 low budget, $1,100 high budget. A teleplay writer will receive $650 low budget, $825 high budget.

Under the new re-run provision, instead of the writer receiving overall 150% of minimum on re-runs going through the thirteenth run, he now will get an overall 140% on six runs. Writers now will get 35% of minimum for second run, 30% for third run, 25% each for fourth, fifth and sixth runs. Writers also gain new payments for tv films released abroad in theatres under the new pact. Under the old contract they got extra pay only when films were released theatrically in the U. S. or Canada. Distribution of tv films in foreign theatres has been growing considerably.

WRITERS GUILD ATTACKS 'GROWING CENSORSHIP'

A RESOLUTION condemning "growing censorship" in the fields of television, screen and radio was passed by the National Council of the Writers Guild of America, meeting in Los Angeles. The council also recommended creation of writer-committees on both coasts to "study and attack" the problem.

Unless checked, the council warned, censorship may develop to the proportions of thought control or "until it would prohibit thought at all, except of the most bland and innocuous nature." The council pledged "to oppose any attempt or act by any person or persons, private or public, to control, to suppress, or, through pressure, to influence the presentation on television, screen or radio of a writer's work on any basis other than because it violates express provisions of a constitutional law."

The council approved a proposed merger of the radio and television branches of the western guild. The move already has been approved by the boards of both branches and goes to the general membership meeting in May for final approval.

NABET Ends 4-Month Strike Against KOA-AM-TV Denver

COMPROMISE agreement settling the four-month strike against KOA-AM-TV Denver [B•T, Jan. 9] was announced last week by William Grant, station president and general manager, and James H. Brown, international representative of the National Assn. of Broadcast Employes & Technicians. Employes returned to work April 22, they said.

"The agreement represents a fair compromise of the differences which have divided the parties since Dec. 19, 1955," the joint announcement explained.

The new 2½ year agreement is said to be the first which provides for one year's notice and three months' severance pay to those employes whose jobs may in the future be affected by unspecified "technological advances." Mr. Brown explained, however, that a development such as electronic tape recording for tv would tend to increase job opportunities at a station like KOA-TV.

The contract covers engineers, newswriters, tv floormen and film department employes, Mr. Brown told B•T. He said four supervisors are adjusted downward to a new ceiling of $600 monthly but 29 non-supervisory employes receive raises of $30 to $85 monthly. Mr. Brown added that the new pact provides "improved engineering manning requirements" and explained this to mean that minimum manpower requirements for supervision of programs have been spelled out.

The NABET representative said those who went on strike did not lose their seniority. Mr. Grant said top scale for non-supervisory employes now is $517 per month and there is "no back pay."

Extras Resume Negotiations

RICHARD H. GORDON, president of Screen Extras Guild, Hollywood, last Thursday announced the resumption of the union's collective bargaining negotiations with the Alliance of Television Film Producers and the Assn. of Motion Picture Producers. The guild broke off talks March 31 when a deadlock was reached.



HOLLYWOOD'S AFM LOCAL TO FINANCE READ GROUP

THE ANTI-PETRILLO group at AFM Local 47 in Hollywood showed new strength last week under leadership of Vice President Cecil F. Read when a membership meeting voted 549 to 202 to authorize the local to pay all expenses of Mr. Read and a dozen other members who have been called to trial by the AFM International Executive Board for opposing AFM President James Caesar Petrillo.

The vote approved underwriting the expenses through the national AFM convention in Atlantic City in June when the Read group is expected to appeal to the national membership. By that time they expect to be found "guilty" by the AFM and propose to take the case to the national membership. The Read group now in control of Local 47 has been fighting Mr. Petrillo over trust fund management and other controversial AFM policies. Local 47 members are objecting to loss of extra payments when theatre films are released to tv. The money now goes into the trust fund.

Mr. Read last week also announced that for the first time in AFM history local musicians will have a chance to vote on contracts affecting them. He said Local 47's board of directors, now controlled by the rebel group, has resolved that the 100 musicians composing the Los Angeles Philharmonic Orchestra will be allowed to ratify their next contract.

Mr. Read's office last week also confirmed that the rebel group said to be developing within Local 802 in New York now has leadership under Marty Group and Charles Margulis and has retained New York labor attorney Elias Lieberman to represent them.

SAG Limits Tv Teasers

TRAILERS to publicize or advertise theatrical motion pictures are now limited to clips of not more than 400 ft. and must include more than one scene from the feature picture, according to a provision of a new collective bargaining contract approved by the membership of the Screen Actors Guild. The two-scene requirement is designed to curb use of one whole production number in the trailer, SAG explained. The contract with the major movie producers was approved by a vote of 4,226 to 59, one of the biggest majorities in the 23-year history of the guild. It provides for a 30% wage boost for actors.

Announcers Get Wage Boosts

A NEW two-year agreement with San Diego's five radio stations, providing for wage increases retroactive to Feb. 1, has been reached by the American Federation of Television & Radio Artists.

The new minimum for first year announcers is increased to $100 from the previous $90. The second year minimum is $105. The agreement also calls for three-week vacations in lieu of holiday overtime. The talks were held among Larry Buskett, KCBQ; Art Mortensen, KEMB; Tom Boice, KFSD; Marion Harris, KGB; Wilson Edwards, KSDO, and Claude McCue and Dave Tytherleigh, AFTRA, Hollywood.

Jaffe to Stay With AFTRA

HENRY JAFFE, who has served as general counsel to the American Federation of Radio & Television Artists for the past 19 years, has agreed to continue in that post although previously he had submitted his resignation.

AMPEX HAS 82 COMMERCIAL VTR ORDERS

Production line units being sought by individual stations at $45,000 a crack. These commitments do not include prototype models ordered by CBS and NBC at $75,000 each.

ORDERS from tv stations are continuing to come into Ampex Corp. for the video tape recorder first shown at the NARTB convention in Chicago [B•T, April 23, 16]. The company told B•T that as of Thursday noon 82 of the commercial production units scheduled for delivery early next year had been ordered by individual stations at a price of $45,000 each. These orders are in addition to those placed by CBS and NBC for initial models costing $75,000 apiece, with CBS scheduled to receive its machines at the end of the summer and NBC early in the fall.

Meanwhile, ABC is proceeding with its own film system, also revealed at the convention. RCA and Bing Crosby Enterprises are continuing their research and developmental work on compatible tv tapes which will record tv shows in color as well as black-and-white programs.

Alexander M. Poniatoff, chairman of the board of Ampex, during World War II was manufacturer of magnetic motors for the government, Ampex spokesman related to B•T. After the war he visited Germany where he observed developments of magnetic tape recording in the audio field. On his return to the U. S., he began development work in the new field.

About 1947, Ampex officials recall, Bing Crosby started searching for methods to keep his ABC radio network show on a recorded basis (then on disc) since his agreement with ABC provided the show would have to go live if the rating should drop below a certain level. Mr. Crosby, they said, called various manufacturing interests with his problem and Mr. Poniatoff showed him his Ampex recorder.

Mr. Crosby purchased 20 recorders from Ampex about 1948 for $4,000 each and re-sold them for $5,400 each to ABC, they recalled, explaining that this order established Ampex in the field and also led to Bing Crosby Enterprises Inc.'s becoming the initial distributor of Ampex products. Crosby Enterprises now is exclusive distributor in the southwest for Ampex tape components used in instrumentation of guided missiles, automation devices and electronic brain computers. Ampex is considered a major supplier of tape units in these fields apart from sound and tv recording. But they are only one part of more complex finished products.

Ampex officials explained to B•T that this relationship resulted in many people believing the Crosby interests controlled or had stock in Ampex. It persisted for so long, they said, that Mr. Crosby wearied of saying he did not, aside from the distributorship relationship, and he finally went on the open market and purchased "a few shares, but nothing like control," so the question would be settled.

Ampex spokesmen emphasized that there is no relationship between their new tv tape recorder and that which Crosby Enterprises has had under development.

Ampex said three of the original development engineers who worked with Mr. Poniatoff are still with the firm. Myron Stolaroff is now assistant to Ampex President George I. Long, Harold Lindsay is chief of design development and the third engineer, Walter Salsted, heads the Ampex research department.

Walter D. Goldsmith, customer relations representative for the videotape section of the Ampex Audio Div. gave B•T a review of the technical features of the new tv tape recorder which can be released at this time. He said preliminary specifications are being provided to prospective purchasers but that final specifications will not be available for about 30 days. In that time it is hoped that the commercial design can be "frozen," he said.

The unit shown at the Chicago NARTB convention was the prototype which has been ordered by CBS and NBC, three units to each network at $75,000 per machine. Mr. Goldsmith said delivery of the initial machines to CBS, which filed the first order, will be made "at the end of the summer" with the NBC units "a month later."

Mr. Goldsmith said that as of Thursday noon Ampex held orders for 82 machines of commercial design placed by tv stations, usually each order for a pair of units. They will cost $45,000 each. He said a priority system has been worked out on the orders and first delivery is scheduled for February 1957 and orders placed today should be filled by July 1957.

The Ampex representative said ABC has expressed interest in the new machine but is already going ahead with its own film system revealed at the NARTB meeting [B•T, April 23].

Mr. Goldsmith said the Ampex tv tape recorder is designed for monochrome service only, although development is going forward in color with the expectation that the present unit later can be converted to color tv use, although the cost factor is not possible of estimate at this stage.

He admitted color recording is much more difficult and said Ampex hopes to have the problem in hand within another nine to twelve months.

The Ampex recorder is designed to be used in television in exactly the same manner as a sound recorder is used in the radio station. It is self-contained and patches right into the normal tv control system. It can take a video program off the network line, record it and then play it back at a later hour just as in radio. The station can feed a live show into it for recorded presentations at some other time. The tape can be spliced like audio tape, permitting program editing and correction of production mistakes.

The present Ampex tv recorder does not include a video erasure head, Mr. Goldsmith explained, but this is to prevent accidental erasure during playback. It can be incorporated, however, when desired in recording of a live production. For example, a fluff can not be cut out simply by backing up the tape to a point before the error and the fluff blotted out by the second recording attempt. The re-do must be done on fresh tape and spliced into the tape to replace the error, he said.

The reason for not permitting the recording of new material over old tape (or fluffs), he said, is in order to preserve as high a signal-to-voice ratio as possible, which is necessary for tv. Once a tape is recorded, of course, it can be played back repeatedly. But before it can be recorded anew, he said, the tape must be bulk erased on a commercial bulk erasing device such as that produced by Cinema Engineering Co.,



Burbank, and used by Ampex. The bulk eraser unit is about a $100 item. Bulk erasure takes about a minute, he said.

The Ampex tv tape machine is a console unit which also may be obtained for partial rack mount, Mr. Goldsmith said. The tape transport, recording head and other mechanical units remain horizontal on the console, however, although the electronic components can be rack mounted for easier accessibility, he explained. Normally, the unit is self-contained within the console.

The unit has three signal inputs, he said. One is a network feed so the station can record from the network line. The second is the local live production feed, so the station can record what its own cameras and slide scanners see, while the third feed is for a television monitor. The latter, he said, permits the station to monitor its own signal and record it for field test purposes or to monitor and record the telecast signal of other stations when it is desired to record the program of another outlet for playback under some affiliation arrangement that might be worked out. The recorder has an output line just like a sound recorder that can be fed to the transmitter, monitor, network line or other recorders.

Dimensions of Machine

The console measures 60 inches wide, 35½ inches deep and 42 inches high, Mr. Goldsmith said. It weighs about 900 pounds. The tape mechanism uses two 14 inch reels with 4,800 ft. of regular audio tape stock but two inches wide instead of the audio one-quarter inch. The tape is transported at 15 inches per second, the normal audio broadcast standard. The recording head and reels are mounted horizontally atop the console.

From the supply reel, the tape passes directly into the video record-playback head since no erase head is incorporated for the tv portion. The video head actually is a spinning disc which itself contains four recording heads spaced at 90 degree intervals. It is something like a reamer in woodworking. It whirls at 240 revolutions per second (14,400 revolutions per minute) "biting" a transverse recorded pattern into the center of the moving tape.

The axis of the disc is parallel to the horizontal plane of the tape. The disc itself is at a right angle to the tape and the tape is curved around the disc by a female guide to assure full recording exposure. Each of the separate recording heads is one and three-quarter inches long and cuts a recorded portion for tv of this length. Full frequency response of four megacycles is provided, Mr. Goldsmith said.

As the tape leaves the video head it passes into the audio head which incorporates two parallel heads at either extreme edge of the tape. One of these twin heads records the audio portion of the program (it is preceded by a conventional audio erasure device) while the other head records a synchronizing signal on the other edge. This sync signal is described as a cueing signal and controls the rotation speed of the video recording head, which must be critically exact. The cueing signal also can include voice cues, Mr. Goldsmith said.

After leaving the audio head the tape feeds into the take-up spool.

The Ampex machine has simple push-button controls, he explained, which include record, play-back, fast forward and fast rewind. In addition, the machine has a full complement of "calibrating" controls just like a home tv receiver or tv monitor, he said.

Meanwhile, officials at Crosby Enterprises told B•T that their firm is continuing its research and development of a "fully compatible" color and monochrome tv tape recorder within the casting industry. They explained a monochrome machine could have been put out by them by this time too, but they prefer to continue their work and include color.

The Crosby spokesmen said they are working at slowing down the speed of the tape transport in their machine and are making advances in this and other phases.

Aside from Ampex and Crosby, RCA is the only electronic firm known to be working actively in the field of tape recording for television use. A large number of companies are developing tape for other uses, such as computers, guided missiles and automation, but none of these are known to be working in the tv field at this time.

IT&T's President Harrison Dies at Long Island Home

WILLIAM HENRY HARRISON, 63, president of International Telephone & Telegraph Corp., died April 21 of a heart attack at his Garden City, L. I., home. Active in the communications field all his life, Mr. Harrison served with American Telephone & Telegraph and affiliated companies (Bell Telephone, Western Electric, etc.) from 1914 to 1948, when he left AT&T as vice president in charge of operations and engineering to join IT&T as president.

During the war, as a major general, he headed the U. S. Army Signal Corps' Procurement and Distribution Service, responsible for obtaining and distributing all of the electronics materiel used by the Army and the Air Corps.

Westinghouse Electric Corp. Names Sloan Vice President

F. M. (TOD) SLOAN, radio and electronics engineer whose career with Westinghouse Electric Corp. began in 1932 as engineer at KDKA Pittsburgh, has been elected a vice president of the corporation, it was announced last week by Gwilym A. Price, Westinghouse chairman and president.



MR. SLOAN

Mr. Sloan, currently is general manager of the firm's Lamp Div., with headquarters at Bloomfield, N. J. Mr. Price also announced election of three other departmental managers as vice presidents at a special board meeting last week. They are Frank W. Godsey Jr., manager of Electronics, X-Ray and Air Arms Divs., Baltimore, Md.; A. M. Kennedy Jr., general manager of Purchases and Traffic, Westinghouse's Pittsburgh headquarters, and W. Watts Smith, manager of the Aviation Gas Turbine Div., Kansas City.

Skiatron Dark Trace Tube Offered to Commercial Users

SKIATRON now is offering its Dark Trace tube to commercial users, Arthur Levey, president, Skiatron Electronics & Television Corp., announced Tuesday. The tube retains an image on its surface "indefinitely" or until electronically erased.

Skiatron sponsors Subscriber-Vision, one of the subscription tv systems seeking FCC approval, and engages in various government research and development in the electronics field. The company has embarked on an expansion program and is moving to new headquarters at 180 Varick St., New York, where it will have three times the laboratory space formerly maintained.

The new developments—including a projector that can throw an enlarged radar or tv image on a screen up to 16 x 16 ft. square—are designed for industrial or radar application. Mr. Levey revealed that with the use of Skiatron equipment, images can be transmitted over existing telephone lines instead of by coaxial cable or microwave. First commercial use of the Dark Trace tube (it can stop a moving tv image and hold it as a "still," similar to what can be done with film via a motion picture projector) is by Dage Television Div. of Thompson Products Inc. Dage is marketing pictorial transmission of commercial information.

Microwave Firm, DuMont Ally

ALLEN B. DuMONT Labs has been named to distribute the product line of American Microwave Corp., North Hollywood, Calif. The line includes American Microwave's type MWT microwave relay transmitter and studio gear. Fred Bailey, president of American Microwave, and Ken Petersen, sales manager of DuMont's Technical Products Div., announced the association, which they said is effective immediately.

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Tv Magnetic Tape Plant To Be Built by ORRadio

GROUND-BREAKING ceremonies for the nation's first plant specifically designed for the manufacture of magnetic recording tape for both color and black-and-white tv and for computers and other electronic devices—a $300,000 structure to be located at Opelika, Ala.—will be held within the next sixty days, it has been reported by John H. Orr, president of ORRadio Industries Inc., manufacturer of "Irish Brand" magnetic tape.

The plant, which is expected to be ready for occupancy by mid-October, will increase ORRadio's production facilities as much as 400%, Mr. Orr said. The plant is also reportedly the first to be entirely dust-proof and hermetically-controlled. The one-story brick building will be of fire-resistant construction, and will cover 37,000 sq. ft. on a 17-acre tract, 1.5 miles south of Opelika.

For Mr. Orr—generally recognized as being the first American to import German-developed tape to this country—the new structure is the culmination of a 10-year dream. Attached to SHAEF during World War II as chief engineer of the radio division, Major Orr found the first tape recordings during the capture of Radio Luxembourg in 1944. Following V-E Day, with all Nazi-produced tape manufacturing machines destroyed by bombing, Mr. Orr contacted the German expert of magnetic tape recording, Dr. Karl Pflaumer, and received the formula for U. S. manufacture.

American Offers Color Set; Zenith Withholds Its Model

COLOR continued to make manufacturing news in Chicago last week with announcement by American Television Inc. of an $885 large-screen console which, with a $400 trade-in allowance on a monochrome set, will be offered to the public for $485, and revelation by Zenith Radio Corp. that it has developed a 22-inch receiver claimed to be "far advanced" beyond others now on the market but will withhold it until competitive conditions are more favorable.

American's model incorporates the De Forest-Sanabria microline picture tube and is being offered with the provision that consumers may turn in their old black-and-white sets, have them overhauled at any time and returned, or simply retain the monochrome receivers and realize the full trade-in value. The set is being offered as part of the 50th anniversary of Dr. Lee De Forest's invention of the audion tube.

Zenith Reports Profits Drop During First Quarter of '56

A DECREASE in consolidated net profits and sales for the first quarter of 1956 compared to the same period in 1955 was reported last week by Zenith Radio Corp.

Zenith announced for itself and subsidiaries a net profit of $1,831,165 ($3.72 per share) after depreciation, excise levies, reserves and provision for income taxes as against $2,074,960 ($4.21 a share) for the first quarter last year. Sales hit $37,915,318 compared to $40,371,812 a year earlier.

E. F. McDonald Jr., Zenith president, reported unit sales of tv receivers the highest for any first quarter in company history and dollar sales slightly down because of a high proportion of table models. Total radio-phonograph-high fidelity unit sales were higher in terms of units and dollar volume.



SALE of complete remote control equipment for a one-man operation was announced during NARTB convention by Kay Lab, with KUAM-TV Guam as buyer. Inspecting the camera unit are (l to r) Don Brown, KUAM-TV chief engineer; Harry Engle, owner of KUAM-TV, and R. T. Silberman, vice president of Kay Lab. Equipment also has been purchased by KSHO-TV Las Vegas, Nev., which has launched 24-hour operation.

Patent Licensing Agreement Made by Philco Corp., IT&T

PHILCO CORP. and International Telephone & Telegraph Corp. have signed a patent licensing agreement, it was announced jointly last week by the two companies.

The agreement, which is for a minimum of five years from its effective date of Jan. 1 this year, gives each company the right to use the other's patents on radio, television, and electron tubes, including home radio and television receivers. IT&T has reserved from the agreement its patents on selenium rectifiers, aerial navigation systems (such as Tacan), and semiconductor diodes. Philco has reserved its patents on color tv, semi-conductor diodes and transistors.

RCA Markets New Recorder

A new, lightweight, two-speed portable tape recorder is being produced by RCA, James M. Toney, vice president-general manager of RCA Victor Radio and "Victrola" Div., has reported. Weight of the new recorder is 33¼ lbs., price, $159.95. Called "Congressional," the new product can record or play back at 7½ or 3¾ inches per second on magnetic-coated tape, and permit up to two hours speech recording or one hour of music recording on one seven-inch reel.

Knubbe Expands Activities

HAROLD H. KNUBBE, director of engineering for CBS-Columbia, radio and television set manufacturing division of CBS Inc., last week was placed in charge of all CBS-Columbia engineering and developmental activities. He will supervise electronic engineering activities for such development phases as black-and-white and color tv, industrial and commercial radio. Before joining CBS-Columbia in 1952, Mr. Knubbe was chief engineer of the Sparton Radio-Tv Div., Sparks-Withington Co., and also with General Instrument Corp. and Detrola Radio Corp.

Stations Get RCA Antennas

RCA reported Thursday shipment of a 12-section superturnstile antenna to KSBW-TV Salinas, Calif. (ch. 8), and a six-section superturnstile antenna to KRIS-TV Corpus Christi, Tex. (ch. 6).



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WRBL-TV CHANNEL 4 CBS ABC

*Area Telepulse, Nov. 1955

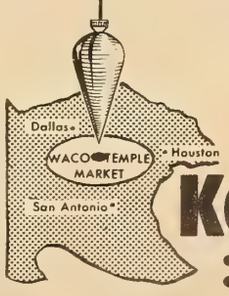
Share of Audience

DAYTIME		NIGHTTIME	
WRBL-TV	64	WRBL-TV	62
Station B	27	Station B	27
Misc.	9	Misc.	11

The top 48 weekly and multi-weekly shows are on WRBL-TV

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THREE NETWORKS received a Dept. of Defense Reserve Award last week in Washington, D. C., for "outstanding contributions to the Reserve program." L to r: Deputy Secretary of Defense Reuben B. Robertson, who presented the awards; Robert H. Hinckley, ABC vice president; Ralph Hardy, CBS vice president, and Frank M. Russell, NBC vice president.

Christophers Make Awards In Television, Movie Fields

SEMI-ANNUAL Christopher Awards in the television and motion picture fields were presented April 22 to 28 producers, directors and writers at ceremonies in New York. The awards, covering the six-month period ending March 31, went to "individuals who have used their God-given talent to provide significant contributions to family entertainment."

Television awards went to producer Dave Englander and director Alan Neuman for the Nov. 6 program with former President Hoover on NBC-TV's *Conversation With Distinguished Persons;* producer Felix Jackson, director Franklin Schaffner and writers Catherine and Howard Lindsay for "Miracle at Potter's Farm" on CBS-TV's *Studio One* on Dec. 19; producer Richard Lewis, director Sobey Martin and writer Ed Adamson for "Fear" on CBS-TV's *Crusader* on Jan. 12; producer Lee Cooley, director Gray Lockwood, writers Goodman Ace, Jay Burton, Mort Green and George Foster and musical director Mitchell Ayers for NBC-TV's *The Perry Como Show* on March 17; producer Frederick Heider, director Cort Steen and writer Jean Meegan for "Springtime U. S. A." on ABC-TV's *Voice of Firestone* on March 19; producer C. Maurice Holland, director and writer George Roy Hill, writer John Whedon and set designer Duane McKinney for "A Night to Remember" on NBC-TV's *Kraft Theatre* on March 28.

Motion picture awards were presented to Laurence Olivier for production, direction and screen adaptation of "Richard III" released through Lopert Films, which had its U. S. introduction on NBC-TV; producers Jed Harris and Michael Myerberg, director Fielder Cook and writer Rod Serling for the United Artists release, "Patterns," which was based on the television play of the same name.

AFA to Receive Award

PRESENTATION of the Benjamin Franklin Congressional Medal to the Advertising Federation of America will highlight the closing luncheon session June 13 of the 52nd annual AFA convention to be held in Philadelphia, June 10-13. Howard Pyle, former governor of Arizona and present deputy assistant to President Eisenhower, will make the presentation.



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Cunningham Elected President of ASCAP

PAUL CUNNINGHAM, composer of more than 100 published songs, last Thursday was elected president of the American Society of Composers, Authors & Publishers, succeeding Stanley Adams, who had served as president since April 1953.

Other new officers are Otto A. Harbach and Louis Bernstein, vice presidents; John Tasker Howard, secretary; Saul H. Bourne, treasurer; George W. Meyer, assistant secretary, and Frank H. Connor, assistant treasurer.

125 Radio, Tv Stations Joined AP During 1955

RADIO and television station membership in The Associated Press rose by 125 in 1955 to a total of 1,501 as of Jan. 1, 1956, it was reported last week at the annual membership meeting of AP in New York.

The report also showed that 61 new participants, including television stations and newspapers, have signed for AP's wire-photo network, with a large majority selecting the photofax facsimile network.

The report stressed that AP during the past year had taken steps to improve the service through increased specialization by staff writers, greater production by members of material distributed by the service, and more attention to demands for clear, crisp writing.

The development of specialists to cover special fields has taken place in the context of greater demands for news that went deeper than the reporting of events, the report said. It added that news reporting today "must do more than merely inform the reader of what has occurred in the preceding 12 or 24 hours. News values often change so that the most interesting or important story of any particular day may not be related to immediate occurrence."

Robert McLean, *Philadelphia Bulletin* (WCAU-AM-TV Philadelphia) was re-elected president of the AP by the board of directors. Newly-elected officers are John S. Knight, *Chicago Daily News* (John S. Knight stations), first vice president, and Henry D. Bradley, *St. Joseph* (Mo.) *Gazette,* second vice president.

INS-TeleNews Clientele Now Totals 140—Smith

INCREASE in number of INS-TeleNews clients to more than 140 was reported last week by Kingsbury Smith, vice president and general manager of INS, at the company's annual executive meeting in New York.

Mr. Smith said that clients of the various newsfilm services are not confined to the U. S.,

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with new subscribers signing in Canada, Alaska, Colombia, Germany, Hawaii, Mexico, Japan and other countries. With this increased clientele, Mr. Smith continued, INS TeleNews operation has expanded its processing and distribution facilities, and has added seven new representatives to its television sales staff.

During the past several months, Mr. Smith said, INS had helped newspaper editors to capitalize on "the immense popularity of tv personalities by providing brightly-written series on the important stars, as well as a continuing supply of short tv profiles for daily and Sunday use."

INS added 213 clients during the past 12 months, Mr. Smith reported, pointing out that the roster includes radio and television stations, newspapers and magazines receiving the news, news-features, newsfilm, still photographs and special services.

Mr. Smith suggested there was a "greater need" today for interpretive reporting, adding that routine coverage of news developments through the world "falls short of satisfying the need of an informed American public opinion."

UP Movietone News Growth Reported at Annual Meeting

DURING the past 12 months, the United Press Movietone News service for television stations has shown "greater all-around expansion than any other newsfilm service in the world," William R. Higginbotham, UP television manager, told UP's annual meeting in New York last week.

The enlargement of manpower and facilities has gone "hand in hand" with that of clientele, according to Mr. Higginbotham. He said the newsfilm has "more than doubled" the number of its processing and distributive centers, adding plants in Boston, Chicago, London and Sydney. He claimed UP newsfilm appears "on more stations the world over than any other newsfilm."

Mims Thomason, vice president and general business manager of UP, reported that the organization now serves a total of 4,654 clients, including radio-tv stations. This is a gain of 122 during the past year, Mr. Thomason said.

UP Radio's efforts to say more in fewer words has enabled the unit to supply stations with more news and more features than ever before, according to John J. Madigan, radio news manager. He noted that UP Radio has expanded its stock market reports and has instituted new features in the entertainment and leisure-time fields, among others.

On Tuesday UP launched its teletypesetter service by shortwave radio, starting service on a regular basis to two newspapers in Puerto Rico. UP also has expanded its radiophoto network to two newspapers in Mexico City.

'Georgetown U. Forum' Available to Stations

GEORGETOWN U., Washington, D. C., is making its *Georgetown U. Forum* available to radio stations on an exclusive basis in each broadcast area, the school has announced.

The 10-year-old weekly series presents commentary on current political, economic and social questions by panels of authorities in their respective fields. Sixty-four stations presently carry the taped broadcasts.

Washington radio-tv commentator Matthew Warren is the moderator of the series. Broadcasters interested in receiving the programs may write to the Rev. Francis J. Hayden, S.J., series director, at the university.

POOR NAMED MBS PRESIDENT BY BOARD

John B. Poor, network executive vice president, elected to higher post with Thomas F. O'Neil retaining board chairmanship. Robert W. Carpenter and Richard J. Puff become vice presidents; Elisha Goldfarb, secretary, and George Ruppel, board member.



MR. POOR

ELECTION of John B. Poor as Mutual's new president and the elevation of two other MBS executives to vice presidencies were announced last week. Thomas F. O'Neil, who has served as Mutual's president since June 1952, was re-elected board chairman.

The two new vice presidents are Robert W. Carpenter, who is in charge of station relations, and Richard J. Puff, who is in charge of advertising, research and public relations. The actions were taken April 20 at a meeting of MBS' board of directors and announced Monday.

The board also elected Elisha Goldfarb, assistant secretary and the board's legal counsel since 1953, as secretary, and named George Ruppel, MBS' vice president and treasurer-controller, as a member of the board.

Mr. Poor has been associated with the O'Neil radio-tv interests since 1947 when he was a member of a Boston law firm representing the Yankee Network. In successive advancements, Mr. Poor was named in August 1952 as general counsel to General Teleradio Inc., and in 1953 elected a vice president, assuming in January 1955, the post of executive vice president with Mutual.

Both Mr. Carpenter and Mr. Puff are MBS veterans. Mr. Carpenter, with Mutual since 1945, started in radio in 1934 in CBS' accounting department in New York, was transferred in 1938 to WBT Charlotte, N. C., as comptroller, moved to St. Louis in 1940 as comptroller for KMOX and later became account executive there. In 1943, Mr. Carpenter went

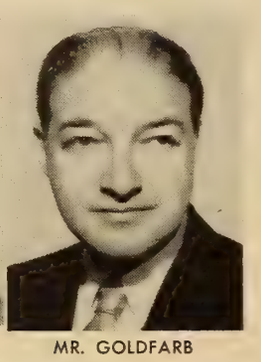


overseas with the America Red Cross, joined Mutual on his return as southwestern manager of the station relations department at Oklahoma City, later became eastern manager with his office in New York, assistant director of station relations and station relations director in March 1954.

Mr. Puff was with the Daniel Starch organization from 1935 to 1937, joined Crossley Inc. in 1937, becoming director of radio research there two years later, started with Mutual in 1942 and two years later was named manager



MR. RUPPEL



MR. GOLDFARB



MR. PUFF



MR. CARPENTER

of the network's research department. He was appointed director of network research in 1948 and later added supervision of sales planning. He was appointed to his current post last October.

Mr. Goldfarb was a network attorney from 1949 until 1953, when he was advanced to his current position. Mr. Ruppel joined Mutual in 1945 as an auditor, was named controller in 1950, and last year was elected vice president and treasurer.

Re-elected to the board: Mr. O'Neil; Mr. Poor; Elbert M. Antrim, WGN Chicago; Willet H. Brown, Don Lee Network; Benedict Gimbel Jr., WIP Philadelphia; Sterling Graham, WHK Cleveland; Gordon Gray, WOR-AM-TV New York; Ward Ingrim, Don Lee Network; Robert A. Schmid, MBS; Frank P. Schreiber Jr., WGN; J. Glen Taylor, MBS, and Harry Trenner, MBS.

ABC-TV Western Div. Appointments Made

GROWING significance of Hollywood in the national radio-tv field was pointed up last week by Earl J. Hudson, vice president in charge of the ABC Western Div., with the announcement that J. English Smith has been named director of national programming, Western Div., ABC-TV, and that Thomas M. Lufkin has been named to the newly-created post of program manager for ABC-TV's Western Div. Both appointments are effective tomorrow (Tuesday).

Mr. Smith, currently ABC's coordinator for the *Warner Bros. Presents* series, will supervise all West Coast originations for the national ABC-TV network. He also will supervise the network's programming activities with independent film producers with whom the network has contracted for production of new shows on the West Coast. Mr. Lufkin will assist Mr. Smith in program supervision, Mr. Hudson explained.

All national network programming activities remain under the supervision of Robert F. Lewine, vice president and director of the program department, ABC-TV network. Messrs. Smith and Lufkin both will report directly to Mr. Lewine.

The network's *Disneyland* and *Mickey Mouse Club* programs will continue under the supervision of Sandy Cummings, ABC's coordinator at the Walt Disney Studios, Mr. Hudson said.

As director of national programs, Western Div., Mr. Smith's work will incorporate duties which have been handled by Kenneth B. Craig, national and regional tv network program coordinator, Western Div. Mr. Craig is expected to continue with the Western Div. but his position has not been set, another ABC spokesman said.

CBS Names Edwin Friendly

APPOINTMENT of Edwin S. Friendly Jr. as general manager of "Project 600" for CBS-TV, has been announced by Hubbell Robinson Jr., executive vice president in charge of network programs. In his post, Mr. Friendly will coordinate programming, promotion, publicity and business management details for two early morning programs, *Good Morning With Will Rogers Jr.* (Mon.-Fri., 7-8 a.m. EDT and rebroadcast same hour CDT) and *Captain Kangaroo* (Mon.-Fri., 8-9 a.m. EDT and 9:30-10:30 a.m. EDT, Saturday).

Louis G. Cowan will continue to supervise production of the programs. Mr. Friendly was with BBDO before joining ABC in 1950, where he was named national director of sales in 1953. He left ABC to join producers Barry, Enright & Friendly as a partner.



WTVR (TV) Richmond, Va., last week signed a new affiliation agreement with ABC-TV, effective with yesterday's (Sunday) sign-on. The new contract, announced by Wilbur M. Havens (left), WTVR owner and general manager, and Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC-TV, calls for the ch. 6 station to carry the full ABC-TV schedule. WTVR is one of the pioneer tv stations, having gone on the air April 15, 1948. It operates on maximum visual power of 100 kw and 50 kw aural.

Stark Proposes Location For N. Y. Television City

A NEW PLEA for land and facilities to build a television city in the heart of New York City was made last week. Abe Stark, president of the city council, proposed a 22-acre site in Manhattan's west side acquired through a slum clearance program which would permit acquisition and subsequent resale for private development.

Mr. Stark told the Industrial Designer's Institute that a new center would mean the broadcast industry in New York could boost its business volume to an estimated $500 million yearly, which he said would be 67% above the current level. Crux of the problem in expanding the facilities under one roof has been lack of land for a horizontal-type building that could be acquired at reasonable cost. Mr. Stark noted that one network—presumably CBS—could save $2 million yearly if a television city were provided.

Actor Edward Arnold Dies

EDWARD ARNOLD, 66, radio, tv, stage and screen star, died early Thursday at his Encino, Calif., home. He had just finished reading his script for the May 9 *Kraft Theatre* production of "Death Is a Spanish Dancer" when stricken. Mr. Arnold's many radio-tv appearances included the title role in the *Mr. President* series. Surviving are his wife, Cleo; two daughters, Mrs. William F. Orlando and Mrs. Jane Elbright, and a son, William Arnold.

Janet Blair Joins Caesar

TV ACTRESS-SINGER Janet Blair has been selected as Nanette Fabray's successor on *Caesar's Hour*, NBC-TV reported last week. It also was reported that star Sid Caesar was considering adding two other female performers to his weekly variety program. Miss Fabray is leaving the show at the close of the present season because of contract differences.

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TV NETWORKS' FEB. GROSS: $37 MILLION

PIB data shows February 1956 was 19% ahead of the same month last year.

THE TV networks increased their gross billings in February 19% over the same month a year ago, and for the first two months of this year 18% over the January-February 1955 total, according to Publishers Information Bureau.

Biggest percentage gainer was ABC-TV, increasing its gross billing in February over that month a year ago by 80% and for the first two months, scoring a rise of 76%.

Total gross billing for the networks in February was $37,191,571 and for the first two months of the year, $76,089,188. While ABC-TV outscored its February 1955 total by a wide margin, the network also managed to top its January total by a little more than $36,000. The other two networks, CBS-TV and NBC-TV, slipped slightly behind the January total, but recorded respective increases of 15% and 11% in the February to February comparison. The PIB report follows:

NETWORK TELEVISION

	February 1956	February 1955	% Change	Jan.-Feb. 1956	Jan.-Feb. 1955	% Change
ABC	$ 6,418,210	$ 3,567,696	+80	$12,800,256	$ 7,285,891	+76
CBS	16,928,361	14,694,726	+15	34,748,816	30,525,867	+14
DuMont*	.....	597,275	..	.....	1,321,235	..
NBC	13,845,000	12,419,641	+11	28,540,116	25,592,336	+12
TOTAL	$37,191,571	$31,279,338	+19	$76,089,188	$64,725,329	+18

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuMont	NBC	TOTAL
January	$ 6,382,046	$17,820,455	.....	$14,674,255	$38,876,756
February	6,418,210	16,928,361	.....	13,845,000	37,191,571
TOTAL	$12,800,256	$34,748,816	.....	$28,519,255	$76,068,327

* Effective Sept. 15, 1955, DuMont Television Network changed from a national network to a local operation.

NBC-TV Spots Steve Allen Opposite 'Ed Sullivan Show'

IN an apparent bid to make the Sunday, 8-9 p.m. NYT period more competitive with CBS-TV's *Ed Sullivan Show*, NBC-TV last week announced that it will star comedian Steve Allen in a new variety program in the period three weeks out of four [B•T, April 23]. Starting dates and other details of the program will be disclosed shortly.

Concurrently, Thomas A. McAvity, vice president in charge of NBC-TV, announced that the network and Esther Williams have entered into an agreement for the production of "The Aqua Spectacle of 1957," which will be presented as an NBC color spectacular during the early fall of 1957. The agreement also calls for Miss Williams to appear in three other spectaculars for the network over a two-year period and to make several guest appearances. The Aqua show, reportedly financed by the network, will be on tour for five weeks, beginning in July.

The variety show in which Mr. Allen will star will be known as the *Steve Allen Show*, according to Mr. McAvity. He said Mr. Allen will continue in his late evening *Tonight* series over NBC-TV, but possibly will be relieved of one night's performance.

The new program will replace the *NBC Comedy Hour*, now seen in the Sunday, 8-9 p.m. period.



"For my birthday, KRIZ Phoenix suggests a pocket radio."

CBS Radio Names Froug Hollywood Vice President

APPOINTMENT of William Froug, director of network programs, CBS Radio, Hollywood, to vice president in charge of CBS Radio Network programs, Hollywood, is being announced today (Monday) by Arthur Hull Hayes, CBS Radio president. Mr. Froug succeeds Guy Della Cioppa, who has been named director of CBS-TV network programs in Hollywood [B•T, April 23]. Lucian Davis will continue as CBS Radio's network program supervisor there.

Mr. Froug has been with CBS since 1948.

'Meet the Press' 10th Year

NBC President Robert W. Sarnoff, Senate Minority Leader William F. Knowland (R-Calif.) and Sen. Alben W. Barkley (D-Ky.) were to make the major talks at a dinner Saturday in Washington, D. C., marking the 10th radio anniversary of *Meet the Press* (also on NBC-TV). Lawrence E. Spivak, producer and permanent panel member, was to be honored with a special presentation.

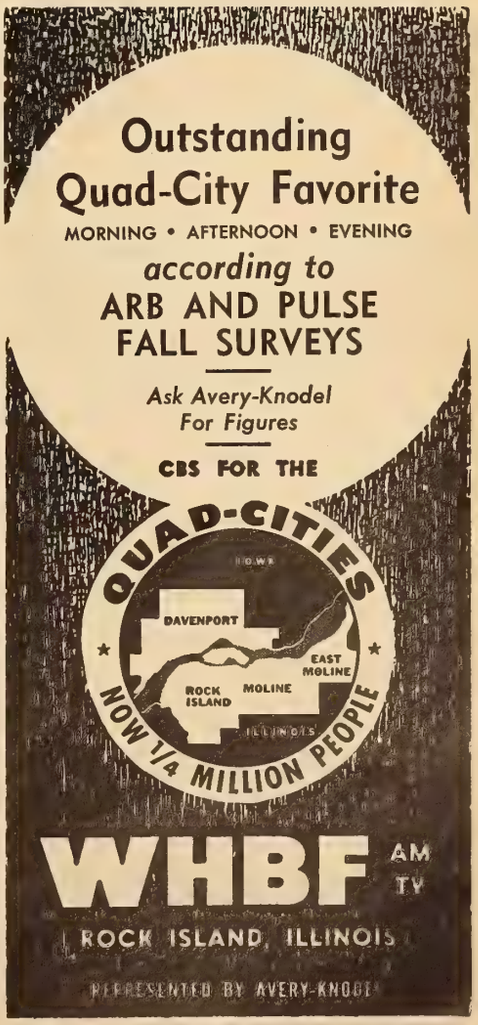
Expected were more than 500 leading figures in government, business, education and communications, with invitations extended to all former guests and panelists who had appeared on the show. Harold E. Fellows, NARTB president, was to have served as toastmaster. Among those to be present at the speakers table: FCC Chairman George C. McConnaughey; Frank M. Russell, vice president of NBC's executive office in Washington, and Ned Brooks, the program's moderator.

Thomas Represents President

LOWELL THOMAS, CBS commentator, has been named by President Eisenhower to serve as his personal representative at the April 30-May 6 coronation of the king of Nepal.



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Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."

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POLL SHOWS CANADIANS DON'T WANT CBC

Of 1,697 replies to survey, 40.7% favor non-government control with 29.7% looking toward continued government regulation. Private competition with government stations also favored.

CANADA's Royal Commission on Broadcasting, which begins hearings today (Monday) [B•T, April 16] scheduled to last to the latter part of the year, has been advised by a public opinion survey that Canadians want a regulatory body other than the Canadian Broadcasting Corp. and favor independent tv operations to compete with CBC stations in Canada's six major cities.

These are the findings of a national poll made by the Canadian Institute of Public Opinion (Gallup Poll) for the Canadian Assn. of Radio & Television Broadcasters. The findings of this poll in detail, along with the questions asked and method in which the poll was conducted, have been filed by the CARTB with the commission.

Specific points covered in the survey were:

(1) Do Canadians prefer the present CBC regulation, or regulation by a separate non-government body? Out of 1,697 respondents across Canada 40.7% were in favor of a non-government body, 29.7% in favor of CBC control, 8.8% were undecided, and 20.8% had no opinion.

(2) Do Canadians think that radio and television broadcasting control should be set up in a similar manner to airline and railway regulation? Of the 1,697 respondents, 42.2% said yes, 6.1% said no, 11% were undecided, and 40.7% had no opinion.

(3) Do Canadians approve or disapprove of present regulations restricting private stations in six major Canadian cities? Disapproval was registered by 63.2%, 18% approved, 5.5% were undecided, and 13.3% had no opinion.

It was shown that of those favoring continued CBC control, 52.1% desire private stations being established in Canada's six major markets, 36.3% favored continuance of CBC monopoly in those cities, 4.3% were undecided, and 7.3% had no opinion. Of those who preferred a non-government regulatory body 86.6% want to have private stations in major cities, 8.5% did not want private stations in those markets, 1.7% were undecided, and 3.2% had no opinion.

The commission is expected to take longer to complete its hearings and make its report to the government than was originally planned.

Hearings are to start at Ottawa today and will move to Winnipeg, starting May 7, then cover all major cities of western Canada including Regina, Calgary, Vancouver, Edmonton and Saskatoon, returning to Ottawa May 29.

The following weeks the commission will hold hearings in the four Atlantic Coast provinces and Quebec City, adjourning for the summer on June 19. Hearings are to resume in September at Ottawa, Montreal and Toronto, ending at Ottawa. Originally it had been hoped the commission would have its hearings completed by June to prepare its report for tabling early in the fall. The commission will mainly investigate financing the Canadian Broadcasting Corp., regulating Canadian radio and television broadcasting and licensing of stations.

Canadian Microwave Network Plans Extensions This Year

CANADIAN microwave network extensions are to be made both east and west of Toronto and Montreal this year. By 1958 the network will be complete across Canada.

Canadian Broadcasting Corp. expects that its leased microwave facilities from Bell Telephone of Canada and Canadian National-Canadian Pacific Telegraphs will be extended in some directions early this summer. CHLT-TV Sherbrooke, Quebec, is to be added to the French-language network out of Montreal in July. By October 1, the network will be extended westward from Toronto to take in CFPA-TV Port Arthur, Ont., at the western end of Lake Superior, and CBWT Winnipeg, Man. In December, CBHT Halifax, N. S., CHSJ-TV St. John, N. B., CJCB-TV Sydney, N. S., and CKCW-TV Moncton, N. B., will be added. Early next year, CJBR-TV Rimouski, Que., CKSO-TV Sudbury, Ont., and CKGN-TV North Bay, Ont., are to be added, followed by CKX-TV Brandon, Man., CKCK-TV Regina, Sask., CFQC-TV Saskatoon, Sask., CFCL-TV Timmins, Ont., CKRS-TV Jonquiere, Que., CHCT-TV Calgary, Alta., CFRN-TV Edmonton, Alta., and CJLH-TV Lethbridge, Alta.

RCA Ships Tv Equipment To 2nd Venezuelan City

RCA International Div., which has already installed tv transmitting facilities at YVKA-TV and YVKS-TV, both Caracas, Venezuela, reported the opening of a second tv market in that country as it began to ship complete studio and transmitting components to radio station Ondas Del Lago, Maracaibo.

The station, which will go on the air this summer, is estimated to have a potential audience of 130,000. The equipment includes a 2-kw transmitter, a 6-bay superturnstile antenna, two studio field image orthicon cameras, two iconoscope film cameras, two 16 mm projectors, one slide projector, complete studio and transmitter control equipment and a mobile tv unit. RCA also revealed it is working with the Venezuelan *television nacional* to establish relay points at Sierra De San Luis and Isla De Toas—linking Caracas-fed network shows with Maracaibo.

Henrique Ascanio, general manager of Ondas Del Lago, which coincidentally has boosted its radio operations by erecting a 10-kw transmitter antenna, noted that with the entry into tv, broadcasting facilities would be increased, and thus "we see an upward swing of both tv and radio in our important area."

German Stations Prepare For Commercial Telecasts

INFORMED opinion in Germany is convinced that commercial television is likely to enter the scene before the end of this year in the form of commercial segments in existing non-commercial, quasi-official tv services, it was reported last week.

All of the different radio and tv organizations (no private ones among them) now operating in Germany are actively preparing for an early start of commercial broadcasting, which will probably be confined to off-peak hours (mornings and early afternoons).

Private interests pressing for entirely independent commercial tv stations now are believed in Germany to be on the losing end. Leading the trend in Germany is Bavarian Radio, which announced a target date of Oct. 1, 1956, for the introduction of commercial

tv. Up to now, however, there are some doubts if there is a solid legal basis for a commercial service as proposed by Bavarian Radio. Nevertheless, BR executives have already contacted national advertisers in Germany as well as newspaper and magazine publishers.

Bavarian Radio's commercial segments in its radio transmissions are reportedly sold out for 1956. Spot time now covers 3.4% of BR's total air time. A total of $500,000 out of the yearly spot sales is contributed voluntarily by Bavarian Radio to funds for a variety of cultural activities outside the radio and tv field as, for example, the legitimate theatre.

New German Tv on Air

ANOTHER 100 kilowatt television transmitter has started operation in Germany. It is located near Nuremburg and belongs to the tv network of the Bavarian Radio, Munich.

In Czechoslovakia, two more tv transmitters are to start operations before the end of this year. They will be located in Brno and Bratislava. Presently, stations are operating in Prague and Ostrava. A relay line connecting Prague and Bratislava has been completed.

India Plans Tv Station

PHILIPS ELECTRICAL Co. (India) Ltd. plans to install a 5-kw television transmitter in Bombay. It will be operated by a state-sponsored tv service and is designed to cover an area of about 40 square miles. The Philips transmitter reportedly costs around 600,000 rupees ($125,000). Philips plans to sell 17-inch sets for about 1,500 rupees ($313).

INTERNATIONAL SHORTS

Vatican Radio (Radio Vaticana) is installing 21 new antennas for its shortwave overseas broadcasts. Vatican Radio now operates five transmitters, with power ranging from 10 to 100 kw. Broadcasts are in 29 languages over 23 frequencies.

British Film Industry Publicity Circle has closed arrangement with BBC granting latter first option on extracts from new films until general release date.

Belgian Tv Service will begin transmitting color on occasion of Brussels World Fair, set for 1958.

CFCL-TV Timmins, Ont., has issued first rate card, effective July 1. Class A time starts at $160 an hour and one minute announcements at $35. CFCL-TV will be northernmost tv station in eastern Canada. It is affiliated with CFCL Timmins, French-language station, will operate on ch. 6 with 5 kw video and 2.5 kw audio, and has GE transmitter, studio equipment and antenna. **Rene Barrette** is general manager, **Jean DeVilliers** program director, and **Roch Demers** technical director. Station is represented by Omer Renaud & Co. in Canada and Joseph Hershey McGillvra in U. S.

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EDUCATION

OHIO STATE REVISES INSTITUTE FORMAT

Columbus sessions of Institute for Education by Radio-Tv turn to discussion group idea rather than study, workshop meetings of past years.

BROADCASTERS and educators began a revised format at this year's Institute for Education by Radio-Television, meeting at the Deshler Hilton Hotel in Columbus April 17-20. The annual affair is sponsored by Ohio State U.

The new program, first major change made in the history of the 26-year-old institute, which is directed by Dr. I. Keith Tyler, called for a series of basic discussion groups after each of the four plenary sessions, instead of the study and workshop groups of former years. The visitors also took part in 16 special interest clinics for the exchange of ideas. An estimated 700 persons were in attendance.

Setting the stage for this year's central theme, "The Role of Serious Broadcasting in Today's World," was keynoter Charles A. Siepmann, chairman of New York U. Dept. of Communications in Education.

The former Briton and one-time member of the BBC Board of Control said that educational broadcasters have failed to cope with a major problem of communications—to transmit ideas in terms people can understand—and that broadcasting will never be better than those who operate it or avail themselves of it.

The second major speaker at the kick-off session, Prof. Alan F. Griffin, social science expert in OSU's College of Education, stressed the need for closing the great gap between technical development and human development of individuals. "There is something appalling about a world whose technology has far outstripped its mind," he commented.

International Comparison

Henry R. Cassirer, television head of the Dept. of Mass Communications, United Nations Educational, Science & Cultural Organization, Paris, contrasted the difference between European and American television at Wednesday's general session, devoted to broadcasts of other countries. Mr. Cassirer said it is commonly assumed here that broadcasting is designed almost exclusively for the individual or private reception. Yet, in most countries there are very different patterns, particularly where the high cost of receivers is a long-range obstacle to home reception and where the standard of living is lower than in the United States and Great Britain. He cited the "Teleclubs" of French villages and the sets in Italy's community centers.

"The limited number of programs and broadcast hours per day in European countries is not merely the result of economic limitations but a fear that television may come to dominate the life of man instead of organically integrating itself into it," he asserted.

Edward Stanley, NBC manager of public service programs and chairman of the clinic on "The Value Theory of Television," told guests at the luncheon meeting that "we must continuously increase the rewards we offer a viewer for his time and we can do this only by increasing the depth of the experience, by extending areas of interest, excitement and understanding.

Studies of broadcasting as an industry were rare 13 years ago when he joined the FCC, and they still are rare in 1956, declared Hyman G.



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Goldin, chief of the economics division of the Broadcast Bureau.

Commending the few universities which have established communications centers, Mr. Goldin said at the research clinic branches that few publications have appeared from these centers dealing with the public policy aspects of the communications field. He lamented the relative dearth of research on the economics and policy aspects of the broadcast media.

Reviewing the studies the FCC itself has made, Mr. Goldin said one of the purposes and objectives of the Commission's current network study is to find out whether the present structure of the radio and television networks and their relations with their affiliates and other components of the industry tend to foster or impede the maintenance and growth of the two media. The study is expected to be completed by July 1957.

Directing his comments at commercial broadcasting, Harold Ross, labor economist with the NARTB, reported that as of March 1, 1956, the combined time sales in 1955 for both radio and television amounted to about $1.1 billion. Talent and program charges probably added revenues of about $130 million. He estimated total employment at 85,000.

Programming Suggestions

A special general session of the institute featured a demonstration on Ohio U.'s WOSU-TV to show the variety of approaches in presenting a single educational idea by television. Three producers took the same basic objective and worked within the same low-budget limitation of a typical local station. The subject chosen was mental illness. Taking part in the session were Robert Wald, producer of NBC-TV's *American Inventory;* Lewis Freedman, producer of CBS' *Camera Three,* and Ben A. Hudelson, production supervisor, WBZ-TV Boston.

In summing up the four-day institute at the closing session, Richard Pack, vice president in charge of programming, Westinghouse Broadcasting Co., urged commercial broadcasters to support the institute. He said there had been an "unfortunate" tendency on the part of some commercial people to ignore the institute in recent years. "I can understand their reluctance," he said, "for there has been a tendency, until recently, on the part of some academic groups to criticize the efforts of the commercial broadcasters. I believe this attitude is changing. The kind of criticism I find now is more mature and more constructive than it once was."

He said commercial broadcasters were going to have to work closely with educational groups in the future "because we must call upon the educational stations to help us create new talent—to keep our medium fresh with new faces and new ideas." He said commercial broadcasting was becoming "a more serious business" because of events of the past few months.

Among the allied groups meeting concurrently with the institute were affiliated stations of the Educational Television & Radio Center at Ann Arbor, Mich.; National Convention of Alpha Epsilon Rho, national radio-tv fraternity; National Assn. of Educational Broadcasters; Junior Town Meeting League; Assn. of Junior Leagues Inc., and American Council for Better Broadcasts.

Educational Tv Station Films Series on Presidency

WQED (TV) Pittsburgh, educational television station, is filming a seven-program series, *Prelude to the Presidency,* designed to explore, explain and evaluate the presidential nominating process for the American voter.

The series is one of three on politics being distributed by the Educational Television & Radio Center, Ann Arbor, Mich., and features discussions by presidential candidates and leading political figures of both major parties.

Prelude to the Presidency, produced by Robert McCully, is being filmed under a special grant from the Falk Foundation in Pittsburgh for national distribution to the 20 operating educational tv stations beginning in June.

Scholarship Contributed

DR. FRANCES HORWICH, "Miss Frances" of NBC-TV's *Ding Dong School* and supervisor of NBC-TV children's programs, has donated two full tuition scholarships of $175 each for use during the sixth annual Barnard College (N. Y.)-NBC Summer Institute of Radio-Tv, June 25-Aug. 3. The scholarships will be awarded on the basis of academic qualifications and financial need, and are open to one male and one female college graduate. Applications must be submitted before May 15, and may be obtained from Miss Suzanne Davis, coordinator of the institute, at 112 Milbank Hall, Barnard College, New York 27, N. Y.

EDUCATION PEOPLE

Donald E. Nelson, WNEB Worcester, Mass., to U. of Connecticut, Storrs, as radio-television supervisor, succeeding **Michael J. Ambrosino,** now directing experimental tv project in Schenectady, N. Y. public schools.

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—PROGRAMS & PROMOTIONS—

KTTV (TV) POPS FOR POPCORN

BUSHELS of popcorn in a huge plastic bag, complete with scoop and paper bags to eat it from, were distributed to the trade last week by a Hollywood model for KTTV (TV) Los Angeles to promote the premiere for first films acquired in a $500,000 package-buy from Columbia Pictures' subsidiary Screen Gems [B•T, March 26]. A film reel can filled with $100 million in stage money accompanied the popcorn to emphasize the original production value of 104 films being aired two a week on *Three Hour Theatre,* Sundays 6-9 p.m. Pacific time.

MYSTERY WRITERS SEE SERIES

IN preparation for the fall release of its new half-hour tv film series, *The Mystery Writers Theatre,* Screen Gems Inc., New York, held a private screening of an episode of the program for 400 mystery writers and their guests April 19. The film was presented as a feature of the tenth annual Edgar Allan Poe Awards Dinner of the Mystery Writers of America in New York.

'OUT OF DARKNESS' REPEATED

WYETH Labs Div. of American Home Products sponsored a repeat telecast of CBS-TV's "Out of Darkness" documentary on mental health, April 29, 5-6 p.m. EST, pre-empting the time periods held by *Face the Nation* and *The CBS Sunday News.* "Out of Darkness" was telecast originally March 18 as a 90-minute program, pre-empting *Omnibus.*

JOHNNY CARSON SHOW SET

JOHNNY CARSON, for the past season star of his own Thursday night show but dropped last month by General Foods Corp., will return to CBS-TV, beginning May 28, with a 30-minute across-the-board weekday program, replacing *The Robert Q. Lewis Show.* Program, to be seen Mon.-Fri., 2-2:30 p.m. EDT, will originate from Hollywood.

WBZ-TV MAILS BASEBALLS

WBZ-TV Boston, which has obtained exclusive rights to all Red Sox games on tv, has sent out 400 autographed baseballs to advertising agencies throughout the United States as a promotion piece. The baseballs were autographed by members of the 1956 Red Sox team.

DESIGNED FOR TEENAGERS

WALT Tampa, Fla., has signed Pepsi-Cola to an-hour-a-day, six-days-a-week show designed for teenage audiences. Youngsters are invited to the studio each afternoon to drink Pepsi, make reports on fan clubs, school news and record popularity. Ed Bray is host.

KDKA-TV ADOPTS 'KADEY'

IN ORDER to brighten usually uninteresting announcement slides used to alert viewers to the fact that network programs have been interrupted, KDKA-TV Pittsburgh has adopted 'Kadey,' an impish little miss who informs viewers of the trouble and, at the same time, adds a touch of humor to the glum announcements.

'LUTHERAN HOUR' ADDS NBC

THE *Lutheran Hour,* currently heard on MBS, Sunday, 1:30-2 p.m. EST, also will be on NBC Radio at the same time in the East, beginning July 1. The program, sponsored by the Lutheran Laymen's League, through Gotham-Vladimir Adv., New York, also will be heard 12:30-1 p.m. CST and 4:30-5 p.m. MST.

'ONION PATCHING' PAYS OFF

A WELL-EXPRESSED wish to leave the "onion patch" for far-away places won for Mrs. Marion Canham a DC-7 flight from her onion patch outside Kankakee, Ill., to palatial lodgings in the Sheraton-Palace Hotel in San Francisco. The prize was offered on American Airlines' *Music 'Til Dawn* program, conducted by Jay Andres on WBBM Chicago, one of five CBS outlets carrying the music series. The two-week competition, instituted to promote the American Airlines' flight between Chicago and San Francisco, drew 3,992 letters on "I Want to Fly to San Francisco Because . . ."

WPIX (TV) TO FEED BALL GAMES

WPIX (TV) New York, which is telecasting 172 home games of the New York Giants and the New York Yankees, will feed portions of its baseball coverage to WATR-TV Waterbury, WNHC-TV New Haven and WMGT (TV) Adams, Mass. WATR-TV is picking up all Giant home games; WNHC-TV, 19 Yankee home games and nine Giant home games, and WMGT (TV), 24 Giant home games. Jacob Ruppert Brewery will sponsor the Giant contests and P. Ballantine & Sons and R. J. Reynolds Tobacco Co. the Yankee games.

KRAFT RESCHEDULES TV HIT

KRAFT Foods Co. will repeat its "A Night to Remember" dramatization of the sinking of RMS Titanic, May 2 on *Kraft Television Theatre* (NBC-TV, Wednesday, 9-10 p.m. EDT). The show, originally telecast live last month, will be a kinescope on the repeat performance. Agency: J. Walter Thompson Co., N. Y.

KTVH (TV) PROVIDES EAR APPEAL

WICHITA WINDY, famed in his hometown and in trade promotions as the trademark of KTVH (TV) Wichita-Hutchinson, Kan., has gone to the ladies' heads in the form of earrings. The ceramic costume pieces picturing the station imp were distributed to the ladies of Wichita through husbands and gallant friends who participated in Wichita's annual Trade Tour, conducted throughout Kansas and Oklahoma April 23-28.

WJW STRIKES COIN MEMENTO

IN OBSERVANCE of the dedication of its new building WJW-AM-FM-TV Cleveland, Ohio, has issued a silver coin key chain. The half-dollar size coin carries on one side an engraving of the building, the date and name, Storer Broadcasting Company, Cleveland, Ohio. WJW call letters dominate the reverse side with the motto, "Enlightenment • Entertainment • Public Service" inscribed around the medal's border.

Alabama Homesite

AMONG the many gifts to the Prince and new Princess of Monaco was an offering from WFPA Fort Payne, Ala. The station, on behalf of owner George Gothberg and Mrs. Gothberg, and the WFPA personnel and listeners, sent the newlyweds a legally executed deed for one square foot of property at its Lookout Mountain transmitter site.

Station Authorizations, Applications
(As Compiled by B • T)
April 19 Through April 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through April 25

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,837	2,840	221	394	164
Fm	536	532	44	24	1

FCC Commercial Station Authorizations As of March 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,837	522	167
Cps on air	21	14	321
Cps not on air	115	12	109
Total on air	2,858	536	488
Total authorized	2,973	548	597
Applications in hearing	156	1	134
New station requests	262	4	24
New station bids in hearing	105	0	101
Facilities change requests	150	5	34
Total applications pending	788	50	286
Licenses deleted in March	0	3	0
Cps deleted in March	0	2	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through April 25

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	350	96	446[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	313	311	624[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	981	337	769	549	1,319[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,042	337	803	576	1,379[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS
New Tv Stations . . .

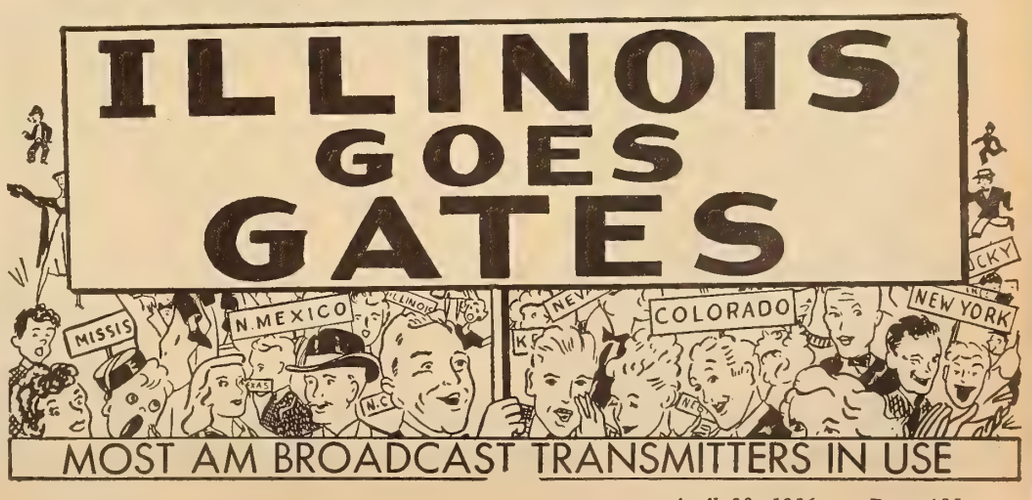
ACTION BY FCC

Caguas, P. R.—American Colonial Bcstg. Corp. granted vhf ch. 11 (198-204 mc); ERP 2.67 kw vis., 1.34 kw aur.; ant. height above average terrain 1,177 ft., above ground 237 ft. Estimated construction cost $35,809, first year operating cost $60,000, revenue $100,000. Post office address % WKVM, Box 4189, San Juan. Studio and trans. location on top of Cerro Marquessa Mt., near Caguas. Geographic coordinates 18° 16' 54" N. Lat., 66° 06' 46" W. Long. Trans. Gates, ant. RCA. Legal counsel Frank Stollenwerck, Washington. Consulting engineer Kear & Kennedy, Washington. Permittee is licensee of **WKVM San Juan.** Granted April 25.

APPLICATIONS

Kalispell, Mont.—KGEZ Inc., vhf ch. 8 (180-186 mc); ERP 8.48 kw vis., 4.55 kw aur.; ant. height above average terrain 218.3 ft., above ground 316 ft. Estimated construction cost $106,100, first year operating cost $85,000, revenue $100,000. Post Office address Box 439, Kalispell. Studio location Kalispell. Trans. location Kalispell. Geographic coordinates 48° 12' 42" N. Lat., 117° 06' 48" W. Long. Trans. and ant. GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer David Green, Spokane, Wash. Principals include KGEZ Inc. (81.7%), licensee of **KGEZ Kalispell;** Copper City Radio Co., (14.4%), licensee of **KBOW Butte, Mont.,** majority stockholer of KGEZ Inc.; Pres. **Frank Reardon** (1%), pres., majority stockholder of Copper City Radio Co., and Vice Pres. **Richard K. Vick** (2.4%), gen. manager of KGEZ. Filed April 19.

Longview, Wash.—Altru Bcstg. Co., uhf ch. 33 (584-590 mc); ERP 9.01 kw vis., 4.86 kw aur.; ant. height above average terrain 100 ft., above ground 333.49 ft. Estimated construction cost $62,000, first year operating cost $84,000, revenue $108,000. Post Office address 1451 Alaska St., Longview. Studio location Longview. Trans. location Longview. Geographic coordinates 46° 07' 28" N. Lat., 122° 56' 12" W. Long. Trans. and ant. RCA. Consulting engineer John Truhan, Longview. Principals are equal partners **W. Gordon Allen,** pres., 70% stockholder of **KGAL Lebanon, Ore.,** pres., 66.6% stockholder of **KGAE Salem, Ore.,** 50% stockholder of **KBAM Longview,** and sole proprietor of **KTIX Seattle, Wash.,** and **John Truhan,** 33.3% owner of KGAE, and 50% owner of KBAM. Filed April 25.



PETITIONS

Coos Bay, Ore.—Pacific Tv Inc. petitions FCC requesting amendment of Sec. 3.606 of Commission's rules by allocating ch. 25 to Coos Bay. If Commission issues rule-making to take such action, petitioner will request permission to amend its present application to specify ch. 25 in lieu of ch. 16; thereby eliminating need for long competitive hearing and making possible immediate grant of cp for new station on ch. 16. Petitioner and **KOOS Coos Bay** have pending mutually exclusive applications, each requsting cp for ch. 16 at Coos Bay, which have been designated for hearing by Commission in comparative and consolidated proceeding. Filed April 20.

Nadine, N. M.; Monahans, Tex.—Video Independent Theatres Inc. petitions FCC requesting amendment of Sec. 3.606 of Commission's rules by adding ch. 9 to Nadine and deleting ch. 9 from Monahans, and adding ch. 35 to Monahans. Filed April 20.

Existing Tv Stations . . .

ACTIONS BY FCC

KOOL-TV Phoenix, Ariz.—Granted mod. of cp to change name to KOOL Radio-Tv Inc. Granted April 19.

KFXJ-TV Grand Junction, Colo.—Granted mod. of cp to change ERP to 12.9 kw vis., 6.45 kw aur., (ant. minus 10 ft.). Granted April 20.

WNHC-TV New Haven, Conn.—FCC granted protest and petition for reconsideration filed by WNHC-TV to extent of postponing effective date of its Feb. 23 grant of assignment of cp of station **WGTH-TV Hartford, Conn.**, from General-Times Tv Corp. to CBS Inc., pending determination in hearing on May 28; made protestant bearing burden of proof party to proceeding. Action April 23.

KWGB-TV Goodland, Kan.—Granted mod. of cp to change ERP to 316 kw vis., 166 kw aur., install new ant. system, and make minor equipment changes. Ant.: 770 ft. Granted April 20.

APPLICATIONS

KOOK-TV Billings, Mont.—Seeks mod. of cp (which authorized new tv) to change ERP to 100 kw vis., 50 kw aur.; install new ant. system, and make other equipment changes. Filed April 25.

KLAS-TV Las Vegas, Nev.—Seeks cp to make changes in facilities of existing tv: change ERP to 57.7 kw vis., 28.8 kw aur., and make other equipment changes. Filed April 19.

WEWS (TV) Cleveland, Ohio—Seeks mod. of license to change ERP to 60 kw aur., and make minor equipment changes. Filed April 19.

KFJI-TV Klamath Falls, Ore.—Seeks mod. of cp (which authorized new tv) to change ERP to 9.35 kw vis., 4.68 kw aur.; change studio location to 2 miles outside city limits, on property of Oregon Technical Institute, north-northeast of Klamath Falls, and request waiver of Sec. 3.613 of Commission's rules. Contingent on grant of application for assignment of cp to change name from KFJI Broadcasters. Filed April 25.

CALL LETTERS ASSIGNED

WYES (TV) New Orleans, La.—Greater New Orleans Educational Tv Foundation, ch. 8.

WAGM-TV Presque Isle, Me.—Aroostook Bcstg. Corp., ch. 8.

WXEL (TV) Boston, Mass.—Ajax Enterprises, ch. 38. Changed from WHMB (TV).

WPTZ (TV) North Pole, N. Y.—Great Northern Tv Inc., ch. 5. Changed from WIRI (TV).

WCYB-TV Bristol, Va.—Appalachian Bcstg. Corp., ch. 5.

New Am Stations . . .

APPLICATIONS

Pine Bluff, Ark.—Jefferson County Bcstg. Co., 1270 kc, 5 kw unl. Post office address Pine Bluff. Estimated construction cost $26,525, first year operating cost $36,000, revenue $45,000. Principals are equal partners Gen. Manager **Louis Alford**, Technical Dir. **Phillip D. Brady**, and Secy.-Treas. **Albert Mack Smith.** All are equal partners of **WAPF McComb, Miss.; WMDC Hazelhurst, Miss.**, and **WABL Amite, La.** Filed April 24.

Pine Bluff, Ark.—Radio Pine Bluff, 1590 kc, 1 kw D. Post office address Box 523, Greenville, Miss. Estimated construction cost $16,222, first year operating cost $36,000, revenue $48,000. Sole owner **W. L. Kent** is 50% owner of **WNLA Indianola, Miss.**; 50% owner of **WOKJ Jackson, Miss.**, and 40% owner of **WKDL Clarksdale, Miss.** Filed April 19.

Winnsboro, La.—Franklin Bcstg. Co., 990 kc, 1 kw D. Post office address Winnsboro. Estimated construction cost $14,725, first year operating cost $27,000, revenue $45,000. Principals include Pres. **James H. Martin** (48%), livestock interests; Vice Pres. **W. Gordon Allen** (48%), pres., 70% stockholder of **KGAL Lebanon, Ore.**, pres., 70% stockholder of **KOMB Cottage Grove, Ore.**, 50% stockholder of **KJUN Redmond, Ore.**; pres. of **KEED Springfield, Ore.**, pres., 66.3% stockholder of **KGAE Salem, Ore.**, 50% stockholder of **KBAM Longview, Wash.**, and sole proprietor of **KTIX Seattle, Wash.** Filed April 25.

APPLICATIONS AMENDED

Eureka, Calif.—Independent Broadcasters application seeking cp for new am to operate on 790 kc, 5 kw D, amended to change name of applicant to W. H. Hansen. Amended April 19.

Niles, Mich.—Lawrence J. Plym application seeking cp for new am to be operated on 1400 kc, 250 w unl., amended to change frequency to 1290 kc; power to 500 w; hours of operation to D; change trans. location and operate trans. by remote control from 416 Sycamore St., Niles. Amended April 19.

Benson, Minn.—West Central Minnesota Bcstg. Co. application seeking cp for new am to be operated on 1290 kc, 1 kw D, amended to change power to 500 w; change trans. location, and change studio location to "To be determined," Benson. Amended April 19.

Newark, N. Y.—T. K. Cassel application seeking cp for new am to be operated on 1420 kc, 500 w D, amended to change name of applicant to Radio Newark Inc. Amended April 24.

Portland, Ore.—James R. Roberts application seeking cp for new am to be operated on 1010 kc, 1 kw D, amended to specify studio location as Yeon and Kittridge Avenues, Portland. Amended April 19.

Dyersburg, Tenn.—Hamilton Parks application seeking cp from new am to be operated on 1330 kc, 500 w D, amended to change name of applicant to Southern General Bcstg. Co. Amended April 19.

Honolulu, Hawaii—James T. Ownby application seeking cp for new am to be operated on 1270 kc, 1 kw unl., amended to change frequency to 800 kc and make changes in ant. system. Amended April 19.

APPLICATION RESUBMITTED

Bucyrus, Ohio—Bucyrus Enterprises Inc. resubmits application seeking cp for new am to be operated on 1010 kc, 250 w D, DA. Resubmitted April 24.

Existing Am Stations . . .

ACTIONS BY FCC

KOOL Phoenix, Ariz.—Granted mod. of license to change name to KOOL Radio-Tv Inc. Granted April 19.

WPRC Lincolin, Ill.—Granted permission to sign off at 6 p.m., CST, from April 29 through Sept. 30. Granted April 16.

KLEE Ottumwa, Iowa—Granted permission to sign off at 7 p.m., CST, May through Aug., except for special events when station will be kept on air until regular sunset hours. Granted April 19.

WPRT Prestonsburg, Ky.—Granted mod. of cp to change ant.-trans. locations, and extend completion date for 90 days from date of grant. Granted April 20.

KBHM Branson, Mo.—Granted mod. of cp to change ant.-trans. and studio locations and make changes in ant. (decrease in height). Ant.: 121 ft. Granted April 19.

WLOK Memphis, Tenn.—Granted mod. of license to change name to WLOK Inc. Granted April 18.

KREL Baytown, Tex.—Application seeking cp to change DA-D pattern dismissed at request of attorney. Dismissed April 25.

WATW Ashland, Wis.—Granted permission to operate from 6 a.m. to 9 p.m. Monday through Saturday, and from 7:55 a.m. to 7 p.m. on Sunday, for period of 90 days. Granted April 16.

APPLICATIONS

WNDU South Bend, Ind.—Seeks license to cover cp which authorized changes in ant.-trans. locations to center of block bounded by Carroll, Monroe, and Columbis Streets, and Western Ave., South Bend, and make changes in ant. and ground system. Filed April 19.

WJKO East Longmeadow, Mass.—Seeks mod. of cp (which authorized change in ant.-trans. and studio locations, and change from DA-D to NON-DA) for extension of completion date. Filed April 25.

KGON Oregon City, Ore.—Seeks mod. of cp (which authorized change in frequency, and increase in power) for extension of completion date. Filed April 25.

WLOK Memphis, Tenn.—Seeks cp to increase power from 1 kw to 5 kw. Filed April 24.

WKTF Warrenton, Va.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio locations to Rt. 211, .2 miles northeast of Warrenton city limits. Filed April 25.

WBEL Beloit, Wis.—Seeks cp to change hours of operation from D to unl.; power from 5 kw D to 5 kw unl.; change from DA-D to DA-D and N; change trans. location, and make changes in ant. Filed April 25.

APPLICATION AMENDED

KSEM Moses Lake, Wash.—Application seeking mod. of cp (which authorized change in frequency; increase in power; installation of DA-N, and change trans. location) to increase D power from 1 kw to 5 kw, amended to change from DA-N to DA-D and N. Amended April 24.

CALL LETTERS ASSIGNED

KDAY Santa Monica, Calif.—KOWL Bcstg. Co., 1580 kc, 10 kw D. Changed from KOWL, effective May 1.

KROG Sonora, Calif.—Brewster E. Ferrel, 1450 kc, 250 w unl. Not changed to KDAY, effective June 1, as previously requested.

WLBA Gainesville, Ga.—Hall County Bcstg. Co. 1580 kc, 5 kw D.

WIRI Indianapolis, Ind.—Rollins Bcstg. Inc., 1590 kc, 5 kw D. Changed from WPTZ.

KLUV Haynesville, La.—Charles Edward Ray, 1580 kc, 250 w D.

KLVI Vivian, La.—Joel Ellis Wharton, 1600 kc, 500 w D.

KMRS Morris, Minn.—Western Minnesota Bcstg. Co., 1570 kc, 1 kw D.

KRFO Owatonna, Minn.—Owatonna Bcstg. Co., 1390 kc, 500 w D. Changed from KOBK.

New Fm Stations . . .

APPLICATION

Denver, Colo.—Good Music Assoc., 105.1 kc, 10 kw unl. Post office address 1197 Stout St., Denver 4. Estimated construction cost $5,800, first year operating cost $9,360, revenue $12,464. Sole owner **William Colin Kirk** is elevator sales and services dealer. Filed April 23.

Existing Fm Stations . . .

ACTIONS BY FCC

WCNT-FM Centralia, Ill.—Granted request to cancel license of fm station and delete call letters. Granted April 16.

(Continues on page 112)

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Mississippi kilowatt daytimer needs young intelligent live-wire manager-salesman immediately. Congenial staff awaits you—$6500.00 year guarantee, plus commission. Opportunity unlimited. Write complete resume. Box 322G, B•T.

Upper midwest daytimer metropolitan market needed station-commercial manager with record of proved sales results in his present job. Full details, picture and availability for interview required. Box 362G, B•T.

Wanted—manager-engineer-announcer, 500 watts, Forest, Miss. Good salary and percentage. Permanent. Write W. E. Farrar, Carrollton, Alabama.

Salesmen

Experienced radio salesman for Florida 5kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average pay please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

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RADIO

Help Wanted—(Cont'd)

Salesman

We have an opening for an outstanding salesman and or sales manager, in our multiple operation. We offer high earnings and a real opportunity to the right man. Box 354G, B•T.

To the aggressive salesman here is the opportunity to sell for the top independent station in west Texas. Potential terrific. You make as much money as your ability permits. Salary and commission. Send full particulars, Radio Station KECK, Odessa, Texas. Roy Elsner, Manager.

Immediate opening for experienced salesman interested in settling permanently central California coast. Salary plus commission. Give background employment, references, photograph, KHUB, Watsonville, California.

Miami top-rated negro station can use experienced time salesman. Fastest growing station in fastest growing market. Send resume and references. Herb Schorr, WFEC, Miami, Florida.

Experienced salesman only for leading station in Michigan's 2nd city. Must be aggressive, top-notch calibre. We are only interested in men who have reached their peak in their present market and are now interested in moving into a large market. We'll give an excellent deal to the right man. Send full resume in first letter to WTAC, 740 S. Saginaw, Flint, Michigan.

Immediate opening experienced time salesman at Louisiana radio station. Write Box 1489, Alexandria, La.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Wanted: Glib DJ—humorous adlib. Rhyming intros. Bright and breezy. Informal conversational (vernacular) style. Wanted by station Great Lakes area (Ill., Wis., Mich., Pa.) $125. Box 165G, B•T.

Announcer or salesman with first ticket needed in central Minnesota network station. Immediate opening. Box 245G, B•T.

Solid selling DJ for 5kw fulltime station in major Ohio market with music, news, sports format. Will pay for right man. Send tape, picture, background with first reply. Also need air newsman and reporter. Box 267G, B•T.

Florida 250, Mutual. Experienced only. One announcer-salesman, one announcer-copywriter, one fulltime announcer. Tape, picture, experience and references first letter. If you can produce first-class broadcasting for us we can produce first-class money for you. Box 320G, B•T.

Experienced announcer, 1st class ticket, to sell. Permanent man capable of moving into key position expanded operation northern California. Box 324G, B•T.

Experienced DJ—must know and like pop music—nothing zany or smart alec—top rated station midwest city 90,000—starting salary $75-$80. Box 325G, B•T

Wanted: Combo ticket-announcer. Best working conditions., security and advancement. Give details of your abilities. Box 331G, B•T.

Experienced radio announcer wanted by progressive kilowatt North Carolina daytimer, good commercial delivery, ability to do good disc shows a necessity. Congenial staff, forward looking station. Send qualifications, tape, picture, reference and expected salary in first letter. Box 352G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer. Contact Manager, KCNI, Broken Bow, Nebr.

Need immediately—announcer with 1st class ticket. Also good copywriter (male or female). Top salary to qualified personnel. Write, wire or call A. L. Andersen, General Manager, Radio Station KDSN, Denison, Iowa.

Announcer combo with first class phone. Must be excellent announcer. No technical work required. Salary $2.60 per hour. Complete details should include resume, tape showing versatility. Assistant Manager, KGA, Spokane, Washington.

Wanted: Announcer-salesman, experienced. Base salary plus liberal commission. Excellent future, insurance program, 5000 watt station. Reply references. Photo, complete information, Merle H. Tucker, Radio Station KGAK, Gallup, New Mexico.

Announcer-engineer. Immediate opening. 1000 watt daytimer in Texas panhandle. Fair pay while learning our setup. Must be good announcer. Reply KTUE, Tulia, Texas.

This 250 watt NBC affiliate in Arizona is looking for a good engineer-announcer, who wants to move west. Send full particulars to Willard Shoecraft, Manager, KWJB, Globe, Arizona.

Wanted immediately—announcer, emphasis on music, ability to project personality. Preferably this vicinity but not essential. Send tape, picture, complete details, minimum salary to Dick Campbell, WDVA, Danville, Virginia.

Wanted: Announcer with minimum one year experience. Contact Program Director, WFRL, Freeport, Illinois.

Experienced announcer. Sales ability desirable. WICY, Malone, New York.

Staff announcer-program director: Good pay, opportunity for advancement, excellent working conditions. Must be strong on news. Selling not required but will pay 20% commission. Send tape and letter listing each job held, starting and ending date and pay. WKUL, Cullman, Alabama.

Hillbilly and gospel announcer with personality who can hold audience. Good pay, opportunity for advancement, excellent working conditions. Selling not required but will pay 20% commission. Send tape and letter listing each job held, starting and ending date and pay. WKUL, Cullman, Alabama.

Announcer, 1st phone. Shirtsleeve climate, central Florida. Progressive market. Write or phone WLBE, Leesburg-Eustis, Florida.

Staff announcer, excellent opportunity for right person. Give complete working history and references in first letter. WMRE, Monroe, Georgia.

Straight staff for morning shift. Must have commercial experience. Strong on commercials, news and board operation. Draft exempt. 40 hour week, 6 days, paid vacation, opportunity for advancement with progressive company. Personal interviews or send tape, letter, photo, to Manager, WPAM, Pottsville, Pennsylvania.

Experienced announcer with 1st class license to do early morning announcing shift and serve as chief engineer of fulltime 250 watt station. Ideal community and fine station operation. WPNF, Brevard, North Carolina.

Combo. Excellent working conditions. Howard R. Ward, WWBG, Bowling Green, Ohio. No floaters.

Technical

First class engineer-announcer. Must be able to maintain 250 watt station. $75.00—48 hours. Box 264G, B•T.

Immediate opportunity for combination engineer-announcer in south Georgia market. Must have first class license. Excellent working conditions. Immediatee reply necessary. Box 340G, B•T.

First class engineer-announcer with two years quality experience both categories. Require maintain remote control operation and good air performance. Full details, tape half hour and availability upper midwest interview. $100 or better depending. Box 363G, B•T.

Wanted: Radio engineer, first class license, directional experience preferred. Above average opportunity for the right man exists with stable organization. If interested in pleasant permanent working conditions and a good community in which to live, contact the Manager, Radio Station WONW, Defiance, Ohio.

RADIO

Help Wanted—(Cont'd)

Technical

First class engineer-announcer. Phone or write Manager, WPTX, Lexington, Maryland.

Wanted: Radio engineer first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead. Long Island, N. Y.

Programming-Production, Others

Wanted—razzle dazzle program director who knows successful metropolitan, independent radio. An excellent opportunity for an idea man with know-how for building ratings; finding and holding good talent. Send complete details. Box 321G, B•T.

Creative? Aggressive? Immediate opening for traffic and copywriter in south Georgia market. Experience necessary. Box 341G, B•T.

Girl wanted as secretary to manager of music-news-sports station. Shorthand and bookkeeping required. Ideal working conditions. Permanent position. Full information and picture stating starting salary to WLLY, Hotel Raleigh, Richmond, Virginia.

Girl to handle traffic and some correspondence. Excellent pay to the right girl. WPAQ, Mt. Airy, N. C.

Situations Wanted

Managerial

Commercial manager metropolitan station seeks position as general manager radio station. University graduate, excellent sales record, 31, married, 2 children. Prefer city population over 10,000. Box 346G, B•T.

Salesmen

Experienced announcer wants sales position in Florida. 8 years all phases, including sales. Stable family man, with finest references. Box 364G, B•T.

Announcers

Good music—mature first phone combo, highly dependable, now employed, wants permanent place with good music station. Excellent news, commercials, commentary. Experienced and good at serious music. Tape, references on request. Box 261G, B•T.

Radio-tv announcer: Seeking position with future and stability. Metropolitan markets only. Eight years experience in am and tv. Presently employed. B.S. degree in radio and tv. Tape, resume on request Box 277G, B•T.

Announcer: DJ and commercial personality, authoritative news. 3rd class license. Single. Travel. Available immediately. Tape. Box 293G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 311G, B•T.

PD—morning DJ—desires same or midnight on versatile, local personality type—first phone—age 26—good voice—write copy-news . . . $400.00 minimum. Box 314G, B•T.

Recent graduate—strong news—DJ, seeking experience, salary no problem. Box 315G, B•T.

Announcer-engineer—1st phone. Present location 6 years. Family man. Desire permanent location in western New York. Box 317G, B•T.

Announcer, 4 years, news, DJ. Excellent voice. First phone, tape. Box 318G, B•T.

Top DJ for personality show. Good knowledge music. Specializing country-western. Records on major label. Tape-picture-references on request. Box 323G, B•T.

Top broadcasting school graduate looking for announcing start anywhere. Strong on news, commercials and sports coverage. Single, veteran, personable. Tape and photo available. Box 327G, B•T.

Experienced announcer-DJ. Single, sober, ambitious and young. Available now. Box 330G, B•T.

Vet, experienced, SRT graduate, good voice, ad-lib, news, relaxed DJ. Just what you need. Box 333G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Veteran with seven years experience desires placement in Minneapolis-St. Paul area for summer only. Starting school in fall. Complete background in all phases of independent and network operation. If you haven't hired your summer replacement yet, wire immediately. References, tape and photo on request. Box 337G, B•T.

Announcer—9 years experience, available. Prefer small town southeast. Box 338G, B•T.

Two years staff experience small station, desired larger market midwest to east. Box 342G, B•T.

Here's your summer replacement—veteran—single—presently with network affiliate—prefer western states—will consider others. Box 343G, B•T.

Big frog in little pond looking for big pond. Personality air-salesman. Most unique voice and presentation in the southeast. $100 minimum. Box 344G, B•T.

Announcer—10 years experience. 7 years radio, mostly DJ. 3 years tv. Also PD. Best voice. Desire permanent location good market. Box 350G, B•T.

Top morning DJ, Columbus, Ohio. 20 years experience radio-tv. Also vocalist. 36. Family man. Presently employed. Available June. Box 351G, B•T.

Want all night show. Will build audience. Prerequisites: Market in six figures, income in three. 27-married-presently working. Box 360G, B•T.

Sportscaster-top-flight play-by-play all sports. Eight years experience. Also experienced announcer and manager. Minimum salary $125.00 week. Box 365G, B•T.

3 years experience, DJ, announcer, sports news, sales, writer, college—broadcast school grad. Currently employed. Married. Highest references, tape and photo. Relocate. Box 367G, B•T.

Staff announcer, excellent news, commercials, good DJ. Experience light. College and SRT graduate. Married, veteran, dependable, travel, tape, resume. Anderson, 6833 Narrows Avenue, Brooklyn 20, N. Y.

Summer replacement. Staff announcer, DJ, announce winters over New York City fm station while attending Columbia University. Broadcasting school graduate. Any location. Available June. Bernie Bond, 447 Fort Washington Avenue, New York 33, N. Y. LOrraine 8-7599.

Summer replacement, radio-tv student with restricted license, news, DJ, top references. Have tape. Chuck Bowman, 517 N. Myers, Burbank, California.

Announcer-DJ. Two years experience. Know music, love music. Charlie Doll, 907 Clinton, Hoboken, N. J.

Experienced announcer. Voice. Excellent DJ, news, play-by-play, commercial, and interviews. Married, reliable, employed, ticket. Florida wanted. Dick Hoff, 316½ Eau Claire, Rice Lake, Wisconsin. Call 336WX or 550. Available immediately.

Recent graduate of SRT desires position in East. Authoritative news and selling commercial delivery. Available immediately. Tape George A. Jones, 141-04 Rockaway Beach Blvd., Belle Harbor, N. Y.

First phone, versatile announcer, 12 years experience, college graduate, available immediately. Call Jim Lynn, 4186, Henderson, Texas.

Expeienced announcer, DJ, news, work board. Adapt for tv work. John Perricone, 1143 Sutter Avenue, Brooklyn 8, N. Y. Tape, resume available.

Experienced announcer-first phone. Strong desire to learn sales—now employed. Box 571, Oakdale, Louisiana.

Technical

1st class phone, 7 years experience, 250 watts to 50,000 watts. Thorough maintenance. Desire responsible position. Family man. Excellent references. Box 339G, B•T.

Chief engineer-announcer, good voice. Wants to locate in the south. Minimum $90.00 week. Will also sell time. Experienced in all phases of radio. Wife is an excellent copywriter, and experienced on air. Box 347G, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Newsman—5 years experience—desires work on regional radio station. Top reporting, air work. Tape, resume on request. Box 259G, B•T.

Sell more news periods with your own foreign correspondents! Local listener and sponsor reaction will give your salesmen a proud presentation when you announce your own staff of foreign correspondents. Daily broadcasts by able newsmen abroad—personalized and pointed directly to your station with your call letters and sponsor's ID . . . and you don't have to raise your rates! Broadcasts from London, Paris, Bonn, Berlin, Rome, Cairo and other news centers—tailored for your station. You can't afford to pass up this ideal, low cost personalized news presentation. Exclusive to one station in each market. Write today for details. Box 290G, B•T.

Imaginative programming—news writing, editing. Features, domumentaries. Columbia journalism graduate; local newspaper background. Box 166G, B•T.

Music librarian. 15 years programming experience with major record stations. Desires to relocate in California. Available for interviews in California week of May 7. Box 355G, B•T.

Copywriter wanted: Male, trained, experienced, car, travel. After May 1st. Small town. Preferred. 4335 4th Ave. South, Minneapolis 9, Minnesota.

TELEVISION

Help Wanted

Managerial

Station manager wanted for moderate size vhf in southwest now making money. Should be experienced in sales and know-how to operate economically. Station now making money. Liberal salary and percentage. Box 101G, B•T.

Commercial manager for vhf channel 10 NBC-ABC, WGEM-TV. Send complete details, qualifications, expreienced, references, photo. Joe Bonansinga, WGEM-TV, Quincy, Illinois. Phone Baldwin 2-6840.

Salesmen

Earn $10,000 this year! CBS affiliate. Northeast. Top 100 market. Offers $5,200 guarantee plus top commission to aggressive, experienced tv salesman. Box 335G, B•T.

Experienced tv or radio time salesman. Excellent opportunity for the right man with possibility of advancement. Ideal working conditions, salary and expenses, plus commission. Reply by letter only, Local Sales Manager, WGLV-TV, Easton, Pennsylvania.

Technical

Established Florida west cost tv station needs experienced studio engineer with maintenance experience. Send complete resume and picture to Box 252G, B•T.

Wanted: Four first class radio telephone license engineers. Two for transmitter and two for studio transmitter TT-5A, RCA with 25 kw standard amplifier. Studio is RCA. Salary to match ability. Contact Bill Buford, Chief Engineer, KMID-TV, Midland, Texas. Phone Mutual 2-7321.

(Continued on next page)

VALUABLE FRANCHISE FOR EXECUTIVE SALESMEN

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance, and experienced in calling on top management. Reference requird. 95% renewal year after year. We have testimonial letters from over 80% of our customers. This is a startling new idea, but old enough to be proven. This is prestige advertising and Public Relations in its most palatable form. We are now setting up restricted territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewals will be enough to retire on. We pay you immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.

TELEVISION

Help Wanted—(Cont'd)

Technical

Immediate opening for video engineer. Must be experienced all phases studio operation. DuMont equipment . . . Chuck Stanton, KOAT-TV Albuquerque, New Mexico.

Assistant chief and operators with first phone for RCA equipped Channel 2. Contact: Stan Sulek, 4850 Henderson Highway, Las Vegas, Nevada.

Programming-Production, Others

Production manager-director needed immediately for Pennsylvania's fastest growing CBS affiliate. Man we're looking for has at least one year directing experience. Will consider graduate with outstanding record. Send complete resume and references. Box 334G, B•T.

Tv promotion manager. Rocky Mountain metropolitan area. Experience necessary. $500-$600 start. Send all information and photo first letter. All replies treated as confidential and will be answered. Box 353G, B•T.

Producer-switcher. State network operation will consider television school graduate if outstanding. Need immediately. Progressive ownership. Box 366G, B•T.

Situations Wanted

Managerial

Manager-sales manager. Experience large and small markets. Strong local, national network sales. Excellent background all phases station operation. Responsible, family man, strong community interests. Box 310G, B•T.

Assistant station manager, operations-production manager-film director. Over eight years experience, all phases tv. Must leave present position—will relocate. Resume on request. Box 312G, B•T.

Sales manager - assistant general manager — 3 years tv sales manager. 6 years radio sales and management. Strong on national, regional and local sales. 34 years old. Excellent references. Presently employed. Box 329G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Managerial

General manager . . . excellent 25 year background all phases television, radio. Presently managing moderate sized tv-radio combination. Seeking more rewarding management opportunities with progressive operation. Box 348G, B•T.

Announcers

Team—commercial and show, man and girl, 4 years experience tv, now employed good sized midwest market net affiliate, desires opportunity larger market. Box 316G, B•T.

First phone, 2 years midwest regional indie. Employed. Journalism degree. Married. Vet. Want midwest. Box 332G, B•T.

Radio and tv or separate, 1st Phone, 26, family, 2 years college, lots of on camera time, and music and news experience. No play-by-play, no small towns. Sales in both radio and tv, all inquiries answered. Box 345G, B•T.

Technical

Relocate Florida. All phases tv operations. Prefer transmitter. Excellent references. Box 357G, B•T.

Chief engineer, 25 years radio, television and fm experience. 15 years as chief engineer. Box 368G, B•T.

Programming-Production, Others

Low-budget ideas—news and feature writing. Documentary writing, filming, editing. Columbia journalism graduate; local newspaper background. Box 167G, B•T.

Four years directing! . . . commercials—news—variety—remotes—dramas! Free lance announcer-emcee! Available June! Permanent! Desires metropolitan location! Box 197G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Advertising-promotion-publicity manager. Versatile, strong on ideas, fast on the draw. Currently employed with major radio-tv stations in the east. Produced prize-winning results with small budget. Can tailor copy for high-minded pitch or hard-sell, write on-the-air promotionals and public service that sound fresh and new. Knows production in ads, direct mail, booklets, billboards, transit cards. Want a job with less protocol than present one. Background of four years in "big city" radio-tv, three years of newswriting, one year feature writing. Family man, will travel to position with stable future. Box 225G, B•T.

Television director. Top qualifications . . . consider all offers. Guarantee approval. Box 313G, B•T.

Would like job writing and producing live commercials. A.B., SRT-TV, 33, six years free-lance writing, $5,000. Box 326G, B•T.

News director—handling top rated shows in major radio-tv market—seeking opportunity in new or expanding organization. 15 years experience. Box 349G, B•T.

Tv director experienced in all phases television production. Also studio and control room operation ability. Best references. Box 356G, B•T.

Somewhere in the 48 or possibly the future 49th there may be an opportunity to become a creative tv producer, director, announcer with medium-larger operation. This background might help—former PD, 6 years radio (some tv) prod., dir., ann., some PR . . . midwesterner, age 27, married, sober, reliable, will travel if opportunity warrants, college degree by mid-June. Further info on request. Box 358G, B•T.

FOR SALE

Stations

Middle south, small market stations, total price under $30,000. Paul H. Chapman Co., 84 Peachtree, Atlanta.

West, mountain region, 5 kw, fulltime low frequency, priced with real estate at around annual gross, Norman Company, Box 534, Davenport, Iowa.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Stations

We offer one of the finest lists of radio and tv buys in the United States. Ask for our bulletin. Free and no obligation. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1737 De Sales St., N. W., Washington, D. C.

Equipment

Four image orthicon studio chains, from major network, with power supplies, lenses, dollies, monitors. Only $20,000 for the four. See them operate before purchasing. Box 336G, B•T.

Two RCA type 70-D turntables, complete with universal pickups, arms, and filters; but, less preamplifiers. Very good condition. $190.00 each or both for $350.00. Lester A. Mullan, Station KTRH, Houston, Texas.

Now accepting bids on RCA portable projector model TP-10, MI 26128 in good condition. Contact J. R. McKinley, KTVR, 550 Lincoln Street, Denver, Colorado.

1kw Western Electric 503 B-2 fm transmitter with Western Electric 1126-C limiter, 132 A amplifier, pre-emphasis network and Hewlett-Packard 335B fm monitor all in good condition. Write or call WLCS. Baton Rouge, La.

Gates BC-500-D 500 watt am transmitter. Excellent condition. Available immediately. Contact WMIC, Monroe, Michigan.

230' base insulated self supporting tower. Heavy, galvanized. Now dismantled. WPAG-TV Ann, Arbor, Michigan.

For sale: General Electric frequency modulation equipment: Transmitter, antenna, monitor, transmission line and accessories. Sealed bids will be received in the office of the Business Manager, College Administrative Building until 10:30 a.m., May 14, 1956. The right is reserved to reject any and all bids and to waive any and all technicalities. Address Business Manager, A. and M. College of Texas, College Station, Texas, for further information.

WANTED TO BUY

Stations

Financially qualified principals interested in buying two or more vhf television stations in east or south, markets over 100,000 populations, All answers treated confidentially. Write Box 195G, B•T.

All, part, or lease good radio property in east or midwest. Interested in assuming management and building business. Reply to Box 359G, B•T.

Stations wanted. Ralph Erwin, Broker. Specializing in the private sale of theatres, radio stations and television properties. 1443 South Trenton, Tulsa.

Equipment

Audio oscillator, noise and distortion meter, gain set. Good operating condition—not necessary. Box 319G, B•T.

Used one kw am transmitter. Must be in good condition. State best price. WMRF, Lewistown, Pa.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 2-E, 821 19th Street, N.W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first phone license. Personal coaching guaranteed. Speed course. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N.Y. CL 7-1366.

RADIO

HELP WANTED

Programming-Production, Others

NEWSMAN

We need a trained *newsman* with journalism degree. If you've been in the TV business more than two years do not apply. Extensive experience not necessary, but you must have reporting and re-write ability plus ability to do on-camera news. This is a fine opportunity for the man who is willing to work with hustling news staff and get solid start in TV news. Station in operation two years in state capital. $300 a month to start.

Box 328G, B•T.

WANTED! Traffic Mgr.

RADIO-TV

Excellent opportunity for young person to build a long-range career with one of California's leading Broadcasters. Complete charge Traffic Department. Typing 55 wpm. Shorthand helpful. Must be experienced either Radio or TV Traffic. For interview write, wire or telephone Irma Davis, Hudson 1-4631.

KCRA
310-10th St., Sacramento

Situations Wanted

Managerial

National Sales and Advertising Manager

. . . wishes to join broadcaster, station representative or broadcast equipment manufacturer seeking expanded sales or distribution . . . offers long, successful experience in market research and development, sales planning & supervision . . . consistent record of five-figure earnings on over-write.

Box 361G, B•T.

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

ADVERTISERS-AGENCIES

Situations Wanted

NETWORK NEWSMAN AVAILABLE

Nationally prominent news commentator seeks to change basic affiliate station due to personal circumstances.

Over 20 years experience; top executive and management background.

One of the nation's best air salesmen. Holds top billing at present for local territory.

Desires to stay in large metropolitan area . . . preference: New York, Chicago, Los Angeles, Washington, San Francisco.

Excellent earning record and background in all phases of radio and tv, covering all aspects of performance . . . foreign correspondent, national political campaign, special events.

Please write to Box 286G, B•T.

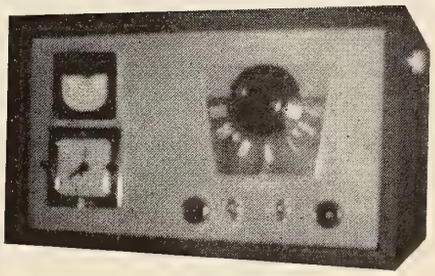
FOR SALE

Equipment

PROJECTION EQUIPMENT

Type TK-20D Film Camera, and Model 300 Projectall. Both in top condition, and with accessories.

Chief Engineer
WBAY-TV
Green Bay, Wisconsin



CONELRAD
Positive Warning System
Complete $105 plus freight. 115 volts, 60 cycles, 60 watts. Terms.
Conelred
Penacook, N. H.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

(Continues from page 106)

KMFM (FM) Mountain Park, N. M.—Granted cp to change ERP to 2.3 kw, ant. height to 230 ft., and make changes in ant. system. Granted April 17.

APPLICATION

KRFM (FM) Fresno, Calif.—Seeks cp to make changes in licensed station: change ERP to 67.84 kw; studio location to 2014 Tulare St., Fresno, and move trans. location 125 ft. (change geographic coordinates). Filed April 19.

CALL LETTERS ASSIGNED

WNBF-FM Binghamton, N. Y.—Triangle Publications Inc., 98.1 mc, 4.7 kw.

Ownership Changes . . .

ACTIONS BY FCC

KYOS Merced, Calif.—Granted involuntary transfer of negative control to **Florence Chatterton**, executrix of estate of **C. O. Chatterton**, deceased, former manager of KYOS. Granted April 19.

KSDA Redding, Calif.—Granted transfer of control (51%) to **Betty Maxine Farelle**, president, minority stockholder, for $5,500. Granted March 19.

KOZE Lewiston, Idaho—Granted assignment of license to Lewis Clark Bcstg. Co. for $6,000. One-third owner **Boyde W. Cornelison** is retiring from company. Remaining owners **Eugene A. Hamblin** and **John H. Matlock** will each hold 50%. Granted April 16.

WCUM Cumberland, Md.—Granted assignment of license of station (formerly WDYK) to **Tower Realty Co.** Corporate change only; no change in control. Granted April 16.

WREB Holyoke, Mass.—Granted transfer of control to **Bertha C. Wakelin**, *et al.* Transaction is change from corporate status to individual stockholders. Granted April 16.

WLEW Bad Axe-WHLS Port Huron, Mich.—Granted assignment of licenses to Stevens-Wismer Bcstg. Co. for $33,333. Part owner **Herman L. Stevens** is selling his 33.3% interest to remaining equal owners **John F. Wismer** and **Harmon L. Stevens.** Granted April 17.

KGLC Miami. Okla.—Granted transfer of control to **George L. Coleman**, *et al.* for $13,890. Sale is to licensee corp. and does not affect control. Granted April 19.

WJAK Jackson, Tenn.—Granted assignment of license to **Dr. Alexander Leech**, for $15,000. Dr. Leech, presently 50% owner of station, is buying remaining 50% interest from his brother **William S. Leech.** Granted April 19.

KBEC Waxahachie, Tex.—Granted transfer of control to **Ellis County Bcstg. Service.** Corporate change. Granted April 16.

WACH-AM-TV Newport News, Va.—Granted involuntary assignment of license and permit, respectively, to **Russell A. Collins**, trustee. Granted April 19.

WDLB-AM-FM Marshfield, Wis.—Granted assignment of licenses to **Clarkwood Bcstg. Corp.** Corporate change only; no change in control. Granted April 16.

APPLICATIONS

KWCB Searcy, Ark.—Seeks transfer of control to **C. N. Dodd** through purchase of 40% of stock for $24,000. Mr. Dodd plans to give his wife **Mary Dodd**, and his daughter **Carlene Dodd** 10.8% interest each. Filed April 25.

KRFC Rocky Ford, Colo.—Seeks assignment of license to **Arkansas Valley Bcstg. Co.** for $20,000 plus assumption of $9,344.08 in liabilities. Principals are **Ray J. Williams** (60%), pres., stockholder of Telerad Inc., broadcast management consultant, and employee of **KCSJ-AM-TV Pueblo, Colo.**, and **James L. Littlejohn** (40%), managing partner of **KRFC.** Filed April 19.

KWAD Wadena, Minn.—Seeks assignment of license to **KWAD Bcstg. Co.** for $60,050. Principals are Pres. **Robert E. Ingstad** (66%), pres., majority stockholder of **KOVC Valley City, N. D., KEYJ Jamestown, N. D.**, and **KBMW Breckenridge, Minn.**; Vice Pres. **Marlin Obie** (33.3%), commercial manager of KOVC and gen. manager of KWAD. Filed April 25.

KLOS Albuquerque, N. M.—Seeks assignment of cp to **B & M Broadcasters Inc.** Corporate change. Filed April 25.

WCHS-AM-TV Charleston, W. Va.—Seek involuntary transfer of control to **Kanawha Banking & Trust Co.**, and **Mrs. Helen Scott Tierney**, co-executors of **Lewis C. Tierney**, deceased. Filed April 23.

Hearing Cases . . .

FINAL DECISION

Caguas, P. R.—FCC made effective immediately initial decision released March 7 and granted cp to American Colonial Bcstg. Corp. for new tv station to operate on ch. 11 in Caguas. Action April 25.

INITIAL DECISIONS

Herkimer, N. Y.; New Bedford, Mass.; Pittsfield, Mass.—Hearing Examiner Basil P. Copper issued initial decision looking toward grant of following applications: (1) Louis Adelman, Norman E. Jorgensen and Seymour Krieger, d/b as Radio Herkimer, for new am station to operate on 1420 kc, 1 kw, D in Herkimer (2) Bay State Bcstg. Co., to change facilities of **WBSM New Bedford**, from 1230 kc. 100 watts unl., to 1420 kc, 1 kw unl., employing same DA-D and N; and (3) Western Massachusetts Bcstg. Co. to change facilities of station **WBEC Pittsfield**, from 1490 kc, 250 watts, unl., to 1420 kc, 1 kw, unl., employing different DA-D and N. Action April 24.

McKeesport, Pa.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Television City Inc. for new tv station to operate on ch. 4 in McKeesport, and denied of competing applications of **WCAE Wilkinsburg**; Matta Enterprises, Braddock; Wespen Television, Inc., Irwin; and Irwin Community Television Co., Irwin, all Pennsylvania. Action April 23.

OTHER ACTIONS

WFPA Fort Payne, Ala.—FCC, on petition by George A. Gothberg Jr., postponed oral argument from May 7 to "without date" in proceeding involving application for renewal of license of **WFPA.** Action April 25.

Clarksburg, W. Va.—FCC denied petition by Clarksburg Publishing Co. for reconsideration and modification of Commission's hearing order in connection with application of Ohio Valley Bcstg. Corp. for new tv station (WBLK-TV) to operate on ch. 12 in Clarksburg. Clarksburg Publishing Co. wanted burden placed on applicant. Action April 25.

Caguas, P. R.—FCC took following actions on petition and pleadings by Supreme Bcstg. Co., requesting reconsideration of Commission's action of Feb. 23 in dismissing with prejudice its application for new tv to operate on ch. 11 in Caguas: (1) denied petition for rehearing and certain related pleadings, and (2) dismissed certain other pleadings. Action April 25.

Routine Roundup . . .

April 19 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

WKMF Flint, Mich.—Ordered that hearing shall commence June 25 re am application of **WKMF Flint.** Action April 13.

North Central Bcstg. Co., Munising, Mich.; Munising-Alger Bcstg. Co., Munising—Granted petition of North Central to dismiss without prejudice its am application, and removed from hearing status and returned to processing line application of Munising-Alger. Action April 17.

WCOC-TV Meridian, Miss.; Laurel Tv Inc., Laurel, Miss.—Ordered that hearing shall commence June 25 on applications of WCOC-TV for mod. of cp to operate on ch. 7 in Pachuta, in lieu of ch. 30 in Meridian and Laurel Tv Inc., for new tv station to operate on ch. 7 in Laurel. Action April 17.

By Hearing Examiner Hugh B. Hutchison

WPLA Plant City, Fla.; R. E. Hughes, Auburndale, Fla.—Granted petiton of R. E. Hughes for leave to amend his am application (1) to change frequency to 1570 kc, contingent upon grant of Hughes' am application to operate on 910 kc; (2) to change proposed trans. site; and (3) to submit revised estimates of operating expenses and revenues; hearing scheduled for April 30 is cancelled and applications, as amended, are removed from hearing and returned to processing line. Action April 17.

By Hearing Examiner J. D. Bond

Osage Bcstg. Co. Bartlesville, Okla.—Granted petition for continuance of prehearing conference and hearing from April 19 to April 30, to such dates as may be fixed by subsequent order, re its application and that of Stephenville, Bcstg. Co., Tahlequah, Okla. Action April 17.

WOPA Oak Park, Ill.—Granted petition for leave to amend its am application to show in its application addition of fourth partner, WOPA, Inc. Action April 17.

Franklin Bcstg. Co., Philadelphia, Pa.—Granted petition for continuance of hearing from April 18 to June 18 re its am application and that of Rollins Bcstg. of Delaware Inc., Philadelphia, and ordered that prehearing conference will be held May 15. Action April 17.

Broadcast Bureau—Granted petition for extension of time from April 17 to and including April 27 to file proposed findings and conclusions and from April 27 to May 7 for filing reply briefs in matter of transfer of control of Lebanon Television Corp., permittee of **WLBR-TV Lebanon, Pa.** Action April 17.

April 19 Applications

Accepted for Filing

License to cover Cp

KDSN Denison, Iowa—Seeks license to cover cp which authorized new am.

WKMI Kalamazoo, Mich.—Seeks license to cover cp which authorized change from DA-2 to DA-N, operate trans. by remote control from 414 S. Burdick St., Kalamazoo, while employing non-dir. ant.

License to Cover Cp Returned

KANO Anoka, Minn.—Application seeking license to cover cp which authorized new am returned. Dated wrong.

WTCS Fairmont, W. Va.—Application seeking authority to determine operating power by direct measurement of ant. power returned. Sec. 1 not filed.

Modification of Cp

WEEK-TV Peoria, Ill.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 30.

KVTV (TV) Sioux City, Iowa—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to June 1.

KFJZ-TV Fort Worth, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KOSA-TV Odessa, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 16.

Renewal of License Returned

KMUW (FM) Wichita, Kan.

Renewal of License Resubmitted

KBIX Muskogee, Okla.

April 23 Applications

Accepted for Filing

Modification of Cp

WNIA Cheektowaga, N. Y.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WPRO-TV Providence, R. I.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 19.

License to Cover Cp

WMUA (FM) Amherst, Mass.—Seeks license to cover cp which authorized changes in licensed station.

KUHT (TV) Houston, Tex.—Seeks license to cover cp which authorized new non-commercial educational tv and to specify studio location as Ezekiel Cullen Bldg., U. of Houston Campus, 3801 Cullen Blvd., Houston.

Renewal of Licenses

KFKU Lawrence, Kan.; KWON Bartlesville, Okla.

April 24 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of April 20

KDEN Denver, Colo.—Granted license for am station.

WABV Abbeville, S. C.—Granted license for am station.

WLFM Appleton, Wis.—Granted license for noncommercial educational fm station.

WMRY New Orleans, La.—Granted license covering increase in power.

WGGH Marion, Ill.—Granted license covering increase in power and installation of DA-D

WTKO Ithaca, N. Y.—Granted authority to operate trans. by remote control from 113 Cayuga St.

Following were granted extensions of completion dates as shown: **KWFB Weatherford, Tex.**, to 9-11-56, conditioned that program tests will not be authorized until Roy Thomas Gibson has divested himself of all interest in station **KRLD Dallas, Tex.**; **KOSA-TV Odessa, Tex.**, to 11-16-56; **WESH-TV Daytona Beach, Fla.**, to 8-10-56; **WOSU-TV Columbus, Ohio**, to 7-1-56; **KMID-TV Midland, Tex.**, to 11-30-56; **KBST-TV Big Spring, Tex.**, to 11-5-56; **KURA Moab, Utah**, to 7-22-56.

Actions of April 19

WCBG Chambersburg, Pa.—Granted license for am station.

KGHM Brookfield, Mo.—Granted license for am station.

WNIA Cheektowaga, N. Y.—Granted extension of completion date to 5-20-56; conditions.

WCAR Pontiac, Mich.—Granted extension of completion date to 8-11-56.

Actions of April 18

WDOV-FM Dover, Del.—Granted license for fm station; conditions.

Actions of April 17

WGYV Greenville, Ala.—Granted license covering change of facilities.

WINN Louisville, Ky.—Granted authority for remote control operation of alternate main trans. from 333 Guthrie St. (studio location).

Following were granted extensions of completion dates as shown: **WKAT-FM Miami Beach, Fla.**, to 11-12-56; **KDKA-TV Pittsburgh, Pa.**, to 8-

10-56; **WFMJ-TV Youngstown, Ohio**, to 11-13-56; **KDUB-TV Lubbock, Tex.**, to 10-20-56; **KTVI (TV) St. Louis, Mo.**, to 11-9-56; **WJBK-TV Detroit, Mich.**, to 11-14-56; **KARK-TV Little Rock, Ark.**, to 7-20-56; **WTRA Latrobe, Pa.**, to 7-1-56.

April 24 Applications

Accepted for Filing

License to Cover Cp

KOOL-TV Phoenix, Ariz.—Seeks license to cover cp which authorized new tv, and to specify studio location as 511 W. Adams St., Phoenix.

KSLA-TV Shreveport, La.—Seeks license to cover cp which authorized new tv, and to specify temporary studio location as Washington-Youree Hotel, Shreveport.

WISN-TV Milwaukee, Wis.—Seeks license to cover cp which authorized new tv, and to specify studio location as 759 N. 13th St., Milwaukee.

Modification of Cp

WBOC-TV Salisbury, Md.—Seeks mod. of cp (which authorized new tv) for extension of completion date to April 1, 1957.

WSBA-TV York, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 22.

KETC (TV) St. Louis, Mo.—Seeks mod. of cp (which authorized new non-commercial educational tv) for extension of completion date.

Modification of Cp Returned

WCUM Cumberland, Md.—Application seeking mod. of cp (which authorized change in ant.-trans. and studio locations) to side mount fm ant. on am tower returned. Unnecessary.

Cp

KTRB-TV Modesto, Calif.—Seeks cp to replace expired cp which authorized new tv.

Renewal of License

WHHS (FM) Havertown, Pa.

SCA

KHFM (FM) Albuquerque, N. M.; WPEN-FM Philadelphia, Pa.

April 25 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Yuma, Ariz.—Valley Telecasting Co. granted petition for extension of time to and including April 27, to reply to petition of Wrather-Alvarez Bcstg. Inc., Yuma (ch. 13), for reconsideration and deletion of issue in this proceeding. Action April 23.

Broadcast Bureau—Granted petition for extension of time to and including April 30 to file response to petition of Southeastern Bcstg. System, Macon Ga., for review of examiner's ruling in am proceeding re its application. Action April 23.

By Commissioner Richard A. Mack

Broadcast Bureau—Granted petition for extension of time to and including April 30 to file responses to petitions filed by **KOB Albuquerque, N. M., ABC New York,** and **KWBU Corpus Christi, Tex.**, for modification or clarification of issues in Commission's March 23 Memorandum Opinion and Order re applications of KOB for mod. of cp, license to cover cp as modified, and authority to determine operating power by direct measurement. Action April 19.

Broadcast Bureau—Granted petition for extension of time to and including April 27 to file responses to petition by American Tv Co. Inc. for dismissal of assignment application (**KNAC-TV Fort Smith, Ark.**, to Southwestern Publishing Co.), and grant of application for extension of time to construct station KNAC-TV, and petition by Southwestern to set aside initial decision and reopen record for taking of further evidence. Action April 19.

By Chief Hearing Examiner James D. Cunningham

WPLA Plant City, Fla.—Granted motion for dismissal of its petition of March 19, requesting, among other things, that application of R. E. Hughes, Auburndale, Fla., be dismissed. Action April 24.

By Hearing Examiner James D. Cunningham

Pine Bluff, Ark.—On examiner's own motion, ordered that hearing conference in am proceeding re B. J. Parrish, Pine Bluff, is continued from April 24 to April 27. Action April 24.

By Hearing Examiner Herbert Sharfman

Pachuta-Laurel, Miss.—Ordered that prehearing conference is scheduled for April 30, re applications of WCOC-TV for mod. of cp to operate on ch. 7 in Pachuta, in lieu of ch. 30 in Meridian, and Laurel Tv Co. for new tv station to operate on ch. 7 in Laurel. Announced April 25.

WKNB-TV New Britain, Conn.—On oral request of NBC, and without other objections, ordered that prehearing conference scheduled for April 24 is continued to May 1, re applications for mod. of cp for WKNB-TV New Britain, and for transfer of control of that station from New Britain Bcstg. Co. to NBC. Action April 25.

American Bcstg.-Paramount Theatres Inc.—Granted motion to correct transcript in re application for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to **XETV (TV) Tijuana, Mex.** Action April 24.

By Hearing Examiner J. D. Bond

WLBR-TV Lebanon, Pa.—Upon motion by WHP-TV, WTPA (TV), and WCMB-TV, all Harrisburg, and **WHUM-TV Reading**, protestants to grant of transfer of control of **WLBR-TV Lebanon**, ordered that transcript be corrected in various respects. Action April 20.

By Hearing Examiner Annie Neal Huntting

Elizabethtown, Pa.—Issued first statement concerning prehearing conferences and order in am proceeding on applications of Musser Bcstg. Co., Elizabethtown, setting forth agreements and requirements which shall govern course of proceeding, and continued hearing from April 30 to May 22; scheduled prehearing conference for May 11. Announced April 25.

By Hearing Examiner Basil P. Cooper

WSUH Oxford, Miss.—Upon petition filed April 16 by WSUH Oxford, et al., further amended prior order for conduct of hearing so as to provide following time schedule: (a) All exhibits and written testimony to be offered in evidence in response to Issues 1, 2 and 3 shall be exchanged on or before May 21 in lieu of April 18; (b) Formal hearing will begin June 18, in lieu of April 30; and (c) Date controlling further hearing in accordance with paragraph 3 of original order is June 18. Announced April 25.

April 25 Applications

ACCEPTED FOR FILING

Modification of Cp

WTRA Latrobe, Pa.—Seeks mod. of cp (which authorized new am) to make changes in ant.

WAGA-FM Atlanta, Ga.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

License to Cover Cp

WTSP-FM St. Petersburg, Fla.—Seeks license to cover cp which authorized changes in licensed station.

WDAK-TV Columbus, Ga.—Seeks license to cover cp which authorized new tv, and to specify studio location as 1307 1st Ave., Columbus, and trans. location as 2.6 miles west of Columbus. P. O., Bailey Mountain, Phenix City, Ala. (not a move).

UPCOMING

APRIL

April 30: RAB Clinic, Raleigh, N. C.

April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

MAY

May 1: RAB Clinic, Charlotte, N. C.

May 1: BMI Clinic, Trenton, N. J., and Des Moines, Iowa.

May 2: RAB Clinic, Evansville, Ind.

May 3: RAB Clinic, Indianapolis, Ind.

May 3-4: International Adv. Assn., annual convention, Hotel Roosevelt, New York.

May 4: **RAB Clinic, Columbus, Ohio.**

May 8: RAB Clinic, Philadelphia.

May 9: BMI Clinic, Springfield, Ill., and Nashville, Tenn.

May 10: **RAB Clinic, New York.**

May 11: BMI Clinic, Indianapolis, Ind., and Orlando, Fla.

May 13: BMI Clinic, Wichita, Kans.

May 13-19: National Radio Week.

May 14: BMI Clinic, Rochester, N. Y.

May 16: BMI Clinic, Jefferson City, Mo., and Boston, Mass.

May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.

May 18: BMI Clinic, Omaha, Neb., and Portland, Me.

May 20: **Radio Old Timers, Conrad Hilton Hotel, Chicago.**

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

May 21: BMI Clinic, Columbus, Ohio.

May 21-24: 1956 Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 21-22: **Chicago Tribune Distribution and Advertising Forum, studio theatre of WGN, Chicago.**

May 23: BMI Clinic, Grand Rapids, Mich.

May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

May 25: BMI Clinic, Milwaukee, Wis.

JUNE

June 4: BMI Clinic, Caldwell, Idaho.

June 6: BMI Clinic, Great Falls, Mont.

June 8: BMI Clinic, Detroit Lakes, Minn. (Note: tri-state clinic for North Dakota, South Dakota, and Minnesota).

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 11: BMI Clinic, Salt Lake City, Utah.

June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.

June 13: BMI Clinic, Sheridan, Wyo.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

June 15: BMI Clinic, Estes Park, Colo.

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00

☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00

☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00

☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Those DST DT's

THE main offices of this publication being in a community which was to switch from standard to daylight time yesterday, we shall be operating today with our clock set an hour ahead of the time it was keeping when this editorial was written.

In the interval between composition and delivery, we will have lost only an hour. Some television network people will have lost their wits. It takes an exceptionally stable personality to keep his balance during the annual upheaval of summer time changes.

As of today quite a few communities are observing Daylight Saving Time. Quite a few others are sticking with Standard Time. At the end of summer some communities which have been on daylight will go back to standard, while others will stay on daylight until well into the autumn. If this sounds confusing, it is intentional. A discussion of daylight and standard time, under present arrangements, cannot be conducted with clarity.

Radio neworks have to some extent relieved the difficulties of summer operation by using audio tape for delayed broadcasts to deliver programs at accustomed local hours. Next summer, television will be able to accomplish the same effects through the use of video tape. The pity is, of course, that Ampex was unable to bring out its television tape equipment until too late for application to summer schedules this year.

The simplest and least expensive solution to the summer time problem would be for the Congress to put the entire nation on uniform time. A bill to achieve that happy aim has been gathering dust for a year. Plainly, it is easier for scientists to invent an intricate device like the television tape recorder than for legislators to pass a simple law.

Last week, while the Soviet B and K team was in England romancing the British, shortwave reception improved perceptably behind the Iron Curtain. With masterful understatement, the British Embassy in Moscow reported a "noticeable reduction in interference," ascribing this to "improved atmospherics or inefficient jamming." This is proof sufficient that the Soviet jammers are turned on and off to suit the Soviet's convenience. The Soviet is signatory to the International Telecommunications Treaty of 1947, which forbids jamming. Isn't this the time to call the Russian bluff by invoking whatever sanctions may be available or by expulsion?

Renewals & License Tenures

NOW that the FCC has agreed unanimously that the license renewal form (303) should be amended to make it less onerous and more realistic, it is to be hoped that no time will be lost in implementing this highly significant action. Broadcasters who were fortunate enough to sit in on the FCC forum at the NARTB convention in Chicago April 17 will recall that all seven members of the Commission were of one mind on revision of programming categories and of commercial limitations which haven't been changed since 1947.

The Committee on Radio & Television Broadcasting of the Advisory Council on Federal Reports, which functions under the auspices of the Bureau of the Budget, has a meeting scheduled for May 15. There will be consultation between this committee and the FCC thereafter. There should be no difficulties encountered in revising the forms since the views of both the broadcasters and, now, of the FCC are well defined.

Although the unusual was accomplished in the give-and-take of the regulators with the regulated at Chicago, we confess one regret. There should have been discussion of longer licenses. Under Section 307 of the Communications Act of 1934, broadcast licenses may be issued for a maximum of three years, but all other classes of licenses are for five years.

To extend broadcast licenses to five years requires Congressional action. But it is simple legislation, since the five-year tenure applicable to all other licenses could be extended to broadcast franchises. We feel with the heavy investments involved, that broadcast licenses should be issued for even longer tenures—perhaps 20 years or in perpetuity—since the FCC always has the right to start revocation proceedings for cause. But to prevail upon Congress to extend beyond the stipulated term would constitute a major legislative effort difficult to achieve so late in this session.

Network affiliation contracts now run for two years. If licenses were extended to five years, it would then be desirable to have affiliation contracts run concurrently. Broadcasters, notably in tv, need the stability of a five-year license tenure and affiliation contract to adequately finance and amortize their substantial investments.



Drawn for BROADCASTING • TELECASTING by Duane McKenna
Idea submitted by Bill Barron, KHJ-TV Hollywood

"Buckle down, kid. This is your big break—the game's run over into Class A time!"

Chicago: Postlude

GREATEST convention yet. More serious, sober thought. More got done. Best organized.

Those were the prevailing comments following the NARTB's 34th annual convention in Chicago a fortnight ago. We concur.

But there were some noses out of joint. There always are. Some of the radio *only* broadcasters felt there was too much tv on the agenda. Moreover, they objected to the Radio Advertising Bureau's session being the last event, following the television sessions.

Somebody had to be last. At the 1956 convention it was the RAB. Turnabout is fair play. At the 1957 convention it should be TvB as the finale.

Radio's Own Week

RADIO broadcasters, custodians of the most widely-dispersed mass medium, will have an opportunity to exploit their own wares and develop new friends during National Radio Week, May 13-19. This separate celebration of the aural medium fulfills a dream of several years, with television having its own week next September.

Four major business organizations are cooperating to make the American public aware of the week-long event. They are NARTB, Radio Advertising Bureau, National Appliance & Radio-Tv Dealers Assn. and Radio-Electronics-Tv Mfrs. Assn. These associations have provided stations, networks, manufacturers, distributors and dealers with promotional material.

Broadcasters were given a preview of the celebration at the NARTB convention and by this time have been supplied kits designed to spearhead their activity. Obviously they must set the pace in acquainting the public with basic radio facts—138 million sets in use, more daytime am-fm listening than before television, new models and special types of miniature sets.

But it seems to us that the radio manufacturers and their dealers will more directly benefit from the promotion than broadcasters. Without broadcasting, there would be no sets to sell. For that reason, we suggest the heavy use of paid radio advertising by those in the set business to reaffirm their faith in the medium.

Radio income is moving upward. The number of stations is increasing. Program service is improving. The greatest mass medium has a chance to stage the year's best promotional campaign.



This is the real stuff . . . Terrytoons!

Peg-Leg Pete, Cocky Cockroach, Forty Thieves and other famous Terrytoon characters are taking the Northwest's kid market by storm. These first-run cartoon features, snapped up by KSTP-TV the minute they became available to television, have already been established as a favorite among youngsters.

And to put these cartoons to work in this vital market of more than 600,000 TV homes, we also snapped up the top kid-show personality in the market—Daryl Laub. We call him *T. N. Tatters* and *Kaptain Kartoon*.

This is another example of the leadership that made KSTP-TV the Northwest's *first* television station, *first* with color and *first* with maximum power.

To sell your product in the rich Northwest, KSTP-TV is your *first* buy and your *best* buy. For further information contact your nearest Edward Petry office or a KSTP-TV representative today.

KSTP-TV CHANNEL 5
100,000 WATTS

MINNEAPOLIS • ST. PAUL *Basic NBC Affiliate*

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.

everybody--



BUT EVERYBODY

listens to

BIG 5 klac 570 on your dial

National advertisers
rely on **klac**
Local advertisers
insist on **klac**
Results prove
klac leadership

The greatest sales impact ever put together on one Radio station

BIG 5 klac 570 Los Angeles

M. W. Hall, president-general manager ● Felix Adams, general sales manager
represented nationally by Adam Young, Inc.

MAY 7, 1956

BROADCASTING TELECASTING

UHF: A SPECIAL B·T STUDY Page 35

IN THIS ISSUE:

Will FCC Split U.S. Half U and Half V? Page 27

CBI Looks for Facts On Tv 'Domination' Page 28

$12 Billion Spent Worldwide for Adv. Page 29

Storer Asks FCC To Approve 6th V Page 70

CA Sales, Earnings Reach New Highs Page 92

25TH year

THE NEWSWEEKLY OF RADIO AND TV

Dominant

in power! WXEX-TV, basic NBC-TV station serving Richmond, Petersburg and Central Virginia, has *maximum power*—316 KW. That's *dominance!*

in tower! WXEX-TV has *maximum tower height* —1049 feet above sea level and 943 feet above average terrain. That makes WXEX-TV more than 100 feet higher than any station in this market. That's *dominance!*

Dominant

in viewers per rating point! Because its unique tower location carries its maximum power to heavily populated communities that no other TV station in this market can reach, WXEX-TV *delivers more viewers per rating point.* That's *dominance!*

Dominant

in Richmond, Petersburg and Central Virginia.

WXEX-TV

Tom Tinsley, President — CHANNEL 8 — Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.



...NOT SEVENTEEN?

YES...WBRE-TV does have a 17 County Coverage

The male Walrus handles its coverage the hard way*... but... male and female Time Buyers can easily handle the coverage of Northeastern, Pa. with the NBC Big Buy... WBRE-TV! In every respect the all pervading influence over 17 counties... 300,000 TV homes in a population center of over 2,000,000 people.

Every ARB survey shows WBRE-TV to have the greatest penetration!... to have the greatest lead in ratings and audience acceptance! Coupled with the fastest and most complete regional news service plus original program service to all areas... WBRE-TV gives you COVERAGE LEADERSHIP. And if you will contact your nearest Headley-Reed TV office or call WBRE-TV we will be glad to show you how your client's products can have SALES LEADERSHIP.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

**The Walrus is prized for the ivory in its upper tusks which grow over 17" in length. Its scientific name means literally...those who walk (baino) with their teeth (odos).*

WBRE
TV Channel 28
WILKES-BARRE, PA.

in IOWA:

KRNT-TV AGAIN Sweeps Ratings!

18 OUT OF TOP 20

9 out of top 10 Multi-Weekly Shows
9 out of top 10 Once-A-Week Shows

NEW A·R·B REPORT!

MULTI-WEEKLY

1.	10:00PM News (Russ Van Dyke)	10:00PM	35.4
2.	News and Sports (Russ Van Dyke-Al Couppee)	10:15PM	26.6
3.	Art Linkletter	1:45PM	20.0
4.	Bill Riley's Little Rascals	5:15PM	19.9
5.	Captain Kangaroo	8:30AM	18.3
6.	Guiding Light	11:45AM	16.8
7.	Garry Moore	9:15AM	16.3
8.	Local News (Paul Rhoades)	6:00PM	16.0
9.	Doug Edwards News	6:15PM	15.9
10.	Pinky Lee	4:00PM	15.9

ONCE-A-WEEK

1.	I Love Lucy	58.8
2.	$64,000 Question	54.0
3.	Ed Sullivan Show	49.1
4.	What's My Line	45.7
5.	Jack Benny	43.8
6.	Lassie	43.0
7.	Lux Video Theatre	40.5
8.	December Bride	39.4
9.	The Lucy Show	39.0
10.	Person to Person	37.3

DES MOINES TELEVISION

KRNT CBS TV

CHANNEL 8 IN IOWA

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

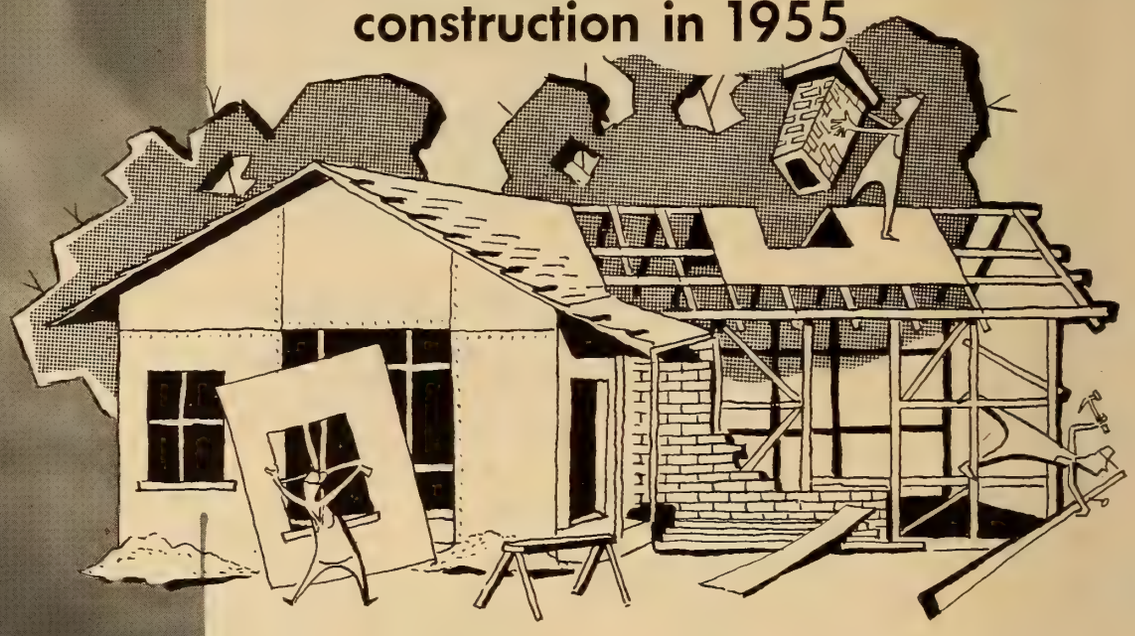


In the Top O' Texas market where

KRLD-TV,

Telecasting from Texas' Tallest Tower, 1685 feet above average terrain,

is the dominant sales medium, more than $224,059,000* were spent on new home construction in 1955



The Top O' Texas Market is 42 counties in which more than 2,250,000 people live who own in excess of 564,080 television sets. No other medium sells the Top O' Texas Market like KRLD-TV, Channel 4. *No other station in Texas has the coverage of KRLD-TV, channel 4.*

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President

Source* Construction in Texas, Supplement to the Texas Business Review, Feb., 1956, and the Dallas Chamber of Commerce.

closed circuit®

10-YEAR PLAN? Bold "10-year plan" to make eastern U. S. all uhf will definitely be considered by FCC (see story page 27), but there's some question whether staff can prepare paper work in time for presentation at tomorrow's (Tuesday) meeting of Commission. Known to intrigue some members of FCC, plan envisions gradual transition to uhf of all of country east of New Orleans-Chicago line, mixture of vhf and uhf, with vhf predominant, west of line. Consideration of plan is not to exclusion of city-by-city appraisal of deintermixture prospects. Edward W. Allen Jr., FCC's chief engineer, reportedly is principal architect of 10-year project.

B•T

ESSENTIAL INGREDIENT in uhf "10-year plan" would be "crash" program to expedite all-band receiver manufacture outlined by FCC Chairman George C. McConnaughey at NARTB convention in Chicago last month. In addition to Westinghouse, which spontaneously got behind plan, number of other leading manufacturers have indicated to chairman their willingness either to go along or to explore prospects. Among these: RCA, Crosley and Zenith. Concerted effort on all-band sets, it's felt, is needed in light of general trend toward portable tv receivers, which, because they incorporate printed circuits and other automation are not adaptable to entire uhf-vhf range.

B•T

VITAPIX ON VERGE • Vitapix Corp. is urging member tv stations to clear prime time for biggest deal yet offered this station group—52 high quality RKO feature films to be played one per week. Each film, would run hour and half, would be sponsored by national advertisers in half-hour segments. Buyers reportedly are committed for two of each three half hours—if suitable clearances can be arranged. Films are special block kept out of RKO film library which was released to tv after Tom O'Neil bought film company.

B•T

TV SPOT billings for first quarter of this year will show slight drop below last quarter of 1955, but many of spot's biggest users increased their individual appropriations in same period. That's summary of second quarterly estimate of spot billings to be released next week by Television Bureau of Advertising. Full report will appear in B•T May 14.

B•T

IN THE WORKS • Reappointment of T. A. M. Craven to FCC may be sent to Senate this week by White House. Mr. Craven, who was FCC commissioner before going into consulting engineering practice, is considered allocations expert.

B•T

CHANGE of national station representative for KABC-AM-TV Los Angeles to The Katz Agency may be signed this week, to be effective June 1. It is in "gentlemen's agreement" stage now, Katz representatives having been negotiating with station last week. ABC's owned-and-operated outlet has been represented by Petry.

B•T

TEST FOR TOLL • Under preliminary study by International Telemeter, one of toll tv aspirants, is test service on wired basis in New York metropolitan area as means of determining public acceptance. Telemeter, subsidiary of Paramount Pictures, which owns substantial minority of DuMont, also is tied into Chromatic Labs in color tube development. Tests, which would include Chromatic color receivers, would entail substantial investment for AT&T cable, as well as receivers and coding equipment. Policy decision, it's understood, will be made shortly.

B•T

THIS WEEK should see at least two big station transactions consummated. Ready for signature is months-long transaction involving sale of ch. 11 KGUL-TV Galveston-Houston by Paul E. Taft and associates to J. H. Whitney & Co. for $4.5 million-plus [B•T, March 26, et seq]. *Also to be announced this week will be sale of WQAM, Miami regional, by* Miami Herald *to one of several dozen bidders. Latter transaction develops because of Cox-Knight-Trammell ownership of ch. 7 WCKT (TV) which is expected to begin operation next month with Cox's WIOD as surviving am station in group. WQAM sale price may be in half-million area, which would be close to record price for ABC affiliate in that size market.*

B•T

ANTITRUST INVESTIGATION • Independent tv producers, as well as advertising agencies, are being questioned by FBI in antitrust investigation of tv networks. That agencies were being visited by FBI men was learned earlier (story page 28), but late Friday it was established that probe had widened to include producers. What G-men are searching for is evidence supporting charges that network program and time control is throttling competition.

B•T

JUSTICE DEPT. investigations aren't confined to network field. Agents are keeping eyes on color tv developments, including patent situation and manufacturing. Attorneys as well as investigators in Justice's Antitrust Div.'s New York bureau have been making rounds of color laboratories.

B•T

FREE TIME • Top-level Federal study shows there are some 20 agencies of government sending out material to radio and tv (aside from that funnelled through Advertising Council). Some irritation has developed, however, because agencies are asking stations for verification of spots used, plus, in certain instances, value of time given. Matter has been brought to attention of Budget Bureau, which must approve questionnaires and has been taken up with NARTB to discover overall station reaction to such requests and how they might best be handled.

B•T

MAJOR PROJECT designed to bring television film producers and NARTB Tv Code enforcement program together may emerge from closed-door meeting in New York tomorrow (Tuesday). Alliance of Tv Film Producers, headed by Hal Roach Jr. and said to represent three-fourths of tv film production, will work out details of plan designed to solve many code problems at source. Film group will be particularly interested in programming standards of NARTB document.

B•T

BUSY BUYERS • All signs point to 1956 being record year on station transfers, both radio and tv. Quick check of records shows that since Jan. 1, approximately 225 station transfers have been consummated or are awaiting FCC approval. Of these, 35 are tv and 190 radio (am plus fm).

B•T

INTEREST of Gene Autry and Robert O. Reynolds in their prospective purchase of KYA San Francisco for $500,000-plus from J. Elroy McCaw and John D. Keating has "cooled considerably," but not because of agency man Robert Sherman's suit (story page 80). Delay in getting all business data they wanted on KYA is explanation Mr. Reynolds gives for reason why he and Mr. Autry will not press negotiations.

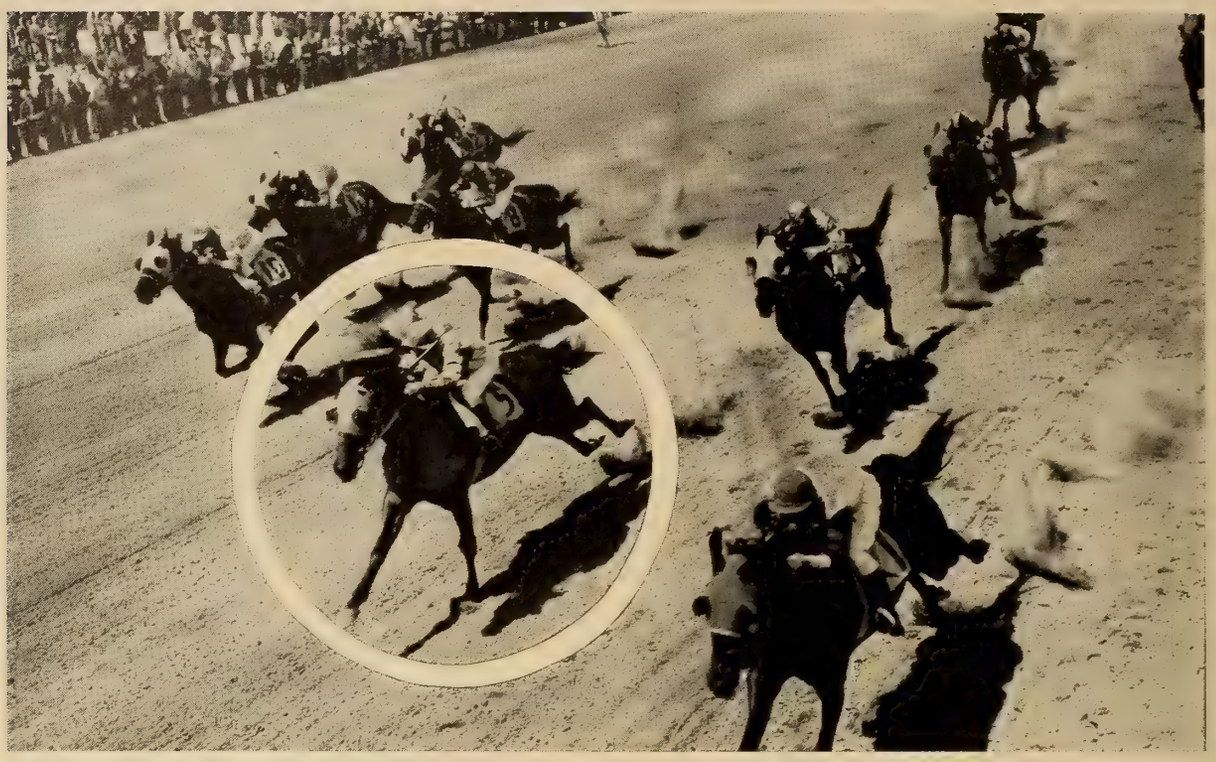
B•T

DODGE DEALING • Dodge Div. of Chrysler Corp., Detroit, in addition to renewing its *Lawrence Welk Show* (Saturdays, 9-10 p.m. on ABC-TV) for next season, is expected to sign for sponsorship of hour-long show weekly, Mondays, at 9:30-10:30 p.m. on same network. It will be variety show, possibly with Lawrence Welk emceeing this one too. Sale marks increase in billing for ABC-TV for next season, since Dodge will be sponsoring hour-long show weekly instead of sharing sponsorship (with American Tobacco) on half-hour *Danny Thomas* (Tuesdays, 9-9:30 p.m.). Grant Adv., New York, is agency for Dodge.

B•T

OFT-RECURRING report that WLS Chicago National Barn Dance *may be offered as film package was nearer fruition Friday. Fred A. Niles Productions, Chicago, plans to shoot first in series of 26 shows in mid-May, utilizing its "Camtronic" system electronically combining Dage live tv and Mitchell motion picture cameras. It will be half-hour program designed for national spot sale and syndication.*

It's happening fast . . . . in Minneapolis-St. Paul!



WDGY now in 2nd place . . .

. . . and coming up fast!

HOOPER SAYS:

WDGY 2nd among principal stations:

Station "A"	26.0%
WDGY	**16.3%**
Station "B"	15.7%
Station "C"	13.1%
Station "D"	9.0%

Hooper, March, 1956
7 a.m.-6 p.m., Mon.-Sat.

Spurred on by just 2 months of Mid-Continent ideas, music and news . . . WDGY has already shown its heels to three of the other principal radio stations in Minneapolis-St. Paul. Only out-dated surveys fail to reflect this rapid growth. More and more listeners are dialing WDGY . . . and more and more advertisers find it's rewarding to bet on WDGY, with its big 50,000 watt coverage—and its almost perfect-circle daytime signal. Talk to Avery-Knodel, or WDGY General Manager Steve Labunski.

NIELSEN SAYS:

Since last survey in NSI AREA

WDGY's share of audience

UP 93%

6 a.m.-6 p.m. Mon-Fri.
Jan.-March 1956

WDGY *50,000 Watts Minneapolis-St. Paul*

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

Repeal of Equal Time Rule Advocated by Comr. Doerfer

FCC COMR. John C. Doerfer called for repeal of Sec. 315 of Communications Act (which requires broadcasters to give candidates equal time if any one of them is permitted use of facilities) in news interview aired Friday on WTMJ-TV Milwaukee. In response to newsman's question about possibility of Sec. 315 being relaxed, Mr. Doerfer said: "I think the Congress should repeal the section [Sec. 315], which requires that broadcasters give equal time to all political candidates. It sounds good but in practice it defeats the objective because anyone who qualifies as a political candidate would be entitled to equal time." He then referred to bogus candidates more interested in publicizing self or organizations in which they are interested.

Validity of Schick Free Trial Doubted by Trade Commission

SCHICK Inc. (electric razors), Lancaster, Pa., was cited by Federal Trade Commission last week for nationally-advertising 14-day free home trial and allegedly not requiring all its dealers to honor offer. FTC said customers, in some cases, were refused refunds or given them only after "considerable delay" and "persistent demand."

Complaint also charged Schick with redressing those razors returned after free home trial, at company's plant or in service shops, and re-offering them for sale as new and unused products. Same is true, complaint adds, of salesmen's samples and display and demonstration models.

Schick Director of Public Relations Cecil M. Arrowsmith told B•T firm knew nothing of government charges and had received no complaints from public about practices cited by FTC. Company has 30 days to file reply.

Shaver firm's advertising budget is $5-6 million of which nearly $3.5 million goes into alternate sponsorship of *Robert Montgomery Presents* on NBC-TV.

International Advertisers Differ on Local Production

DISAGREEMENT was voiced at International Advertising Assn. convention Friday by several broadcasting executives on whether sufficient attention is given to local Latin American markets regarding radio-tv commercial production. Saying much sales impact is lost south of border by having bulk of tv commercials produced in U. S. by international divisions of American agencies and read by "neutral-Spanish speaking" announcers with no regard for local dialect or accent, Arturo L. Chabau, vice president, Circuito CMQ-AM-TV Havana, and Arnoldo E. Mircowicz, of Buenos Aires (Argentina) packaging firm of Agart & Casado Sastre, called for more "local production."

Opposition was voiced by Goar Mestre, CMQ president, and Adam J. Young Jr., president, Young International Ltd. (station representative), who said such local production—in final analysis—would be far too costly, thus limiting duration and impact of campaign. Said Mr. Mestre: Advertisers with small budgets must either stick to "neutral Spanish" or not use tv at all.

Discussion was part of panel session on Latin American broadcast advertising during IAA convention (see page 29). Other points discussed: Revival in Cuba of "cinema commercials" following advent of tv (tv has awakened advertisers to product demonstration); gain in broadcast ethics and other programming aspects (Peruvian listeners demand—and get—up to 18 radio "soap operas" a day).

TV BY MOONLIGHT

RCA Friday demonstrated new tv camera tube which can pick up clear pictures in light as little as that of cloudy moonlit night. New tube, called "wide-spaced television image orthicon," was shown at dedication ceremonies of RCA Moorestown, N. J., engineering plant. Theodore A. Smith, vice president-general manager, RCA Defense Electronics Products, said tube could be used in ordinary camera, would be made available to commercial telecasting. It is 5-10 times more sensitive than RCA tubes produced heretofore.

Louis Cowan Dubbed V. P., Heads CBS Creative Services

LOUIS G. COWAN, tv program producer and since last August program supervisor at CBS-TV, named vice president-creative services for CBS Inc., newly-created post, CBS President Frank Stanton is announcing today (Mon.).

Mr. Cowan's new post is at top creative and executive level. He is to be responsible for assisting "executive, operating and service management" of CBS to obtain "maximum effectiveness in each of the company's operating divisions having to do with creative product," according to Dr. Stanton.

Probers, Film Men to Meet

NEXT major meeting between industry groups and FCC's network study staff scheduled May 17 in Washington with group of television film producers and distributors. Group includes Screen Gems, TPA, Guild Films, Official Films and Ziv, all represented by Harry M. Plotkin, former FCC assistant general counsel. Today network group meets with M. L. (Duke) McElroy, media and research vice president of Assn. of National Advertisers, to set up future full-scale meeting with ANA members. Earlier last week, network staff met with CBS-TV Affiliates Advisory Committee (Howard Lane, KOIN-TV Portland, Ore., chairman), and with Committee for Competitive Tv (uhf promotion-lobby organization).

Senate Probes Affiliations

SENATE Commerce Committee will hear pro and con witnesses on subject of tv network affiliation practices at three-day session Monday-through-Wednesday, May 14-16, in room G-16 at Capitol. Networks themselves will be heard on affiliation policies in early June, under present plans.

• BUSINESS BRIEFLY

SAFETY SPOTS • Gulf Oil Corp., Pittsburgh, planning public service 20-second announcements cautioning drivers to be careful during Memorial Day weekend. Spots will run day before and through weekend in about 100 radio markets. Young & Rubicam, N. Y., is agency.

MARGARINE BUYS • J. H. Filbert Inc. (Mrs. Filbert's margarine), Baltimore, planning eight-week radio spot announcement campaign starting May 21 in 15 to 20 markets. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

ZEST TEST • Procter & Gamble's new deodorant soap, Zest, understood expanding test run via tv spot in New England. Campaign to run usual P & G undetermined length. Agency: Benton & Bowles, N. Y.

SIGNING PENDS • Reynolds Tobacco Co., Winston-Salem, expected to sign for portion of sponsorship of *Wire Service* on ABC-TV, Thursdays, 9-10 p.m., starting in fall. William Esty & Co., N. Y., is agency for Reynolds.

MASON IN FOR GODFREY? Although decision not yet final it looks as though *Perry Mason* show will occupy Wednesday 8-9 p.m. period on CBS-TV. Arthur Godfrey, however, reportedly is unhappy about dropping out of—and is anxious to return to—that time.

NEW SHOW FOR REYNOLDS • Reynolds Metals Co. almost set to sponsor *Circus Boy* on NBC-TV next season in Sunday 7-7:30 p.m. period, replacing *Frontier*. Agency: Buchanan & Co.

JAZZ FOR TIME • U. S. Time Corp., N. Y., negotiating with NBC-TV for Saturday 5:30-6 p.m. period to start in fall with "jazz concert type" show created by Sylvan Taplinger, tv-radio director of Peck Adv., N. Y. Peck is agency for U. S. Time.

GE ON TUESDAY • General Electric will definitely occupy 9-9:30 p.m. time Tuesdays on CBS-TV this fall, but has not yet set show. Young & Rubicam, N. Y., is agency.

UP FOR GRABS • General Motors' Frigidaire, through Kudner Agency, N. Y., understood willing to give up alternate weeks of Edgar Bergen show, *Do You Trust Your Wife?*, to another sponsor. Show is on CBS-TV at 10:30-11 p.m. Tuesdays, following *$64,000 Question*.

NEW SPONSORS • *Life* magazine and Miles Labs replacing Plymouth as sponsors of John Cameron Swayze *News Caravan* on NBC-TV five times week, 7:45-8 p.m. Young & Rubicam and Geoffrey Wade Adv. represent *Life* and Miles Labs, respectively.

QUIZ FOR MENNEN • Mennen Co. (men's toiletries), Morristown, N. J., expected to buy alternate weeks of new quiz program, *High Finance*, slated for 10:30-11 p.m. Saturday on CBS-TV. Agency: Grey Adv., N. Y.

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MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Triangle Buys RKO Films, C&C Buys Triangle Time

CONTRACT by which Triangle Publications' tv stations acquired rights to 740-film library of RKO Radio Pictures from C&C Super Television Corp. calls for Triangle to pay total of $2,875,000 in cash on month-to-month basis over period of five years, it was reported Friday. At same time, C&C Super agreed to buy, over same five-year period, $1 million in advertising on Triangle stations and pay cash at card rates, subject to stations' approval of products and/or services to be advertised in time thus bought. Explanation was made to clarify B•T's earlier report of transaction, which indicated stations were giving $1 million in spot time as part of deal [AT DEADLINE, April 30]. Triangle stations—WFIL-TV Philadelphia, WNBF-TV Binghamton, N. Y., WFBG-TV Altoona, Pa.—get unlimited use of library for 10-year period.

Tall Tower, Site Move Approved for KGEO-TV Enid

SECOND of so-called "tall-tower" tv cases was decided by FCC Friday when Commission, in affirming hearing examiner's initial decision, granted KGEO-TV Enid, Okla., transmitter-site change and increase in tower-height from 816 to 1,356 ft. above ground. KGEO-TV's tall-tower bid is one of three attacked by U. S. Dept. of Defense because proposals allegedly would cause increased hazards to air navigation. FCC already has approved 1,610-ft. tower for KSWS-TV Roswell, N. M. Still in hearing is application of WSLA (TV) Selma, Ala., seeking 1,993-ft. tower.

KGEO-TV grants were voted 6 to 1 (Comr. Lee dissenting), paving way for station's move from present location (9.5 miles east of Enid) to point 31 miles southeast of Enid. Opponents of move had charged KGEO-TV was in effect "straddling" by attempting to locate itself equidistant between Enid and Oklahoma City.

WHOL, Off 1230, Asks 1600

WHOL Allentown, Pa., scheduled to cease operation on 1230 kc May 9 due to commencement of WEEX Easton, Pa., on that frequency (see story page 74), on Friday filed application with FCC asking for 500 w, daytime, directional antenna, on 1600 kc. At same time it asked for special temporary authority to begin 1600 kc operations with 250 w non-directional using present facilities.

Three Get FCC Green Light

WITI-TV Whitefish Bay (Milwaukee), Wis., Friday requested and received FCC authority to commence commercial operation on ch. 6, starting on limited basis (four hours per day) and swinging into fulltime operation on May 21. Also receiving Commission approval to begin operation were ch. 3 WRGP-TV Chattanooga, Tenn., which expected to go on air yesterday (Sun.), and ch. 24 WTVE (TV) Elmira, N. Y., a November 1954 hurricane casualty, which planned to return to air yesterday after 18 months of darkness. WTVE has application pending to switch to drop-in ch. 9 Elmira, and three other groups are seeking that vhf facility.

TURNABOUT

NBC-TV reportedly has obtained services of Eddie Cantor for what is claimed to be "his first serious role in any medium." Mr. Cantor understood selected for leading role on NBC-TV's presentation of "George Has a Birthday" on network's *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EDT) on June 11.

Candidate Threatens to Sue Tvs for 'Suppressing' Film

FLORIDA gubernatorial candidate Peaslee Streets Friday threatened to sue 13 television stations in state for refusing to carry filmed interview with rape victim. He said stations had conspired with Gov. Leroy Collins to suppress telecast (Gov. Collins had commuted death sentence of one of four men charged with raping Groveland, Fla., woman in 1949). Mr. Streets said he had written FCC asking investigation of stations.

WGBS-TV Miami carried interview Wednesday. Station spokesman later declared he had not realized subject matter before telecast. Other stations rejected film as in "bad taste." Asst. State Attorney Donald MacKenzie said stations could not legally carry such program as law forbids identifying rape victims in any way, and though name was not used, "picture would identify her."

KITO Sold for $150,000

SALE of KITO San Bernardino, Calif., for $150,000 was disclosed Friday when application was filed for FCC approval. Seller: KITO Inc. Buyer: Continental Telecasting Corp. (KRKD-AM-FM Los Angeles). KITO (1290 kc, 5 kw), ABC affiliate, has been on air since 1947. Purchasing group includes Arthur B. Hogan and Albert Zugsmith, co-owners of Albert Zugsmith Corp. (36⅔% of Continental), media broker-station owner (50% of KULA-AM-TV Honolulu); Richard C. Simonton (36⅔%) and Frank Oxarart (26⅔%), who each own 25% of Honolulu stations. Mr. Oxarart also owns 50% of KDON Salinas, Calif.

DuMont Stockholders Meet

ANNUAL stockholders meeting of Allen B. DuMont Labs to be held this morning (Mon.) at Clifton, N. J., first under aegis of David T. Schultz, president of labs since Jan. 3 and formerly executive vice president of Raytheon Mfg. DuMont for first quarter reported loss of $79,000 on sales of $11,645,000 after federal income tax carryback of $149,000 as compared to $27,000 loss on sales of approximately $16 million for corresponding period last year. Stockholders will be asked to approve re-election of current slate of directors and stock option to Mr. Schultz of 25,000 shares of stock at fair market price as of Jan. 3.

WMUR-TV Appoints Forjoe

WMUR-TV Manchester, N. H., has appointed Forjoe-Tv Inc. as national representative.

PEOPLE

JAMES M. MATHES, president, J. M. Mathes, N. Y., elected to new post of chairman of board, and W. T. Okie, vice president and director, elected president. Mr. Mathes founded agency in 1933 after serving as vice president of N. W. Ayer & Son, Phila. Mr. Okie, also with agency since 1933, elected vice president in 1944 and director in 1945.

JACK MORGAN, assistant sales promotion manager, Vicks Chemical Co., to Grey Adv., N. Y., as assistant account executive on GE flashbulbs. **ROBERT WOLFE,** formerly with Kenyon & Eckhardt, N. Y., to radio-tv department, Grey Adv., as west coast production representative.

MRS. ALLENE BIGGS, secretary-treasurer of Monarch Air Conditioning Co., appointed administrative assistant to John F. Box Jr., executive vice president of Bartell group of radio-tv stations, with headquarters in Phoenix.

RUSSELL K. MAC DOUGAL, 56, vice president at Young & Rubicam, Chicago, died Thursday. Before joining Y & R, he was account executive with N. W. Ayer & Son, Chicago and Detroit, for 18 years. Funeral services were held in Chicago Saturday. Survivors are his wife, Elizabeth; son, Mark, and daughter, Joan.

LAURENCE J. JAFFE, research director at Erwin, Wasey & Co., N. Y., appointed vice president of agency. He continues as research director. Before March 1955 he was with McCann-Erickson, Ted Bates and Dancer-Fitzgerald-Sample.

ANTONY ELLIS, producer-director, CBS Radio's *Suspense* program, named producer in Hollywood for *CBS Radio Workshop,* succeeding William Froug, newly elected vice president in charge of network programs, CBS Radio, Hollywood [B•T, April 30].

ANA to See Ampex Tape

FIRST OPPORTUNITY for national advertisers to see Ampex Corp.'s new tv tape recorder in action is scheduled by CBS for May 17 at western conference of Assn. of National Advertisers at Del Monte Lodge, Pebble Beach, Calif. Howard S. Meighan, CBS-TV western division vice president, will be banquet speaker on topic "Videotape and You."

Frown for 100-Watter's Boost

FCC HEARING EXAMINER recommended Friday that Commission deny application of WSDR Sterling, Ill. (1240 kc), seeking increase in power from 100 to 250 w. Examiner Annie Neal Huntting, in initial decision, ruled benefits to be derived from WSDR's 250-w proposal—new daytime primary service for 22,650 people and new nighttime service for 3,800 people—would be outweighed by proposal's inherent disadvantages: objectionable interference would be caused to five existing am stations.

Coar Decision Pends

DECISION on future employment of Robert J. Coar, coordinator of Joint Senate-House Recording Facility, will be made by Senate leadership sometime this week, Felton M. Johnston, secretary of Senate, said Friday on his return from funeral of Sen. Alben Barkley (D-Ky.). Mr. Johnston said he planned to confer with leadership and "lay the facts before them" for decision. Mr. Coar's wife, Helen, was fired Tuesday as studio director of facility on grounds she and husband operate private firm doing "identical" work (story page 72).

the week in brief

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EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
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444 Madison Ave., Zone 22, PLaza 5-8355
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CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton. Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
Virginia Bialas
Toronto: 32 Colin Ave., HUdson 9-2694.
James Montagnes

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*Reg. U. S. Patent Office

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FIRST

Broadcasting • Telecasting (again in 1955) carried more pages of radio-tv advertising than all other vertical publications in its field combined.

SECOND

Broadcasting • Telecasting (again in 1955) was second in the newsweekly field:

Business Week	5663 pages
B•T	3832 "
Time	3302 "
U.S. News & World Report	3020 "
Newsweek	2954 "

FOURTH

Broadcasting • Telecasting (again in 1955) was fourth among all* national weekly magazines in total advertising pages:

Business Week	5663
New Yorker	4529
Life	4398
B•T	3832
Sat. Eve. Post	3687
Time	3302



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CAPITAL TYPES #27



THE DOG LOVER

Slows down at hydrants even when walking alone. Has easy exit line from cocktail parties, late work at the office, and double feature movies: "Have to get home and Feed the Animal." Meets the most fascinating people at the ends of leashes. Scornful of Lassie, Rin Tin Tin, and Albert Payson Terhune. Perpetually smells of mange cure.

And, in Washington, a perpetual favorite with advertisers who want results is WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

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IN REVIEW

DODSWORTH

ONLY the publicity people at American Express Co., that venerable institution dedicated to the lofty principle of fostering international goodwill through tourism, could have objected to tv's version of "Dodsworth" (*Producers' Showcase*) a week ago today (Monday). Surely, exposing millions of U. S. televiewers to Sinclair Lewis' devastating tome on the manners and mores of a couple of Midwestern innocents abroad—particularly those concerning that nasty word s-e-x—was not in the best interest of the company's current efforts to promote travel abroad.

Aside from this, one would have to look far and hard to find fault with the 90-minute spectacular. In a brilliantly-adapted version of the book (out of Mr. Lewis and Sidney Howard, who staged it in the 'thirties), scripter David Shaw did the NARTB Code one better by leaving the dénouement of divorce untouched. Furthermore, the entire play was beautifully performed by Fredric March, Claire Trevor, Geraldine Fitzgerald and a cast of lesser (but by no means less competent) actors and crackled from beginning to end with a vitality all too rare in this medium. A good deal of the credit for this should go to Producer-Director Alex Segal, whose conspicuous absence from television this past year has been sorely felt in this corner. Welcome back, Mr. Segal. You've been overdue.

Technically, "Dodsworth" was cast in some of the best color shades yet seen on a dramatic program, and was handsomely trapped in Otis Riggs' splendid settings. Save for some minor technical fluffs, e.g. overmobile NBC-TV cameras, too-pronounced lighting contrasts, it was one of the most satisfying tv productions viewed in months.

Production costs: Approximately $150,000.
Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt, N. Y., every-fourth-Monday, 8-9:30 p.m. EDT on NBC-TV.

Script: David Shaw (based on book and play by Sinclair Lewis and Sidney Howard, respectively); producer-director: Alex Segal; production supervisors: Donald Davis and Dorothy Mathews; assoc. supervisor: Andrew McCullough; assoc. director: Dean Whitmore; produced by Showcase Productions live from Burbank, Calif.; settings: Otis Riggs; music: George Bassman.

Cast: Fredric March, Claire Trevor, Geraldine Fitzgerald, Regis Toomey, Stephen Bekassy, Robert Boon, Tom Cound, Dick Elliott, Janine Grandell, Celia Lovsky, Grazia Narciso, Frank Puglia, Barbara Robbins, Olive Sturgess, William Swan, Geoffrey Toone and others.

THE RETURN OF HALLEY'S COMET

THE YOUNGER generation, sophisticated citizens of the atomic age, must have been puzzled at the story reported on *You Are There* on CBS-TV a week ago yesterday [Sunday], when that program took its viewers back 45 years to May 18, 1910, and the return of Halley's comet.

That night the earth was to pass through the tail of the comet and although scientists were sure there would be no ill effects, others were not so sure. Churches were thronged at services that went on continuously, day and night; a murderer confessed to an unsolved crime; pitchmen sold devices of protection against the "deadly gas" at fantastic prices; the superstitious thought the event might foretell the end of the world. Most people, neither wholly scientific nor superstitious, awaited the night with interest not unmixed with awe.

Recreating that day, *You Are There* took its viewers for a talk with astronomers at Yerkes Observatory, to St. Patrick's Cathedral, to the sidewalks of Galveston, Tex., and the mines of Leadville, S. D., to a comet party on Park Ave. and to the meeting of a religious cult in Oklahoma's Glass Mountains. Science, religion, fear, superstition and mockery—typical human approaches to any unusual occurrence—all were vividly reported.

Sponsored by Prudential Insurance Co. of America through Calkins & Holden on CBS-TV, Sun., 6:30-7 p.m. EDT.

Executive producer: Robert Sparks; producer: James Fonda: writer: Jack Bennett: director: Buzz Kulik.

73 SECONDS INTO SPACE

ALTHOUGH its theme was timely and interesting—the rocket research leading to the man-made Earth satellite soon to be launched—*Armstrong Circle Theatre* went out of its way to make the production inferior.

From the very beginning the combined *You Are There* and *Robert Montgomery Presents* techniques produced a phoniness hard for the viewer to overcome; omnipresent John Cameron Swayze alternately boomed queries from out of nowhere and narrated the background to some of the frustrating scientific experiences. With these handicaps the cast's attempts at casualness had exactly the opposite effect.

Technically, too, parts of the show were inadequate. At several points the picture was so overexposed as to be almost indistinguishable.

Basically Armstrong's idea was a good one and it is conceivable that a better production will someday be built around it. It is hoped, however, that the next will be more factual and less theatrical than its predecessor.

Production costs: Approximately $40,000.

Sponsored by Armstrong Cork Co. through BBDO, on alternate weeks, Tues., 9:30-10:30 p.m. EDT on NBC-TV.

Writer: Irve Tunick; director: William Corrigan; producer: Robert Costello.

Cast: James Daly as Milt Rosen, Biff McGuire as Pres Layton and Pat McVey as Pat Murphy.

BOOKS

A MANUAL OF COPYRIGHT PRACTICE, by Margaret Nicholson. Oxford University Press, 114 Fifth Ave., New York 11, N. Y. 273 pp. $6.50.

THE AUTHOR stresses in the preface to this second edition of her book that it is "a book for the author, editor, agent, permissions department, publisher and his secretary—for anyone in the literary world who wants to know what to do in a specific situation involving copyright. . . . The articles on copyrighting works not directly related to the literary world—music, motion pictures, television, radio, prints and labels, art, and architecture—are 'for the record' and considered only in their possible connection with book publishing." True to her word, she holds the chapter on radio and television to a page and a fraction. Within its clearly defined limits, this is a valuable book for quick reference on copyright problems, particularly if the reader heeds its emphatic advice: in case of copyright trouble, consult a copyright lawyer.

2 heads are better than 1



ESPECIALLY WHEN THEY'RE WATCHING YOUR COMMERCIALS!
And in the Portland, Oregon Market
KOIN-TV delivers
OVER TWICE THE AUDIENCE
of any other station!

ABSOLUTE RATING LEADERSHIP IN EVERY PORTLAND AUDIENCE SURVEY—

- 52.8% Share of Audience
- 14 out of Top 15 Weekly Shows.
- 9 of Top 10 Mon.-thru-Fri. Shows.

(ARB, Portland, February 1956)

HIGHEST TOWER

MAXIMUM POWER

EVEN GREATER LEADERSHIP OUTSIDE PORTLAND

Check this Salem, Oregon 1956 ARB Metropolitan Area Report—

Oregon's third-largest population center, Salem is the state capitol and located some 45 air-line miles from Portland.

- **All three Portland stations are received almost equally well.**
- **But which channel does Salem watch most?**

86% watch KOIN-TV *most* before 6:00 p. m.
86% watch KOIN-TV *most* after 6:00 p. m.

- **MORE PROOF KOIN-TV IS YOUR BEST BUY IN THE OREGON MARKET**

KOIN-TV

Channel 6 — Portland, Oregon



Represented Nationally by CBS Television Spot Sales


The Nation's 50TH* Market 'The New
200,000 WATTS
WSPA-TV
Serving the
SPARTANBURG GREENVILLE AREA
*POPULATION
1,780,500
**FAMILIES
457,700
**TOTAL
TV SETS
286,765
*Sales Management 1954
**RETMA Dec. 31, 1956
WSPA-AM and WSPA-FM were the first Radio stations in South Carolina and the FIRST CBS stations for the Spartanburg-Greenville market.
WSPA-TV is the FIRST CBS VHF station for the Spartanburg-Greenville market.
WSPA-TV IS A MUST BUY IN THE CAROLINA'S
WSPA
AM FM TV
Spartan Radiocasting Co.
Spartanburg, S. C.
Walter J. Brown, President
National Representatives
Geo. P. Hollingbery

Presents CBS In ...
Picture In The Piedmont



CHANNEL 7

WSPA TV

* CBS Report to FCC Dec. 31, 1955

CASE HISTORY—FRUIT



1500 MILES
To 7 Million Mouths
VIA RADIO

It's a long "pull"—1500 miles—for British Columbia McIntosh Apples to reach the Los Angeles Market. It's an even longer pull for a modest budget to sell the huge Southern California Market of 7 million.

Welsh, Hollander & Coleman, Los Angeles advertising agency for the Canadian cooperative, did it! How? By letting RADIO carry most of the 1955 load, and buttressed by point-of-sale!

Results: "Sales increased a whopping 50%, far exceeding all expectations" says broker Marshall Anderson . . . at *no* increase in advertising budget over 1954!

Writes agencyman A. M. Hollander: "KBIG is entitled to take a bow, since a substantial portion of our radio budget went to you. We also appreciate the close liaison you maintained with chain buyers and the plugs given on your 'Homemaker News'. Your selling job next season will be a cinch!"

Huge, sprawling, rich Southern California can be sold *best* by radio . . . KBIG plus other fine stations if, like B C Macs, you want dominance; KBIG alone, if you want greatest coverage at lowest cost-per-thousand listeners.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OPEN MIKE

Read and Ponder

EDITOR:

I read with considerable interest your very fine editorial entitled "Promise and Fulfillment" [B•T, April 23]. I particularly want to commend you for pointing up so graphically the heart of the real problem. When you say the FCC must act with dispatch in its area of responsibility—allocations—and that it cannot solve anything by sitting on its hands, you hit the real cause of the continuing allocations problem. Prompt and decisive action is necessary if all-channel television is to become a reality.

Without question, the FCC must now decide whether we are to have a nationwide competitive television system. Their decision on this matter will chart the future of our industry.

I hope every FCC Commissioner will read your editorial and ponder its full significance.

John G. Johnson, Chairman
Committee for Competitive Television
Washington, D. C.

Second Chance

EDITOR:

Here is a copy of a letter sent to Ray Stone of Maxon Inc.

"I'm glad B•T gave such prominence to your fm study [April 16].

"As one of the frustrated fm guys, I'd appreciate receiving one or two reprints.

"Some of us, years ago, tried in vain to get help from the manufacturers and the industry.

"Your shop and everyone connected with the study ought to be congratulated for doing it. Too bad we missed the first chance, but perhaps there will be a second chance for those who survived."

M. S. Novik
Radio Consultant
New York City

Thanks From Kiwanis

EDITOR:

On behalf of Kiwanis International, I want to thank you for carrying the story on the Kiwanis observance of National Radio Week [B•T, April 23].

We were especially pleased with the headline, "Kiwanis to Boost Radio." We consider it a privilege to be able to "boost radio" and to thank radio men for the wonderful assistance they have rendered Kiwanis clubs throughout the years.

O. E. Peterson, Secy.
Kiwanis International
Chicago, Ill.

Records and Radio

EDITOR:

. . . When the infant radio broadcasting industry first began to take its place in the sun, the record companies moaned and groaned that this was the end of the world for them. Instead, they have grown fat and prosperous —because radio stations boomed their music at the public day and night from one breadth of this land of ours to the other, reaching into the farthest nooks of the hinterlands, selling the public "music on records." . . . Once record companies begged announcers to plug their recordings.

But what has actually happened? The big boys sitting at the desks of these record companies now have waved their diamond-encircled fingers and decreed that, henceforth, radio stations would have to pay for these records—and plug these records at the expense of the radio stations. Oh yes, they dressed their dictatorial demands up in fancy finery, and said the radio station was just paying the cost of postage and mailing! . . .

There aren't so many stations that the record companies could not afford to give each station one of each of their releases . . . We can lick the problem! If owners, station managers, program directors, and announcers got together and played *only* the recordings that the companies *gave* them *free*—or turn to transcription services—then we would improve the situation *fast!*

Jack Shefrin
KMAP Bakersfield, Calif.

Peabody Ambiguity

EDITOR:

In your April 16 issue of B•T you have an article concerning awards that may leave a false impression which I would like to correct.

Radio station KIRO in Seattle received the 1956 Peabody Award for radio public service programming. In the presentation the following quote is ambiguous and could imply something other than the true relationship between the University and the station: "In cooperation with the U. of Washington, this station has developed community rehabilitation programs in a unique and effective manner."

The cooperation between the Bureau of Community Development of the U. of Washington and the station is purely around a radio program called *Democracy Is You.* The work of community rehabilitation is done entirely by the Bureau of Community Development.

Jack E. Wright, Director
U. of Washington
Bureau of Community Development
Seattle, Wash.

KLAC's Spot Merchandising

EDITOR:

. . . Just to let you know what an impact this article ["Merchandising the Spot," B•T, April 2] hit with, I now have had three different requests asking for our complete merchandising plan. This, of course, is the sincerest form of flattery.

Felix Adams, Gen. Sales Mgr.
KLAC Hollywood, Calif.

You Name It

EDITOR:

Please send us 100 copies of "You Name It —Radio Can Sell It."

H. W. Cassill, Mgr.
KTRI Sioux City, Iowa

EDITOR:

It's as good as I thought it would be. It gave our local J. C. Penney manager an idea for a promotion—naturally he will use radio for it.

Send 100 copies for me to send to 100 of our accounts.

Joe Milsop, Mgr.
WCPA Clearfield, Pa.

EDITOR:

Please send four copies . . .

H. M. Solomon, Mgr.
WNBH New Bedford, Mass.

[EDITOR'S NOTE: Copies of the eight-page collection of success stories about 81 radio campaigns put on by local retailers, reprinted from B•T, Sept. 19, 1955, and referred to in the above three letters are available at 25 cents a copy or $15 a hundred.]

New ARB Area Audience Report
for Nashville & 87 Surrounding Counties Puts

WLAC-TV FIRST

in twice as many quarter-hour segments as the other two Nashville stations combined!

Things have really changed in the Nashville area. The WLAC-TV Coverage Girl is now first in eye-appeal too! ARB's Area Report (March 8-14, 1956) puts WLAC-TV 'way out front with 309 quarter-hour wins (and 4 more ties for first) out of 448 segments covered.

Whether you buy by power (maximum), tower (1,365′ above average terrain), geography (87 counties in 4 states), tv homes (384,173) or ratings (first in 309 segments, tied for first in 4, second in 110, third in 25), WLAC-TV gives you the most by all yardsticks. Documented proof available upon request.

The South's Great
Multi-Market Station



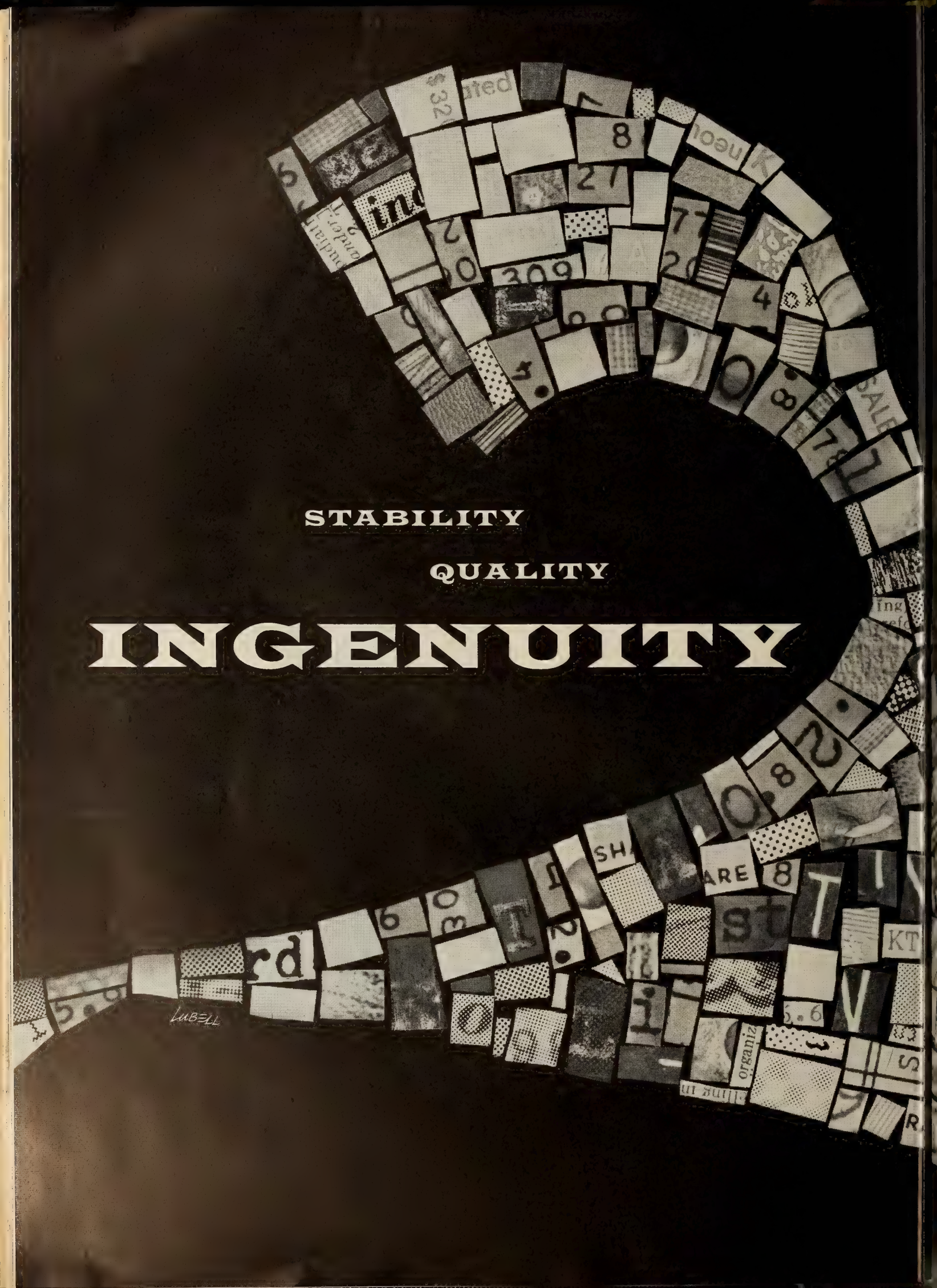
WLAC-TV Ch 5
NASHVILLE, TENN.

CBS Basic Required

T. B. Baker, Jr.
Executive Vice-President
and General Manager

Robert M. Reuschle
National Sales Manager

The Katz Agency
National Representatives


STABILITY
QUALITY
INGENUITY

It doesn't require a great deal of ingenuity to sell the chainbreak next to Ed Sullivan... the ID adjacent to Perry Como... or practically any high-rated Class AA spot on a major network, major market station.

But it takes a whale of a lot of it to sell *against* them... and that's where our story starts.

The creative sales-record that has been Raymer-made on KTLA-Los Angeles – an independent station in a hotly-competitive 7-station market – literally *shouts* salesmanship.

By selling the station's *personality* as well as its personalities... by selling live, local programming... by selling showmanship-turned-salesmanship... and by constantly hammering home the strength of independent local television against the weakness of national network television, Raymer Representation has maintained KTLA's dominant position in the Los Angeles market.

It goes without saying that the job has been done *without* network adjacencies... *without* spectaculars... *without* stratospheric ratings... *without* the inherited audience donated by network programming.

Needless to say, it's been done *with* something – charts, graphs, presentations, bold research and aggressive salesmanship.

One word says it best. **INGENUITY.**

PAUL H. RAYMER · EST. 1932 · COMPANY

PAUL H. RAYMER COMPANY INC.

Exclusive National Representatives Since 1932

NEW YORK • CHICAGO • LOS ANGELES
DALLAS • SAN FRANCISCO
DETROIT • ATLANTA

This Personality
SELLS
To The People Who
BUY
In The
Textile Center
of the World



WALLY MULLINAX

No. 1 rhythm and blues personality for Greenville's No. 1 station for coverage and programming.

Wally has conducted "Ebony Swing Club" from 1:00 to 3:00 P.M. daily on WESC for EIGHT years . . . proof positive of listener loyalty and response. Ratings . . . TOPS! WESC offers 27 PRIMARY COUNTY COVERAGE.

RADIO
WESC
"660 IN DIXIE"
FIRST IN GREENVILLE, S.C.

REPRESENTED
BY RAMBEAU
SOUTHERN - CLARKE BROWN

5000 WATTS
THE CLEAR CHANNEL
VOICE OF GREENVILLE

our respects

to FRANK MERRILL LINDSAY JR.



IN THE ANNALS of broadcasting history, fm seems to have been somewhat like the weather described in Mark Twain's classic observation —people talk about the service but do little about it. Television has been blamed by some authorities for fm's acknowledged failure to justify the confidence and enthusiasm of its proponents.

But others, including Merrill Lindsay, general manager of WSOY-AM-FM Decatur, Ill., insist fm was wrongly sold as a superior technical service instead of on the basis of programming.

"I think we erred in thinking that the average guy was irritated by interference and was eager for high fidelity," he told the recent NARTB convention. "On top of that has been the disinterest of the strongest one-third of the am stations and I don't blame them."

As the proprietor of both WSOY-FM and WSEI (FM) Effingham, Ill.—and a member of NARTB's FM Radio Committee—Mr. Lindsay appears well qualified in his contention: His operation probably logs more fm air time than any other midwestern fm station.

Mr. Lindsay's views are timely in view of the creation of a committee, during the recent NARTB convention, to form a new fm broadcasters organization independent of the association itself. Mr. Lindsay, quite appropriately, was appointed president of the steering group.

He is vice president and treasurer of the Illinois Broadcasting Co. (WSOY-AM-FM and WSEI), assistant general manager of Lindsay-Schaub Newspapers Inc. (Decatur, Champaign-Urbana, East St. Louis and Carbondale) and treasurer of that company, which owns 100% stock in the Decatur and Effingham stations. Lindsay-Schaub also owns 20% of WCIA (TV) Champaign, licensed to Midwest Television Inc., of which Mr. Lindsay is a director. Mr. Lindsay also is a director of Broadcast House Inc., applicant for ch. 11 in St. Louis (FCC's initial decision went to KMOX there).

A native of Decatur (Jan. 3, 1910), Mr. Lindsay comes from a publishing family (his father was publisher of the *Decatur Herald*). He attended grade schools in Decatur and high schools in that city and New Hampton. Young Frank Merrill Lindsay Jr. (he dropped the Frank in 1937 when he entered radio) also was graduated from New Hampton Biblical & Literary Institute, Kenyon College in Gambier, Ohio, in 1933 and received a master's degree from Harvard Business School two years after graduating at Kenyon.

Mr. Lindsay's first job was in the business office of the *Decatur Herald & Review* from 1935-37. He switched from newspaper to radio, becoming business manager of WJBL (which became WSOY in 1939). For the past 17 years he has been general manager of WSOY.

WSOY-FM was established in 1947, Mr. Lindsay recalls somewhat regretfully, in the conviction that fm service generally "would solve some of our problems" and emerge as a sort of Utopia. It didn't at the outset partly because receivers were expensive and unsatisfactory, he observed, but Mr. Lindsay never lost his faith in the medium. Today, WSOY is the only midwest station with two fm affiliates—WSOY-FM and WSEI, located 60 miles apart and operated by wireless remote control, with 19 hours of daily programming.

A CBS Radio affiliate, WSOY also has heavy sports coverage. With separate programming features for WSOY and WSOY-FM, listeners can switch from am to fm for sports and other fare when WSOY takes on network feeds.

Mr. Lindsay took time out from broadcasting during World War II for military service. He attended Navy Communication School in Noroton Heights, Conn., specializing in radar. He had Navy pre-radar and radar at Harvard and Massachusetts Institute of Technology and Navy aeronautical radar at Corpus Christi, Texas. Service also included a tenure of duty on the staff of the Bureau of Aeronautics' radar maintenance section and as head of the radar subsection the last two years of the war. Mr. Lindsay worked up to the rank of lieutenant commander before leaving the service.

His interest in radar probably stemmed from youthful activities as an amateur radio operator from 1925-28 when he used the call 9SY Decatur. His other interests included three years in varsity basketball and two years of varsity golf (he was captain-manager) at Kenyon College. He also was president of Kenyon Klan, varsity lettermen's association, and Delta Tau Delta fraternity. (He has handled basketball play-by-play on WSOY since 1938.)

As broadcasters well know, Mr. Lindsay shoots a more than adequate game of golf (he tied for low gross honors with Joe Higgins, WTHI Terre Haute, Ind., in B•T's NARTB convention golf tourney).

Mr. Lindsay has been active for years in industry affairs. He served as president of Illinois Broadcasters Assn. the last half of 1948 and all of 1949, as NARTB director-at-large for small stations and NARTB 9th Dist. director, and on several fm committees through the years. In local activities, Mr. Lindsay has been chairman of the county zoning board of appeals and a Decatur citizens committee on sewerage, treasurer and member of the United Fund Executive Committee and board member of the Decatur & Macon County Hospital. He also is a director of the Country Club.

He married the former Margery Crawford Oct. 19, 1940. They have two children, Lucy Crawford, 12, and Katherine Ann, 10.

Another thinly disguised WJR success story



Think the boss suspects we heard that WJR commercial?

Last winter a Detroit automobile maker needed some experienced automotive engineers, financial analysts, and others.

Obviously that kind of talent was already happily and profitably employed—by other auto makers. He had to lure it away.

How? With one minute a day on WJR: In "Music Hall"—Detroit's favorite music-for-driving show and "Guest House"—popular family show.

His copy indicated that the personnel office would be open Saturday. And 42 *fully qualified* men showed up, in person, the first Saturday.

He was delighted, and so were we. Because 32 of them—three-fourths of the total—were perfectly satisfied with their present jobs and hadn't thought of changing *until they heard the WJR announcement.*

Whether they are engineers, housewives or teen-agers, people pay attention to WJR—and WJR advertisers.

Your Henry I. Christal representative will be glad to tell you more about WJR and its 16 million listeners.

The Great Voice of the Great Lakes

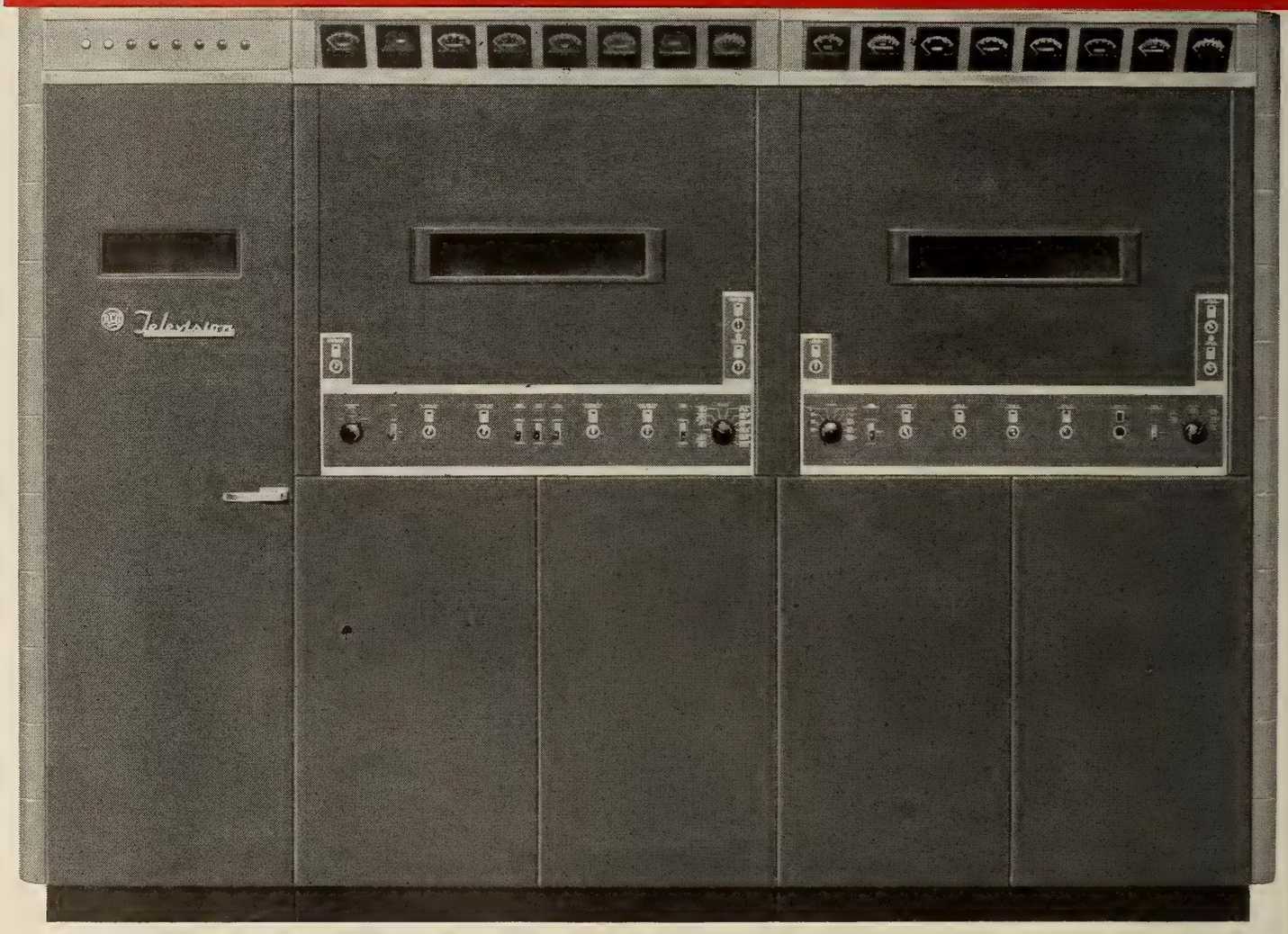
WJR *Detroit*

50,000 Watts CBS Radio Network



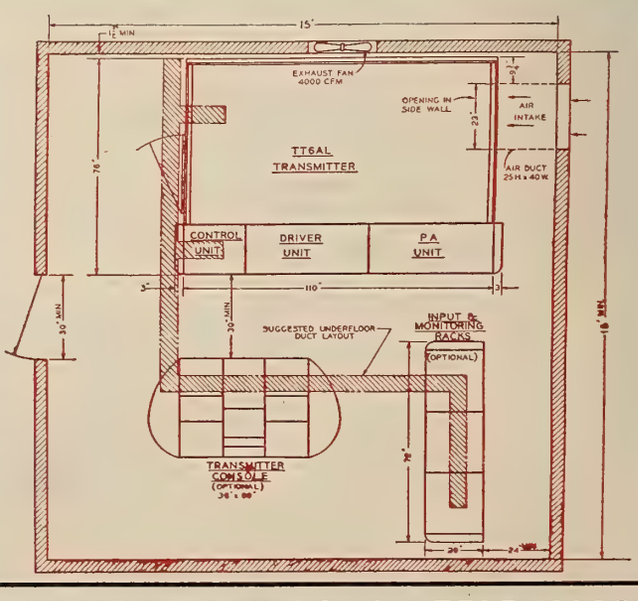
Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

now a 6KW



Really space-saving!

Where floor area is at a premium, such as in "down-town" buildings, or where space must be yielded to other equipment, the TT-6AL is highly adaptable. Its design permits it to be mounted flush to a wall or in a corner of the room. Even in open space it occupies less than 63 sq. ft. When new transmitter buildings are contemplated, the space-saving TT-6AL helps to save building costs. The fact that the rectifier section can be separated and placed in an adjacent room or basement is an added feature that saves valuable operating area.



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

VHF transmitter!

featuring unusual compactness and economy ...with power reserve to drive a 25KW

Newest and most advanced in the RCA line of low band VHF television transmitters, the completely-new-design TT-6AL is the answer to medium power low band requirements and simple increase to 25KW.

★ ***Most Compact Floor Plan Ever Achieved***—Requires less than 63 sq. ft. of floor area (less than any 5kw). Transmitter can be placed flush to a back wall or in a corner of a room. Rectifier enclosure can be separated from transmitter and located in an adjacent room or basement.

★ ***Design Reflects Color Experience***—Built-in linearity correction circuits and intercarrier frequency control which accurately maintains frequency separation between aural and visual carriers, assures excellent color signal transmission.

★ ***Excellent Accessibility***—Broadband tuning controls are accessible without opening any doors. All important circuits are adjusted from front of transmitter. "Tilt-out" construction of modulator and exciter units (see photo below). Only one interlocked door for complete transmitter.

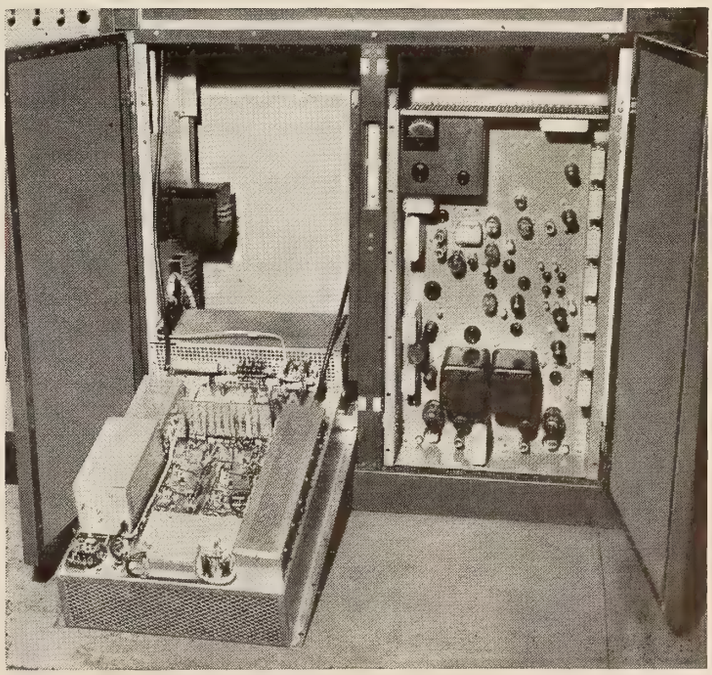
★ ***Economical and Reliable Operation***—Uses Type 5762 air-cooled tubes, famous for long life and reliability. Complete overload protection with "grouped" indicator lights makes trouble-shooting quick and certain.

★ ***Simple Power Increase***—The TT-6AL easily drives a 25kw amplifier. Readily converted to higher power with minimum changes.

★ ***Thermostatically Controlled Heaters for Rectifier Tubes***—Suited to ambient temperatures as low as 0° C. Designed for attended or remote-control operation.

plus . . . *many other advanced features too numerous to mention here. Get the complete story from your Broadcast Sales Representative or write for descriptive literature (Catalog Bulletin B-4005). In Canada, write RCA VICTOR Company Limited, Montreal.*





Maintenance accessibility has been given particular attention in the TT-6AL. Exciter (shown tilted forward) and modulator chassis are made accessible by hinged doors and "tilt-out" chassis design. An optional spare exciter unit can be rack-mounted for added "on-air" assurance.

RADIO CORPORATION of AMERICA

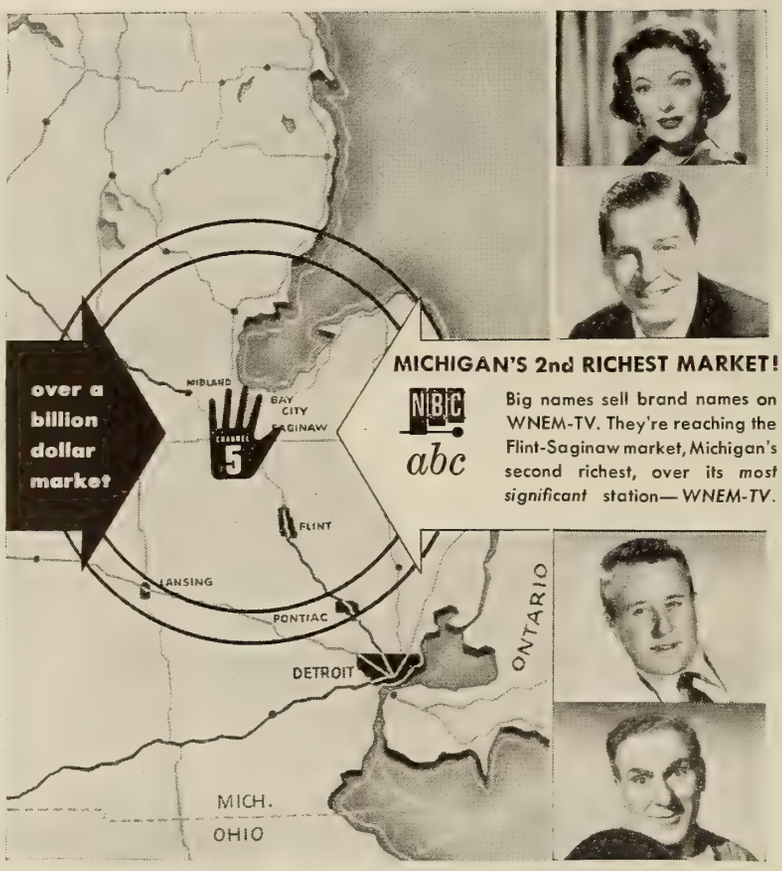
BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

If you sell food products . . .

You've got a choice market of

300 MILLION DOLLARS

in Flint and the Saginaw Valley



MICHIGAN'S 2nd RICHEST MARKET!

NBC abc

Big names sell brand names on WNEM-TV. They're reaching the Flint-Saginaw market, Michigan's second richest, over its *most significant* station—*WNEM-TV*.

This hungry market buys a lot of soup and cereal . . . writes a grocery list totaling some $298,940,000 every year. It's Michigan's Golden Valley, and second only to Detroit in sales potential. Here are some facts . . .

- **Total Spendable Income, $1,517,966,000**
- **Annual Retail Sales.....$1,153,905,000**
- **Average City-Family Income..$6,092.75**

And you influence this big-spending market best on its own WNEM-TV—the *only* station reaching all 274,067 television sets in Flint and the Saginaw Valley. For proof, see Pulse and ARB survey reports. **Contact Headley-Reed or Michigan Spot Sales.**

WNEM-TV

A GERITY STATION

serving Flint, Saginaw, Bay City, Midland

CHANNEL 5

your direct channel to Michigan's Golden Valley



RICKEY BARR

on all accounts

IF STATION salesmen and station representatives ever need a friend or a good reference, they should not forget Rickey Barr, media director and radio-tv timebuyer for Edwards Agency, Los Angeles. She thinks they are the best.

"They are so helpful to me when I'm planning a radio or television campaign," she says, "and they won't sell me a show or time they honestly feel won't do the job for my client."

Miss Barr's admiration for the ethics and good business sense of west coast time salesmen doesn't end there. "They usually have plenty of details on program ratings as well as mail pull and other response," she adds.

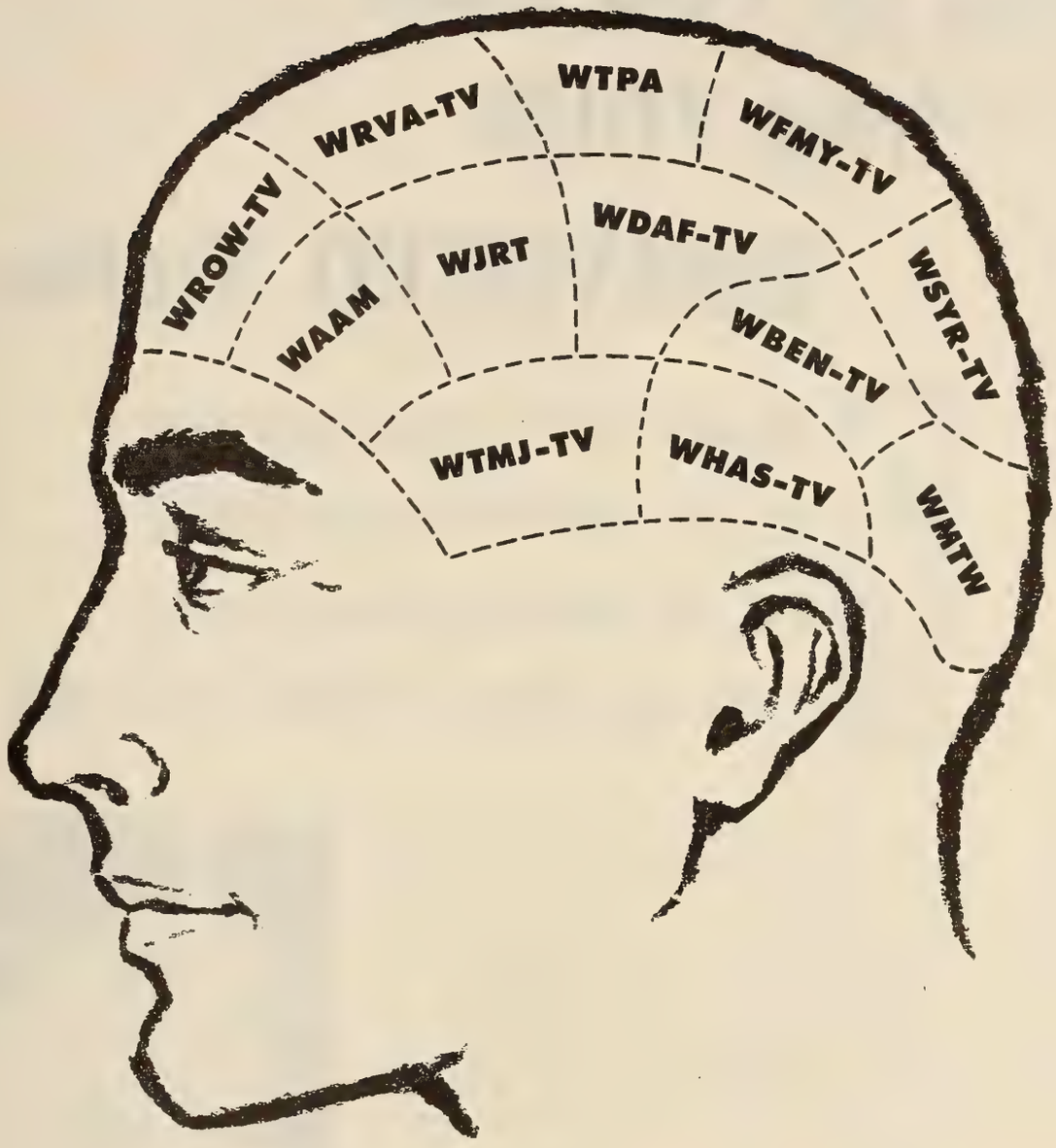
Miss Barr buys national tv spots for Fabspray, a furniture renewer for upholstery and auto tops made by Nu-Color Corp. of America, Los Angeles. She also buys Southern California radio-tv for Kaiser Brothers Oldsmobile, Bones Hamilton Buick Co., Times Furniture Co., Reg Fudge Co. (Lincoln-Mercury dealer) and Superior Mortgage Co. A new account, Globe Bottling Co. (Wilshire Club beverages), is planning to use radio-tv.

Born in Detroit, where she went to public school, Miss Barr finished high school in Fresno, Calif., when her family moved there in 1944. The next year she began working as copy girl for the *Fresno Bee*, a McClatchy newspaper, and started night classes in writing and public speaking at Fresno State College.

Miss Barr went to Chicago in 1950 for night studies at the U. of Chicago and daytime work at Benson & McClure Adv. there. After a year she returned to the West to join the Los Angeles office of Foote, Cone & Belding, assisting on the Acme beer and Hoffman Radio Corp. accounts. In 1953 she switched to Hoffman as copywriter and agency liaison. Later the same year she worked briefly for Young & Rubicam and then joined John Ettlinger in packaging of tv shows.

With friends, she next formed Nemises Productions to make tv pilot films, but in October 1954 she went back to agency work as timebuyer for Edwards. In December of that year she also became media director.

Miss Barr lives "right in front of Ciro's on Sunset Strip in Beverly Hills" where she enjoys the apartment swimming pool. Her other interests include dancing, bridge and boating, but at the top of the list comes the Thalians, a group of 250 young Hollywood people from the movie, advertising and radio-tv fields. This organization is dedicated to fund raising to help mentally retarded children.



Picture of a man with something on his mind...

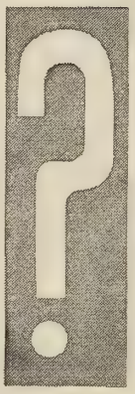
He's concentrating on *one* objective: the finest possible representation for a limited number of television stations. This state of mind — unhampered by allegiance to any other medium — is why Harrington, Righter and Parsons salesmen sell so successfully for these top stations. Consistently so.

Harrington, Righter and Parsons, Inc.
television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WROW-TV *Albany* ***WAAM*** *Baltimore* ***WBEN-TV*** *Buffalo* ***WJRT*** *Flint*
WFMY-TV *Greensboro* ***WTPA*** *Harrisburg* ***WDAF-TV*** *Kansas City* ***WHAS-TV*** *Louisville*
WTMJ-TV *Milwaukee* ***WMTW*** *Mt. Washington* ***WRVA-TV*** *Richmond* ***WSYR-TV*** *Syracuse*

What do YOU want from YOUR SHREVEPORT Station?-



150,900 PEOPLE? (Shreveport only)

426,800 PEOPLE? (30-mile radius)

747,200 PEOPLE? (50-mile radius)

2,259,800 PEOPLE? (KWKH's 80 S.A.M.S. counties)

Latest Hoopers for Shreveport-Bossier City (Jan.-Feb., '56) show KWKH leading in almost as many ¼-hour periods (46.1%) as all other Shreveport stations *combined.*

But Shreveport represents only a fraction of the audience you get with KWKH. S.A.M.S. credits us with 80 counties having a population of 2,259,800. That's more people than live in St. Louis or Washington! And KWKH actually *reaches* 22.3% more daytime homes than ALL other Shreveport stations *combined!*

When you buy radio in Shreveport, don't be content with anything less than the entire *region.* Ask The Branham Co. to prove how KWKH can deliver FAR more listeners per dollar!



EFFECTIVE MERCHANDISING SERVICE

Some of the nation's largest advertisers say that KWKH's merchandising services are important helps to them. Ask The Branham Company for a copy of our new, descriptive merchandising folder, "Aids To Advertisers"!

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

BROADCASTING TELECASTING

May 7, 1956 Vol. 50, No. 19

FCC STUDIES PLAN TO SPLIT U. S. INTO U AND V REGIONS

- **East would be all uhf, West predominantly vhf**
- **Gradual transition proposed, with 10-year deadline**
- **But this only one of many reallocation possibilities**
- **Selective deintermixture still under consideration**

THE FCC tomorrow will take up a bold, comprehensive television allocations plan to split the United States in two—and make the populous eastern area all uhf in 10 years.

This is one of several plans which it was learned authoritatively is being prepared for the Commission at tomorrow's meeting.

Another, which it was learned will be submitted, involves the commissioners going down the list of 168 metropolitan areas and indicating their preferences for deintermixture.

There was no evidence at week's end that a majority was in favor of any specific plan.

A recommendation which would have deintermixed a number of markets where no more than one vhf was operating—submitted to the Commission last week and considered for the whole of last Wednesday's meeting—was returned to the staff without action.

It was then that the staff was ordered to make a study based on the conversion to uhf of the entire eastern United States—with Chicago-New Orleans the dividing line.

The concept of this proposal is that the eastern states would be all uhf and the remainder of the country vhf mostly, with uhf channels used for fill-in purposes.

This dual-tv concept is premised on:

- The 12 vhf channels are not sufficient for a nationwide, competitive system.
- Uhf must be used and it must be given such a boost that it unquestionably will succeed.
- Three or more competitive, comparable facilities must be provided in all or as many of the first 100 markets as possible.

A corollary to this foundation, according to informed sources, is that if the 1952 Sixth Report and Order is changed, it must be changed without question for the better.

These were some of the details and favorable factors attributed to the area proposal:

Item: Present and prospective vhf outlets would have 10 years (the transition period is not fixed; it could be eight or 12 years) to amortize their vhf operation.

Item: Sometime in the middle of the transition period, vhf operators would be forced to begin also operating on a uhf channel. For a period, there would be dual vhf-uhf operation.

Item: The broad scope of moving the most populous and, marketwise, the richest part of the country to uhf would give the high band a fillip which would ensure its growth.

Item: During the transition period, the technical improvement of uhf could be advanced to the point that present shortcomings (compared to vhf) would be reduced to insignificance. It was understood that FCC Chairman George C. McConnaughey has been assured by eight manufacturers of support in his "crash" uhf research program [B•T, April 23].

Item: Where viewers might lose service from some of today's wide-ranging vhf outlets, a host of additional stations would spring up to replenish these losses.

Inherent in the approach to this potential solution was the belief that the high-density population eastern U. S. does not require large-area vhf coverage.

Elements of the plan were suggested in an "area" proposal submitted in the allocations proceeding by Washington consulting engineer Comdr. T. A. M. Craven, former FCC commissioner. This was also believed to be an extension of Comr. John C. Doerfer's suggestion, made last year, that major metropolitan areas like New York, Chicago and Los Angeles be completely deintermixed—all uhf.

The idea of moving television to uhf has been mentioned from time to time almost since tv began commercially in 1945. It was seriously suggested by then FCC Chairman Wayne Coy during the 1948-1952 "freeze."

It was emphasized repeatedly that this concept was only for consideration and that other possibilities were still under study.

According to informed sources, the FCC will first take up a city-by-city run-down of possible deintermixture moves when it meets tomorrow. Led by Chairman McConnaughey, each commissioner will recommend his views on deintermixture. This may give some clue as to where a majority of the FCC is in agreement.

This, in essence, is the selective deintermixture idea.

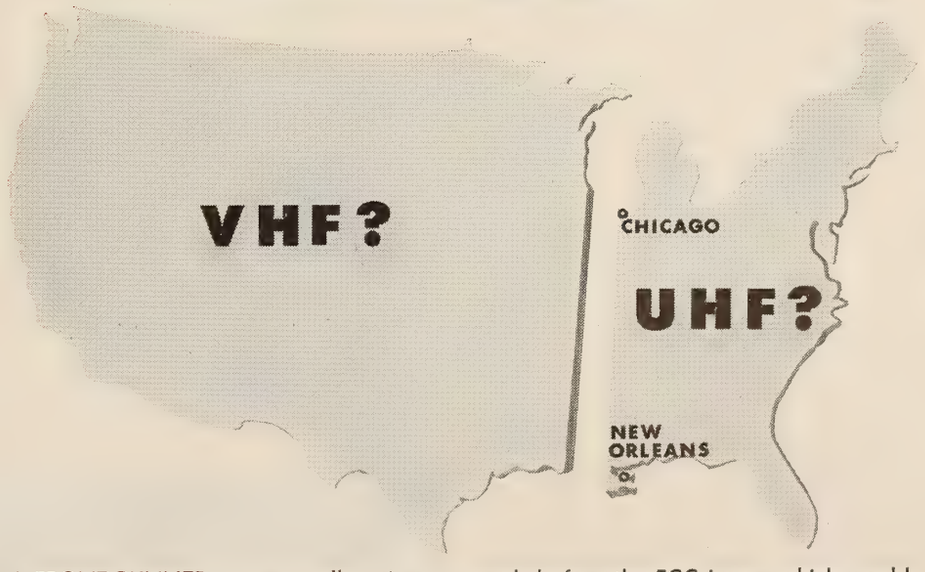
The FCC has been meeting on allocations since early this year. It has been in almost continuous consultation since late April.

If and when a majority of the Commission come to a meeting of minds, it is understood that a further rule-making notice will be issued setting out a proposed plan of action. Comments and reply-comments will be requested.

The present allocations study stems from the inability of uhf stations to compete successfully with vhf stations in intermixed markets. This situation has been the subject of hearings by the Senate Commerce Committee.

UNAWARE that FCC was considering a uhf plan as far-reaching as that described herewith, B•T last month assigned Senior Editor Frank Beatty to study how u's were faring in two typical uhf-only markets. For the first report of this series, see page 35.

WILL FCC DIVIDE THE NATION?



A FRONT-RUNNER among reallocation proposals before the FCC is one which would split the nation on a line between Chicago and New Orleans, with the East all uhf and the West predominantly v. It will compete with other plans at Tuesday's Commission session.

HEAT'S ON THE NETWORKS

FBI AGENTS prowled the advertising centers of New York and Los Angeles last week as a Justice Dept. investigation of alleged antitrust violations by television networks was suddenly intensified.

Coincidentally, the hunt for television monopolies was spreading throughout government. At week's end the hunting parties lined up like this:

• **In the Dept. of Justice:** The investigation which has been quietly going on for months picked up steam as special agents were assigned to the case from the FBI.

• **In the Senate:** A week after release of Sen. John W. Bricker's explosive report charging CBS-TV and NBC-TV with operating a television monopoly [B•T, April 30] the Senate Commerce Committee prepared further hearings into network practices and had scouts searching New York for evidence. And the Senate Antitrust Subcommittee was known to be examining Sen. Bricker's detailed indictment of the two leading networks.

• **In the House:** The House Antitrust Subcommittee decided to hold hearings on the network monopoly charges—perhaps with Sen. Bricker as a star witness.

• **In the FCC:** The special network study staff, with a $221,000 appropriation, was busily continuing its private questioning of witnesses from all elements of television.

The Dept. of Justice interest in television network operations was first made known two months ago by Stanley N. Barnes, assistant attorney general of the department's Antitrust Div. Mr. Barnes, who later was appointed a judge of the U. S. Court of Appeals, testified before the Senate Commerce Committee that the department had "several investigations" pending in the television field [B•T, March 5].

Mr. Barnes said that the department was looking into complaints about networks forcing advertisers to buy programs owned or controlled by the networks. He likened such a practice to the single control over movie production and exhibition which was outlawed in the Paramount case.

"We believe," Mr. Barnes said at that time, "that if a similar situation is to be avoided in the telecasting industry, the networks must not condition access to the airways on use by the advertiser of a network-owned program."

Reports last week were that the FBI men were questioning advertising agency executives in New York and Los Angeles and that they were seeking information about the degree of network program control.

At Justice Dept. headquarters in Washington, a spokesman said there was no comment on the case "at this time."

It could not be learned whether the FBI investigators in the field were exploring other phases of network operations.

But there was no doubt that the Justice Dept. had been thoroughly exposed to charges of other forms of network domination.

More than a year ago Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, sent to the Justice Dept. a report by Harry M. Plotkin, then special Democratic counsel to the committee, recommending drastic changes in rules governing network operations [B•T, Jan. 24, 1955, *et seq.*].

Mr. Plotkin urged several objectives: to eliminate or modify option time, to discourage station representation by networks, to study the advisability of separating radio and tv networks.

He said these and other objectives he thought desirable could be obtained without new legislation and through the use of regulatory power by the FCC and the Dept. of Justice.

Even more dramatic proposals for corrections of network practices were made to the Dept. of Justice six weeks ago by Richard A. Moore, president of KTTV (TV) Los Angeles.

Mr. Moore's proposals were sent to Justice after he delivered them in person as a witness before the Senate Commerce Committee [B•T, April 2]. The essence of his lengthy testimony was that the networks were operating in illegal restraint of trade by enforcing option time and exclusive dealing features of affiliation contracts and by insisting that advertisers take a minimum of must-buy stations to get access to network time.

A third anti-network report which can hardly have escaped the attention of the Justice Dept. is that issued a week ago by Sen. Bricker.

Sen. Bricker used theretofore confidential FCC financial reports to illustrate his thesis that CBS and NBC have a "private monopoly."

The financial data was obtained upon recommendation of former FCC Comr. Robert F. Jones, who retired as Republican counsel to the Senate Commerce Committee after issuing a special report, counterpart to Mr. Plotkin's, last year.

In his report, Mr. Jones urged further study of the network situation and especially argued for the collection of more financial data than he was able to get from the FCC.

Sen. Bricker's report is bound to be the hottest topic at forthcoming hearings of the Senate Commerce Committee. According to tentative plans, the Committee will take testimony the middle of this month from several station operators representing both pro-network and anti-network views. In early June the committee will hear executives of the networks.

Meanwhile, committee staff members last week were hard at work checking out main points of Mr. Moore's earlier testimony. Kenneth Cox, special counsel of the committee, and Nicholas Zapple, communications expert, last week questioned advertising agency and film company officials in New York on Mr. Moore's assertions regarding option time, must-buys and the alleged difficulties of film syndicators to sell their shows against network competition.

Reverberations to Sen. Bricker's report spread last week outside the Senate Commerce Committee. Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and its Antimonopoly Subcommittee, said he would begin hearings in "a few weeks" on the question of network affiliation practices, and he told B•T he would invite Sen. Bricker to testify.

Rep. Celler said that in his view the FCC was acting as a "rubber stamp" for intra-industry agreements.

Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the Senate Antimonopoly Subcommittee, was known to have called for a special copy of the Bricker report. At the time this story went to press Sen. O'Mahoney was attending the funeral of Sen. Alben Barkley in Paducah, Ky., and it could not be learned whether he intended to join the network chase.

Still another investigation of network practices—the exhaustive study by the special FCC network staff—was proceeding.

While Messrs. Cox and Zapple were interrogating agency and film people in New York last week on behalf of the Senate investigation, Edward R. Eadeh, member of the FCC network study staff, was similarly engaged, though only with agencies.

Other members of the FCC special study group have made periodic trips to New York and other points of interest and plan considerably more research. The target date for their report and recommendations is June, 1957.

HIS AGENTS SEARCH FOR MONOPOLY . . .



J. Edgar Hoover's FBI men, on assignment to a special Justice Dept. investigation of networks, were questioning advertising agency executives in New York and Los Angeles last week. They were checking charges that network control of programs violates the antitrust laws. With FBI agents in the field, the Justic Dept. probe was building up momentum.

. . . WHERE THESE FOUR THINK THEY HAVE ALREADY FOUND IT



Harry Plotkin

As Democratic counsel to Senate Commerce Committee, he issued report a year ago urging crackdown on what he described as network domination of tv.



Richard Moore

Head of successful independent KTTV (TV) Los Angeles, he testified to senators that network option time and must-buys constituted illegal restraint of trade.



Robert Jones, Sen. John Bricker

As Republican counsel to Commerce Committee, Mr. Jones wanted detailed tv money data from FCC. When Sen. Bricker got it, he composed 27-page report blasting CBS-TV and NBC-TV "private monopoly."

WORLD ADVERTISING MEDIA PURCHASES ESTIMATED AT $12 BILLION FOR 1956

U. S. to spend $9 billion on promotion and sale of goods this year with remainder of world expending approximately $3 billion, International Adv. Assn. annual convention in New York told. Survey shows Britain is second biggest advertiser with $1 billion volume.

ADVERTISING expenditures throughout the world—but excluding the U. S. and Canada—surpassed at least the $3 billion mark in 1955, according to a survey released by International Adv. Assn. last Thursday at the opening of its two-day annual convention in New York.

In 22 countries for which more or less detailed breakdowns were available, the report showed local advertising on radio accounted for $102.6 million out of a total of $2.79 billion, while local television advertising amounted to $8.45 million. In many of these countries, however, radio-tv is government-controlled and noncommercial. Local newspaper advertising volume in the 22 countries was placed at a little more than $1 billion. A complete range of other ad media accounted for the bulk of the expenditures.

"Based on the reports filed," the IAA research committee said in a summary accompanying the survey, "newspapers remain the No. 1 media but in some areas, especially in Latin America, England and Japan, commercial television is coming up fast."

The survey indicated an average gain of 8% in advertising volume was expected in 1956 in the 22 reporting countries. This would add more than $225 million in these countries.

In getting the $3 billion-plus figure for advertising outside the U. S. and Canada, IAA added $150 million as a "minimum" for nonreporting countries to the $2.79 billion for the reporting areas.

Comparison Afforded

The summary also found it "interesting" to compare the $3 billion expenditure of other countries with U. S. domestic advertising volume, "which will total $9 billion in 1956."

Release of the survey—conducted under the supervision of the IAA research committee headed by Alexander O. Stanley, editor of Dunn & Bradstreet's *International Markets*—coincided with the start of two days of panel sessions and addresses in the IAA's eighth annual convention.

With International Advertising Agency leaders from some 35 countries on hand as guests of the American Assn. of Advertising Agencies [B•T, April 30], among the estimated 600 delegates to the convention, the first day's sessions included these highlights:

• Adam J. Young Jr., president, Adam Young Television Corp. and Young International Ltd., radio-tv station representatives, in a panel discussion on various aspects of international advertising, said time brokerage (purchase of time or space for resale to another party) in Latin America, while on the decline, still flourishes in some countries, working against the proper selection of media. Not only do time brokers take the public service function out of the broadcaster's hands, but when they are advertising agencies they in effect can obtain a monopoly by excluding competing accounts from radio and tv stations, he said, adding that the result would be "more government regulation of broadcasting and socialization of the industry."

• Walter S. Lemmon, president of shortwave WRUL Boston (World Wide Broadcasting System and Radio Industries Corp.), told the international visitors that radio and television can sell ideas as well as hard and soft goods. Mr. Lemmon urged a wider use of radio-tv for public relations and international goodwill.

• Robert H. Otto, board chairman and president, Robert Otto International Adv., New York, asserted that while "local media abroad are being undersold and under-promoted . . . there's no sure cure quite like a little hard advertising."

• Harry Schwartz, special correspondent on Soviet affairs for the *New York Times,* the first day's main luncheon speaker, cited Russian competition as a seller on world markets. As an example of such competition, Mr. Schwartz noted that when he was in Finland last fall, the Soviets were "exerting pressure for permission to flood the Finnish market with Soviet tv sets. This kind of product competition will increase."

The IAA international advertising survey indicated that leaders in expenditures, after the U. S.'s approximately $9 billion, are Great Britain with about $1 billion; Germany, $570 million; Australia, $250 million; France, $212 million; Switzerland, $192 million; Canada, $180 million, and Japan, $168 million. Cuba's report, received too late for inclusion in the 22-country breakdown, placed the island advertising volume at $35 million in 1955, of which U. S. advertisers and agencies accounted for $18 million and other foreign concerns $2 million.

Nation-by-Nation Report

The report also offered "significant comments" from various countries in connection with their survey. These included:

• Colombia: Commercial tv—while restricted by government regulations—is on the way up; so is radio which, together with newspapers, took the largest slice out of the Colombian advertising dollar. (Report from Propaganda Epoca Ltd., Bogota.)

• Cuba: Tv is "growing steadily," according to Godoy & Cross, Havana, which reported the latest phenomenon as "co-sponsorship." While tv has "cut deeply" into radio, G&C says, radio station rates have not dropped. Oddly, there has been some increase in magazine linage. With four channels to pick from (one covering all of Cuba), Havanans—1.1 million of them—maintain 150,000 sets, and these, plus 50,000 sets in the interior, provide a tv audience which G&C executives place at about one million.

• Bermuda: More than 90% of local trade is among foreign visitors—mostly from the U. S. mainland. Radio has risen as an advertising medium to the point where it takes one-third of the total advertising monies spent, according to Bermuda Broadcasting Co., Hamilton.

• Curacao, West Indies: R. J. Dovale Adv. of Willemstad, reported the number of Dutch Antilles radio stations is now five (thanks to the advent of Radio Caribe), and that there is a "trend toward increased advertising budgets with the accent on radio," . . . which "has become more and more important."

• Belgium: While Belgian air is government controlled, the Brussels advertising agency of Bodden & Dechy S. A. said advertisers wanting adequate Belgian coverage look to Radio Luxembourg. In Belgium, the newspapers and magazines can claim most of the $54 million annually spent on advertising.

• France: The Paris agency of Elvinger Adv. disagreed with its Belgian colleague, saying the so-called peripheral stations, e.g., Luxembourg, Monte Carlo, Andorra and Saar, provide only "limited" coverage.

• Germany: Publicitas in Frankfurt felt that radio is slipping as an advertising medium (retrenchment at home, spending profits in investment at the expense of advertising, plus the "relatively expensive" status of radio). But the Eisler Agency of Hamburg disagreed, reporting commercial broadcasting gained stature in 1955 and that tv—reaching 320,102 registered set owners—will get 4% of the total West German advertising budget this year. Westdeutsche Anzeigen of Cologne predicted a 5-to-10% jump in total advertising this year over 1955's reported $524 million.

• Holland: Of the $50 million spent last year in advertising, Vereniging V. Erkende Adv. said, nothing went to broadcast media due to government control.

• Sweden: In the Scandanavian peninsula movies are better than ever—at least from an advertising standpoint, for the "cinema is a very important advertising medium," according to Gunther & Back Annonsbyra Ab. Though tv has just made its Swedish debut, it is most improbable that it will go commercial.

• Switzerland: After applying heavy pressure, the Swiss Publishers Assn. has forced the government to deny commercial television a chance, consequently with only 10,500 sets in the country and only two or three hours of programming a day, four days a week, magazines have shot up in advertising value, according to Dr. Rudolf Franer Adv., Zurich.

• United Kingdom: With commercial tv only three months old at the end of 1955, and with the addition of new tv outlets in Manchester, Leeds, Glasgow and Birmingham, the Advertising Assn. of London and other sources estimated 1956's increase would touch the 400% mark.

• Australia: With commercial tv just around the corner and with newspaper costs high, Australian radio net volume in 1955 was $13 million and is growing steadily, according to Rodney H. Evans Adv., Sydney. Largest advertiser: Colgate-Palmolive Co.

• Japan: By 1957, Dentsu Adv. Ltd. Agency of Tokyo reported, Nippon will have four tv channels. Set cost is high and at present there are only 200,000 sets in the country. However, even with limited tv advertising activity, the significant fact is this: before tv, newspapers accounted for 80% of total advertising volume; today, their share is down to 55%.

Countries for which detailed figures were not supplied—but for which IAA authorities estimated that advertising came to at least $150 million in 1955—included Mexico, Brazil, Venezuela, Puerto Rico, Italy, Norway, Spain, Portugal, Israel, Syria, Iraq, India, New Zealand and the Union of South Africa.

Gray Flannel Cossacks

SOVIET LEADERS Nikolai A. Bulganin and Nikita S. Khruschev last week, and most likely for the first time, were figuratively given two slightly-shiny gray flannel suits in a talk to the International Adv. Assn.'s annual convention by Harry Schwartz, a specialist on Russia at the *New York Times.* Said he: "One might summarize the nature of the new Soviet tactics by saying that the Soviet firm of Khruschev & Bulganin has taken over the Soviet account and the two head men are personally acting as the account executives."

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers In January, 1956

1.	Procter & Gamble	$3,330,868
2.	General Motors	1,910,948
3.	Chrysler	1,722,588
4.	Colgate-Palmolive	1,435,908
5.	American Home Prods.	1,430,324
6.	Gillette	1,231,748
7.	General Foods	1,216,985
8.	American Tobacco	1,122,511
9.	R. J. Reynolds	1,003,537
10.	Ford Motor	960,464

BIG THREE AUTO MAKERS SPENT $4.5 MILLION DURING JANUARY

THE BIG THREE auto makers—General Motors, Chrysler Corp. and the Ford Motor Co.—collectively spent more than $4.5 million for network tv time last January.

This handsome sum has added significance in light of the tv industry turmoil created by a suggestion of Ernest Jones of MacManus, John & Adams agency, that perhaps tv is not the kingmaker it's supposed to be in auto sales.

According to computations based on Publishers Information Bureau's January report on network tv gross billings, GM placed close to $2 million that month into network tv, followed by Chrysler with more than $1.7 million and Ford nudging the $1 million mark.

Compared to that same month in 1955, General Motors spent nearly *$1 million* more; Chrysler, more than $500,000 above its January 1955 mark, and Ford had not appeared in the top 10 network tv advertiser list that month.

As a product group, "automotive, auto equipment and accessories," ranked third in product billings. Only products outscoring this category in gross network time sales in January were "food and food products" and "toiletries and toilet goods."

Number one spender in January was Procter & Gamble, which topped by $200,000 the over $3 million in network tv time purchases last December. Its January total was $3,330,868, or about $800,000 more than in 1955.

All of the top 10 tv network advertisers in January, which also appeared in the list for the same month a year ago, increased their monthly expenditures. Eight of the 10 in the listing had appeared in January 1955. American Home Products Corp., which has pushed high up in the list of network tv spenders with its more than $1.4 million, and Ford Motor Co., replaced General Mills and Lever Bros.

Network tv gross billings for 1956 were off to a soaring start during the first month. More than $5 million over the January 1955 total, the time purchases totaled $38,876,756 with notable increases in automotive, drugs and remedies, food and food products, soaps, cleansers, polishes and toiletries and toilet goods.

GROSS NETWORK TIME SALES BY PRODUCT GROUPS FOR JANUARY 1956 AS COMPARED TO 1955

	January 1956	January 1955
Agriculture & Farming	$ 32,394	$ .....
Apparel, Footwear & Access.	275,020	265,276
Automotive, Auto Equipment & Access.	5,474,887	3,505,780
Beer, Wine & Liquor	551,496	501,234
Building Material, Equipment & Fixtures	167,233	57,634
Confectionery & Soft Drinks	876,660	875,566
Consumer Services	63,213	177,246
Drugs & Remedies	3,189,916	1,953,835
Food & Food Products	7,304,793	6,864,934
Gasoline, Lubricants & Other Fuels	373,716	416,141
Horticulture	.....	4,746
Household Equipment & Supplies	2,661,979	2,888,403
Household Furnishings	200,452	245,290
Industrial Materials	809,809	518,938
Insurance	420,250	221,329
Jewelry, Optical Goods & Cameras	283,964	466,737
Office Equiment, Stationery & Writing Supplies	378,523	588,573
Publishing & Media	98,425	58,356
Radios, TV Sets, Phonographs, Musical Instruments & Access.	846,305	876,456
Retail Stores & Direct by Mail	.....	.....
Smoking Materials	3,556,980	3,387,749
Soaps, Cleansers & Polishes	4,568,724	3,453,302
Sporting Goods & Toys	41,946	13,392
Toiletries & Toilet Goods	6,413,479	5,817,012
Travel, Hotels & Resorts	61,830	51,885
Miscellaneous	224,762	318,460
TOTALS	$38,876,756	$33,528,274

Source: Publishers Information Bureau

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JANUARY 1956

Ralston Purina Co.	$ 32,394
J. P. Stevens & Co.	122,310
Chrysler Corp.	1,722,588
Joseph Schlitz Brewing Co.	193,632
General Electric Co.	92,406
Coca-Cola Co.	379,875
Western Union Telegraph Co.	35,820
American Home Products Co.	1,393,546
General Foods Corp.	1,216,985
Gulf Oil Corp.	201,213
General Electric Co.	484,296
Armstrong Cork Co.	143,330
Aluminum Co. of America	165,240
Prudential Insurance Co. of America	292,422
Eastman Kodak Co.	168,600
W. A. Sheaffer Pen Co.	116,520
Time, Inc.	45,320
RCA	268,285
American Tobacco Co.	1,122,511
Procter & Gamble Co.	3,017,977
Mattel Inc.	31,390
Gillette Co.	1,186,668
Pan American World Airways	61,830
Hartz Mountain Products	84,633

K&E PROMOTES EDWIN COX, FIVE OTHERS

Cox elected to newly-created post of vice chairman of board. Stewart, Miller, Hewitt, Ule and Brady become senior vice presidents of agency.

KENYON & ECKHARDT, New York, has elected a vice chairman of the board (a new post) and five senior vice presidents, effective immediately, William B. Lewis, president, announced last week.

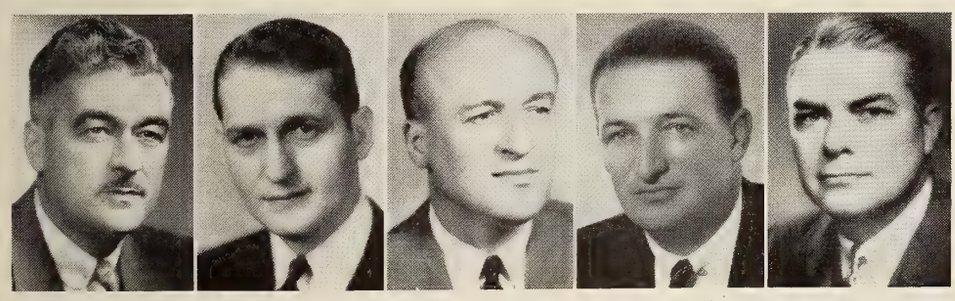
Edwin Cox,, former senior vice president and creative head of the agency, was elected vice chairman of the board; David C. Stewart, treasurer and former general manager, is now treasurer and senior vice president in charge of corporate services; Don C. Miller and Anderson F. Hewitt, former vice presidents, were elected senior vice presidents in charge of account management; G. Maxwell Ule, formerly vice president in charge of research, is now senior vice president in charge of marketing services, which include the research, promotion, media and tv-radio departments and Barrett Brady, formerly vice president and copy director, is now senior vice president in charge of creative services, which includes the copy, art, commercial production and print production departments.



MR. COX

"The business of K&E has more than doubled since the present pattern was established four years ago," Mr. Lewis stated, "and so, subsequently, has the workload. The new organizational pattern is in no sense a reorganization, it is simply an evolution of the same organization procedures which have been so successful in bringing K&E to its present standing."

Mr. Cox, who joined K&E in 1933, was elected vice president a year later. He was also chairman of the plans board. Mr. Stewart, with the agency since 1946, was elected secretary of the agency a year later. In 1950, he became secretary and general manager. Mr. Miller joined the firm in 1948 as manager of the Detroit office and supervisor on the Lincoln-Mercury account. He was elected a vice president of the agency in 1949. Mr. Hewitt has been with the organization since 1953 when he was a vice president; Mr. Ule came to K&E in 1949 as vice president and research director, and Mr. Brady, who joined the agency in 1954 as copy supervisor and was made a vice president in the same year, was named copy director last year.



MR. STEWART MR. MILLER MR. ULE MR. HEWITT MR. BRADY

Douglas Summer Campaign To Encompass 26 Markets

AN EXTENSIVE national spot radio campaign planned by Douglas Labs., Miami, Fla., (for its Coppertone suntan lotion) will encompass 26 stations in as many markets, according to Grant Adv. Inc., which services the account from its Miami office. The schedule will run from June 15-Aug. 5, with 12 spots per weekend in each market supplementing newspaper space and billboards [AT DEADLINE, April 30]. A separate campaign is planned for the West Coast, it was reported. Douglas Labs. has been a participating sponsor on NBC Radio's *Monitor* and a television advertiser.

$2 Million Ad Drive Set

THE American Institute of Men's and Boy's Wear Inc. announced last week that it had achieved its goal of a $2 million advertising program. The group had obtained pledges and cash of $2,195,054 as of last week.

The advertising plan, it was understood, calls for most of the budget to be allocated to radio and television spot announcement campaigns, plus sponsorship of several spectaculars to accent seasonal themes for clothing. Advertising and public relations will be handled by BBDO, New York.

DuPont Renews Cavalcade; ABC-TV Announces Changes

E. I. DUPONT DE NEMOURS & Co., Wilmington, Del., has renewed *DuPont Cavalcade Theatre* on ABC-TV for the fall season. The program (telecast Tuesdays, 9:30-10 p.m. EDT), which during its old radio and past tv days limited its story material to U. S. history, this season has broadened its scope to encompass contemporary events. A spokesman for BBDO, DuPont's agency, said this format would be continued.

ABC-TV reported that Pearson Pharmacal Co. (Sakrin, Eye-Gene), will begin alternate-week sponsorship of *The Amazing Dunninger* (Wednesday, 8:30-9 p.m. EDT), which replaces *M-G-M Parade* beginning this week. American Tobacco Co., on behalf of Pall Mall cigarettes, will remain in that time period alternately, while General Foods Corp. (Maxwell House coffee) departed with last week's terminal showing of *M-G-M Parade*. Agencies are Donahue & Coe (Pearson), Sullivan, Stauffer, Colwell & Bayles (Pall Mall) and Benton & Bowles (General Foods).

The network also noted that *Screen Directors Playhouse*, which ABC-TV picked up from Eastman Kodak Co., Rochester, N. Y., via NBC-TV, will begin July 4. *Playhouse* will be seen Wednesdays, 9-9:30 p.m. EDT following *Dunninger*. Agency is J. Walter Thompson Co.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

May 10 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp., through McCann-Erickson (also June 7).

May 12 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co., through Ruthrauff & Ryan (also May 19, 26).

May 24 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson.

June 2 (9:30-11 p.m.) *Ford Star Jubilee* "A Bell for Adano," Ford Motor Co. through J. Walter Thompson.

NBC-TV

May 7-11 (3-4 p.m.) *Matinee*, participating sponsors (also May 17-18, 21-25, 28-June 1).

May 7-11 (5:30-6 p.m.) *Howdy Doody* participating sponsors (also May 14-18, 21-25, 28-June 1).

May 12 (9-10:30 p.m.) *Max Liebman Presents*, "Music of Gershwin," Oldsmobile, through D. P. Brothers.

May 15 (8-9 p.m.) *Milton Berle Show*, Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.

May 20 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha, through Bozell & Jacobs.

May 20 (7:30-9 p.m.) *Sunday Spectacular*, participating sponsors.

May 21 (7:30-7:45 p.m.) *Gordon MacRae Show*, Lever Bros. through BBDO (also May 28).

May 22 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 24, 29, 31).

May 28 (8-9:30 p.m.) *Producer's Showcase*, "Bloomer Girl," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

May 30 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.

June 3 (9-10 p.m.) *Goodyear Playhouse*, "The Sentry," Goodyear Tire & Rubber Co., through Young & Rubicam.

June 5 (8-9 p.m.) *Milton Berle Show*, Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.

June 9 (9-10:30 p.m.) *Max Liebman Presents*, "Sweethearts," Oldsmobile, through D. P. Brother.

June 13 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co., through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T]

Crider Resigns From K&E

WICK CRIDER, vice president in charge of television and radio and board director of Kenyon & Eckhardt, New York, resigned effective June 1. His future plans will be announced shortly. Prior to his affiliation with K&E, Mr. Crider was with BBDO and J. Walter Thompson.

AGENCY-TV FILM RELATIONSHIP EXPLORED

Discussion of commercials comprises one of a series of sessions at 79th semi-annual convention of the Society of Motion Picture and Television Engineers.

INTERDEPENDENCE of the advertising agency and the tv film producer was explored at a session devoted to television film commercials Tuesday at the 79th semi-annual convention of the Society of Motion Picture and Television Engineers in New York. The five-day meeting opened on Monday.

The discussion of commercials comprised one of a series of sessions covering a wide range of tv film and motion picture subjects, including television studio lighting, motion picture equipment, underwater television, laboratory practices, high-speed photography, studio recording and closed-circuit television.

The function of the agency television department was described by S. J. Frolick, vice president in charge of the radio-tv department of Fletcher D. Richards Inc., New York. He cited programming, copywriting and television production as the three main areas in which an agency tv department operates on behalf of a client.

In programming, Mr. Frolick said the department must maintain a continuous search for new shows best suited to clients' needs and serve as liaison between the client and the network or an outside producer. With respect to copy, he said, the department works in conjunction with the copy staff to find the best approach and the most effective techniques for presenting the clients' messages. In tv production, duties center around supervising and approving animation models and layouts, selecting scenes and approving on-the-air prints, Mr. Frolick pointed out.

Suggestions for the actual writing of the television commercials were offered by Peter Cardozo, vice president of the television department, Fuller & Smith & Ross, New York. Mr. Cardozo underlined the importance of using "one basic idea in any one commercial," pointing out that time is limited and several ideas cannot be developed adequately. He recommended that the writer immediately establish a point of reference for the viewing audience by making it clear exactly what the commercial is attempting to do. Mr. Cardozo also cited the importance to the writer of a knowledge of available facilities; thinking in "picture terms" and capturing viewer interest in the first few seconds.

Robert H. Klaeger, vice president in charge of industrial and tv film production, Transfilm Inc., New York, spoke on "What the Producer Expects From an Agency" and indicated that agencies should be prepared to spend a larger portion of funds for commercials. He claimed that the investment in tv film commercials in 1955 was only 3% of the estimated $1 billion spent by advertisers in tv.

Mr. Klaeger asserted that in many cases thousands of dollars are spent on a single show while "requests are made to shave $100 or so from the cost of the commercial, even though it affects its quality." Mr. Klaeger acknowledged that prices vary within the production field, depending on the facilities offered and the type of personnel employed. Mr. Klaeger said he noted that agencies are departing from the practice of competitive bidding and relying more upon the ability of a producer as the criterion for awarding a contract. He also urged agencies to invest responsibility in "a voice of authority"—an individual who can act for the agency speedily when a crisis arises.

A speech on "What the Agency Expects of a Producer," prepared by G. David Gudebrod, supervisor of film production at N. W. Ayer & Son, New York, was read by George Harrington, special assistant in radio-tv at Ayer.

[For condensed texts of the Klaeger and Gudebrod speeches, see page 40.]

In a keynote address opening the convention Monday, Dr. John G. Frayne, SMPTE president, observed that "the cold war that existed between motion pictures and television has changed to active cooperation" on the commercial side. He pointed out that to the engineer, television and motion pictures long have been "closely allied" and are today considered "inseparable."

Dr. Frayne said he believed the society was responsible to some degree for helping to "bridge the technological gap" by offering "technical specialists in both areas a common technical forum of long standing and experience." For the future, Dr. Frayne saw the introduction in tv film production of electronic techniques and other cost-cutting devices and methods developed by the tv industry for its live programming. He added these innovations will be necessary "in order to make films for television of a high artistic quality . . . at a cost the television industry can afford."

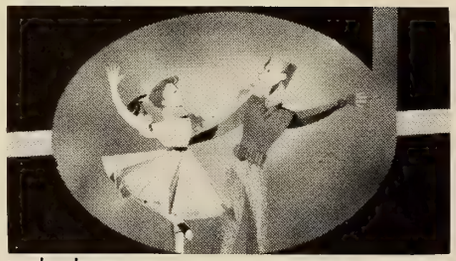
In a paper prepared by Charles P. Ginsberg, chief video engineer of Ampex Corp., an explanation was made that Videotape is not intended at this time to replace the 35 mm camera. The paper stated the new Ampex Videotape recorder [B•T, April 9, 16] was designed specifically for tv program delay, and since "video quality is simply not comparable with ordinarily good original film . . . there is no immediate application for Videotape here and probably very little even in the future."

An unusual session at the convention Wednesday night dealt with possibilities opened up in the field of underwater observation by the use of television, touching upon tv's value to civil, marine and salvage engineers and biologists, geologists and oceanographers. Speakers included Douglas Allanson of the engineering staff, Pyle Ltd., Cambridge, England; J. D. Robinson, American Machine and Foundry Co., Greenwich, Conn.; E. A. Williford, Link Aviation Inc., Binghamton, N. Y.

Among the other speakers at the meeting were Robert W. Byloff, NBC, on "Color Television Lighting Control"; P. Wittlig, CBS-TV, on "Lighting Guide Posts (Film)"; William R. McCown and Jack Hopkins, WSM-TV Nashville, on "Lighting in Black-and-White at WSM-TV for a Future in Color"; Salvatore J. Bonsignore, CBS-TV, on "The Art of Color Tv"; H. N. Kozanowski, RCA, on "Lighting for Opaques on Tv."



From longhair . . .



to be-boppers . . .



to a romantic mood . . .



to the pitch.

NEW SPOT

CUT-OUT paper-dolls moved for the first time without the need of stop-motion photography when RCA Victor released its newest commercial on NBC-TV's *Producers Showcase* last Monday. The idea of motion in paper sculpture was conceived by Robert Kirschbaum, radio-tv copy chief of Grey Adv., and executed by Transfilm under the supervision of Rogers Brackett, also of Grey Adv.

Previously, spots using paper cut-outs remained motionless. Grey is keeping to itself the details of its new technique.

The commercial opens on a music staff with a spotlight setting off one note while Vaughn Monroe chants off-screen: "Which kind of music do you like? classical . . . pops . . . jazz . . . mood music . . . you name it . . . RCA Victor's got it . . . the music you *want* . . . *when* you want it . . ."

As each type of music is named, paper sculpture figures demonstrate. A fuzzy-haired conductor moving his baton indicates "classical," a girl with a pony tail hairstyle and a boy with a sport jacket break in position of a dance depicting "pops," while the cutout figure of a trombone player, cheeks puffed out, horn to mouth, signifies "jazz" and figures of a boy and a girl on a glider outline "mood music."

When Mr. Monroe switches in copy to the straight sell, the commercial picks up the cover jacket of the five new album releases: Serenade, Caruso, Belafonte, Elvis Presley and Eddie Fisher.

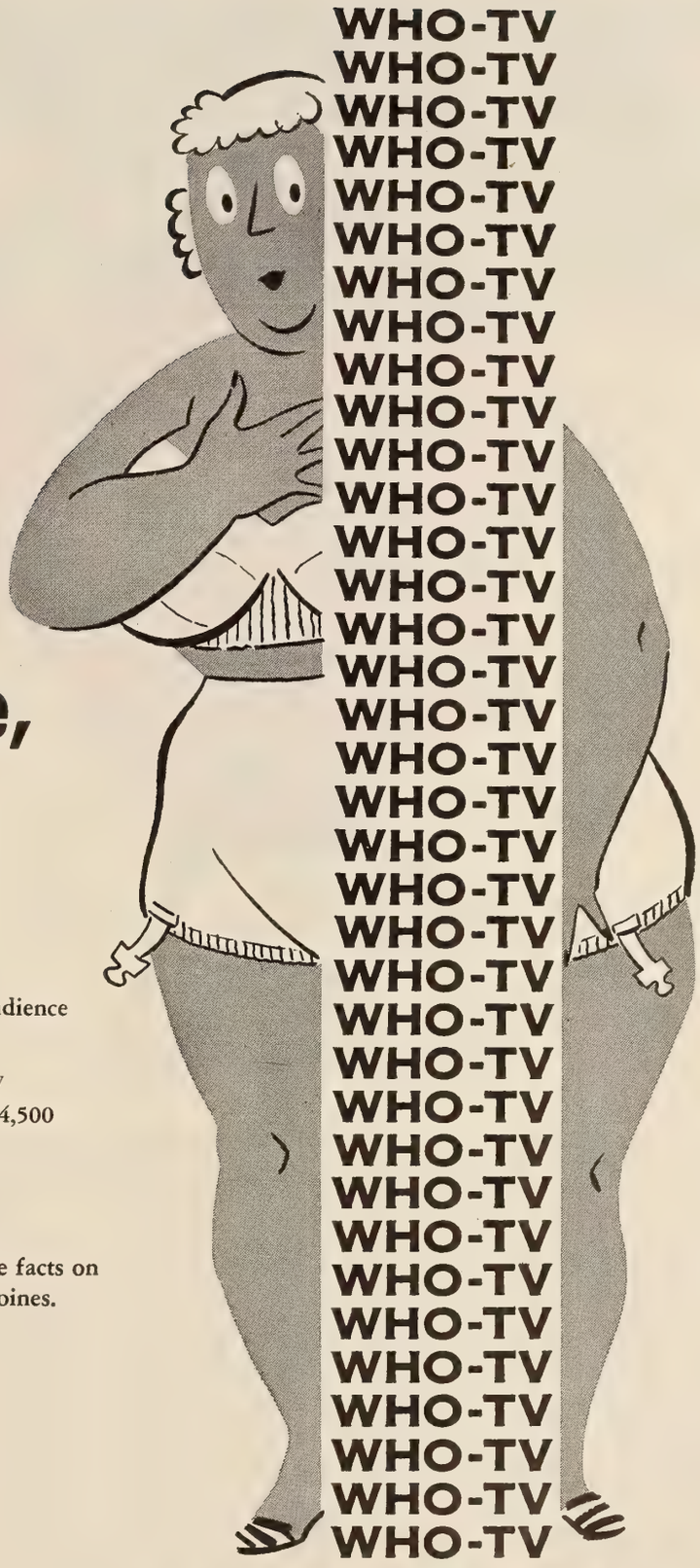
The commercial closes with the fuzzy-haired conductor returning and waving his baton over Mr. Monroe's closing line: "hear them at your RCA Victor dealer's . . . now."

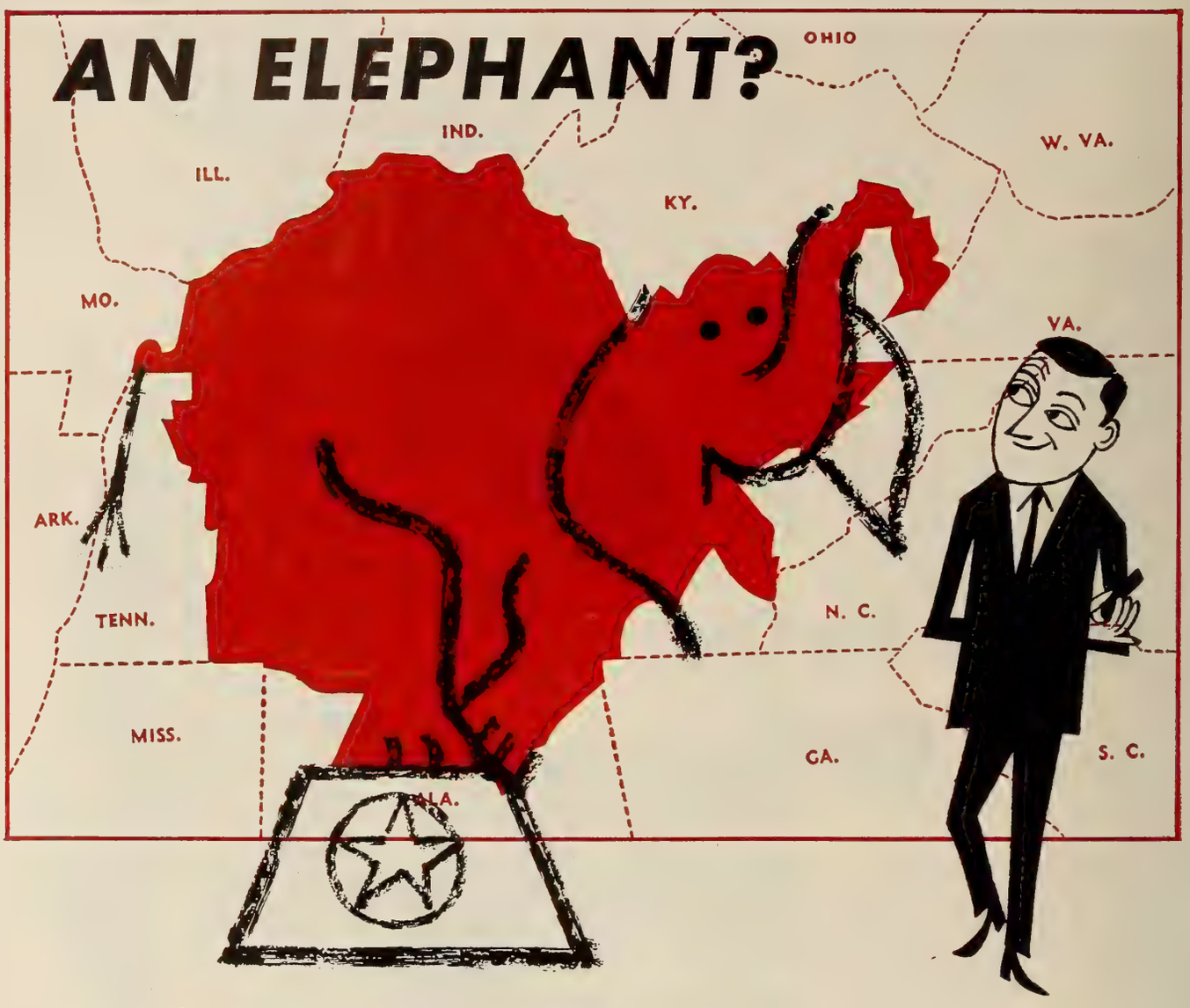
She's A Big One, All Right!

WHO-TV is as big a *television* value—and getting bigger all the time!

As of March, *last year,* the Iowa Television Audience Survey found that 74.2% of all Iowa families owned television sets. *Today* we conservatively estimate that WHO-TV's coverage area has 284,500 television sets—viewed by over one million people, divided almost exactly 50-50 between urban and non-urban families.

Ask Peters, Griffin, Woodward, Inc. for all the facts on WHO-TV—Channel 13—NBC-TV in Des Moines.


WHO-TV
WHO-TV
WHO-TV



No, that mystery shape isn't really an elephant, though it is a jumbo-sized bargain for advertisers.

Actually it's a map of "The Mystery Market" ...one of America's richest...The Central South ...a $2,713,371,000 market—richer than the cities of Denver and New Orleans put together ... or Atlanta and Dallas put together.

A RICH MARKET, IN FACT, THAT'S COVERED BY ONLY ONE MEDIUM...and that's WSM Radio in Nashville.

If you attempt to cover The Central South with a combination of other radio stations or with a combination of newspapers in the area, the coverage would still be incomplete—and the cost would be three to 15 times greater than that of a WSM custombuilt program. As for TV, all TV viewers in the market put together still represent less than half the market's buying power!

For the full story on this unique situation, send for your free copy of our booklet, "The Mystery Market," containing complete facts and figures as compiled by independent authorities.

650 KC **WSM** RADIO

BOB COOPER, Sales Manager
JOHN BLAIR AND COMPANY, National Advertising Representatives
Nashville – Clear Channel – 50,000 Watts



WHERE VHF ISN'T IT ISN'T MISSED

WILL uhf television really work? Is it technically capable of serving a large market, the outlying communities and the farm homes over an 80-100 mile diameter?

Can it start from scratch, with no local vhf competition, and overcome established fringe service from vhf stations?

B•T sent Senior Editor J. Frank Beatty into the field to find out. He toured two of the more active uhf-only markets: South Bend and Elkhart in Michiana (Northern Indiana-Southern Michigan), and, in Northeastern Pennsylvania, the neighboring cities of Wilkes-Barre and Scranton. These markets were picked for their contrast. South Bend-Elkhart country is flat, the stations are normal power. Wilkes-Barre-Scranton country is mountainous and two stations there are using power at maximum 1 million watts. Power, terrain and antenna height are said by the experts to be primary considerations to a uhf signal.

Editor Beatty talked to the station people, he monitored their signals for miles around, he talked to the set owners and to the servicemen who keep the sets running—and he talked to advertisers and agencies who buy uhf. His findings to all three of the questions above: Yes!

This is Part I of that uhf story. Part II will appear in B•T next week.

THE SCORE at the bottom of the third inning, Dizzy Dean reminded, was:

Yankees 8
Red Sox 0

In the little town of Ligonier, Ind., Old Diz unknowingly was the star of another contest—Uhf vs. Vhf. The electronic box-score on five tv receivers at the showroom of Hire Electric Co. was:

Uhf 5
Vhf 0

Three of the five uhf pictures on five uhf sets lined up against the showroom wall—and all thumping signals driven by three separate transmitters 30 to 40 miles away—offered the Yankees vs. the Red Sox. Two other receivers showed equally satisfactory uhf signals.

Persistent twirling of a dozen dials and rotating of high antennas failed to produce a single usable vhf picture.

Three uhf runs were scored by: Ch. 52 Elkhart (WSJV [TV], 30 miles away); ch. 46 South Bend (WNDU-TV, 40 miles), and ch. 15 Fort Wayne-Auburn (WINT [TV], 29 miles). All three stations offered the CBS *Game of the Week* (Saturday, April 21).

The two other uhf stations offered other Saturday afternoon programs. They were ch. 34 South Bend (WSBT-TV, 40 miles) and ch. 33 Fort Wayne-Auburn (WKJG-TV, 35 miles).

A B•T reporter, studying the five clear uhf pictures, was reminded of another kind of uhf story which was written when WROV-TV Roanoke, Va., gave up the ghost in June, 1953. A posthumous look into that area showed that the low-powered (18 kw) signal had been leading servicemen a merry chase as they pinned bowties on chimneys and coal bins in search of the elusive picture. Converters drifted, images were often weak and advertisers were loath to endow the infant miseries of an electronic art form when neighboring WSLS-TV was pouring powerful vhf signals from a mountain pinnacle ["What Happened in Roanoke," B•T, July 13, 1953].

Since that time KPTV (TV) Portland, Ore., and many other uhf stations have grown and prospered, but the original memories linger on around many of the buyers of television time.

Are the memories out of date? Does uhf succeed where it has no vhf competition? Here are some observations and conclusions gained during a field mission around the South Bend-Elkhart market:

• 99.2% of the South Bend-Elkhart homes in the four-county Pulse survey area have all-wave tuning (four out of five homes are tv-equipped).

• Advertisers can show definite results over more than a 50- to 60-mile diameter.

• Uhf stations deliver the principal tv service to over 100,000 families and 325,000 people in the nation's 64th market, with retail sales of over a half-billion dollars.

• The uhf signals are strong, stable and interference-free over most of a 60-mile diameter. They do not reach as far out as the lower vhf frequencies, everyone concedes, and they hit a ridge a half-hour's drive west out of South Bend.

• Surveys (American Research Bureau, Pulse) show fractional vhf tuning in South Bend and Elkhart, with WKZO-TV Kalamazoo providing increasingly strong competition to the north.

• Tv dealers simply can't sell a vhf-only set in the market.

• Servicemen have no trouble finding a signal within 30 miles of a transmitter when they install uhf sets; 40 miles is 50-50 because the uhf stations lack high towers and 50 miles is partly luck.

• Agencies, like advertisers, are discovering their longtime audience-per-dollar for-

mula works fine in the South Bend-Elkhart market.

WSBT was knocking on the FCC's doors early in 1947 and soon came up with a regulatory lemon—a permit to operate on ch. 1. This short-lived facility disappeared into a Pennsylvania Ave. pigeonhole and WSBT went after ch. 13. Here again the mysteries of bureaucracy interfered and northern Indiana had to be satisfied with snow, white flashes and the other vagaries of distant vhf signals.

And then came the miracle on ch. 34.

WSBT-TV took the uhf air in December 1952, a Christmas gift that caused more home-to-home traffic than anything since the advent of fringe vhf. Here and there brave set-owners invested in bow ties, bullseyes and other assorted grids to go with the converters that allowed them to receive a clear television picture that didn't have white flashes or jump out of vertical sync and could be picked up seven days a week, rain or shine. Astonished neighbors came, watched, and decided to convert their own sets. After all, $50 or $75 wasn't too much in view of the average $200-$300 investment in a rooftop vhf labyrinth.

South Bend was pleased, and so was Elkhart. Elkhart Truth Publishing Co. capital put WSJV (TV) on ch. 52 in the spring of 1954 and last summer Notre Dame U. opened on ch. 46.

By yearend the stations will be feeding possibly 175,000 uhf sets in a market where a vhf-only receiver is a distinct and temporary novelty.

WSBT-TV South Bend is owned by the *South Bend Tribune,* the only local paper in the city and enjoying a comfortable income. WSBT is the am affiliate. WSBT-TV operates on ch. 34 with 204 kw power. When it went on the air Dec. 21, 1952, the station held its rates down for a while and quickly built up a loyal advertiser and viewer following.

WSBT-TV is a CBS-TV basic optional outlet, carrying 82% of the network's night commercial programs, 64% of the daytime and all day-night network sustainers. Paul H. Raymer Co. is national representative. Top hourly rate is $400.

Intake for 1956 looks like $800,000, possibly quite a bit more, judging by spring business. The station brings in a substantial profit, which will help pay for the striking new studio-office building dedicated in April [B•T, April 16]. With this new half-million-dollar structure, total investment is well over $1 million.

Neal B. Welch is general manager of WSBT-TV, Arthur R. O'Neil is assistant manager-chief engineer and Richard H. Holloway is national sales manager. The station claims 182,000 uhf sets in the primary coverage area (10 Indiana, 4 Michigan counties). No beer accounts are carried.

The transmitter is located several miles southeast of the city. WNDU-TV has located its transmitter nearby, greatly simplifying the installation and tuning of uhf receivers. WSBT-TV has network color.

WNDU-TV Notre Dame is owned by Michiana Telecasting Corp., a tax-paying subsidiary of Notre Dame U. The modern office and studio building is located on the campus, with a score of students working part-time and learning the commercial television business as part of their college work.

An NBC basic optional, WNDU-TV is directed by Rev. Theo M. Hesburgh, CSC, president, and Rev. Edmund P. Joyce, CSC, executive vice president. They hold similar titles with the university. Bernard C. Barth is vice president-general manager of Michiana, which also operates an am outlet, WNDU. Tom Hamilton is commercial manager. The station carries 80% of NBC-TV night commercial programs and 75% in daytime.

With 185 kw power, WNDU-TV operates on ch. 46. The service area is described as covering nine counties, being held to more populous centers by an electrical tilt. The station is represented by Meeker Tv Inc., but shifts July 15, its first anniversary, to Edward Petry & Co.

Total investment is around $750,000. While the first-year program called merely for WNDU-TV to get on its feet, the station was said to have crossed the threshold into the black early last month. Income for calendar 1956 should total $650,000 to $700,000, though a good second half could shove it higher. Network color is transmitted and an RCA color camera chain is on order.

Father Joyce, an eloquent opponent of the National Collegiate Athletic Assn. football tv monopoly and creator of the 1955 Notre Dame closed-circuit football network, is said to have issued two realistic policy directives —keep it clean and make money.

WNDU-TV's Class AA rate is $500 an hour, with a 20% discount offered retailers. A "Stick-to-It" plan gives retailers another break for longer commitments and is an attraction for co-op money. A new "Summer TAN-dem" inducement covers the April 30-Sept. 3 period and provides seasonal discounts for certain programs and spot announcements.

WSJV in Elkhart is separated from South Bend by 11 mostly built-up miles but the two South Bend transmitters are only 10 miles from the Elkhart transmitter. WSJV took the air March 20, 1954, after WSBT-TV had already led to extensive conversion of vhf sets. With NBC-TV programming, the entry of a second primary signal with network service spurred the uhf transition. WSJV now is an ABC-TV affiliate, and operates on ch. 52 with 248 kw power. WTRC is the am affiliate. H-R Television Inc. is representative.

John F. Dille Jr., president-general manager of the stations, publishes and edits the *Elkhart Truth.* He is 35.5% owner of WSJV. A. H. Beardsley Trust No. 3 of the Miles Lab interests owns 49.5%. Paul C. Brines, formerly assistant manager of WGN Chi-

THREE U SIGNALS OVER MICHIANA



THIS is the Michiana market, where three uhf signals—two from South Bend and one from Elkhart—serve television to over 150,000 sets in the nation's 64th market.

cago and active in Illinois broadcasting more than a decade, is director of broadcasting. WSJV carries 75% of ABC-TV's commercial programming and has all fall network programs on the schedule, including *Omnibus*.

Business is good this spring, with March 15% above a year ago, according to Mr. Brines. The station investment runs over $500,000. Income for 1956 should exceed $450,000 and possibly reach $500,000, despite loss of NBC-TV to WNDU-TV last July. Network income to the station from the ABC-TV affiliation is described as above the NBC-TV take, but national spot has suffered because some prime adjacencies went to WNDU-TV. The slack is being taken up by energetic selling in Elkhart, South Bend and Mishawaka plus such outlying communities as Goshen, Napanee and Warsaw. The top WSJV rate is $300 an hour. The station is on the brink of profitable operation.

NATIONAL advertisers who buy television time—vhf and uhf—are inclined to count potential customers rather than megacycles when they spend their money. Wesley Nunn, advertising manager of Standard Oil Co. of Indiana, told B•T, "We don't ask whether a station is uhf or vhf. We want the best circulation—the best audience per dollar. We want to know what it costs to tell our story to 1,000 people. Standard Oil will always buy a uhf station if it is the better buy—and it often is."

A local advertiser who is interested in at least a 25-mile spread—Robert Slocum, Sewmatic sewing-machine store, Mishawaka (South Bend contiguous suburb)—can trace every lead because he asks prospects where they heard about his $39 loss-leader (not bait-switch) offer. Thirty per cent of the store's business comes from out-of-town. His 12 weekly announcements on WNDU-TV bring inquiries as far as 35 miles out, including Niles and Buchanan, Mich., and Culver, Knox, Plymouth and LaPorte, Ind.

"Some agencies and advertisers don't like uhf as well as vhf," Mr. Buchen was told. The astonished businessman could think of only one reply:

"Why?"

He added, "All I know is that around here we feel the other way. We think uhf is wonderful."

And what do some of the other area advertisers say about uhf?

Max I. Seltenright, who has the Nehi-Royal Crown Bottling Co. franchise for four counties (St. Joseph, Elkhart, Marshall, Kosciusko) started on WSBT-TV's *Hoosier Favorite* pantomime-movie program a year ago, promoting only Royal Crown Cola and placing through Compton Adv., New York. Results appeared quickly. As Mr. Seltenright relates the story: "Business was suffering from labor troubles around the area but our sales climbed from an 8% drop to a 12% increase. Of the 12% gain, all but 2% was traced to RC. This year sales are up 20% and nine-tenths of the increase is from RC.

"Royal Crown sales increased on every route, showing how WSBT-TV's influence extended out 20 to 30 miles. Chicago RC sales dropped while ours kept increasing. Incidentally, I have $300 worth of antenna sitting on my roof that I don't use any more."

Another advertiser who aims out 30 miles and more is Femco Inc., distributor of Motorola tv sets and a wide line of appliances. Del Carlisle, Femco sales manager, who is sponsoring the *My Little Margie* film series on WNDU-TV for 26 weeks, said the company has 100 Motorola dealers in 11 counties—three in Michigan, eight in Indiana.

Motorola is the second set in the market, he said. In describing the uhf-vhf situation, he said only 7% of receivers in the entire 11-county area are vhf-only and these are in the Michigan City and Benton Harbor areas bordering Lake Michigan. Chicago bangs into these cities with the aid of a water-haul. "As you go west of South Bend into LaPorte and Michigan City," Mr. Carlisle said, "about half the receivers are all-wave models." He said an all-channel Motorola costs $30 more than a vhf-only set.

The financial business likes South Bend-Elkhart television as served up by the three uhf stations. St. Joseph Valley Bank, Elkhart, is developing community prestige and bringing in new business through a public service program *Living With the Law*, produced by the Elkhart City Bar Assn. on WSJV. "The response in nine weeks has been tremendous," according to Eldon Lundquist, assistant vice president. "The first week opened our eyes; the second week showed continued growth; the third week was amazing.

"We measure advertising on an overall basis. Deposits are growing, contrary to the general trend. Trust activity is increasing, a key index."

The account is placed through Linder-Scott Associates, South Bend. Jack Scott, agency partner, is program moderator. The bank leads all Elkhart banks in rate of growth.

One of the more recent uhf enthusiasts is Joseph Laveno, president of Riverside Motor Sales, Goshen, Ind. (15,000 population, 10 miles southeast of Elkhart). "My television customers come as far as 60 miles away," Mr. Laveno said. "Well over half of them come in because of our Thursday night movie on WSJV. Television really does a job for Riverside. Nearly all our customers mention the program. We don't do much vhf tuning in this part of the country."

While many tv executives of national advertising agencies deny stoutly that they have any prejudice against uhf, many concede that memories linger on from some of the more unfortunate uhf station situations found in intermixed markets. One prominent buyer who preferred not to be quoted said leading agencies buy uhf in uhf markets but conceded they aren't too enthusiastic about some of the intermixed areas. "There is no Madison Avenue complex," this buyer said, mentioning such mixed markets as Portland (Ore.) and Miami. "We want evidence of listenership and conversion," he declared, adding that many uhf stations are derelict in not providing "accurate and adequate evidence of circulation."

On the other hand, a prominent station representative, who is not interested in the market but insisted on remaining anonymous, said, "There is an agency prejudice against uhf based on the original floundering stations, their weak signals and the bad receivers. If a uhf station is not an NBC or CBS outlet, many of the national agencies don't bother checking any further."

Station brokers, who appraise stations as well as buy and sell them, approach a uhf deal cautiously, one of the leading figures in the field told B•T. "If it's a good, prestige station with a high conversion rate and a good audience, we'll naturally be interested," he said, and then added, "A lot of them don't meet that test, especially in mixed markets."

LOCAL advertising agencies operating in Northern Indiana have no uhf prejudices. If anything, they're dubious about vhf except close to Lake Michigan or to the north. Jack Scott, partner in Linder-Scott Associates, and m.c. of the *Living With the Law* program mentioned earlier, said uhf caught on slowly in 1953 but now is a powerful medium. "Uhf is effective and reaches out well. The station coverage maps are generally accurate. We have all three networks and a lot of homes only need an inside antenna. Not much vhf is tuned around here any more."

Lincoln J. Carter, head of the South Bend agency bearing his name, said he can trace the uhf influence accurately as far as 50 miles—Warsaw, Ind., for example (44 miles). He said a client of the agency, Tower Federal Saving & Loan Assn., has used WSBT-TV to build prestige. "A lot of people thought saving and loan associations were alley bucket shops or small-loan sharks," he said. "Our first year on the air was directed at that fallacy. The second year we showed the soundness of our operation. Then we explained how Tower is a good place to save.

"Total assets have nearly doubled in recent years, after standing still for 20 years."

Clement B. Haines, account executive of Lampert, Fox, Prell & Dole, South Bend agency, gave a single-shot program on WSBT-TV credit for an astonishingly successful boat show held March 2-4 north of South Bend by Bullock Outboard Marine Co. A quarter-hour on the Joe Boland sports show "had a big effect," he said, with space also used in the *South Bend Tribune*. "Nearly everyone mentioned the program. Bullock's sold large numbers of boats, sold out every Arkansas Traveler in the place and had a customer for a $6,730 Coronado."

Mr. Haines offered this aside, "We think uhf is the greatest. There is no spark plug interference. Maybe you've noticed the flashing that shows up on vhf pictures. Uhf doesn't have airplane interference, like vhf, and it's necessary to remember that we're on the New York-Chicago route. We used to put up with vhf interference, poor fringe pictures and expensive towers, but we don't have to anymore."

WHAT THE SERVICEMAN THINKS ABOUT UHF

IT'S MOSTLY FLAT in the dozen or so Michiana (Northern Indiana, Southern Michigan) counties that depend primarily on the three uhf stations in South Bend-Elkhart for their television service. With a gentle roll and few hills to interfere, and no lofty mountains to throw blocks, the uhf pictures can be picked up 25 miles out with a corner reflector hitched to the chimney. From 25 to 50 miles, the signal may be good or it may be too weak to drive some of the noisier all-wave receivers.

There's an angle that must be emphasized in any mention of the flat Michiana landscape. That's the lack of high television transmitting towers. WNDU-TV Notre Dame (South Bend) has a 538-foot tower just 570 feet above average terrain. WSBT-TV's tower nearby is 479 feet high and 540 feet above average terrain. WSJV Elkhart has a 445-foot tower 410 feet above average terrain. All operate with medium uhf power (under 250 kw.).

Even so, the three stations put out a signal that engineers say is far better than the FCC's curves would indicate. There's little apparent difference in the way the three signals come in though they range from ch. 34 (WSBT-TV) to 46 (WNDU-TV) to 52 (WSJV). The lower frequency tunes a little broader but not sharper on the continuous tuners used in most sets.

Signal strength can be measured by an engineer's meters. It can be measured, too, by a curious reporter in an automobile. The latter procedure, while less scientific, provides answers to the question: How far does the signal go, and how good is it from a viewer's standpoint? By contacting tv dealers in outlying areas, the answers to most of the frequently asked questions about uhf coverage are provided.

Few servicemen or technicians say anything nice about the strip tuners used to adapt older sets. They work up a temperature when the 6AF4 tuner tube is mentioned. That's a critical tube in many tuners. Service people say it boils and puts out almost as much noise as signal. Its life is limited from a few months to a year, depending mostly on luck. The 6AF4 tube starts to fall apart first in the higher frequencies.

What these people say about set manufacturers and the type of engineering in all-wave receivers is often unprintable. Many of them estimate it takes three to 10 times as strong a uhf signal to plant a good picture on the screen as vhf needs. The difference? Noisy tuners, they insist.

"Why," moaned one city dealer, "Why doesn't somebody down there in Washington make these manufacturers answer for their sins? The stations and networks try to put out good programs and we go crazy trying to install the junk the factories give us. Nobody has ever developed a really decent tuner that can be built into a reasonably priced all-wave set. That new model (6AF4A) might be a little better, but not much. Tell them down there they ought to cut out the excise tax from all-wave sets and investigate the failure of manufacturers to turn out good equipment."

With all their troubles, tv servicemen are keeping all-wave sets operating. A tuner tube costs $3.50 retail, plus $5 more or less for the installation.

South Bend, Elkhart, and the outlying towns and farms offer myriads of tall, guyed vhf antennas. Practically all of these were built before reliable three-network service was available from the uhf stations. Often uhf bow ties and corner reflectors were fastened to the masts, usually within easy installation distance from the roof.

Because the two South Bend transmitters are 10 miles from the Elkhart station, some homes have two uhf antennas. Often servicemen split the angle and let one antenna do the job. Going out 30 or more miles, it's necessary once in a while to set up a rotor.

HERE are some typical comments made by dealers in three directions out of South Bend-Elkhart—north-northeast, east-southeast, and south—plus some observations by a metropolitan dealer:

Gene Gage, sales manager, Grant's Furniture & Appliance Store, Lagrange, Ind. (30 miles from Elkhart, 40 from South Bend, 27 from Fort Wayne-Auburn): "Most people get good signals from Elkhart and Auburn. South Bend and Fort Wayne are usually good but may have occasional snow. We start to lose Elkhart after going 10 or 15 miles east of Lagrange (over 40 miles). Kalamazoo comes in pretty good but there is interference. The 6AF4 tuner tube is giving us less trouble than last year. Very few homes don't have tv around here. All sets sold are all-wave, including color. Our new RCA color set brings in a good black-and-white signal from Elkhart."

Mrs. Tom Hire, Hire Electric Co., Ligonier, Ind. (closest uhf transmitter 29 miles): "We get five good uhf signals from Elkhart, South Bend and the Fort Wayne stations, and practically no reliable vhf service. Usually one antenna with a rotor or two corner bow-ties aimed opposite directions will get all five uhf stations. Occasionally we get a little snow from South Bend or Fort Wayne.

"Our new GE portable gets Elkhart on the built-in antenna, and all five stations are pretty fair with an indoor bullseye antenna. They're all hotter than a firecracker on the store's roof antennas. Nobody buys vhf-only sets."

Mrs. Lloyd Beatty, Pi-Rod Tv Sales & Service, Plymouth, Ind. (23 miles from South Bend, 28 from Elkhart): "We always get South Bend and Elkhart in our area, which goes as far as Rochester (40 miles from South Bend), Culver, and Bourbon. Fort Wayne, 65 miles, comes in very weak. The South Bend-Elkhart stations come in strong and we seldom need a tower except in a real bad spot. We make commercial and home towers and sell only all-wave sets. The 6AF4 tube is short-lived but we have a 1953 Westinghouse on the bench that uses a 6J6 instead, and the original tube is still operating. Some of the Chicago stations (100 miles away) come in with fringe service on a high tower but often we can't get the signals at all." South Bend came in snowy on a receiver's built-in antenna. An indoor corner reflector aimed away from South Bend brought in adequate pictures from the two stations. Outside antennas brought in fine pictures.

George Bucher, Bucher's Appliance Co., South Bend: "We haven't sold a vhf-only set in three years, and less than 1% of buyers want big vhf masts costing $190 upward. The three local uhf stations work anywhere inside our 15-mile area with bullseye, beercan or bowtie antennas. We run 50-50 indoor and outdoor antennas. Not over 25% of South Bend homes have more than one antenna. The built-in all-wave antennas in receivers don't work. They're only a gimmick." The store sells a $19.50 converter at a profit for use on trade-ins and old vhf-only sets. "Manufacturers who charge $40 or $50 for a tuner are gouging the public," he said. "They're several years late coming out with a tube to replace the 6AF4 in tuners. And why do they make it tough for us by advertising just the vhf-only price in magazines?"

Vincent Ward, of the Vincent Ward Appliance Store, Niles, Mich. (13 mi. from South Bend stations, 18 mi. from Elkhart): "We usually get South Bend and Elkhart on one antenna or an indoor pickup. WKZO-TV Kalamazoo comes in pretty good on a mast but Chicago is snowy. The uhf signals are generally good in Dowagiac (13 miles north) but beyond that it starts to taper off. Before uhf 98% of sales included guyed towers. Now we only sell all-wave sets. The low-priced RCA models pick up the uhf signals. We never sell a vhf-only set but a few people want masts; they like to boast they can get Chicago and the ball games. Once in a while the 6AF4s blow but don't misunderstand me—I don't mean everybody has tuner trouble."

Earnest Shank, Shank Radio Appliances, Cassopolis, Mich. (23 miles from South Bend stations, 20 from Elkhart)—"I never sell a vhf-only RCA or Crosley. Uhf comes in good beyond Vandalia (25 miles from South Bend) but there's a lot of Kalamazoo tuning around here on high towers. Chicago comes in on a tower, if conditions are right. I guarantee everything 90 days so the 6AF4 tubes cost me plenty. The new 6AF4A is a little better. RCA tuning shafts and knobs broke on some models but they corrected it. Out this far we need a $39.95 converter with two tubes and crystal. Now and then we get Elkhart and South Bend on the receiver's built-in antenna."



The Proud Inheritance . .

. . the proud inheritance of a courtly people, generous with friendship, zealous in their traditions — yet competent in the art of practical living — today blends with modern skills to speed the progress of our new industrial South.

Here in Richmond, center of Southern progress, WRVA-TV combines the rich inheritance of WRVA Radio's 31 years of broadcasting experience with leadership . . . with awareness of community responsibility as Richmond's newest television station. And Richmond television families are registering their appreciation by faithful allegiance to Channel 12. Their friendly response is a mark of esteem on which we place the highest value.

Represented by Harrington, Righter and Parsons, Inc.



WRVA-TV

Richmond, Va.

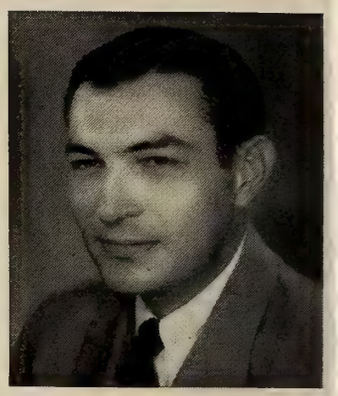
CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager



GETTING TOGETHER ON FILM COMMERCIALS

There are trying moments between a commercial's conception and the finished print. The Society of Motion Picture & Television Engineers (see page 32) asked an agency man and a film producer to tell how the other could help. These texts, condensed, resulted.



WHAT AGENCY EXPECTS OF PRODUCER

By G. David Gudebrod
Supervisor of Film Production
N. W. Ayer & Son, New York

I THINK it is fortunate that the term "producer" implies a single person. We know that "the producer" is not one man but really a group of men, each one skilled in his own rather narrow field; budget, control, direction, editing or camera work. [But] in every top flight production firm you can expect to find a single person who sets the tone of the whole organization. As his organization grows, he automatically surrounds himself with men and women who think the way he does. Unless a production organization is gigantic in scope, I believe that you will find that there are some few things which it can do better than others—because of a built-in preference and liking. No single production firm can be, in our opinion, all things to all agencies and all clients. So you might say that one of the things we expect from almost any producer is a certain amount of specialization.

We also expect a producer to supply all of the services needed to complete the film according to the script—adequate sets on a suitable stage, adequate lighting equipment, good sound equipment and good camera equipment. To us it makes little difference whether the producer owns all of this equipment himself or whether he obtains facilities by other means. What *is* essential is that all of the services and facilities be immediately available to the producer when he needs them. Even more important is that the producer know how, when and where to get them and at the same time be creative enough, experienced enough and authoritative enough to put them to good use after he has them.

There is just one more *general* qualification which we expect in a producer—financial stability. Can this firm be counted on to complete the job—or will we be forced to step in and meet payrolls so that our client can have a completed film? Will the monies which we may advance in progress payments be safeguarded or will we be faced with a sudden demand for additional payments ahead of schedule?

I remember two aged great-aunts [whose] favorite admonition to me was that old expression, "Sonny, mind your P's and Q's!" I think an agency should expect a producer of films to mind his P's and Q's above all else. There are a lot of very specific P's and Q's. Here are just a few of them:

Whether the producer is large or small, Professionalism is a must. The really professional producer naturally brings to any job accurate camera work, well-lighted and well-exposed scenes and smooth editing. But more than this he should be a professional *commercial* producer. Be the film a half-hour trip through the plant or a 20-second tv spot, the professional producer will never take the attitude "Oh well, that's good enough—after all, it's only a commercial!"

This attitude, which we expect from a producer—call it professionalism—springs from both a liking for and an understanding of the advertising, merchandising or public relations field. Yes—even more—a respect for the *working* film as distinguished from the *entertaining* film.

The second P that every producer should mind would be Performance. There's a big difference between performance and promises. Performance, which an agency expects, is something more than can be written into a contract. Performance is that extra ounce of effort it takes to get a rough cut done at 2:30 when

(Continues on page 48)

WHAT PRODUCER EXPECTS OF AGENCY

By Robert M. Klaeger
V.P., Industrial & Film Production
Transfilm Inc., New York

WHEN a film producer is asked to summarize "What the Producer Expects From the Agency," it would be simple to detail any given production and itemize "what might have been."

There might have been a clearer understanding of what constitutes a routine operation.

The agency might have had more knowledge of the technical side of film operations.

There might have been more flexibility in the copy people.

There might have been more of an open-minded policy on the part of the agency when changes, for reason of visual impact or economy, were suggested.

In the future, we might hope to have ample time to produce spots in the regular course of business.

But none of these things can be stated in general terms, for every job differs, and the structure of every advertising agency and film producer differs. One agency may supply a script, storyboard, talent, and color-corrected product, and the next may supply none of these. The producer must be flexible enough to supply any one of these services, and must maintain a competent staff to produce the final product.

Some agencies, although presenting very comprehensive storyboards for bidding purposes, are willing to accept ideas that will improve the commercial or that will result in economies. Others will insist that the boards be followed exactly, even though the pre-production meetings have indicated that the changes should be made. This inflexibility seldom pays off for the agency. Certainly it is cheaper to revise a storyboard than an answer print.

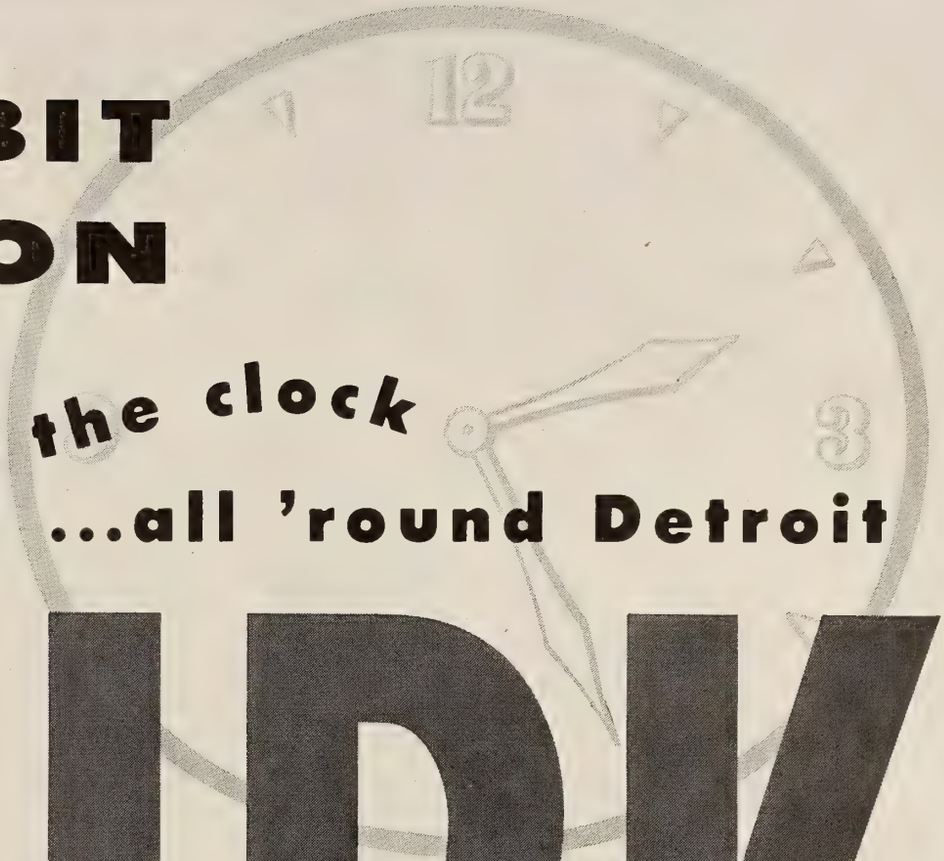
One of the most important requirements from all agencies is a "voice of authority." [Someone] must have the authority to represent the agency in all matters concerning production—and must be available to the producer in the various phases of production—if the producer is to have a successful operation.

We expect the agency to consider us a part of its operation, for history in television commercial production proves that this is the only successful method of operation. Agencies and producers having this type of relationship have expanded tremendously in the past few years, and will continue to do so. Agencies that attempt to employ "sharp practices" with reputable producers soon find that it is difficult to contract for a repeat job. The reverse is obviously true. No reputable producer can afford to gamble his future for a quick dollar, or run out on a job.

We expect agency personnel to learn more about our technical operations. Lack of understanding between the producer and the agency makes it easy to condemn in either direction. Producers are constantly learning about advertising and its problems. Agencies have established commercial departments staffed with trained personnel, and the overall relationship improves day by day. This has made possible a tremendous volume of filmed commercials.

We expect agencies to understand why competitive bids can vary. Pricing techniques differ in every production organization, just as pricing techniques in terms of services differ in every agency. There can be no pat percentage to cover overhead, supervision, administration, sales and profit. If overhead was the same in all production houses, it would imply that all producers pay the same rent, have the same volume, have exactly the same

(Continues on page 48)



HABIT STATION

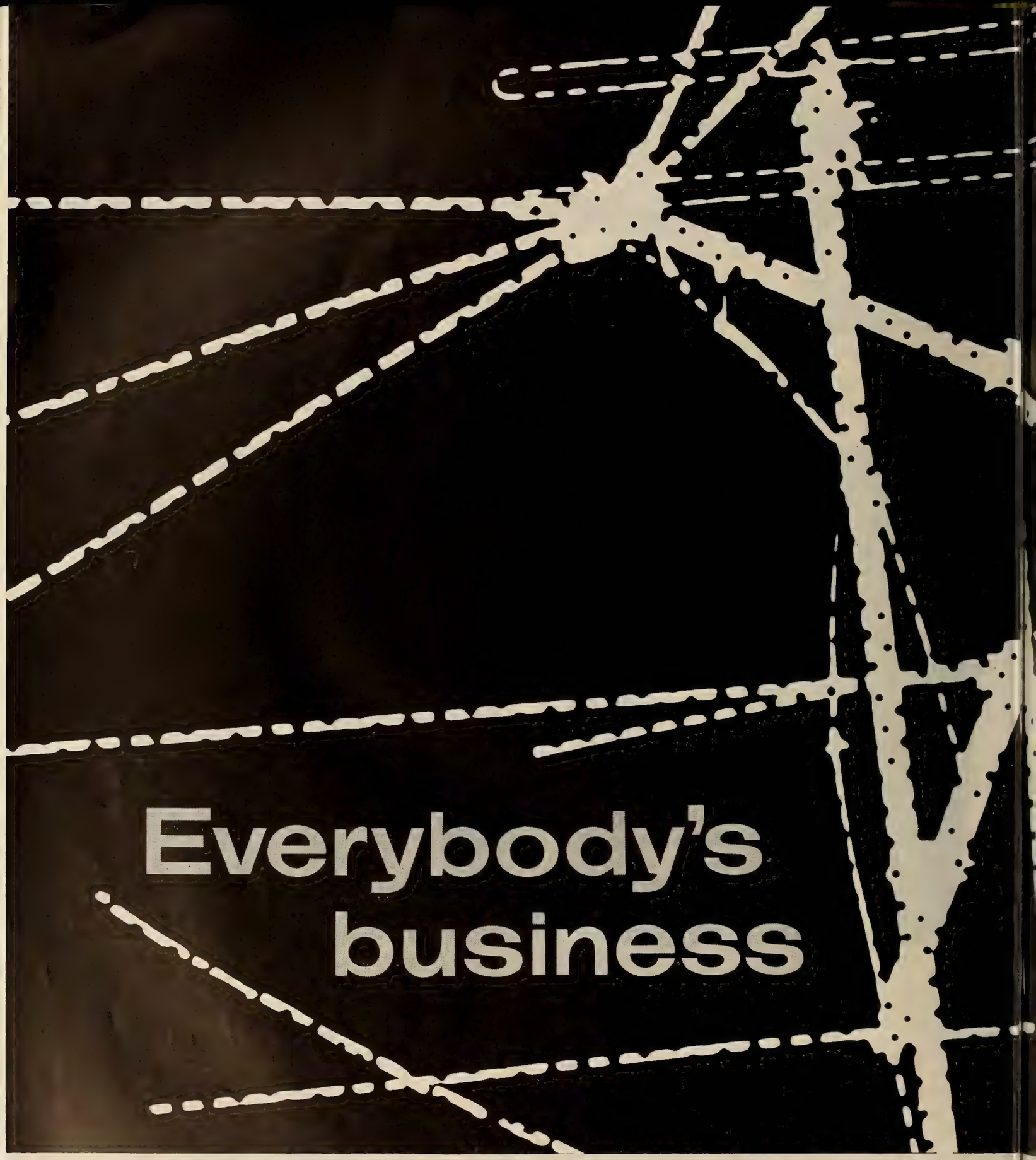
'round the clock
...all 'round Detroit

WJBK
RADIO

Michigan's Most Powerful Independent Station •
10,000 watts day • 1,000 watts night • 1500 KC •
AM-FM • Tops in News, Music and Sports

A STORER STATION

Represented Nationally by THE KATZ AGENCY
TOM HARKER, Vice Pres. In Charge of Sales
118 E. 57th, New York 22 MURRAY HILL 8-8630

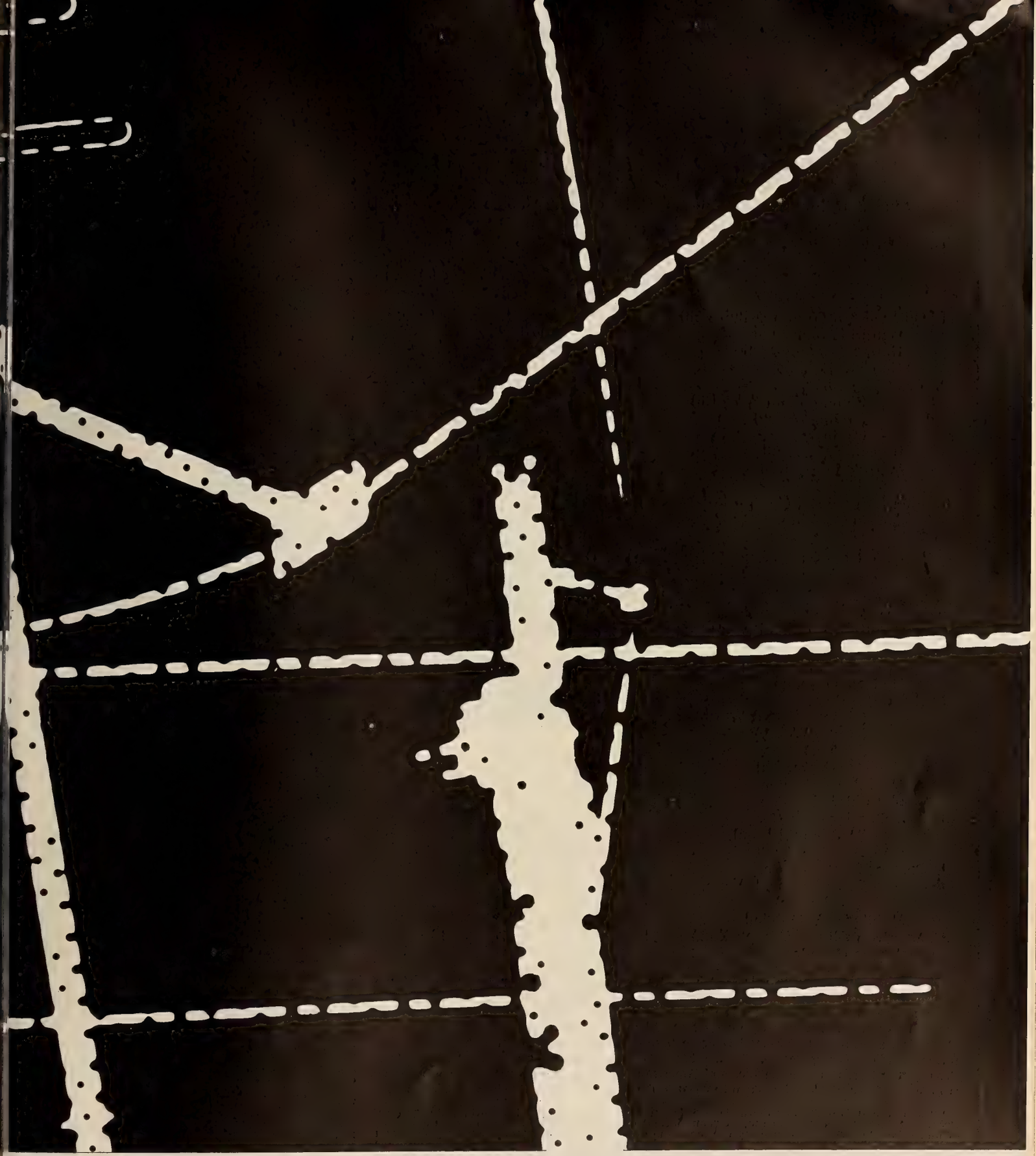


Everybody's business

Ironing board covers are just as much at home on network television as automobiles. A small-budget manufacturer of lawn seed thinks of it as a basic medium just as readily as a big-budget manufacturer of refrigerators.

New sales patterns developed by NBC have placed network television within the reach of every category of business. And as these sales patterns continue to free network television from the rigid system of sponsorship inherited from radio, more and more advertisers will be able to profit from its unparalleled impact.

There are more advertisers on TODAY alone than there were on the leading radio *network* a decade ago. The



widely applied TODAY pattern of participation has opened television to many new advertisers looking for flexible, economical, highly merchandisable ways to use the medium. And the Color Spectaculars offer new ways for more sponsors to capitalize on the audience appeal of big 90-minute shows and to begin reaping the benefits of displaying their products in Color.

With programs to attract *all* the American publics, and with its pioneering sales patterns, NBC places network television at the service of *everybody's* business.

exciting things are happening on

NBC Television

a service of RCA

GASOLINE-OIL IN NEW YORK TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Network	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Gulf Oil Co. (Young & Rubicam)	1	1	4	135
	Gulfpride Motor Oil		1	1-1/3	45
	H. D. Select Motor Oil		1	1-1/3	45
	No-Nox Gasoline		1	1-1/3	45
2.	The Texas Co. (Cunningham & Walsh) (Erwin, Wasey) (Kudner)	1	1	4	79
	Havoline Motor Oil		1	2	39
	Marfak Lubrication		1	1	20
	Sky Chief Gasoline		1	1	20
3.	American Oil Co. (Joseph Katz)	1	1	½	19
	Amoco Gasoline		1	1/2	19

NEW YORK INDEX (NETWORK PLUS SPOT)

Rank	Product and Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Gulf Oil Corp. (Young & Rubicam)	1	1	4	105
	Gulfpride Motor Oil		1	1-1/3	35
	H. D. Select Motor Oil		1	1-1/3	35
	No-Nox Gasoline		1	1-1/3	35
2.	The Texas Co. (Cunningham & Walsh) (Erwin, Wasey) (Kudner)	1	1	4	96
	Havoline Motor Oil		1	2	48
	Marfak Lubrication		1	1	24
	Sky Chief Gasoline		1	1	24
3.	Esso Standard Oil Co. (McCann-Erickson)		1	20	75
	Esso Gasoline & Oil		1	20	75
4.	General Petroleum Corp. (Stromberger, LaVene, McKenzie)		2	9½	75
	Mobilgas & Mobiloil		2	9½	75
5.	American Oil Co. (Joseph Katz)	1	1	½	18
	Amoco Gasoline		1	½	18

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for progams of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary monitoring occurred Feb. 11-17, 1956.

Grey Combines Two Depts.

MARKETING and research departments of Grey Adv., New York, heretofore separate entities, have been combined at the agency in recognition of "the increasing need of centralized planning in the marketing area and the close liaison required between research operations and marketing planning," Arthur Fatt, president, announced last week. Richard S. Lessler, Grey's research director, will head the department as vice president.

Geyer Agency Names Geyer, Hartshorn V.P.s

JOHN R. GEYER, secretary, and Stephen H. Hartshorn, research director, Geyer Adv., New York, have been elected vice presidents of the agency, President Sam H. Ballard is announcing today (Monday).

Mr. Ballard, himself recently elected president, told B•T last week that the new appointments are "in line with Geyer's policies of widening agency ownership among key employes and executives, moving more and more of them into active management roles." The agency has announced a new ownership plan whereby 50% of Geyer stock is being sold to members of the firm [B•T, April 30].

Mr. Geyer, son of Board Chairman B. B. Geyer, took a leave of absence from the agency



MR. GEYER



MR. HARTSHORN

during 1950-51 to assume the presidency of Nash-Eastern, operator of New York and Greenwich, Conn., car dealerships. Nash Div. of American Motors is serviced by Geyer at this time. Mr. Hartshorn, former research director of Trace-Locke-Dawson Inc., joined the agency in 1944 with the merger of T-L-D and Geyer.

Anthony Heads M-E Office

FORMATION of a new sales development office—encompassing the merchandising and sales promotional services heretofore conducted by the agency itself—was announced last week by McCann-Erickson Inc., New York.



MR. ANTHONY

Heading the department is Roy Anthony, formerly sales promotion manager, Pillsbury Mills Inc. Other executives named to the new department: John H. O'Toole Jr., former manager of McCann-Erickson's merchandising department; Wallace J. Rigby, former associate director of merchandising, and Ferd Ziegler, sales promotion manager, all vice presidents.

Gunther Appoints SSC&B

GUNTHER BREWING Co., Baltimore, Md., has appointed Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle its advertising, effective Aug. 1, Walter Driscoll, vice president in charge of marketing, announced last week. Gunther Brewing has an advertising budget of nearly $1 million. Bryan Houston, New York, formerly serviced the account.

SERVICE a big word at **KOMO-TV,** Seattle

Seattle's prized ANNUAL PAUL BUNYAN AWARD—*presented by the Chamber of Commerce to the business firm which made the most constructive contribution toward focusing favorable national attention upon the city of Seattle.*





"Service" means a lot of things at KOMO-TV, Seattle. In this instance, it meant arranging, staging and producing the 3-day visit to Seattle shown coast-to-coast on HOME via NBC-TV ...a presentation that won praise both locally and nationally.

It also means "viewer service"—maintaining a high standard of programming and studio production for the people of Seattle and Western Washington —as reflected in their respect for Channel 4.

And, there is "advertiser service"—in programming, in handling of commercials, in merchandising and promotion—the kind of intelligent, able service advertisers enjoy and expect when they do business with KOMO-TV.

for greater influence KOMO TV in Seattle and Western Washington.

CHANNEL 4 NBC *the COLOR station*

GET THE FACTS FROM YOUR NBC SPOT SALES REPRESENTATIVE

Mumm, Mullay & Nichols Names Kelley President

AT A SPECIAL board and stockholders meeting last week, John P. Kelley, vice president and client service director, Mumm, Mullay & Nichols Inc., Columbus, Ohio, and New York, was elected president of the agency, succeeding Michael H. Sloman, who becomes board chairman.



MR. KELLEY

At the same meeting, vice presidents Robert L. Schroer, George A. Slater, Edmund L. Bigelow, Philip A. Brown, Hershel W. Amburn, all of Columbus, and Arnold Cohan of New York, were re-elected officers. Marden Long was re-named secretary-treasurer of the agency. Newly-elected board members include Charles J. Gallant, Gerald O. Kaye, John Roberts, Robert G. Kelley, Richard V. Willcox and Messrs. Sloman and John P. Kelley.

John P. Kelley previously has been with Monsanto Chemical Co., BBDO Cleveland and the Seiberling Rubber Co., Akron.

NADA Principles Condemn Deceptive Ads for New Autos

SET of principles designed to prevent deception in advertising of new autos has been published by National Automobile Dealers Assn. The principles are additions to recommended advertising and sales practices adopted by NADA last December in cooperation with the Assn. of Better Business Bureaus.

The NADA principles are based on the belief that "advertising should be accurate and clean, and should not be unfair, confusing, or deceiving to the public in any manner." They condemn such phases as "one penny profit," "just leave us a buck," and "$10 over our cost." Rules are laid down to cover advertising of demonstration and executive cars.

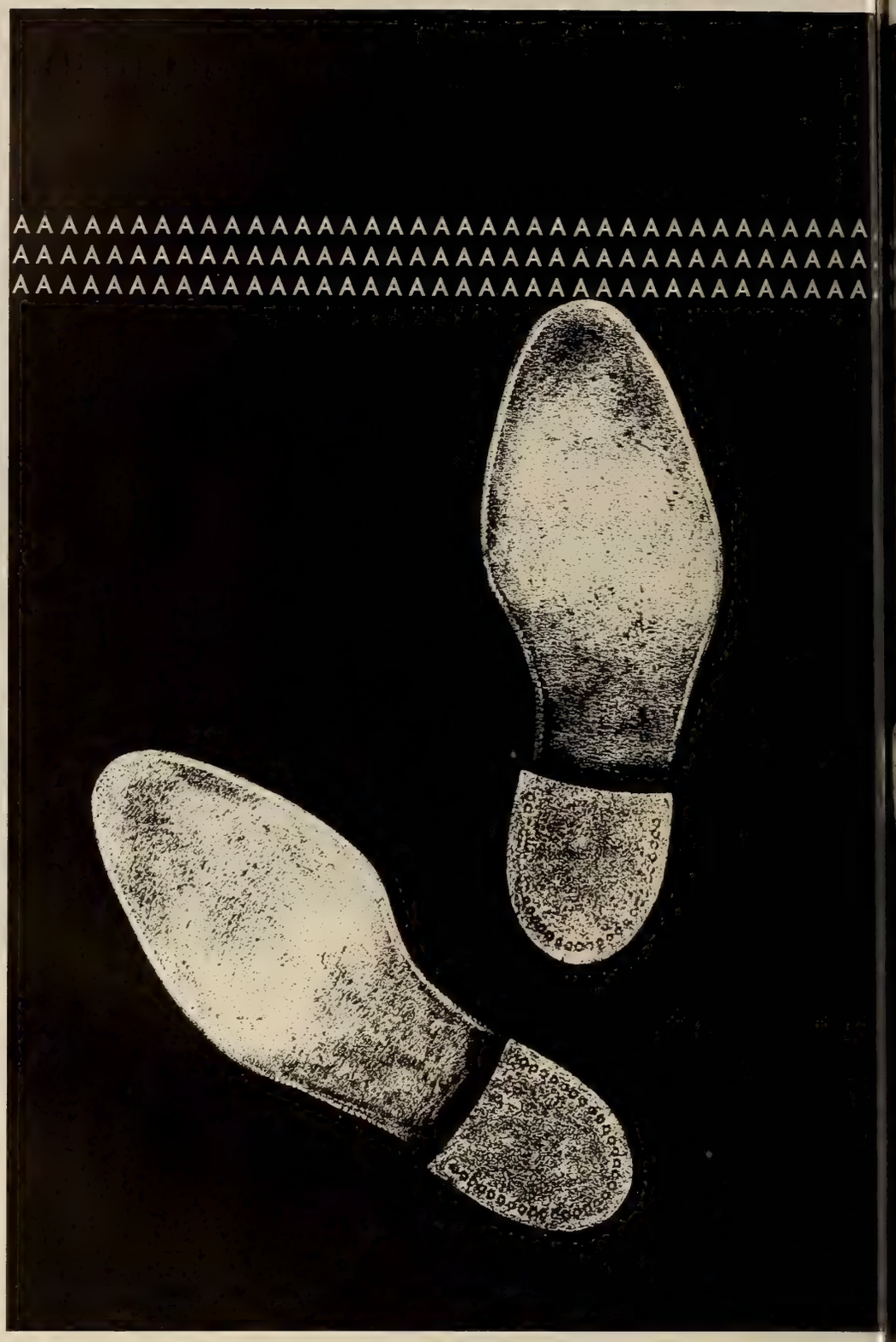
Fox Gets Ford Appointment

APPOINTMENT of Eldon E. Fox as advertising manager of its special products division was announced last week by Ford Motor Co., which plans to introduce a new medium-priced automobile next year.

Mr. Fox comes to Ford from Minneapolis-Honeywell Regulator Co., where he was director of advertising and sales promotion and previous to that was advertising manager. He is expected to administer the division's estimated $15 million advertising account—including dealer co-op funds. A goodly share is anticipated for radio-tv. Foote, Cone & Belding was selected to handle the account earlier this year [B•T, March 12, Feb. 13].

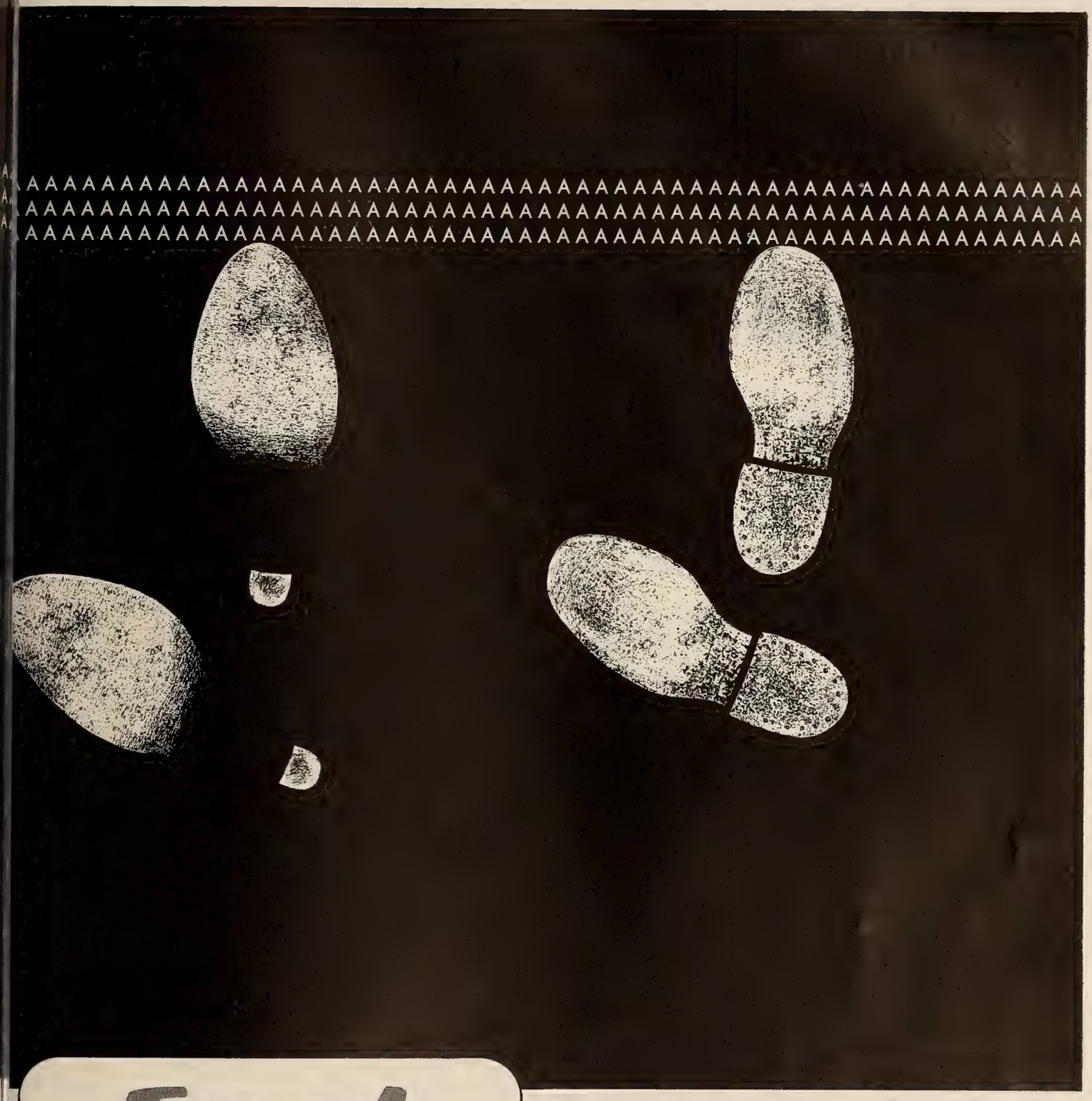
Elgin Drops Murrow Show

ELGIN WATCH Co., Elgin, Ill., an account handled by Young & Rubicam, New York, and now returning to J. Walter Thompson, New York, is understood to be dropping its portion of the *Person to Person* show with Edward R. Murrow, on CBS-TV, Fridays, 10:30-11 p.m. At least a half dozen advertisers have placed orders with CBS-TV to pick up the sponsorship. A decision from the network is expected shortly.



on your mark!

Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami . . . . .



NEW TRIPLE-A PLAN

AUDIENCE and	A	A	A
ACTION in	A	A	A
ATLANTA	A	A	A

WLW-A Atlanta

Name your product—lipstick, lollypops or LaPalinas . . . ladies', children's, or men's! WLW-A has the show for it with the smash new TRIPLE-A Plan—guaranteeing Audience and Action in Atlanta!

Yes, WLW-A offers just the right television shows for just the right products—kiddies' shows for kiddies' products, daytime shows for women's products, nighttime shows for family products. So here's a product-perfect, show-time plan that really delivers the goods. And only WLW-A gives you this TV selective-audience package—the big new TRIPLE-A Plan . . . guaranteeing Audience and Action in Atlanta!

A member of the Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION



Coverage
fine,
Facilities great . .

To err is human,
Another rebate.

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WTVO
Channel 39
Rockford, Ill.



WNEM-TV
Channel 5
Bay City, Mich.





* Trademark registered U. S. Pat. No. 2655373 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

WHAT AGENCY EXPECTS FROM THE PRODUCER

(Continues from page 40)

the client expects it at 2:30. Performance is delivery on time—within the budget. Performance is following through on delivery of good prints, accurately labelled and shipped to the right person and arriving on time.

Then there's another P—standing for People. The agency expects the producer to assign people wisely. To put a high-style director on a job involving the molecular structure of a petroleum polymer is whimsical, to say the least. The editor who loves a slow-moving documentary is not apt to do well with a 20-second chainbreak. And the director of 300 one-minute spots is not likely to understand too well the problems of an all-dialogue commercial comedy.

Now for a few Q's which we expect a producer to mind. The first one is Questions. We expect a really good producer to ask a lot of questions and ask them at the right time. We expect these questions to be not merely for information but sometimes provocative.

Too many times when we have called a producer about a certain script or scripts, they are picked up by a messenger. Maybe 24 hours later, we get a telephone call saying these scripts can be done in five weeks at a cost of X thousand dollars. Can you blame the agency if there are some doubts about this sort of an estimate? How big is that living room set? Why? Who is supposed to supply that art work in shot six? Who does the agency want for a narrator—Joe Doe at scale or Richard Roe at overscale?

Then there's a lot of other questions of a slightly different type, but which can lead to better interpretation of a script. Why are the sets so definitely upper income in tone? Why so little narration? Why so much? Questions like these will help the producer really understand what he is expected to put on the screen and why. He can then better do the job—from direction, camera work and editing. We hopefully expect these questions—and many times get them.

Finally, there is still another category of questions which we hopefully expect and seldom hear. These questions, asked at the right time, are more valuable than pearls and rubies and roughly about twice as rare! For instance, not too long ago we were about to produce a story line commercial which was then designed to be shot exterior—on street corners, in drug stores, at a bus stop, and so on. Then came a producer question: "Had we ever thought of doing it with flats painted to suggest these locations—just outline drawings?" No, we hadn't, frankly. This treatment producer question lifted the whole spot out of the ordinary and lowered the cost to the client.

Now let's consider another Q . . . Quality. Like the weather, everybody talks about it. Like the weather, it differs from place to place, and from time to time. But nevertheless, it is something an agency expects from a producer.

Differences of quality obviously mean a difference in cost. It is, I think, up to the producer to make these judgements on the basis of his technical knowledge—of the budget, of the commercial usage the film will get—of his own internal working. Of course, we cannot expect this whole burden to fall on the producer. But we do expect the producer to share it. In short, there is a time to cut corners (and thereby quality) and there is a time when it should not be done.

Just one more Q we expect a producer to mind. And maybe it should have been the first one: Quotations. An agency expects these to be accurate and firm. If there are any if's, and's or but's involved, we ought to know about them at the very start because nothing is more unsettling to an agency-client relationship—and to an agency-producer relationship—than a sudden discovery that there's an extra cost for this or the other thing.

Anyway, a quote on the price of a film—or on a remake—or on a new sound track—had best be well considered. It should be clear and as detailed as necessary. If you figure that there is one day of exterior shooting say so, but add that additional location days due to weather delays will cost so much extra per diem. We expect the producer to call this "if" to our attention in the quotation.

And there is another sort of quotation we expect: Suppose you have a film contract. Suppose either client or agency decides at rough cut stage to do additional photography. The agency, I think, has every right to expect a quotation on this new work within a matter of hours.

In brief, an agency expects quotations to be accurate, complete and sometimes fast. We normally expect such a quotation in somewhere between two and three working days. Abnormally, an agency may want it in five hours . . . in which case, both agency and producer tempers get ruffled—to put it mildly.

WHAT PRODUCER EXPECTS FROM THE AGENCY

(Continues from page 40)

equipment, and provide their employes with the same benefits. In the area of direct labor, can anyone expect that creative personnel will be paid exactly the same wage, company by company? They are paid according to ability, and that's what you are buying.

Consideration must also be given to the man preparing the estimate. In estimating, an interpretation of the script or storyboard must be made, and it can vary greatly among producers, and even among the personnel within any given production house. Should two hours be allowed to photograph Scene 1, or will one take completed in 15 minutes be satisfactory? Should opticals be used, or can you "get by" with a straight cut? Should the sound track be rerecorded for best reproduction, or does it matter if we hear the splices or a few level changes? Hot press or hand-lettered titles? A protection master before release prints are ordered? The selection made in these items reflects the thinking of the company and of its personnel.

In our experience, competitive bidding is on its way out. Less than one-third of our productions are awarded on this basis. If a competitive bid is requested, in most cases it is window-dressing, for the agency tv producer and the account section making the request know within 3% to 5% what it will cost to produce the commercial. Even so, a responsible producer must estimate every job before production, and submit the price to the agency, to make certain that both have made the same interpretation of the script. However, we strongly recommend that those agencies not having personnel with film production experience continue to ask for competitive bids, for this will assure the agency that the producer selected is making a responsible bid.

There is one more thing that we producers expect from the advertising agencies. We expect them to continue the selling efforts that have done so much to make industrial America what it is today. And we, the film producers, want to be a growing part of that effort.

Now On the Air!

WRGP·TV channel 3

Chattanooga's

FIRST AND ONLY

FULL POWER

TELEVISION STATION

NBC·ABC

COVERING OVER

60 COUNTIES

IN

TENNESSEE, GEORGIA, ALABAMA
AND NORTH CAROLINA

In the Heart of the Industrial South

★

R. G. PATTERSON
President

★

HARRY STONE
Station Manager

★

Studios Located
1214 McCallie Ave.
Chattanooga
Tennessee

★

Represented
Nationally
by
HR Television Inc.

★

FOR AVAILABILITIES AND RATES SEE YOUR H-R TELEVISION MAN

Endorsements Inc. Back 15% Commission in New Policy

A POLICY of payment of a 15% commission to advertising agencies was announced last week by Jules Alberti, president of Endorsements Inc., New York, a firm specializing in testimonials. Mr. Alberti said the rebate payment to agencies will go into effect May 15 and will be similar to that received by them from media "because it is both a timely step and an important stride in the future development and use of testimonials."

Mr. Alberti emphasized "hearty agreement" with Henry G. Little, chairman of the American Assn. of Advertising Agencies, "that the present commission system and the customary percentage have been demonstrated to be the best method toward a healthy and profitable operation and expansion of advertising, and that they should be continued for the mutual benefit of both advertisers and agencies" [B•T, April 30].

The new policy by Endorsements, he said will serve to compensate agencies for the drain on manpower caused by additional contact work to handle the testimonial phase of a campaign; cut overall costs to advertisers, particularly those whose agencies customarily add commission to the fee paid to celebrities for testimonials; increase "objectivity" of agencies in considering testimonial use and encourage wide acceptance of testimonials via the standard method of billing.

Newspapers 1955 Ad Total Hits Record $695 Million

THE INVESTMENT by national advertisers in newspapers in 1955 rose to the record high of $695 million, according to figures released last week by the Bureau of Advertising, American Newspaper Publisher's Assn. The 1955 total was described as "more than $100 million above the figure for the previous year."

Largest dollar increase was represented in the automotive classification in national advertising, the bureau said, with the 1955 total of $199,438,000 up almost $60 million (42.6%) over 1954. Other classifications producing substantial gains were reported as follows: amusements, 31.6%; baking products, 36.7%; hotels and resorts, 12.1%; insurance, 22%; medical, 14.5%; tobacco, 17.3%; public utilities, 24.7%.

ReaLemon Ad Plans on C-C

A SPECIAL 15-minute closed circuit is planned for Friday (12:30 p.m. EDT) to leading food brokers in major cities under the auspices of ReaLemon-Puritan Co. (fruit juices) to detail its spring and summer advertising and promotion plans. NBC Radio's facilities will be used. ReaLemon had signed for $1 million saturation campaign on four of the network's programs as well as similar campaigns on other networks. A group of network personalities will join Irving Swartzberg, ReaLemon's president, on the broadcast which will be produced and directed by Bob Wogan.

Stuart D. Cowan Dies

FUNERAL services were held last Friday morning at the Church of Resurrection, Rye, N. Y., for Stuart D. Cowan, 63, advertising consultant and former head of Cowan & Dengler Inc., who died Tuesday at his home in Rye following a heart attack. Mr. Cowan is survived by his wife, the former Lucy Develin, and two sons, one of whom is a vice president at Donahue & Coe.

LATEST RATINGS

ARB

TOP TEN NETWORK TV PROGRAMS, APRIL 7 THROUGH 13

Rank	Program	Sponsor	Agency	Network	Stations	Time	Ratings
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	51.9
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	50.8
3.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	49.5
		General Foods	Young & Rubicam		157		
4.	You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	43.9
5.	Jack Benny	American Tobacco	BBDO	CBS	172	Sun., 7:30-8	42.4
6.	Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	Wed., 7:30-8:30	41.3
		American Dairy Assn.	Campbell-Mithun				
		Derby Foods	McCann-Erickson				
7.	Perry Como	Armour	Tatham Laird	NBC	81	Sat., 8-9	39.3
		Dormeyer	John W. Shaw		82		
		Gold Seal	Campbell-Mithun		86		
		International Cellucotton Products	Foote, Cone & Belding		90		
		Noxzema Chemical	Sullivan, Stauffer, Colwell & Bayles		95		
		Toni	Weiss & Geller		91		
8.	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed. 9:30-10	38.0
9.	December Bride	General Foods	Benton & Bowles	CBS	182	Mon., 9:30-10	37.9
10.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs. 8:30-9	37.3
	The Honeymooners	Buick	Kudner	CBS	187	Sat., 8-8:30	

	Program	Viewers		Program	Viewers
1.	Ed Sullivan (CBS)	48,020,000	6.	Disneyland (ABC)	37,150,000
2.	I Love Lucy (CBS)	42,580,000	7.	You Bet Your Life (NBC)	34,990,000
3.	Jack Benny (CBS)	40,940,000	8.	Honeymooners-Gleason (CBS)	33,360,000
4.	$64,000 Question (CBS)	40,050,000	9.	Dragnet (NBC)	31,130,000
5.	Perry Como (NBC)	39,600,000	10.	December Bride (CBS)	29,960,000

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NIELSEN

TOP TV PROGRAMS (TWO WEEKS ENDING APRIL 7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	No. of Homes Reached (000) †Total Audience
1.	I Love Lucy	Procter & Gamble	Biow	CBS	154	Mon., 9-9:30	15,900
		General Foods	Young & Rubicam				
2.	$64,000 Question	Revlon	BBDO	CBS	164	Tues., 10-10:30	15,830
3.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	186	Sun., 8-9	15,690
4.	Disneyland	American Motors	Geyer & Brooks, Smith French & Dorrance	ABC	180	Wed.,7:30-8:30	15,269
		American Dairy Assn.	Campbell-Mithum				
		Derby Foods	McCann-Erickson				
5.	Greatest Show on Earth	General Foods	Benton & Bowles	CBS	169	Tues.,	14,216
6.	December Bride	General Foods	Benton & Bowles	CBS	181	Mon., 9:30-10	14,110
7.	Jack Benny Show	American Tobacco	BBDO	CBS	172	Sun., 7:30-8	13,654
8.	Perry Como Show	Armour	Tatham-Laird	NBC	81	Sat., 8-9	12,987
		Dormeyer	John W. Shaw		82		
		Gold Seal Co.	Campbell-Mithun		86		
		International Cellucotton Prods.	Foote, Cone & Belding		90		
		Noxzema Chemical	Sullivan, Stauffer, Colwell & Bayles		95		
		Toni	Weiss & Geller		91		
9.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	12,180
10.	Ford Star Jubilee	Ford Motor Co.	J. Walter Thompson	CBS	172	Sat., 9:30-11	12,145
	You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	See Ratings Below
	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	

Rank	Program	No. of Homes Reached (000) ‡Average Audience	Rank	Program	†% Total Audience	Rank	Program	‡% Average Audience
1.	I Love Lucy	15,198	1.	$64,000 Question	46.9	1.	I Love Lucy	44.8
2.	$64,000 Question	14,742	2.	I Love Lucy	46.8	2.	$64,000 Question	43.7
3.	December Bride	13,022	3.	Ed Sullivan Show	46.8	3.	December Bride	38.7
4.	Ed Sullivan Show	12,671	4.	Disneyland	45.0	4.	Ed Sullivan Show	37.8
5.	Jack Benny Show	12,390	5.	Greatest Show on Earth	43.8	5.	Jack Benny Show	37.1
6.	Disneyland	12,180	6.	December Bride	42.0	6.	Disneyland	35.9
7.	Dragnet	11,337	7.	Jack Benny Show	40.9	7.	Greatest Show on Earth	34.7
8.	You Bet Your Life	11,302	8.	Perry Como Show	38.9	8.	Dragnet	33.1
9.	Greatest Show on Earth	11,267	9.	Ford Star Jubilee	36.9	9.	You Bet Your Life	33.1
10.	I've Got a Secret	10,706	10.	You Bet Your Life	35.6	10.	I've Got a Secret	32.2

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.

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VIDEODEX

TOP 10 TV PROGRAMS (APRIL 1-7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	% of Tv Homes
1.	$64,000 Question	Revlon	BBDO	CBS	164	Tues., 10-10:30	34.1
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	186	Sun., 8-9	34.0
3.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	31.8
4.	I Love Lucy	Procter & Gamble	Biow	CBS	154	Mon., 9-9:30	31.7
		General Foods	Young & Rubicam				
5.	George Gobel	Armour & Co.	Foote Cone & Belding	NBC	177	Sat., 10-10:30	30.5
		Pet Milk	Gardner		169		
6.	Perry Como	Armour	Tatham-Laird	NBC	81	Sat., 8-9	29.4
		Dormeyer	John W. Shaw		82		
		International Cellucotton	Foote, Cone & Belding		90		
		Gold Seal	Campbell-Mithun		86		
		Noxzema Chemical	Sullivan, Stauffer Colwell & Bayles		95		
		Toni	Weiss & Geller		91		

[Continues on page 54]

LEADERSHIP

Production of radio and television transmitters is vastly different than mass produced radio or television receiving sets.

Recognizing this, Gates is now acknowledged as having one of the most efficient specialized manufacturing plants in the world. Through standardization, machinery, industrial engineering and the unending search for better ways at lesser cost, Gates broadcasting equipment has continuously zoomed upwards in quality and downwards in price.



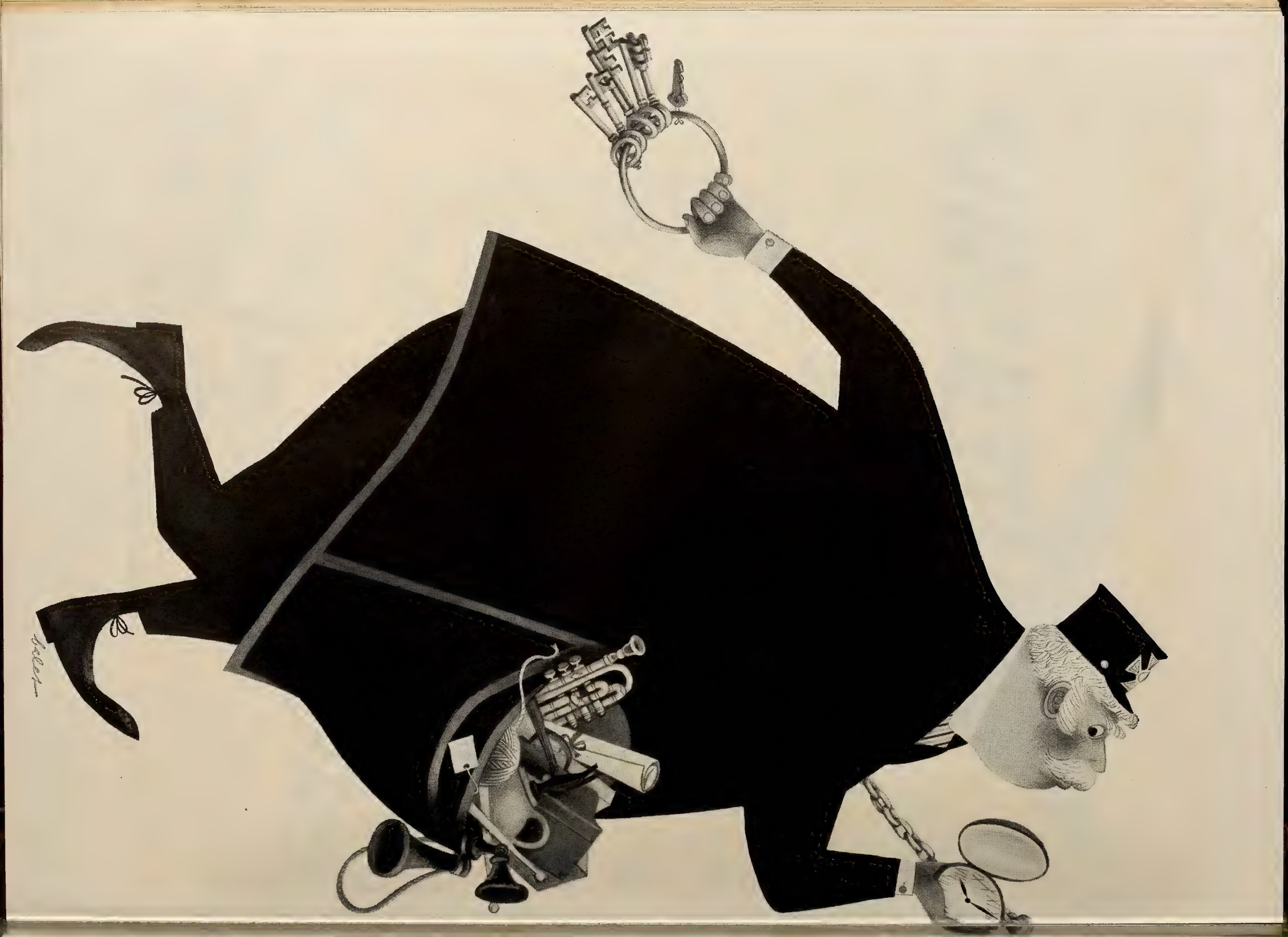
The "Gatesway" speech input console is making this year — Audio's Finest year

It may be true that Gates progress is at least one of the reasons why there are three times as many radio stations today as was even dreamed of two decades ago. Profitably so, too. Because whether they bought Gates or one of the many other good makes, it was Gates price and quality leadership that created today's proper prices for broadcasting equipment.

GATES

GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILLINOIS





the secret of Captain Kangaroo

(just declassified for all advertisers)

Advertisers may know that each morning 4 million children sit entranced in front of their television receivers as they watch "Captain Kangaroo"—and that their number is growing every week.

They may also know that the kids will do anything he says—from singing a song to brushing their teeth or eating their cereal.

They may even know that children are always asking their mothers to buy something they have seen on television.

But what advertisers may not know is that a new research study recently completed by Eugene Gilbert and Company shows that 3 out of 5 children who regularly watch "Captain Kangaroo" go shopping with their mothers an average of three times a week.

It adds up to a pretty compelling picture for the advertiser who would like to have this kind of attention focused on his product.

This bewitching children's program now has a 73% higher rating than its closest network competition and is available at a 49% lower cost per thousand. Joining forces with this great early morning leader might just turn out to be the secret sales weapon you need.

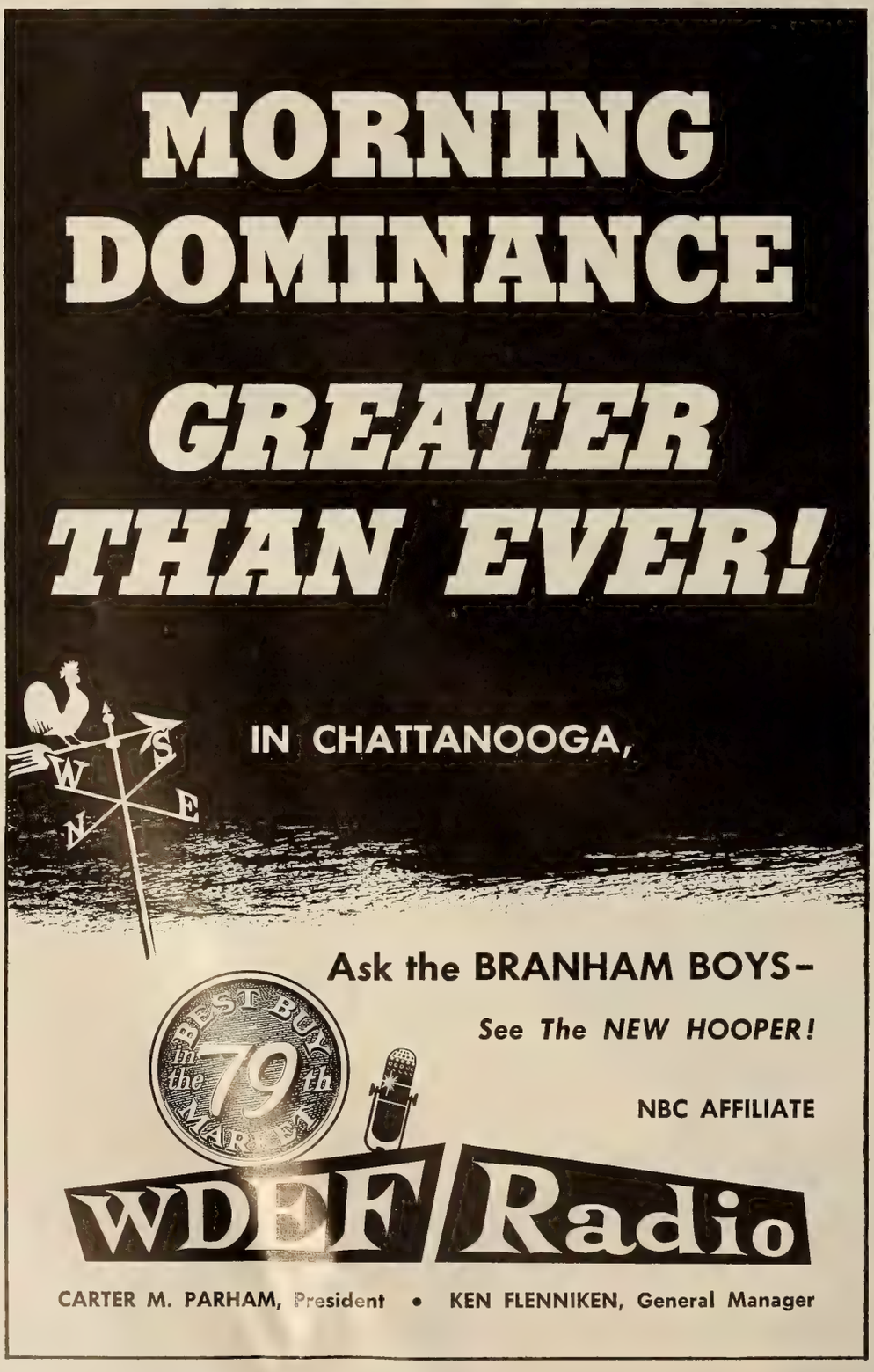


CBS TELEVISION

LATEST RATINGS— *Continued*

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	% of Tv Homes
7.	Red Skelton	Pet Milk Co.	Gardner	CBS	96	Tues., 9:30-10	29.3
8.	G. E. Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	29.2
9.	Disneyland	American Motors	Geyer & Brooks	ABC	180	Wed.,7:30-8:30	29.1
			Smith, French & Dorrance				
		American Dairy Assn.	Campbell-Mithun				
		Derby Foods	McCann-Erickson				
10.	The Honeymooners	Buick Div. of General Motors	Kudner	CBS	187	Sat., 8-8:30	28.6
	December Bride	General Foods	Benton & Bowles	CBS	181	Mon., 9:30-10	See Ratings Below
	You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	See Ratings Below

	Program	No. of Cities	No. Tv Homes (000's)		Program	No. of Cities	No. Tv Homes (000's)
1.	$64,000 Question	164	12,597	6.	George Gobel	159	10,520
2.	Ed Sullivan Show	157	12,231	7.	The Honeymooners	154	10,177
3.	Disneyland	178	10,906	8.	G. E. Theatre	142	10,084
4.	Dragnet	163	10,902	9.	December Bride	176	10,058
5.	I Love Lucy	153	10,901	10.	You Bet Your Life	154	9,971



Livemore Named Seeds V. P.

APPOINTMENT of Jesse L. Livermore as vice president of Russel M. Seeds Co., Chicago, was announced last week by Freeman Keyes, agency president. Mr. Livermore will work on the newly-acquired $3 million Lanolin Plus Inc. account [B•T, April 30], it was understood, and joins Seeds from the Biow Co., where he was an account executive.

Tower Houses Agencies, Rep.

AMONG new tenants which are to occupy offices in the newly-completed 13-story circular headquarters building of Capitol Records, Hollywood, are Campbell-Ewald Co. and Guild, Bascom & Bonfigli, advertising agencies, and station representatives Peters, Griffin, Woodward. The leasing agent indicated that negotiations are in progress with other advertising agencies for space in the Capitol Tower. All the new tenants are expected to be located in the tower by June 1.

SPOT NEW BUSINESS

American Home Food Div. of American Home Corp., N. Y., for Chef-Boy-Ar-Dee, will sponsor TPA film series *Stage 7* in approximately eight markets, including WPIX (TV) and WABD (TV), both N. Y. Agency is Young & Rubicam, N. Y.

Merkel Inc. (meatpackers), Jamaica, L. I., emphasizing radio-tv spot in introduction of liver paté. Drive covers New York metropolitan area and outlying districts, including Connecticut, Pennsylvania and Maryland. Blaine-Thompson Co., N. Y., is agency.

NETWORK NEW BUSINESS

Slenderella Inc. (reducing salons), Stamford, Conn., sponsoring five-minute *Speaking of Love* program over 18 stations of NBC's Western Radio Network. Program, dealing with personal problems, will be carried Mon.-Fri., 12:40-12:45 p.m., PDT, starting June 4. Agency is Management Assoc., Stamford.

International Minerals & Chemical Corp., Chicago, for its Accent food seasoning, has signed for five-minute segment of ABC Radio's *Breakfast Club* for 52 weeks, starting July 2. For first week only, IM&C will sponsor Monday, 9:25-9:30 a.m. EDT segment, moving following week to Wednesday, 9:20-9:25 a.m. EDT. Agency is BBDO, Chicago. **Bristol-Myers Co.** and **Union Pharmaceutical Co.,** also signed 52-week contracts for *Breakfast Club* and *Whispering Streets* respectively on ABC Radio. Bristol-Myers, through Young & Rubicam, has added three-times-weekly five-minute sponsorship in the 9-10 a.m. EDT show for Sal Hepatica, effective July 2. Union, through Grey Adv., will begin sponsoring 10:50-10:55 a.m. EDT slot of 15-minute daily daytime serial starting June 4. Also added to *Breakfast Club* was a five-minute sponsorship, three times weekly, of **General Foods Corp.,** for Jello-O, starting May 14. Agency for the latter is Young & Rubicam, N. Y.

Hazel Bishop Inc., N. Y., which previously had cancelled sponsorship of *Sunday Spectaculars* and *This Is Your Life,* both on NBC-TV, signed as sponsor of new NBC-TV program, *The Paul Whiteman Show* (Tues., 8:30-9 p.m. EDT), starting June 19. Agency: Raymond Spector Inc., N. Y.

Columbia Pictures Corp., through Donahue & Coe Inc., N. Y., will sponsor 25 segments of CBS Radio's *Edgar Bergen Hour, Bing Crosby Show, Amos 'n' Andy, Music Hall, Jack Carson*

In Detroit...the Town that's Baseball Batty

WKMH

broadcasts the Play-by-Play

account of all

DETROIT TIGER GAMES



NIGHT and DAY
at HOME and AWAY

From early Spring to late Fall the minds of Detroiters swing to baseball! And, they just naturally tune to WKMH, the station that brings the baseball games every afternoon or night on the Detroit Tiger schedule. Just one more example of how you cash in on the station that gives Detroiters what they want to hear the most!



SAVE up to 15%

By Buying 2 or More of These Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich.	Saginaw, Mich.
		Jackson Broadcasting & Television Corp.	

BUY ALL 4 STATIONS . . . **SAVE 15%**
BUY ANY 3 STATIONS . . . **SAVE 10%**
BUY ANY 2 STATIONS . . . **SAVE 5%**

The Community Stations

KNORR Broadcasting CORP.

WKMH

Dearborn–Detroit

FRED A. KNORR, Pres.

JOHN CARROLL, Mg. Director

Represented by Headley-Reed

TV ADVERTISERS:

You are not covering South Bend-Indiana's 2nd market-unless you are using WSBT-TV!

Please don't take our word for it. Check the viewer reports on the South Bend Market—either A. R. B. or Pulse. They all show that WSBT-TV completely dominates the South Bend market. The latest A.R.B. report (February,1956) tells the same story. It shows that WSBT-TV carries the top 13 shows and 23 of the top 25! It also reveals that more viewers watch WSBT-TV during the prime daily viewing hours of 6:30 p.m. to 10:30 p.m. than watch all other stations combined!

Chicago stations are included in the A.R.B. report. They reach only a handful of viewers. It all boils down to the fact that you just don't get television coverage in South Bend, Indiana without WSBT-TV!

This is Indiana's 2nd market in population, income, sales—and one of the Nation's richest. Get the whole story. Write for free market data book.

PAUL H. RAYMER CO., INC., NATIONAL REPRESENTATIVES

WSBT-TV SOUTH BEND, IND. CHANNEL 34

CBS... A CBS BASIC OPTIONAL STATION

Show, Galen Drake Show, Juke Box Jury, Mitch Miller Show and *Robert Q. Lewis Show,* over three-week period, beginning June 24, for "Eddy Duchin Story."

NETWORK RENEWALS

Bankers Life & Casualty Co., Chicago, has renewed *Paul Harvey News* (ABC Radio, Sun., 6:15-6:30 p.m. EDT), on behalf of White Cross hospital plan, for 39 weeks, effective July 1. Agency: Grant, Schwenk & Baker Inc., Chicago.

Ford Motor Co. (Ford Div.), Dearborn, Mich., has renewed sponsorship of once-monthly, 90-minute *Ford Star Jubilee* series on CBS-TV (every fourth Sat., 9:30-11 p.m. EST), starting Oct. 6. Agency: J. Walter Thompson Co., N. Y.

AGENCY APPOINTMENTS

Laco Products Inc. (castile soap, shampoo, olive oil), Baltimore, appoints Applestein, Levinstein & Golnick Adv. Agency, Baltimore.

Coca-Cola Ltd., Toronto, appoints McCann-Erickson Ltd., Toronto.

Lever Bros. Ltd., Toronto, heretofore handled by Ruthrauff & Ryan's Toronto office, appoints BBDO, Toronto, for Inso and Sunlight soap products. R&R announced two weeks ago it would close Toronto office this spring.

'New York Times' names BBDO, N. Y., as circulation promotion agency, effective immediately.

DuFine-Kaufman Inc., N. Y., appointed by The Gailstyn Co. (housewares, gifts), N. Y.; Building Products Co. (Kolor-Crete patio blocks), Bronx, N. Y.; Colonial Park Builders (housing development), Harrison, N. Y.; Pierre French Ice Cream Co., Brooklyn, N. Y., and J. Belloch & Sons (house furnishings), N. Y.

American Maize-Products Co. (syrup, sugar, starch, oil, chemicals, instant dessert), N. Y., names Arndt, Preston, Chapin, Lamb & Keen Inc., Phila.

Ironrite of Chicago (ironing equipment), appoints Kuttner & Kuttner Inc., same city. Company will use radio and tv to introduce sales rental plan.

100% Pure Maple Syrup Institute, St. Johnsbury, Vt., names Ted Bernstein Assoc., N. Y.

Carten Redi-Braid Co., Devon, Conn., names Hoffman-Manning, N. Y., for Redi-Braider and Redi-Roll, home rugmaking products.

King Kup Candies Inc., Hershey, Pa., names Gray & Rogers, Phila.

Kevo & W.H.Y. Products Co., Azusa, Calif., appoints Goodman-Anderson Adv., L. A., for Kevo-etts, energy food product. Client will use tv. Former agency was Dean Simmons Adv., L. A.

R. Wallace & Sons Mfg. Co. (tableware), Wallingford, Conn., appoints Grey Adv., N. Y.

Salt River Project Agricultural Improvement & Power District, Ariz., names Advertising Counselors of Arizona, Phoenix, for electric utility system.

Marlowe Chemical Co. (Fire Chief home extinguishers), N. Y., appoints Product Services Inc., N. Y., for radio-tv advertising, effective immediately. First tv spot campaign scheduled is 90-day placement in 65 markets, starting May 10. Kastor, Farrell, Chesley & Cilfford, N. Y., continues to handle Marlowe copy in other media.

Maier Brewing Co., L. A., (Brew 102), which for three years has had its own house agency, names Anderson-McConnell Adv., L. A., to handle its account.

A&A PEOPLE

John J. Soughan, advertising director of Pepsi-Cola International since 1944, to Kenyon & Eckhardt Inc., N. Y., as vice president and senior account executive. He will work on Pepsi-Cola account. **J. Norman McKenzie,** formerly vice president and general manager, James Thomas Chirurg Co., Boston, to new K&E Boston office as vice president and regional manager.



MR. SOUGHAN

Ralph A. Hart, president of Colgate-Palmolive International, and **Robert E. Hilbrant,** Colgate-Palmolive vice president and manager of toilet articles department, elected directors.

W. Gardner Barker, formerly executive vice president, Simoniz Co., Chicago, to Thomas J. Lipton Inc. (tea, food lines), Hoboken, N. J., as vice president.

Norman E. Mork, vice president and manager of West Coast operations, The Biow Co., San Francisco, to Compton Adv. as vice president and manager of agency's new San Francisco office.



MR. MORK

Karl Egeler, vice president of Motor Wheel Corp., appointed advertising and sales promotion director of firm, with responsibility for all Duo-Therm, Reo and Motor Wheel advertising. **L. C. Vandertill** appointed sales manager of Motor Wheel appliance division and **Sam Briggs** vice president and division director. Account is handled by Young & Rubicam Inc.

Phyllis Robinson, copy chief, **Edward Russell** and **Marvin Corwin,** account supervisors, Doyle Dane Bernbach, N. Y., appointed vice presidents of agency.

C. Haines Fifnell, manager of eastern marketing division of Union Oil Co. of Calif., L. A., appointment director of public relations and advertising, succeeding **Jerry Luboviski,** who will be given new duties under reorganization now under way.

Duane Zamzow, manager-principal, Fresno, Calif., office of Long Adv. Inc., San Francisco, elected vice president, replacing **Milton E. Wise,** deceased. Agency officers re-elected: **Alvin Long,** president; **Gertrude B. Murphy,** senior vice president; **Clark W. Lawrence, Gael Douglass** and **Thomas J. Faust,** vice presidents, and **E. Wayne Lenz,** secretary-treasurer. Agency has offices in San Francisco, San Jose, Fresno and Stockton, all Calif.

William L. Jung, formerly art director, Mottl & Siteman Adv. Agency, L. A., to L. A. office of Erwin, Wasey & Co., as art director. **Greene Fenely III,** copywriter, Detroit office, Campbell-Ewald, to Erwin, Wasey, N. Y., in same capacity. **William G. Bess,** copywriter, Hixson & Jorgenson, L. A., and **Dorothy F. deCaillaux,** copywriter and food specialist, Hixson & Jorgensen, to Erwin, Wasey, L. A., as copywriter

We *forecast it*...advertisers and agencies *substantiated it*...

NOW VARIETY has presented KLZ its national showmanship award for the

Re-BIRTH of RADIO

Radio broadcasting and radio advertising is big business! Radio today is just as good as the individual station's management, showmanship and product selling abilities. We appreciate Variety's recognition—already confirmed by hundreds of national and local advertisers. Call Lee Fondren, KLZ general sales manager, or your KATZ man, today. KLZ's "Re-Birth of Radio" can produce results for you, too!

Step up to KLZ in Denver!

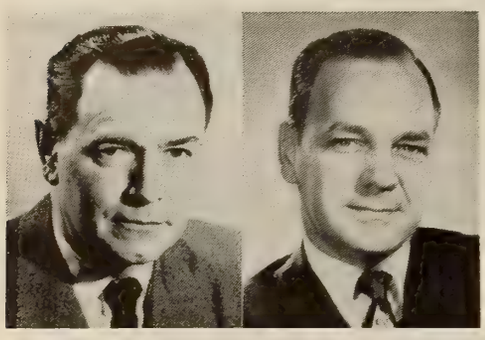
CBS FOR THE ROCKY MOUNTAIN AREA

KLZ RADIO 560 k.c. DENVER

REPRESENTED BY THE KATZ AGENCY

and radio-tv writer, respectively. **Dick Mohr,** copywriter, Foote, Cone & Belding, L. A., to Erwin, Wasey, as radio-tv copywriter. **Joseph H. Forrester,** formerly art director at Charles Bowes Inc., to Erwin, Wasey & Co., L. A., in similar capacity.

Robert M. O'Donnell, account supervisor, Ruthrauff & Ryan, N. Y., to Erwin, Wasey & Co., N. Y., as vice president and account supervisor. **Frank Davies,** product manager, Vick Chemical Co., N. Y., to Erwin, Wasey, N. Y., as account supervisor. **Donald C. Cutler,** formerly vice president and account supervisor, Lynn Baker, N. Y., appointed account executive in Erwin, Wasey L. A. office, handling Friskies pet foods.



MR. O'DONNELL MR. CUTLER

William J. Griffin Jr., vice president, senior group head and board member, J. Walter Thompson Co., N. Y., to Kudner Agency, N. Y., as senior vice president, director and member of executive committee.

John J. Martin Jr., formerly with BBDO, N. Y., to Ted Bates & Co., N. Y., as account executive. **Edward D. (Ted) Lonergon,** field editor, *Advertising Agency Magazine,* to press and publicity department, Ted Bates & Co., N. Y.

William L. O'Brion, assistant media director, St. Georges & Keyes Inc., to J. M. Mathes Inc., N. Y., as account executive.

Paul F. Burgess, with Quaker Oats Co., Chicago, for 31 years, appointed product sales manager of flour, macaroni products and specialties.

Herb Scott, media director at Carl S. Brown Adv., N. Y., since 1951, to Harry B. Cohen Adv., N. Y., in similar capacity.

Guy S. Saffold to Leo Burnett Co., Chicago, as account executive. Also to Burnett, Chicago: **Douglas K. Burch,** media group supervisor; **Henry H. Marshall,** formerly with Biow Co., N. Y., and **James R. Coufal,** Allen & Reynolds, Omaha, both copywriters.

Rod C. Parkin, production manager, Ross Jurney & Assoc., Salt Lake City, named account executive and chief timebuyer.

Carl Kent, formerly program director at KTVK (TV) Phoenix, Ariz., to Evans Adv. there as radio-tv director.

Jeff Rogers, formerly account executive with Milton Weinberg Adv., L. A., to Richard N. Meltzer Adv. there.

Bob Mott, account service department, BBDO, L. A., switched to agency's New York office.

Chet Rhodes, radio-tv production chief, Philip S. Boone & Assoc., San Francisco, to similar post at Guild, Bascom & Bonfigli there, succeeding **Bob Lachance,** resigned.

Lee Carrau, formerly with Wade Adv., Hollywood, to Buxton Adv., Pasadena, Calif., as radio-tv director.

RKO FILM LIBRARY PURCHASED BY WBC

Films bought from C&C in 'multi-million dollar' deal for showing on Westinghouse Broadcasting Co. stations.

RIGHTS to show the entire RKO Radio Pictures film library on its stations have been acquired by Westinghouse Broadcasting Co. from C&C Super Television Corp. in a "multi-million-dollar transaction," WBC programming vice president Richard Pack announced last week.

Although financial details were not disclosed, it was learned that WBC is paying cash in full for the films, while at the same time C&C signed for an undisclosed number of spot announcements on the WBC stations. It was not learned for whom or what products or services the spots would be used.

Mr. Pack, pointing out that the library includes 740 feature motion pictures, said that under terms of the agreement WBC gets a long-term lease and substantial option rights on the films for three of its television stations—KDKA-TV Pittsburgh, KYW-TV Cleveland, and KPIX (TV) San Francisco—while WBC's fourth station, WBZ-TV Boston, receives a package of 1,000 short subjects.

"With this library," Mr. Pack said, "our stations will have greater flexibility in local programming. But we will not show the films on a 'grind' schedule. Under the terms of our agreement, it will not be necessary for us to run off these films within a two- or three-year period, which means that we need not program in a hit-or-miss fashion."

He said detailed plans of presentation will be worked out in time for the WBC stations to begin showing the films early in June.

Feature films, he said, will become increasingly important in tv in the next few years.

David Partridge, national advertising and sales promotion manager for WBC, said each Westinghouse station will put a strong promotional effort behind each film—"the same kind of promotion that is usually associated with Hollywood."

$4.4 Million in Sales Made by Official Film

SALES AMOUNTING to $4.4 million were achieved by Official Films, New York, over the past three weeks, it was announced last week by Harold L. Hackett, president of the company.



MR. HACKETT

New network sales consisted of the *Adventures of Sir Lancelot* to NBC-TV, with a sponsor to be announced at a later date, and the *Buccaneers* to Sylvania Electric Products Inc., through J. Walter Thompson Co., for showing over CBS-TV (7:30-8 p.m. EDT), starting in the fall replacing *Beat the Clock.* NBC-TV tentatively has set the *Adventures of Sir Lancelot* in the Monday, 8-8:30 p.m. period currently occupied by the first half hour of *Caesar's Hour,* according to Mr. Hackett.

Other business included in the $4.4 million in sales, Mr. Hackett said, are the recently-announced renewal of the *Adventures of Robin Hood* by Johnson & Johnson and the Wildroot Co. on CBS-TV sponsorship of the *Scarlet Pimpernel* over the full CBS network and a group of sales on its series in England and Australia.

$12.5 Million in Spots

COMPUTED from data reported in the spring edition of Broadcast Information Bureau's *Tv Who's Who and What's Where at Film Producers & Distributors,* national and regional advertisers invested about $12.5 million in the last quarter of 1955 for the production of tv film spot commercials. In releasing this information last week, BIB noted that TvB has estimated that national and regional advertisers had spent approximately $103.87 million for the spot time that carried these commercials. The relationship between the cost of spot commercial time and the cost of spot film commercials, BIB pointed out, appears to be about 8.5 to 1.

J&M Productions Appoints Irving A. Fein President

IRVING A FEIN, vice president in charge of sales promotion, advertising and press information, CBS Radio, New York, will assume the presidency of J&M Productions, Hollywood, effective July 1, it was announced last week by Jack Benny, J&M's board chairman. The company produces both filmed and live versions of American Tobacco's *Jack Benny Program* on CBS-TV and plans diversification in the entertainment field, entering, for example, legitimate drama. Before joining CBS in 1948, Mr. Fein was advertising and publicity director of Amusement Enterprises Inc., and was with various Hollywood motion picture studios.



MR. FEIN

Niles Productions Devises 'Camtronic' Filming System

THE "CAMTRONIC" SYSTEM—combining live tv and motion picture cameras in a manner similar to DuMont's Electronicam process—was utilized by Fred A. Niles Productions, Chicago, for the first time last week in the filming of a half-hour production for television.

The tv production firm filmed a pilot of a proposed new program series, *On Stage With Sam Evans,* featuring the Negro disc jockey, who has his own show on WGES Chicago. Series is planned for fall release, with a number of advertisers having indicated interest in sponsorship of the package on a spot basis.

The "Camtronic" system, as originally devised by the Niles firm last February, incorporates three Dage tv cameras and three Mitchell motion picture units interlocked for electronic use. Fred A. Niles, head of the company, ascribes to it "the flexibility of live television married to the perfection of a motion picture."

more girls wake up with Cliff . . .

than any other Dallas station . . .



KLIF is *overwhelmingly* first in **HOOPER**

41.6% All-day average share of audience (C. E. Hooper, Inc., February, March 1956 index, Monday through Sunday).

2nd Station 14.7%

KLIF is *overwhelmingly* first in **TRENDEX**

47.8% All-day average share of audience (Trendex, Inc., February 1956 index Monday through Saturday).

2nd Station 18.8%

KLIF is *overwhelmingly* first in **PULSE**

42 Quarter-hour first places (Pulse, Inc., February, March 1956 index, Monday through Friday).

2nd Station 0 quarter-hour first places

take your choice: Hooper, Pulse, or Trendex — KLIF is first *by far* in all three.

KNOE . . . MONROE

KNOE-TV . . . MONROE

WRIT . . . MILWAUKEE

KTSA . . . SAN ANTONIO*

WTAM . . . GREATER ATLANTA

WNOE . . . NEW ORLEANS

KLIF . . . DALLAS

KELP . . . EL PASO

NOEMAC STATIONS

NEWS MUSIC

*FCC APPROVAL OF TRANSFER PENDING

Effects of Video Tape Discussed at Film Meet

DELEGATES attending the third annual American Film Assembly in Chicago have been told that practical video tape recording-reproducing techniques will have a revolutionary effect on the tv industry.

Over 2,500 representatives of the film industry attended the week-long sessions, sponsored by the Film Council of America.

Other topics explored were live vs. film tv programming, tv documentaries, pricing and purchasing of motion picture film, choice of producers, union problems, legal clearances, script costs, tv production and new film processes and techniques.

The magnetic television recorder developed by Ampex Corp. [B•T, April 30, 23, 16] was discussed in AFA's film workshop panel on television. A few producers entertained reservations on the video recorder until they could see it demonstrated.

Fred A. Niles, president of Fred A. Niles Productions, told delegates the tv industry is undergoing a "major revolutionary change" and "transition period, what with the Ampex and other developments." He predicted a marriage of electronics and motion picture film. Mr. Niles said the use of all film and magnetic devices "will grow and grow and grow." Byron L. Friend, president of Telecine Film Studios, asserted "magnetic video records will solve many of our problems and probably give us a parcel of new ones. It's going to mean adjustment to us in the sensitized emulsion film business."

Irving Gitlin, CBS public affairs director, predicted "new horizons for the documentary film" in an opening day talk. He cited CBS-TV's mental illness documentary, "Out of Darkness" and others as the type of fare drawing more viewers the past year.

Live vs. film tv advantages were discussed by Don Meier, producer-director, NBC-TV *Zoo Parade;* Harry Trigg, program department, NBC Central Div., and Norma Barts, film chief, WTTW (TV) Chicago, educational outlet.

Film Council of America will intensify its drive to raise funds among non-member 16mm film sponsors, distributors and others as nonprofit educational organization shifts to "self-supporting" status, Dr. Paul Wagner, FCA president, told the American Film Assembly delegates at its industry banquet. FCA, which engages in research on films available for tv use and other projects and works with tv program managers, has enjoyed financial support in the form of grants from Fund for Adult Education the past four years. FCA will hold its fourth annual assembly in New York or Chicago next year.

Trans-Lux Television Corp. Names Richard Carlton V. P.

RICHARD CARLTON, eastern sales manager of UM&M Tv Corp. and formerly vice president of Sterling Television Corp., New York, has been appointed vice president in charge of sales of the newly-formed Trans-Lux Television Corp., New York, a wholly-owned subsidiary of Trans-Lux Corp., New York, Richard Brandt, president of Trans-Lux Television, reported last week.

Temporarily located at the parent company's headquarters at 1270 Sixth Ave., Trans-Lux Television, which will distribute feature-length films, half-hour series, and Encyclopaedia Britannica films' library of short subjects, moves to 625 Madison Ave. on June 1.



SIGNING UP feminine talent for his new CBS-TV *Trailblazer* film series this next fall is Harry Ackerman (r), who gives up network vice presidency in June to manage his newly-organized Ticonderoga Productions [B•T, April 23]. The young lady is 19-year-old Barbara Wilson, who won out over field of 37 experienced actresses for role of Jessie Benton, sweetheart and later wife of Gen. John C. Fremont, to be played by Steve Cochran (l). Co-producer of the series is Harrison Reader (c). Initial half-hour program of series of 29 shows was filmed at California Studios, Hollywood, last Monday.

NTA's Landau Warns Against Hasty Anti-Network Sentiment

AS AN aftermath to Sen. Bricker's monopoly charges against CBS and NBC, Ely Landau, president of National Telefilm Assoc., last Friday called upon leading tv film distributors to weigh carefully any strong anti-network stand. Mr. Landau sent letters to executives of 14 leading tv film distribution companies, pointing out that distributors have "a decided interest" in the current hearings being conducted by the Senate Commerce Committee and the study of FCC's Barrow committee.

Mr. Landau observed that the networks played a highly significant role in the development of television, bearing "the staggering network expenditures and losses of yesterday when it was the networks' faith in the medium that enabled it to progress so fast and so far." He indicated the ills of television cannot be traced to the existence of only three networks, but to conditions that have blocked the emergence of new networks and new stations.

In an apparent call for pressure on the FCC for allocation of more stations, Mr. Landau concluded:

"I believe strongly there is room and a prime need for the network in the tv economy. I believe there should be more networks. If we can induce those that have the power to do so to give us more stations, we'll have more networks tomorrow in a freer, more competitive industry within which to work."

Robert M. Savini Dies; Pioneered in Film

SOLEMN mass was celebrated Wednesday for Robert Madison Savini, 71, president of Astor Pictures Corp. and its world-wide distribution agency, Atlantic Television Corp., who died April 29 at his Islamorada, Fla., winter home. Services were held in Atlanta, Ga., at Sacred Heart Church. Mr. Savini, an associate of D. W. Griffith during the pioneering days of motion pictures, distributed theatrical films for television through the Atlantic subsidiary. He is survived by two brothers and two sisters.

Warner Bros. Denies Reports Of Studio Sale to Syndicate

WARNER BROS. Vice President Jack Warner in Hollywood last week categorically denied reports that the major movie studio was in the process of being purchased for $67 million by a Canadian syndicate including Lou Chesler, Toronto industrialist, and Charles Allen, Wall Street stockbroker. The Chesler group last month paid $21 million for Warner's pre-1948 feature film library for tv release and theatrical reissue.

Mr. Warner said, "There is no truth to the rumor that a deal is now being made with Mr. Chesler for the purchase of our stock." Warner Bros. last year began producing *Warner Bros. Presents* for ABC-TV and currently plans expansion of its tv film output with four new series [B•T, April 16].

Meanwhile, the Securities & Exchange Commission in Washington last week reported that Warner Bros. President Harry M. Warner in March purchased 6,800 common shares in his firm to give him a total holding of 105,550 shares plus another 13,700 shares in trust.

Warner Bros. stock shot up as much as $2.50 on the New York market last week and closed at 23⅝ on Wednesday.

William Tell Productions Inc. Puts Common Stock on Sale

WILLIAM TELL Productions Inc., New York, television program producers, has announced an offering of 295,000 shares of common stock of the company at $1 a share is being made to the public through Rutledge, Irvine & Co., Brooklyn, underwriters.

The offering follows filing of notification with the Securities & Exchange Commission, which revealed that the total authorized stock consists of one million common shares. There is no other class of stock.

William Tell Productions, which reports its catalogue contains 10 program series, is headed by William T. Clemons, president. Other officers are Karl H. Gericke, vice president; John Esau, vice president, and Joseph O. Parker of Washington, secretary. The board of directors includes all officers and John De Luca of Baltimore, Anthony G. Dietl of Newark and L. Alton Denslow of Washington, who is also general counsel.

'Code Three' Now Available For Regional Sale by ABC

AVAILABILITY of *Code Three,* ABC Film Syndication's new tv series, for regional sale was announced last week by Don L. Kearney, vice president. This decision on the series was made at the unit's fourth annual sales meeting in New York April 23-28.

Though the sales meeting covered plans on various ABC film programs, the major share of discussion centered on *Code Three,* which has been sold prior to national release to Liebmann Breweries for its east and west coast markets and to Signal Oil Co. in major western markets. National Biscuit Co. alternates sponsorship with Signal Oil in several northwestern markets.

Mr. Kearney reported that *Code Three,* based upon emergency cases from the files of

FIRST AGAIN!

IN METROPOLITAN SHREVEPORT AUDIENCE*

28 OF THE **30** SHOWS

64% OF THE NIGHT-TIME AUDIENCE

79% OF THE WEEKLY MORNING AUDIENCE

64% OF THE WEEKLY AFTERNOON AUDIENCE

CHANNEL 12 SHREVEPORT
COVERING THE RICH ARK-LA-TEX AREA



Louisiana's TALLEST TOWER — 1,442 Feet Above Sea Level

Leads in 143 out of 168 nighttime quarter hours.

Leads in 82 out of 100 weekly morning quarter hours.

Leads in 94 out of 120 weekly afternoon quarter hours.

First in locally-produced studio shows.

*BASED ON ARB SURVEY OF TELEVISION VIEWING — WEEK OF MARCH 8-14, 1956

FIRST . . . consider the powerful audience leadership facts revealed by this newest ARB report. Remember that KSLA-TV is Shreveport's *first* television station with over 2 years' experience . . . gives full power coverage of over 165,000 TV sets . . . offers the popular programs of basic CBS-TV. You will know that the *best possible* TV buy in this important Southern market is KSLA. Then call your Raymer man right away!

PAUL H. RAYMER COMPANY, INC. National Representatives

New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST IN SHREVEPORT, LOUISIANA

KSLA CHANNEL 12

CBS TELEVISION NETWORK

CBS-TV BASIC

first

BUY IN FLORIDA'S

SECOND MARKET



IN **RETAIL SALES**

THE TAMPA-ST. PETERSBURG METROPOLITAN MARKET

RANKS **2nd** IN FLORIDA AND **37th** IN AMERICA!

But . . . WFLA-Radio doesn't stop with its intensive coverage of the growing TAMPA-ST. PETERSBURG market . . . WFLA gives you an *11-county coverage* on Florida's busy West Coast.

For the past three years, Florida has led the nation in percentage of increased traffic volume. The big WFLA sales area includes not only a quarter of a million radio homes, but hundreds of thousands of additional radios in cars of permanent residents enroute to work or recreation. Added to them are a good share of Florida's five million tourists—going places, seeing things by automobile.

PULSE (Nov., 1955) reports WFLA *first* in audience rating in more quarter-hours, sign-on to sign-off, than the other three network stations *combined!* . . . So, to reach more radio listeners, *more often*, in Florida's SECOND MARKET—spot your product on WFLA!

(Figures from Consumer Markets)

The Tampa Tribune Stations

wfla AM • FM RADIO NBC
TAMPA-ST. PETERSBURG NBC AFFILIATE

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

the Los Angeles sheriff's office, is being offered only to regional advertisers at the present time, but later will be released for individual market sales. The series is jointly produced by Hal Roach Jr. and Ben Fox for Rabco Tv Productions.

Ziv Sees Volume Up 50%

INCREASE of 50% in total Ziv Television Programs' dollar volume will be achieved this year if the present sales level continues, it was predicted last week by M. J. Rifkin, vice president in charge of sales.

Mr. Rifkin said that although Ziv Tv recently sold *West Point* to General Foods for CBS-TV, the company's predominant television production still will be for regional and local sales. The importance of the syndicated program field was pointed up by Mr. Rifkin's estimate that total non-network spending by more than 3,000 national and regional advertisers in spot television during 1956 would reach the gross level of $480 million or more.

McGowan Purchases Plant

PURCHASE by McGowan Productions Inc., Hollywood, of a 58,000 square foot plant in Hollywood for more than $500,000 was to be announced over the weekend by Stuart McGowan, vice president. The plant, located at 915 North La Brea Ave., will be converted into a modern tv film studio and is expected to be ready by July 1. McGowan productions produces *Death Valley Days* tv film series, sponsored by Pacific Coast Borax Co., and has completed pilot film of *The Sheriff* series.

New Tv Series Being Filmed

A NEW TV SERIES, *On Trial,* based on famous court cases, is now in production by a newly-organized firm of which producer Collier Young, actor Joseph Cotten and writer Larry Marcus are principals. Mr. Cotten will star in a minimum of 10 segments and be host-narrator for the first year's schedule of 39 half-hour films. *On Trial* is being filmed at Republic studios using the facilities of Revue Productions and will be represented by MCA.

Hoffman, Danon Join Guild

BOB HOFFMAN, midwest division manager of Television Programs of America, has been appointed national sales supervisor of Guild Films Co., N. Y., and will serve as liaison on national and regional sales for Guild properties. Dalton Danon, formerly a sales executive with various companies in the Philadelphia area, has joined Guild as head of its Los Angeles office.

FILM SALES

Walt Disney Studios, Burbank, Calif., has sold rights to carry *Disneyland* film series in Australia to TCN-TV Sydney and HSV-TV Melbourne, which are slated to commence operation as commercial stations about June or July. Charles Michelson Inc., N. Y., which earlier had purchased *I Love Lucy* rights from CBS-TV for these stations, acted as agent in negotiations.

CBS-TV Film Sales, N. Y., has sold tv newsfilm service to WBZ-TV Boston, raising total number of station clients to 75.

RCA Recorded Program Services, N. Y., announces sale of two color programs—*Town & Country Time,* 15-minute country-music series, and *Foy Willing and the Riders of the Purple Sage,* 15-minute series—to KTRK-TV Houston, Tex.

Tel Ra Productions, Phila., has sold *Sports Spotlight* for 26 weeks to KDKA-TV Pittsburgh, Pa.

Guild Films Co., N. Y., has sold *The Goldbergs* tv film series to Gatuso Italian Food Products, Montreal, for showing in Montreal and Toronto. Agency is Schneider Cardon Ltd., Montreal. Guild also sold one-hour *Popcorn Theatre* tv film variety show to Furris Inc., San Antonio, Tex., supermarket chain, for showing on KOB-TV Albuquerque; KDUB-TV Lubbock, KROD-TV El Paso and KPAR-TV Sweetwater, all Tex.

FILM PEOPLE

Len MacKenzie, formerly musical director, Benton & Bowles, N. Y., appointed vice president and creative director of Faillace Productions, N. Y., producer of jingles and tv film commercials.

Ed Barge, animation artist, Metro-Goldwyn-Mayer, L. A., to Animation Inc., that city, as director. **Morrie Zukor** and **Ron Maidenberg,** also MGM artists, to Animation Inc. as assistant animator and story sketch artist, respectively.

Harold M. Lynch, appointed director of photography, Technisonic Studios Inc., St. Louis.

Jules V. Schwerin, formerly director for CBS-TV, to Robert Davis Assoc., N. Y. motion picture producer, as creative supervisor of tv commercials.

Ray Nazzaro signed to direct 39-film series, *The Trailblazer,* for Robert Alexander Productions Inc., L. A. Series, based on life of American explorer-soldier, Gen. John C. Fremont, stars Steve Cochran.

Gabriel A. Scognamillo, scenic designer in the motion picture and theatrical fields, signed as art director and designer for Guild Films Co.'s *Here Comes Tobor* series.

Donn Hale Munson, film writer-director, Kling Film Productions, Chicago and Hollywood, to Milner Productions Inc., Baltimore.

Roy J. Johnston, production director, North Carolina State College studios of WUNC-TV Chapel Hill, appointed director of television at N. C. State.

William M. Wolfson, previously with the NBC-TV film division as controller, appointed controller of Television Programs of America, N. Y.

Jack Mullen, assistant to president, St. Mary's U., San Antonio, Tex., named regional sales representative, Jerry Fairbanks Productions of Calif., with office in San Antonio.

Dick La Croix, N. Y., producer-director, appointed assistant to Albert C. Gannaway, L. A., for tv and motion picture productions.

Jan Sterling, Hollywood actress, signed to star in *Publicity Girl,* new tv film series owned jointly by Certok Television and ABC.

Earl Bellamy and **Oscar Rudolph** named to direct the new *Lone Ranger* tv series which will begin filming 39 color shows in late May. Mr. Bellamy is former Columbia Pictures director and has directed other tv series. Mr. Rudolph, with Paramount Pictures two years, has directed *Private Secretary* and other *Lone Ranger* tv films.

Gary Haymes, laboratory expediter for Transfilm Inc., N. Y., father of girl, Ilene.



You Might Get a 63-lb. Lake Trout—*

BUT . . . YOU NEED WKZO-TV TO LAND SALES IN WESTERN MICHIGAN!

THE MARCH ARB REPORT CREDITS WKZO-TV WITH *ALL 20* OF THE "TOP 20" PROGRAMS!

AMERICAN RESEARCH BUREAU MARCH, 1956 REPORT GRAND RAPIDS-KALAMAZOO		
	Number of Quarter Hours with Higher Ratings	
Monday thru Friday	WKZO-TV	Station B
8:00 am to 6:00 pm	136	61
6:00 pm to 11:00 pm	87	13
Saturday and Sunday 10:00 am to 11:00 pm	72	32

NOTE: Survey based on sampling in the following proportions—Grand Rapids (44.7%), Kalamazoo (19.7%), Battle Creek (18.2%), Muskegon-Muskegon Heights (17.4%)

March, 1956, ARB figures (left) show that WKZO-TV is the favorite television station in Battle Creek and Muskegon, *as well as in Kalamazoo and Grand Rapids!* It's the favorite by better than 2-to-1 for the week as a whole—by better than 6-to-1 at night!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. Channel 3—100,000 watts. Serves one of America's *top-20* TV markets—599,060 television families in 29 Western Michigan and Northern Indiana counties!

100,000 WATTS • CHANNEL 3 • 1000' TOWER

AM – TV – FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

WKZO-TV

Kalamazoo-Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

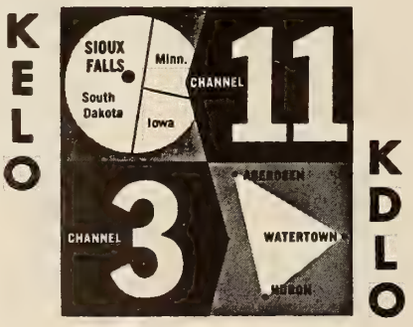
**Hubert Hammers caught one this size in Lake Superior in May, 1952.*



How that Floyd "carries on"!

. . . across 4 states lines

With Joe Floyd pushing up his new taller-than-anything 1,032 ft. KELO-TV tower in Sioux Falls, there's no stopping him. Now KELO beams a picture that reaches a wider market than ever in South Dakota, Minnesota, Iowa and Nebraska. Add Joe's neighboring KDLO-TV, and you've got more than 1800 ft. of towering TV salesmanship blanketing this rich, 4-state money belt.



THE BIG TV COMBO

KELO-TV

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V. P.

NBC PRIMARY

represented by H-R TELEVISION

— *PROFESSIONAL SERVICES* —

Dillard Named Head Of Engineers' Assn.

EVERETT L. DILLARD, Washington consulting engineer (Commercial Radio Equipment Co.) and owner of WDON and WASH (FM) Washington, D. C., has been elected president of the Assn. of Federal Communications Consulting Engineers.



MR. DILLARD

Meeting in Atlantic City April 28-29, the AFCCE also elected Robert E. L. Kennedy (Kear & Kennedy), vice president; John Creutz (Page, Creutz, Steel & Waldschmitt), secretary, and A. Earl Cullum Jr., treasurer. Elected to the executive board were George M. Lohnes (Craven, Lohnes & Culver) and George E. Gautney (Gautney & Jones). Remaining on the four-member board are Robert M. Silliman and Russell P. May.

AFCCE endorsed the NARTB petition to the FCC to extend remote control operation of radio stations to all stations, but refrained from expressing any opinion on questions raised by the FCC.

Robert M. Booth Jr. Opens Own Washington Law Office

ROBERT M. BOOTH Jr., since 1945 a partner in Bingham, Collins, Porter & Kistler, Washington, D. C., law firm, last week announced the opening of his own Washington law office at 815 15th St. N.W. Telephone is Republic 7-8154.



MR. BOOTH

Mr. Booth, 45, was born in Rosiclare, Ill., and was graduated from Purdue U. and Salmon P. Chase College of Law, Cincinnati. He is a member of the bars of Ohio and the District of Columbia, and also holds membership in the Federal Communications Bar Assn., Institute of Radio Engineers and American Bar Assn.

His radio experience includes founding WSAL Logansport, Ind., in 1949 (he is still part owner), and service with the engineering department of WLW Cincinnati.

During World War II, Mr. Booth headed the Radio & Radar Lab at the Naval Air Experimental Station in Philadelphia and served with the Navy Dept.'s Bureau of Aeronautics in Washington. He was discharged as a commander.

Gross Joins Frazier Firm

HORACE W. GROSS, onetime commercial manager and treasurer of Penn Allen Broadcasting Co. (WFMZ-FM-TV), Allentown, Pa., has joined the television and radio management consulting firm of Howard S. Frazier, Washington, D. C. While active in Pennsylvania broadcasting, he served a two-year term as a director of the Pennsylvania Association of Broadcasters.

ONLY LARRY BENTSON CAN DELIVER B-5*



. . . and it's B-5 that makes the Twin Cities WLOL-minded!

B-5 means WLOL's Big 5 disc jockeys . . . hard hitting selling with just the right amount of Music, News and Sports. It means programming that puts you in the groove with a million-and-a-half radio listeners. More advertisers sell more products on WLOL than on any other indie station in the Twin Cities.

TOPS IN INDEPENDENT RADIO

WLOL

MINNEAPOLIS-ST. PAUL

5000 watts—1330 on your dial

LARRY BENTSON, *Pres.*

Wayne "Red" Williams, *Mgr.*

Joe Floyd, *Vice-Pres.*

Represented by AM RADIO SALES

Milwaukee Consulting Firm Opened by C. J. Lanphier

C. J. (CHUCK) LANPHIER, veteran of 27 years in radio and television, has opened a new consulting firm, C. J. Lanphier Inc., with headquarters in Milwaukee.



MR. LANPHIER

Mr. Lanphier was general manager of WEMP Milwaukee from 1935 to 1946; president and general manager of WFOX Milwaukee from 1946 to 1954, and consultant to WISN-TV Milwaukee, 1955-1956.

The scope of his new enterprise will be regional in aspect and will encompass localized tv and radio surveys in Wisconsin.

Mr. Lanphier also is vice president of Litho-Graphic Corp., Milwaukee.

Stoll Opens D. C. Office

JACK L. STOLL & Assoc., Los Angeles radio-tv-newspaper brokerage firm, has opened an office at 1737 DeSales St., N. W., Washington. The new office will be managed by John I. Hanly, U. of Maryland graduate who joined Stoll in 1952. He formerly was associated with WOL Washington and the Liberty Broadcasting System.

Mr. Stoll said the eastern office was opened as part of an expansion program brought on by the "increasing demands of clients and stations."

PROFESSIONAL SERVICE PEOPLE

H. Wilson Lloyd, account executive, public relations department, J. Walter Thompson Co., N. Y., to Stephen Fitzgerald & Co., N. Y. public relations firm, as vice president and member of board of directors. He will work on organized baseball account.

Pearl Rosser, formerly executive director, Dept. of Audio-Visual and Radio Education, National Council of Churches of Christ in the USA, appointed executive secretary of radio-tv department of Church Federation of Greater Chicago.

Laurin H. Healy, public relations specialist, announces formation with **James G. Ehrlicher** of new firm, Healy & Ehrlicher, communications counsellors, at 360 N. Michigan Ave., Chicago.

William Mogle, former head of his own radio-tv-film packaging firm, to Publicity Corp. of America, N. Y., as vice president in charge of client relations.

Fred Goldberg, former advertising and publicity manager, IFE Releasing Corp., distributor of Italian films, to Arthur P. Jacobs Co., public relations firm, as head of N. Y. office and coordinator of Jacobs' European activities.

Bette Doolittle, director of homemaking service, P. Ballantine & Sons (beer), Newark, N. J., and former tv assistant, NARTB, Washington, to Paramount Pictures, N. Y., as promotion specialist.

Dan Thompson, for 14 years director of radio-tv, National Safety Council, Chicago, retired. **Don Moore,** public relations department, State Farm Mutual Insurance Co., Bloomington, Ill., returns to council as radio-tv director. He was formerly on council's radio staff.

EXTRA!

SPECIAL ELECTION EDITION

KOTV TULSA WINS BY A LANDSLIDE!

HOW THEY VOTED . . .

ARB BALLOT (Feb. '56)

MOST POPULAR QUARTER HOURS from Sign On to Sign Off

KOTV 58.4%
Candidate B 29.8%
Candidate C 11.8%

MOST POPULAR QUARTER HOURS in Prime Evening Time

KOTV 70.1%
Candidate B 15.7%
Candidate C 14.2%

50 MOST POPULAR ONCE WEEKLY SHOWS

KOTV 35
Candidate B 10
Candidate C 5

PULSE BALLOT (Feb. '56)

MOST POPULAR QUARTER HOURS from Sign On to Sign Off

KOTV 79.2%
Candidate B 14.9%
Candidate C 5.9%

MOST POPULAR QUARTER HOURS in Prime Evening Time

KOTV 90.7%
Candidate B 4.0%
Candidate C 5.3%

50 MOST POPULAR ONCE WEEKLY SHOWS

KOTV 40
Candidate B 9
Candidate C 1

After more than six years in office and more than a year of competing against 2 full power candidates . . . KOTV wins Smashing Victory! John Q. Television (represented at the February polls by PULSE and ARB) again voted KOTV Channel 6 eastern Oklahoma's TOP TV station!

KOTV channel 6 CBS TULSA

Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



'CARBON' CONFORMITY HIT AT AWRT MEET

Edythe Fern Melrose, WXYZ-AM-TV Detroit, named new president at four-day Boston convention, which passes resolution to conduct survey of women in radio and television.

MORE than 560 members from 47 states, Canada and the Virgin Islands attended the four-day (April 26-29) convention of American Women in Radio & Television at Boston's Somerset Hotel. Highlights were:

• Election of Edythe Fern Melrose of WXYZ-AM-TV Detroit as president for a two-year term, replacing Jane Dalton, WSPA Spartanburg, S. C.

• A general session during which management executives were sharply critical of carbon-copy conformity in present-day radio and emphasized the need for greater creativity and self-promotion by women broadcasters.

• Passage of a policy resolution "that AWRT conduct a survey of women in radio and television."

• Presentation of Golden Mike awards by *McCall's* magazine to Pauline Frederick of NBC as the "outstanding woman in radio and television for 1955" and to winners in six other categories [B•T, April 23]. The awards were made by Otis Lee Wiese, *McCall's* editor and publisher.

• Clinics on radio programs, educational tv and traffic in addition to a "how-to-do" foods, sets, copy, make-up and fashions for television.

• Announcement of Sonja Ruth Stewart, U. of South Dakota student, as the second winner of the AWRT scholarship. The scholarship is designed to encourage young women to enter radio and tv.

Headed by Heloise Parker Broeg, convention chairman, and Bette Doolittle, convention director, the agenda included an opening day visit to the General Motors Motorama, tour of the Massachusetts North Shore, visit to fish plants and a clam bake, made possible by U. S. Steel Corp., Gloucester Fisheries Assn. and Massachusetts Fisheries Assn.

Let Management Know

NARTB President Harold Fellows spoke at the AWRT annual banquet Thursday evening. He suggested that performers who are "in so many cases . . . closer to the public mind than the managers" cultivate "a keener awareness of their own potential for advising management in matters relating to public relations."

"The need is great," he said. "We find it in the incidence of criticism of radio and television which is rising at an alarming rate." After selling the idea to management, women broadcasters could use air time to describe station activity, to give listeners and viewers "some sense of the responsibility of the media." They can carry on the public relations work in clubs and community groups, he added.

Mr. Fellows asked the women to take up a "two-edged campaign; promoting broadcasting's virtues and eliminating broadcasting's faults."

The Friday morning meeting on "Women, the Unexploded Radio-Active Bomb" found agreement among the panelists that the full potential of the distaff side has not been put to use and that radio stations as a whole must build character and individuality.

Robert D. Swezey, executive vice president and general manager, WDSU-AM-TV New Orleans, pointed a finger at stations run on "mechanical formulae," questioning whether they are fulfilling the minimum obligations of their broadcasting licenses.

Mr. Swezey described woman's programming as "one of the few solid elements in the personalization of a station" and suggested that the women set the pace occasionally by jarring "us out of some of the regrettable mental patterns we have developed." He recommended that they help management "think first in terms of program product rather than of sales, to stop copying each other . . . to attempt some experimentation and to take a few chances with new ideas, to stop being led around by the nose by rating services, none of which makes very much sense . . ."

Franklin Sisson, program director of WOOD-AM-TV Grand Rapids, Mich., rebuked both management and women broadcasters for stylized women's shows which haven't changed in 30 years and which are given "a dog time on the air, a stereotyped name, a stereotyped format, and 15 to 30 minutes of preparation." He described WOOD's successful shattering of tradition by inserting news on its woman's show and programming with a girl songstress, pianist, and female singing disc jockey in the afternoon.

Research Shows the Way

Oliver Treyz, president, Television Bureau of Advertising, told the delegates that research can show the way to bringing into television advertisers and billings which would not otherwise be there. Speaking of women's role in local tv programming, he described a test case in Seattle where a broadcaster went behind the counter to develop sales techniques for Deering-Milliken stockings. These techniques were transferred to tv so successfully, Mr. Treyz reported, that the product was sold out and Deering-Milliken is now among the country's 200 top users of spot tv.

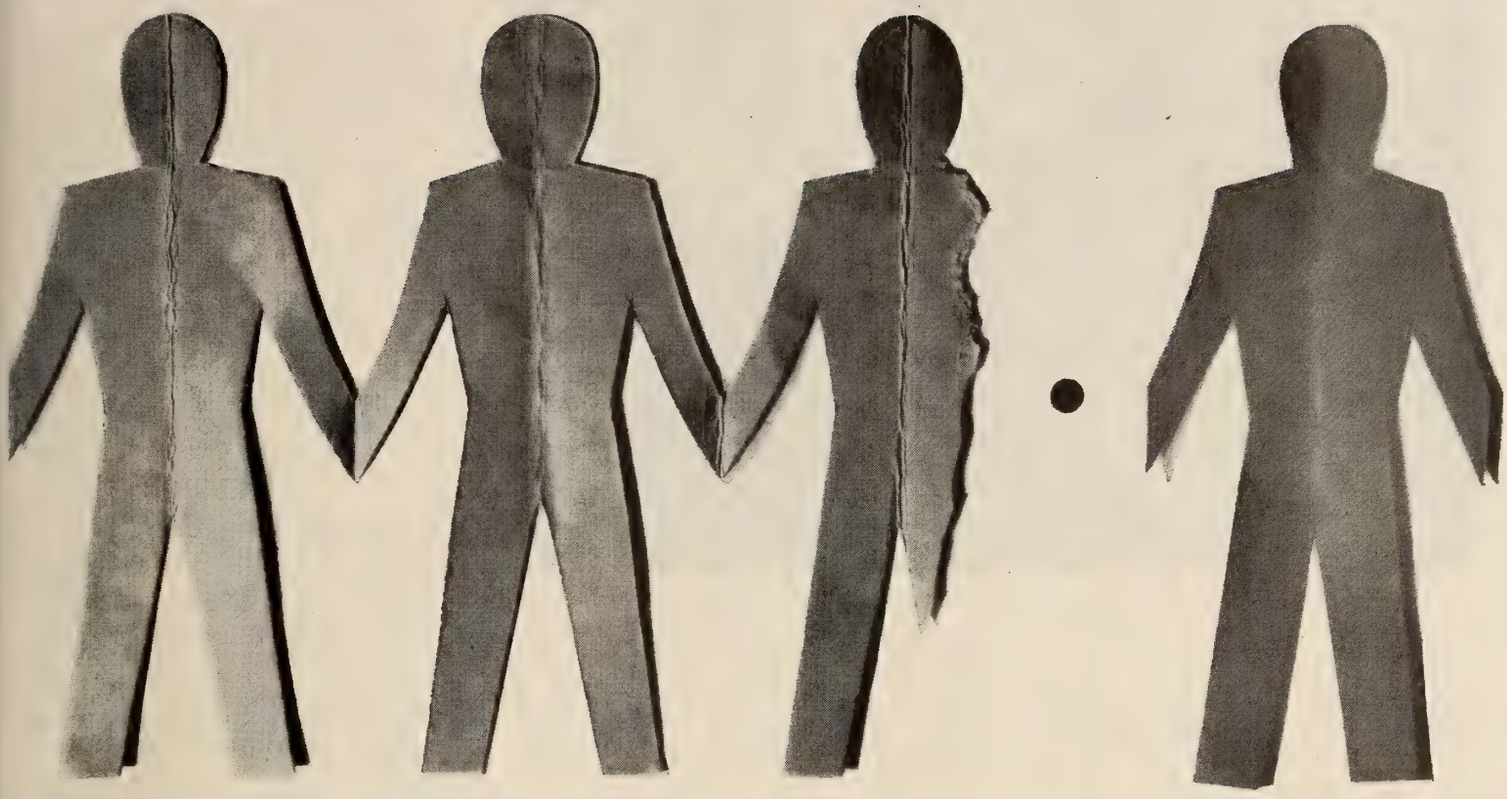
Norman Knight, general manager of WNAC-AM-TV Boston and the Yankee Network, urged AWRT members to share their thinking and ideas with management. "You are in a position to get the pulse of the public," he said, "and have the opportunity, via your mail, contacts, guest interviews and speaking engagements, to see a broad picture—one that is not available to management or others at the station."

Three simultaneous sessions Saturday morning were devoted to a radio clinic presented by Broadcast Music Inc., a traffic symposium and a panel on educational tv.

Speakers, introduced by Glenn Dolberg of BMI at the half-day BMI "capsule" clinic, called for radio women to abandon wornout program approaches for sharper news treatment, increased human interest and appeal to men and motorists as well as women at home. They were Gordon Davis, general manager, KYW Cleveland, Ohio; Ralf Brent, vice president, WIP Philadelphia; Edward C. Obrist, general manager, WNHC New Haven, Conn., and Herbert L. Krueger, vice president and general manager, WTAG Worcester, Mass.

Participants in "In the Roaring Traffic Boom" were Betty Bocklage, traffic director, WHAM-TV-AM-FM Rochester; Mary Alcombracht, special service representative in NBC-TV Network sales traffic; Bettylou Terry, traffic manager, WQXI Atlanta. Discussion coordinator was Al Hiorns, traffic manager, WEEI Boston.

The many problems confronting traffic, from ways of handling last-minute changes to methods of coordinating client and advertising agency instructions, were discussed. The need



the odds are nearly 3 to 1

WOAI-TV has *nearly three times more daytime adult audience* for minute carriers . . . than any other station.

You can buy —

*TODAY . . . 8.9 rating
Minutes—live or film— **80¢ per 1000 homes**

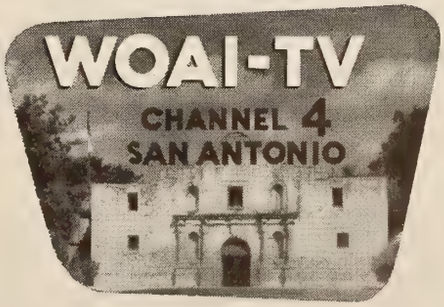
*AFTERNOON MOVIETIME . . . 13.8 rating
Minutes—live or film— **80¢ per 1000 homes**

*FAMILY MOVIETIME . . . 10.6 rating
Minutes—live or film— **$1.10 per 1000 homes**

WOAI-TV has *118% more audience on ALL daytime minute carriers* . . . including children's programs.

Nights . . . WOAI-TV has 6 of the top 10 non-network programs and its news programs continue to dominate the over 300,000 set San Antonio Market.

*February, 1956 ARB



NBC Primary Affiliate • Nationally Represented by Edward Petry & Company, Inc.



NEW OFFICERS of American Women in Radio & Television, elected to two-year terms at the organization's Boston convention (l to r): Martha Crane, WLS Chicago, central vice president; Nena Badenoch, National Society for Crippled Children & Adults, secretary-treasurer; Edythe Fern Melrose, WXYZ-AM-FM-TV Detroit, president; Marion Rowe, KPIX (TV) San Francisco, western vice president; Edith Ford, WLWA (TV) Atlanta, southern vice president, and Sarah Jane Moon, KSFA Nacogdoches, Tex., southwestern vice president. Missing from the picture: Betty Butterfield, WAAT-WATV (TV) Newark, N. J., eastern vice president.

for initiative in this department in order to overcome bottlenecks that affect the entire station operation was pointed out.

Moderating the educational tv panel was Gertrude G. Broderick, radio-tv specialist for the U. S. Office of Education, Washington. Panel speakers were John C. Crabbe, program consultant for the Educational Radio-Television Program Center at Ann Arbor, Mich.; Dorothy Klock, production supervisor, WNYE New York; Angela McDermott, producer, Mohawk-Hudson Council on Educational Television, Schenectady, N. Y.; E. G. Sherburne Jr., director of programs, WGBH Boston, and Alice Skelsy, information specialist, radio and television section of the U. S. Department of Agriculture.

Guest speaker at the Saturday luncheon was Harry Ellis, assistant overseas editor of the *Christian Science Monitor,* who gave AWRTers a background picture of the Middle East situation. The Saturday evening address at the McCall Award Dinner was by Dr. Shane MacCarthy, personal representative of Allen W. Dulles, Director of Central Intelligence.

A general tv session Saturday afternoon on "How To Do" was moderated by Keith Thomas, director of radio and television, Fred Rosen Assoc., New York, who told AWRT members that "spit, imagination, and scotch tape" is needed to create effective displays and to demonstrate merchandise.

Miss Melrose, AWRT's new president, has been named "the outstanding advertising woman of the year" in Detroit for the fourth time. She has served as president of the Women's Advertising Club of Detroit for two years and has worked closely with the Advertising Federation of America. Miss Melrose's awards include the Josephine Snapp Honor Award, Erma Proetz Award, the Award of Achievement from NARTB and the Zenith Award.

Other officers elected were secretary-treasurer, Nena W. Badenoch, radio-tv director of the National Society for Crippled Children & Adults; Betty Butterfield, eastern vice president, WAAT and WATV (TV) Newark; Martha Crane, central vice president, WLS Chicago; Edith Ford, southern vice president, WLWA Atlanta; Sarah Jane Moon, southwestern vice president, Nacogdoches Broadcasting Co., Nacogdoches, Tex., and Marion Rowe, western vice president, KPIX San Francisco. All were elected for a two-year term.

Top prize at the convention, an all-expense tour of Scandinavia, was won by Jean E. Phair of WHAS-TV Louisville.

The convention committee, in addition to Mrs. Broeg and Miss Doolittle, included Dorothy Fuller, WBET Brockton, Mass., vice chairman; Connie Stackpole, WGIR Manchester, N. H., president of the New England chapter; Julie Chase, WTAG Worcester, Mass.; Claire Crawford, WORL Boston; Ruth Newsome, Newsome & Co., Boston; Louise Morgan, WNAC-AM-TV Boston; Lillian Burchett, WBMS Boston; Jean Colbert, WTIC Hartford; Eileen Kneeland, WBZ-TV Boston; Mildred Bailey, WCOP Boston; Eleanor Bateman, New England branch, Poultry & Egg National Board; Doris Trocchi, Boston Assn. for Retarded Children, and Alice Tirrell Knight, Frigidaire Sales Corp., Boston.

Community Television Group Sets June 12-14 Convention

THE FIFTH ANNUAL convention of the National Community Television Assn.—representing more than 350 antenna systems in the country—will be held in Pittsburgh's Hotel William Penn June 12-14.

Among the speakers already scheduled for the convention are Thad Brown, NARTB television vice president and John Smith, Chrysler Corp. public relations director. Convention fee is $20 for full participation; $12.50 for limited participation.

E. Stratford Smith, NCTA executive secretary, is handling arrangements. NCTA headquarters are in the Communications Bldg., 710 Fourteenth St., N. W., Washington 5, D. C.

Lee, Treyz Slated to Address Pa. Broadcasters May 17-18

FCC Comr. Robert E. Lee and Oliver Treyz, president of Television Bureau of Advertising, will address the annual convention of Pennsylvania Assn. of Broadcasters, to be held May 17-18 at Pocono Manor, Pa., according to George A. Koehler, WFIL-AM-TV Philadelphia, convention chairman. Joseph T. Connolly, WCAU Philadelphia, PAB president, will preside.

An advertising agency panel will include Jayne Shannon, J. Walter Thompson Co.; Frank Brady, Harry B. Cohen Adv.; W. Robert Eagen, Foote, Cone & Belding, Chicago, and Kenneth Fleming, Leo Burnett Co., Chicago.

Taking part in an advertising panel will be R. M. Budd, Campbell Soup Co.; Alfred G. Waak, Household Finance Corp.; Albert Goetz, American Safety Razor Corp., and Thomas Christensen, Philip Morris & Co.

Tv Coverage Ban of Hiss Princeton Speech Protested

CHARGING that Princeton U.'s Public Information Dept.—by barring visual media coverage of the Alger Hiss talk to the American Whig-Cliosophic society—has decided that "the proceedings—unlike children—are to be heard but not seen," the Radio - Newsreel - Television Working Press Assn. protested a newsreel-tv coverage ban.

In a wire to the department, Arnold Lerner, chairman of the association's Freedom of Information Committee, said the ban was "ludicrous and unworthy of an institution of higher learning." He declared that while there was room for argument on the "feeble excuse" of inadequate space, the ban's "real purpose is a vain attempt to hide a rather large and somewhat off-color elephant." The wire also pointed out that like the "see-no-evil-monkey," Princeton "cast its lot with the simians."

Goodwin Heads Houston Club

JOHN PAUL GOODWIN, partner in the Goodwin-Dannenbaum advertising agency, Houston, has been elected president of the newly-formed Radio & Television Executives Assn. of Houston. Other officers include Dave Morris, KNUZ general manager, vice president; Jack McGrew, KPRC-AM-TV assistant manager, secretary, and Willard E. Walbridge, KTRK (TV) vice president-general manager, treasurer.

Regan Heads San Diego Group

BOB REGAN, KGB San Diego, has been elected president of the newly-organized San Diego Academy of Radio & Television Arts & Sciences. Other officers include Jim Harmon, KFMB-TV, and Bill Hollenbeck, KFSD-TV, vice presidents; Eva Irving, KFMB-TV, corresponding secretary; Ann Wade, KSDO, recording secretary; Art Hunt, Western Radio, treasurer, and Orva Huff, Phillips-Ramsey Adv., Ken Jones, San Diego State College, and Ray Wilson, KFMB-TV, all members of the board.

Miss. UP Broadcasters Elect

ELECTION of Dick Sanders, WJDX-WLBT (TV) Jackson, as president; John E. Bell, WCMA Cornith, as vice president, and John N. Herbers, United Press manager in Mississippi, as executive secretary of newly-formed Mississippi UP Broadcasters Assn. has been reported.

NARTB, RETMA to Kick Off Radio Week Promotion

NATIONWIDE promotional campaign for observance of National Radio Week will get underway next Sunday as NARTB, Radio-Electronics-Tv Mfrs. Assn. and several other industrial groups open a joint effort to acquaint the public with the advantages of aural broadcasting and the new types of sets now on the market.

Manufacturers are keyed to the theme "Give a Radio," and both stations and networks will feature programs reminding consumers of the new features and developments in radio sets and the progress in programming.

Over 105,000 retail outlets are joining in the campaign, according to H. Leslie Hoffman, RETMA president. Manufacturer members of RETMA have supplied publicity material, display kits and promotional ideas to distributors, who in turn are working with dealers.

"Radio today is an integral part of our lives," Mr. Hoffman said. "It plays a vital role in making the American public the best informed people in the world. As a mass communications medium it is unsurpassed and is on hand 24 hours a day to bring us in contact with the world around us. No event happening anywhere in the world is farther away than our nearest radio receiver or more difficult to reach than the turn of a switch."

ANA Schedules Workshop

THE growth of advertising's effectiveness through proper research methods will be highlighted at the Hotel Knickerbocker, Chicago, May 10 in an all-day workshop meeting of the Assn. of National Advertisers.

Radio Square, N. Y.

IN PREVIEW ceremonies to National Radio Week, May 13-19, Times Square in New York will be, for the week, changed to Radio Square on May 11. Manhattan Borough President Hulan Jack will participate in the name changing ceremonies, along with prominent pioneers of the radio industry. National Radio Week is held under auspices of Radio-Electronics Television Mfrs. Assn., NARTB, Radio Adv. Bureau and the National Radio-Television Dealers Assn.

Adv. Club Schedules Kintner

ABC President Robert E. Kintner has accepted an invitation to address the Broadcast Adv. Club of Chicago May 16, it was reported last week. J. Leonard Reinsch, managing director of Cox Stations and radio-tv advisor to the Democratic Party, will address the club June 6, along with a representative of the Republican National Committee.

Ellison Heads Illinois Assn.

WILLIAM ELLISON, news director, WHBF-AM-TV Rock Island, Ill., was elected president of the Illinois News Broadcasters Assn. at its joint meeting with the Iowa Radio & Television Newsmen's Assn.

Mr. Ellison succeeds William Small, WHAS-AM-TV Louisville, former INBA head while associated with WLS Chicago. Harvey Sanford, KICD Spencer, Iowa, was re-elected head of the Iowa group.

Electronics Group Limits Attendance at Chicago Show

A ROUND of exhibits, seminars and conferences will highlight the 1956 Electronic Parts Distributors Show at the Conrad Hilton Hotel, Chicago, May 21-24.

Attendance is being confined to parts distributors, exhibitors, sales representatives, commercial sound distributors, government personnel and accredited advertising agency representatives, all of whom must register in advance with the Electronic Parts Distributors Show Corp., 1 N. La Salle St., Chicago. On the show's last day, non-exhibiting manufacturers and engineering-research personnel affiliated with companies buying from exhibitors will be admitted, according to Kenneth C. Prince, the show's general manager.

TRADE ASSOCIATION PEOPLE

John C. Ottinger Jr., assistant director, Bureau of Advertising, ANPA, resigned. He will disclose future plans later.

Sue Grotta to Society of Motion Picture & Television Engineers, N. Y., as director of press relations.

Herbert N. Meyer, sales presentation writer, NBC Spot Sales, for past 2½ years, appointed senior sales presentation writer for Radio Advertising Bureau. **Curtiss James,** presentation writer, NBC Television Films, N. Y., to RAB promotion department, N. Y., in similar capacity.

Wes Cameron, president of Hollywood Advertising Club and former unit production manager, NBC, father of girl, Janet Kimberley, April 17.



a 3 Billion Dollar
Retail Sales Market With...

100% OF ALL HOMES USING UHF in America's most natural and largest ULTRA-HIGH Frequency Market

4600 Ft. above sea level

175,000 TV Homes

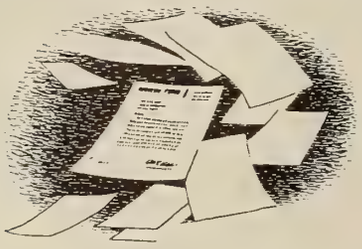
KJEO TV CHANNEL 47 BLANKETS
The Entire Market Area

O'NEILL BROADCASTING COMPANY
P.O. BOX 1708 Represented Nationally by the Branham Co. FRESNO, CALIF.

ONE OF A SERIES

What Makes a Radio Station Great?

SPONSOR RESPONSE



Wattage . . personalities . . programing . . they all make a radio station great. But *sponsor* fan mail is the *real test* of a radio station's power!

Here's a portion of a letter to us from O. C. Turner, executive vice president of Morton Foods, Dallas: "... we feel that our growth in the past eleven years has been greatly due to our advertising on the Early Birds."

WFAA's famous Early Birds, oldest breakfast club on radio, and other popular programs created by WFAA for its particular audience, have helped this station lead all North Texas stations all the way, both night and day*! Their successful selling power continually brings us enthusiastic response from sponsors, *24 of whom have been WFAA regulars for over 10 years.*

If you'd like an enthusiastic response to your sales message, try WFAA's enthusiastic brand of sell. It's catching!

To REACH North Texas, use RADIO

To SELL North Texas, use WFAA

A GREAT Radio Station

*Whan Study — A. C. Nielsen, N.S.I.

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

Edward Petry & Co., Inc., Representatives

STORER SEEKS SALEM V IN PORTLAND, ORE.

Broadcasting company asks FCC for permission to buy ch. 3 KSLM-TV and move it into another city. Purchase price of station, which has never gone on air, reportedly $27,277.

STORER Broadcasting Co. asked the FCC last week for permission to buy ch. 3 KSLM-TV Salem, Ore., and move the vhf frequency into Portland, Ore. (where Storer owns ch. 27 KPTV [TV]). [CLOSED CIRCUIT, April 16].

Purchase price for the 1954 permit (station has never gone on the air) was set at $27,277.27. This is reimbursement for out-of-pocket expense of Glenn E. McCormick, present KSLM-TV owner, it was indicated.

A condition of the application was that the Commission waive its multiple ownership rule so Storer would own six vhf stations. Present rules limit single ownership of tv stations to seven, not more than five in the vhf band.

A Supreme Court decision on the legality of the FCC's numerical limitation is awaited, expected almost any week now. It was Storer which brought the suit challenging the multiple ownership limitation. The rule was struck down by the appeals court and the FCC asked Supreme Court review.

Move of ch. 3 to Portland would make that northwestern metropolitan area all vhf, Storer pointed out. At present it has Storer-owned ch. 27 KPTV (TV), ch. 6 KOIN-TV and ch. 12 KLOR-TV operating, and ch. 8 KTLV (TV) building.

Only 38% of Portland's tv viewers said they received 1,000 kw KPTV "clearly," according to a December 1955 survey, Storer reported. This is a competitive disadvantage for KPTV, Storer said.

On ch. 27, KPTV serves one-third less than Portland's two operating vhf stations, the application stated. On ch. 3 it would add more than 400,000 viewers to its present 1 million plus coverage, it said.

Problems of uhf in rough terrain and in an intermixed market were shown in the following figures disclosed by the Storer application:

KPTV cost $2 million when it was purchased in the 1954 Storer buy of Empire Coil Co. for $8.5 million (including what is now WJW-TV Cleveland). Storer has added more than $350,000 in capital improvements to the ch. 27 station. In 1955, the three Portland stations had had total revenues of about $3.5 million, of which KPTV captured 40% ($1.4 million). In 1956, tv revenues are expected to be $4 million, but on ch. 27 KPTV would receive an estimated 35% ($1.4 million). On ch. 3, however, it is estimated KPTV would hold its own with $1.7 million in revenues.

Storer's total radio-tv revenues for 1954 were $17.7 million, or 1.7% of the $1 billion grand revenue total for the broadcasting media. Its 1954 tv revenue totaled over $14 million, or 2.7% of video's total $593 million. This broke down to $3.7 million from networks, $6 million from national spot and $4.6 million from local advertising. Storer owns seven radio and tv stations.

The printed 53-page Storer application also reported that the NBC-TV affiliation for Storer-owned ch. 23 WGBS-TV Miami, Fla., had been cancelled, effective June 15. KPTV's NBC-TV affiliation also has a 90-day cancellation clause, Storer noted. Storer paid $340,500 for the Miami facilities and has spent more than $650,000 in improvements, the application revealed.

Since late 1954, KSLM-TV has had pending before the FCC a request to move its ch. 3 transmitter site closer to Portland. This has been opposed by all three Portland tv stations. Storer in last week's application declared this would not solve the problem of uhf-vhf intermixture in the Portland area.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Hartford, Conn., ch. 3; San Antonio, Tex., ch. 12; Paducah, Ky., ch. 6.

AWAITING ORAL ARGUMENT: 8

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 7

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich, ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

Chief Cunningham Will Sit With Examiners in Hearings

A PROCEDURAL innovation, unique in FCC hearing cases, will be introduced in two upcoming tv hearings—for the first time in FCC history more than one examiner will preside at a single hearing. Chief Hearing Examiner James D. Cunningham announced last week that he will join another examiner in two pending cases.

Mr. Cunningham will join Examiner Jay A. Kyle at the hearing involving the assignment of WGTH-TV Hartford from General-Times Tv Corp. to CBS. Mr. Cunningham and Examiner Herbert Sharfman will preside at the hearing involving the sale of WKNB-TV New Britain from Julian Gross to NBC. The extra examiner, often used by other federal agencies, is insurance against delays which might be occasioned by illness of a presiding examiner.

One U Quits, One Going Dark

ONE uhf station—KAKI (TV) Visalia, Calif.—"threw in the towel" last week, and another—ch. 40 WAIM-TV Anderson, S. C.—which previously indicated it would go dark with the commencement of ch. 7 WSPA-TV Spartanburg, S. C. [B•T, April 30], asked the FCC for permission to suspend operation at the close of business May 27.

KAKI which received its grant in October 1954 but never got on the air, asked the FCC to cancel its ch. 43 construction permit and delete its call letters. KAKI's surrender brings to 167 the number of construction permits which have been deleted (32 were vhf).

WAIM-TV said the May 27 sign-off date will enable it to fulfill all its commitments. The station will retain its cp. A total of 64 stations (four vhf) have ceased operation.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Woman locked in bedroom . . .

. . . man threatens to kill her."

Case History No. 20

It looked like another routine day in the KWTX-TV newsroom in Waco, Texas.

News Editor Bill Stinson checked copy from the AP news teletype and kept an eye on the AP Photofax machine which was bringing in news picture coverage from all over the world. Photographer Jim Goodwin was looking over his equipment and supplies.

One of the telephones broke the calm and Stinson answered. It was one of the many news sources he had been developing.

"Say, Bill. Police over at Temple tell me a man has locked his sister in her bedroom and is threatening to kill her. I understand he's a former mental patient."

Stinson quickly called the Temple police. The tip was right. The man was armed . . . the house in a heavily populated part of town . . . police were converging.

Stinson dialed AP at Dallas.

"It looks like a big one. We're heading for Temple. Call you later."

The AP teletype began clacking the first details of a man in a house on the loose with a gun.

Stinson and photographer Goodwin dashed out of the KWTX-TV newsroom and headed for Temple, 28 miles away. Nine miles out of Waco their car sputtered, stalled. Stinson and Goodwin turned hitchhikers. They were in luck. A motorist listened to their story . . . volunteered to take them the rest of the way.

On the scene, Stinson circled the house . . . pinpointed the focal point of action . . . buttonholed a police sergeant.

A fifty-year-old cabinet maker had his sister bound and gagged inside the house. Police were getting set for a tear gas invasion.



Bill Stinson
(formerly KWTX-TV, Waco)
now News Director
WFAA-TV, Dallas

Jim Goodwin
Photographer
KWTX-TV, Waco

Stinson telephoned AP news details. Goodwin was shooting pictures from every vantage point. AP's Wirephoto desk in Dallas was alerted.

The man inside fired a bullet. Police broke into the house. Seconds later they burst out dragging a struggling man.

The cabinet maker was hauled off to jail. A doctor and friends calmed the wounded sister.

Stinson called Dallas again and gave AP the completed story and advised the Dallas Bureau that he and Goodwin were rushing back to Waco to feed the pictures on AP's national Wirephoto network for immediate transmission to all members.

In both word and pictures, AP members had a beat on Texas' outstanding spot news story of the day . . . thanks to the typical news coverage cooperation that KWTX-TV gives AP regularly.

Stinson & Goodwin are among the thousands of newsmen who make the AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP



Licensing of Tv Boosters, Reflectors by FCC Sought

THE FCC would be called upon to license television boosters and reflectors under the provisions of a bill (HR 10944) introduced last week by Rep. Don Magnuson (D-Wash.). He is no kin to Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

Rep. Magnuson, who comes from a state where there probably are more boosters in operation than in any other, said the FCC's "unwillingness to license or otherwise permit the operation of reflectors and vhf translators stems from its unwillingness to adopt flexible administrative procedures" so boosters can be applied for on a "case-to-case basis."

He said he is convinced the FCC "never will get around to licensing reflectors and vhf translators on its own initiative" and that if the Commission is upset on the current appeal from its cease-and-desist order against a booster operation in Bridgeport, Wash., the Commission "will attempt to proscribe these facilities, by one means or another."

Rep. Magnuson's bill would require the FCC to propose rules and regulations for licensing of tv boosters within six months from the date the bill becomes enacted, with boosters in operation as of May 1 allowed to keep operating for a "reasonable time" before compliance with FCC rules. No prior cp would be required for a booster.

Under the bill, such boosters and translators could operate only if they did not cause "harmful interference" to existing "licensed electromagnetic transmissions."

Rep. Magnuson said the FCC's proposal for uhf translators is impractical because of higher costs, set conversions, difference in quality of uhf and vhf signals and uhf's limited coverage area.

The bill defines "television reflectors" and "vhf translators" as low-power facilities for receiving a tv signal, amplifying it and retransmitting it on the same frequency for use only by communities and individuals "who are prevented by geographical barriers from receiving satisfactory television reception."

He is a representative-at-large from his state.

Business Census Funds Sought

FUNDS exceeding $1 million are asked for the 1958 census of business and agriculture in an appropriation bill (HR 10,899) reported to the House of Representatives by the Committee on Appropriations. The bill specifies $150,000 for the business census, to be used in advance planning. This count includes transportation, manufactures and mineral industries. Another $900,000 is specified for the census of agriculture.

FCC Asks Cueing Comments

A PROPOSAL was advanced by the FCC last week looking toward regular licensing of cueing transmitters, broadcast station inter-com units. The Commission has asked for comments by June 4 on proposed rule-making which would license the cueing units under the provisions for remote pickup broadcast stations. The low-powered cueing device, which obviates the need for cords and other apparatus, facilitates cueing and prompting of program personnel, who receive directions via inconspicuous hearing-aid receivers.

KRDI—Strictly Nowhere

EVERY now and then the FCC is asked to provide an unusal call letter for fiction writers to use in referring to a radio broadcast station.

Last week, the Commission officially set aside the call KRDI for that purpose —R for Republican, D for Democratic and I for Independent.

It figured that was the perfect fictional call for this election year.

House Dismisses Helen Coar, Recording Facility Director

MRS. Helen B. Coar, studio director of the Joint Senate-House Recording Facility, which makes films and tapes for congressmen and records their radio and tv broadcasts, was fired last week from her $6,000 yearly congressional job because of "conflict of interests."

Ralph Roberts, Clerk of the House, said Mrs. Coar and her husband, Robert J. Coar, coordinator of the facility, have been operating a partnership firm in nearby Arlington, Va., which is in "an identical business" with that of the joint facility.

The future of Mr. Coar, a Senate employe, presumably is up to Felton M. Johnston, Secretary of the Senate, who was in Kentucky last week attending the funeral of the late Sen. Alben Barkley (D-Ky.).

Mr. Roberts said he acted on instructions of the Patronage Committee, adding, "It's a conflict of interest case." Rep. Francis Walter (D-Pa.), chairman of the Patronage Committee, said Mrs. Coar was fired because she had no political sponsor such as is usually required for many Capitol Hill jobs. The Coars were first hired during the Republican 80th Congress in 1947.

Two "confidential" reports by the General Accounting Office, issued in 1954 and 1955, said facility employes told GAO investigators equipment and services were used for "other than the convenience of members" and that equipment was missing.

GOP Makes Strong Bid To Defeat Sen. Magnuson

A LONG-AWAITED strong Republican bid to unseat Sen. Warren G. Magnuson (D-Wash.) came last week with an announcement by three-term Washington Gov. Arthur B. Langlie, Republican, that he will seek the GOP nomination for the seat held by Sen. Magnuson.

Sen. Magnuson has been chairman of the Senate Interstate & Foreign Commerce Committee, which has jurisdiction over the FCC and broadcast matters, since the Democrats took control of the 84th Congress. He is completing his second term in the Senate and previously served four terms in the House. Gov Langlie said he had been asked by the White House to seek the Senate seat.

GOP Member Takes Swing At Evins Probe of FCC

REP. WILLIAM S. HILL (R-Colo.) last week charged the Democratic-controlled House Small Business Committee, on which he is ranking Republican, with "engaging in the greatest shell game of the century" and using the committee as a "political vehicle."

Rep. Hill was particularly critical of that part of the Evins Subcommittee's questionnaire to the FCC on gifts or honorariums received by Commission members or other top officials from the communications industry and others since January 1953 [B•T, Jan. 23, *et seq.*].

This line of questioning, he said, was "derogatory and a reflection upon the integrity of every member of the FCC, be he a Democrat or be he a Republican." He said the House committee, "on pretense of aiding small business, was actually prying and probing into the administration of various federal agencies," where only other committees have proper jurisdiction.

Mr. Hill described the whole questionnaire to the FCC as "probably the work of a disgruntled employe or someone outside the FCC with a particular ax to grind." He charged the committee with refusing to go back beyond January 1953, before the Eisenhower Administration took office.

He called the FCC questionnaire "a violation of our American sense of justice and fair play," and asked: "If the committee is in possession of evidence of wrong doing why hasn't it taken proper, instead of improper, steps to bring any evidence of wrongdoing to light?"

American Colonial Awarded Low-Power V at Ponce, P. R.

GRANT of a new low-power tv station on ch. 9 Ponce, P.R., was awarded by the FCC last week to American Colonial Broadcasting Corp. (WKVM San Juan), which only a fortnight ago received an FCC grant for ch. 11 Caguas, P. R. [B•T, April 30].

At Ponce, operating with 826 w visual power and antenna 2,520 ft. above average terrain, the proposed "economy-sized" tv station will be equipped with Adler Communications Labs' complete small-tv-station package, costing $15,937 [B•T, Oct. 31, 1955]. Estimated construction costs are $18,937, first year operating expenses $45,000, and expected first year revenue is $90,000.

FCC Grants 14 New Ams

AMONG 14 new am stations granted by the FCC last week [see FOR THE RECORD, page 111] were five Thursday grants. Construction permits were awarded to:

- Bijou, Calif.—Robert Burdette, 1490 kc, 250 w unlimited. Mr. Burdette is engineer.
- Caribou, Me.—Northern Broadcasting Co., 600 kc, 1 kw daytime. Sole owner Forest S. Tibbetts is auto dealer with tv sales and services interests.
- Gresham, Ore.—Gresham Broadcasting Co., 1230 kc, 100 w unlimited.
- Mobridge, S. D.—Mobridge Broadcasting Corp., 1300 kc, 1 kw daytime. Principals include Pres. L. L. Coleman (55%), publisher-80% owner of *Mobridge Tribune;* Vice President W. S. Morrison (10%), electrical appliance store owner, and Secretary-Treasurer G. H. Coleman (5%), *Tribune* advertising manager.
- Livingston, Tenn.—Audio Broadcasters, 920 kc, 1 kw daytime. Principals are equal partners F. L. Crowder, owner of WHBT Harriman, and WDEH Sweetwater, both Tenn., and R. H. McCoin, grocer.

Tv Campaign for Ike

REPUBLICAN National Chairman Leonard W. Hall said last week President Eisenhower will make "five or six" tv appearances in a six-week period beginning Sept. 15—almost a month after the GOP convention. Republicans earlier indicated they plan to use 15 half-hour network simulcasts plus 35 five-minute radio-tv network periods, but did not indicate how many would feature the President.

Census Bureau Reports 1954 Agency Receipts

THE U. S. Census Bureau announced last week that U. S. advertising agencies had 1954 receipts of $3.245 billion. This first census of agency income was conducted as part of the 1954 Census of Business. No comparative income figures are available from the 1948 business survey. Census included 5,077 U. S. advertising agencies.

New York was the leading state in number of agencies, with total income of $1.496 billion and payrolls totaling $145 million. Illinois ranked second, agencies having income of $557.9 million and payrolls totaling $49.98 million. Third place went to California, with agencies having an income of $204.6 and payrolls of $18.5 million.

The census report shows that the number of New York agencies increased from 846 to 1,056 in the six years. In Illinois the number increased from 380 to 508 and in California from 403 to 660.

WCOP-AM-FM Sale Approved Among FCC Actions Last Week

AMONG station sales approved by the FCC last week were two over-$300,000 transfers, topped by the Plough Inc. $457,500 purchase of WCOP-AM-FM Boston from the Post Publishing Co. *(Boston Post)* [B•T, April 2]. Plough Inc., Memphis, Tenn., pharmaceutical house, also owns WMPS Memphis, WJJD Chicago and awaits FCC approval of its $500,000-plus purchase of WCAO-AM-FM Baltimore [B•T, March 26].

Second, price-wise, of last week's sale approvals was the $306,000 acquisition of KTSA-AM-FM San Antonio, Tex., by McLendon Investment Corp. (Gordon B. McLendon). McLendon, which bought the stations from O. R. Mitchell Motors, also owns KLIF-AM-TV Dallas, KELP and KOKE (TV) El Paso, WRIT Milwaukee, controls WGLS Decatur, Ga., and has applied for a new am station at Houston, Tex.

The third largest transfer approved last week was the $175,000 assignment of KUDL Kansas City, Mo., from KUDL Inc. to Heart of America Broadcasters (H. Scott Killgore). Mr. Killgore also owns WKXV Knoxville, Tenn., WKXL Concord, N. H., and WARE Ware, Mass., and has an application pending for the purchase of WGTH Hartford, Conn. [B•T, March 26].

Veto Urged for R. I. Bill Banning Court Coverage

TWO industry groups have urged Gov. Dennis J. Roberts, Rhode Island, to veto a bill (H 748) that would ban microphones and tv cameras from courts and public proceedings in the state. The bill passed both houses of the state legislature before its adjournment.

Harold Baker, WSM Nashville, president of Radio-Television News Directors Assn., voiced "dismay" that a public body "would treat with levity a protest from an association representing radio and television news directors of networks and stations throughout the country." He referred to the laughter that receiving reading of a protest wire in the House of Representatives. The RTNDA directors, after an April 28 meeting, contended jurists should have discretional powers "in keeping with the democratic concept of justice, and with the belief in the integrity and wisdom of the judiciary."

NARTB President Harold E. Fellows asked Gov. Roberts to veto the bill on the ground that electronic reporting media "are as entitled to the guarantees of free speech and press as are the other means of disseminating information to the people." He reminded that broadcast media have often shown their unique ability to cover public proceedings. He also pointed out that the legislators did not hold hearings on the bill.

Basso Cites 'Discontent' Over Rayburn's Radio-Tv Ban

THERE ARE "rumblings of discontent among House members" over the ban on broadcasts and telecasts of House committee preceedings which has been imposed by House Speaker Sam Rayburn (D-Tex.), Nick Basso, news director of WSAZ-AM-TV Huntington, W. Va., told the Chesapeake Associated Press Broadcasters Assn. meeting in Baltimore.

Mr. Basso, who is chairman of Radio-Tv News Directors Assn.'s Freedom of Information Committee, said some congressmen feel Speaker Rayburn has "projected his personal feelings into his official prerogatives."

The House Rules Committee after a hearing last year shelved a proposal (H Res 99) by Rep. George Meader (R-Mich.) to amend House rules to authorize committees to permit radio-tv coverage at their own discretion [B•T, March 14, 1955]. Rep. Martha W. Griffiths (D-Mich.) has introduced two measures (H Res 449 and 450) to permit radio-tv coverage of House committee and House chamber proceedings [B•T, April 2].

Speaker Rayburn has interpreted House rules to prohibit coverage by radio-tv and cameras. Rep. Joseph W. Martin (R-Mass.), while serving as House speaker during the 83rd Congress, interpreted the same rules to allow committees to admit radio-tv at their own discretion.

Protestants Right in WMFJ Purchase Argued in Court

QUESTION of standing as a protestant against the 1955 sale of WMFJ Daytona Beach, Fla., by W. Wright Esch to Harold Kaye was argued in the U. S. Court of Appeals in Washington last week. Appealing the Commission's denial of right of standing as a protestant were Theodore A. Granik and William H. Cook, both of whom claim they had an option agreement with Mr. Esch to purchase the station. This allegation is the subject of Florida litigation. The FCC said it had no power to prevent the sale of the 250-w, ABC-affiliate (on 1450 kc) and that it had no jurisdiction over the purported contract. Last month, Mr. Esch sold control of ch. 2 WESH-TV Datona Beach to John H. Perry interests (WJHP-AM-FM-TV Jacksonville, WCOA Pensacola, WTMC Ocala, WDLP Panama City, and 40% of WNDB-AM-FM Daytona Beach, all Florida, as well as daily and weekly newspapers in Florida. Price was $5,000 plus loan of $150,000. This also was alleged to have been included in the Granik-Cook sales contract.

Court Upholds KTBS Grant

FCC grant of Shreveport, La., ch. 3 to KTBS Shreveport, La., was upheld by the U. S. Court of Appeals in Washington last week. In a *per curiam* decision, Circuit Judges David L. Bazelon, Charles Fahy and George T. Washington ruled that the Commission had committed no procedural errors and had made its grant on substantial evidence. The appeal was brought by unsuccessful applicant KWKH Shreveport (*Shreveport Times*), which charged that the Commission's diversification policy discriminated against newspaper applicants.

Suit Directed at Networks Studied on Behalf of Daly

A COURT appeal is under study by the American Civil Liberties Union on behalf of Lar (America First) Daly in the form of a mandamus suit against the radio-tv networks for refusing to grant the Republican splinter candidate free and equal air facilities on two occasions.

The ACLU board reportedly was scheduled to confer Thursday on procedures for filing the suit in a federal district court. It would be directed at the networks and seek a writ of mandamus, according to Mr. Daly, who claims to be a qualified candidate for the Republican presidential nomination on the basis of his entrance in preferential primaries.

One obstacle in the path of actually filing the court action, Mr. Daly said Wednesday, is the failure of the FCC to return material he submitted in appealing for time to answer President Eisenhower's talks of Feb. 29 and April 16. The Commission had promised to return the letters of networks and other correspondence "immediately after copies are made." [This was done last week, it was learned, and the originals of all correspondence and attachments returned to Mr. Daly.] FCC declined Mr. Daly's request for an appearance before the Commission April 18—during NARTB convention week. Earlier, it notified him it did not feel he had made a sufficient showing that he is "legally qualified candidate."

Patent Law Reforms Sought In Two Bills Before Senate

BILLS to establish a U. S. Court of Appeals for Patents (S 3744) and set a maximum limit of 20 years for protection of patent monopolies (S 3745) have been introduced by Sen. Joseph C. O'Mahoney (D-Wyo.), chairman of the Senate Patents, Trademarks and Copyrights Subcommittee. Sen. O'Mahoney said the "20-year bill" is directed to "eliminating stalling tactics indulged in by some applicants," who fail to prosecute their applications "diligently" so they can prolong the patent monopoly beyond the 17-year monopoly provided by the present law.

Patents would be terminated 20 years from the date of application or 17 years from the date they are granted, whichever is shorter.

Dr. Allen B. DuMont of DuMont Labs testified before the Senate group last fall against stalling tactics he said were employed by certain electronics manufacturing firms [B•T, Oct. 17, 1955] and the subcommittee recommended the "20-year bill" in its report last February [B•T, Feb. 13]. Such a bill passed the Senate in 1940 but got no farther.

Subcommittee Set for Pay Bills

SUBCOMMITTEE of Senate Post Office & Civil Service Committee has been named to hear bills to raise salaries of heads and assistant heads of executive departments and independent agencies, including FCC. Subcommittee will be headed by Sen. Olin D. Johnston (D-S. C.), chairman of parent committee, with Sens. John O. Pastore (D-R. I.) and Frank Carlson (R-Kan.). Bills are House-passed HR 7619, providing boost from $15,000 to $19,000 for FCC commissioners, and S 2628, recommended by White House and calling for FCC salaries of $20,000 [CLOSED CIRCUIT, April 9].

Supreme Court Action Sends Beaumont Case Back to FCC

THE U. S. Supreme Court has refused to review the Beaumont ch. 6 decision. It denied last week a petition for a writ of *certiorari* filed by KFDM Beaumont, successful applicant for that Texas vhf outlet, asking for review of an appellate court ruling which would require the FCC to reopen the Beaumont case [B•T, Jan. 2].

FCC granted Beaumont ch. 6 to KFDM in 1954. Unsuccessful KRIC Beaumont appealed this grant and the appellate court remanded the case to the FCC. By a two to one vote, it said the FCC should have taken into account the potential change in KFDM ownership involving an option agreement by W. P. Hobby (KPRC-AM-FM-TV-*Houston Post*) whereby he would acquire 32.5% interest in the ch. 6 facility. The agreement was made after the Commission's decision, but before it had acted on a plea for reconsideration. Previously Mr. Hobby held an option to acquire 35% of KTRM Beaumont, the third applicant for the Beaumont vhf outlet. KTRM dropped out of the race following the KFDM-Hobby agreement. It was paid $55,000 for expenses, loaned by Mr. Hobby to KFDM for that purpose.

Wofford Replaces Thurmond On Senate Commerce Group

THOMAS A. WOFFORD, practicing attorney in Greenville, S. C., who was sworn in April 9 as senator from South Carolina replacing Sen. Strom Thurmond (D), has been appointed to the Senate Interstate & Foreign Commerce Committee, where he also replaces Sen. Thurmond.

Sen. Wofford, also a Democrat, was appointed by South Carolina Gov. George Bell Timmerman Jr. March 5 to replace Sen. Thurmond who resigned April 4 to run for re-election this fall.

Sen. Thurmond, elected by write-in vote Nov. 2, 1954, for the term beginning Jan. 3, 1955, resigned to fulfill a campaign promise to seek the same seat in the 1956 Democratic primary and general election, when his name would be entered on the ballot as a regular candidate. Sen. Wofford will not seek election to the seat.

The new senator resigned as chairman of the Geenville County Democratic Party March 27 to take the Senate seat. He served as assistant solicitor of the 13th Judicial District 1935-36 and as assistant U. S. district attorney 1937-44. He holds an AB degree from the U. of South Carolina (1928) and LLB from Harvard Law School (1931). He has been a member of the board of trustees at Winthrop College, Rock Hill, S. C., for eight years, is married and the father of five children. He holds no radio-tv interests.

FCC Orders Hearing On W. Va. Am-Tv Sales

BECAUSE questions of tv overlap and alleged trafficking in tv licenses must be resolved, the FCC last week ordered a hearing into the proposed $370,000 assignment of WPAR-AM-FM Parkersburg and WBLK-AM-TV Clarksburg, both W. Va., from Ohio Valley Broadcasting Corp. to WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio). The sale was set for hearing with a protest by Clarksburg Publishing Co. (*Exponent* and *Telegram*) against the WBLK-TV grant to Ohio Valley. The publishing firm's protest, among other things, questioned the propriety of a payment of $14,390 by Ohio Valley to Clarksburg Broadcasting, at the time the latter withdrew as a competing applicant. The FCC turned down the protest, but the U. S. Court of Appeals remanded the case for a full hearing. A request by Clarksburg Publishing to amend the hearing issues to place certain burdens on Ohio Valley was denied by the Commission last week.

Citizens Group Should Study Election Finances—Neuberger

CREATION of a 15-man group to investigate election finances has been proposed by Sen. Richard L. Neuberger (D-Ore.).

A resolution (S J Res 164) introduced in the Senate by Sen. Neuberger said that "the choice among candidates for federal elective office should not be obscured by the effects of disproportionate campaign expenditures." The Oregon Democrat repeatedly has expressed concern about the high costs of tv and radio in elections and is the author of Senate bills which he feels will tend to equalize access to these media among candidates.

A 15-member Commission on Election Finances and Related Matters would be appointed by the Chief Justice of the U. S. from independent citizens, under the Neuberger resolution. It would be given power to hold hearings and issue subpoenas and would submit a final report, with legislative or other recommendations, by Dec. 31, 1957.

The commission among other things would try to find (1) actual costs of modern campaigns for nomination and election to federal offices; (2) current practices in financing campaign costs, lobbying costs and other political activities, and (3) relationship between expenditures in behalf of a candidate and his success at the polls.

Senate Cites Liveright

THE SENATE last week agreed to a resolution (S 241) citing Herman Liveright, former program director of WDSU-TV New Orleans, for contempt of the Senate because of his refusal to answer questions put to him by the Senate Internal Security Subcommittee March 19 on alleged Communist activities [B•T, March 26]. Mr. Liveright did not plead the Fifth Amendment. He was fired by WDSU-TV for refusing to answer the subcommittee's questions.

WEEX to Begin Operation

FCC authorized WEEX Easton, Pa., to begin commercial operation May 10 on 1230 kc. That frequency was due to be vacated May 9 by 250-w WHOL Allentown, Pa., which received the assignment in 1947. Refusal of the U. S. Supreme Court to review the FCC's 1953 grant of the facility to the Easton applicant last month [B•T, April 16] spelled the end of the nine year's litigation. WEEX will join sister stations WEEX-FM and ch. 57 WGLV (TV) Easton, also owned by the Easton Express.

FTC Cites Fur Firm Ads

BECKMAN-HAMMER Furs, Beverly Hills, Calif., was charged last week by the Federal Trade Commission with false newspaper and radio advertising of price, source of furs, and savings claims. Parties named in the complaint are Harry L. Hammer, president, and Arthur L. Cornsweet, secretary-treasurer. An answer to the Commission's complaint may be filed within 30 days. A hearing on the matter is scheduled June 25, at Los Angeles, before an FTC hearing examiner.

Fraud Via Foreign Radio-Tv Prohibited in Senate Bill

THE SENATE last week passed and sent to the House a bill (S 3674) designed to permit prosecution of fraudulent stock promoters who use radio-tv to circumvent the present law by operating from Canada and Mexico.

The bill, introduced by Sen. Warren G. Magnuson (D-Wash.) is identical to one (S 3645) introduced by Sen. Alexander Wiley (R-Wis.) in the Senate and by Rep. Emanuel Celler (D-N.Y.) in the House (HR 10,418). It would extend the present prohibition against fraud by interstate wire, radio or television to cover foreign communications using these media. It provides a fine of up to $1,000 and/or five years imprisonment for violations.

The Justice Dept. recommended the legislation because a case arose last year in which a telephone call from Mexico to Los Angeles was part of an alleged scheme to defraud, with Justice concluding the present law does not cover this situation. A similar bill (HR 10,341) introduced by Rep. Kenneth B. Keating (R-N.Y.) would provide a fine of up to $10,000.

Tetley Tea Won't Give Unequal Ad Allowances

TETLEY TEA Co., N. Y., and the Federal Trade Commission last week approved a consent decree prohibiting the firm from granting promotional allowances to customers except on a "proportionately equal basis," the commission announced.

Tetley was one of 11 suppliers charged by the FTC with giving two food chains special allowances for promotion of anniversary sales (last year Tetley spent $400,000 in radio-tv advertisements). Complaints against the chains and the other 10 suppliers are still in litigation.

The FTC-Tetley agreement does not constitute an admission by the company that it has violated the law and is for settlement purposes only.

FTC Issues Consent Order On Hudnut Promotional Aids

HUDNUT SALES Co. (hair preparations, cosmetics), New York, was the subject of a consent order approved by the Federal Trade Commission to prevent its discriminating among its customers in the granting of promotional aids.

The Commission complaint, issued Nov. 8, 1955, charged Hudnut with violating part of the Robinson-Patman amendment to the Clayton Act by failing to make available to competing customers promotional (advertising, display, demonstrator, or other services) allowances on proportionately equal terms.

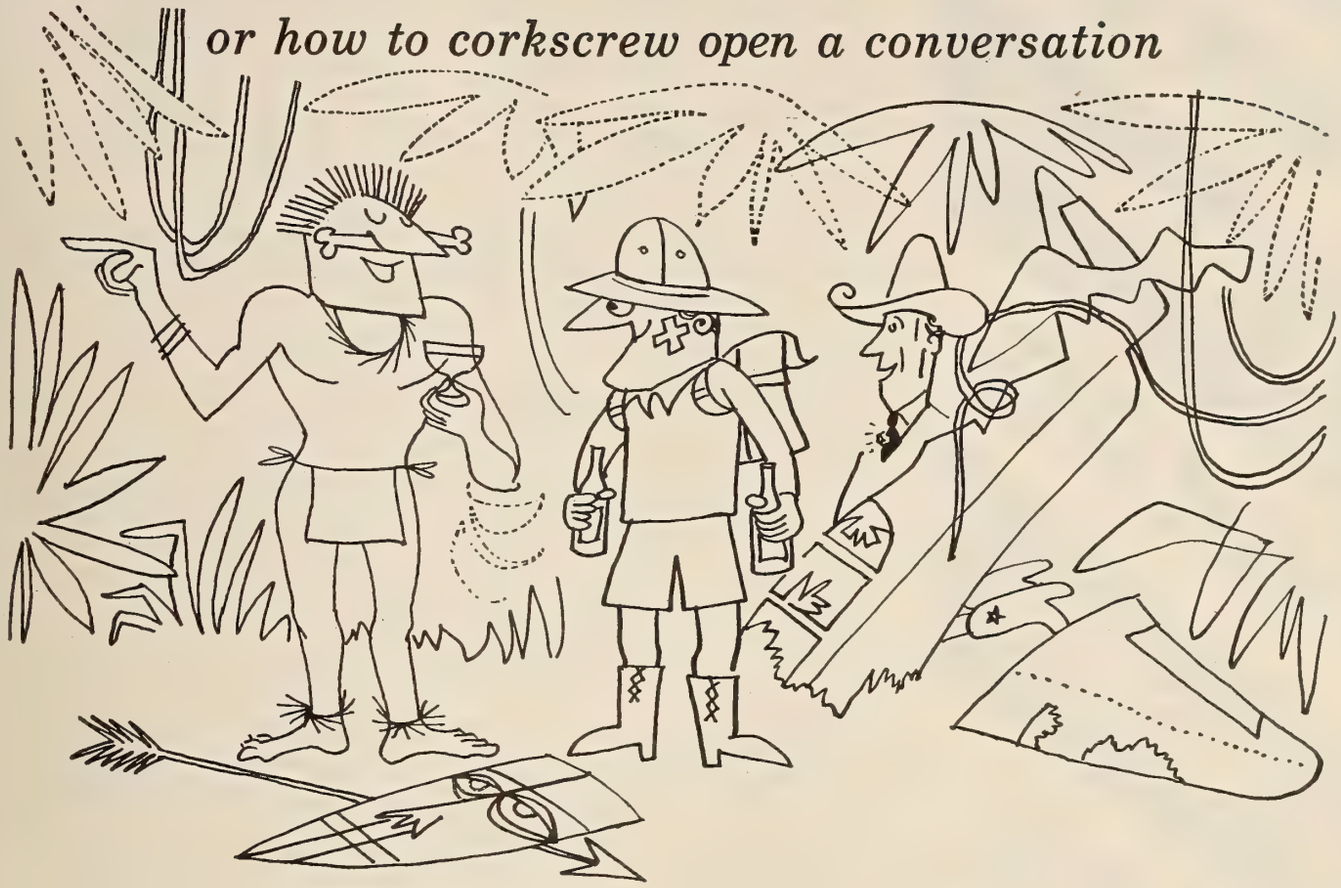
The order does not constitute an admission by the company that it has violated the law.

Sentrol Denies FTC Charge

SENTROL, a headache remedy produced by Wernet Dental Manufacturing Co., Jersey City, N. J., has filed a denial to a Federal Trade Commission complaint charging the firm with misrepresenting Sentrol's effectiveness, safety, and newness on the market. Sentrol maintains the FTC placed "erroneous and strained interpretations" on words in ordinary use and "have charged respondents with acts which they have never committed." The answer asks that the complaint be dismissed. Sentrol is distributed by Block Drug Co., which acts as distributor for about 35 drug products.

DRY HUMOR

or how to corkscrew open a conversation



A NOVICE South American explorer was bragging to an old-timer about the wonderful survival kit he had assembled for his jungle onslaught. "If the plane fails and I have to parachute into the wilderness, I'll be able to survive for weeks until I can get out," he commented.

"Have you got a bottle of gin and a bottle of vermouth?" the old hand asked.

"Hell, no—that's silly. But I got brandy for snakebite, you know, and tins of rations, and a collapsible boat and . . ."

"Never mind all that stuff. Take gin and vermouth!"

"But that's ridiculous . . . I don't need gin and vermouth in the jungle."

"You want to get out, don't you?"

"Sure."

"Well, do as I say. When you're forced down, just take out the bottle of gin and the bottle of vermouth and start mixing. Before you're through, some jerk will be standing over your shoulder saying 'That's not the way to make a Martini.' All you got to do then is have him show you how to get out."

In the Texas Panhandle, folks use whisky. And KGNC.



NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency



CROWELL-COLLIER MULLS NEW EXPANSION

Publishing company may enter syndication of all forms of television and radio programs and possibly the network field at some later date, Paul C. Smith, company president, tells Los Angeles Advertising Club.

PROSPECT that Crowell-Collier Publishing Co. soon may enter the field of syndication of all forms of television and radio programs —and possibly even the network field at some later date—was held forth Tuesday by Paul C. Smith, Crowell-Collier president, at a news conference following his talk to the Los Angeles Advertising Club.

The veteran publishing firm already is going into the radio-tv station operating business and the popular recording field. It has purchased, subject to FCC approval, the multiple midwestern radio-tv stations of the Bitner interests for $16 million-plus as well as KULA-AM-TV Honolulu from Albert Zugsmith, Arthur Hogan, Richard Simonton and Jack Burnett in another million dollar transaction [B•T, April 30, 23].

Although the consideration of entering the network field wouldn't occur "until we get squared away on some of these other things first," Mr. Smith told newsmen the network idea "is a possibility." As for syndication of live and filmed tv shows and radio programs, Mr. Smith said specific plans currently "are being brainstormed" and decisions should be made in the near future. The syndication effort would fall to Crowell-Collier's new radio-tv-recording division, "which will be in the production business," he said. First likely project for radio-tv is *Collier's* current "American Tradition" series, staff written.

The publishing firm is incorporating a new subsidiary firm, American Communication Enterprises Inc., which will operate the radio-tv station properties separately from the radio-tv-recording division. Crowell-Collier plans to go for its full FCC limit of station properties in both radio and tv, Mr. Smith affirmed, including two uhf tv outlets.

The Bitner purchase includes four radio and three tv stations. It is the second largest transaction in broadcast history and is the largest sale of a non-network property. Three years ago the record was set when American Broadcasting Co. was sold for $25.5 million to United Paramount Theatres (now AB-PT).

The Bitner stations to be transferred include WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis and WFDF Flint. WFDF has an appeal in court protesting FCC's grant of ch. 12 there to WJRT (TV) and Crowell-Collier would assume the tv grant should the suit be successful, Mr. Smith said.

He explained no changes in personnel or operating policy is contemplated for the stations at the present, although some of the prospective productions of the new radio-tv-recording division may go to these outlets.

Asked if combination advertising packages might become available in the firm's *Collier's, Woman's Home Companion* and *The American* and on the radio-tv stations, Mr. Smith answered yes but noted any sense of compulsion is frowned upon by the government. A combination "availability" and "cross fertilization" are quite probable, he said, noting the high merchandising value in prospect for direct mail and other promotion for advertisers via the extensive subscription lists of the magazines. The lists already are expected to be used to promote the firm's record venture, through record clubs and other incentives.

New Venture Planned

Mr. Smith told newsmen Crowell-Collier is embarking on a daring new venture to stimulate and gather editorial and entertainment material suitable for any and all media in which the firm is now interested, including feature motion picture production. The firm already is in the book publishing field. In a sense, his firm is seeking to create a "stable" of new and promising talent in all these areas by purchasing all or most rights to a property and then "publishing" it in Crowell-Collier's own various media and re-selling or merchandising to other media those particular rights not utilized.

Heretofore, Mr. Smith said, the firm has usually purchased only first-magazine rights. Its unused editorial inventory runs about $1.5 million. Under the new policy, which will be flexible and will grow and adapt itself with new conditions and situations, Crowell-Collier hopes to find and build new talent through providing one overall financially attractive market. Mr. Smith said it is possible his editors in buying a magazine story from a new writer could see the market potential for the idea in several other media like radio, tv and films which even the writer overlooked or did not know how to sell or adapt. Compensation will increase with use and returns from multiple media, Mr. Smith explained.

The Crowell-Collier president confirmed that his company has been looking at a great many radio-tv properties as well as newspapers, but no decision has been made about acquiring other specific properties. He said the company is considering a weekly magazine (*Collier's* had been weekly but went bi-weekly several years ago in an economy move) but hasn't decided whether to purchase or merge with an existing publication or to start a new one. Mr. Smith said his ideal would be something

RYAN TO LEAVE QUALITY MAY 15

WILLIAM B. RYAN, executive vice president of Quality Radio Group Inc. since its founding in November 1954 [B•T, Nov. 29, 1954], was to announce his resignation today (Monday), effective May 15. Quality comprises high-power radio stations throughout the nation, banded together for sales purposes.



MR. RYAN

In accepting Mr. Ryan's resignation, Quality President Ward L. Quaal praised Mr. Ryan for his "many contributions to Quality and to radio in general."

Mr. Quaal said that the sales activities of the organization will be handled on a "pooled" basis by the combined sales staffs of member stations with offices in New York. A similar arrangement is planned in Chicago with Quality members having representatives there.

Before joining Quality, Mr. Ryan was president of the old Broadcast Advertising Bureau (now RAB) and prior to that was general manager of NAB (now NARTB). Mr. Ryan said he has definite plans for the future that will be announced in about two weeks.

To the Year's Most-Honored Press Association Staff

The United Press proudly salutes these members of its staff on their many citations already this year for their skill, courage, and devotion to duty:

for Best National Reporting—Michael J. O'Neill (National Headliners Club)

for Best Reporting Requiring Exceptional Courage and Enterprise—
Gene Symonds* (Overseas Press Club)

for Personal Heroism in Pursuit of His Duties in Recording Foreign News—
Gene Symonds* (National Headliners Club)

for Best Feature Picture—Massimo Ascani (National Headliners Club)

for Best Photo Reporting—William Sauro (George Polk Awards,
Long Island University)

for Grand Award, Harris Trophy, First Prize, Presidential Class—
Stanley Tretick (White House Photographers Association)

for Best Feature Picture—Alfred Whalen (Frankie Filan Award)

for Best Political Picture—Charles Corte (Frankie Filan Award)

for Best Newsreel Coverage—Georges Chassagne, United Press Movietone
(National Headliners Club)

for Best Sports Picture—Ed Fitzgerald (Boston Press Photographers)

And many, many winners of seconds, thirds, and honorable mentions.

And to the many other hard-driving members of a fine team,
a salute equally proud.

**Posthumous. Gene Symonds was killed by a Communist mob while covering riots in Singapore.*



which combined the best features to be found in *Time, U. S. News & World Report* and *Reporter.*

Mr. Smith admitted color television has had great influence in his decision to expand *Collier's* use of color pictures as part of its editorial streamlining. "The public is getting used to color and wants it," he said. "After all, we live with color all around us. We don't live in a black-and-white world."

Occasion for Mr. Smith's appearance before the Los Angeles Advertising Club was dedication of Crowell-Collier's new three-story regional headquarters building on Wilshire Blvd. in Beverly Hills. The lunch meeting, held around the flower-strewn swimming pool of the Town House, also featured a Catalina swim suit style show and diving-swimming exhibition. Honored guests included Gov. Goodwin J. Knight and other civic officials as well as publishers of the major daily newspapers. Norman Chandler, publisher of the *Los Angeles Times,* parent of KTTV (TV) there, was chairman of the day.

In his talk, Mr. Smith highlighted the new role of the publisher as a "communicator" using all mass media instead of just the printed word as before. He commended advertising for helping create America's present era of abundance through the philosophy of "psychological obsolescence," the urge to buy something new for the sheer "fun" of buying even though the auto or hat one has is still in working order.

In an aside, commenting on why his firm decided to go into broadcasting, Mr. Smith said "television cut into us, so we just decided to cut into television." Later he told newsmen he meant tv's impact was general throughout the publishing field and noted that some publications hadn't met the challenge as successfully as *Collier's.* He retracted any inference that tv had hurt his magazines.



LOCAL and state officials gathered to take part in a ceremony marking the start of WSPA-TV Spartanburg, S. C., on April 29. L to r: Spartanburg Mayor Neville Holcombe; Walter Brown, president of Spartan Radiocasting Co., which owns the station; former Gov. James F. Byrnes; former Sen. Strom Thurmond, and Sen. Thomas Wofford. The station, to be affiliated with CBS-TV, went on the air 2½ years after its ch. 7 grant. WSPA-TV had been on test pattern since the middle of last month.

Tv Cameraman Stopped In Coverage of Barkley

THE ACTION of five Washington & Lee U. students in preventing a WSLS-TV Roanoke, Va., cameraman from making film shots immediately following Sen. Alben Barkley's fatal heart attack at Lexington, Va., last week has been vigorously protested by the station.

In order to assure "that like action won't happen again in the state of Virginia," WSLS-TV News Director Joe Moffatt said a letter of protest has been sent to the university's president and dean of students and copies of the letter sent to the National Press Photographers Assn., the Virginia Bureau of the Associated Press at Richmond, and the Virginia Assn. of Broadcasters.

Mr. Moffatt described the Lexington incident this way:

"Our cameraman, John Gilbert, had just returned from sending earlier films to our studios in Roanoke when Sen. Barkley fell. He had his silent camera with him, and I told him to get ready to shoot, that I would let him know in a few minutes when to begin. With the general confusion that resulted—Mrs. Barkley leaning over her dead husband and the excitement among other dignitaries on the stage—I decided that it might be a possible violation of taste to shoot the scene, so I told John to go outside and get film of Sen. Barkley being loaded into the ambulance. We didn't want any gruesome shots but something in good taste.

"A few minutes later John came back to report that he had been pushed against a wall by five W&L students and held, preventing him from using the camera. He tried to explain to them that he was acting on orders and that if they had any objections to protest to the proper person after the films were made."

Later, Mr. Moffatt continued, he demanded the names of the students involved and found that the leader was the sergeant-at-arms at the mock convention, who apologized for his and four companions' action.

"By this time, it was too late," the news director added, "and I felt that the documentation of a piece of history that should definitely have been documented had been lost."

Another W&L student, John Jennings, a 22-year-old senior journalism major, was credited last week by CBS News with providing a transcription of Sen. Barkley's last words before he collapsed and died. Mr. Jennings, monitoring the proceedings on a tape recorder, caught the late senator's last remarks ("I would rather be a servant in the house of the Lord, etc."), his collapse, and the confusion that ensued. The recording was promptly snapped up by CBS News, which used it Tuesday night and on CBS-TV's *Good Morning* show, the following day.

Wip Robinson, WSVA-TV Harrisonburg, Va., news director, was recording Sen. Barkley's speech for later release over his station when the senator collapsed. Mr. Robinson grabbed his tape recorder microphone and immediately gave an on-the-scene description of the events that followed.

WINS Time Bought to Explain KDKA Show to N. Y. Agencies

WESTINGHOUSE Broadcasting Co. is placing recordings of its *John Pallan Show* on KDKA Pittsburgh on a 15-minute program Westinghouse has purchased on WINS New York as part of a two-week campaign to bring Mr. Pallan's show to the attention of the New York agency timebuyer as well as to provide entertainment to the WINS audience.

The WBC pro-Pallan drive (Mr. Pallan recently was signed by KDKA from WWSW, a radio independent in Pittsburgh) also includes account people from Peters, Griffin, Woodward Inc., New York, national sales representative for KDKA, who will be on tap today at Ted Bates & Co. and Ogilvy, Benson & Mather Inc., both New York, with portable radios. Timebuyers John Kucera (Ted Bates) and Matt Kane (Ogilvy) will hear the show with sample commercials for Viceroy cigarettes (Mr. Kucera buys for Viceroy) and Diamond Crystal salt (Mr. Kane buys for it). Tomorrow (Tuesday) the show will be tailored for timebuyers at Young & Rubicam and Foote, Cone & Belding, on Wednesday, BBDO and Street & Finney. By the end of the campaign, Mr. Pallan will have "talked" to 58 New York timebuyers, 20 of whom will win Westinghouse portable radios, raffled off as part of the promotion.

Fire Interrupts WKRS

FIRE which disrupted operation of WKRS Waukegan, Ill., for about 24 hours April 27 caused damage estimated at $90,000-$100,000, according to Joseph B. Kirby, general manager. The fire destroyed the station's interior, but WKRS was able to resume broadcasts after completing arrangements for temporary quarters.

Congratulations

TO

THE WINNERS

OF

THE $10,000 LONE RANGER CONTEST

For Radio and TV Station Promotion Managers

1ST AWARD
JACK W. SCHUMACHER
WICU-TV
ERIE, PENNSYLVANIA
$2,500.00

2ND AWARD
DON BEEDLE
KVTV
SIOUX CITY, IOWA
$2,000.00

3RD AWARD
CHUCK OLSON
WREX-TV
ROCKFORD, ILLINOIS
$1,500.00

4TH AWARD
GRAHAM JEAMBEY
KRNT-TV
DES MOINES, IOWA
$1,000.00

5TH AWARD
BOB PEEL
WHEN-TV
SYRACUSE, NEW YORK
$500.00

6th AWARD
MARGRET McDONALD
WBAP
FT. WORTH, TEXAS
$500.00

7TH AWARD
W. E. PENDLETON, JR.
WMAZ-TV
MACON, GEORGIA
$250.00

8TH AWARD
JAMES B. CHENOWETH
WABT
BIRMINGHAM, ALABAMA
$250.00

9TH AWARD
DOROTHY SANDERS
WLW-D
DAYTON 9, OHIO
$250.00

10TH AWARD
GEORGE FELDMAN
WFIE-TV
EVANSVILLE, INDIANA
$250.00

(10 AWARDS OF $100 EACH)

DICK WESTMAN
KUTV
SALT LAKE CITY, UTAH

A. RICHARD ROBERTSON
KSL-TV
SALT LAKE CITY, UTAH

BILLIE WISE
KTRK
HOUSTON, TEXAS

DALE COWLE
KDAL-TV
DULUTH, MINNESOTA

FRED E. WALKER
WTTM
TRENTON 9, NEW JERSEY

ROBERT G. PATT
WCBS-TV
NEW YORK, N.Y.

ROY C. PEDERSON
WDAY-TV
FARGO, NORTH DAKOTA

TOM HENNESY
WJBF
AUGUSTA, GEORGIA

BILL WALKER
KBTV
DENVER, COLORADO

WILLIAM C. RUCKER
WHBQ-TV
MEMPHIS 11, TENN.

THE LONE RANGER, INC. · GENERAL MILLS, INC.
AMERICAN BAKERIES CO. · WARNER BROS. PICTURES

in boston



there's only one for the Smart Money

Best Cost Per 1000

WCOP Boston
5000 watts on 1150

REPRESENTED NATIONALLY BY WEED & COMPANY

WENDELL CAMPBELL RESIGNS CBS POST

General manager of Radio Spot Sales served with network 18 years. Gordon F. Hayes named replacement.

RESIGNATION of Wendell B. Campbell, vice president in charge of CBS Radio Spot Sales, and promotion of Gordon F. Hayes to replace him as general manager of Radio Spot Sales, were announced last week by J. Kelly Smith, CBS Radio administrative vice president.

Mr. Campbell's resignation came as a surprise. His future plans were not announced immediately. He has been with CBS for almost 18 years, joining the organization through the Chicago Radio Sales office in August 1938. He became western sales manager in 1942, then served successfully as sales manager, assistant general manager, and general manager of CBS-owned KMOX St. Louis, until 1949. In that year he was named general manager of WCCO Minneapolis-St. Paul, and in 1950 moved back to Chicago as western sales manager for the CBS Radio Network. He became general sales manager of CBS Radio Spot Sales in 1951, was promoted to vice president in charge of station administration for CBS Radio in 1953, and was named to the new post of vice president in charge of CBS Radio Spot Sales last October.



MR. CAMPBELL MR. HAYES

Mr. Hayes has been western sales manager of CBS Radio Spot Sales for the past eight years. He moved from Chicago to New York to take up his new position, which he assumed last Wednesday.

He entered radio as a member of the sales staff of WTOP Washington, D. C., in 1943 after nine years with the *Washington Daily News,* which he served for three years as advertising manager. He moved from WTOP to CBS Radio Spot Sales in December 1945 as an account executive in Chicago.

KYA, Two Principals Sued By Sherman Advertising Co.

A SUIT for $600,000 against KYA San Francisco and two of its principals has been filed in San Francisco Superior Court by Robert Sherman, head of Sherman Advertising Co. there.

Mr. Sherman charges the corporation, co-owner John D. Keating and KYA General Manager H. G. Fearnhead with "business misrepresentation, deceit and breach of agreement" concerning what Mr. Sherman describes as a reorganization of the advertising agency last year. Both Mr. Keating and Mr. Fearnhead have denied the charges.

In his suit, Mr. Sherman said that "persuaded by promises, blandishments and representations" he agreed to transfer 60% of the stock of his advertising agency to the defendants to reactivate the general business of the firm and "to solicit for it upon a nationwide scale." He charged that in August 1955 the value of Sherman Advertising Co. was in excess of $50,000, that by last month it was "insolvent to a degree in excess of $25,000" and that he "no longer owned or controlled the shares of stock of such corporation but had retained only 40% of such shares of stock for himself; the credit of the plaintiff has been irreparably damaged because of the identify of the name between the plaintiff and Sherman Advertising Co. Inc."

Mr. Fearnhead, in denying Mr. Sherman's charges, said that KYA is in no way involved in the "private investment."

Irving Phillips, KYA commercial manager, last week told B•T:

"KYA Inc. has at no time had any interest or ownership in the advertising company in question nor have there been any dealings at any time between KYA Inc. and the Sherman Advertising Co. other than the normal course of business as a station and agency relationship. The only interest of KYA Inc. in the Sherman Advertising Co. is as a substantial creditor for broadcast time sold to the agency's clients."

WCOW Changes Call to WISK, Revamps Programming Format

NEXT WEEK WCOW Minneapolis changes its call letters to WISK and simultaneously changes its programming format to feature popular music, Nicholas Tedesco, executive director of the station, has announced.

Selected MBS programs will be aired under the new schedule. The only feature carried over from the old format will be the *Joe Zingale Show,* an evening rhythm and blues program.

Station General Manager Victor Tedesco has reported that Jim Foster, formerly with WTCN Minneapolis, and Gene Robinson, previously with KDKA Pittsburgh, will be added to the announcing staff. Vern Fritz will head a newly-organized merchandising department. The promotion department is under the direction of Charles W. Loufek, station manager.

WACH-AM-TV Brings $54,500 In Bankruptcy Transaction

PURCHASE of WACH-AM-TV Newport News, Va., by Richard Eaton (United Broadcasting Co.) for $54,500 at bankruptcy sale was announced last week. WACH operates with 1 kw daytime on 1270 kc. WACH-TV, on ch. 33, ceased operating in 1955 after two starts. Mr. Eaton owns WOOK-AM-TV and WFAN (FM) Washington, D. C.; WSID-AM-TV Baltimore, WARK Hagerstown, WINX Rockville, all Maryland; WJMO Cleveland, Ohio, and WANT Richmond, Va.

WADS to Open Next Week

DEDICATION of a new radio outlet, WADS Ansonia, Conn., is set for next Sunday with various dignitaries, including Connecticut's Gov. Abraham Ribicoff, U. S. Sens. Prescott Bush and William Purtell, invited to attend. Special programs and open house will be held. According to Sydney E. Byrnes, president and general manager of the 500 w station, Radio Free Europe has expressed interest in airing abroad the station's opening to demonstrate the freedom of America's radio facilities. RFE is especially interested in WADS because of the large number of people living in the Naugatuck Valley area who are of Polish descent and also because Ansonia is in the area hard hit by last August's floods.

Tv Ownership Question Set for N.Y. Lawmakers

WHETHER or not an out-of-state insurance company doing business in New York should be allowed to acquire a tv station is among the questions which the New York state legislature will be asked to decide in its consideration of amending the state laws regulating insurance companies.

As it now stands, the New York law forbids a domestic company (one headquartered in the state) from acquiring more than 2% of the stock of any corporation. Last January 20, New York's attorney general, Jacob K. Javitz extended that rule to out-of-state insurance companies to block Connecticut General Life Insurance Co.'s proposed acquisition of some 80% of the stock of the National Fire Insurance Co. of Hartford [B•T, Jan. 30].

Similar logic would prevent Travelers Insurance Co., owner of WTIC Hartford and awaiting final decision on its application for ch. 3 Hartford, from acquiring its tv station and at the same time continuing to do business inside New York state. This view was disputed by Travelers spokesmen, who pointed out that the insurance company's ownership of WTIC predated the New York law by many years. The "grandfather clause" concept not only permits Travelers to own and operate the radio station without jeopardizing its right to sell insurance in New York, but also encompasses ownership of a tv station, which is merely an extension of its radio broadcasting activities, Travelers holds.

Discussing Mr. Javitz's Jan. 20 ruling, Leffert Holz, New York state superintendent of insurance, said it would not affect existing investments of out-of-state insurance companies made before that date. His department is currently making studies of the entire situation, he said, which may in turn lead to recommendations to the state legislature to clarify the law. Pending the conclusion of these studies, all licenses of out-of-state insurance firms will be renewed on July 1, he said.

Film-for-Time Barter 'Inimical' to Tv—Webb

A WARNING that film-for-time barter proposals are "inimical to the best interests of television" is contained in a letter sent to Station Representatives Assn. members by SRA's managing director, Larry Webb.

In his letter, Mr. Webb asserted that because of the "destructive effects" of the film-for-time proposals, "it will be our policy to consider advertising broadcast in exchange for film commissionable to us in the normal manner (based on published rates)." Mr. Webb explained SRA adopted this policy, not because of the commission's importance *per se,* but in the belief that if barter deals are not discouraged, "damaging confusion will unquestionably develop."

Observing that "such proposals seem to be the film fashion for early 1956," Mr. Webb explained the procedure as an offer to the station to acquire certain film in exchange for which the station gives the film supplier the right to use "advertising announcements for his own products, or to sell them to other advertisers."

Reasons cited by Mr. Webb for discouraging such practices were five-fold: He noted that tv is now so established that it can buy its program materials "on the open market for dollars and sell its advertising facilities for dollars" without resorting to barter; that stations entering into such pacts lose control over the rate at which the film supplier resells the time to other advertisers; that in nearly every case wherein advertisers bought time at cut rates from film sellers, SRA has been able to sell advertising to them at published rates on stations not taking part in the barter deals; that such pacts wherein the film supplier asks his own rates for sale of the time constitute an entering into a brokerage agreement, which is forbidden by FCC, and that the practice has the effect of creating another representative for the station and "thereby constitutes an infringement of our exclusive representation agreement."

WQXR Issues Rate Card 14, Based on Increased Power

WQXR New York last week announced the issuance of rate card No. 14 effective June 1, basing a 25% increase in daytime program rates and lesser increases for night and day spots and station breaks on increased power (to 50 kw) and a larger mass audience since last July.

New program rates apply only to Class C time (weekdays, 6 a.m.-6 p.m., and after 11 p.m.; Sun., 8 a.m.-6 p.m. and after 11 p.m.), with Class A and B rates remaining the same. A one-time, one-hour show in Class C time previously costing $200 will now be $250, with cost becoming proportionally less as frequency of airing is increased. Five-minute programs, one-time only, have been raised from $60 to $75.

Forjoe Moves L. A. Offices

THE LOS ANGELES office of Forjoe & Co. and Forjoe Tv Inc., radio and tv station representatives, has moved to new quarters at 451 North La Cienega Blvd., Los Angeles 48, effective today (Monday). The new telephone number is Oleander 5-7755.

SEE YOUR A.R.B.

for the

TOPEKAREA

20 counties dominated by

WIBW-TV

WIBW
SEE YOUR Channel 13 CAPPER MAN
V H F
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.



He's saving taxpayers $465 million

One of the many places where independent electric companies are saving you tax money is Hell's Canyon on the Idaho-Oregon border. In the photograph above, an engineer scales the walls of this canyon surveying for a power dam to be built by the local electric company. Three dams along the wild Snake River in Hell's Canyon will double the electricity available in the local company's service area. At the same time, these dams will save you and other taxpayers $465 million. That's how much this project would have cost the public if the government built it.

Electric Companies to double the supply of electricity by 1965

When you buy another appliance, or your family increases, you need more electricity. And it's always ready and waiting at the end of the wire. That's because America's more than 400 independent electric light and power companies can plan and build ahead for your future needs. They don't have to wait for an act of Congress or for tax money from the Treasury. Right now, these companies are building dams and power plants and such at the rate of more than $2 billion a year with money from millions of investors. This is one of the important reasons why you get the best and the most electric service from companies like the ones bringing you this message—***America's Independent Electric Light and Power Companies****.

**Names on request from this magazine*



How much tax is he saving you?

Here's about how much the people of each state save in taxes because the local independent electric company, instead of the government, is building the Hell's Canyon power project:

Alabama	$ 4,300,000
Arizona	1,900,000
Arkansas	2,200,000
California	42,900,000
Colorado	4,700,000
Connecticut	8,800,000
Delaware	2,300,000
Florida	6,900,000
Georgia	6,100,000
Idaho	1,200,000
Illinois	35,600,000
Indiana	11,900,000
Iowa	5,600,000
Kansas	4,500,000
Kentucky	4,700,000
Louisiana	5,100,000
Maine	1,800,000
Maryland	9,100,000
Massachusetts	15,000,000
Michigan	26,900,000
Minnesota	7,800,000
Mississippi	2,200,000
Missouri	11,600,000
Montana	1,500,000
Nebraska	3,400,000
Nevada	700,000
New Hampshire	1,300,000
New Jersey	16,900,000
New Mexico	1,400,000
New York	68,700,000
North Carolina	6,400,000
North Dakota	1,000,000
Ohio	29,700,000
Oklahoma	4,600,000
Oregon	4,400,000
Pennsylvania	35,000,000
Rhode Island	2,400,000
South Carolina	3,000,000
South Dakota	1,100,000
Tennessee	5,400,000
Texas	18,900,000
Utah	1,600,000
Vermont	700,000
Virginia	6,900,000
Washington	7,300,000
West Virginia	3,300,000
Wisconsin	9,500,000
Wyoming	700,000
District of Columbia and Possessions	6,600,000
TOTAL	$465,500,000

AD CAMPAIGN LAUNCHED FOR 'THE NATION'S VOICE'

A CAMPAIGN to sell "a startling advertising strategy" called "The Nation's Voice" has been launched by the 12 radio stations represented by Henry I. Christal Co.

A full-page advertisement in the *Chicago Tribune* kicking off the campaign during the NARTB convention was to be followed with other full pages in the *New York Times* and the *Detroit Free Press*. In all, 14 full-page ads on the theme will be divided among the three papers.

The opening ad described "The Nation's Voice" as "a selling strategy which concentrates your advertising on a relatively small number of great radio stations in the important centers of population. While there are 2,833 radio stations operating today, only 48 selected stations are needed to bring 85% of all America's millions within reach of your message.

"New facts developed in a continuing series of measurements of the adult population conducted by Alfred Politz Research Inc. shows that this concept of using radio selectively makes it more powerful, more efficient, more economical, than at any time in its history . . ."

The ad summarizes earlier Politz studies' findings that radio is playing the "new and vital role" of "constant companion" to the consumer and that, in the markets surveyed, "people trust, respect and listen most to one great station" in each. New studies in additional markets now provide "significant" correlation with the earlier findings, the ad reports.

In a short cost-comparison of "four excellent media" the ad tells advertisers that:

"If you invest $100,000 in advertising with—

"The largest weekly magazine: using color pages, your message will go out just three times to homes where only 12% of the people in America live.

"The leading newspaper supplement: your money is not quite sufficient for three color pages—delivered to less than 25% of the homes in America.

"A good television program: your talent bill alone, with a medium-priced half-hour, would use all your money in less than three shows, and you'd still have to pay for your time.

"The nation's voice: your full minute sales talk, jingle, or dramatization can be directed 60 different times to homes where 85% of all the people live, and where more than 85% of all purchases are made."

McGannon Says Broadcasters Must Aid Mental Health Work

CALLING UPON members of the communications industry to change the nation's attitude toward mental illness from that of "a family disgrace" to a "paramount health problem," Donald H. McGannon, president, Westinghouse Broadcasting Co., last week said that broadcasters have a responsibility to create an understanding by all Americans of the mental health problem.

Speaking Monday at Pittsburgh's Mellon Institute as part of a ceremony sponsored by the National Assn. for Mental Health honoring WBC for its "oustanding service against mental illness . . . and notably for the creation of 'Sing Along for Mental Health'," Mr. McGannon drove home his point for additional support by an analogy to the world's largest industrial corporation.

"If . . . General Motors Corp. were to close down completely for one year," Mr. McGannon said, "the manpower loss would still equal only about half the time we lose every year to mental illness."

Westinghouse Broadcasting Co., which last year produced and then distributed to 600 U. S. radio stations a series of eight songs about mental health, "Sing Along for Mental Health," has presented 1,000 additional recordings of the tunes to the National Assn. for Mental Health.

In preparation for National Mental Health Week last week, the NAMH distributed the records to its state and local chapters which, in turn, made them available to local stations in their areas.

New Microwave Operation Begun at KBTV (TV) Denver

KBTV (TV) Denver, Colo., last week put into operation a microwave installation which connects the station's transmitter, at the edge of a mountain, 2,400 ft. above Denver, with KBTV's remote truck. Installation of the new equipment was supervised by Chief Engineer Nelson Alquist.

Previously, two transmitter engineers were required to adjust the microwave equipment when a remote was planned. With the new setup, one engineer can handle the work from inside the transmitter—an important factor in this area where wind velocities sometimes reach 120 miles per hour.

Interior controls permit the engineer to rotate and change the angle of the reflector on the roof, monitor his power supply and receiver dials and still communicate with the remote truck crew until final adjustments have been made and the picture is properly cued in.

Hearne New WCSC Manager

JOHN B. HEARNE, WCSC Charleston, S. C., sales manager, has been appointed manager of the station by John M. Rivers, president and owner of WCSC Inc. Mr. Hearne has been associated with WCSC since 1932. The appointment was effective last week.



MR. HEARNE

The fulltimer operates on 1390 kc with 5 kw. It is a CBS affiliate and represented by Peters, Griffin, Woodward.

Morrow Named KJAN Head

ROBIN A. MORROW, program director-promotion manager, KJAN Atlantic, Iowa, has been elected president of Nishna Valley Broadcasting Corp., the staton's licensee.

Other new officers of KJAN include Robert Einhaus, vice president and news-farm director, and M. A. Preston, secretary-treasurer.

WCKT (TV) Names NBC Spot

WCKT (TV) Miami, scheduled to go on the air July 1 as a basic NBC-TV affiliate, last week appointed NBC Spot Sales as its representative. The ch. 7 outlet, owned by Biscayne Television Corp., will operate with maximum power of 316 kw using a 1,000 ft. antenna and will be equipped for colorcasting. Niles Trammell, former NBC president, is president and general manager of Biscayne.

Ch. 3 WRGP-TV Chattanooga Begins Regular Telecasting

WRGP-TV Chattanooga, Tenn., ch. 3, was scheduled to begin telecasting yesterday (Sunday), the station reported. The 100 kw effective visual radiated power outlet is affiliated with NBC and is to carry some ABC programs. Present plans are to operate from 7 a.m. to midnight Monday through Friday, 9 a.m. to midnight on Saturday, and 11 a.m. to midnight on Sunday. H-R is the national representative.

Ramon G. Patterson, president of WAPO Chattanooga, is president; Judge Will Cummings, treasurer; Harry Stone, station manager, and Helen Patterson, program director.

KGFI Control Rights Upheld in L. A. Court

LOS ANGELES Superior Court Judge John J. Ford has ruled in favor of KGFI that city regarding the station's right to control program content. The court denied an injunction request filed by Negro Minister Maurice Dawkins and his sponsor, Conner-Johnson mortuary, who protested KGFI's cancellation of the minister's program when he asked listeners to support the Montgomery, Ala., bus boycott prayer movement.

KGFI attorney Joseph Brenner told the court that radio stations have the right to control what goes over the air and that the station is responsible to the FCC and not the court for its programming. The station maintained further that the boycott plea had nothing to do with religion.

Lambert Joins WOR Sales

APPOINTMENT of Burt Lambert, sales supervisor of WABD (TV) New York and WTTG (TV) Washington, to the staff of WOR New York in a sales executive capacity was announced last week by Robert J. Leder, general manager of WOR.



MR. LAMBERT

Mr. Lambert began his radio career in 1935 as promotion manager and subsequently account executive for 10 Hearst radio stations. He was an account executive for KYW Philadelphia and MBS before beginning a 15-year association in 1940 with WNEW New York, which he left in 1955 as assistant director of sales. Mr. Lambert was New York sales manager of Ziv Television Programs from February to June 1955 before he joined WABD (TV) and WTTG (TV).

WMCA Changes Its Address

WMCA New York, a long-term resident of the Brill Bldg., Broadway and 52d St., last week moved into a new building at Madison and 48th St., occupying the entire 13th floor.

The station, whose lease runs for 15 years, will operate out of three studios costing approximately $250,000. The move was made, according to station officials, so that WMCA's activities will be more closely coordinated with those of advertising agencies also located in the midtown Manhattan area.



NEW commercial manager at KGY Olympia, Wash., is Herb Anderson (l), formerly with KMO Tacoma. Mr. Anderson succeeds Elmer J. Holmberg, who resigned to enter the plywood business at Port Angeles, Wash. L to r: Mr. Anderson; Tom Olsen, KGY owner, and Mr. Holmberg.

KFXJ-AM-TV Changes Call, Stations Mark Anniversaries

LAST TUESDAY, with the 30th anniversary of KFXJ and the second anniversary of KFXJ-TV, both Grand Junction, Colo., the stations announced changes in call letters and station personnel. The stations are now KREX-AM-TV, with the KFXJ-TV call going to its Montrose, Colo., tv satellite.

President Rex Howell reports the following changes effective as of that date: Jerry Fitch, now vice president and general manager of KGLN Glenwood Springs, Colo. (51% owned by Mr. Howell), becomes executive vice president and member of the board; Warren Clark, with KFXJ since 1947, assumes program director duties; Vivian Brown, who has handled women's programs, becomes women's director; John Robinson, tv operations director, becomes a board member, and Roy Adamson, comptroller, moves to the board of directors and becomes secretary-treasurer.

Shay Joins Wrather

BROADCASTER Jack Wrather announced last week that William Shay, formerly vice president and advertising director of Coast Fisheries Co., division of Quaker Oats Co., at Wilmington, Calif., has joined his organization in an executive capacity.

Mr. Shay will serve in an over-all executive capacity on all Wrather enterprises, but will be directly connected with Mr. Wrather's most recent acquisition, the development of Corriganville, a California movie ranch, as a recreational and tourist resort, and with the Lone Ranger Inc., and its related enterprises and activities covering tv, radio, films and merchandising. Among Mr. Wrather's many other interests is part ownership of KFMB-AM-TV San Diego and WNEW New York.

Petry Gets Two More

APPOINTMENT of Edward Petry Co. as national representative of WJHP-TV Jacksonville, Fla., and WESH-TV Daytona Beach, Fla., was announced last week by John H. Perry Jr., president of Perry newspaper, radio and tv interests. WJHP-TV, ch. 36, has been on the air since 1953, and WESH-TV, ch. 2, will go on the air about June 1. Perry radio stations will continue to be represented by John H. Perry Assoc.

Live Crime Program Series To Be Aired by KTTV (TV)

A NEW LIVE dramatic documentary program, to be aired remote from scenes of current crime in greater Los Angeles, has begun on KTTV (TV) Los Angeles. Titled *Paul Coates —Crime Beat,* the half-hour series is sponsored by Potter Chevrolet and Riviera Mfg. Co., both Los Angeles.

The show features Paul Coates, columnist whose *Confidential File* and *Flashback* programs on KTTV have used the interview technique he will employ in the new series.

KTTV claims this is the first time that tv has undertaken to present live documentaries of actual crime and human interest cases using the people involved to tell the story.

KTTV said Mr. Coates will probe into one case each week. It may be murder, kidnaping, minor robbery, a lost child or an unusual accident. KTTV said each case will be current and will include people actually involved to the extent possible, including victims, witnesses, sheriffs and even suspects or criminals themselves.

Griswold Named V. P.

GLENN G. GRISWOLD, general manager of KFEQ-AM-TV St. Joseph, Mo., has been elected a vice president of the Midland Broadcasting Co., stations' licensee, Kenyon Brown, Midland president, has announced. Mr. Griswold's promotion, according to Mr. Brown, was in recognition of his outstanding work as manager of the stations since they were purchased late in 1955. Other Midland officers include singer Bing Crosby and Oklahoma banker George L. Coleman.



MR. GRISWOLD

Dickinson Named HR&P V. P.

JOHN F. DICKINSON, manager of business development, Harrington, Righter & Parsons Inc., New York, last week was elected a vice president of the tv station representative firm. He will continue in his present capacity of helping to develop, create and establish new means by which national companies can incorporate tv in their advertising to best advantage.



MR. DICKINSON

Before joining HR&P in 1949, Mr. Dickinson was eastern sales manager for WBKB (TV) Chicago and KTLA (TV) Los Angeles. He also has been with Republic Pictures Inc., Hollywood.

REPRESENTATIVE APPOINTMENTS

KLX Oakland, Calif., appoints Weed & Co., N. Y., national representative.

WKDA Nashville, Tenn., names Stars National Inc., N. Y., for national sales.

REPRESENTATIVE SHORT

John Blair & Co., radio station representative, and **Blair-Tv** moved to 415 Madison Ave., N. Y. New telephone numbers: Plaza 3-4250 (radio) and Templeton 8-5800 (tv).

REPRESENTATIVE PEOPLE

William F. Abbott Jr., formerly on staffs of WSTC Stamford and WKNB Hartford, both Conn., to George P. Hollingbery Co., N. Y., as radio account executive.

STATION PEOPLE

Sam Lawder, assistant to **James L. Howe,** president, WIRA Fort Pierce, Fla., appointed station manager. Mr. Howe remains active in station operation.

Stan Scott, general manager, WKLX Paris, Ky., resigned after serving since station went on air in November 1955. He has not announced future plans.

William L. Jones Jr., account executives, WISN Milwaukee, named sales manager. **Earl G. Kramer,** Cramer-Krasselt Co., Milwaukee advertising agency, to WISN as publicity and promotion manager. **A. Philip DeChant,** Wauwataosa News Printing Co., to WISN as account executive.

Joe Evans, former president of Joe Evans Adv., Fort Worth, Tex., and commercial manager, KNOK Fort Worth, appointed local sales manager, KFJZ-TV Fort Worth. He succeeds **John Hopkins,** named assistant general manager of KFJZ-TV. **Charles Hamilton,** tv director-producer, Armed Forces Radio Service to KFJZ-TV production staff. **Ruth Palmer,** advertising department, Stripling's Department Store, Fort Worth, to copywriter, KFJZ-TV.



MR. EVANS

Ray Stanfield, WIS Columbia, S. C., named sales manager. **Dan Burns** promoted to assistant director of national sales. **Dave Moss,** announcer-salesman, to director of news and sports.

Robert Nashick, promotion and advertising manager, WGBS-TV Miami, Fla., to WCKT (TV) Miami, as promotion manager. He was formerly director of radio-tv exploitation and publicity for Loew's-Metro - Goldwyn - Mayer, N. Y.



MR. NASHICK

Douglas A. Smith, advertising and sales promotion manager, Orders Mattress Co., Greenville, S. C., to WFBC-TV Greenville commercial department. **Dick Harris,** director of promotion and merchandising, KOA-TV Denver, transferred to KOA-TV sales department.

Robert Bartell, manager, KTIM San Rafael, Calif., to KLX Oakland, Calif., as account executive.

WRGP-TV Chattanooga, Tenn., ch. 3 station which went on air yesterday (Sunday) (see story, this issue) announces new personnel: **Van Campbell, Gene Goforth** and **Nelson Krepps,** account executives; **B. B. Barnes,** chief engineer; **Bill Hubbard** and **Phil Waynick,** directors; **Reginald Stagmaier,** art director; **Tom Willette** and **Lee Jackson,** announcers, and **Marie Schleif,** traffic manager.

John F. Beecher, formerly with John H. Perry Assoc., N. Y., station representative, to WOV New York sales staff.

John S. Kirk, vice president and account executive, Hilton & Riggio, N. Y., to WABC-TV New York as account executive. He will head a special political sales unit.

Clarence Sewell, sales manager, KFBI Wichita, Kan., to sales department, KCMO-TV Kansas City.

Clark Grant appointed promotion manager, WOOD-AM-TV Grand Rapids, Mich., succeeding **John Dragomier,** to NBC Chicago. Other WOOD-AM-TV changes: **Robert H. Smith** named assistant program director; **Dick Lamoreaux,** producer, to production manager; Chet **Matel,** music director, to tv production staff.

Bill Trowbridge, salesman, WHTN-TV Huntington, W. Va., promoted to sales service representative. **Elinor Taylor,** WHTN copywriter, named continuity director, WHTN-TV.

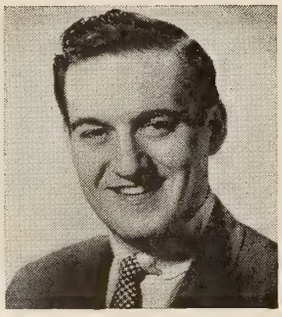
Harry V. Kline, advertising staff, Olin's Inc., Miami, Fla., to account executive, WTVJ (TV) Miami.

John W. Cadenhead Jr., San Diego, Calif., radio salesman, to sales department, KFGM-TV San Diego.

Don Pierce, announcer, WFMY-TV Greensboro, N. C., to sales staff. **Lee W. Kinard,** WABZ Albemarle, N. C., to WFMY-TV an-

MILWAUKEE'S NEW WISN

PRESENTS



JACK DENTON SHOW

12:00-6:00 P.M. DAILY

The *New* WISN presents music, news, weather and sports . . . and now the cream of the ABC network . . . and everybody's feeling the results! Jack Denton spins the records now . . . all afternoon . . . for a market of 1½ million people in 15 rich counties! Jack's building his audience with entertainment and salesmanship . . . better put him to work for you on WISN's growing afternoon audience.

FOR AVAILABILITIES
call, wire or write
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Edward Petry & Co., Inc.
NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

Basic ABC Affiliate

Milwaukee's First Station WISN 1150 Milwaukee

WJZ TV Channel 13 BALTIMORE, MD.
AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.
New York, Atlanta, Chicago and San Francisco
TOP POWER 316,000 WATTS

nouncing staff, replacing Mr. Pierce.

Ray Golden, production and sports director, KSTN Stockton, Calif., named to additional post of publicity and promotion director.

Pat Boisseau, news staff, WKRC-AM-FM-TV Cincinnati, Ohio, named news director. **Tom McCarthy,** WKRC news director, resigned.

Gertrude Grover, director of women's programs, WHCU, Ithaca, N. Y., resigned effective June 1 to marry William M. Lott.

Frank Bell Jr., news director, KTBB Tyler, Tex., to KTSA San Antonio, Tex., as disc jockey.

Knox Manning, announcer, to news staff, KFWB Hollywood.

Rex Trailer, western personality, WRCV-TV Philadelphia, to WBZ-TV Boston.

Dick Drury, disc jockey, WFIN Findlay, Ohio, to WHHH Warren, Ohio. **Jerry Peterson,** WICA Ashtabula, Ohio, to WHHH for daily show.

Eddie Herbert, newsman, WCAU-AM-TV Philadelphia, to WRVA-TV Richmond, Va., as assistant news editor.

Frank Arney, farm department, WOI-AM-TV Ames, Iowa, to KWWL-AM-TV Waterloo, Iowa, as farm reporter.

Baylen H. Smith, *Romper Room* producer, Bert Claster Productions, Baltimore, to WISN-TV Milwaukee, as production manager. **Bill Binet,** announcer-producer, KGVO-TV Missoula, Mont., to WISN-TV as announcer.

Augi Navarro, formerly sportscaster of Ogden (Utah) baseball Reds, to KALL Salt Lake City sports staff.

Bob Edwards, announcer, KLOH Pipestone, Minn., and **Norman Hilson,** announcer, KGDE Fergus Falls, Minn., to announcing staff, WNAX Yankton, S. D.

Okie Bob, western disc jockey, San Diego, Calif., to KCSB San Bernardino, Calif., for morning show.

Dik Heller, student, to Bob Wolff sports staff, WWDC Washington.

Sherm Olson, air personality, KFEQ St. Joseph, Mo., named program director.

Edward W. Hamlin, personnel manager, KSD-AM-TV St. Louis, retired after 25 years.

Dick Robertson, assistant farm director, KVOO-AM-TV Tulsa, Okla., named farm director, KMTV (TV) Omaha.

Jim Ameche, west coast radio personality, to do daily show on KDAY Santa Monica, Calif., in time formerly occupied by **Lillian Randolph,** resigned to devote more time to her choir and radio-tv acting.

Jim Hadlock, west coast radio newsman, to KFMB San Diego as newsman-announcer.

Geraldine Wing, office manager, KODY North Platte, Neb., elected president of local chapter of Altrusa International.

Paul Howard, Wheeling, W. Va., disc jockey, to WCUE Akron, Ohio.

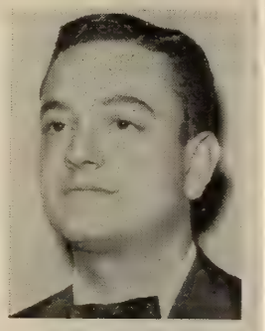
Ronald B. Woodyard, president, WONE Dayton, Ohio, returned from two-month visit to Russia, Poland, Czechoslovakia and 15 other countries.

Mitchell Wolfson, president, WTVJ (TV) Miami, Fla., shooting newsfilm on world tour, is subject of lead story in April issue of *Far East Film News* of Tokyo.

WESTERN NETWORK FORMED BY ABC-TV

Hunt Stromberg Jr., executive producer for KABC-TV Los Angeles, continues duties with station and assumes command of permanent regional network which had been used only occasionally.

ESTABLISHMENT of the ABC Western Regional Television Network on a permanent basis today (Monday), with Hunt Stromberg Jr. appointed director, was announced Wednesday by ABC-TV. The regional network for several years has functioned on an occasional basis when ordered by advertisers or for the football season.



MR. STROMBERG

Mr. Stromberg will continue as executive producer for the network's KABC-TV Los Angeles in addition to his new duties. He has been with KABC-TV for three years and formerly had been a Broadway producer and Hollywood radio and movie writer.

The regional network opens today with clearance of eight west coast stations for *Glamour Girl,* weekday 3:30-4 p.m. live production on KABC-TV which features 24-hour beauty transformation of one of three contestants. Initial network will include ABC's other owned tv outlet on the coast, KGO-TV San Francisco, plus California affiliates KBAK-TV Bakersfield, KCCC-TV Sacramento and KEYT (TV) Santa Barbara, and KREM-TV Spokane, Wash., and KLOR (TV) Portland, Ore. The network will add Seattle, Fresno, San Diego, Chico and Salinas "shortly," ABC-TV reported, among others.

ABC-TV announced additional programs are being considered for regional telecasting which now are aired locally on KABC-TV. These include *Chucko, the Clown* and *Little Schoolhouse. Glamour Girl* is being offered on a cooperative basis for local sponsorship in each market. Verda Barnes is the glamour consultant featured.

Big Ten, NBC-TV to Discuss Regional Football Schedule

BIG TEN OFFICIALS are slated to confer with NBC-TV representatives this week on sale of rights to regional live tv coverage of its five-game fall schedule under NCAA's controlled football tv program.

NBC-TV, which obtained rights to eight nationally televised contests, is reportedly interested in the Big Ten schedule, providing a suitable one can be worked out and the price is right. The sale price is believed to be in excess of $500,000.

CBS-TV was understood to have rejected the rights originally when the conference was mulling the idea of two separate regional packages.

If negotiations with NBC-TV fail to materialize, the Western Conference may seek to lay the groundwork for an independent regional network to telecast its contests. It already has announced plans to supplement any live tv with an extensive film program, to be offered to advertisers on a regional network or spot tv basis in the midwest [B•T, April 9].

It was 1·2·3 IDECO towers . . .

". . . time after time Ideco has done the tower job we needed . . . and done it right."

says C. Bruce McConnell, Pres.,
WISH-TV, Indianapolis, Ind.

GROWTH OF A STATION

JOB DATA:
Station WISH began operation in 1941 with two 470-ft. Ideco radio towers. Ideco converted one of these towers for a TV antenna in 1954. In May 1955, Ideco completed the new 1,000-ft. tower from which WISH-TV now operates.

With station after station it has been the same story of SATISFACTION in Ideco. Satisfaction with the service during planning, erection and inspection of every Ideco tower. Satisfaction with perfect tower performance resulting from Ideco's sound engineering and exacting fabrication. Satisfaction from the long service life and low maintenance cost recorded by Ideco towers.

That's a reputation of dependability you can trust! So, for your next tower, call on Ideco . . . your complete satisfaction is assured. Write Ideco, or contact your nearest RCA Broadcast Equipment representative.



● DRESSER-IDECO COMPANY

One of the DRESSER INDUSTRIES

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Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

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ONE OF THE DRESSER INDUSTRIES

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" keeps you on the air

WGR-AM-TV, ABC Renew Affiliation Agreement

A NEW TWO-YEAR affiliation agreement between ABC and the WGR Corp. (WGR-AM-TV Buffalo) was signed last week by J. Joseph Bernard, station vice president and general manager, and ABC's Vice President and Assistant to the President E. Lee Jahncke Jr. The agreement, effective June 1, makes WGR-AM-TV basic ABC affiliates.

In a statement, Mr. Bernard called ABC "the talk of the television industry at the moment" because of the network's current programming and future plans. WGR operates with 5 kw on 559 kc. WGR-TV is on ch. 2, operating with 100 kw.

To Run NBC Convention Radio

NBC news analyst Pauline Frederick last week was named "anchor man" for NBC Radio's coverage of the national Democratic and Republican conventions, said to be "the first time a woman has ever achieved such prominence in the field." Miss Frederick is credited by the network with other "firsts": she was the first woman commentator ever to win the Peabody Award; the first woman ever to win a duPont Award.

NBC said her news will be slanted toward the nation's women, since a majority of those following election coverage during the day probably will be women.



WGR-AM-TV Buffalo, N. Y., and ABC have signed a new two-year affiliation agreement. Signing the agreement are J. Joseph Bernard (l) WGR Corp. vice president and general manager, and E. Lee Jahncke Jr., ABC vice president and assistant to the president.

KFRE-TV to Join CBS-TV

KFRE-TV (ch. 12) Fresno, Calif., is slated to go on the air as a CBS-TV primary affiliate June 5, it was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. KFRE-TV, owned and operated by the California Inland Broadcasting Co., Fresno, will replace KJEO (TV) as that city's CBS affiliate. The latter station will continue to carry ABC-TV programs.

Mutual Seeks Station After WGN Bows Out

A COMPETITIVE scramble for network affiliation involving MBS loomed for the Chicago-Milwaukee area last Thursday in the wake of confirmation that WGN Chicago will sever its contract with Mutual effective Aug. 31.

MBS thus found itself without any affiliation in either city, lending substance to reports it may seek a contractual agreement in Milwaukee in the event it is unsuccessful in obtaining an affiliation in Chicago.

It is reported that Mutual has sounded out both WLS, the Prairie Farmer-ABC outlet and WCFL, an independent owned and operated by the Chicago Federation of Labor, in that city in recent weeks with discussions of an exploratory nature.

According to some reports, WLS already has renewed its two-year affiliation pact with ABC and reportedly is adverse to any proposal for a dual-affiliation agreement with MBS notably since ABC is identified with ownership of the facility WCFL officials also have been broached by the network.

WGN Inc.'s announcement, made Thursday by J. Howard Wood, president, made plain that WGN Radio plans to operate as an independent, despite earlier indications that ABC was interested in affiliating with the Chicago *Tribune* radio outlet [CLOSED CIRCUIT, March 19]. The matter doubtless was explored by MBS and WGN officials during the recent NARTB convention in Chicago.

Mr. Wood said WGN Inc. recently re-evaluated its industry position with respect to WGN radio—now heavily programmed with a music-news-sports format—and has formulated definite and more aggressive plans for continued growth in radio along with television (for WGN-TV, also an independent operation, even before cessation of operation of the DuMont Television Network).

WGN Holds MBS Stock

WGN has been a Mutual outlet for several years as well as a stockholder in the network. MBS's board of directors includes Elbert M. Antrim and Frank Schreiber, both WGN Chicago, as vice chairman and director, respectively. Mr. Schreiber is vice president and manager of WGN Inc.

Text of Mr. Wood's statement follows:

"We are making this move as a part of WGN's plans to exercise complete control over programming. We feel that in this way we can best serve the midwest audience. . . ."

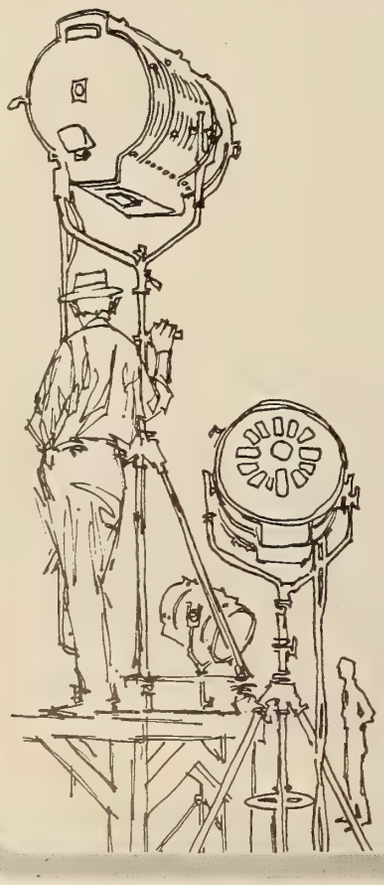
There have been recurring reports, evident during the recent NARTB convention, that MBS may seek an affiliation in Milwaukee, particularly if it should decide such an agreement might not be evolved or be practical in Chicago.

A competitive situation arose a few weeks ago when CBS dropped WISN as a basic affiliate in Milwaukee and its owned-and-operated WBBM launched a promotion drive to woo that city's listening audience for CBS Radio network fare. As a result, CBS placed itself in the position of servicing the Milwaukee market out of Chicago.

NBC-TV 'Washington Square' To Feature Comic Ray Bolger

NBC-TV has its Tuesday, 8-9 p.m. EDT period set for the fall. Dancer-comedian Ray Bolger, whose last regular tv appearance was as star of ABC-TV's *Ray Bolger Show* during the 1954-55 season will return to network tv next fall as star of 16, hour-long alternate Tuesday

expert **tv** lighting



low cost . . .

flexible

One of the largest suppliers of temporary lighting facilities anywhere in the U. S. and Canada.

Rental equipment Service includes installation and removal at one low cost.

free estimates

Write for Free Catalog of Equipment

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Department BT
234 Piquette Ave.
Detroit 2, Michigan

night programs, titled *Washington Square*. Signing for Mr. Bolger's services was announced last week by Thomas A. McAvity, NBC-TV vice president. Sponsor status was indefinite as of last Thursday.

The new Bolger series will alternate with the 20 *Chevy Shows*, sponsored by the Chevrolet Dealers of America, which begin Sept. 18 [B•T, April 23]. Among the stars to be featured in the latter shows are Dinah Shore, Bob Hope, and Martin & Lewis. *Washington Square* will be built around the picturesque center of New York City's Greenwich Village.

NBC-TV Buys Broadway Play

TV RIGHTS to a former Broadway musical comedy hit, "High Button Shoes," have been acquired by NBC-TV, which will present the show as either a 90-minute or two-hour color spectacular next fall, according to Thomas A. McAvity, vice president in charge of NBC-TV. Details of the transaction were not made public. Cast and production plans also were not announced. Mr. McAvity noted that in addition to the original musical score, the tv version of the musical, on Broadway during 1947-48, will offer two new songs by Sammy Cahn, who will handle the show's lyrics with Jule Styne. The writer is Stephen Longstreet.

Grenier Transferred West

THEODORE B. GRENIER, chief video facilities engineer, ABC-TV, New York, will be transferred to the Western Div., Hollywood, as chief engineer, effective June 1. He succeeds Cameron G. Pierce, who resigned to become president of the newly-organized engineering firm, Ling Electronics Inc., Los Angeles.



MR. GRENIER

Before joining ABC in 1951 as assistant video facilities engineer, Mr. Grenier was supervisor of technical operations, Paramount Pictures' tv division, and assistant chief of the planning section, United Nations, N. Y. Mr. Pierce will continue to serve ABC-TV in a consultant capacity.

PIB Revises Radio Figures

REVISED gross income figures for CBS Radio and overall network radio during July 1955 and the Jan.-July 1955 period were made known by the Publishers Information Bureau. CBS Radio grossed $3.11 million in July and $27.1 million in the Jan.-July period. Combined network totals were $8.3 million for July and $69.97 million for Jan.-July.

Tv Invades Guam

NBC-TV REPORTED last week that the first tv to be seen on Guam, western Pacific island, is set for July 15 when KUAM-TV (ch. 8) starts operations in the capital city of Agana. The station has signed as a new affiliate of NBC-TV, according to Harry Bannister, vice president in charge of station relations at NBC, and Harry M. Engel, president and general manager, KUAM-TV. The new tv station, sister of KUAM Agana, also an NBC affiliate, will serve about 25,000 potential tv homes on the island. Radio Guam owns KUAM-AM-TV.

memo from SESAC:

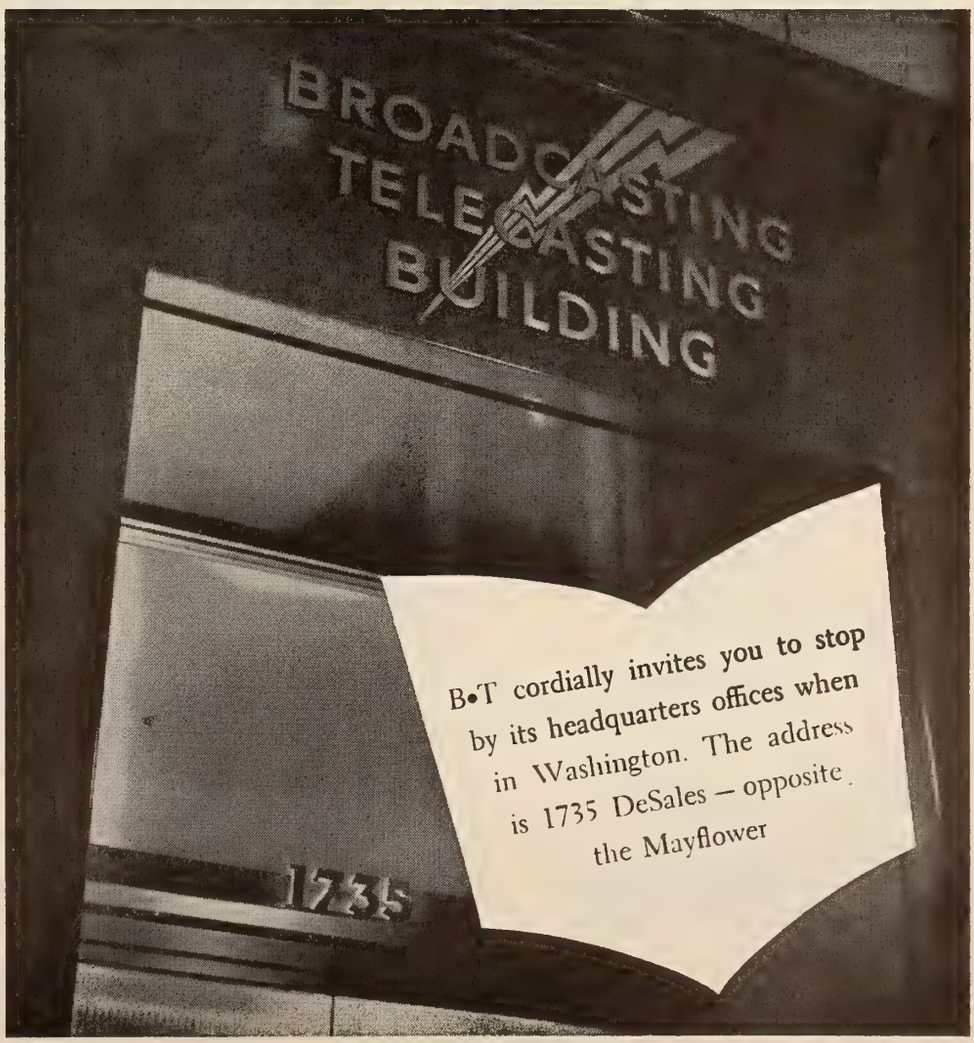
It's National Music Week
May 6th thru 13th
and you'll want to program now and always—



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NETWORK PEOPLE

David W. Tebet, public relations representative, Max Liebman Productions Inc., N. Y., to NBC-TV as general programming executive.

Robert C. Wilson Jr., account executive, Weed & Co., N. Y. station representative, to ABC Radio as account executive.

Robert H. Young, program researcher and assistant radio-tv producer, CBS, appointed producer of CBS Radio's *Church of the Air,* succeeding **Mollie O'Connor,** resigned.

Harry Stillman, former business manager of IBEW Local 45, Hollywood, to CBS-TV there as technician.

Nancy Craig, ABC radio-tv personality, named home service editor of *House Beautiful* magazine, N. Y.

Jacques Sammes, copywriter for national promotion, Radio Advertising Bureau, to CBS owned stations promotion service, unit of CBS-TV advertising and sales promotion department, as copywriter. He previously was with CBS Radio Spot Sales before joining RAB.

Robert J. LeDonne, United Press bureau manager, Concord, N. H., resigned to join NBC press information, N. Y., as staff writer.

Larry Jonas, formerly trade paper correspondent in Arizona and with radio-tv stations in Phoenix, to CBS Television, Hollywood, as trade news editor succeeding **Jerry Smith,** now with RKO.

Bill Leyden, host, *Top of the Morning* program on KTTV (TV) Los Angeles, signed by NBC to present new *Today in the West* segment of network's *Today,* effective today (Monday) [B•T, April 16].

Douglas H. Stone, former CBS Radio and CBS-TV staff writer, to NBC-TV's *Home,* as staff feature writer.

Albert McCleery, producer of NBC-TV *Matinee Theatre,* named to board of trustees of Pasadena Playhouse and College of Theatre Arts.

Dean Miller, one of stars of CBS-TV's *December Bride,* and former WCPO Cincinnati, Ohio, announcer, will head faculty of lecturers at special summer tv workshop, June 25-July 7 at Cincinnati Conservatory of Music.

Leonard H. Goldenson, president of AB-PT Inc., appointed director of Marshall Field Awards Inc., new non-profit organization established for purpose of "recognizing and rewarding fundamental and imaginative contributions to the well-being of children."

Arthur M. Dorfner, administrative manager, ABC-TV program department, is Republican nominee for mayor of Roselle Park, N. J.

Benjamin A. Rolfe, 77, orchestra leader who conducted Lucky Strike orchestra on NBC's first coast-to-coast commercial broadcast, and early movie producer, died April 24 in Mansfield, Mass.

Donald Coyle, sales development and research director, ABC-TV, father of girl, Sharon Robinson. **Peter Wade,** ABC Radio sales service manager, father of boy.

Park Bigelow, engineer-technician, CBS-TV Hollywood, father of boy, Park.

Eleanor Warick, tv performer, married to **Lou Feldstein,** ABC-TV photo section staff, April 8.

James H. Connolly, vice president in charge of ABC S. F. office, father of girl, April 19.

Tom Lufkin, ABC coordinator at MGM studio, Hollywood, father of girl, Mary Elizabeth, April 19.

Edgar J. Scherick, director of sports and special events, Dancer-Fitzgerald-Sample Inc., N. Y., to CBS-TV New York sales department as sports specialist in charge of all sports program sales.

John Dragomier, formerly promotion manager, WOOD-AM-TV Grand Rapids, Mich., to sales promotion staff of NBC Central Div. **Walter Pfister,** CBS Chicago, to news and special events staff of NBC Central Div.

Louis Ames, associate producer, NBC-TV's *Today* to network's *Home* as feature editor, succeeding **A. C. Spectorsky,** resigned to join *Playboy Magazine* in Chicago. Mr. Ames will be replaced on *Today* by Jack Otter, formerly *Home* commercial coordinator. **Alan Beaumont,** former program manager, WMAQ-WNBQ (TV) Chicago, to NBC-TV's *Home* as director, alternating with **Garth Dietrick.**

Jack McCarthy, billing supervisor in ABC's accounting department, and **Loretta Warren,** ABC order processing department, married May 6, in Brooklyn, N. Y.

Closed-Circuit, Phone Equal Sale

IN A 24-hour period, ABC-TV sold a new series, *The Adventures of Jim Bowie,* to Chesebrough-Ponds Inc., New York, by means of a long-distance closed-circuit tv presentation and a follow-up phone call.

The network reported last week that the new film series was screened April 24 for executives of Chesebrough-Pond's agency, McCann-Erickson, and for company officials. Terrence Clyne, McCann-Erickson vice president, suggested that a *Jim Bowie* presentation be shown via closed-circut to Jerome A. Straka, Chesebrough-Pond's president, who was visiting Florida. In less than two hours on April 25, ABC-TV made arrangements for the closed-circuit presentation, emanating from Mid-Manhattan and picked up by WITV (TV) Ft. Lauderdale.

Participating in the closed circuit telecast from New York were Robert E. Kintner, president of ABC; Slocum Chapin, vice president in charge of ABC-TV sales; Louis Edelman, executive producer of the series; William Breen, McCann-Erickson account supervisor; George Haight, vice president in charge of tv-radio for McCann-Erickson, and Albert Richardson, vice president in charge of advertising for Chesebrough-Ponds. Mr. Kintner described the format of the program and its potential value as a sales vehicle for Chesebrough-Ponds. A pilot film of the series then was transmitted, followed with brief talks by Mr. Edelman and Mr. Haight. Charts outlining the program were telecast and a phone conference held during which Messrs. Richardson, Breen and Kintner replied to questions about the series raised by Mr. Straka.

Before the close of business April 25, the transaction was completed providing for Chesebrough-Ponds sponsorship of the series on ABC-TV (Fridays, 8-8:30 p.m. EDT), starting Sept. 7.

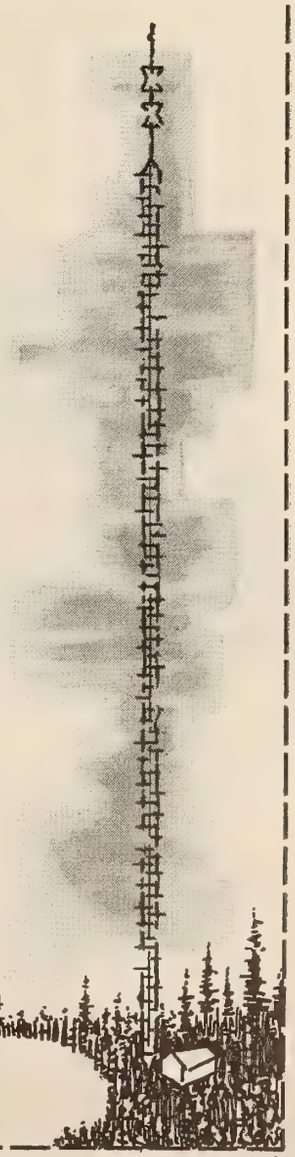
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Guglielmo Marconi did it the hard way . . . burning the midnight oil, and battling his frustrations alone. Old Marc would have saved himself a lot of lost hair if he'd been able to turn to TOWER for help in getting his "wireless" on the air. But, alas, poor Guglielmo couldn't take advantage of TOWER'S now-famous "Turn-Key" package service in 1897.

Today, it's a different story! TOWER experts design, fabricate and erect the exact tower you need . . . design and fabricate reflectors . . . install all coaxial lines, construct buildings, install equipment . . . build necessary roads and landscape the site, if desired. So, whether yours is for "wireless telegraphy," TV, VHF or UHF (mobile or 'point to point'), microwave, or "forward scatter" take a tip from "curly" Marconi. Call on TOWER. They'll get the whole job done . . . right!



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Sioux City, Iowa

RCA FIRST QUARTER SALES, EARNINGS SET RECORD, GEN. SARNOFF REPORTS

Prosperity of corporation is keynote at 37th annual stockholders meeting in New York, attended by 1,000. Board of four directors re-elected to a new three-year term.

REPORTS of RCA prosperity, with sales and earnings at a new high for the first quarter of 1956, dominated the firm's 37th annual stockholders meeting held Wednesday in New York.

Among the highlights of the meeting:

• Disclosure by Brig. Gen. David Sarnoff, RCA board chairman, that sales for the first quarter increased $18,543,000, or 7%, for a total of $274,848,000.

• The general's report that RCA's earnings for the period reached a new peak. Net income was $12,727,000, or 85 cents a share, as compared to $12,568,000, or 84 cents a share for the like quarter last year.

• An assemblage of more than 1,000 stockholders in a huge NBC studio at Rockefeller Center, shattering previous attendance records at yearly meetings.

• Stockholder approval of a stock option for purchase of 100,000 shares of RCA common stock, granted Gen. Sarnoff at the time he signed a new 10-year contract to continue his services to RCA to March 1, 1966 [AT DEADLINE, March 12]. The restricted stock option was submitted to the stockholders for approval at his request.

• Re-election of RCA's board of four directors, Gen. Sarnoff, John Hays Hammond Jr., Mrs. Douglas Horton and Harry C. Ingles, to a new three year term.

• Prediction by Gen. Sarnoff that an estimated $11 billion annual volume of the electronics industry will double in 10 years and "by that time, RCA's annual volume of business will, I believe, also be double its present size. This would mean a gross business in excess of $2 billion a year—with increased profits and increased dividends to stockholders."

• Recognition of Gen. Sarnoff's 50th anniversary with RCA and predecessor company by various congratulatory speeches from stockholders and a huge birthday cake presented to the general by RCA President Frank Folsom at the close of the meeting (see photo).

• Statement of policy by Gen. Sarnoff on the company's internal security program prompted by a stockholder who offered a proposal—subsequently tabled—that would have forbidden RCA from hiring or dealing with any person or firm with a background of communist affiliation or association.

In announcing the first quarter sales-earnings record, Gen. Sarnoff reported that RCA's profits before taxes totaled $25,395,000 for the three month period, an increase of $310,000 over the same quarter last year. Sales and earnings from RCA's foreign business were higher than for any comparable period on record. Gen. Sarnoff added that RCA International Div. is continuing to expand and diversify its distribution and manufacturing facilities around the world.



BRIG. GEN. David Sarnoff, RCA board chairman, prepares to cut the cake marking his 50th year in radio. The cake was presented to him by RCA President Frank Folsom (r) following the 37th annual stockholders meeting of RCA.

Gen. Sarnoff reported that unfilled government orders last April 1 totaled $265 million and that government deliveries this year are expected to equal the $229 million of last year.

Gen. Sarnoff also mentioned in his report to stockholders that last year was the best year in history for NBC which chalked up sales of $264 million, an increase of 23% over 1954. He introduced the team of "Pat and Bob"—NBC Board Chairman Sylvester L. (Pat) Weaver Jr. and NBC President Robert W. Sarnoff—crediting them with NBC's growth.

Revealed by Gen. Sarnoff in answer to a question from the floor was RCA's advertising expenditure which he placed at $22.5 million last year, or 26% above the 1954 total.

Recalling that at last year's stockholders meeting he had said RCA's target for 1955 was $1 billion and that the achievement of this goal would be his "happiest birthday present," Gen. Sarnoff referred to the annual report which showed the $1 billion volume exceeded by $55 million, observing, "You already know that this birthday present was delivered on time and in the fullest measure."

Reviewing the future prospects in the electronics industry, Gen. Sarnoff took note of "an extraordinary state of transition and expansion," making reference to the supplementing and replacing of electron tubes by transistors, and challenging of film recording by tape recording.

A stockholder's inquiry on the three areas in which Gen. Sarnoff five years ago had asked his scientists to develop new electronic products as a birthday present (light amplifier, electronic cooling and magnetic tape recording of pictures) was answered by Elmer W. Engstrom, RCA's research and engineering executive vice president. Mr. Engstrom noted that RCA scientists have up to next Sept. 30 to deliver and already have "assured" Gen. Sarnoff of "surprises" at that time.

Gen. Sarnoff also told stockholders of NBC's $12 million color plan. He said the network this fall would provide at least one major color program each evening in addition to spectaculars—"This means that on Saturday, Sunday or Monday, when a spectacular is scheduled, there will be as much as 2½ hours of outstanding performances in color."

The new contract for Gen. Sarnoff was signed last July 1 and extends his services for

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NEMS-CLARKE

FIELD INTENSITY METER

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DIRECT READING
SELF-CONTAINED



A portable instrument for measuring the wide range of radio signal intensities from 540 to 1600 kc. Its range is from 10 microvolts to 10 volts per meter, making it equally effective for interference studies at low signal strengths and close-in measurements on high-power directional arrays.

Accuracy is assured by a calibration method that compensates for variations in tube characteristics and for voltage variations in the self-contained battery power supply. Operation is simple—measurements made rapidly—direct reading on all ranges—requires no charts or multiplication factors—no warm-up period necessary.

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10 years from his normal retirement date, March 1 this year. It provides among other things for 10-year continuation of services at the present rate of $200,000 annual compensation. The stock option approved last week permits him to buy 100,000 common shares at $49.64 per share (95% of the stock's market price at the date of grant and $4.89 more than the closing price last March 1). The option is exercisable in whole or in part on or before June 30, 1965.

A militant stockholder, Mrs. Marie Kenney, offered as "new business" her proposal that in effect would prohibit RCA from hiring or dealing with any person or firm with a background of communist affiliation or association.

Barred from employment under the Kenney resolution would be "any person who is found to have been a member at any time of the Communist Party or of any group, organization or combination of persons" cited as subversive by the U. S. Attorney General, the House Un-American Activities Committee, the California Un-American Activities Committee or the Subversive Activities Control Board, unless the person voluntarily "and credibly" repudiated such membership under oath. Also excluded from employment or association with the company would be any person who refused to answer questions about the purported activities or association in the courts or before legislative or other governmental authorities.

Kenney Resolution 'Ill-advised'

In about an 800-word statement, Gen. Sarnoff opposed the Kenney resolution, the adoption of which he characterized "would be ill-advised." He said its provisions "would not only be unworkable but they would reflect on the anti-communist record of RCA and its subsidiaries."

According to Gen. Sarnoff, adoption in itself would imply RCA has been "derelict" in its responsibilities. He called RCA's security record "outstanding." Adoption of the Kenney resolution, provision of which he variously described as "vague, controversial and inexact," he declared would require the company to refuse to hire and to discharge innocent people, would add unnecessary costs and would raise serious problems of labor relations. Political controversy would develop, Gen. Sarnoff explained, should RCA have to decide what organizations are subversive and what are not. Gen. Sarnoff declared that RCA's existing security program has been "outstanding in American business."

"As a result of this program we know of no subversive activities in any RCA plant or facility and we are continuing to improve our program to insure that no such activity finds root in RCA."

The meeting, which started a little after 11 a.m. and ended near 2 p.m., was the largest on record and featured sporadic but hotly-contested floor fights over such issues as the stock option (although all speakers warmly praised Gen. Sarnoff and his leadership), a proposal to eliminate the so-called stagger system of electing directors for three-year terms and still another to restrict aggregate compensation to any executive officer in any one year to a $200,000 ceiling or not more than 100% of base pay. The anti-stagger system and pay limit proposals were defeated by an overwhelming vote.

Gen. Sarnoff was asked if Adlai E. Stevenson still was being retained by RCA as a consultant. The general neatly disposed of that one by answering that Mr. Stevenson's contract with RCA was not now in effect and anyway, "he is busy in other directions."

The question of Gen. Sarnoff's vitality and



Advertisement

From where I sit *by* Joe Marsh

Hap "Snaps" Up Profits

Drove into Hap Thayer's gas station with my grandson, Bobby—and before I knew it, he snapped Bobby's picture.

"It began with everybody telling me what wonderful pictures I took of my own kids," Hap explained. "Then I started taking some of my customers' children when they drove in.

"Soon I noticed a bunch of new folks coming in with their youngsters all slicked up. I take their pictures and tell 'em to pick them up next week—compliments of the management. They usually get more gas, so that I'm way ahead, besides having some fun."

From where I sit, some folks get a kick out of trying all the latest business schemes. Like Hap with his public relations stunt. Others prefer sticking to the old tried and true methods. All depends on your nature, I guess—the same way some of us like a glass of beer at mealtimes . . . while others never have anything but well water. There's a lot to be said for both attitudes . . . they'll each get you your share of mileage on the road to success.

Joe Marsh

Copyright, 1956, United States Brewers Foundation

CONSOLIDATED STATEMENT OF INCOME
(FOR THE QUARTER ENDED MARCH 31)
RCA & DOMESTIC SUBSIDIARIES

	1956	1955
	$	$
PRODUCTS AND SERVICES SOLD	274,848,000	256,305,000
Cost of products and services sold and other operating costs	249,453,000	231,220,000
PROFIT BEFORE FEDERAL TAXES ON INCOME	25,395,000	25,085,000
Federal taxes on income	12,668,000	12,517,000
NET PROFIT FOR THE QUARTER	12,727,000	12,568,000
Preferred dividend	788,000	788,000
BALANCE FOR COMMON STOCK	11,939,000	11,780,000
Earnings per share on common stock	.85	.84

Net profits reported above are necessarily based in part on approximations and are subject to audit and year-end adjustments

ability—he passed his 65th birthday last February—created an audible stir that concluded with Gen. Sarnoff giving Mrs. Sarnoff the credit for his excellent state of health. Varied comments from stockholders complimented the general for his vitality and ability, which, a stockholder said, leaves executives around him "limp." A stockholder asserted that any price was too cheap for his services should Gen. Sarnoff maintain his health for only two years more. It was pointed out that Gen. Sarnoff's contract provides for his being the chief executive officer for the first five years, and senior executive for the second five years with appropriate duties as directed by the board. At one point during the "health" issue debate, a beaming Gen. Sarnoff quipped, "I can't say it's pleasant to hear one's own obituary."

Stockholders approved appointment of Arthur Young & Co., public accountants, to certify RCA's financial statements for this year.

Gen. Sarnoff, already the recipient of countless awards and citations, received another at the meeting when Benjamin Javits presented him with an award that recognized RCA achievements in the management field. Mr. Javits' presentation was on behalf of the United Shareholders of America. After the meeting concluded, a festive air took over as a three-foot high cake was brought out and stockholders settled back for an RCA-provided box lunch.

Mayer to RCA Victor Color

ROBERT J. MAYER, assistant to the executive vice president, National Retail Dry Goods Assn., will join RCA May 15 as coordinator on RCA Victor Television Div.'s color tv activities in the department store field, it was announced last week. Mr. Mayer, who in his capacity at NRDGA worked with over 7,000 department, chain and specialty stores, also will work closely with broadcasters to promote color tv as a department store retail advertising medium. He has been with the association since the end of World War II.

GE Official to Defense Post

DR. JOHN P. COSTAS, communications research engineer and manager of the communications sub-section, General Electric Co.'s Electronics Lab, Syracuse, N. Y., was named consultant Friday to the Assistant Secretary of Defense for research and development. Dr. Costas, who will advise the secretary on long-range radio communications affecting national defense, will continue his research activities with GE.

New 50 Kw Transmitter Being Offered by GE

GENERAL ELECTRIC Co. was to announce yesterday (Sunday) a simplified 50 kw am radio transmitter (BT-50-A) that uses germanium rectifiers for high voltage supply and utilizes fewer tubes.

GE's Broadcast Equipment Section placed shipment availability of the new transmitters, jointly developed at GE's Electronics Park center at Syracuse, N. Y., and at Canadian General Electric Co., Toronto, as "late this year."

The new unit uses only 13 tubes as compared to the 40 to 45 normally required in transmitters now available. Only five different types of tubes are used, the heaviest weighing but 20 lbs. The transmitter contains less than a third of the number of parts required in present models. The rule of thumb used by transmitter design engineers is about 20 parts for every tube, according to Paul L. Chamberlain, general manager of the Broadcast Equipment Section, who placed total parts at about 260 compared to approximately 800 parts required in present units.

The germanium rectifiers have a life expectancy of more than 10 years. Their use, according to GE, will permit installation in an unheated building and will mean lower operating costs and greater reliability. Fewer tubes will reduce spare-parts inventory for the broadcaster, GE noted. The transmitter occupies about 70 sq. ft. of floor space and with minimum aisle space possible because of the easily serviceable parts, the building to house the unit can be much smaller in size than is common, it was explained. Mr. Chamberlain added that the new transmitter has been designed with remote control in mind.

Dynamics Corp. of America Buys Transmitter Producer

ACQUISITION by Dynamics Corp. of America, New York, of Edico Corp., Mineola, N. Y., developer and producer of "single sideband" radio transmitters, was announced last week by David T. Bonner, DCA president.

The purchase of Edico, which will operate as a wholly-owned subsidiary of Dynamics, gives DCA "a strong position in the rapidly expanding field of single sideband radio, now being developed for the Army, Navy, Air Force and Signal Corps, as well as for Coast Guard, civilian ship-to-shore communications, police, fire, taxi and other mobile radio uses," according to Mr. Bonner. He said sideband transmitters, which broadcast on a band narrower than conventional sets, "will double the number of channels the now over-crowded airwaves can accommodate and will permit immediate operation of 80,000 new commercial channels already requested of the FCC."

Admiral's Siragusa Sees Booming Portable Tv Market

PORTABLE television receivers are the "line" for tv manufacturers this year, Ross D. Siragusa, president of Admiral Corp., declared last week. Mr. Siragusa predicted there would be two million portable tv sets manufactured in 1956, with a total black-and-white output of seven million. Color production will amount to 200,000 this year, he estimated.

Speaking to the Washington (D. C.) Ad Club, the Admiral president foresaw 1957 as the color-significant year for television. In that year, he predicted, manufacturers will produce 500,000 polychrome tv receivers out of a total 10 million production. Admiral is introducing its $500, 21-in. color receivers in June, Mr. Siragusa announced.

There will be 100 million tv sets manufactured in the 1956-65 decade, Mr. Siragusa predicted, which is double the 50 million made in the 1946-55 years.

Mr. Siragusa showed the new $90 Admiral 10-in. portable tv at the meeting. Admiral will produce 5,000 of these 16.5 lb. receivers per day by Aug. 1, the Chicago manufacturer declared.

He also showed a new Admiral portable radio receiver, containing six transistors and printed circuit, selling for $60. It can be powered by six flashlight-type batteries, with an operating life of 700 to 1,000 hours or with a "solar" battery pack, priced at $175.

Admiral spent $100 million on advertising in the 1946-55 decade, Mr. Siragusa revealed, compared to $1.5 billion in sales. In 1956, Admiral will spend $17 million in all media, advertising all Admiral products, he said.

Paramount Pictures Group To Distribute Telcon Cables

AMPLI-VISION Div. of International Telemeter Corp., a subsidiary of Paramount Pictures Corp., Hollywood, has obtained exclusive distribution in the United States of a complete line of coaxial cables manufactured by Telcon, the Telegraph Construction & Maintenance Co. Ltd. of Great Britain, it was announced last week by Louis A. Novins, vice president and general manager of International Telemeter Corp.

Product of one of the world's major manufacturers of cable in the field of communications, the Telcon coaxial cables and accessory fittings are expected to find wide use in an array of communication industries including tv and radio, aircraft, atomic energy research, power companies, radar, mobile communications services, Army, Navy, Air Force and U. S. maritime services, microwave and tv transmitter manufacturers, community tv systems and other fields, Mr. Novins said.

Cable, to be distributed by Ampli-Vision, will carry the trademark Telcon-Ampli-Vision coaxial cable. It is manufactured by patented processes and available with either a bare aluminum sheath or a protective sheath extruded over the aluminum.

Leavey Succeeds Harrison

EDMOND H. LEAVEY, president of International Standard Electric Corp., holding and management subsidiary of International Telephone & Telegraph Corp., New York, and director of numerous other IT&T companies, last week was elected IT&T president, filling the vacancy created by the death of William H. Harrison [B•T, April 30].

Mr. Leavey, a professional soldier until his retirement in 1952 as a major general, joined IT&T as a vice president. The following year he was elected president of Federal Telecommunication Labs, Nutley, N. J., and in 1954, was named to head ISEC.

MANUFACTURING PEOPLE

Richard Hodgson, vice president and general manager, Reconnaissance System Div., Fairchild Camera & Instrument Corp., Long Island, N. Y., named executive vice president of firm, succeeding **John M. Case,** resigned.

C. A. Shera, manager of distribution, Hallicrafters Co., Chicago, resigned to join Allied Precision Industries, Geneva, Ill., as general sales manager.



What is Jersey Standard?

PEOPLE. The more than 300,000 people who own it—merchants . . . teachers . . . farmers . . . bus drivers . . . housewives . . . people who've invested their savings in our growth. They have just received the Annual Report on the 73rd year of our company's business.

What makes Jersey Standard run? People. People in offices and in the labs, in the oil fields and refineries of our affiliated companies. People like all of us . . . who work, play, raise families.

What keeps Jersey Standard and its affiliates in business? All kinds of people — stockholders, employees and customers.

Because of all these people, we had a good year in '55. A year of searching for and finding more oil to provide light and heat, to run cars and trucks, trains and planes, buses and tractors, to make petrochemicals. A year of even greater research leading to more and better products. A year—as our Annual Report shows — of better sales and earnings, of record payments in wages and benefits to employees, of record income generated for governments in the form of taxes — a year, in short, of bigger contributions to the prosperity of the people of the countries where we do business.

If you would like a copy of our 1955 Annual Report to Stockholders, please write to us at: Room 1626, 30 Rockefeller Plaza, New York 20, N. Y.

STANDARD OIL COMPANY (NEW JERSEY) AND AFFILIATED COMPANIES

PUBLIC INTEREST AWARD WINNERS NAMED

National Safety Council cites three radio, two tv networks, 108 radio stations, 34 tv stations and 34 advertisers for exceptional service to safety.

WINNERS of 1955 Public Interest Awards were announced Thursday by the National Safety Council.

The non-competitive awards, presented annually to all public information media for "exceptional service to safety," were awarded to the CBS and NBC Television and Radio Networks, the Rural Radio Network, 108 radio stations, 34 tv stations and 34 advertisers. All are eligible for the Alfred P. Sloan Radio-Tv Awards for Highway Safety later this year.

In announcing the recipients, Ned H. Dearborn, NSC president, asserted that "the only way to reach people is through public information media, and their wholehearted cooperation has played a vital part in the progress of safety development."

Judges for the radio-tv-advertiser entries were Wesley I. Nunn, advertising manager, Standard Oil Co. (of Indiana); Fred Garrigus, NARTB manager of organizational services; Norman Damon, vice president, Automotive Safety Foundation, and Robert R. Burton, vice president of Needham, Louis & Brorby Inc.

Radio and combined radio-tv station winners:

CHAB Moose Jaw, Sask.; CHUM Toronto, Ont.; CKSO Sudbury, Ont.

KBIS Bakersfield, Calif.; KBIZ Ottumwa, Iowa; KCLS Flagstaff, Ariz.; KCOW Alliance, Neb.; KDKA Pittsburgh; KDPS Des Moines; KDYL and KTVT (TV) Salt Lake City; KELO-AM-TV and KDLO-TV Sioux Falls, S. D.; KERG Eugene, Ore.; KEX Portland, Ore.; KFAB Omaha; KFH Wichita, Kan.; KFKA Greeley, Colo.; KFRD Rosenberg, Tex.; KHUB Watsonville, Calif.; KIMO Independence, Mo.; KLON Long Beach, Calif.; KLMS Lincoln, Neb.

KMMJ Grand Island, Neb.; KMMO Marshall, Mo.; KOIN Portland; KOMO-AM-TV Seattle; KONO San Antonio; KOTA Rapid City, S. D.; KOY Phoenix; KPOJ Portland; KQV Pittsburgh; KRNT Des Moines; KSLU Canton, N. Y.; KUBA Yuba City, Calif.; KWBY Colorado Springs; KWIE Kennewick, Wash.; KXOK St. Louis; KYA San Francisco; KYNO Fresno, Calif.

WAMS Wilmington; WASA Havre de Grace, Md.; WAVZ New Haven; WBAL-AM-TV Baltimore; WBGU Bowling Green, Ohio; WBOE Cleveland; WBOW Terre Haute, Ind.; WBSM New Bedford, Mass.; WBUD Trenton; WBZ-WBZA Boston-Springfield, Mass.; WCCC Hartford; WDAY Fargo, N. D.; WDBO Orlando, Fla.; WDOV Dover, Del.; WDSU-AM-TV New Orleans; WDVA Danville, Va.; WEBC Duluth; WERE Cleveland; WESB Bradford, Pa.; WFLO Farmville, Va.; WGAR Cleveland.

WGBS Miami; WHAM Rochester; WHDH Boston; WHEC Rochester; WHBC Canton, Ohio; WIBC Indianapolis; WING Dayton; WINX Rockville, Md.; WISN Milwaukee; WITH Baltimore; WJAG Norfolk, Neb.; WKAT Miami Beach; WKJG-AM-TV Fort Wayne, Ind.; WKMI Kalamazoo, Mich.; WKY Oklahoma City; WKZO-AM-TV Kalamazoo; WLW Cincinnati; WMEX Boston.

WMIX Mt. Vernon. Ill.; WMRN Marion, Ohio; WMSC Columbia, S. C.; WNAX Yankton, S. D.; WNEW New York; WNOE New Orleans; WOAI-AM-TV San Antonio; WOWL Florence, Ala.; WOWO Fort Wayne, Ind.; WPEP Taunton, Mass.; WPFB Middletown, Ohio; WPRO Providence; WPTR Albany; WQAM Miami; WQXI Atlanta; WRFD Columbus, Ohio; WROW Albany; WRUN Utica, N. Y.; WRVA Richmond.

WSAM Saginaw, Mich.; WSAY Rochester, N. Y.; WSGW Saginaw, Mich.; WSMB New Orleans; WSVS Crewe, Va.; WSYR-AM-TV Syracuse, N. Y.; WTIC Hartford; WTTM Trenton; WVCG Coral Gables, Fla.; WWDC Washington; WWJ Detroit; WWL New Orleans.

Television stations:

CKSO-TV Sudbury, Ont.; KCSJ-TV Pueblo, Colo.; KOTV (TV) Tulsa; KTRK-TV Houston; KVTV (TV) Sioux City; WAAM (TV) Baltimore; WCIA (TV) Champaign, Ill.; WCPO-TV Cincinnati; WFBC-TV Greenville, S. C.; WFMY-TV Greensboro, N. C.; WGAL-TV Lancaster, Pa.; WGTH-TV Hartford; WHAM-TV Rochester; WICU (TV) Erie, Pa.; WKNB-TV New Britain, Conn.; WKY-TV Oklahoma City.

WLVA-TV Lynchburg, Va.; WLWC (TV) Columbus, Ohio; WLWT (TV) Cincinnati; WPRO-TV Providence; WREX-TV Rockford, Ill.; WSB-TV Atlanta; WTVJ (TV) Miami; WTVN-TV Columbus; WWJ-TV Detroit.

Advertisers:

Abbotts Dairies Inc. Ice Cream Div., Elkton, Md.; American Oil Co., New York; Auto Specialties Manufacturing Co., St. Joseph, Mich.; Brown Buick Co., San Francisco; Caterpillar Tractor Co., Peoria; Chevrolet Motor Div., General Motors Corp., Detroit; Chicago Motor Club, Chicago; Consolidated Edison Co. of New York, New York; Continental Motors Corp., Muskegon, Mich.; DeSoto-Plymouth Dealers of America, Detroit; Dodge Div., Chrysler Corp., Detroit; E. I. duPont de Nemours & Co., Wilmington; Esso Standard Oil Co., New York; Ethyl Corp., New York.

Ferguson-Steere Motor Co., Dallas; Frankenmuth Div., International Breweries Inc., Detroit; General Motors Acceptance Corp., New York; Humble Oil & Refining Co., Houston; Imperial Oil Ltd., Toronto, Ont.; Jewel Food Stores, Melrose Park, Ill.; Juvenile Shoe Corp. of America, Aurora, Mo.; Meridian Mutual Insurance Co., Indianapolis; Metropolitan Life Insurance Co., New York; MFA Mutual Insurance Co., Columbia, Mo.

Montgomery-Stubbs Motors Inc., Silver Spring, Md.; Orlando Automobile & Truck Dealers Assn., Orlando, Fla.; Pan-American Coffee Bureau, New York; Plymouth Dealers Assn. of Greater Detroit, Detroit; R. J. Reynolds Tobacco Co., Winston-Salem; Rose & Kiernan Inc., Albany, N. Y.; Schafer's Bakeries, Detroit; Sears Roebuck & Co., Bakersfield, Calif.; Standard Oil Co. (Ind.), Chicago; Wm. Wrigley Jr. Co., Chicago.

Other winners included 32 daily and 10 weekly newspapers, 14 general circulation and 38 specialized magazines, 18 outdoor and two transportation advertising companies and two transit systems.

AFA Plaque to Sarnoff

ROBERT W. SARNOFF, NBC president, was awarded a plaque for distinguished service to advertising at a ceremony in New York last Thursday. Presentation was made by Elon G. Borton, president and general manager of The Advertising Federation of America. The award recognized Mr. Sarnoff's contributions as general chairman of AFA's promotion of national advertising week earlier this year.



ROBERT W. SARNOFF (l), NBC president, presents a bound book of congratulatory letters to Lawrence E. Spivak, producer of NBC's *Meet the Press*, at the program's 10th anniversary dinner in Washington, April 28. More than 500 leading figures in national and international affairs gathered to pay tribute to the program and Mr. Spivak.

CBS-TV Wins 3 Top Honors In AFA's 16 Mm Awards

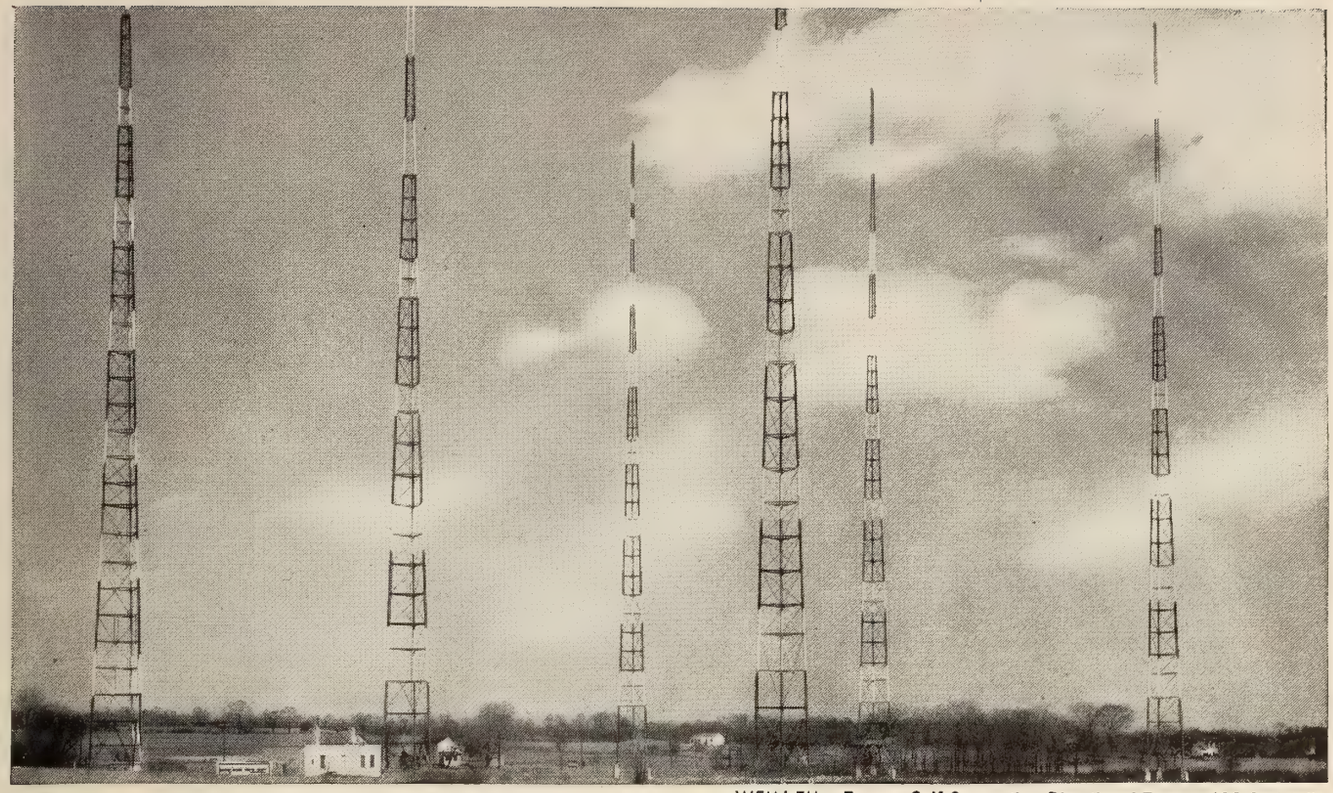
CBS-TV emerged with three of the American Film Assembly's 22 Golden Reel 16mm film awards for outstanding 1955 productions at AFA's awards banquet in Chicago April 26. The network captured two for films used on its *Adventure* series and another for *You Are There*—documentaries now available on 16mm film.

The awards are given each spring by the Film Council of America, sponsor of the assembly-festival, for outstanding non-theatrical documentary motion pictures, and correspond to Hollywood's "Oscars" in the 16mm field. Silver Reel awards also were presented, along with six golden plaques to top soundslide films and 12 silver plaques to runnersup in that category. Awards highlighted the third annual assembly-convention held at the Morrison Hotel.

CBS-TV was honored with Golden Reels for "The Way of the Navaho" and "The Family of Man" on its *Adventure* series, in respective categories of human relations and international understanding, and with both Golden and Silver Reel awards for "The Emancipation Proclamation" on its *You Are There*, distributed to junior and senior high school classrooms. Young America Films Inc. was distributor in all cases. The network also won a Silver Reel encomium for an industrial processes film on automatic research machines televised originally on *The Search*.

Other Golden Reel winners were these film firms active in tv: Wilding Picture Productions, Telefilm Productions, MPO Productions and Parthenon Pictures. U. of Mississippi's tv-film-radio department received Golden Reel recognition for a film on color lithography.

Silver Reel winners included the National Council of Churches in Christ's Broadcasting & Film Commission, as distributor for two religion-and-ethics films, with Film Productions International and Paul F. Heard Pictures Corp. as individual producers; Wilding Picture Productions and Jam Handy Organization as pro-



WFMJ-FM—Truscon Self-Supporting Directional Towers 400-feet tall.

TEAM UP WITH TRUSCON for all types of towers . . .

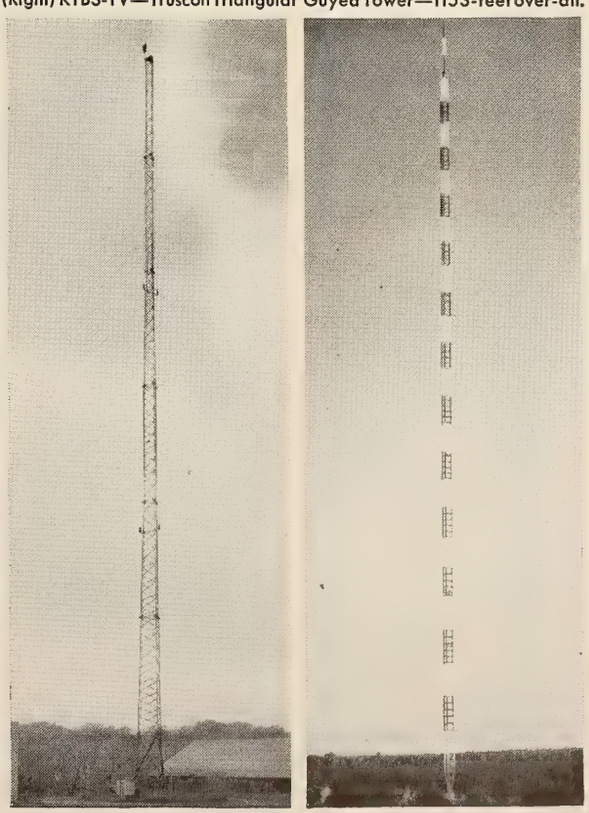
Our staff of highly skilled engineers can offer you unmatched experience in tower design and construction.

They're responsible for many hundreds of towers that today are standing tall and strong in all parts of the world . . . on all types of topography . . . many in areas where extreme winds and weather conditions prevail. On the East Coast, for example, where hurricanes caused considerable destruction, *every Truscon Tower remained proudly erect, with no damage reported* . . . a tribute to Truscon's technical "know-how" and craftsmanship.

Add to this Truscon's modern and efficient manufacturing facilities, and you have a team that can produce exactly the tower you need . . . whether it be tall or small . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for AM, FM, TV or Microwave Transmission.

To get your tower program started, just write or call your nearest Truscon® district office or "tower headquarters" in Youngstown. Our experts will be glad to discuss your problems or help in any way they can.

(Left) WBBW—Truscon Self-Supporting Tower 150-feet tall.
(Right) KTBS-TV—Truscon Triangular Guyed Tower—1153-feet over-all.



TRUSCON®

TRUSCON STEEL DIVISION
REPUBLIC STEEL

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

A NAME YOU CAN BUILD ON

THE SMART BUY IN MILWAUKEE



REGIONAL COVERAGE AT LOCAL RATES

WFOX 860 KC

•SCISSORS-TIP ART•

The most convenient and the quickest way to produce smart printed promotions is to use the Clipper Scissors-Tip way. Free sample copy, yours to use, no obligation. Address...

MULTI-AD SERVICES, INC.

Box 806-0, Peoria, Illinois

BMI

"The American Story"

"The American Story" is another important BMI Program Series which joins such features as the Concert Music series, the Book Parade, Milestones and the other continuities used by hundreds of broadcasters regularly.

The staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the restatement, in words and music, of the fascinating story of our country's origin and growth.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "THE AMERICAN STORY."

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 17, N.Y.

NEW YORK · CHICAGO · HOLLYWOOD · TORONTO · MONTREAL

ducers of safety films for oil and automotive companies, respectively; Graphic Films Corp., as producer of a science (smog) film; and John Sutherland Productions and Jam Handy, as producers of industrial sales and promotion films.

Broadcasting & Film Commission also won out in soundslide film competition with "A Matter of Fact" (Golden Reel), while silver plaque winners included Paragon Pictures Inc., Atlas Film Corp. (of Oak Park, Ill.), Graphic Films Corp. and Radio & Film Commission of the Methodist Church, Nashville, Tenn.

SDX Annual Awards Banquet To Feature V. M. Newton Jr.

V. M. NEWTON JR., *Tampa* (Fla.) *Morning Tribune* and chairman of Sigma Delta Chi's National Freedom of Information Committee, will be the featured speaker at SDX's annual awards banquet in Chicago May 15.

Distinguished service-in-journalism medallions and plaques will be presented to 16 individuals and organizations who emerged victorious in the national professional journalism fraternity's 24th annual awards competition [B•T, April 23].

Mr. Newton, president of the AP managing editors, will address the banquet at the Sheraton Hotel. Presentations will be made by Sol Taishoff, editor-publisher of B•T, with Spencer Allen, news director of WGN-AM-TV Chicago, assisting. Mr. Taishoff is first vice president of Sigma Delta Chi.

Reservations are being accepted for the banquet by SDX national headquarters at 35 E. Wacker Dr., Chicago 1, Ill. James R. Brooks, public relations manager, Ekco Products Co. and SDX Chicago chapter president, is chairman of the awards banquet committee.

SDX fellows, which the fraternity selected at its 46th annual convention in Chicago last fall, will receive official recognition as outstanding journalists. Walter Humphrey, *Fort Worth Press*, and Harold L. Cross, author, teacher and legal counsel, will receive keys and plaques.

Public service awards for coverage of delinquency and tornados will be accepted for WMAQ Chicago by Jules Herbuveaux, NBC vice president and general manager of WMAQ and WNBQ (TV), and by Mark H. Adams, president of KAKE-TV Wichita, Kan., for that station, respectively.

U. of Mo. to Honor Kander, Kirchhofer, 'L. A. Times'

ALLEN KANDER, founder and president of the newspaper-radio-tv brokerage firm bearing his name, Alfred H. Kirchhofer, editor of the *Buffalo* (N. Y.) *Evening News* (president of WBEN-AM-FM-TV Buffalo) [B•T, April 23], and the *Los Angeles Times* (KTTV [TV]) are among those to be presented 1956 Missouri Honor Awards for Distinguished Service in Journalism. The awards will be presented Friday during the 47th annual Journalism Week at the U. of Missouri, Columbia.

Austin Wins Contest

FRANCES AUSTIN, timebuyer in the J. Walter Thompson agency San Francisco office, was named the winner of the National Timebuyers' Contest conducted by KONA (TV) Honolulu, T. H. Miss Austin's prize is a round-trip for two to Hawaii. Second place winner was Bob Wesson, timebuyer for Miller, Mackay, Hoeck & Hartung, Seattle, Wash.

Best First-Half Response, BMI Reports on Clinics

A BETTER ATTENDANCE for the first half of Broadcast Music Inc.'s program clinics this year than in previous years was reported last week by Glenn Dolberg, BMI vice president in charge of station relations. Mr. Dolberg also said that about 30% of the attendance was made up of broadcast people comparatively new to radio and attending the clinics for the first time. The BMI clinics have been held for the past six years.

The second half of the program clinic series starts today (Monday) in two cities, Des Moines, Iowa, and Trenton, N. J. The 21 clinics will run through June 15, when the final session will be held at Estes Park, Colo. The two clinic series were split by the NARTB convention period. In this series, 21 speakers are divided into three traveling teams and are augmented by 42 other speakers from within the state the respective clinics are programmed. An average of six speakers will attend each of the clinics.

Jo Stafford Signs Contract

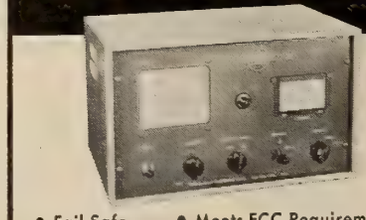
WHAT is claimed to be one of the "costliest contracts" in recording history has been entered into by Jo Stafford and Columbia Records. The company signed Miss Stafford for a new five-year recording contract which expires May 1961. James B. Conkling, president of Columbia Records, reported the contract entailed an expenditure of $500,000 during the five-year period. Miss Stafford has sold more than 33 million records for Columbia and receives recording royalties from foreign countries equal to that of her recording earnings in the U. S.

UP Revamps Radio News

IN A MOVE designed to meet the demand for increased "local-level" news coverage and the complexities growing out of Daylight Saving vs. Standard Time areas, United Press last week reported its 24-hour radio news service has been "revamped" to deliver service simultaneously in five time zones.

According to John J. Madigan, radio news manager, the new "fast schedule" will deliver up-to-the-minute news round-ups suitable for immediate broadcast in the various time zones, and will be accompanied by "simple" editing instructions enabling newsroom editors to convert any round-up into its proper time element so far as locality is concerned.

CONALERT MONITORS CONELRAD



• Fail-Safe
• 5 Channels
• Low Cost
• Meets FCC Requirements
• FCDA Approved

Effective as of Jan. 2nd, 1957—

MANDATORY FOR OPERATORS OF ALL RADIO TRANSMITTERS!

Kaar ENGINEERING CORP.

For complete information write:

2980 Middlefield Road
Palo Alto, California

Memories of 1940

IN HIS first public appearance following his election as ASCAP president, Paul Cunningham last Tuesday launched the annual ASCAP luncheon at Washington's National Press Club with a remark that revealed his knowledge of the Society's history. Pointing to Attorney General Herbert Brownell, Mr. Cunningham expressed the hope he would like the entertainment, because "you can never tell what will happen at the Dept. of Justice."

RCA Thesaurus Signs Nine

SIX U. S. and three foreign radio stations have subscribed to RCA Thesaurus, the transcription library service reported last week. They are WADK Newport, R. I.; KULP El Compo, Tex.; KFAD Fairfax, Iowa; WCNX Middletown, Conn.; WAKU Latrobe, Pa.; WDDT Greenville, Miss.; BBC Georgetown, British Guiana; ZBM Pembroke, Bermuda, and CKOM Saskatoon, Sask.

PROGRAM SERVICE PEOPLE

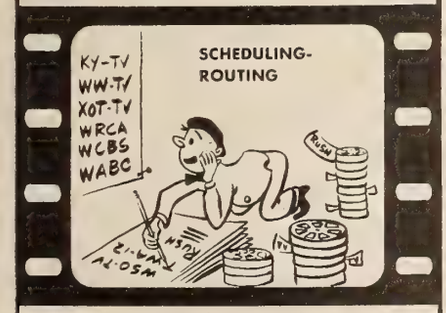
Robert Foster, Audio-Video Recording Co., N. Y., appointed sales manager.

Lew Prawde, photographer, *Tenth Inning* show on WTTG (TV) Washington, to Capitol Transcription Service, Washington.

John J. Maloy, former United Press night manager in Albany, N. Y., to manager, UP Radio News Bureau, Concord, N. H., succeeding **Robert J. LeDonne,** resigned to join NBC Press Relations, N. Y. **Jack C. Vandenberg,** formerly with news staff of Port Huron, Mich., *Times-Herald* and its radio station, WTTH, to manager, Lansing, Mich., bureau, UP, replacing **Clair M. Hekhuis,** resigned to join Michigan Economic Development Commission.

Frank Goodman, formerly stage and tv press representative, appointed public relations representative for Max Liebman Productions, N. Y., succeeding **David W. Tebet,** now NBC-TV general programming executive.

The only complete TV FILM SERVICE *including...*



No. 3 in a series

BONDED TV Film Service

630 Ninth Ave. • JU. 6-1030

New York Chicago Los Angeles

INTERNATIONAL

TV'S RAPID GROWTH CITED BY UNESCO

UN organization estimates there are 41 million tv sets over the world, with radio feeling the impact but holding its own at 250 million sets.

MORE people in the world today listen to, read about and see news happen than ever before, due to advances made in broadcasting electronics. So says the Dept. of Mass Communications, United Nations Educational, Scientific and Cultural Organization (UNESCO), which last week released the 1956 edition of its world communications survey—a report on radio, television, press and film facilities in use.

The "phenomenal spread" of television, says UNESCO, has prevented its statistics from being up-to-date. It expands so fast that "general data can only give an approximate picture of a changing situation." According to the survey, there are over 41 million tv sets in use today, with the heaviest concentration found on the North American continent, followed by Europe and South America. Africa, Asia and Oceania (the Pacific Island area, including Australia and New Zealand) are "relatively untouched" by tv. Yet, UNESCO adds, all indications point to television's encroachment on radio (time spent with the set) "with the impact of educational tv only beginning to be felt." Most noteworthy world advances during the past two years, according to the report, were Eurovision, the European tv exchange system that "has had significant results in tv growth and that has aroused widespread public interest"; television film, kinescopes and stratovision.

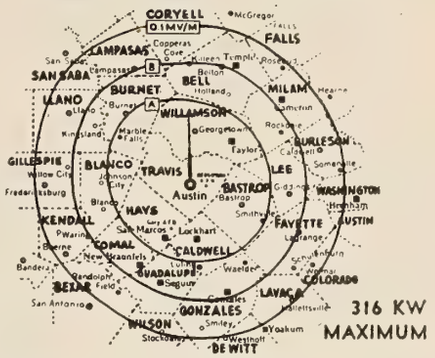
Despite tv's rapid strides forward, radio has held its own, UNESCO reports, and has, as a matter of fact, reached the all-time high of close to 250 million sets. In Canada alone, radio has doubled since 1951 to the point where today over 96% of Canadian households maintain one or two am sets. Fm radio has had an excellent growth record, as well. In Europe, a 10% fm set rise was noted within a 6-month period. In Asia, where most facilities are government controlled, there has been a marked increase in set use. Given special emphasis in the survey is radio's growth within the U. S. S. R. and the Soviet bloc of nations (satellites), where it was noted, radio has jumped by leaps and bounds, principally due to the communists' efforts to set up wide and deep "wired redistribution areas." By establishing community listening centers in schools, factories and social clubs, the Soviets have fashioned a highly penetrating propaganda tool.

By continent, the breakdown of radio-tv sets is as follows, based on latest available information, in some cases dated some years back:

- Africa (including surrounding islands): 2.1 million radios, 3,900 tv sets—the only tv transmitter being in Casablanca, Morocco.
- North America (including Canada, Central America and the Caribbean): 125.5 million radios, 36.4 million tv sets.
- South America: 7.9 million radios, 200,400 tv sets.
- Asia (including both Near and Far East): 16 million radios, 36,500 tv sets.
- Europe (not counting the U. S. S. R.): 67.7 million radios, 4.5 million tv sets.
- Oceania (including Australia, New Zealand and Pacific islands): 2.5 million radios, 62,000 tv sets.
- Soviet Union (a separate category): 20 million radios, 700,000 tv sets.

KTBC-TV
CHANNEL 7 AUSTIN

Delivers this rich Central Texas market . . .



316 KW MAXIMUM

which has over

$760,000,000

EFFECTIVE BUYING INCOME*

Whole or partial coverage

*Sales Management, 1955

WITH

156,261 TV HOMES*

*March, 1956

KTBC-TV

CHANNEL 7 • CBS • ABC • NBC

Nat'l. Rep: Paul H. Raymer Co., Inc.

the station that made **ROANOKE**

VIRGINIA'S NO. 1 TV MARKET

70.2% station share of sets . . . (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.



NBC

Represented Nationally—Avery-Knodel, Inc.

CANADIANS MAY GET $32.50 TAX ON SETS

Brief presented by Canadian Broadcasting Corp. at hearings in Ottawa shows income of $80 million would be derived to expand coverage, improve system, and eliminate government subsidy.

CANADIANS may have to pay an annual tax of $32.50 per home for national radio and television service, according to estimates contained in a Canadian Broadcasting Corp. brief presented at the Royal Commission on Broadcasting hearing at Ottawa on April 30.

The brief stated that "presumably it can be held that when radio coverage is as wide as it is at present, all Canadians are able to derive advantage from it and therefore it is not unjust if contributions to broadcasting be taken from their general tax payments."

(Currently CBC revenue comes from commercial programs, a 15% excise tax on the factory price of tv and radio receivers, transmitter license fees from independently-owned stations, and an annual government subsidy. The estimated need currently is $30 million a year. Under the $32.50 tax hinted by CBC, income would be close to $80 million a year.)

CBS Chmn. A. D. Dunton stated that radio and tv broadcasting were inevitably linked with Canada's development as a nation and that CBC could not carry out its trust without the power to co-ordinate private stations. The 30,000 word brief stressed the importance of independent stations as an integral part of the Canadian setup. Service without privately-owned stations would increase the cost of the national service considerably.

"For about an extra $1 or $2 per television home per year the CBC could probably operate stations matching all present coverage, provided all carried a good deal of commercial business," the brief pointed out, and plainly hinted that only a return to license fee financing would enable the CBC to plan a sensible development. The 1951 Massey Commission had recommended an annual tv fee of $15. This is approximately what CBC figures as the cost of its present service to tv homes, operating its own stations, and supplying programs to its own and independently-owned stations. Costs of various improvements in service, including a cost per home of $3.50 for color tv, would add another $16.50 to the annual cost of tv service per tv home. To this must be added $1 for national radio service per radio home, according to estimates in the brief, bringing the total to $32.50 per year.

While CBC did not suggest an annual fee of this amount, CBC unofficially let it be known that such a fee would arouse a storm of public criticism, political dynamite for the government. On the other hand, the brief stated, CBC did not want annual public grants because then the government would become responsible for how the money was spent, and would have partial control over programs. The brief stated that "there obviously should be no such possibility provided for partisan influence or pressure, if it is desired to maintain the principle of safeguarding broadcasting from political control."

The CBC brief did not state specifically that it should continue to control broadcasting as it does at present, but explained the monopolistic character of broadcasting is an element calling for regulation. "Since the channels belong to the public, measures have to be taken to see that they are used in the public interest," CBC said.

It felt that if private tv stations were to be established in cities where CBC now has the only stations, then CBC should be able to establish stations in cities now served only by private broadcasters. Difficulties in allowing a second station in Canadian cities include additional operating costs for CBC in providing alternate national programs, a drop of advertising revenue by international advertisers from CBC tv stations on the national network, and the tendency to increase the amount of broadcasting offered to people in big cities and reduce CBC programs for other areas. It would cost $2 to $3 a year more per tv home if second stations, privately-owned, were permitted in Canadian cities where only CBC has stations. These are the major cities of Montreal, Ottawa, Toronto, Halifax, Vancouver and Winnipeg.

CBC conceded that people in any particular area would like to have two programs to choose from. But if CBC had to provide Canadian programs for such stations it would cost another $5 a year per tv household.

If CBC operated tv without commercials, the brief estimated the cost would be double the present estimated cost of $15.

CBC wants to broaden tv coverage from the present 80% of the population to include another 13% of the population. It was estimated this would cost another $1.50 per tv household.

CBC also felt that its national radio coverage should be expanded to the far north and plans beam-transmitters at Vancouver and Winnipeg at a cost of $2.5 million.

Vancouver, B. C., May Have First Pay Tv in N. America

VANCOUVER, B. C., on Canada's west coast, will be the first city in North America to have metered television, if present plans of Famous Players Canadian Corp., Toronto, are finalized. J. J. Fitzgibbons, company president, has been in Vancouver arranging for a studio location from which feature length movies will be transmitted on a closed circuit by direct wire into Vancouver homes. Plans are to have the system in operation by next spring.

Vancouver, a city of almost 400,000 people, has been picked as the site for the Canadian firm's experiment because it is considered the toughest marketing city on the continent, and eight small neighborhood theatres have closed there in the past year. Famous Players Canadian Corp. is not putting all its tv eggs in the pay-as-you-see experiment, however. It has a 50% interest in CKCO-TV Kitchener, Ont., and CFCM-TV Quebec City, Que.

HERE'S THE TRIO THAT WILL REVIEW CANADA'S RADIO-TV

A TRIO of Canadians, whose only contact with radio and television to date has been as viewers, will, in the next few months, listen to hundreds of organizations and individuals as to how radio and television should be financed and programmed in Canada.

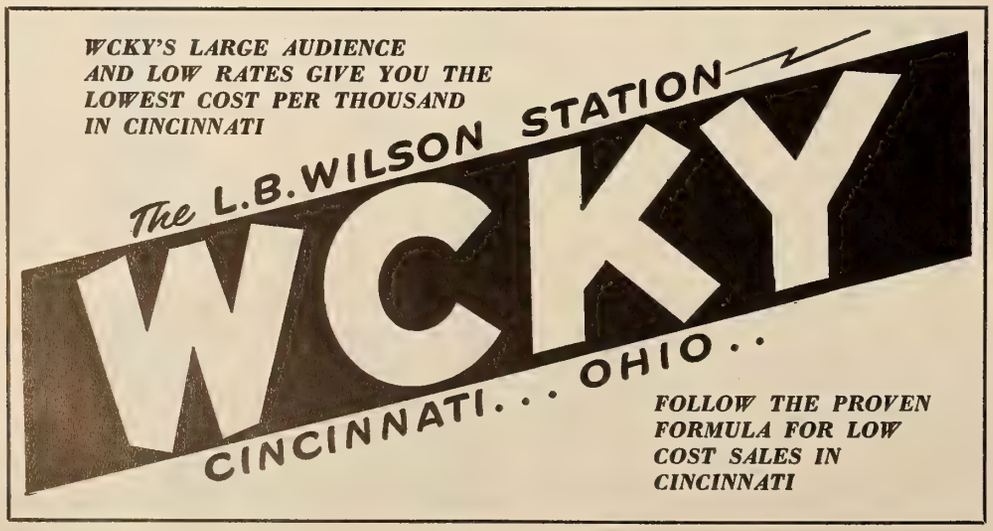
The Royal Commission of Broadcasting began its sittings at Ottawa April 30 and before making its recommendations late this year to the Canadian government, will have travelled from one end of Canada to the other to hear in public and in private how Canadians want to have their radio and television operated and what types of programs they want to hear.

Heading the commission is Robert MacLaren Fowler, president of the Canadian Pulp & Paper Assn., Montreal. Because of his chairmanship of the commission, it has already been named the Fowler Commission among Canadians. The other two members are Edmond Turcotte, Canadian ambassador to Colombia, and James Stewart, president of the Canadian Bank of Commerce.

The commission was appointed to solve the increasing financial problems of the government-operated service in radio and television. In addition, the three commissioners will make recommendations on the licensing of second and third television stations in the present one-station-to-one-city policy of the government, recommend changes in licensing regulations for independent radio and television stations and study and make recommendations on program content for both government and independent radio and tv stations.

Annual WAB Meeting in June

ANNUAL MEETING of the Western Assn. of Broadcasters will be held at the Banff Springs Hotel, Banff, Alta., June 10-12. In addition to business sessions, a golf tournament on the Banff course will be held the afternoon of the last day. Vern Dallin, manager of CFQC Saskatoon, Sask., will preside at the meetings as WAB president.





Canadian Advertisers Assn. Names McIntosh President

REGINALD R. McINTOSH, 45, vice president of General Foods Ltd., Toronto, Ont., was elected president of the Assn. of Canadian Advertisers at its annual convention at the Royal York Hotel, Toronto, on April 30. He succeeds M. M. Schneckenburger, vice president, House of Seagram Ltd., Montreal.



MR. McINTOSH

Other officers elected were R. E. Sewell, Coca-Cola Ltd., as executive vice president; H. E. Whitehead, Kimberly-Clark Products Ltd., Toronto, as vice president and treasurer, and as vice presidents T. M. Atkinson, Du Pont Co. of Canada Ltd., Montreal; G. C. Clarke, Standard Brands Ltd., Montreal, and J. J. McGill, Imperial Tobacco Co. of Canada, Ltd., Montreal. Frank A. Healy was re-appointed general manager and secretary, with headquarters at Toronto.

G. Warren Brown, chairman, Cockfield, Brown & Co. Ltd., Toronto, was awarded the ACA gold medal for his efforts to increase the stature of the advertising agency in Canada.

Scherwin Head Decries British Tv Ad 'Waste'

TOO MUCH concern about the number of people reached by a tv commercial and too little about the impression it makes on its viewers has resulted in a staggering waste for British tv advertisers, according to Eric Boden, managing director, Schwerin Research Co. Ltd. He has proposed an industry-wide conference to deal with the "crisis" in tv rates, which he attributes to a false conception of television circulation.

Failing to sell all of their available announcement time, the English program contractors who provide the program material for that country's commercial tv stations have made various rate and as vice presidents, T. M. Atkinson, Du Pont revisions, including an offer to present clients one free spot for each one purchased to a guaranteed circulation plan, with cash rebates for advertisers whose tv messages do not reach the minimum number of homes guaranteed by the programmer. This situation, which Mr. Bolden called "crisis," has been otherwise described as a "readjustment."

"Even after six months' experience [with commercial television], it's amazing how many British firms are still basing their television programs on press style advertising," Mr. Boden said. "The excessive use of puns is typical of this.

"We have unmistakable evidence that British viewers don't resent straight commerce as such; what they do seem to resent is a commercial approach which tries to deceive them by 'gimmicks.' And we have discovered fresh evidence that there may be a 'satiation point' in certain advertising campaigns. It seems to apply mainly to brand leaders who rely on generalized utterances which short-circuit consumer interest."



"Everybody likes what KRIZ Phoenix has for sale—but Mommie says she feels better without it!"

Third Commercial Tv Station Begins Operation in Britain

BRITAIN'S third commercial tv station, serving the northern part of England with a transmitter at Winter Hill, near Manchester, began program service last Thursday. The station is programmed weekdays by Granada Tv and weekends by Associated Broadcasting Co. Top rate for the new station is 690 pounds ($1,932) for a 60-second spot between 7:25 and 9:30 p.m. weekday evenings (Friday, 7:25-10:05 p.m.). The rate for Sunday evening, 8-10 p.m., is 600 pounds ($1,680); for Saturday, 8:15-10 p.m., it is 500 pounds ($1,400).

British Commercial Tv Gains Cited in Six-Month Report

AFTER only six months of operation, British commercial television has made clear that it is a medium to be reckoned with in competition for the advertiser's pound. Of the total sum spent on advertising in Great Britain during the six months of commercial tv's existence there, 3% went into commercial tv, according to Sir Robert Fraser, head of the Independent Tv Authority. This percentage, Sir Robert said, compares favorably with U. S. results where tv, after three birthdays, earned only 2% of the total advertising dollar.

Figures released (five-month) show that between the inauguration of commercial tv in Britain (Sept. 22, 1955) and Feb. 19, 1956, a total of 91 advertisers spent £2,250,000 ($6.3 million) for tv sponsorship. Leading tv advertiser was Unilever, which invested £372,753, or $1,043,708. Unilever was followed by Lyons, Beechams, Shell, Cadbury, Hedley, *Daily Mail,* Guinness and Gillette.

INTERNATIONAL PEOPLE

David B. Rogers, editor of *Regina Leader-Post,* Regina, Sask. (CKCK-AM-TV Regina), elected president of Canadian Press, also becoming president of Broadcast News Ltd., subsidiary of CP. He succeeds **R. J. Rankin,** CHNS Halifax, N. S., and *Halifax Chronicle-Herald.* **K. R. Thomson,** president of CKGB Timmins, Ont., and *Kirkland Lake Northern News,* Kirkland Lake, Ont., elected director of CP, with **W. A. MacDonald,** *Edmonton Journal,* Edmonton, Alta. (CJCA Edmonton).

John T. Ross, general manager, Robert Lawrence Productions (Canada) Ltd., Toronto, subsidiary of Robert Lawrence Productions Inc., N. Y., producer of television commercials and other tv films, elected vice president of firm.

Henry E. Karpus, with E. W. Reynolds Ltd., Toronto, Ont., since 1950, to vice president in charge of radio and television.

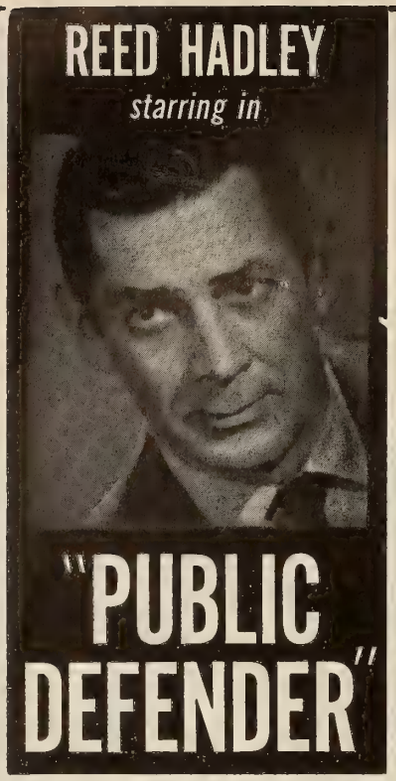




Voted **BUFFALO'S FAVORITES—** *Time After Time*

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.





He's a rugged, no hold-barred square shooter who works tirelessly to win a case. And a sizable section of the population is always on hand pulling for him.

In fact, even more women than men make up that big following of Reed Hadley in Public Defender.

Put this hard working, proven audience puller to work in your market. Whatever you're selling, the Public Defender series can influence a big jury of enthusiastic fans to choose your brands.



69 HALF HOURS

First run in many markets! Powerful re-run value in ALL markets!

Interstate
TELEVISION CORPORATION

NEW YORK 445 Park Ave. Murray Hill 8-2545 | CHICAGO 1250 S. Wabash WAbash 2-7937 | HOLLYWOOD 4376 Sunset Drive NOrmandy 2-9181

KLIF CHANGES GUARD HOURLY

A DOZEN disc jockeys in as many hours feature the new program schedule of KLIF Dallas, Tex. With its list of personalities for each hour between 6 a.m. and 6 p.m., the station claims to be the only station in the country with a different disc jockey on every hour of the day.

'SOUNDS' IDEA ON WMAL

WMAL Washington is airing a new Monday through Friday news-format series which is based on the recently discontinued ABC Radio *New Sounds for You*. The 7:30-8 p.m. series, *Events of the Day*, highlights a local news and feature summary (with an accent on on-the-spot interviews), stock market reports and weather.

The market reports are picked up from the network and are sponsored nationally by the Wall Street firm of Harris-Upham. Part of the remainder of the show has been sold to the local Carrier air-conditioner distributor.

'WWW' GIVES GUARDED RELEASE

NBC-TV's *Wide Wide World*, which is not reticient when it comes to telling U. S. televiewers where it's been, where it's going and how, last week invaded the "hush-hush" military world, revealing plans to stage a mock version of modern warfare next Sunday.

In conjunction with armed forces week, the *WWW* program this week will be "told explosively," according to an NBC spokesman. It will show detonations of simulated A-bombs at the U. S. Army's Fort Benning, Ga., and the U. S. Marine Corps' Quantico, Va., barracks; the shooting down of a B-17 drone by a squadron of fighters over "an undisclosed spot" somewhere in the U. S.; the firing—again "somewhere, etc."—of such guided missiles as the Nike, Honest John, Corporal, Matador and Terrier; an underwater trip in the Navy's new —and fastest—supersub, the *USS Albacore*, and just about every other phase of warfare that can be simulated without loss of life.

To keep things "orderly," military brass, including Gen. Maxwell D. Taylor, Gen. Nathan Twining, Adm. D. B. Duncan and Gen. Randolph Pate will be on hand. Commented NBC: "No further details on the operations can be released for security reasons."

TNT 100TH CLOSED-CIRCUIT

IN what is claimed to be the first use in closed-circuit tv history of transmission of both audio and video from a moving mobile tv unit, Theatre Network Television will "cover" the dedication May 16 of a new General Motors Corp. Technical Center to more than 18,000 GM officials, civic and industrial leaders. Originating from the new 330-acre, 26-building center at Warren, Mich., the telecast will feature a guided tour of the installation conducted by such executives as President Harlow H. Curtice, Research Vice President Dr. L. R. Hafstad and consultant Charles F. Kettering.

Marking the 100th closed-circuit telecast in TNT history—the third in GM's—the program follows TNT's coverage of the GM 50 millionth car celebration from Flint and the first transcontinental GM dealer-executive conference.

WOR HEARD IN EXTREME

A NEW Pulse study measuring the comparative outer-area strength by New York City radio stations has been released by Robert J. Leder, general manager of WOR New York, which ordered the study. According to Mr. Leder, the study shows that WOR delivers "the deepest outer-area penetration of any New York station; reaches 65% more outer-area families than the next station, and 387% greater audience than the fifth-ranking station." The study was conducted in 42 counties in eight states.

'Hammy' Show

HOGS had their day during a recent contest on WMT-TV Cedar Rapids, Iowa. Viewers were asked to judge the "hams," shown on WMT-TV's *Tv Almanac* over a period of three Saturdays. Different swine were shown each Saturday. To qualify, viewers had to judge all that were displayed. The animals had been pre-judged by Wilson & Co. pork experts.

Almanac sponsor, Rooster Mills, donated prizes to the winners and 50 pound bags of feed to all who submitted a complete entry—322 did.

JANE PICKENS ON 'WEEKDAY'

JANE PICKENS will serve as "human interest reporter" for NBC during her two months' stay in Europe, where she will tour the waterways of Holland, Norway, Sweden, Switzerland, Germany and France aboard her 70-foot yacht. "Cotton." Miss Pickens' observations and interviews with the "man in the street" and with celebrities will be taped and carried daily in segments of NBC's *Weekday* and *Monitor* programs, starting May 21.

VOICES OF ASIA BEAMED EAST

A RADIO series, *Voices of Asia*, featuring prominent Far Eastern government officials, scholars, journalists and students, heard twice each week in New York on WNYE (FM), Board of Education station (which produces the series) and WNYC, municipally owned and operated station, is being beamed abroad by the U. S. Information Agency's Voice of America. USIA's World Wide English Bureau said that the initial rebroadcast, in Hong Kong, "produced excellent reaction."

WISER GOBEL COMES HOME

NBC-TV's George Gobel paid a return visit last week to the station which gave him his start as a boy soprano 25 years ago. While in Chicago for the April 29 premiere of his first movie, "The Birds and the Bees," the comic visited *The Jack Stilwill Show* on WLS. NBC Radio broadcast first-night festivities, with Mr. Gobel and Tom Mercein, WMAQ Chicago, serving as co-m.c.s for the remote.

1-2 sales punch

in WESTERN MONTANA



MISSOULA, MONTANA

B·T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

MAY 1956

Total U. S. Stations on Air: 468
(Commercial: 448; Educational: 20)
Total Cities With Tv Stations: 299
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
►WABT (13) NBC, ABC; Blair; 366,400; N; $800
►WBIQ (*10)
►WBRC-TV (6) CBS; Katz; 366,400; N; $800
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
►WMSL-TV (23) CBS, NBC; McGillvra; 31,800; $150
DOTHAN—
►WTVY (9) CBS, ABC; Young; 36,200; $150
MOBILE—
►WALA-TV (10) NBC, ABC; Headley-Reed; 192,000; N; $450
►WKRG-TV (5) CBS; Avery-Knodel; 187,000; N; $400
MONTGOMERY—
►WCOV-TV (20) CBS, ABC; Raymer; 78,600; N; $200
►WSFA-TV (12) NBC; Katz; 129,000; N; $450
MUNFORD†—
►WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
►KVAR (12) NBC; Raymer; 148,880; N; $450
PHOENIX—
►KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
►KPHO-TV (5) Katz; 143,880; N; $360
►KTVK (3) ABC; Weed; 165,000; N, LF, LS; $400
TUCSON—
►KOPO-TV (13) CBS; Hollingbery; 53,869; $300
►KVOA-TV (4) NBC, ABC; Branham; 53,869; $300
KDWI-TV (9) 4/9/55-6/3/56; $350
YUMA†—
►KIVA (11) CBS, NBC; Raymer; 27,103; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
►KRBB (10) NBC; Pearson; 47,800; $200
FORT SMITH—
►KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,-604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
HOT SPRINGS—
KSPS (9) 2/16/56—Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
►KARK-TV (4) NBC; Petry; 152,653; N; $400
►KTHV (11) CBS; Branham; 158,669; N; $400
►KATV (7) (See Pine Bluff)
PINE BLUFF—
►KATV (7) ABC; Avery-Knodel; 118,694; N; $450
TEXARKANA—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC; Weed; 99,000; $275
►KERO-TV (10) NBC, CBS; Hollingbery; 196,000; N; $500
BERKELEY (SAN FRANCISCO)—
►KQED (*9)
CHICO—
►KHSL-TV (12) CBS, ABC, NBC; Avery-Knodel; 69,360; $250
CORONA†—
KCOA (52), 9/16/53-Unknown
EUREKA—
►KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 30,691; $200
FRESNO—
►KJEO (47) CBS, ABC; Branham; 173,000; N, LL; $500
►KMJ-TV (24) NBC; Raymer; 170,000; N, LF, LS; $550
KFRE-TV (12) 1/12/56-June; CBS; Blair; $650
KBID-TV (53) See footnote
LOS ANGELES—
►KABC-TV (7) ABC; 2,392,383; $2,000
►KCOP (13) Weed; 2,392,383; $1,250
►KHJ-TV (9) H-R; 2,392,383; N; $1,200
►KNXT (2) CBS; CBS Spot Sls.; 2,392,383; N, LS, LF, LL; $2,700
►KRCA (4) NBC, NBC Spot Sls.; 2,392,383; N, LS, LF, LL; $3,600
►KTLA (5) Raymer; 2,392,383; N, LS, LF, LL; $1,500
►KTTV (11) Blair; 2,392,383; $2,000
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
REDDING—
KVIP (7) 3/28/56-Unknown
SACRAMENTO—
►KBET-TV (10) CBS; H-R; 409,617; N, LF, LS; $700
►KCCC-TV (40) ABC; Weed; 165,000; $400
►KCRA-TV (3) NBC; Petry; 356,840; N, LF, LS; $650
KGMS-TV (46) 3/2/56-Unknown
SALINAS (MONTEREY)—
►KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
SAN DIEGO—
►KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $900
►KFSD-TV (10) NBC, ABC; Katz; 407,092; N; $800
SAN FRANCISCO—
►KGO-TV (7) ABC; Blair; 1,263,097; $1,350
►KPIX-TV (5) CBS; Katz; 1,263,097; N, LS; $1,500
►KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N, LS, LF, LL; $1,500
►KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
►KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
►KVEC-TV (6) ABC, CBS; Grant; 101,782; $200
SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC; Hollingbery; 227,-918; $450
STOCKTON†—
►KOVR (13) Blair; 1,165,825; $700
►KTVU (36)
TULARE (FRESNO)—
►KVVG (27) 150,000; $325

COLORADO

COLORADO SPRINGS—
►KKTV (11) CBS, ABC; Bolling; 61,701; $200
►KRDO-TV (13) NBC; Pearson; 49,000; $125
DENVER—
►KBTV (9) ABC; Peters, Griffin, Woodward; 368,526; $650
►KLZ-TV (7) CBS; Katz; 368,526; N; $700
►KOA-TV (4) NBC; NBC Spot Sls.; 368,526; N; $650
►KTVR (2) Hoag-Blair; 356,380; N; $400
►KRMA-TV (*6)
GRAND JUNCTION†—
►KREX-TV (5) NBC, CBS, ABC; Holman; $150
MONTROSE—
KFXJ-TV (10) 2/23/56-Unknown
PUEBLO—
►KCSJ-TV (5) NBC; Pearson; 56,000; $150

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
►WGTH-TV (18) CBS; H-R; 360,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/55
NEW BRITAIN—
►WKNB-TV (30) NBC; Bolling; 375,000; N; $500
NEW HAVEN†—
►WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
►WATR-TV (53) ABC; Stuart; 237,108; $200

DELAWARE

WILMINGTON—
►WPFH (12) NBC; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; Katz; 600,000; $1,200
►WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
►WTOP-TV (9) CBS; CBS Spot Sls.; 704,300; N, LS; $1,500
►WTTG (5) Raymer; 700,000; $600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
WESH-TV (2) McGillvra; 7/8/54-June '56
FORT LAUDERDALE—
►WITV (17) ABC; Forjoe; 330,610 (also Miami); $500
FORT MYERS†—
►WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
►WJHP-TV (36) ABC, NBC; Perry; 98,896; N; $200
►WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 367,238; N; $700
WQIK-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
►WGBS-TV (23) NBC; Katz; 278,869; N; $400
►WTHS-TV (*2)
►WTVJ (4) CBS, ABC; Peters, Griffin, Woodward; 365,000; N, LL, LF, LS; $1,000
►WITI (17) See Fort Lauderdale
WCKT (7) 1/19/56-7/1/56; NBC Spot Sales
WMFL (33) 12/9/53-Unknown
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC; Hoag-Blair; 160,000; N; $250
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55
PANAMA CITY—
►WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
►WEAR-TV (3) ABC, CBS; Hollingbery; 145,500; N; $300
WPFA-TV (15) See Footnote
ST. PETERSBURG†—
►WSUN-TV (38) ABC; Venard; 208,791; $400
TAMPA—
►WFLA-TV (8) NBC; Blair; 319,542; N, LF, LS; $600
►WTVT (13) CBS; Avery-Knodel; 301,900; N, LF, LS; $600
WEST PALM BEACH—
►WEAT-TV (12) ABC; H-R; 301,875; $200
►WJNO-TV (5) NBC, CBS; Venard; 301,875; $275
WIRK-TV (21) See footnote

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B·T TELESTATUS

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LF, LS; $1,000
► WLWA (11) ABC; Crosley; 586,000; $800
► WSB-TV (2) NBC; Petry; 545,210; N, LS, LF; $1,000
WATL-TV (36) See footnote
WETV (*30) 3/21/56-Unknown

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 188,002; N; $300
► WRDW-TV (12) CBS; Branham; 169,000; $300

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327; N; $300

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,230; $150

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Hoag-Blair; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,142; $250

THOMASVILLE†—
► WCTV (6) CBS, NBC, ABC; Meeker; 80,000; $200

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 62,825; $200
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 53,200; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 52,899; $175

LEWISTON†—
► KLEW-TV (3) CBS, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 19,700; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $200

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 336,900; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,323,200; $2,400
► WGN-TV (9) Hollingbery; 2,300,000; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,287,000; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,000; $150

DECATUR—
► WTVP (17) ABC, NBC; Bolling; 188,800; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► WTVH (19) CBS, ABC; Petry; 164,045; N; $450
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 272,695; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 273,450; N; $800

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 647,781 (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC; H-R; 222,450; $300

EVANSVILLE—
► WFIE (62) ABC, NBC; Venard; 126,088; $350
► WEHT (50) See Henderson, Ky.
WTVW (7) 12/21/55-Unknown

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 180,000; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 176,700; N, LL, LS; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 191,760; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 325,977; N; $325
► WMT-TV (2) CBS; Katz; 331,111; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 284,500; N, LL, LS; $700
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200

OTTUMWA—
► KTVO (3) CBS, NBC; Bolling; 189,849; N; $300

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $350

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-Unknown

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 176,097; $250

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 234,125; N; $500
► KAKE-TV (10) See Wichita
KARD-TV (3) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 158,505; $300

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 521,615; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LF, LS; $550
► KTVH (12) See Hutchinson
KEDD (16) See footnote

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 98,722; N; $250

LEXINGTON†—
► WLEX-TV (18) NBC, ABC; Bolling; $190
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe: 1/15/53-Unknown

OWENSBORO—
Aircast Inc. (14) 3/14/56-Unknown

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

New Tv Stations

THE following tv stations started regular programming within the past month:

WRGP-TV Chattanooga, Tenn. (ch. 3); WDMJ-TV Marquette, Mich. (ch. 6); KSHO-TV Las Vegas, Nev. (ch. 13); KETA Oklahoma City (ch. *13); WSPA-TV Spartanburg, S. C. (ch. 7); WRVA-TV Richmond, Va. (ch. 7), and WTVE Elmira, N. Y. (ch. 24).

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA†—
► KALB-TV (5) NBC, ABC, CBS; Weed; 107,600; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 151,669; N; $300

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 72,000; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 98,983; $250
► KTAG (25) CBS; Young; 62,167; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 292,000; N; $400
KLSE (*13) 12/14/55-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 387,854; N, LF, LL; $850
► WJMR-TV (20) CBS, ABC; Bolling; 162,562; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55
WYES (*6) 2/17/56-Unknown

SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 249,895; $400

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 250,000; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 185,000; N; $400

PRESQUE ISLAND—
WAGM-TV (8) 3/27/56-Unknown

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 669,325; $1,100
► WBAL-TV (11) NBC; Petry; 669,325; N, LS, LF, LL; $1,250
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 55,155; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N; $2,000
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 8/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See Footnote

PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (temporarily off air because of wind damage)

SPRINGFIELD—
► WHYN-TV (40) CBS; Branham; 220,000; $400
► WWLP (22) NBC, ABC; Hollingbery; 220,000; N, LS; $500

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 312,555; N; $500

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 355,196; $300

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,610,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,568,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100. (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Fall

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 586,604; N; $1,175
WMCN (23) 9/2/54-Unknown

IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown

KALAMAZOO—
► WKZO-TV (3) CBS, ABC; Avery-Knodel; 599,570; N; $1,000

LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 441,300; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200

MARQUETTE†—
► WDMJ-TV (6) Weed

SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375

TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 55,303; $120

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 115,126; $200

DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 131,500; $400
► WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote

MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) Avery-Knodel; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 615,000; $800

ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 120,000; N; $250

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)

COLUMBUS†—
WCBI-TV (4) CBS, NBC; McGillvra; 7/28/54-7/13/56

HATTIESBURG†—
WDAM-TV (9) NBC, ABC; Pearson; 5/4/55-June '56

JACKSON—
► WJTV (12) CBS, ABC; Katz; 147,000; $360
► WLBT (3) NBC; Hollingbery; 175,000; N; $300

MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote

TUPELO†—
WTWV (9) 12/8/54-Summer

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC; Headley-Reed; 155,400; N; $400

COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 95,473; $250

HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS; Weed; 149,060; N; $250
► WGEM-TV (10) See Quincy, Ill.

JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 87,815; $250

JOPLIN—
► KSWM-TV (12) CBS; Venard; 112,750; N; $225

KANSAS CITY—
► KCMO-TV (5) CBS, ABC; Katz; 567,690; N; $1,000
► KMBC-TV (9) CBS; Peters, Griffin, Woodward; 567,690; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 567,690; N, LS, LF; $960

ST. JOSEPH—
► KFEQ-TV (2) CBS; Headley-Reed; 156,169; $300

ST. LOUIS—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 908,252; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 422,422; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500

SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200

SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 111,146; N; $250
► KYTV (3) NBC; Hollingbery; 103,040; N; $275

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 27,500; $150
KGHL-TV (8) 11/23/55-Unknown

BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50

GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Hoag-Blair; 26,700; $150

MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 24,660; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; 70,278; N; $200

HAYES CENTER†—
► KHPL-TV (2) (Satellite of KHOL-TV Holdrege)

KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 92,726; N; $250

LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 154,278; $400
► KUON-TV (*12)

OMAHA—
► KMTV (3) NBC, ABC; Petry; 360,854; N, LS, LF, LL; $800
► WOW-TV (6) CBS; Blair; 360,854; N; $800
Herald Corp. (7) 4/27/56-Unknown

SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $225

LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 29,003; $250
► KLRJ-TV (2) See Henderson
► KSHO-TV (13) Forjoe

RENO—
► KZTV (8) CBS, ABC, NBC; Pearson; 21,420; $300
KAKJ (4) 4/19/56-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown

MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS, NBC; Weed; 1,127,959; $600

MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote

ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown

CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown

NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000

NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 72,140; $300
► KOAT-TV (7) ABC; Hollingbery; 62,000; $200
► KOB-TV (4) NBC; Branham; 72,140; $325

CARLSBAD†—
KAVE-TV (6) Branham; 6/22/55-June

CLOVIS—
KICA-TV (12) 2/23/56-Unknown

ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker, Melville; 34,687; $150

SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WCDA (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N; $475
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) See footnote
WTVZ (*17) 7/24/52-Unknown

BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; 402,170; $800
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown

BUFFALO—
► WBEN-TV (4) CBS; Harrington, Righter & Parsons; 525,819 (plus 605,479 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Peters, Griffin, Woodward; 529,606 (plus 549,064 Canadian coverage); N; $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52—Unknown
Great Lakes Tv Inc. (7) initial decision 1/31/56

CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC; Weed; 84,619 (plus 50,100 Canadian coverage); $200

ELMIRA—
► WTVE (24); Forjoe
Central New York Bcstg. Cop. (18) 4/4/56-July

HAGAMAN—
►WCDB (29) (satellite WCDA Albany, N. Y.)

ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown

LAKE PLACID† (PLATTSBURG)—
► WPTZ (5) NBC, ABC; McGillvra; 112,000 (plus 150,000 Canadian coverage); $250

NEW YORK—
► WABC-TV (7) ABC; Blair; 4,730,000; $3,750
► WABD (5) Avery-Knodel; 4,730,000; N, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $6,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $6,200
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC; Meeker; 40,600; $100

ROCHESTER—
► WHAM-TV (5) NBC; Hollingbery; 325,000 (not including 75,000 Canadian coverage); N; $700
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $750
WCBF-TV (15) 6/10/53-Unknown
WROH (*21) 7/24/52-Unknown

SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 484,500; N; $1,100

SYRACUSE—
► WHEN (8) CBS, ABC; Katz; 371,330; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 372,160; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown

UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 206,500; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 40,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 372,920; $400

CHAPEL HILL†—
► WUNC-TV (*4) 377,350

CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55

DURHAM—
► WTVD (11) NBC, ABC; Petry; 281,390; N; $550

FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young; 39,340; $150

GASTONIA†—
WTVX (48) 4/7/54-Unknown

GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 408,811; N, LF, LS; $650

GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 164,980; $350

NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown

RALEIGH—
► WNAO-TV (28) CBS, ABC; Avery-Knodel; 285,500; N; $325
Capitol Bcstg. Co. (5) Initial Decision 4/19/55

WASHINGTON—
► WITN (7) NBC; Headley-Reed; 144,005; N; $325

WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $200
WTHT (3) 2/17/54-Unknown

WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 521,776; N; $550
► WTOB-TV (26) ABC; Venard; 121,430; $200

NORTH DAKOTA

BISMARCK—
► KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 30,450; $200
► KBMB-TV (12) CBS; Weed; 23,000; N; $150

FARGO†—
► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 86,600; $400

GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 33,000; N; $200

MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown

VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 104,000; N, LF, LS; $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300

ASHTABULA†—
► WICA-TV (15) 116,285; $200

CANTON†—
Tri-Cities Telecasting Inc. (29) 3/22/56-Unknown

CINCINNATI—
► WCET (*48) 2,000
► WCPO-TV (9) ABC; Blair; 767,729; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown

CLEVELAND—
► WEWS (5) ABC; Blair; 1,217,000; N; $1,000
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,217,000; N, LS, LF; $1,800
► WJW-TV (8) CBS; Katz; 1,159,640; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00			*American Forum* L
1:15			
1:30			*Frontiers of Faith* L
1:45			
2:00			*Princeton '56* L
2:15			
2:30			*Youth Wants to Know* L
2:45			
3:00			*Dr. Spock* L
3:15			
3:30			*Zoo Parade* L
3:45			
4:00	*Dean Pike* L		(4/8) NBC Opera Theatre
4:15			
4:30	*College Press Conference* L	*Adventure*	(5/6, 5/27) Hallmark Hall of Fame
4:45			
5:00		*Face the Nation*	5/13. 5/20) Wide, Wide World
5:15	Hartz Mountain Products Super Circus L		
5:30		The CBS Sunday News	*Outlook* L&F
5:45			
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	Chrysler It's A Great Life F
7:15			
7:30		Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F
7:45	Pearson Pharmacal Evinrude Motors J. H. Breck P&G Colgate Mobile Hms. Famous Film Festival (Partici-pating) F		
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	AVCO Jergens Brown & Williamson NBC Comedy Hour L 7:30-9 p.m. (1 wk. of 4) Sunday Spectaculars
8:15			
8:30			
8:45			
9:00		Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15	Pharmaceu-ticals Ted Mack Amateur Hour L		
9:30		Bristol-Myers Hitchcock Presents F	
9:45			
10:00	*Outside U.S.A.* L	P. Lorillard (Alt. wks.) Revlon The $64,000 Challenge	Kleenex P&G Loretta Young F
10:15			
10:30		Helene Curtis (Alt. wks.) Remington What's My Line L	White Owl Cigars' National Bowling Champions
10:45			

MONDAY

	ABC	CBS	NBC
Noon		Scott Paper Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tennessee Ernie Ford* L
12:15			
12:30			Colgate-Palmolive Feather Your Nest L
12:45			
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		Robert Q. Lewis (Sust.)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Partici-pating) Color L
3:15			
3:30		Bob Crosby (See Foot-notes)	
3:45	Afternoon Film Festival F&L Participating (see footnote)		
4:00		P&G The Brighter Day / Am. Home Pr. Secret Storm	Borden Co. Date With Life L
4:15			*Modern Romances* L
4:30		P&G The Edge of Night	*Queen For A Day* L
4:45			
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	Co-op Kukla, Fran&Ollie L		
7:15	Daly-News	Whitehall News L	
7:30	*Twilight Theatre*	Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	G. MacRae Lever Bros. L / Camel Caravan L
7:45			
8:00	Studebaker Packard TV Readers Digest F	Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L
8:15			
8:30	Firestone Voice of Firestone L	Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	
8:45			
9:00		P&G (Alt. wks.) Gen. Foods I Love Lucy	GE & G&P Medic F
9:15			
9:30	Film Fair Participating F&L	General Foods December Bride	Johnson Wax alt. with Schick
9:45			
10:00			Robert Montgomery Presents L
10:15		Westing-house Studio One L	
10:30			
10:45			

TUESDAY

	ABC	CBS	NBC
Noon		Wssn Oil Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tennessee Ernie Ford* L
12:15			
12:30			Colgate-Palmolive Feather Your Nest L
12:45			
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		Robert Q. Lewis (Sust.)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Partici-pating) Color L
3:15			
3:30		Bob Crosby (See Foot-notes)	
3:45	Afternoon Film Festival F&L Participating (see footnote)		
4:00		P&G The Brighter Day / Am. Home Pr. Secret Storm	Borden Co. Date With Life L
4:15			*Modern Romances* L
4:30		P&G The Edge of Night	*Queen For A Day* L
4:45			
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30		Pall Mall News L	
6:45			
7:00	*Kukla, Fran & Ollie*		
7:15	Daly-News	Pall Mall News L	
7:30	L&M Gen. Elec. Monsanto Warner Bros. Presents F	Whitehall (Alt. wks.) Lanolin Plus Name That Tune	Chevrolet Dinah Shore Show L / Camel News Caravan L
7:45			
8:00		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Sunbeam RCA Whirlpool M. Raye Show
8:15			
8:30	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F	Maytag Co. (Alt. wks.) Sheaffer Navy Log F	M. Berle Show / Chevrolet Chevy Show L
8:45			
9:00	American Tobacco alt. Dodge Danny Thomas F	Pharmaceu. Lombardo's Diamond Jubilee	P&G J. Wyman's Fireside Theatre F
9:15			
9:30	duPont Cavalcade Theatre F	S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights 56 L
9:45			
10:00	*Tomorrow's Careers* L	Revlon The $64,000 Question L	
10:15			
10:30		G.M. Frigidaire Do You Trust Your Wife?	Lever Bros. A.C. Spark Plug Big Town F
10:45			

WEDNESDAY

	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady / Amer. Home Products Love of Life / P&G Search for Tomorrow / P&G Guiding Light L	*Tennessee Ernie Ford* L
12:15			
12:30			Colgate-Palmolive Feather Your Nest L
12:45			
1:00		*Jack Paar Show* F	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		Robert Q. Lewis (Sust.)	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Partici-pating) Color L
3:15			
3:30		Bob Crosby (See Foot-notes)	
3:45	Afternoon Film Festival F&L Participating (see footnote)		
4:00		P&G The Brighter Day / Am. Home Pr. Secret Storm	Borden Co. Date With Life L
4:15			*Modern Romances* L
4:30		P&G The Edge of Night	*Queen For A Day* L
4:45			
5:00			*Pinky Lee Show* L
5:15	Mickey Mouse Club (see footnote) F		
5:30			Howdy Doody (See Footnote)
5:45			
6:00			
6:15			
6:30		Whitehall News L	
6:45			
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News	Whitehall News L	
7:30	American Motors American Dairy Derby Foods Disneyland F	*Brave Eagle*	Coca-Co Eddie Fis Show L / Plymou News Carava L / Kodak Screen Directo Playhou F
7:45			
8:00		Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	Scott Father Knows Best F
8:15			
8:30	Gen. Foods Pearson Pharm. Dunninger F		
8:45			
9:00	Pharmaceu-ticals Inc. Knomark Masq. Party L	Colgate The Millionaire F	Kraft Foods Televisio Theatre L
9:15			
9:30	Dodge Break the Bank L	R. J. Reynolds I've Got A Secret L	
9:45			
10:00			P&G This Is Your Life
10:15	Pabst Brewing Co. Mennen Co. Wednesday Night Fights L	General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	
10:30			Whitehe Pharma Midwest Hayrid
10:45			

	THURSDAY			FRIDAY			SATURDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
AFTERNOON									
Noon		Toni Valiant Lady	*Tennessee Ernie Ford* L		Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L		National Dairy The Big Top L	Heinz Capt. Gallant F
12:15		Amer. Home Products Love of Life			Amer. Home Products Love of Life				
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L			*Paul Winchell* L
12:45		P&G Guiding Light L			P&G Guiding Light L				
1:00		*Jack Paar Show* F			*Jack Paar Show* F			Gen. Mills The Lone Ranger F	
1:15									
1:30		P&G As The World Turns			P&G As The World Turns				
1:45									
2:00		Robert Q. Lewis (Sust.)			Robert Q Lewis (Sust.)			Baseball Preview Colgate-Palmolive (Alt. wks.) Brown & Williamson (10 min.)	
2:15									
2:30		Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)				
2:45									
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L			
3:15									
3:30	Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)		Afternoon Film Festival F&L Participating (see footnote)	Bob Crosby (See Footnotes)			Falstaff Brewing co-sponsor. American Safety Razor Game of the Week	
3:45									
4:00		P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L			
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L		Am. Home Pr. Secret Storm	*Modern Romances* L			
4:30		P&G The Edge of Night	*Queen For A Day* L		P&G The Edge of Night	*Queen For A Day* L			
4:45									
5:00			*Pinky Lee Show* L			*Pinky Lee Show* L			
5:15	Mickey Mouse Club (see footnote) F			Mickey Mouse Club (see footnote) F					
5:30			Howdy Doody (See Footnote)			Howdy Doody (See Footnote)	Joe Lowe Corp. The Gabby Hayes Show F		*Watch Mr. Wizard* L
5:45									
EVENING									
6:00									
6:15									Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L
6:30									
6:45		News L			Whitehall News L				
7:00	*Kukla, Fran & Ollie*			*Kukla, Fran & Ollie*				Wrigley Gene Autry Show F	
7:15	Time Inc. Daly-News	News L		Daly-News	Whitehall News L				
7:30	Am. Dairy Gen. Mills Lone Ranger F	Quaker Oats Sgt. Preston of the Yukon F	Dinah Shore Show Chevrolet L	National Biscuit Rin Tin Tin F	Colgate-Palmolive Co My Friend Flicka	Coca-Cola Eddie Fisher Show L	American Chicle Co. & Co-op Ozark Jubilee L	Sylvania Beat the Clock L	Speidel Purex The Big Surprise L
7:45			Camel News Caravan L			Plymouth News Caravan L			
8:00	Eddy Arnold Show L	R. J. Reynolds Bob Cummings Show F	DeSoto-Plymouth You Bet Your Life F	Norwich Hotpoint Quaker Oats Ozzie and Harriet F	General Foods Mama L	P. Lorillard Truth or Consqnces. F		Buick Jackie Gleason Show	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L
8:15							Ralston Grand Ole Opry (Every fourth week)		
8:30	Necchi Quality Goods Stop the Music L	Chrysler Motors Climax—Shower of Stars L	Chesterfield Dragnet F	Chevrolet Crossroads F	General Foods Our Miss Brooks	Gulf Life of Riley F		Nestle Stage Show	
8:45									
9:00	Brillo Star Tonight L		Borden Co. The People's Choice F	Helene Curtis Wine Corp. Dollar A Second L	R.J.Reynolds (Alt. wks.) C'gate P'olive The Crusader F	Simoniz & Amer. C&C Big Story F	Dodge Div. The Lawrence Welk Show L	P. Lorillard (Alt. wks.) Bulova Wtch. Two for the Money L	Toni Papermate People Are Funny F
9:15									
9:30	Western U. Down You Go L	Singer Sew'g (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Ford Theatre F	Sterling Drug The Vise F	Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F		P&G It's Always Jan F (3 of 4 wks.)	Texaco Star Theatre J. Durante F
9:45									
10:00	*Dotty Mack Show*	Toni Co. (Alt. wks.) Hazel Bishop The Arthur Murray Prty	Lever Bros. Lux Video Theatre L	Ralston Ethel & Albert L	Brown & Williamson (Alt. wks.) P&G Lineup F	Gillette Cavalcade of Sports L	Emerson Drg. Mathiesson Chance of a Lifetime L	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Geo. Gobel Show L
10:15									
10:30		Quiz Kids (Sust.)			Amer. Oil Hamm Elgin Person to	State Farm Red Barber's Corner L		Anheuser-Busch Runyon Theatre	Am. Tobacco Warner Lambert Your Hit
10:45									

MORNING

SATURDAY

CBS: Capt. Kangaroo, 9-9:30 a.m.; General Foods Mighty Mouse Playhouse, 10:30-11 a.m., alt. weeks; Winky Dink and You, 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.
NBC: Pinky Lee Show, 10-10:30 a.m.; Paul Winchell Show (Tootsie Rolls), 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Mr. Wizard, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:15-12 noon.
NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Search For Beauty (Antell), 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Best Foods, Pharmaco, General Foods (Jell-O), Union Underwear, Kendall Co., Sterling Drugs, Breck Inc., Pearson Pharmacal, Hoover Co. Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vicks.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Thurs. Hazel Bishop Alt. wks. Toni, Fri. General Mills. 10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue. Kellogg, Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever. 10:30-45 Fri. Hazel Bishop alt. wks. CBS-Hytron. 10:45-11 Fri. S.O.S., alt. wks. Best Foods. 11-11:15 Fri. Yardley. 11:15-11:30 Fri. alt. wks. Converted Rice.

Arthur Godfrey 10:30 - 10:45 a.m. Mon.-Wed. Easy Washing, Tue., Corn Products exp. 5/15, 10:45-11 a.m. Mon., Tues., & Wed., Bristol-Myers; Thurs., American Home.

Arthur Godfrey—11-11:15 a.m. Mon.-Wed., Lever Bros.; Tues.-Thurs., Kellogg; 11:15-30 a.m. Mon.-Thurs., Pillsbury.

House Party. 2:30-45 Mon., Wed., Fri. Lever; Tue.-Thu. Kellogg. 2-45-3 p.m. Mon.-Thu. Pillsbury, Fri. Hawaiian Pineapple.

Bob Crosby—3:30-45 p.m. Mon. Scott Paper Co., Tue. Wesson Oil, alt. wks. Carnation, Wed. Gerber Prod. Thu. Toni Fri. S.O.S. alt. wks. Hazel Bishop 3:45-4 p.m. Mon. Procter & Gamble. Wed., Fri.—General Mills. Tue.-Miles Labs Thu.-Scott Paper Co.
Ford Star Jubilee, every 4th Saturday 9:30-11 p.m.
See It Now; Shulton Inc., 5/17; 10-11 p.m.

NBC—Howdy Doody Mon.-Fri. 5:30-6 p.m.—Campbell Soup Colgate-Palmolive, Continental Alt. wks. Bulova Watch Co. Kellogg, Luden's, Standard Brands, Welch Grape Juice.
Ding Dong School—Mon.-Fri. 10-10:30 a.m. Colgate Palmolive, General Mills, Gerber, International Shoe, Manhattan Soap, Procter & Gamble, Wander.

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B•T TELESTATUS

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 485,583; N; $825
► WLWC (4) NBC; WLW Sls.; 351,000; N; $800
► WTVN-TV (6) ABC; Katz; 381,451; $600
► WOSU-TV (*34)

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,660; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 88,519; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 358,740; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 181,200; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 180,848; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC; Pearson; 50,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 89,609; N; $225

ARDMORE—
KVSO-TV (12) NBC 5/12/54-7/29/56

ENID—
► KGEO-TV (5) ABC; Pearson; 250,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
► KTVX (8) ABC; Avery-Knodel; 317,000; $450

OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 363,285; N; $800
► WKY-TV (4) NBC, ABC; Katz; 363,285; N, LS, LF, LL; $800
KTVQ (25) See Footnote

TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $750
► KVOO-TV (2) NBC; Blair; 319,312; N; $700
► KTVX (8) (See Muskogee)
KCEB (23) See footnote
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 61,550; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Summer '56

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 35,200; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery, 340,000; N; $600
► KOIN-TV (6) CBS; CBS Spot Sls.; 340,000; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KTLV (8) North Pacific Tv Inc. 6/23/55-Unknown

ROSEBURG†—
► KPIC (4) Hollingbery

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $600

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 93,423; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Headley-Reed; 241,449; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 975,131; N, LL, LS, LF; $750

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,105,636; N, LS, LF; $2,875
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,090,000; N; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55—Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Peters, Griffin, Woodward; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 400,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WKJF-TV (53) See footnote
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial decision—4/23/56

READING—
► WHUM-TV (61) CBS, ABC; H-R; 211,900; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 200,000; $225
► WGBI-TV (22) CBS; H-R; 276,000; N; $400
► WTVU (73) Everett-McKinney; 195,000; $200

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 296,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 280,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '56

YORK—
► WNOW-TV (49) Keller; 116,500; $200
► WSBA-TV (43) ABC; Young; 116,500; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
► WAIM-TV (40) CBS; Headley-Reed; 127,550; N; $200

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 245,544; N; $300
► WUSN-TV (2) NBC, ABC; H-R; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 200,179; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 122,065; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,410; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 435,667; N; $450
WGVL (23) See Footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; $525

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 17,042; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 180,033 (includes coverage of satellite KDLO-TV Florence); $425

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) CBS, ABC; Branham; 177,835; N; $450
► WRGP-TV (3) NBC; H-R; $400

JACKSON—
► WDXI-TV (7) CBS, ABC; Burn-Smith; 102,385; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 229,130; N; $600
► WTSK-TV (26) CBS, ABC; Pearson; 155,877; N; $300
WBIR-TV (10) 1/13/56-Unknown

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 414,392; $700
► WMCT (5) NBC; Blair; 419,500; N; $800
► WREC-TV (3) CBS; Katz; 401,127; $700
WKNO-TV (*10) 11/23/55-Unknown

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 455,753; N; $650
► WSIX-TV (8) ABC; Hollingbery; 277,030; $425
► WSM-TV (4) NBC; Petry; 277,305; N, LF, LS; $700

TEXAS

ABILENE—
► KBRC-TV (9) NBC, ABC; Pearson; 59,760; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 84,641; $300
► KGNC-TV (4) NBC; Katz; 84,641; N; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 156,261; N; $400

BEAUMONT—
► KBMT (31) ABC, NBC; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 109,000; N, LF; $350

BIG SPRING—
► KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150

CORPUS CHRISTI†—
► KVDO-TV (22) NBC, ABC, CBS (per program basis); Young, 53,500; $200
KRIS-TV (6) Peters, Griffin, Woodward; 12/9/55-May
K-Six Tv Inc. (10) Initial Decision 1/20/55

DALLAS —
► KRLD-TV (4) CBS; Branham; 564,080; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 564,080; N; $1,000

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 89,256; N; $450
► KTSM-TV (9) NBC; Hollingberry; 84,821; N; $325
KOKE (13) H-R; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 575,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 570,000; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 485,000; N; $1,000
► KTRK (13) ABC; Blair; 485,000; N, LF, LS; $700
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 10,300; $150

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 116,237; N; $350
► KDUB-TV (13) CBS; Branham; 122,150; N, LS, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) NBC; Venard; 50,150; $150 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND—
► KMID-TV (2) NBC, ABC, CBS; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $225

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; 44,309; $200

SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 62,000; $200
► KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 305,153; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 305,153; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) Initial Decision 6/16/55

SWEETWATER—
► KPAR-TV (12) CBS; Branham; 62,469; N, LF, LS; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 145,190; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC, NBC (per program basis); Venard; 161,840; N; $260

TYLER—
► KLTV (7) NBC, ABC, CBS; Pearson; 108,000; $250

WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Pearson; 123,000; N; $250

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 83,704; (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 105,135; N; $300
► KSYD-TV (6) CBS; Hoag-Blair; 105,030; $300

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 208,336; N; $600
► KTVT (4) NBC; Katz; 208,336; N; $600
► KUTV (2) ABC; Hollingbery; 208,336; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 148,886; $300

VIRGINIA

BRISTOL†—
WCBY-TV (5) Gill-Perna; 4/13/56-Unknown

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
► WVEC-TV (15) See Norfolk

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Pearson; 135,552; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS; Hollingbery; 308,675; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; 397,728; N, LF, LS; $875
► WTOV-TV (27) 210,000; McGillvra; $380
► WVEC-TV (15) NBC; Avery-Knodel; 174,000; N; $350
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
► WXEX-TV (8) See Richmond

RICHMOND—
► WRVA-TV (12) CBS; Harrington, Righter & Parsons
► WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS; $750
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 437,875; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 228,583; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 500,500; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 506,440; N, LL, LF, LS; $950
► KTNT-TV (11) CBS; Weed; 506,100; N; $900
► KTVW (13) Hollingbery; 496,742; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 166,950; N, LF, LS; $550
► KREM-TV (2) ABC; Petry; 172,798; N, LF, LS; $350
► KXLY-TV (4) CBS; Avery-Knodel; 173,358; N, LL, LF, LS; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC; Katz; 209,757; N; $200

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 398,381; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
WBLK-TV (12) Branham; 2/17/54-Spring '56

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC; Petry; 203,000; N; $450
► WSAZ-TV (3) NBC; Katz; 650,846; N, LL, LF, LS; $800

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; 35,902; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,500; N; $500
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 122,560; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 247,000; $500
► WFRV-TV (5) ABC, CBS; Headley-Reed; 239,340; N; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 110,000 $360

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 127,250; N; $250
► WMTV (33) ABC, NBC; Bolling; 140,000; $280
WISC-TV (3) 12/7/55-June; Hollingbery; $500

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 211,440; $250

MILWAUKEE—
► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown
WITI-TV (6) 6/29/55-5/21/56; Branham; $600

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Peters, Griffin, Woodward; 127,800; $400
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC (per program basis); Meeker; 89,400; $250

WHITEFISH BAY—
WITI-TV (6) 6/29/55-May 21; Branham; $600

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, Day; 23,000; $150
► KTVA (11) CBS; Alaska Radio-Tv Sls.; 22,500; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 8,600; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 8,600; $135

JUNEAU†
► KINY-TV (8) CBS; Alaska Radio-Tv Sls.

GUAM

AGANA†—
► KUAM-TV (8) 3/28/56-Unknown

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Peters, Griffin, Woodward; 90,175 (includes Hilo and Wailuku satellites); $300
► KONA (2) NBC; NBC Spot Sls.; 87,000 (including Wailuku satellite); $300
► KULA-TV (4) ABC; Young; 85,642; $300

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
► KMVI-TV (12) (Satellite of KONA Honolulu); $27

PUERTO RICO

CAGUAS†—
American Colonial Bcstg. Corp. (11) 4/25/56-Unknown

MAYAGUEZ†—
► WORA-TV (5) CBS; Young; 35,000; $150

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 100,000; $200
► WKAQ-TV (2) CBS; Inter-American; 104,778; $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870

BRANDON, MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 11,713; $170

CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 45,000; $260

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 40,000; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; 26,000; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 484,196; $450

KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; 55,000; $250

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 268,450; $350

LETHBRIDGE, ALTA.—
► CJLH-TV (7) CBC; All-Canada, Weed; 9,200; $160

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $370

MONCTON, N.B.—
► CKCW-TV (2) CBC; Young, Stovin; 32,000; $200

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 337,000; $900
► CBMT (6) CBC, NBC, ABC, CBS; 460,000; $680

OTTAWA, ONT.—
► CBOFT (9) CBC; CBC; 42,000; $230
► CBOT (4) CBC; CBC; 79,000; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC, CBS, NBC; All-Canada, Weed; 33,000; $230

PORT ARTHUR, ONT.†—
► CFPA-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,000; $170

QUEBEC CITY, QUE.—
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, CBS, ABC; All-Canada, Weed; 25,000; $235

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 2,500; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 62,550 (including U. S.); $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 10,650; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 30,000, $230

SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC; All-Canada, Weed; 14,000; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 18,103; $200

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 32,000; $240

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC; CBC; 440,000; $950

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 142,000; $500

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; 1,588,000; $450

WINGHAM, ONT.—
► CKNX-TV (8) CBC; All-Canada, Young; 70,000; $200

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 69,000; $320

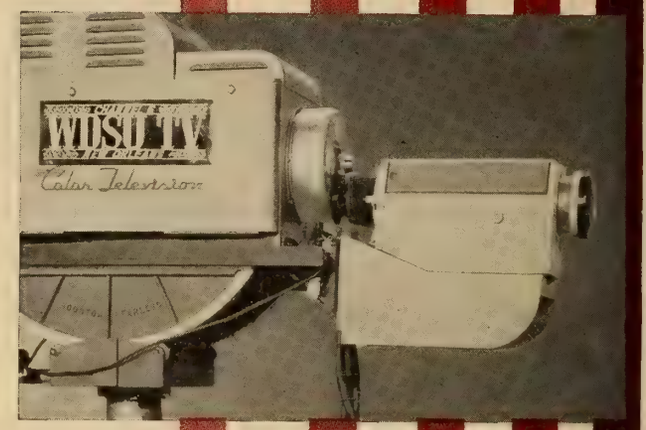
MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)
► XETV (6) ABC; Weed; 324,558; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WTRI (TV) Albany, N. Y.; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla.; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita, Kan.

"...in order to make a color camera versatile we use a [GPL] Vari-Focal Lens..."





says Mr. Edgar B. Stern, Jr., President, WDSU-TV, New Orleans, as reported in *Broadcasting-Telecasting*, Jan. 16, '56.

Color or black-and-white—the GPL Vari-Focal Lens doubles the versatility and usefulness of any camera with which it is used.

As WDSU-TV and many other stations have found, with a Vari-Focal Lens you can handle an entire show with one camera. In fact you can perform most work ordinarily requiring two chains, for the GPL Vari-Focal Lens can zoom continuously from a long shot to an extreme close-up without disturbing pick-up continuity or camera orientation. Speed of full zoom is variable from 2 to 30 seconds.

The Vari-Focal Lens is completely color-corrected, and fits all monochrome and color image-orthicon cameras.

Equally useful in studio and field, the GPL Vari-Focal Lens has a focal range nearly twice that of any other lens in the industry. It can make a 10:1 change in focal length in two 5:1 steps—from 3" to 15" and 6" to 30". Once the camera is focused, the object remains sharp, including corners, as the focal length is varied.

Silently motor-driven, the lens can be operated from camera or control room. A new feature, manual focus control, is now available. With this control, located at the cameraman's fingertips, changes in focal plane can be made by simple turns of the knob.

And, of course, the GPL Vari-Focal Lens has same standard of resolution as high-quality camera lenses of fixed focal length. Its field is flat over the entire range.

No wonder the GPL Vari-Focal Lens is used by progressive stations all over the country. They know that there is no more effective way to multiply the usefulness of their camera equipment.

All three of the big TV networks have multiple installations

Find out for yourself just how versatile a TV camera can be—write or phone us for full information or a demonstration of the GPL Vari-Focal Lens.

GPL

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EDUCATION

Radio-Tv Workshop Scheduled by NYU

SIXTEEN guest lecturers are slated for the six-week session of New York U.'s 21st annual summer workshop in Television and Radio, which will start June 25 at NYU's Washington Square Center in New York. The workshop covers studio operations, tv directing, basic drama direction, acting, tv programming, announcing, radio programming, color tv and tv film. Day and evening sessions will be held, and students will handle all types of studio equipment.

Lecturers will include Bruce Bassett, NBC-TV production supervisor, on color tv; Anthony Buschetti, CBS-TV manager of tv procurement, on tv production procurement; Mary Cummings, BBDO, New York, and supervisor of *Armstrong Circle Theatre,* on problems in network dramatic shows; James Flood, assistant personnel manager, CBS, on tv jobs; Mark Goodson of Goodson & Todman, package producers, on "The Concept of Package Production"; George Greene, WATV (TV) Newark program director, on program concepts of local stations; Alfred Hartigan, WPIX (TV) New York assistant program manager, on local station vs. network competition, and Stanley McCandless, president of Century Lighting Inc., New York, on lighting for tv.

A. Cledge Roberts is director of the workshop and heads a staff made up of Wallace House, dramatic teacher, actor and director; Kirby Ayers, CBS Radio director; Haig Manoogian, assistant professor of motion pictures at NYU, and Margaret R. Weiss, author and freelance tv script writer.

NBC-Northwestern Institute Planned for June 26-Aug. 4

ANNUAL Summer Television Institute conducted by NBC and Northwestern U. will take place in Chicago June 26-Aug. 4 with emphasis on color and educational tv.

NBC's WNBQ (TV) Chicago, world's first all-color station, will participate with WTTW (TV), Chicago educational station, in the six-week institute, with sessions at the university and both stations. Miss Judith Waller, public affairs director of NBC Central Div., and Donley Feddersen, chairman of NU's radio-tv department, are co-directors.

The Institute is open to 25 students with interests in tv program origination and production and prior experience in commercial or educational broadcast activity or related fields. The university offers nine quarter-hours of credit. NBC representatives will conduct a series of six lecture-demonstrations for students and tours of WNBQ's color facilities.

Persons interested in applying for entrance in the institute presented jointly by NBC and Northwestern, may obtain information and forms by writing to the Director of Summer Television Institute, Northwestern U., Evanston, Ill.

WXIX (TV) Donates $2,000

WXIX (TV) Milwaukee has contributed $2,000 to a new Communications Center fund being administered by Marquette University, there. Presentation of the station's check was made by Edmund C. Bunker, WXIX (TV) general manager.

FOR THE RECORD

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Pocatello, Idaho—Radio Service Corp. granted vhf ch. 6 (82-88 mc); ERP 69 kw vis., 35 kw aur.; ant. height above average terrain 1,460 ft., above ground 171 ft. Estimated construction cost $243,473, first year operating cost $157,000, revenue $180,000. Post office address **KSEI Pocatello.** Studio location Pocatello. Trans. location 4.5 miles east-southeast of Pocatello. Geographic coordinates 42° 51′ 04″ N. Lat., 112° 21′ 40″ W. Long. Trans. and ant. RCA. Legal counsel Miller & Schroeder, Washington. Consulting engineer Harold W. Toedtemeier. Principals include Pres. **Henry H. Fletcher** (9.08%), 9.08% owner KSEI and .8% **KTFI Twin Falls, Idaho;** Vice Pres. **Florence W. Gardner** (42.78%), 42.78% owner KSEI and 72.60% owner KTFI; **Hanna H. Soule** (24.67%), 24.67% owner of KSEI and 25.80% of KTFI, and **Radio Bcstg. Corp.** (21.8%), 21.8% owner KSEI and 40% of **KHTV (TV) Twin Falls.** Radio Bcstg. Corp. is licensee of KTFI. Granted April 25.

Omaha, Neb.—Herald Corp. granted vhf ch. 7 (174-180 mc); ERP 39.45 kw vis., 19.77 kw aur.; ant. height above average terrain 626 ft., above ground 583 ft. Estimated construction cost $1,452,401.88, first year operating cost $1,022,700, revenue $945,000. Post office address % B. H. Cowdery, 14th & Dodge Streets, Omaha. Studio location Omaha. Trans. location Omaha. Geographic coordinates 42° 29′ 56″ N. Lat., 92° 15′ 51″ W. Long. Trans. and ant. RCA Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Jansky & Bailey, Washington. Herald Corp. is owned by World Publishing Co. (*Omaha World Herald*). Granted April 25.

APPLICATIONS

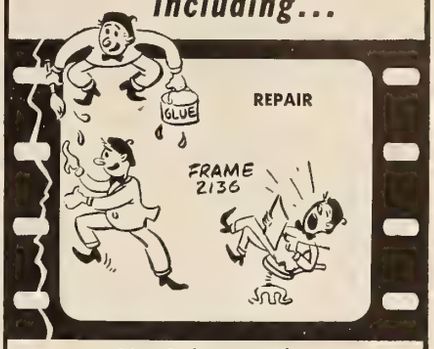
Flagstaff, Ariz.—Flagstaff Telecasting Co., vhf ch. 9 (186-192 mc); ERP .35 kw vis., .20 kw aur.; ant. height above average terrain —54 ft., above ground 300 ft. Estimated construction cost $65,385.13, first year operating cost $54,750, revenue $73,000. Post Office address % 911 St. Joseph St., Dorchester Apartments, Dallas, Tex. Studio location Flagstaff. Trans. location Flagstaff. Geographic coordinates 35° 11′ 30″ N. Lat., 111° 39′ 05″ W. Long. Trans. Dage, ant. Prodelin. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Electronics Inc., Dallas. Sole owner **O. L. Nelms** is multi-millionaire real estate owner and is applicant for tv stations at Brownwood, Tex., Victoria, Tex., and Alpine, Tex. Filed May 2.

Great Falls, Mont.—Cascade Bcstg. Co., vhf ch. 3 (60-66 mc); ERP .119 kw vis., .072 kw aur.; ant. height above average terrain 235 ft., above ground 130 ft. Estimated construction cost $23,000, first year operating cost $54,000, revenue $60,000. Post Office address 1951 Skyline Vista Drive, La Habra, Calif. Studio location on 15th St., 2 miles north of Great Falls. Trans. location on 15th St., 2 miles north of Great Falls. Geographic coordinates 47° 31′ 56″ N. Lat., 111° 16′ 45″ W. Long. Trans. and ant. Gates. Legal counsel Robert P. Lawton, La Habra. Consulting engineer applicant. Principals are equal partners **Francis N. Laird,** business interests, and his son **Robert R. Laird,** engineer, **KVEC-AM-TV San Luis, Calif.** Filed May 1.

Helena, Mont.—Helena Tv. Inc., vhf ch. 10 (192-198 mc); ERP .402 kw vis., .201 kw aur.; ant. height above average terrain —114 ft., above ground 47.5 ft. Estimated construction cost $28,192.49, first year operating cost $36,000, revenue $36,000. Post Office address 428 North Main St., Helena. Studio location Helena. Trans. location Helena. Geographic coordinates 48° 35′ 32″ N. Lat., 112° 03′ 04″ W. Long. Trans. and ant. Adler. Legal counsel J. Miller Smith, Helena. Consulting engineer Archer S. Taylor, Missoula. Principals include **Charles P. Crehan** (7.86%), dir., stockholder of **KCAP Helena; J. Harry Moore** (4.34%); Treas. **Oscar M. Carlson** (5.04%); Vice Pres. **E. E. Palmquist** (6.1%); **Charlton Radio Electric** (1.51%); **Harold M. Ormseth** (2.12%); **James J. Kitto** (7.065%); **Jessie Tanner** (2.12%); **E. J. Palmquist** (6.1%); **David R. Smith** (2.12%); **George Jacoby** (4.34%); **Grant E. Curey** (2.22%); **Mrs. Marguerite Cannon** (4.34%); **Thomas P. Patterson** (1.413%); Gen. Mgr. **Bruce Hamilton** (5.75%), vice pres., stockholder of Northwest Video Inc.; Pres. **W. L. Piehl** (35.44%), and **Nels Bergman** (2.12%). Filed May 2.

Alpine, Tex.—Alpine Tv Co., vhf ch. 12 (204-210 mc); ERP .35 kw vis., .20 kw aur.; ant. height above average terrain —65.7 ft., above ground 200 ft. Estimated construction cost $39,950, first year operating cost $54,750, revenue $73,000. Post Office address % 911 St. Joseph St., Dorchester Apartments, Dallas, Tex. Studio location Alpine. Trans. location Alpine. Geographic coordinates 30° 10′ 52″ N. Lat., 103° 38′ 30″ W. Long. Trans. Dage, ant. Prodelin. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Electronics Corp., Dallas. Sole owner **O. L. Nelms** is real-estate multi-

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BROKERS and FINANCIAL CONSULTANTS

RADIO and TELEVISION STATIONS

50 EAST 58th STREET EL 5-0405

NEW YORK 22, N. Y.

All Inquiries Confidential

millionaire and is applicant for tv stations in Brownwood, Tex., Victoria, Tex., and Flagstaff, Ariz. Filed May 1.

PETITION

Pierre-Reliance, S. D.—Midcontinent Bcstg. Co. petitions FCC requesting amendment of Sec. 3.606 of Commission's Rules to permit allocation of ch. 6 at Reliance, and to delete allocation of ch. 6 at Pierre. Filed April 27.

Existing Tv Stations . . .

ACTIONS BY FCC

KVAR (TV) Mesa, Ariz.—Granted mod. of license to change main studio location to Phoenix and maintain auxiliary studio in Mesa. Granted April 25.

KIVA (TV) Yuma, Ariz.—Granted cp for new tv intercity relay system between Los Angeles, Calif., and Yuma for relaying program material of Los Angeles stations by means of off-air pickup at Pilot Knob, Calif., and relayed to KIVA. Granted April 25.

KGO-TV San Francisco, Calif.—Granted cp to change ERP to 316 kw vis., 158 kw aur. Granted April 27.

WESH-TV Daytona Beach, Fla.—Granted mod. of cp to change ERP to 5 kw vis., 2.5 kw aur., and correct geographical coordinates. Granted April 27.

KIDO-TV Boise, Idaho—Granted cp to change trans. location; change ERP to 166 kw vis., 87.1 kw aur., and install new ant. system. Ant.: 2,560 ft. Granted April 27.

WEWS (TV) Cleveland, Ohio—Granted mod. of license to change ERP to 93.3 kw vis., 60.3 kw aur., and make minor equipment changes. Granted April 27.

APPLICATIONS

KHSL-TV Chico, Calif.—Seeks cp to make changes in facilities of existing tv: change ERP to 232.5 kw vis., 116.25 kw aur., change ant. and make other equipment changes. Filed April 30.

New Am Stations . . .

ACTIONS BY FCC

De Queen, Ark.—Radio De Queen granted 1390 kc, 500 w D. Post office address 1925 S. 4th St., De Queen. Estimated construction cost $14,625, first year operating cost $36,000, revenue $48,000. Applicant is wholly owned by **R. G. McKeever**, appliance store owner. Granted April 25.

Perry, Ga.—Gateway Bcstg. Co. granted 980 kc, 500 w D. Post office address P. O. Box 64, Fitzgerald, Ga. Estimated construction cost $12,500, first year operating cost $33,000, revenue $48,000. Principals are equal partners **John H. Patrick**, railroad engineer; **Joseph Bilodeau**, program director, **WWGS Tifton, Ga.**, and partner with **Al H. Evans** in applicant for new am to operate at Fitzgerald. Granted April 25.

Manchester, Ky.—The Wilderness Road Bcstg. Co. granted 1580 kc, 250 w D. Post office address P. O. Box 333, Columbia, Ky. Estimated construction cost $4,025, first year operating cost $42,000, revenue $55,000. Sole owner **Clifford Spurlock** is minority stockholder of **WTCO Campbellville, Ky.**, and 49% owner **WFLW Monticello, Ky.** Granted April 25.

Baton Rouge, La.—Vox Inc., granted 1380 kc, 500 w D. Post office address 206 Texas Eastern Bldg., Shreveport, La. Eestimated construction cost $27,081.16, first year operating cost $36,000, revenue $48,000. Principals all have interest in Twin City Bcstg. Co., applicant for cp for Shreveport, 1300 kc, 1 kw. Stockholder **J. E. Wharton** is **KJOE Shreveport** chief engineer and permittee of new am at Vivian, La. Granted April 25.

Salisbury, Md.—Elizabeth Evans and **W. Courtney Evans** granted 1320 kc, 500 w D. Post office address Box 144, Frankford, Del. Estimated construction cost $16,000, first year operating cost $25,000, revenue $50,000. Applicants each hold 50% interest in **WSUS Seaford, Del.** Granted April 25.

Salisbury, Md.—Hoyt C. Murphy granted 1470 kc, 5 kw D. Post office address 411 N. Fourth St., Ft. Pierce, Fla. Estimated construction cost $33,749, first year operating cost $84,000, revenue $95,000. Mr. Murphy is Fla. real estate broker and hotel owner. Granted April 25.

Saratoga Springs, N. Y.—Radio Saratoga's application seeking cp for new am to be operated on 1280 kc, 1 kw D, returned. Dated wrong. Returned May 1.

Chillicothe, Ohio—Glacus G. Merrill granted 1350 kc, 500 w D. Post office address P. O. Box 1526, Clarksburg, W. Va. Estimated construction cost $15,000, first year operating cost $26,000, revenue $32,000. Mr. Merrill formerly had interests in **WHAR Clarksburg** and **WKYR Keyser**, both W. Va. Granted April 25.

Hillsboro, Ohio—David C. Winslow granted 1590 kc, 500 w D. Post office address 640 Salisbury, Waverly, Ohio. Estimated construction cost $19,915, first year operating cost $38,400, revenue $50,000. Mr. Winslow is announcer-engineer, **WPKO Waverly**. Granted April 25.

Abilene, Tex.—Key City Bcstg. Co.'s application seeking cp for new am to be operated on 860 kc, 250 w D, reinstated. Action April 26.

Winchester, Va.—Winchester Bcstg. Co.'s application seeking cp for new am to be operated on 1480 kc, 1 kw D, dismissed at request of attorney. Dismissed May 2.

Pasco, Wash.—Music Broadcasters Inc. granted 910 kc, 500 w D. Post office address % H. B. Murphy, 3410 Taylor Way, Yakima, Wash. Estimated construction cost $10,100, first year operating cost $42,000, revenue $70,000. Principals are equal partners **Walter N. Nelskog**, mgr., 50% stockholder of **KUTI Yakima, Wash.**; **H. B. Murphy**, chief engineer of **KIT Yakima, Wash.**, and **Wallace K. Reid**, announcer-salesman for KIT. Granted April 25.

APPLICATIONS

Titusville, Fla.—Titusville Bcstg. Co., 1300 kc, 1 kw D. Post office address 3204 S. Grand Blvd., St. Louis, Mo. Estimated construction cost $21,789.02, first year operating cost $30,000, revenue $36,000. Principals are equal partners **Edwin V. Spencer**, 25% owner of **WBOP Pensacola, Fla.**, and **Medford W. Stacy**, 25% owner of WBOP. Filed May 2.

Bossier City La.—Bossier Bcstg. Service, 1220 kc, 250 w D. Post office address % Howard A. Bridge Jr., Marshall National Bank Bldg., Marshall, Tex. Estimated construction cost $10,910, first year operating cost $24,000, revenue $32,000. Principals are equal partners **Edwin W. Mahone Jr.**, **Mildred Jones Mahone**, **Howard A. Bridge Sr.**, and **Howard A. Bridge Jr.**, owners of Harrison County Bcstg. Co., licensee of **KMHT Marshall**. Filed May 1.

Portland, Me.—Casco Broadcasters Corp., 1310 kc, 1 kw unl. Post office address 223 Lisbon St., Lewiston, Me. Estimated constructon cost $16,896.30, first year operating cost $67,500, revenue $70,000. Principals include Pres. **Sherwood J. Tarlow** (49%), gen. mgr., sole owner of **WHIL Medford, Mass.**, pres., 60% owner of **WGUY Bangor, Me.**; Vice Pres. **Melvin L. Stone** (25%), pres., 49.865% owner of **WRUM Rumford, Me.**, 55.493% owner of **WGHM Skowhegan, Me.**, and Treas.

Station Authorizations, Applications
(As Compiled by B • T)
April 20 Through May 2

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization.

Am-Fm Summary Through May 2

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,837	2,840	230	391	166
Fm	536	533	45	23	1

FCC Commercial Station Authorizations As of March 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,837	522	167
Cps on air	21	14	321
Cps not on air	115	12	109
Total on air	2,858	536	488
Total authorized	2,973	548	597
Applications in hearing	156	1	134
New station requests	262	4	24
New station bids in hearing	105	0	101
Facilities change requests	150	5	34
Total applications pending	788	50	286
Licenses deleted in March	0	3	0
Cps deleted in March	0	2	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through May 2

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	353	95	448[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	115	311	626[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend. Vhf	Uhf	Uhf	Total
Commercial	985	337	773	549	1,323[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,046	337	807	576	1,383[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

Midwest Network Station
$75,000.00

This fulltime facility covers an important midwest market. It is showing a worthwhile profit and is an ideal property for one or two owner-operators. Due to favorable circumstances a $25,000.00 down payment can handle this transaction with the balance out over three to four years.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford B. Marshall	Ray V. Hamilton	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

Faust Couture (25%), pres., 98% owner of **WCOU Lewiston, Me.**, and **WFAU Augusta, Me.** Filed May 2.

Hastings, Mich.—Donald G. Garey, 1220 kc, 500 w D. Post office address P. O. Box 289, Hastings. Estimated construction cost $16,733.12, first year operating cost $48,000, revenue $60,000. Mr. Garey, sole owner, holds motion picture theater interests. Filed May 2.

Salamanca, N. Y.—Cattaraugus Bcstg. Service, 1590 kc, 1 kw D. Post office address % Luther M. Schaeffer, Milton Baptist Church, Delevan, N. Y. Estimated construction cost $6,825, first year operating cost $24,000, revenue $32,000. Principals include Pres. **Luther M. Schaeffer** (27.77%), pastor; Vice Pres. **Marion G. Schaeffer** (11.11%), housewife; Treas. **Warren A. Shaeffer** (22.22%), auditor; **Warren C. Schaeffer** (11.11%), railroad foreman; **Carl L. Schaeffer** (11.11%), carpenter; **George D. Pursell** (8.33%), plantman, and **Lily S. Pursell** (8.33%), nurse. Filed May 1.

Saratoga Springs, N. Y.—Radio Saratoga, 1280 kc, 1 kw D. Post office address Box 248 Saratoga Springs. Estimated construction cost $16,959, first year operating cost $41,000, revenue $55,000. Principals are equal partners **Richard O'Conner,** former dir., 22½% stockholder of **WSPN Saratoga Springs,** and **Lou Tobier,** former dir., stockholder of WSPN. Filed May 2.

Walla Walla, Wash.—Leader Bcstg. Co., 1540 kc, 1 kw D. Post office address 68 Boyer Drive, Walla Walla. Estimated construction cost $16,950, first year operating cost $36,000, revenue $42,000. Principals include **Arch Le Roux** (70%), free-lance announcer, producer; **La Salle Le Roux** (15%), sporting goods, and **Dale Issenhuth** (15%), president of board, 30% stockholder of Superior Plastics Corp., manufacturer of electronics parts. Filed April 30.

APPLICATIONS AMENDED

Riverside, Calif.—Ray Lapica's application seeking cp for new am to be operated on 1570 kc, 1 kw D, amended to make changes in DA pattern and ground system. Amended April 26.

Auburndale, Fla.—R. E. Hughes' application seeking cp for new am to be operated on 910 kc, 1 kw D, amended to change frequency to 1570 kc; change trans. and studio location to at west city limits, just north of Dixie Hwy., Auburndale, and make changes in ground system. Amended April 26.

Tampa, Fla.—Radio Tampa's application seeking cp for new am to be operated on 1010 kc, 50 kw D, amended to make changes in DA. Amended April 26.

Existing Am Stations . . .

ACTIONS BY FCC

WMFC Monroeville, Ala.—Granted change of facilities from 1220 kc, 250 w D, to 1360 kc, 1 kw D. Granted April 25.

KHOZ Harrison, Ark.—Granted change in facilities from 1240 kc, 250 w unl., to 900 kc, 250 w D. Granted April 25.

KAMO Rogers, Ark.—Granted increase in power from 500 w to 1 kw; trans. to be operated by remote control from 114½ S. First St. Granted April 25.

KTML Trumann, Ark.—Granted mod. of cp to change location to Marked Tree, Ark. Granted April 25.

KGMS Sacramento, Calif.—Granted change of operation from DA-D to DA-2. Granted April 25.

KSBW Salinas, Calif.—Granted increase of power from 1 kw unl., DA-1 to 5 kw unl., DA-2. Granted April 25.

WPTZ Indianapolis, Ind.—Granted mod. of cp to change ant.-trans. locations, make changes in ground system, and specify studio location same as trans. Granted April 24.

WGHM Skowhegan, Me.—Granted permission to sign off at 6 p.m., EDT, May through August, except when broadcasting special events, at which time operation may continue up to licensed sign-off time. Granted April 27.

WTBO Cumberland, Md.—Granted cp to change ant.-trans. and studio locations, and make changes in ant. (increase in height). Granted April 26.

WCHN Norwich, N. Y.—Granted permission to sign-off at 6 p.m., EDT, for period ending Sept. 30, except during special events, at which time operation may continue up to licensed sign-off time. Granted April 27.

WVET Rochester, N. Y.—Granted authority to transmit play-by-play baseball broadcasts from Red Wing Baseball Stadium, Rochester, to **CFRA Ottawa, Canada,** and to **CFCF Montreal, Canada,** for period ending Oct. 15. Granted April 25.

KPRC Houston, Tex.—Denied request for waiver of Sec. 3.93 of Commission's rules to permit one radio operator to perform required engineering duties for two am stations (KPRC and KXYZ) at their combined site. Action April 25.

WHEE Martinsville, Va.—Granted increase in power from 500 w to 1 kw; trans. to be operated by remote control from 1105 Chathan Heights. Granted April 25.

KULA Honolulu, Hawaii—Granted cp to change ant.-trans. and studio locations to west side of Kewalo Basin Entrance, Honolulu, make changes in ant. (decrease in height) and delete request to operate trans. by remote control. Announced May 1.

APPLICATIONS

KXLA Pasadena, Calif.—Seeks mod. of cp (which authorized changes in DA system, and change trans. location—coordinates only) for extension of completion date. Filed May 2.

KEEN San Jose, Calif.—Granted change of operation from DA-D to DA-2. Granted April 25.

WGIL Galesburg, Ill.—Seeks cp to change ant.-trans. locations to S. Farnum & South Streets, Galesburg; make changes in ant. and ground system, and operate trans. by remote control from 312 Hill Arcade Bldg., Galesburg. Filed May 1.

KFMA Davenport, Iowa—Seeks cp to increase power from 250 w to 5 kw, and correct geographic coordinates. Filed April 26.

WEBB Baltimore, Md.—Seeks mod. of cp to make changes in DA system. Filed May. 2.

WTBO Cumberland, Md.—Seeks cp to change ant.-trans. and studio locations, and make changes in ant. Filed April 26.

WINX Rockville, Md.—Seeks mod. of cp (which authorized change in hours of operation and installation of DA-2) for extension of completion date. Filed April 30.

KMIN Grants, N. M.—Seeks mod. of cp (which authorized new am) to change ant.-trans. location; change studio location to "To be Determined," and make changes in ant. and ground system. Filed April 30.

WGR Buffalo, N. Y.—Seeks authority to transmit baseball games played in Offerman Baseball Stadium, Buffalo, to **CFCF Montreal,** and **CKAC Montreal.** Filed May 2.

KELY Ely, Nev.—Seeks mod. of license to change studio location from Nevada Hotel, Ely, to 1140 Ave. "F" in East Ely. Filed May 2.

KWSC Pullman, Wash.—Seeks cp to change hours of operation from sharing time with KTW to unl. Filed April 30.

WPLH Huntington, W. Va.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 2.

WAJR Morgantown, W. Va.—Seeks cp to change frequency from 1230 kc to 1440 kc; increase power from 250 w to 500 w N, 5 kw D; change trans. location, and install DA-2. Filed. May 2.

WBEL Beloit, Wis.—Seeks cp to change hours of operation from D to unl., using 5 kw; make changes in DA system (DA-D to DA-2); make changes in ground system, and change trans. location. Filed May 2.

APPLICATIONS AMENDED

WOPA Oak Park, Ill.—Application seeking cp to chang etrans. location to 4723 W. Madison St., Chicago, Ill., and specify remote control point as 408 S. Oak Park Ave., Oak Park, amended to change name to Village Bcstg. Co. Amended April 26.

KNIM Maryville, Mo.—Application seeking cp to change frequency from 1580 kc to 1230 kc; decrease power from 250 w to 100 w, and change hours from D to unl., amended to increase power from 100 w to 250 w and make changes in ant. system. Amended April 30.

KGAE Salem, Ore.—Application seeking cp to change power from 1 kw to 500 w N and 1 kw D; change hours from D to unl.; install DA-N, and change studio location, amended to change power to 5 kw; change hours of operation from unl. to D (NON-DA). Amended April 30.

KWIE Kennewick, Wash.—Application seeking mod. of license to change studio location to Kennewick-Richland-Pasco, Wash.; establish second main studio in Desert Inn Hotel, Richland, and request waiver of Section 3.30 (b), amended to delete request for waiver and establish third main studio at 319 W. Lewis St., Pasco. Amended May 2.

APPLICATION RESUBMITTED

WWIN Baltimore, Md.—Resubmits application seeking authority to determine operating power by direct measurement of ant. power. Filed May 2.

New Fm Stations . . .

ACTION BY FCC

New York, N. Y.—Trustees of Columbia University granted 89.9 mc, 10 w. Post office address Columbia U., New York. Estimated construction cost $4,600, first year operating cost $1,000. Station is to be used for non-commercial educational purposes. Granted April 25.

APPLICATIONS

Los Angeles, Calif—Loyola U. of Los Angeles, 8.87 kc, .028 kw. Post office address 7101 W. 80th St., Los Angeles. Estimated construction cost $150, first year operating cost $750. Station is for non-commercial educational purposes. Filed May 1.

Ponce, P. R.—Voice of Puerto Rico Inc., 104.7 kc, 500 w unl. Post office address P. O. Box 430, Ponce. Estimated construction cost $3,712. Voice of Puerto Rico Inc. is licensee of **WPRP Ponce.** Filed April 26.

Existing Fm Stations . . .

ACTIONS BY FCC

KRFM (FM) Fresno, Calif.—granted cp to change ERP to 68 kw, change studio location and move trans. site 125 ft. Granted April 24.

WKJG-FM Fort Wayne, Ind.—Granted request to cancel license and delete call letters. Granted April 27.

WCUM-FM Cumberland, Md.—Granted cp to change ERP to 1.23 kw, ant. to —4 ft., and raise ant. tower 35 ft. Granted April 25.

APPLICATION

WHYY (FM) Philadelphia, Pa.—Seeks cp to make changes in licensed station; to change TPO to 5.24 kw; ant. height to 423 ft., name to Metropolitan Philadelphia Educational Radio & Tv Corp. Filed May 2.

Ownership Changes . . .

ACTIONS BY FCC

KONI, KELE-FM Phoenix, Ariz.—Granted assignment of am license and fm cp to Anjo Broadcasters & Telecasters Inc. for 97% interest in

$53,752,000 IS A LOT OF HAMMERING!

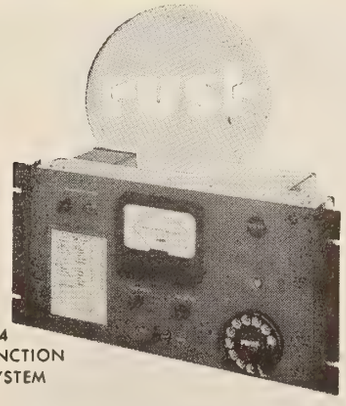


THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

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24 FUNCTION SYSTEM

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Anjo to **James T. Ownby**, present owner of stations, who becomes secy-treas. of Anjo. Other stockholder is Pres. **Annie Dee Davis**, 20% owner of **WDOB Canton, Miss.** Granted April 25.

KBAB El Cajon, Calif. Granted transfer of control to **John H. Babcock**, *et al*, for $83,000 in cash and notes. Mr. Babcock is presently joint 50% owner of KBAB and will be 25% owner with five local corporations equally holding remaining shares. Granted April 25.

WFMQ (FM) Hartford, Conn.—Granted assignment of license to **General Bcstg. Corp.** for $10,000 and 1,000 shares in General Bcstg. Assignee is owner of **WTMH (FM) Providence, R. I.** Granted April 25.

WESH-TV Daytona Beach, Fla.—Granted transfer of control to **WCOA Inc.** for $5,000 plus loan of $150,000. Applicant is licensee of **WCOA Pensacola** and is affiliated through ownership with **WTMC Ocala, WDLP-AM-FM Panama City,** and **WJHP-AM-FM-TV Jacksonville.** Principals own string of daily and weekly Florida newspapers. Granted April 25.

WLCO Eustis, Fla.—Granted assignment of license to **Floyd W. Hess** for $35,000. Mr. Hess is former station manager of **WPMP Pascagoula, Miss.** Granted April 25.

WLAQ Rome, Ga.—Granted transfer of control to **Burgett H. Mooney Jr.** (52%), under will of his father **B. H. Mooney.** Other principals include **Jane F. Mooney** (24%) and **James F. Mann** (24%). Granted May 4.

WEBQ-AM-FM Harrisburg, Ill—Granted transfer of control to **First Trust Assn.** Filing is to indicate changes in trustees. Granted April 24.

WMUZ (FM) Detroit, Mich.—Granted transfer of control to Michigan Music Co. for real estate valued at $28,141 and $25,000 cash. Some of present stockholders will be owners of station. These are: **Ruth L. Hopkins** (18.41%), **Laura G. Luscombe** (17.67%), **Robert W. Hopkins** (17.67%), **Wallace F. Hopkins** (8.84%), **Richard A. Connell Sr.** (trustee for Wallace F. Hopkins) (8.84%), and **James F. Hopkins** (28.57%). Granted May 1.

WDAM-TV Hattiesburg, Miss.—Granted assignment of cp to Lion Television Corp. for $100,000 plus agreement to loan up to $100,000 to corporation. Principals are present three station owners, unincorporated, plus new 25% owner **Alvin H. Fine**, clothing store owner. Granted April 25.

WTRI (TV) Albany, N. Y.—Granted transfer of control to **Stanley Warner Corp.** for $425,000 in notes and cash. Warner is presently 50% owner of station and will be sole owner. Granted April 25.

WBLA Elizabethtown, N. C.—Granted assignment of permit to Bladen Bcstg. Corp. for $6,500. Eight principals each owns 12.5%. Among principals are **Roy Helms**, theatre owner, and **Jessie Lee McCulloch**, owner of *Bladen Journal*, Elizabethtown. Granted April 25.

WCOG Greensboro, N. C.—Granted transfer of control to **Harold H. Thoms, M. S. Thoms,** and **Matilann S. Thoms** for $67,500 and assignment of license to Messrs Thoms d/b as WCOG Inc. H. H. Thoms owns 25% of WCOG at present. The Thoms own **WISE-AM-TV Asheville, N. C.,** 75% of **WEAM Arlington, Va.,** and 25% of **WAYS Charlotte, N. C.** Granted April 25.

KWIN Ashland, Ore.—Granted transfer of control to **Douglas D. Kahle** for $50,000. Mr. Kahle is general manager of **KNTV (TV) San Jose, Calif.** Granted April 25.

WERC-AM-FM Erie, Pa.—Granted assignment of licenses to WERC Bcstg. Corp. for $132,500. Principals are Pres. **Joseph L. Brechner** (55%), 29.7% owner **WGAY Silver Spring, Md.,** 26% owner **WLOF Orlando, Fla.,** and 26% owner of Mid-Florida Television Corp., applicant for tv operation in Orlando; Vice Pres. **Marion B. Brechner** (5%), 3.2% owner WGAY, and Secy.-Treas. **Vasil Polyzois** (40%), 20% owner WLOF and 20% owner of Mid-Florida. Granted April 25.

KSTB Breckenridge, Tex.—Granted assignment of license to **Radio Breckenridge** for $35,424 in notes. Principals own **KCLW Hamilton, Tex.** Granted April 25.

KGBT Harlingen, Tex.—Granted assignment of cp to Harbenito Radio Corp. for $286,582, of which $4,500 is cash and remainder assumption of notes. Stations are presently owned by **McHenry Tichenor** (approx. 40%), **James Cullen Looney,** (approx. 40%), and **Troy McDaniel** (10%). If present application is approved principals will be Pres. **McHenry Tichenor** (26%); **McHenry Tichenor Jr.** (25%), no business interest; Vice Pres. **James Cullen Looney** (14%); Secy.-Treas. **Troy McDaniel** (10%), and **Margarett L. Looney** (25%), no business interests. Granted April 25.

KLUB Salt Lake City, Utah—Granted assignment of license to KLUB Bcstg. Co. for $149,439. KLUB Bcstg. Co. sole owner is **Frank C. Carman,** presently 37.5% owner of KLUB. Mr. Carman owns 25% of **KUTV (TV) Salt Lake City,** 37.5% of **KGEM Boise,** 18.75% of **KLIX Twin Falls,** 18.75% of **KIFI Idaho Falls,** all **Idaho,** and 25.125% of **KOPR Butte, Mont.** Granted April 25.

KAYE Puyallup, Wash.—Granted assignment of license to **Radio K. Inc.**; leased for $1.00 per year with option to buy for $31,000 in 1960. Principals are Pres. **Gale L. Mix II** (25%), 20% stockholder, mgr. of **KRPL Moscow, Idaho;** Treas. **Warren Peterson** (75%), employee, KRPL. Granted April 25.

WMOD Moundsville, W. Va.—Granted assignment of license to Miracle Valley Bcstg. Co. for $57,000. Principals are Pres. **John T. Taylor** (56%), WMOD manager; Vice Pres. **Andrew J. Smik** (37%), radio-tv performer, and Secy.-Treas. **James William Jones** (7%), WMOD chief engineer. Granted April 25.

WAUX Waukesha, Wis.—Granted transfer of control (50%-plus) to **Meldger Figi**, *et al.*, for $50,303. Mr. Figi and another principal, **Charles E. Williams**, each owns 41 to 165 oustanding shares in WAUX. Granted April 25.

APPLICATIONS

WCER Charlotte, Mich.—Seeks assignment of cp to **Eaton County Bcstg. Co.** Assignment is for incorporation of company. Pres. **Roy W. McLean** will hold 60% interest, Vice Pres. **Craig E. Davids,** 40%. Filed April 26.

WDEB Gulfport, Miss.—Seeks assignment of license to **Denver T. Brannen** for $57,000. Mr. Brannen is 98% owner of **KCIL Houma, La.,** and is applicant for new am at Plant City, Fla. Filed May 2.

WBKH Hattiesburg, Miss.—Seeks assignment of license to **Hattiesburg Bcstg. Co.** for $17,500. Agreement is for transfer of 50% control from **Robert M. Keith Jr.** to **F. M. Smith,** employee of station. Other partner and 50% owner is **Benny L. Blackledge Jr.,** radio-tv sales and services dealer. Filed May 2.

WCRE Cheraw, S. C.—Seeks assignment of license to **Roy P. Zess** for $27,925. Mr. Zess is mgr., 35% owner of **WMGA Moultrie, Ga.** Filed May 2.

WHLP Centerville, Tenn.—Seeks transfer of control to **William J. Carrigan** and **Sara West Carrigan.** Mr. Carrigan, former announcer for **WSM Nashville, Tenn.,** will hold 50.66% interest and his wife 16% interest. Filed May 2.

WSEV Sevierville, Tenn.—Seeks transfer of control of 175 shares of stock of licensee corporation to **James E. McAfee** for $63,000. Mr. McAfee holds trucking and tourist court interests. Filed April 30.

KEBE Jacksonville, Tex.—Seeks involuntary assignment of license to **Mrs. Leita Moye Laurie,** administratrix of estate of **Billy Averitte Laurie,** deceased, former owner of station. Filed April 26.

KOSF Nacogdoches, Tex.—Seeks assignment of license to **Stone Fort Bcstg. Co;** for $10,000. Assignment is for transfer of 40% control from owner **Kelly Bell,** to Gen. Mgr. **J. C. Stallings.** Filed April 26.

WSVA-AM-FM-TV Harrisonburg, Va.—Seeks transfer of control to **Tudor Enterprises Inc.** for $560,000. Principals are Pres. **Hamilton Shea** (50%) and **Transcontinent Tv Corp.** (50%). Mr. Shea is vice-pres. of Transcontinent and is former NBC executive. Transcontinent principals are Chm. of Board **Paul A. Schoellkopf Jr.** (10.7%), dir. of **WGR-AM-TV Buffalo, N. Y.**; Chm. of Executive Committee **J. Fred Schoellkopf IV** (10.7%), member of executive committee, minority stockholder of WGR-AM-TV; Secy.-Treas. **David G. Forman** (10.7%), business interests; **Seymour H. Knox** (3.5%), dir., stockholder of WGR-AM-TV. Transcontinent is currently negotiating for purchase of **WHAM, WHFM, WHAM-TV Rochester, N. Y.** Filed April 26.

WCHS-AM-TV Charleston, W. Va. — Seeks transfer of control to **Hawthrone D. Battle,** voting trustee. Contingent on grant of application filed last week seeking transfer of control to **Kanawha Banking & Trust Co.** and **Mrs. Helen Scott Tierney,** co-executors of estate of **Lewis C. Tierney,** deceased. Filed April 26.

Hearing Cases . . .

FINAL DECISIONS

WLAQ Rome, Ga.—FCC made effective immediately initial decision and granted applications for transfer of control of News Publishing Co., licensee of station WLAQ, from Jane F. Mooney, B. H. Mooney Jr., and J. F. Mann, co-executors of estate of B. H. Mooney, deceased, to Burgett H. Mooney Jr. and for renewal of license of WLAQ. Action May 2.

Omaha, Neb.—FCC granted application of Herald Corp. for new tv station to operate on ch. 7 in Omaha, and denied competing application of KFAB Bcstg. Co.; also ordered that Broadcast Bureau's exceptions numbers 3, 4 and 5 to initial decision be stricken. Action April 25.

OTHER ACTIONS

WRAG Carrollton, Ala.; WELO Tupelo, Miss.—FCC denied petition by WRAG, intervenor, for postponement of oral argument now scheduled for May 7 in proceeding on application of Tupelo Bcstg. Co., to change facilities of station WELO from 1490 kc, 250 w unl. to 580 kc, 1 kw D, 500 w N, DA-2. Action May 2.

Escondido, Calif.—FCC (1) denied petitions of Albert John Williams, Inglewood, Calif., for enlargement of issues, and of Cerritos Bcstg. Co., Signal Hill, Calif., for alternate relief in connection with their applications and that of Palomar Bcstg. Co., Escondido, for new am station; and (2) on Commission's own motion, enlarged issues to determine whether proposed operation of Cerritos would protect co-channel operation of **XESS Ensenada, Baja Calif., Mexico,** in accordance with provisions of Sec. 3.28(b). Also (1) directed **KALI Pasadena** to show cause why its license should not be mod. to eliminate overlap between its operation and operation proposed by Cerritos, and made KALI party to proceeding; (2) denied petition of Albert John Williams to enlarge issues; and (3) on Commission's own motion, enlarged and modified issues in these proceedings. Action April 25.

Robert A. Mensel, Willimantic, Conn.; WHIL Medford, Mass.; Windham Bcstg. Co., Willimantic, Conn. — FCC designated for consolidated hearing applications of Mensel for new am station to operate on 1430 kc, 500 w D; WHIL to increase power from 1 kw to 5 kw; Windham for new am station to be operated on 1400 kc, 250 w unl. Made **WAAB Worcester, Mass., WALE Fall River, Mass.,** and **WHMP Northampton, Mass.,** parties to proceeding. Denied Windham request for additional time to reply to Commission's 309(b) letter. Action April 25.

Polk Radio Inc., Lakeland, Fla.; Duane F. McConnell, Winter Haven, Fla.—FCC designated for consolidated hearing applications for new am stations of Polk to operate on 1330 kc, 1 kw D, and McConnell to operate on 1320 kc, 500 w D. Action April 25.

WWBZ Vineland, N. J.—FCC denied petition filed by Community Bcstg. Service Inc., requesting reconsideration and rehearing of Commission's decision which denied application for renewal of license of WWBZ; authorized station to continue temporary operation for period of not more than 60 days in order to wind up its affairs. Action April 25.

WLON Lincolnton, N. C.—FCC designated for hearing application to increase power from 500 w D, to 1 kw D; made **WWGP Lincolnton,** party to proceeding. Action April 25.

KGEO-TV Enid, Okla.—FCC granted motions by Air Transport Assn. and Streets Electronics, Inc., for corrections in transcript of oral argument on latter's application for mod. of cp to move trans. site of station KGEO-TV to location 31 miles from Enid, increase height of ant. structure to 1,356 feet above ground, and make ant. and other equipment changes. By separate orders, Commission (1) denied motion by Dept. of Defense to reopen record in this proceeding and remand for taking further testimony and making further findings and conclusions and (2) granted petition by Broadcast Bureau to accept late filing of its opposition to this motion. Action May 2.

WSPA-TV Spartanburg, S. C.—FCC (1) granted special temporary authority to Spartan Radiocasting Co. to commence commercial operation of WSPA-TV for period ending Oct. 25, and (2) denied petition by **WAIM-TV Anderson** and **WGVL (TV) Greenville** to deny or withhold operation authority for WSPA-TV. Special tem-

(Continues on page 120)

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RADIO

Help Wanted

Managerial

Upper midwest daytimer metropolitan market needed station-commercial manager with record of proved sales results in his present job. Full details, picture and availability for interview required. Box 362G, B•T.

We have an outstanding opportunity for a manager at a new 5 kw station in a major midwestern market. Must have proven sales record and above average all around ability. Reply to Box 375G, B•T, giving full background, references and photo.

Excellent opportunity for manager with ability to operate and sell in rural farm market, located in the east. Please give full resume and photo. Box 376G, B•T.

Need station manager who knows local sales and is not a chair warmer. Salary, plus override on all collections. Station now breaking even—kilowatt daytimer in two station market with plenty of opportunity for increased sales. Right man should have complete knowledge of station operation including announcing, programming and sales. First class license preferable but not absolutely necessary. Mid-Atlantic state city. Personal interview necessary. Write full details to Box 425G, B•T.

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RADIO

Help Wanted—(Cont'd)

Managerial

Pacific northwest profitable 250 watter needs manager well versed small-market operation. Investment opportunity. Box 407G, B•T.

Commercial manager for metropolitan fulltime station. Must have had similar position in small market. Anxious for advancement. Unusual opportunity. Box 450G, B•T.

Daytimer, WWGT, needs assistant manager to non-working owner. Have charge program, sales, personnel, emphasis on selling. Energetic, tactful, able to take directions business management. No boozers, pressure artists. Opportunity become manager soon. W. E. Horner, Phone Spring 4-8641, Sanford, North Carolina.

Salesmen

Experienced radio salesman for Florida 5kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average pay please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Want to make money with a fast-moving, fulltime news, music and sports station in a big North Carolina city? There's a big place on our sales staff for a hard-hitting salesman. Guaranteed salary, plus commission. No limit on earnings. Good staff, excellent working conditions. Send your story to Box 381G, B•T.

Southeast metropolitan independent needs good salesman, good compensation. Prefer man under 35, may do some announcing. Terrific opportunity. Write full details to Box 415G, B•T.

Race station—top Hooper rated—southern metropolitan market. $100.00 week guarantee plus commission—expenses. Age limit 32. Only real producers with executive ability need apply. Send complete resume—photo first letter. Box 423G, B•T.

Unusual incentive plan. Salary plus commission up to 25% for salesman who sells and services $5,000 or more monthly billing. Established accounts. Fast growing market in New York State. WKNY, Kingston, New York.

Top station in one of the south's fastest growing markets has opening for a man with successful advertising sales record to handle important list of active local accounts now producing good revenue. Stability of operation and incentive arrangement offer good immediate earnings and excellent opportunity for man of top calibre. WSAV, Savannah, Ga.

Outstanding opportunity for salesman who can produce. Box 23, Shreveport, Louisiana.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Wanted: Glib DJ—humorous adlib. Rhyming intros. Bright and breezy. Informal conversationalist (vernacular) style. Wanted by station Great Lakes area (Ill., Wis., Mich., Pa.) $125. Box 165F, B•T.

Southeastern regional wants top-notch, versatile, experienced DJ personality who can take over top morning show. Must be intelligent, sincere and capable of talking to mature audience about things of interest in our community. Prefer southerner, family man. Excellent opportunity, good pay for the right man. Send details, photo, tape to Box 378G, B•T.

Minnesota station needs news director. Good salary. Must be good announcer and able to type. Box 419G, B•T.

Station specializing in concert music needs capable announcer-engineer with 1st ticket. Send tape and resume to Box 434G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Girl disc jockey. Age 21-30. Good voice. Must be attractive. Air and traffic work. Outstanding station. Send full length picture-snapshot and complete information to Box 448G, B•T.

Newsmen, working partners. $5,000 for ten percent. $100 week, plus profits. KLOV, Loveland, Colorado.

Announcer-engineer. Immediate opening. 1000 watt daytimer in Texas panhandle. Fair pay while learning our setup. Must be good announcer. Reply KTUE, Tulia, Texas.

Allegheny Mountain Network has immediate openings for two announcers with first-class tickets. Send full information care WKBI, St. Marys, Pa.

Wanted: Experienced announcer-copywriter and staff announcer strong on music and good commercial delivery for midwest radio and tv outlet. Good pay for night man. No floaters wanted. Reply, tape, photo, references, complete information to Lee Allerton, WLBC and WLBC-TV, Muncie, Indiana.

Morning man. Experienced; to handle news, telephone-show, run board. Send tape, resume, picture and salary requirements. Independent daytimer. WLOI, Box 385, LaPorte, Indiana.

Straight staff for morning shift. Must have commercial experience. Strong on commercials, news and board operation. Draft exempt. 40 hour week, 6 days, paid vacation, opportunity for advancement with progressive company. Personal interviews or send tape, letter, photo, to Manager, WPAM, Pottsville, Pennsylvania.

Experienced announcer with 1st class license to do early morning announcing shift and serve as chief engineer of fulltime 250 watt station. Ideal community and fine station operation. WPNF, Brevard, North Carolina.

Technical

First class engineer-announcer. Must be able to maintain 250 watt station. $75.00—48 hours. Box 264G, B•T.

Immediate opportunity for combination engineer-announcer in south Georgia market. Must have first class license. Excellent working conditions. Immediatee reply necessary. Box 340G, B•T.

First class engineer-announcer with two years quality experience both categories. Require maintain remote control operation and good air performance. Full details, tape half hour and availability upper midwest interview. $100 or better depending. Box 363G, B•T.

Chief engineer: Five kilowatt upper midwest station will have opening soon for Chief Engineer. Present chief has been with station ten years, plans now to own station in another area. We are interested only in an experienced engineer with construction ability who desires permanent position. Wire for our proposed salary and other available benefits. The standards will be high and we realize remuneration must be in line with what we expect. Box 379G, B•T.

Needed immediately: 2 engineers with first class tickets. Small northern Pennsylvania town ideal for family men. Send details to Box 392G, B•T.

Wanted: Negro engineer, 1st class license. Some announcing but no experience required. Fine opportunity for advancement. Box 447G, B•T.

Engineer for chief of well equipped 500 watt remote controlled daytimer. Some announcing. KMAN, Manhattan, Kansas.

Wanted: Chief Engineer-announcer. Fine community, friendly staff, good pay. KTTN, Trenton, Missouri.

Wanted 1st phone engineer-salesman, send full details and pay expected in letter to L. Lansing, Radio WBRV, Boonville, N. Y.

Wanted: First class operator with directional and tape experience. No announcing. Send resume to Chief Engineer, WICH, Norwich, Connecticut.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Pefer experienced male or female. Let's exchange details. Friendly town of nine thousand. Progressive station. We have references, send yours. Box 162G, B•T.

Wanted—razzle dazzle program director who knows successful metropolitan, independent radio. An excellent opportunity for an idea man with know-how for building ratings; finding and holding good talent. Send complete details. Box 321G, B•T.

Creative? Aggressive? Immediate opening for traffic and copywriter in south Georgia market. Experience necessary. Box 341G, B•T.

Wanted: Experienced newshound for local coverage. Will head news department of progressive fulltimer in northwest. Excellent opportunity for right man. Send photo and resume. Box 435G, B•T.

Program director-announcer with creative ideas backed with experience for daytime Chicago area. Salary open depending on ability to assume responsibility and experience. Complete information first letter. Half-hour tape . . . picture. Personal interview required later. Box 438G, B•T.

Progressive major market station specializing in concert music needs news director or program director familiar with New England area. Some announcing ability required, 1st class ticket helpful. Contact Station Manager, WCRB, Boston 54, Mass.

Copywriter, experienced. Send sample, photo, references, Radio Station WEOK, Poughkeepsie, New York.

Program director, community minded, strong on local news and special events. Network affiliate, within one hundred miles New York City. Rapidly growing area. $100 to start. Send full details and tape WKNY Kingston, New York.

Continuity-promotion director upstate New York network station strong on production copy. Send full details and sample copy. WKNY Kingston, N. Y.

Girl wanted as secretary to manager of music-news-sports station. Shorthand and bookkeeping required. Ideal working conditions. Permanent position. Full information and picture stating starting salary to WLLY, Hotel Raleigh, Richmond, Virginia.

Wanted: Radio engineer, first class license, directional experience preferred. Above average opportunity for the right man exists with stable organization. If interested in pleasant permanent working conditions and a good community in which to live, contact the Manager, Radio Station WONW, Defiance, Ohio.

Experienced copywriter needed immediately. Resume, references, photo, salary to Box 23, Shreveport, Louisiana.

Situations Wanted

Managerial

Commercial manager metropolitan station seeks position as general manager radio station. University graduate, excellent sales record, 31, married, 2 children. Prefer city population over 10,000. Box 346G, B•T.

Young, experienced with outstanding sales record . . . would like work as station manager in medium southern market. Box 418G, B•T.

Manager/sales manager: Now employed in 100% secure position with eastern top-rated station located in one of the first 25 major metropolitan markets. My owner is highly satisfied and admittedly pleased with my work in producing consistent above average annual profit earnings. For my part, despite an excellent contract and highly satisfactory compensation, I've definitely decided to negotiate a new mutually compatible association. No questionable elements exist. This is a sincere, honest and understandable request for quality consideration. High level industry personage endorsements and a sound proven record of ability, achievement and experience—all available. Confidential negotiations. Box 424G, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Desire small midwest town. Solid sales, community programming, local news. Will invest. Hard worker. Box 436G, B•T.

Announcers

Veteran with seven years experience desires placement in Minneapolis-St. Paul area for summer only. Starting school in fall. Complete background in all phases of independent and network operation. If you haven't hired your summer replacement yet, wire immediately. References, tape and photo on request. Box 337G, B•T.

Experienced network DJ, young married veteran, personality plus, excellent tv-radio-recording artist, travel anywhere. Box 377G, B•T.

Stupid, doesn't know how to yell. Imaginative. Warm, friendly DJ pop personality. Effective selling. Excellent adlib, with whimsical humorous approach. MC. Good voice, Authoritative news. Console operation. Recent SRT graduate. Box 380G, B•T.

Amiable announcer, 13 months staff experience. Will travel. Box 382G, B•T.

DJ, excellent knowledge all music. 3 years experience. News, copy. Box 384G, B•T.

Man here has idea that may revolutionize your late-nite programming. Unique air-salesman, with tv-proof programming schemes. Currently PD of five kilowatt network. $100.00 minimum. Box 385G, B•T.

5 years experienced staff, specialty announcer. Employed, want bigger things. Vocalist, copywriter, salesman. 27, married. Box 387G, B•T.

Announcer-engineer. First phone license. 5 years announcing. Capable routine maintenance. Desires permanent. Appreciate details. Box 389G, B•T.

Staff announcer, excellent commercials, news, good DJ. Strong potential. Experience light. Veteran, travel, tape. Box 390G, B•T.

Experienced announcer, DJ, board operator, college grad. Presently working in large market. Desire popular music station. Will travel. Box 391G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 398G, B•T.

News, sports director. Can write, gather, announce news. Excellent on football, baseball, hockey. Reliable. Box 400G, B•T.

Announcer, newsman, deejay. Commercial experience and AFRS. College, radio school, references. 24, family. Draft exempt. Available May 18. Negro. No dialect. Box 401G, B•T.

Experienced personality DJ. Presently employed in northeast. Desires position with progressive station. Any offer considered. Box 403G, B•T.

Amazing! Young man with talent. Willing to work for any salary. Short on experience. Long on Heart. Looking for a home, good news, DJ, commercials. Can write copy. Idea man par excellence! Box 404G, B•T.

Single veteran, very conscientious, very friendly. Thoroughly trained all phases. Desires staff position or vacation fill-in. Box 405G, B•T.

Sports-news . . . nine years play-by-play all sports authoritative-references. Permanency desired—available immediately. Box 412G, B•T.

Morning man-newscaster, with adult approach and experience for both, desires to locate permanently on Florida west coast. Tv experience. Box 414G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Attention Virginia, Maryland, West Virginia. Announcer, 6 years. Young, ambitious, married. Experienced all phases except sports. Available immediately. Box 416G, B•T.

Good announcer with experience seeking commensurate situation with eventual television opportunity. Box 420G, B•T.

DJ-announcer, Philadelphia-born, wants to relocate home, 25 years old, vet., college grad. Also sports play-by-play. Hear, a personal interview, out-of-town success story of "local-boy-makes-good." Box 421G, B•T.

(Applause: Under) Thank you, thank you, yes, I'm funny—I do imitations, patter, and I can brighten your DJ shows. Hmmm? Box 426G, B•T.

Staff announcer, six months experience. Desires position with chance to sell time. Excellent background. Third ticket. Box 427G, B•T.

Staff announcer, personality DJ. Commercials that sell. Musician, comic, live camera experience. Tape. Box 428G, B•T.

Staff announcer, good voice, news, commercials, reliable. Will travel. Tape. Box 429G, B•T.

Experienced staffer, clever DJ, smooth commercial delivery. Tape. Highest references. Box 430G, B•T.

Experienced negro DJ-announcer. Board operator. Smooth delivery. Knows the score. Will travel. Tape, resume, references on request. Box 431G, B•T.

Combo man, 23, single, car, 4F. Knowledge—pronunciation of classical terms. Box 439G, B•T.

Announcer-salesman, seven years commercial experience, seeks permanent position in Florida. Highest rating in area, proven sales record. B.S. in radio, married, excellent references. Box 441G, B•T.

Sportscaster, program director, announcer. 8 years experience staff thru management. Married, children, age 31. Want job with future. Prefer southwest or west. Consider all. Box 442G, B•T.

Announcer, versatile. Strong news, commercials, resonant voice. Year's experience. Single. 35, prefer south, will go anywhere. Box 443G, B•T.

Tyro—seeking opportunity in radio. Radio school grad. Some experience as attraction announcer. Available immediately. Box 446G, B•T.

Sports director/caster. Friendly, authoritative delivery, excellent staff and DJ. Best references, presently employed. Box 453G, B•T.

Staff announcer. SRT graduate; enthusiastic, selling voice, will relocate; tape, resume, Cliff Cramer, 4624 258th Street, Great Neck, N. Y., GN 2-2399J.

Teen DJ for summer job in midwest. Board. Tape, references. Charles Crouse, 19602 Purnell, Cleveland 16, Ohio.

Semi-name country music DJ, farm director. Available after July 15. Outstanding sales record in market with two am, one tv. Top Conlan rating. Experienced time and spot sales, script, live music, top name auditorium promotion. Member AFM, CMDJ. Married, three children, sober, excellent character, age 37. Desire advancement. For tape, resume, photo, references, write Johnny Daume, KGMO, Cape Girardeau, Missouri, or Sedgewickville, Missouri.

(Continued on next page)

Merchandising-Promotion-Publicity Openings
California VHF-Radio

KSBW-TV and KSBW Salinas, Calif., are expanding and need top flight merchandising-promotion-publicity man with all-around knowledge of production, newspapers, trade papers, direct mail, point-of-sale, market research and presentations. Artist combination desirable. Also need expert woman secretary for same department. Send full information and photo first letter. KSBW-TV, P. O. Box 1651, Salinas, Calif.

RADIO

Situations Wanted—(Cont'd)

Announcer

Experienced staff and sports announcer. Strong on news, commercials, DJ, play-by-play. Third ticket. Interested in small station with future. Married. Raymond F. Damgen, % P. O. General Delivery, Frederick, Maryland.

3 years experience, DJ, announcer, sports, news, sales, writer, college-broadcast grad. Currently employed. Married. Highest references, tapes and photos, 3rd phone, relocate. Basil De Sota, 1801 Coldwater Canyon, Beverly Hills, California.

Announcer: One year experience. DJ, news, commercials, young, 26, single, veteran, ambitious, car, will travel. Contact: Dick Grace, Normandy 1-8425, 20 Church Street, Greenwich, Connecticut.

3 years experience all phases. 25 years, good references. Desire permanency in western or midwestern U. S. No drifter. No alcoholic. Bill Gravely, P. O. Box 1063, Tallahassee, Florida —Phone 3-0623.

Broadcasting school graduate, 29 years old, wife and one child, ambitious, will work very hard. Musical knowledge good. Available immediately. Charles Slayden, 2403 Elliott Ave., Nashville, Tenn. Call CYpress 7-5319.

Announcer—college background. Two years experience all phases. Wolford, 3602 Edison . . . Alexandria, Va. TE 6-8140.

Experienced young announcer. College graduate. Top DJ, news. P. O. Box 642, Washington 4, D. C.

Technical

Control room operator: Experienced recording, remote pickup, live studio, etc. Radio-television background. Available immediately. Box 386G, B•T.

Engineer, 9 years am experience, ham 26 years. Southwest preferred. No announcing. Permanent. Box 388G, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Newsman—5 years experience—desires work on regional radio station. Top reporting, air work. Tape, resume on request. Box 259G, B•T.

Gal Friday, experienced continuity, announcing, secretarial, wishes permanent or vacation position. Box 393G, B•T.

Program director or assistant manager, experienced in all phases of radio plus tv know-how. College graduate. Young, ambitious, industrious family man with proven success story. Now earning $8,000 annually. Prefer eastern location but will travel anywhere for right opportunity. Box 395G, B•T.

Experience program director, hillbilly DJ, special events, and interviews. Will go anywhere for the right pay. 12 years experience in all phases of radio and television. Box 399G, B•T.

Newsman, former California resident currently employed eastern radio, seeks reportorial and staff announcing post in west. Gathers, writes, presents all phases of news. Top-quality DJ, commercial, staff work. Theatrical, narrative experience. College graduate. Resume and non-returnable tape available. Box 433G, B•T.

Producer-director-photographer: Thoroughly experienced, references. Desire permanent position, future, growing station and market. Age 28, married. Box 437G, B•T.

Hypo your news coverage and sales. Direct broadcasts from Europe . . . Bonn, Rome, London, Paris, Cairo, and other news centers of the world . . . personalized and pointed to your station and with your call letters and sponsor's ID. International news organization offers this low-cost news feature on an exclusive basis of one station in each market. Write today for information and rates. Box 451G, B•T.

TELEVISION

Help Wanted

Salesmen

Earn $10,000 this year! CBS affiliate. Northeast. Top 100 market. Offers $5,200 guarantee plus top commission to aggressive, experienced tv salesman. Box 335G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

Experienced tv or radio time salesman. Excellent opportunity for the right man with possibility of advancement. Ideal working conditions, salary and expenses, plus commission. Reply by letter only, Local Sales Manager, WGLV-TV, Easton, Pennsylvania.

Announcers

Michigan network vhf needs man for staff work. Send full resume to Box 413G, B•T.

Technical

Television and radio technical personnel. Midwest metropolitan city. Good salary and other benefits. State education, experience, draft status, and enclose snapshot. Box 409G, B•T.

Wanted: Four first class radio telephone license engineers. Two for transmitter and two for studio transmitter TT-5A, RCA with 25 kw standard amplifier. Studio is RCA. Salary to match ability. Contact Bill Buford, Chief Engineer, KMID-TV, Midland, Texas. Phone Mutual 2-7321.

Assistant chief and operators with first phone for RCA equipped Channel 2. Contact: Stan Sulek, 4850 Henderson Highway, Las Vegas, Nevada.

Programming-Production, Others

Producer-switcher. State network operation will consider television school graduate if outstanding. Need immediately. Progressive ownership. Box 366G, B•T.

Aggressive midwest newspaper owner television station wants active list job applications for rapidly opening positions. Announcers, on-camera specialist; directors, floor men. Photograph and where applicable voice tape required. Box 440G, B•T.

Women's director to handle women's shows. Vhf, middlewest. Good salary to right person. Send resume, tape. Must have photo or snapshot. Box 445G, B•T.



HOME OFFICE
PORTLAND, OREGON

OTHER SCHOOLS

ANYONE INTERESTED

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.

OVER 16,000 SQ. FEET

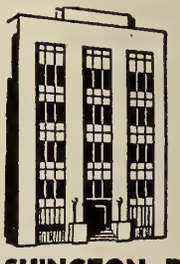
DEVOTED TO THE **PROPER** TRAINING OF TV PERSONNEL. FOUR SCHOOLS—NATION-WIDE—EQUIPPED WITH 6 COMPLETE CONTROL ROOMS, FIVE COMPLETE IMAGE ORTHICON CAMERA CHAINS. IN THESE MODERN FACILITIES, STUDENTS RECEIVE PRACTICAL TRAINING, PARTICIPATING IN CLOSED CIRCUIT PRODUCTIONS UNDER THE GUIDANCE OF PROFESSIONALS WHO ARE PRESENTLY WORKING IN THE INDUSTRY.



HOLLYWOOD



CHICAGO



WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland, HO 4-7822

CHICAGO, ILLINOIS 540 N. Michigan Avenue, DE 7-3836

WASHINGTON, D. C. 1627 K Street N. W., RE 7-0343

TELEVISION

Situations Wanted

Managerial

General manager . . . excellent 25 year background all phases television, radio. Presently managing moderate sized tv-radio combination. Seeking more rewarding management opportunities with progressive operation. Box 348G, B•T.

Technical

Chief engineer of medium market tv. 13 years experience all phases. Married, sober, conscientious. Box 411G, B•T.

Programming-Production, Others

Four years directing! . . . commercials—news—variety—remotes—dramas! Free lance announcer-emcee! Available June! Permanent! Desires metropolitan location! Box 197G, B•T.

News director interested in joining progressive outlet who wants to capture larger audience through intensive area coverage. Will streamline your department, produce and air newscasts for maximum results. Presently employed by fine metropolitan station but wish to move to larger market. Do not suffer from illusions of grandeur. Industry and agency references. Box 383G, B•T.

Program director: Experienced from construction on up. Nine years radio, tv. Now in charge of personnel, production, programming. Excellent references. Box 397G, B•T.

Attention southwest. Young, experienced production man wishes to relocate. Camera, lighting, direction, etc. Complete resume sent on request. Box 422G, B•T.

Reporter-writer-photographer-broadcaster, family, second man in prestige station, 12 years experiences, seeks news directorship in station with guts and vision. Box 410G, B•T.

Woman's director/public service director. Have fresh ideas, a realistic approach. More than a decade of experience in producing and personally presenting television shows. Enlightenment plus entertainment is success formula in interesting all the family. Have built station's popularity with public service tie-ins and cooperation with accounts. Superior references. Network and television stations. Solid record of commercial sponsorship. Box 432G, B•T.

Graduate June. Degree in tv. Vet. Want job leading to production-directing. East preferred. Write to Box 449G, B•T.

FOR SALE

Stations

Northwest, in black, fulltime, small town; $25.000 down, less to qualified owner-manager. Box 408G, B•T.

Television opportunity down south, vhf, growing metropolitan market. Available at costs, terms arranged. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Carolina daytimer, competitive market, priced within 1¼ gross at $39,000 total, available on liberal terms to proven management. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Lake region, midwest . . . 1 kw day, single, 10,000 people, annual gross, terms. The Norman Company, Box 534, Davenport, Iowa.

Midwest, 1 kw, day, single, 8,000 city, 27,000 county population, annual gross, 29% down, good earnings. The Norman Company, Box 534, Davenport, Iowa.

Mountain states, 5 kw regional, same ownership over 20 years, annual gross, terms, plus unusual assets if desired. The Norman Company, Box 534, Davenport, Iowa.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Interested acquiring all of control of small station in Virginia or Carolina. Write fully, in confidence, to R. P., Jr., P. O. Drawer #3-A, Richmond, Va.

Equipment

Two RCA type 70-D turntables, complete with universal pickups, arms, and filters; but, less preamplifiers. Very good condition. $190.00 each or both for $350.00. Lester A. Mullan, Station KTRH, Houston, Texas.

Two RCA TK-31-A camera and view finders less power supplies and camera controls. These units in operating condition offered at less than half price due to smoke damage. WCOV-TV, Montgomery, Alabama.

FOR SALE

Equipment

2 RCA 77-D microphones—6 years old. Need ribbons replaced. 1—RL-10 Raytheon limiter amplifier—6 years old—perfect condition—all new tubes—make offer. WINA, Charlottesville, Virginia.

Gates BC-500-D 500 watt am transmitter. Excellent condition. Available immediately. Contact WMIC, Monroe, Michigan.

Ampex console 403 new condition, $650.00. RCA 70-D turntable with preamp, pickup, filter, good condition. H. Kaplan, % Rockhill 18 E. 50 Street, New York City. PL 9-7979.

688' guyed 40 lb windload tv tower complete with "A5" lighting, ladder and guys. National Steel Erectors Corp., P. O. Box 1612, Muskogee, Oklahoma.

Miscellaneous

We can substantially increase your billing with carefully tested and guaranteed mail order accounts to be released your open periods. Box 444G, B•T.

WANTED TO BUY

Stations

Qualified party interested in purchasing 250 to 1000 watt day or fulltime operation. East or middlewest. Population of 50,000 or better. Replies kept confidential. Box 452G, B•T.

Stations wanted. Ralph Erwin, Broker. Specializing in the private sale of theatres, radio stations and television properties. 1443 South Trenton, Tulsa.

Equipment

Used one kw am transmitter. Must be in good condition. State best price. WMRF, Lewistown, Pa.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 2-E, 821 19th Street, N.W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

SERVICES

Offering movies for television portraying north African life and political events. Write Box 406G, B•T.

RADIO

Help Wanted

Salesmen

Dynamic Salesmen wanted by Dominant Stations!

A golden (and we mean *golden*) opportunity for two men who *like* to sell almost as much as eat—who *don't* like to take "no" for an answer—who *believe* in themselves and in what they are selling. They'll be associated with WXEX-TV, the dominant station in Richmond, Petersburg & Central Va.; and with WLEE, Richmond's great NBC station. If you think you measure up, we have all the ammunition you'll need—top story, top promotion, top pay. Address replies to Irvin Abeloff, WLEE, 6200 Broad St. Road, Richmond 28, Va.

RADIO

Help Wanted—(Cont'd)

WANTED

Wanted June 1st complete staff for new 5000 watt radio station in Harrisonburg, Va. Give all particulars including experience, qualifications, salary expected in first letter. Reply Box 394G, B•T.

Announcers

Sparkling, hard-working announcer with ideas who also does play-by-play football and basketball. Resume, references and comprehensive tape in first letter. K-W-T-X Radio . . . P. O. Box 3128, Waco, Texas.

Top DJ Personality

Have you ever performed to an audience of more than a million people? If you have ability and the desire to be a leading DJ we can feature you in our radio spotlight. Excellent income. Opportunity for rich development. Experience necessary. If you know the value of promotion and publicity as a personality and can radiate acceptance locally, this is the chance of a lifetime in our expanding local effectiveness at the broad community level. Only steady, reliable DJ's need apply. Send tape, photo and background summary of your success to WSRS, Cleveland 18, Ohio, or phone ERieview 1-1221 for interview.

Situations Wanted

Managerial

ATTENTION OWNERS

Highly successful and experienced Manager with eleven years in medium and small markets is seeking managerial opportunities. I'm presently General Manager of a kilowatt independent AM-FM operation, in a city of 20,000, grossing $125,000 despite the fact that the government has rated the area as a "depression area".
I began as an announcer, worked up through P.D., Asst. Mgr., and Sales, and for the past five years I have been managing. I'm no floater since all eleven years have been with just three stations. Have held present position for three years and am on best of terms with ownership.
Present income is $10,000. Age 31, family man, with best references from all employers for ability, integrity and character.
Box 396G, B•T

Programming-Production, Others

Man At the Crossroad

What direction shall he take? Seasoned broadcaster; more than 10 years radio, 4 years TV; covering programming, promotion, film-buying, public relations, air work and creative writing. Would like to sell, create programs, or serve a stable radio or TV organization in any capacity they consider most useful to them. Mature judgment; administrative experience; responsible family man.
Box 417G, B•T

TELEVISION

Situations Wanted

Programming-Production, Others

ATTENTION TV FEATURE PRODUCERS!

Young English programme director, now permanently in USA, has FABULOUS IDEA FOR VAST TV SERIES which requires development.
This programme would have such tremendous psychological and nationwide appeal that it can only be dealt with by an organisation capable of working on national scale with sponsors in commerce, light and heavy industry, chemicals and oils, foodstuffs, textiles, and every saleable commodity known to man. It is a production practical in every way, never before envisaged by the public. Requires no complicated studio work, but would carry coordination staff of professional status. In the hands of the right people, this would make rating history and become an instantaneous, lucrative, and phenomenal success. Will speak only at top level, with responsible representative of corporation with long-standing integrity. Meeting will be arranged in New York by writing.

Box 402G, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

(Continues from page 114)

porary authority to operate WSPA-TV is without prejudice to any action Commission may take as result of decision of Court of Appeals for District of Columbia Circuit in *WAIM-TV and WGVL (TV) v. FCC.* Action April 25.

Port Arthur, Tex.—FCC designated for hearing application of Jefferson Amusement Co. for new tv station on ch. 4, Port Arthur, in consolidated proceeding with applications of Port Arthur College and Smith Radio Co. for same facility. Jefferson application was reinstated on Sept. 8, 1955, remand by U. S. Court of Appeals. Action April 25.

WCHS-TV Charleston, W. Va.—FCC designated for hearing application for mod. of cp to move trans. 11 miles from Charleston, increase ant. height from 670 ft. to 1,236 ft.; made **WHTN-TV Huntington,** and **WTAP (TV) Parkersburg,** parties to proceeding. Action April 25.

WBLK-AM-TV Clarksburg, W. Va.; WPAR-AM-FM Parkersburg, W. Va.; WSTV-TV Steubenville, Ohio—FCC designated for hearing application of News Publishing Co., Wheeling, W. Va., and WSTV Inc. Steubenville, to transfer control of Ohio Valley Bcstg. Corp. (WPAR-AM-FM, WBLK-AM-TV) to WSTV Inc. (licensee of WSTV-TV) in consolidated proceeding with protest hearings of Ohio Valley's application for new tv station (WBLK-TV) pursuant to Court of Appeals opinion of June 9, 1955; made Clarksburg Publishing Co. party to proceeding. Action April 25.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Mexican stations mod. appendix containing assignments of Mexican stations attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting January 30, 1941.

Change List #189 **April 6, 1956**

570 kc

XEOA Oaxaca, Oaxaca—(Assign. of call letters), 5 kw D, 250 w N, unl. Class IV. 4-6-56.

1340 kc

XECX Cd. Obregon, Sonora—(New), 250 w unl. Class IV. 9-6-56.

1400 kc

XEWF Cuautla, Morelos—(Increase in power), 250 w unl. Class IV. 7-6-56.

1490 kc

XERA Chihuahua, Chihuahua—(Increase in D power), 1 kw D, 250 w N, unl. Class IV. 7-6-56.

Routine Roundup . . .

April 26 Decisions

Broadcast Actions
By the Commission
Actions of April 25

Following were granted renewal of licenses on regular basis: **KCSJ-AM-TV Pueblo, Colo.; KCMS (FM) Manitou Springs, Colo.; KROC-AM-TV Rochester, Minn.; KEYD Minneapolis, Minn.; KDTA Delta, Colo.; KLEM Le Mars, Iowa; WDGY Minneapolis, Minn.**

FM Allocation Table—FCC proposed to amend fm allocation table by adding ch. 223 to Toledo, Ohio, to facilitate consideration of pending application by Hillebrand Electronics for that channel, and by substituting ch. 231 for 222 in Summit Township, Mich. Comments may be filed by May 25.

ACTIONS ON MOTIONS
By Commissioner E. M. Webster

Louis Rosenberg, Tarentum, Pa.—Granted petition for extension of time to and including May 14, to file exceptions to initial decision in am proceeding re his application and that of Miners Bcstg. Service Inc., Ambridge, Pa. Action April 25.

By Hearing Examiner Herbert Sharfman

Broadcast Bureau—Granted petition for extension of time from April 25 to and including May 2, to file proposed findings of fact and conclusions and from May 9 to May 16, for filing replies re application of American Bcstg.-Paramount Theatres Inc., for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to **XETV (TV) Tijuana, Mexico.** Action April 25.

By Hearing Examiner Jay A. Kyle

Tom Olsen, Olympia, Wash.—Denied April 19 petition for hearing in field and for other relief re application of Donald F. Whitman, **KITN Olympia,** for cp for new am station. Action April 25.

By Hearing Examiner H. Gifford Irion

Western Ohio Bcstg. Co., Greenville, Ohio—Granted petition for continuance of prehearing conference scheduled for April 25 and hearing proper scheduled for April 26 re its am application; both are continued indefinitely. Announced April 26.

Pacific Television Inc., Coos Bay, Ore.—Granted petition for continuance of hearing in ch. 16 proceeding, Coos Bay, from April 30 to May 31. Action April 25.

April 26 Applications

Accepted for Filing
License to Cover Cp

KBBS Buffalo, Wyo.—Seeks license to cover cp which authorized new am.

KTCS Fort Smith, Ark.—Seeks license to cover cp which authorized new am.

KENL Arcata, Calif.—Seeks license to cover cp which authorized new am.

KGGM-TV Albuquerque, N. M.—Seeks license to cover cp which authorized new tv.

WGBB Freeport, N. Y.—Seeks license to cover cp which authorized increase in power.

KCMO-TV Kansas City, Mo.—Seeks license to cover cp which authorized new tv and to specify trans. location as 125 E. 31st St., Kansas City (not a move).

License to Cover Cp Amended

WRCV Philadelphia, Pa.—Application seeking license to cover cp which authorized changes in DA system amended to change name to NBC Inc.

License to Cover Cp Resubmitted

KHCD Clifton, Ariz.—Resubmits application seeking license to cover cp to replace expired cp which authorized new am.

KHUM Eureka, Calif.—Resubmits application seeking license to cover cp which authorized change in frequency; increase in power; installation of DA-N, and change trans. location.

Modification of Cp

KRBB (TV) El Dorado, Ark.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KTBC-TV Austin, Tex.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Dec. 10.

Cp

WTOV-TV Norfolk, Va.—Seeks cp to replace expired cp which authorized new tv.

Renewal of Licenses

KVSO Ardmore, Okla.; KXIT Dalhart, Tex.; KRRV Sherman, Tex.

April 30 Applications

Accepted for Filing
Modification of Cp

WARK Hagerstown, Md.—Seeks mod. of cp (which authorized installation of new ant. and increase in height) for extension of completion date.

KMIN Grants, N. M.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WINT (TV) Waterloo, Ind.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 15.

WITN (TV) Washington, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 26.

WPHD (TV) Philadelphia, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

License to Cover Cp

KLEX Lexington, Mo.—Seeks license to cover cp which authorized new am.

Renewal of Licenses

KWGB Goodland, Kan.; KSID Sidney, Neb.; KLPR Oklahoma City, Okla.; KLCO Poteau, Okla.; KVIN Vinita, Okla.; KVLF Alpine, Tex.; KGAF Gainesville, Tex.; KPEP San Angelo, Tex.; WCPS (FM) Greensboro, N. C.; KENS-TV San Antonio, Tex.; KTXL-TV San Angelo, Tex.

Renewal of License Returned

KGBC Galveston, Tex. (Not signed or notarized).

Remote Control

KJLT North Platte, Neb.

May 1 Decisions

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of April 27

WRCV Philadelphia, Pa.—Granted license covering changes in DA system.

WKMI Kalamazoo, Mich.—Granted license covering change from employing DA-2 to DA-N and operate trans. by remote control from 414 S. Burdick St., while employing non-DA.

WMUA (FM) Amherst, Mass.—Granted license covering changes in licensed educational fm station; ch. 216 (91.1 mc), 10 w unl.

WTSP-FM St. Petersburg, Fla.—Granted license covering changes in licensed station; ch. 273 (102.5 mc), 4 kw unl.

WTOV-TV Norfolk, Va.—Granted cp to replace expired cp which authorized new tv.

KGUL-TV Galveston, Tex.—Granted mod. of cp to change description of studio location to 11 Video Lane (not a move) and make ant. changes.

Following were granted extensions of completion dates as shown: **KRBB El Dorado, Ark.,** to 9-30-56; **KOTA-TV Rapid City, S. D.,** to 9-1-56; **KGON Oregon City, Ore.,** to 6-1-56, conditions; **WJKO East Longmeadow, Mass.** to 5-31-56.

Actions of April 26

WNDU South Bend, Ind.—Granted license covering changing ant.-trans. location and to make

changes in the ant. and ground systems.

WAGA-FM Atlanta, Ga.—Granted extension of completion date to 7-8-56.

Actions of April 25

KJLT North Platte, Neb.—Granted authority to operate trans. by remote control from U. S. Highway 30, 5.2 miles west of city limits of North Platte.

Following were granted extensions of completion dates as shown: **WEEK-TV Peoria, Ill.**, to 9-30-56; **KFJZ-TV Fort Worth, Tex.**, to 11-17-56; **KETC (TV) St. Louis, Mo.**, to 11-6-56.

Actions of April 24

KSWM-TV Joplin, Mo.—Granted license for tv broadcast station.

WBBM-TV Chicago, Ill.—Granted license covering change in ERP to 28.6 kw vis., 14.3 kw aur.

KTRB-TV Modesto, Calif.—Granted cp to replace expired cp which authorized a new tv.

Following were granted extensions of completion dates as shown: **WWKS Macomb, Ill.**, to 5-31-56; **KPAR-TV Sweetwater, Tex.**, to 11-21-56; **WEAL-TV Orlando, Fla.**, to 7-16-56; **WBOC-TV Salisbury, Md.**, to 11-11-56; **KVTV (TV) Sioux City, Iowa**, to 6-1-56.

Action of April 20

KRES Saint Joseph, Mo.—Granted authority to operate trans. by remote control from 404 S. 8th St., Saint Joseph, while using NON-DA.

May 1 Applications

Accepted for Filing

Modification of Cp

WHFI (FM) West Paterson, N. J.—Seeks mod. of cp (which authorized new fm) for extension of completion date.

WFLB-TV Fayetteville, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 27.

License to Cover Cp

WTON Staunton, Va.—Seeks license to cover cp which authorized change in frequency from 1400 kc to 1240 kc.

Renewal of License

KPRC-TV Houston, Tex.

Modification of SCA

WHFI (FM) West Paterson, N. J.—Seeks mod. of application for SCA for extension of authorization to Nov. 21.

May 2 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to and including May 4 to file responses to April 12 petitions filed by **KOB Albuquerque, N. M., ABC New York** and **KWBU Corpus Christi, Tex.**, for mod. or clarification of issues as stated in Commission's Memorandum Opinion and Order of March 21, re applications of **KOB Albuquerque** for mod. and for license to cover cp as mod. and authority to determine operating power by direct measurement. Action May 1.

By Chief Hearing Examiner James D. Cunningham

Hazard Bcstg. Corp., Hazard, Ky.—Denied request for leave to supplement petition to set aside order of chief hearing examiner denying motion to accept late appearance and dismissing application with prejudice; said pleading is of type prohibited by Sec. 1.730 of rules. Action April 30.

WSTV Inc., Steubenville, Ohio—Denied petition for intervention in ch. 11 proceeding, Pittsburgh, involving applications of WWSW Inc. and Pittsburgh Radio Supply House Inc. and application of WWSW Inc. (WIIC) for mod. of cp. Action April 27.

By Hearing Examiner James D. Cunningham

Broadcast Bureau—Granted petition of extension of time from May 4 to May 14, to file proposed finding re application of **KGHL-TV Billings, Mont.** Action April 30.

By Hearing Examiner Jay A. Kyle

KFNF Shenandoah, Iowa—Upon oral request of KFNF, continued from May 7, to June 6 proceeding re its application for cp to change ant.-trans. locations and increase ant. height. Action April 25.

Charles W. Stone, Fort Lauderdale, Fla.—Granted petition for continuance of hearing from April 27 to May 25 re his am application. Action April 27.

By Hearing Examiner Hugh B. Hutchison

KOB Albuquerque, N. M.—Ordered that next hearing conference re application of KOB for mod. of cp and for license to cover cp as mod. and authority to determine operating power by direct measurement is postponed until 2 o'clock on May 24, and date now scheduled for hearing in said proceeding, namely July 16 at 10 a.m., is retained. Action April 30.

Sanford A. Schafitz, Lorain, Ohio—Granted petition for continuance of hearing from May 1 to May 21 re his am application. Action April 25.

By Hearing Examiner Basil P. Cooper

Cheboygan, Mich.—Ordered that oral argument on petition of Straits Bcstg. Co., Cheboygan, for leave to amend its application and opposition thereto by Midwestern Bcstg. Co., Cheboygan, (ch. 4 proceeding), be held May 1, at 2:00 p.m. Action April 27.

Manchester, Conn.—Ordered that record in proceeding re am applications of Manchester Bcstg. Co., Manchester, Regional Bcstg. Co., East Hartford, Conn., and Brothers Bcstg. Corp., Hartford, Conn., be opened to permit action to be taken on petition by Manchester and Regional to correct record and that further hearing for such purposes will be held May 1 at 2:30 p.m. Action April 27.

By Hearing Examiner H. Gifford Irion

WOI Ames, Iowa—Upon joint motion by Iowa State College of Agriculture and Mechanic Arts (WOI), and Earle C. Anthony, Inc. (**KFI Los Angeles, Calif.**), ordered that requested corrections to transcript are accepted and transcript corrected as proposed re WOI application for special service authorization to operate additional hours from 6 a.m. to local sunrise CST with 1 kw. Action April 26.

WSLA Selma, Ala.—Granted petition for extension of time to file proposed findings of fact and conclusions from May 8 to June 11 and from June 22 to July 2 for filing reply findings re WSLA application for mod. of cp. Action April 27.

By Hearing Examiner Annie Neal Huntting

Newburgh, Ind.; Lawrenceville, Ill.—Issued second statement concerning pre-hearing conferences and order re am applications of Southern Indiana Broadcasters Inc., Newburgh, and Lawrenceville Bcstg. Co., Lawrenceville, setting forth agreements and requirements which shall govern course of proceeding. Action April 26.

May 2 Applications

ACCEPTED FOR FILING

License to Cover Cp

KLIZ Brainerd, Minn.—Seeks license to cover cp which authorized change in frequency; increase power; change hours of operation, and make changes in ant. and ground system.

KJLT North Platte, Neb.—Seeks license to cover cp which authorized increase in power; change from employing DA-D to NON-DA, using No. 2 tower of present DA system; move trans. approx. 600 ft. south of its present location and specify studio location as 5.2 miles west of city limits on Hwy. 30, North Platte.

WENC Whiteville, N. C.—Seeks license to cover cp which authorized change in frequency; increase in power, and change hours of operation.

License to Cover Cp Returned

KVAN Vancouver, Wash.—Application seeking license to cover cp which authorized employing DA-N only; change studio location, and operate trans. by remote control while using NON-DA, returned. Signed by general manager.

Renewal of Licenses

KZIP Amarillo, Tex.; KRIC Beaumont, Tex.; KFYO Lubbock, Tex.; KENS San Antonio, Tex.; KIND Independence, Kan.; KWKC Abilene, Tex.; KFDA Amarillo, Tex.; KTBC Austin, Tex.; KTXN Austin, Tex; KIBL Beeville, Tex.; KORA Bryan, Tex.; KUNO Corpus Christi, Tex.; WCAP Fort Worth, Tex.; KMHT Marshall, Tex.; KMAE McKinney, Tex.; KIMP Mt. Pleasant, Tex.; KIUN Pecos, Tex.; KDWT Stamford, Tex.

Remote Control

KBUN Bemidji, Minn.; WPAC Patchogue, N. Y.

UPCOMING

May 8: RAB Clinic, Philadelphia.

May 9: BMI Clinic, Springfield, Ill., and Nashville, Tenn.

May 10: RAB Clinic, New York.

May 11: BMI Clinic, Indianapolis, Ind., and Orlando, Fla.

May 13: BMI Clinic, Wichita, Kans.

May 13-19: National Radio Week.

May 14: BMI Clinic, Rochester, N. Y.

May 16: BMI Clinic, Jefferson City, Mo., and Boston, Mass.

May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.

May 18: BMI Clinic, Omaha, Neb., and Portland, Me.

May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

May 21: BMI Clinic, Columbus, Ohio.

May 21-24: 1956 Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 21-22: Chicago Tribune Distribution and Advertising Forum, studio theatre of WGN, Chicago.

May 23: BMI Clinic, Grand Rapids, Mich.

May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

May 25: BMI Clinic, Milwaukee, Wis.

JUNE

June 4: BMI Clinic, Caldwell, Idaho.

June 6: BMI Clinic, Great Falls, Mont.

June 8: BMI Clinic, Detroit Lakes, Minn. (Note: tri-state clinic for North Dakota, South Dakota, and Minnesota).

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 11: BMI Clinic, Salt Lake City, Utah.

June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.

June 13: BMI Clinic, Sheridan, Wyo.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

June 15: BMI Clinic, Estes Park, Colo.

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

15% of What?

ONE QUESTION—that of method of agency compensation—stood out above all others at the American Assn. of Advertising Agencies convention 10 days ago, commanding attention and portending close and in all probability serious re-examination in the months ahead.

The media commission system was not evolved by, or even in consultation with, the broadcast media. Both radio and television were born to it. Both became partners in a system which derived from the earlier days of agencies and print advertising. Undoubtedly they have both contributed to the indispensable nature of agencies—by raising the number of agency services and agency specialists to a level few advertisers individually could afford—and have added irritations to the present system through the issue of commissions on talent fees, program packages and the like.

Despite occasional serious attacks, the system has endured for half a century.

Now, certainly, it is being questioned. AAAA speakers tacitly recognized it by devoting much time, in some cases whole speeches, to the benefits it delivers to all concerned. The head of the Assn. of National Advertisers, General Foods' Edwin W. Ebel, came right out and said it. Speaking at an AAAA closed session, he told the agency people frankly that there is a growing belief among many ANA members that the relationship between advertiser and agency has changed fundamentally, that the two have grown closer, that it should be the advertiser who determines what the agency's services are worth.

It is not clear exactly what the critical advertisers want, but some of the things that chafe them are apparent. They make it plain they are aware that the media commission system has served well through the years, but they obviously feel some changes are needed. Some object that they're not able to deal directly with media at the same rates that agencies do. Some argue that the fundamental principle of the media commission system—payment by a medium in direct proportion to the amount of client money spent in that medium—can be twisted to advertising's detriment. Some protest that the agency is getting gravy when it draws its 15% on billings used to expand a campaign—by adding stations or magazines, for instance—because it has already done its main work, and been paid for it, when it prepared and placed the program or ad in the first place. The question does not seem to be the 15% commission itself so much as "15% of what?"

As yet, critics have come forward with no firm alternative to the present method of doing business. Until one has been developed, the controversy must necessarily generate more heat than light. It should not be said that the current system cannot be improved; the possibility of betterment can never be ruled out, or else communications—and advertising—would not today have their two most powerful media—radio and television. Until a better plan is evolved, however, it must stand as a tribute to the existing system that it withstood its last serious challenge more than 20 years ago, that it has not been greatly questioned since and that advertisers and media—as well as agencies—have prospered under it.

The Bricker Effusion

SEN. John W. Bricker (R-Ohio) is an inscrutable, ambitious man with a self-imposed mission. He has convinced himself that CBS and NBC are monopolizing television and that, therefore, all television should be regulated by Uncle Sam like the railroads, airlines and other common carriers.

He feels this so strongly that he has even released, for all to see, confidential 1954 figures of television stations and networks, delivered to the Senate Commerce Committee under protest by the FCC and with the understanding that they were to be used only in the aggregate to protect the confidences of the individual respondents. Sen. Bricker knew precisely what he was doing because he cites the use of these "hitherto confidential" statistics from the FCC. But alack, the figures were for 1954, and tv statistics more than a few months old are like yesterday's newspaper.

To the non-broadcaster, the Ohio Senator's one-man report to the Senate Committee (which has neither the endorsement nor the opposition of the committee) would appear plausible. To anyone who has ever bought or sold a spot or a classified, its gross distortions and colored conclusions are glaringly evident. Mr. Bricker assumes responsibility for a document that would accomplish precisely the opposite of what he says he wants. It would penalize the public by destroying the economic base upon which our broadcast structure is built. It would arbitrarily cut down the service of pioneer tv stations, which entered the field when there were no profits, by trying to make over geography and arbitrarily impede propagation. By starting on a false premise, it winds up with a preposterous conclusion.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"You just don't have any privacy, once you become a tv star!"

This is not to say that all is serene in the relations of networks with their affiliates, or that there are not conditions that need remedying. The networks are competent to answer for themselves. Individual stations that would suffer if Mr. Bricker's single-market philosophy were invoked must act to thwart possible legislation.

Mr. Bricker seems to forget that Congress isn't expert in allocations or in economics. There are now so many inquiries into television that lawyers and investigators find themselves opening doors for one another. Congress created the Federal Radio Commission in 1927 to handle the "chaotic" situation involving a few hundred broadcast stations. Congress last session handed the FCC $80,000 and this session gave it another $120,000 for the precise purpose of studying the network-monopoly situation and a special staff is so engaged. The Antitrust Division of the Dept. of Justice has publicly disclosed it is investigating complaints of possible antitrust violation by the networks. House committees are snooping. How many bills does the taxpayer have to pay for tv investigations?

Any way you look at the latest diatribe of Mr. Bricker, one must reach the conclusion that he's shooting for common carrier regulation of broadcasting. This was the tack taken more than two years ago by former FCC Comr. Robert F. Jones, as the then Chairman Bricker's majority committee counsel, who wanted uniform cost accounting for broadcasting, which is the prelude to a determination whether rates are "reasonable." Mr. Jones, now in private communications practice, may have had little to do with the new Bricker effusion, but his philosophy of regulation, and certainly some of his trenchant phrases, can be detected in the 27-page report.

Stations and networks may well ponder whether they should voluntarily supply economic data to the FCC, only to have it disclosed to competitors and distorted to present the worst possible picture. The FCC's right to collect this data is questionable and never has been tested. Certainly the FCC is placed in a bad light when data it has collected confidentially is released by a senator to whom it was supplied with an injunction of secrecy.

We have always had the notion that Sen. Bricker, and some of his senatorial colleagues, are more concerned about network ownership and network commentators than they are network licensing. The politician thinks in terms of re-election. The broadcast media have become the most potent means of reaching the electorate. Commentators, with national audiences, can (in the minds of the politicians) make or break a candidate. Besides, this is a presidential year. Show us a handsome, telegenic senator from a populous state and we'll show you an aspirant who believes that presidential lightning could strike.

WBAL-TV

NBC

Channel 11 • NBC in Maryland

real news in sales appeal

"TONIGHT'S NEWSREEL"

11:15 p. m. monday thru friday

In a most desirable spot, following the news-weather-sports rundown, and right before Steve Allen, "Tonight's Newsreel" takes Marylanders by film to the scenes of the day's news. News highlights—local, national and international—are presented on film, often hot out of the can the last minute before showtime! Masterfully narrated by WBAL-TV's News Editor Keith McBee, who does a convincing commercial, too.

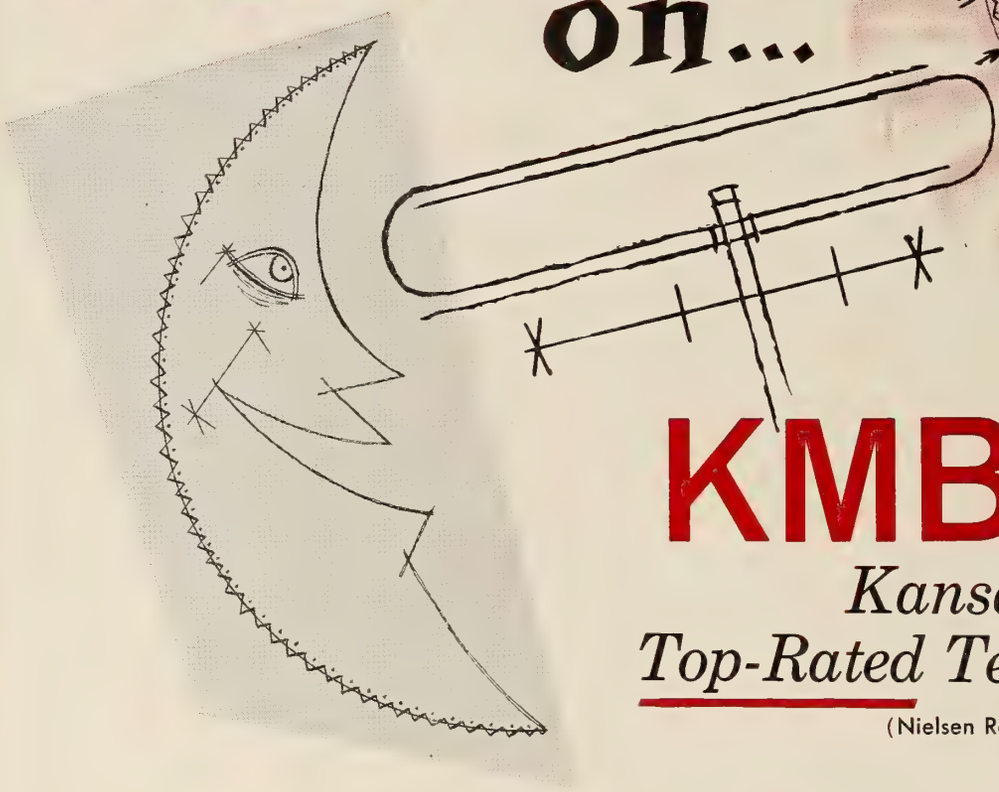
Complete or Participating Sponsorship available any or every evening.

WE'LL TALK TO YOU IN TERMS OF

RESULTS

Nationally Represented by Edward Petry Co.

anytime is "BIG TIME" on...



KMBC-TV

Kansas City's Top-Rated Television Station

(Nielsen Report—March, 1956)

KMBC-TV IS RATED NUMBER ONE IN SHARE OF AUDIENCE FROM SIGN-ON TILL SIGN-OFF—SEVEN DAYS A WEEK!

This overwhelming preference for Channel 9 programming is reported by the latest Kansas City Nielsen Survey covering an eight-week period from January 8 through March 10, 1956. Nielsen also points out these revealing facts in this three-station market:

A Four of the ten highest-rated once-a-week programs are on KMBC-TV, and eleven (nearly half) of the top 25.

B Of the five best-rated multi-weekly programs, the first four—in order—are Channel 9 shows.

C KMBC-TV originates LOCALLY three Monday-through-Friday shows which outrate anything and everything at any time on competing daytime schedules; network or local.

And ratings aren't the entire KMBC-TV story, either. Channel 9 provides Class "A" primary viewing service to *31,000 more families* than any other channel in the area, according to A. Earl Cullum, Jr., consulting engineer. Combine bigger coverage and higher ratings with the fact that KMBC-TV offers *full minutes* (not just chainbreaks) throughout the day and most of the evening and it's easy to see why the Swing is to KMBC-TV. So remember these three buying guides when you schedule television advertising in Kansas City:

1) **KMBC-TV is number one in share of audience**
2) **KMBC-TV serves 31,000 more Grade A families**
3) **KMBC-TV offers complete versatility of commercial handling**



See Peters, Griffin, Woodward, Inc. for availabilities.

the SWING is to **KMBC-TV**

Kansas City's Most Popular and Most Powerful TV Station



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

DON DAVIS, First V-P and Commercial Mgr.
JOHN SCHILLING, V-P and General Mgr.
GEORGE HIGGINS, V-P and Sales Mgr.
MORI GREINER, Director of Television
DICK SMITH, Director of Radio

...and in Radio, it's **KMBC** *of* **Kansas City—KFRM** *for* **the State of Kansa**

MAY 14, 1956

35c PER COPY

BROADCASTING TELECASTING

HOW TO START A RADIO STATION Page 76

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National Radio Week Heavily Promoted
Page 48

Uhf in Pennsylvania: A Special B•T Study
Page 69

Deintermixture Plan Studied by FCC
Page 92

25TH year

THE NEWSWEEKLY OF RADIO AND TV

A NICKEL will go a long way these days on WHO Radio!



Take 8 a.m. to 12 noon as an example . . .

MAYBE instead of a "good five-cent cigar", what this country's advertisers need today is a good look at what *five cents* will buy in radio—*WHO Radio.*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 8 a.m. and 12 noon will deliver 53,953 actual *listening* homes.

That's 56.8 homes for a nickel, or 1000 homes for $.88—*ALL LISTENING TO WHO!*

That's the rock-bottom minimum. With its 50,000-watt, Clear-Channel voice, WHO is heard by thousands of *unmeasured* listeners, both in and outside Iowa. Bonus includes Iowa's 527,000 extra home sets and 573,000 radio-equipped automobiles—plus tremendous audience in "Iowa Plus"!

Let Peters, Griffin, Woodward, Inc. give you all the impressive WHO facts.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives



Big Aggie

wins first prize at the fair

WNAX-570 named number one station by South Dakota State Fair-Goers

Two college professors conducted a survey of listening habits among the people at the South Dakota State Fair last fall. They wanted to find out what families in Big Aggie Land—that vast 5-state area in the great Upper Missouri Valley listened to and/or watched. Here's what they found out:

78.6% listen more to radio
16.3% watch television more
58.1% of the people polled listen most to the Big Aggie Station, WNAX-570.

Big Aggie is
STILL queen in Big Aggie Land

SAMS families	660,950
Population	2¼ million
Effective Buying income	$3 billion
Total retail sales	$2.5 billion
Radio penetration	98%



WNAX-570

CBS Radio Yankton, South Dakota
A Cowles Station, Don D. Sullivan, Advertising Director. Under the same management as KVTV, Channel 9, Sioux City

TERRE HAUTE IS NOT COVERED BY OUTSIDE TV!

FOR YOUR INDIANAPOLIS SALES AREA

CBS TELEVISION · NBC · ABC

108,000 *unduplicated* CBS-TV homes

WTHI-TV channel 10

TERRE HAUTE, INDIANA

REPRESENTED NATIONALLY BY THE BOLLING CO., NEW YORK — CHICAGO

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St. James' Episcopal Church St. John's Episcopal Church St. John's Lutheran Church St. Joseph's Church St. Joseph's Hospital St. Mark's Methodist Church Lebanon St. Mary's Church St. Paul's E. & R. Church St. Paul's E.U.B. Church St. Paul's New Baltimore Lutheran Church Lebanon Moose Home Reading League of Women Voters Harrisburg Polyclinic Hospital Reading Disabled Veterans School Harrisburg Community Theater Harrisburg Colonial Park Fire Company Bellegrove Fire Company Bethany E. & R. Church Bethany Presbyterian Church Bethel Sisterhood Blain Lutheran Church Boys Club Boy Scouts of America Broad Street Methodist Church Bucknell University Camp Curtin Junior High School Canadochly Valley Elementary School CARE Cassel's Union Church Catholic Daughters of America Catholic War Veterans Catholic Women's Club Catholic Youth Organization Chamber of Commerce Chanceford Presbyterian Church Shrewsbury Christ Lutheran Church Lititz Church of the Brethren Church of God Civil Air Patrol Commonwealth of Pennsylvania Community Chorus Community Theatre Conestoga Methodist Church D.A.R. Daughters of Union Veterans Day Care Training Center Decatur Fire Company Degel Israel Synagogue [illegible] College [illegible] Hanover Harrisburg Bethel Sisterhood [illegible] Policy [illegible] East Juniata High School [illegible] Emanuel [illegible] Church English Presbyterian [illegible] Lutheran Church F.B.I. [illegible] Civil Defense [illegible] First Church of the Brethren First Church of God First Methodist Church First Moravian Church First Presbyterian Church Foreign Policy Association 4-H Clubs Franklin and Marshall College F. & A.M. Gettysburg City Preparations for the President Grace Evangelical Congregational Church A. D. Good School Grace E. & R. Church Grace Methodist Church Ground Observer Corps Reading Kiwanis Club Harrisburg Melrose Gardens Grace Brethren Church Harrisburg Quota Club Girl Scouts Hamilton Park E. & R. Church Hand Jr. High School Heart Association Hempfield High School Holy Name Society Indiantown Gap Military Reservation Iris Club Jewish Community Center Jewish War Veterans Jewish Theological Seminary Jackson School Junior Chamber of Commerce Kings Daughters Kiwanis Clubs Knights of Columbus Lancaster Camera Club Lancaster Catholic High School Conference Luther League Flying Aces Club Lancaster Free Public Library Lancaster General Hospital Opera Workshop Symphony Orchestra Lancaster County Dental Association Federation of Women's Clubs Landis Valley Museum Landisville Fire Company Laurel Fire Company League of Women Voters Lebanon Valley College—Annville, Pa. Lemoyne Citizens Fire Company Leola Fire Company Lincoln Engine Company #9 Lincoln Fellowship of Pa. Lincolnway Fire Company Lions Clubs Lititz Business Men's Club Littlestown Assembly of God Locust Street Methodist Church Long Level Playground Association Loyalsockville E.U.B Church Lutheran Mission Synod Lycoming College Manheim Catholic Women's Club Manor Joint High School Manor Township Civic Association Manufacturers Association Marian Grange #1853 Maryland Line Fire Company Matamoras Methodist Sunday School McCaskey High School Medical Society of Pennsylvania Mental Hygiene Association Middletown Methodist Church Millersville State Teachers College Miniature Railroad Club Moose Home Moravian College Alumni Association Mt. Gretna Fire Company Mt. Zion Methodist Church Muddy Creek Reformed Church Muscular Dystrophy Association National Association of Cost Accountants National Assn. for Retarded Children National Council of Catholic Youth National Council of Catholic Men National Council of Churches in Christ National Safety Council Neffsville Fire Company Newberrytown Fire Company New Holland Fire Company New Holland Methodist Church Newport Joint High School Newtown E.U.B. [illegible] Association Optimist Clubs Order of De Molay Order of White Shrine of Jerusalem Otterbein E.U.B. Church Our Mother of Perpetual Help Church Paradise Elem[illegible] ference Pearl Street E.U.B. Church Pennsylvania Assn. for Retarded Bureau Pennsylvania Farmers Association Pennsylvania Game Comm[illegible] of Craftsmen Penna. Motor Truck Assn. Penna. Retail Growers Assn. Penna. State Police Perry County Educational Association Perry[illegible] Club of Lancaster Polyclinic Hospitol Porters Sideling Fire Compan[illegible] America P.T.A.'s Purchasing Club Reciprocity Club Red Lion Street Methodist Church Sacred Heart Parish Salem E. & R. C[illegible] St. Andrew's Episcopal Church St. Anne's Church Harrisburg St[illegible] A.A.A.S. Akron Fire Company Alert Fire Company of Manchester To[illegible] Relief Appeal All Saints Episcopal Mission American Automobile Society American Business Club American Cancer Society American[illegible] Diabetes Association American Education Week American Legion Mothers of York Amvets Archery Club Art Association of Lan[illegible] St. Paul's Union Church St. Peter's Catholic Church St. Rose of Lim[illegible] Club Schoeneck Fire Company Scottish Rite Cathedral & Masonic Temp[illegible] Day Adventist Church Shiloh Lutheran Church Smithville Church of [illegible] vancement of Management Soroptimist Clubs Southern Manheim Towns[illegible] dale Methodist Church Terre Hill Fire Company Thomasville Fire C[illegible] Trinity Episcopal Church Trinity E.U.B. Church Trinity Lutheran C[illegible] Community Campaign United States Air Force United States Army United States Coast Guard United States Department of Defense United States National Guard United States Navy United States Naval Rese[illegible] States Social Security United States Treasury United States Weat[illegible] Weiglestown Fire Company Wesley Methodist Church West Hempfield pathic Hospital West Snyder High School West York Boro High Sch[illegible] Club Willow Street E. & R. Church Willow Street Fire Company Women's Clubs World Alliance of Y.M.C.A. and Y.W.C.A. Yorkann[illegible] Schools York Hospital Auxiliary York Junior Service League York Little Theatre York Navy Mothers Club Young GOP of Lancaster County Y.M.C.A. Y.W.C.A. Zion Lutheran Church Zoar's Lutheran Church Zwigle Reformed Church Bethel A.M.E. Church Buchanan Little League Baseball Club Women's Auxiliary Cotiette Club Conestoga Elementary P.T.A. East Petersburg P.T.A. E.U.B. Church Fellowship House Foremen's Club Harrisburg Educators Association Heistand School P.T.A. Hummelstown P.T.A. Ladies Auxiliary of the Rowlinsville Camp Meeting Lady Sutter Rebekah Lodge Married Women's Club Martic Township P.T.A. Melrose Gardens Grace Brethren Church Paradise Township P.T.A. Pennsylvania Economy League Pharmaceutical Association Presidents Committee for Highway Safety Quota Club Religion in American Life Ross P.T.A. Reading and Berks County Women's Missionary Federation Lebanon Valley Chapter, Pennsylvania Guild of Craftsmen Lebanon Catholic High School Albright College, Reading Reading Program of the Week Club Yorkshire P. T. A. Zion E. and R. Church Landisville Zion Lutheran Church Schaeffer School P.T.A. University Club Warwick Union P.T.A. Winky Dink Club of Ephrata

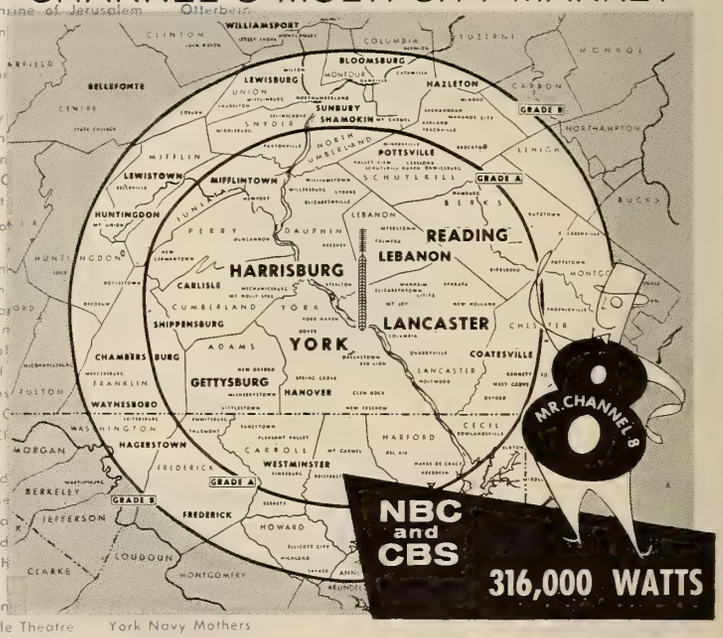
serving its many communities through civic programs

WGAL-TV

Lancaster, Penna.
NBC and CBS

One of the basic objectives of WGAL-TV programming is to uphold and assist important civic projects. Strategically scheduled programs and announcements are carried daily, in a never-ending effort to serve the hundreds of worthwhile organizations vital to the life of the many communities in the WGAL-TV coverage area.

CHANNEL 8 MULTI-CITY MARKET



STEINMAN STATION
Clair McCollough, Pres.

Representative
THE **MEEKER** COMPANY, INC.
New York Chicago
San Francisco Los Angeles

closed circuit®

SALVATION THE CRY • "Save uhf" is likely clarion call to FCC in proposed interim report being drafted by staff of Senate Commerce Committee on its far-ranging tv investigation. Majority Counsel Kenneth Cox and communications expert Nicholas Zapple, at request of Chairman Warren G. Magnuson (D-Wash.), are working on report which may be released with adjournment of this session, expected in early July. Report, which may be subject to approval of committee, presumably would provide guideposts for FCC in attacking uhf problem, based on testimony adduced since hearings began two years ago. Sen. Magnuson said he's ready to recommend "a lot of things" to FCC, but doesn't know on what rest of committee membership can agree.

B•T

COMMITTEE'S special counsel Cox denied interim report would recommend "anything so extreme" as move of all tv to uhf. He said staff is "toying" with idea of "putting something on paper" which "we would hope we can get agreement on—at least state a conclusion as to a broad policy" on tv allocations and "not just a statement fighting evil." He was noncommittal on whether report would outline single overall procedure or give FCC alternatives to follow.

B•T

SHORT-CHANGED? • Because questions have been raised about "statistical errors" in many county-by-county statistics, which some stations think short-change them on tv set circulation, Television Bureau of Advertising's Research Committee will meet in New York tomorrow (Tues.) to reappraise TvB's participation in underwriting of Advertising Research Foundation's future studies in this area. Charles H. Smith, director of research, WCCO-TV Minneapolis-St. Paul, is chairman of committee. Analysis of methods employed from station point of view will be considered before recommendation is made to TvB management on continued participation. Contributions of $4,000 from TvB and the networks were being sought to update study [B•T, April 30].

B•T

ALTHOUGH networks have not confirmed orders placed by any political party, it was understood that Republican National Committee through its agency, BBDO, has ordered 15 half-hour and 35 five-minute segments of air time from all three tv networks. Democratic National Committee also considering similar plans but they are not yet formalized since Democratic candidate has not been selected.

B•T

PINCH HURTS • ABC is having trouble clearing time in many top markets for television coverage of two national political conventions, ABC President Robert E. Kintner has told FCC Chairman McConnaughey. In letter urging immediate selective deintermixture in order to make tv facilities equal in top 100 markets, ABC president wrote that any further delay will have consequences "little short of disastrous" on pattern of tv. Even "crash" program urged by Mr. McConnaughey would be hardly "meaningful or justified" unless some action is taken soon to preserve uhf, Mr. Kintner said. Included with Kintner letter was copy of ABC proposals submitted in allocations proceedings providing for deintermixture in top markets.

B•T

ONE of most lavish giveaways in radio history is being planned by KOWH Omaha and WDGY Minneapolis, both owned by Mid-Continent Broadcasting Co. In 10 days, beginning early next month, each station will give away $105,000 in whirlwind of listener-participation contests.

B•T

PROGNOSIS DOUBTFUL • Monday night lineup is all but set on NBC-TV, but it is understood that one half-hour segment (9-9:30 p.m.), now occupied by *The Medic*, is still uncertain, with *People Are Funny*, currently on Saturday, expected to be likely replacement should *Medic* vacate. If move should be made, new show would go on three out of four weeks, with fourth week devoted to spectacular.

B•T

WHILE federal regulators grope for solution to vhf-uhf controversy, at least two transmitter manufacturers (RCA, GE) are understood to be testing 100 kw uhf tube equipment that would put out 4 megawatts off antenna. Present maximum-power uhf transmitter is GE 46 kw model, capable of delivering 2 megawatt signal from 50-gain antenna.

B•T

SAN DIEGO SHUFFLE • J. D. Wrather Jr. continues as president-treasurer and one of three directors of KFMB-AM-TV under reorganization of San Diego corporation. Newly elected vice president is George Whitney, who continues as general manager. Monty Livingston, attorney, is secretary. Mr. Wrather, Maria Helen Alvarez, former vice president, and Edward Petry of Edward Petry & Co., constitute board of directors.

B•T

TOPIC A among Washington radio-tv attorneys last week was meaning, if any, of Court of Appeals revision of its Feb. 14 opinion denying stay requests by uhf outlets to FCC grants in Corpus Christi, Tex.; Madison, Wis., and Evansville, Ind. Amendment does not seem to make much difference in stay opinion, but unusual method (revising opinion three months later) has raised conjecture that this has some bearing on court's consideration of these cases on their merits (argued last month).

B•T

DAY TO NIGHT • Colgate-Palmolive Co., New York, is cancelling three daytime Mon.-Fri. shows on NBC-TV (*Feather Your Nest*, 12:30-1 p.m.; *Modern Romances*, 4:15-4:30 p.m., and participatings on *Howdy Doody*, 5-6 p.m.) reportedly to devote its budget to help support three recent nighttime buys as well as put some money into spot television. Firm, however, will retain its daytime show on CBS-TV. C-P's evening schedule calls for sponsorship on *Flicka* (CBS-TV, Fridays, 7:30-8 p.m), *Crusader* (CBS-TV, Fridays, 9-9:30 p.m.) and *Bob Cummings Show* (CBS-TV, Thursdays, 8-8:30 p.m.). Ted Bates & Co., New York, is Colgate-Palmolive agency.

B•T

RADIO and television department of Lennen & Newell, New York, will have two new business managers: Ben Holmes, from Harry B. Cohen agency, replacing Frank Daniels, who is going to Europe and James Graham, from DuMont Electronicam, succeeding Gene Caron, who also is leaving and relocating in Florida.

B•T

EARLY BIRDS • When word reached broadcasters that FCC was considering possibility of changing East to all-uhf over 10-year transition period, it didn't take long for some of the more astute to begin badgering their consulting engineers to find them low-band uhf channels. Lower uhf wavelengths are easier for receivers to accommodate at present state of art.

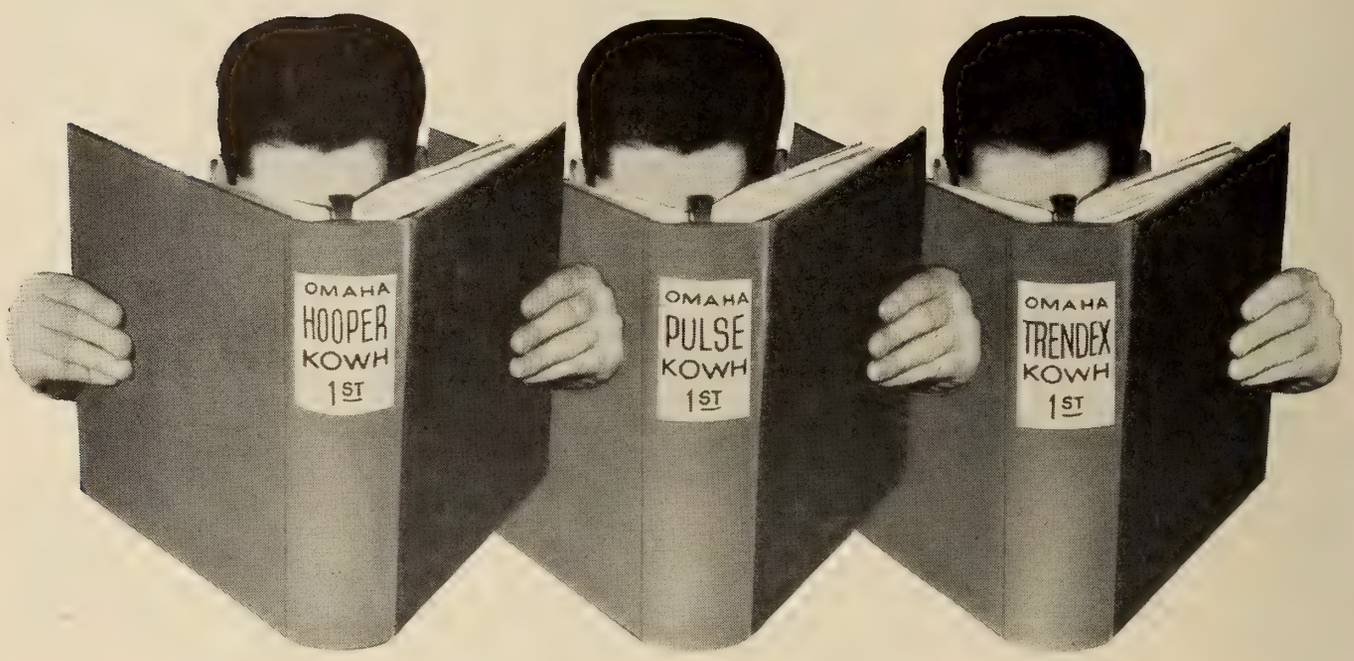
B•T

LEVER Brothers and Whitehall Pharmacal Co. have signed contract for sponsorship of Sir Lancelot *program, three out of four weeks, Monday, 8-8:30 p.m. on NBC-TV, which starts next fall. Package was purchased by NBC from Official Films and is produced in England. J. Walter Thompson, New York, is agency for Lever, while Sullivan, Stauffer, Colwell & Bayles and Dancer-Fitzgerald-Sample share Whitehall Pharmacal account.*

B•T

SLIM CHANCE • WITH this session of Congress waning, outlook for passage of executive pay-raise bill, which would boost FCC commissioners' pay from present niggardly $15,000 to $20,000 area, isn't bright. There's evident stalemate between executive branch and Senate Post Office and Civil Service Committee Democratic majority, with former espousing pay-raise bill while Chairman Johnston of South Carolina wants support on his civil service pension bill. Unless compromise is reached, prospects are that neither measure will pass prior to July adjournment, although House already has acted.

All 3 tell the same story!



42.5%—that's KOWH's average share of audience according to Hooper (March-April). Latest Pulse for Omaha-Council Bluffs gives KOWH top shelf. Likewise Trendex. KOWH has placed first in audience year after year . . . consistently increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market.

The power of Mid-Continent ideas, programming and excitement plus broad (660 KC) coverage are moving goods for national and local advertisers alike. So no matter how you read the Omaha rating picture, you can feel secure when you book time on KOWH—because all three see eye-to-eye-to-eye. Get the story from the H-R man, or KOWH General Manager Virgil Sharpe.

KOWH *OMAHA*

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

STORZ GROUP HIGH BIDDER FOR WQAM, PAYS RECORD $850,000 FOR REGIONAL

SALE of WQAM, Miami regional, by *Miami Herald* (Knight newspaper and radio interests) to Mid-Continent Broadcasting Co., headed by Todd Storz, for what is believed to be record price for regional of $850,000 cash, was consummated last Friday, subject to FCC approval. Mid-Continent was selected from among score of bidders who several weeks ago were invited to submit proposals.

ABC-affiliated WQAM had to be sold under FCC duopoly rule because Knight interests and James M. Cox interests, owners of WIOD Miami and *Miami Daily News,* are joint stockholders in new Biscayne Television Corp., permittee for ch. 7 WCKT-TV, scheduled to begin operation July 1. WIOD becomes radio affiliate of Biscayne under new organization, and changes call to WCKR.

Acquisition of WQAM gives Mid-Continent its fifth radio outlet, others being KOWH Omaha, WTIX New Orleans, WHB Kansas City and WDGY Minneapolis-St. Paul, latter acquired last January for $334,420. Transaction, it is understood, covers acquisition of physical plant and tower on Biscayne Bay causeway but not real estate. Net quick assets and receivables would reduce $850,000 figure somewhat but price is modern record for ABC-affiliated station in other than top 10 markets.

WQAM, established in 1921, is one of oldest stations in south and operates on 560 kc, with 5 kw day, 1 kw night. In addition to Mid-Continent, other bidders for property understood to have included Plough Broadcasting Co. (WMPS Memphis, WJJD Chicago, WCOP Boston, WCAO Baltimore); William M. O'Neil, former owner of WJW Cleveland; Ralph L. Atlass, WIND Chicago, and Sun Ray Drug Co., whose principal owners, Sylk brothers, own WPEN Philadelphia.

McConnell Pays $800,000 For Uhf WINT (TV) Waterloo

SALE of ch. 15 WINT (TV) Fort Wayne-Waterloo, Ind., by R. Morris Pierce and associates to Universal Broadcasting Co. (C. Bruce McConnell) for $800,000, announced Friday subject to usual FCC approval. WINT, operating since fall of 1954, affiliated with CBS and ABC. Universal owns WISH-AM-TV Indianapolis, WANE and cp for ch. 69 WANE-TV Fort Wayne, and WHBU Anderson, all Indiana. If WINT transfer granted, Universal will surrender ch. 69 grant.

Priest Bill Would Give Free Time to Candidates

PROPOSED AMENDMENT to Communications Act—requiring that radio-tv stations and networks give 7-8 hours of free time to each of major party nominees for election to presidency—was introduced Thursday by Rep. J. Percy Priest (D-Tenn.), chairman of House Commerce Committee.

Bill (HR 11,150) in addition incorporates same provisions as earlier bill (HR 10,529) introduced by Rep. Priest [B•T, April 23].

New provisions would require stations and networks to give major party presidential candidates half-hour of time weekly during September, one hour weekly during October and one hour in November preceding election day.

Candidate would have to notify broadcaster of period desired 15 days in advance and segments could not be less than quarter-hour. No regularly-scheduled half-hour program could be pre-empted by candidate requesting less than half-hour and no regular one-hour program could be bumped by candidate asking for less than full hour.

Stations would be obliged to clear time for period requested on network by candidate, but if station had two or more network affiliations and time requested on network by candidate would exceed station's obligations under bill's provisions for any one week, candidate would be required to decide which network would carry time made available by station.

IAAB to Back Canadians In Bid for Less Regulation

INTER-AMERICAN Assn. of Broadcasters will make presentation to Canadian Royal Commission, which currently is reappraising Canadian government broadcasting policies, in support of Canadian Assn. of Broadcasters' bid for lifting of restrictions on private networking and licensing (see page 109).

Move was voted by IAAB board at three-day annual meeting last week in New York, officials reported Friday. CAB position is that CBC should be divested of authority over private stations, that private enterprise should be permitted to establish networks and that new authority akin to FCC should be set up to regulate both state and privately owned broadcasting. Royal Commission is now conducting hearings, hopes to complete its study and make report by next spring.

Board also voted to re-admit Argentina, expelled in 1948 after Peron took over radio facilities, to IAAB membership since new Argentine regime has restored radio to free status. Argentine recognition of free broadcasting resulted largely from IAAB efforts, officials said.

Gilmore N. Nunn of WLAP Lexington, Ky., U. S. representative on IAAB board, reported IAAB has succeeded in removing censorship and re-establishing free speech in radio-tv in approximately score of instances in Americas during 10 years of activity and has prevented censorship in as many other cases.

IAAB board is headed by Ricardo Vivado of Chile, who was present at Friday news conference along with Mr. Nunn and most of 13 other board members who attended meetings.

EMPTY MIKE

COWBOY singing star Gene Autry was to put aside his saddle as star of radio program, *Gene Autry Show,* on CBS with last broadcast yesterday (Sun.), CBS Radio President Arthur Hull Hayes reported Friday. Mr. Autry's decision to end radio career, which began in January 1940, came as surprise both to network and to sponsor (since 1940), William Wrigley Jr. Co. (Doublemint gum). Wrigley expected to retain time (Sundays, 6:05-6:30 p.m. EDT), although firm may take two-week hiatus. Firm also sponsors Mr. Autry on tv (CBS-TV, Saturdays, 7-7:30 p.m. EDT), which is not affected.

• BUSINESS BRIEFLY

EARLY BIRD • DuPont's Zerone-Zerex (anti-freeze products), Wilmington, Del., beginning to place fall schedule, starting Sept. 20, in about 156 markets for 10 weeks, for quarter-hour tv sports show. BBDO, N. Y., is agency.

RADIO OPENS SEASON • Hazel-Atlas Glass Co. (Mason jars and closers), Wheeling, W. Va., opening canning season with eight-week radio spot campaign starting June 18 in three Pennsylvania and Virginia markets. Agency: Abbott Kimball Co., N. Y.

TEN FOR TEA • Lipton's iced tea, through Young & Rubicam, N. Y., preparing radio spot announcement in scattered southwest markets, starting June 4 for 10 weeks.

PICKING • Armstrong Rubber Co. (tires), West Haven, Conn., handled by The Biow Co., N. Y., currently deciding which of three agencies it will appoint. Being considered are Dancer-Fitzgerald-Sample, Lennen & Newell and Norman Craig & Kummel.

CAESAR SOLD OUT • Four advertisers have signed for Sid Caesar show, to be scheduled by NBC-TV in fall on Saturdays. Contracts make it complete sellout. Accounts are Reynolds Tobacco Co., through William Esty Co.; Esquire shoe polish, through Emil Mogul; B. T. Babbit Co., through Dancer-Fitzgerald-Sample, and Sunbeam, through Perrin Paus.

HACKETT FOR CURTIS • Helene Curtis, Chicago, through Earle Ludgin, Chicago, understood about to sign as co-sponsor with American Cigar & Cigarette Co., N. Y., for *Buddy Hackett Show* on NBC-TV, Mondays, 8:30-9 p.m. EDT.

KAKC Tulsa Sold for $115,000

ACQUISITION of KAKC Tulsa, Okla. (970 kc), by Lester Kamin (advertising agency-radio-tv interests) for $115,000, revealed in application filed Friday for FCC approval of sale. Mr. Kamin owns Houston, Tex., agency bearing his name, also has interests in KCIJ Shreveport, WMRY New Orleans and WCKG (TV) same city, ch. 26 grantee not yet on air.

FTC Firm on Rule No. 9

FEDERAL TRADE COMMISSION last week denied petition by Radio-Electronics-Tv Mfrs. Assn. and set manufacturers seeking change or repeal of commission trade practice rule No. 9, which requires that dimensions of picture tubes be calculated by using number of viewable inches rather than actual size of tube where the two differ.


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CBS
RADIO
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on 810 kc. with 50,000 watt coverage
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KCMO
RADIO
810 kc.
CBS
KCMO
TV
Channel 5
CBS
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WHEN
RADIO
620 kc.
CBS
WHEN
TV
Channel 8
CBS
PHOENIX
KPHO
RADIO
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ABC
KPHO
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Channel 5
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WOW
RADIO
590 kc.
CBS
WOW
TV
Channel 6
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BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

WNHC-TV Questionnaire Asks Data on CBS, NBC

CBS and NBC are faced with another questionnaire (aside from prospective list which FCC's Network Study Staff had drawn up; see story page 88).

This one was written request by ch. 8 WNHC-TV New Haven, Conn., to two networks to furnish information about coverage, rates, 1954-1955 revenue and income, cancellations, spot sales arrangements, as well as film contracts and, in case of CBS, agreements and revenues between network and WKOW Albany, N. Y.; Gene Autry stations (KOOL-AM-TV Phoenix and KOPO-AM-TV Tucson, both Ariz.); Meredith stations (WHEN-AM-TV Syracuse, N. Y.; WCMO-AM-TV Kansas City, Mo.; WOW-AM-TV Omaha, Neb.), and Storer stations (WWVA Wheeling, W. Va., WAGA Atlanta, WGBS Miami, WBRC-TV Birmingham and WJW-TV Cleveland). Requests, made by Paul A. Porter, former FCC chairman now representing WNHC-TV, were in preparation for hearings involving CBS' purchase of WGTH-TV Hartford and NBC's purchase of WKNB-TV New Britain (see story page 92).

At same time, CBS asked FCC to reconsider its acceptance of WNHC-TV protest or, in alternative, narrow scope of issues to Hartford area rather than national scene. Network claimed some issues (involving network rules, monopoly, diversification, etc.) verge on general rule-making rather than involving simple transfer cases.

Three Satellite Bids Top FCC Business Friday

SATELLITES—three of them—were major order of business in tv applications filed Friday with FCC. Ed B. Craney (multiple station interests) asked for ch. 10 Helena and ch. 21 Missoula, both Mont., both to be operated as satellites of ch. 6 KXLF-TV Butte and contingent on grant of transmitter-site change and power increase (from 2.04 to 65.14 kw visual) for mother station.

John T. Griffin interests filed application for FCC approval of purchase for $6,500 of ch. 8 KBTM-TV Jonesboro, Ark., to be used as partial satellite of ch. 7 KATV (TV) Pine Bluff, Ark., one of three Griffin tv holdings. Payment represents partial reimbursement for out-of-pocket expenses incurred by seller, Regional Broadcasting Co. (KBTM-AM-FM Jonesboro [not involved in sale] and KGHI Little Rock). Other Griffin holdings are KTUL Tulsa; KFPW Ft. Smith, Ark.; KTVX (TV) Muskogee, Okla. (ch. 8); KOMA-KWTV (TV) (ch. 9) Oklahoma City.

Mr. Craney's satellite operations call for .410 and .538 kw visual power at Helena and Missoula, respectively, with construction costs in same order, $22,450 and $15,870. Craney interests, besides KXLF-AM-TV, include KXLL Missoula, KXLQ Bozeman and KXLK Great Falls, all Mont.

On Duty for State Dept.

CLAIR R. McCOLLOUGH, Steinman stations, represented State Dept. late last week at dedication of new children's wing at St. Lo Hospital, France.

LIGHTING BLUES

TELEVISION sometimes gives President Eisenhower "aged look," Sen. Alexander Wiley (R-Wis.) said Friday after White House call. Pointing to floodlights set up as St. Lawrence Seaway ceremony was photographed, Sen. Wiley said, "You ought to do something about these tv lights. You ought to shoot the fellows with the lights."

President said, "Oh, you think we need some colored lights?" Sen. Wiley replied, "With some of the television, it shows you looking aged whereas you now look like a kid. I only hope the lights can be arranged so that people on television can see you as you really are—youthful, vigorous and with the complexion of a kid." Later he told reporters that some people "still think of the President as a sick man because of lights."

Mr. Eisenhower replied that camera and lighting men do their best and described them as "good guys."

McClatchy Wins Rehearing On Sacramento Ch. 10 Case

REARGUMENT on Sacramento, Calif., ch. 10 case scheduled for May 23 following U. S. Court of Appeals ruling Friday vacating its Jan. 27 opinion upholding FCC's grant of vhf to Sacramento Telecasters Inc. (KBET-TV).

In brief *per curiam* decision, court granted McClatchy Broadcasting Co. petition filed Feb. 10 for reconsideration and rehearing, ordered reargument by same panel as heard original argument (Circuit Judges Wilbur K. Miller, Charles Fahy and Walter M. Bastian). McClatchy was loser in contest for Sacramento ch. 10, mainly because of diversification issue (McClatchy owns newspapers and radio properties in Sacramento Valley area). In January opinion, unanimous court said Commission was not arbitrary or capricious in preferring Sacramento Telecasters on diversification issue.

Stanton Wins AMA Award

DR. FRANK STANTON, CBS Inc. president, named Friday as recipient of American Marketing Assn.'s 1956 Parlin Award, top AMA honor which recognizes "distinguished achievement in the advance of marketing." Plaque will be presented at dinner held by AMA's Philadelphia chapter tomorrow (Tues.)

UPCOMING

May 13-19: National Radio Week.
May 14-15: Senate Interstate & Foreign Commerce Committee resumes investigation of tv networks and uhf-vhf problems, U. S. Capitol.
May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.
May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.
For other Upcomings, see page 123

PEOPLE

HUNT STROMBERG JR., who May 2 was named to head revitalized ABC western regional tv network in addition to his duties as executive of KABC-TV Los Angeles [B•T, May 7], resigned effective May 25 to join CBS-TV Hollywood in executive program capacity. His successor at regional network has not been appointed, but Peter Robinson, KABC-TV assistant program director, has been named to succeed him as program director of ABC-owned station.

HAROLD H. WEBBER named executive vice president of Foote, Cone & Belding's Chicago office. Eight directors named senior vice presidents. They are: **FRANK DELANO, WILLIAM R. FORREST, JOHN F. HUNT, ROBERT J. KORETZ, FRED LUDEKENS** (also named director), **MILTON SCHWARTZ, A. EDWARD ROOD** and **ELWOOD WHITNEY.** Mr. Webber, general manager and vice president of office, also named to executive committee and appointed director.

H. L. RALLS, Atlanta office, re-elected chairman, junior board of The Branham Co. at meeting held at Branham's New York office, station representative firm reported Friday. **BERTRAM C. FINCH,** manager of Charlotte, N. C., office, appointed to board membership.

JAMES P. McCLEERY, formerly with Kudner Agency, N. Y., to Doherty, Clifford, Steers & Shenfield, N. Y., as account executive on Bristol-Myers products and Bristol Labs.

JAMES S. BEALLE, assistant director of tv-radio department, Kenyon & Eckhardt, N. Y., Friday elected vice president in charge of tv-radio, succeeding **WICK CRIDER,** who has resigned [B•T, May 7]. **CLINTON F. WHEELER,** vice president and account executive, has been appointed associate director of tv-radio department.

Leder V. P. at WOR Radio

ELECTION of Robert J. Leder as vice president in charge of WOR New York and member of General Teleradio plans board to be announced today (Mon.) by John B. Poor, executive vice president of RKO Teleradio Pictures Inc. Mr. Leder joined WOR last month as general manager, after having served for more than two years as general manager of WINS New York. Previously he had been with NBC and several advertising agencies in executive sales capacities.

WATW Sold for $55,000

SALE of WATW Ashland, Wis., from William L. Johnson and associates to Gene Halker and Gordon Schluter and associates (WPFP Park Falls, Wis.) for $55,000, announced Friday. Negotiations also underway, Mr. Johnson disclosed, to sell 51% interest in WIKB Iron River, Mich. Under name of Upper Michigan-Wisconsin Broadcasting Stations, Johnson group also owns WJMS and holds grant for ch. 12 WJMS-TV Ironwood, Mich. WATW operates on 1400 kc with 250 w, is affiliated with MBS.

KFRE-TV Fresno Goes on Air

KFRE-TV Fresno, Calif., began commercial operation on ch. 12 last Thursday using full 316 kw power, Paul R. Bartlett, president, reported Friday. Station, which received authority to begin program tests only last week, received final grant in contested ch. 12 hearing early this year. It is affiliated with CBS, represented by Blair-Tv and carries $650 Class A hour rate. Full CBS schedule will be carried beginning June 5, Mr. Bartlett reported.

the week in brief

CRAVEN APPOINTMENT CLEARED

President is expected to send to the Senate this week nomination of Comdr. T. A. M. Craven as a Democratic member of the FCC, succeeding Comr. E. M. Webster 27

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$217 MILLION FOR NATIONAL TV

First quarter gross tv time sales total $100.2 million for spot business, according to TvB, $116.7 million for networks, according to PIB 30

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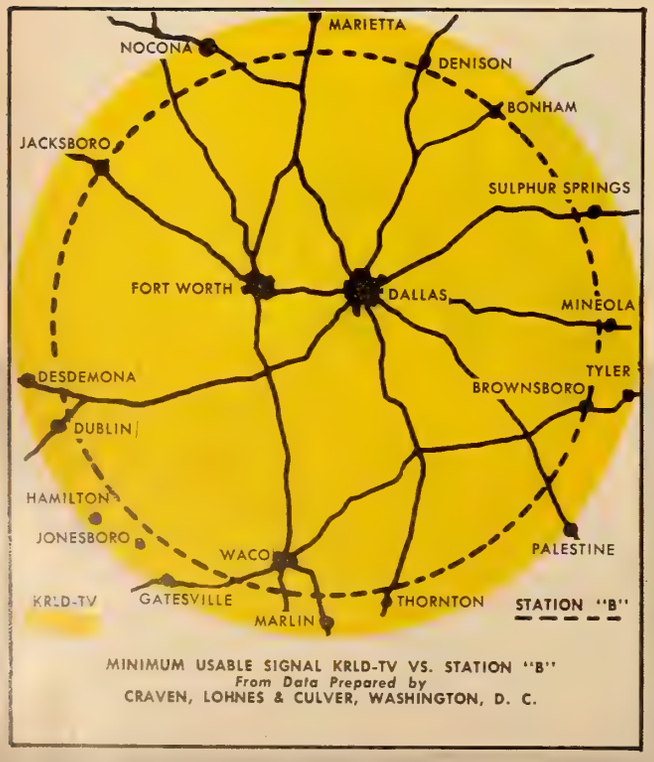
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plus

KRLD-TV operates on 100,000 watts, the maximum power for a low-VHF frequency allowed by the FCC. KRLD-TV beams 100 microvolts or more to 28,500 square miles of the most densely populated and richest area in Texas . . . a 30% greater area than is covered with a comparable signal by station "B."

TEXAS' TALLEST TOWER

KRLD-TV telecasts from atop Texas' Tallest Tower, jutting 1,521 feet above its hilltop base . . . 1,685 feet above average terrain. From this second tallest man-made structure in the world, KRLD-TV serves the Top O' Texas Market, in which live more than 2,250,000 people who watch in excess of 564,080 television sets.



MINIMUM USABLE SIGNAL KRLD-TV VS. STATION "B"
From Data Prepared by
CRAVEN, LOHNES & CULVER, WASHINGTON, D. C.

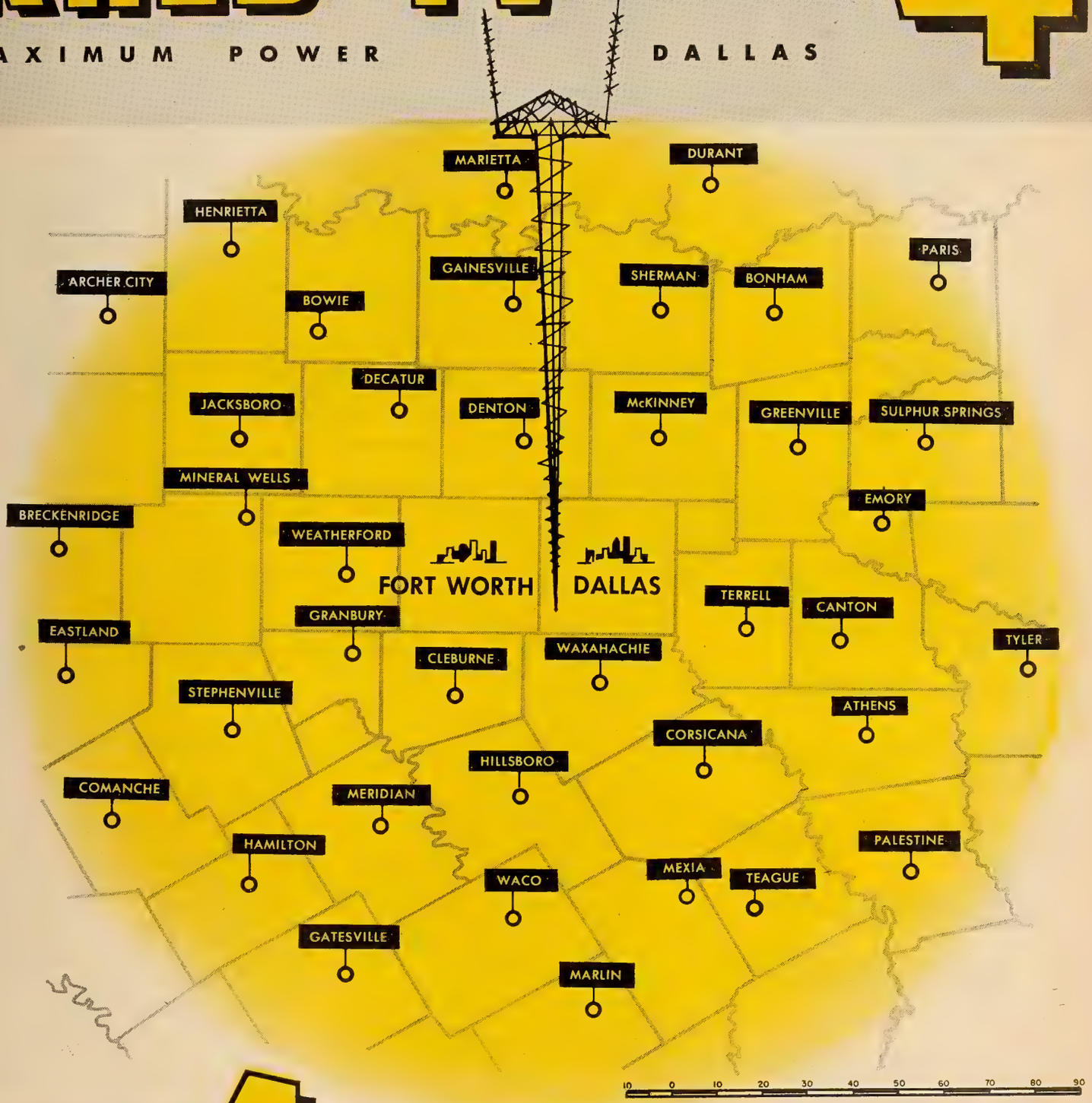
An unbeatable combination that makes KRLD-TV the TOP O' TEXAS MARKET most potent sales medium, with greater coverage, fine reception, larger audience.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

KRLD-TV

KRLD-TV Channel 4

MAXIMUM POWER DALLAS



Channel 4

F STARS

OWNERS AND OPERATORS OF
KRLD — 50,000 WATTS
RADIO STATION OF THE DALLAS TIMES HERALD

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

CBS TELEVISION

REPRESENTED BY THE BRANHAM COMPANY

KMPC HITS HOME!



In Los Angeles KMPC has more in-home listeners than any other independent!

The Pulse, Jan.-Feb. 1956

KMPC

710 kc LOS ANGELES

50,000 watts days 10,000 watts nights

Gene Autry, President

R.O. Reynolds, V.P. & Gen. Mgr.

REPRESENTED NATIONALLY BY AM RADIO SALES COMPANY

THE AMAZING DUNNINGER

EARLY in the opening program of his new Wednesday evening series on ABC-TV, Dunninger told a pair of aspiring telepathists that they were entering a career of frustration, so far as public understanding is concerned. "If you tell people it's a trick, they'll say its supernatural," the master mentalist declared. "If you tell them it's supernatural, they'll say it's a trick."

Dunninger (like Shakespeare, Washington and other truly great personages he is referred to only by his last name) himself repeatedly disclaimed any connection with the supernatural, so what he did must be trickery. To at least one viewer this only makes his demonstrations of stating publicly what others are thinking privately all the more astounding. His—and ABC's—difficulty is in making his repetitions of the same stunt continually entertaining.

Last Wednesday, when the master mentalist told Capt. Robert J. Stroh of the USS Saratoga, who was on the bridge of that ship while Dunninger was on the stage of New York's Little Theatre, that he (the captain) was thinking of the clearance between the Saratoga and Brooklyn Bridge and that it was four feet, the attempt was completely successful. But it made the concluding studio part of the program seem like pretty routine stuff.

Having amazed everyone the first time, the big question now is: What can they do to make people tune in again next week?

Production costs: $20,000.

Sponsored by American Tobacco Co. (Pall Mall cigarettes) through Sullivan, Stauffer, Colwell & Bayles and Pearson Pharmacal Co. (Sakrin, Eye-Gene) through Donahue & Coe on alternate weeks, Wednesday, 8:30-9 p.m. EDT on ABC-TV.

Producer: Ben Frye; director: Arthur Rosenblum; musical director: John Gart.

YOU SOMETIMES GET RICH

PONTIAC, whose alternate-week *Playwrights '56* had been skidding badly earlier this season, lacking sufficient carburetion and overdrive to bypass the $64,000 vehicle, attempted to even the score last Tuesday evening with a sometimes-funny play about an Army sergeant who wins $80,000 on *The Pot of Happiness* quiz program, only to learn the hard way that all that glitters "ain't happiness." Unfortunately, Pontiac's tank was half-empty.

You Sometimes Get Rich was so obvious a parody of the things that happened to that U. S. M. C. captain who assaulted, then scaled Mt. Revson for $64,000 last year, that playwright A. E. Hotchner left little to the audience's imagination.

Despite its hopeful premise (exploitation of the rich by the richer), the script found itself stuck in its own ruts along midpoint. Yet, Mr. Hotchner wielded his acid-tipped pen with a great deal of skill, stinging, among others, Madison Ave.-freespeaking advertising executives, merchandisers, publishers, survey takers and free-loaders in general—all of whom descended upon our hapless hero like so many thousand locusts. Obviously, there was a moral to the story, though we're not sure which one. Could it have been "don't count your baubles till they're hatched" or "television isn't the best medium in which to do a parody on television?"

Production costs: Approximately $30,000.

Sponsored by Pontiac Motor Div., General Motors Corp., Detroit, through MacManus John & Adams, N. Y., on NBC-TV, alternate Tues., 9:30-10:30 p.m. EDT.

Writer: A. E. Hotchner; producer: Fred Coe; director: Everett Chambers.

Cast: Larry Blyden, Georgiann Johnson, Gene Saks, Joe Silver, Mickey Freeman, Tom Poston, Burt Remson, Ned Glass and Earl Wilson (playing himself).

THE CRADLE SONG

UNDAUNTED by losing Helen Hayes and Susan Strasberg from "The Cradle Song" in the weeks before the *Hallmark Hall of Fame* May 6 telecast on NBC, producer Maurice Evans filled the roles with the very competent Evelyn Varden as convent vicaress and Deirdre Owens in the ingenue lead, and put on one of his usual masterful shows. Judith Anderson, interpreting the prioress with her accustomed artistry, and Siobhan McKenna as the young nun who mothered the foundling of the story, also get much of the credit for a good show.

Only one fault was evident in this appealing story of a foundling girl growing up in a Dominican convent. The introductory part of the play seemed wastefully long on television. The adapters could have been a bit bolder in cutting the original written by Gregorio and Maria Martinez Sierra 40 or 50 years ago.

But this touching play about simple things—nothing momentous happens between the time the baby arrives at the cloisters until the day she leaves to marry—became a significant experience as presented by Mr. Evans. Music by guitarist-composer Julian Prol and chantress Muriel O'Malley, and sets by Robert Wightman contributed to the production's effectiveness.

Production costs: Approximately $100,000.

Sponsored in color and black-and-white by Hallmark Cards Inc. through Foote, Cone & Belding, on NBC-TV May 6, 4-5:30 p.m. EDT.

Cast: Judith Anderson, Siobhan McKenna, Evelyn Varden, Barry Jones, Anthony Franciosa, Deirdre Owens, Mildred Trares, Jeanne Tobey, Zohra Alton, Katharine Raht, Pamela Simpson, Kate Harrington, Val Avery, Frances Paige, Margaret Hill, Gerry Fleming, Gerry Jedd, Muriel O'Malley, Charron Follett, Elaine Lynn, Barclay Hodges, James Lacirignola, Julian Prol, George Sullivan.

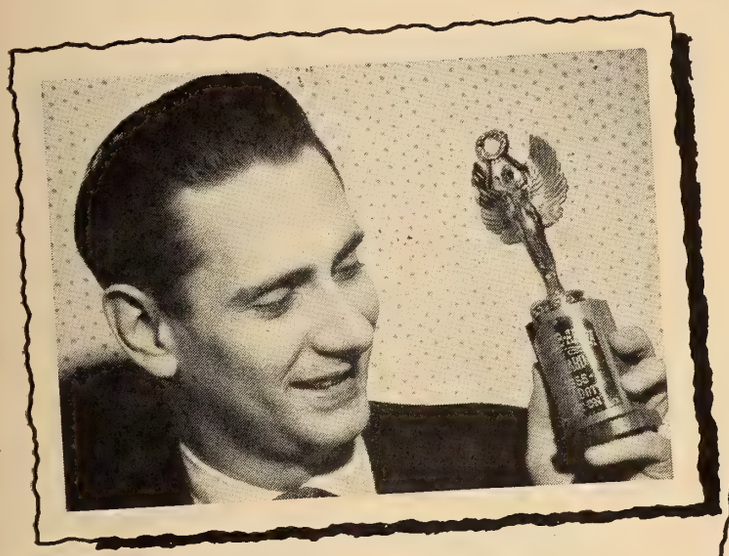
Authors: Gregorio and Maria Martinez Sierra; producer: Maurice Evans; director: George Schaefer; associate producer: Mildred Freed Alberg; NBC program supervisor: Joseph Cunneff; assistant to director: Robert Hartung; associate director: Adrienne Luraschi; costumes: Noel Taylor; scenery; Robert Wightman; translation: John Garrett Underhill; tv adaptation: James Costigan; unit manager: Brice Howard.

EDGAR BERGEN HOUR

NOSTALGIA on tape might have been the proper title for Edger Bergen's 20th anniversary program May 6. Once again the sallies of Charlie McCarthy were matched by the ripostes of the inimitable W. C. Fields, the Shakespearean sonorities of John Barrymore, the boudoir-honey murmurings of Marilyn Monroe, the nasal tones of Rudy Vallee, and Jimmy Stewart, Don Ameche, Nelson Eddy.

All these were play-backs of selected scenes

Good Programming "PAYS OFF" at WTCN



Don Doty . . . 1956 AFTRA Award Winner as Top Twin City Radio Disc Jockey! (Also named #1 Disc Jockey by local record distributors!)



At WTCN a good balance—ABC Network shows—local news, weather and sports . . . plus well-planned disc jockey shows aimed to please a w-i-d-e variety of listeners . . . "pays off" in well deserved recognition and in increased audience!

Outstanding performances by such talented personalities as Don Doty and Frank Buetel help to maintain WTCN *consistently* as the NUMBER TWO radio station in the Twin City Market!

Frank Buetel . . .
1956 AFTRA Award Winner as Top Twin City Radio Sportscaster!

LOOK AT THE FACTS!

6 A.M. — 6 P.M. Mon.-Fri.		6-7:45 A.M. — Mon.-Fri.		6-6:15 P.M. — Mon.-Fri.	
WTCN	**12.8%**	**WTCN** (Don Doty Show)	**23.4%**	**WTCN** (Frank Buetel Sports)	**21%**
Station B	50.7	Station B	38.2	Station B	38
C	8.5	E	11.9	C	14
D	8.0	D	10.4	E	12
E	7.9	C	6.2	D	7

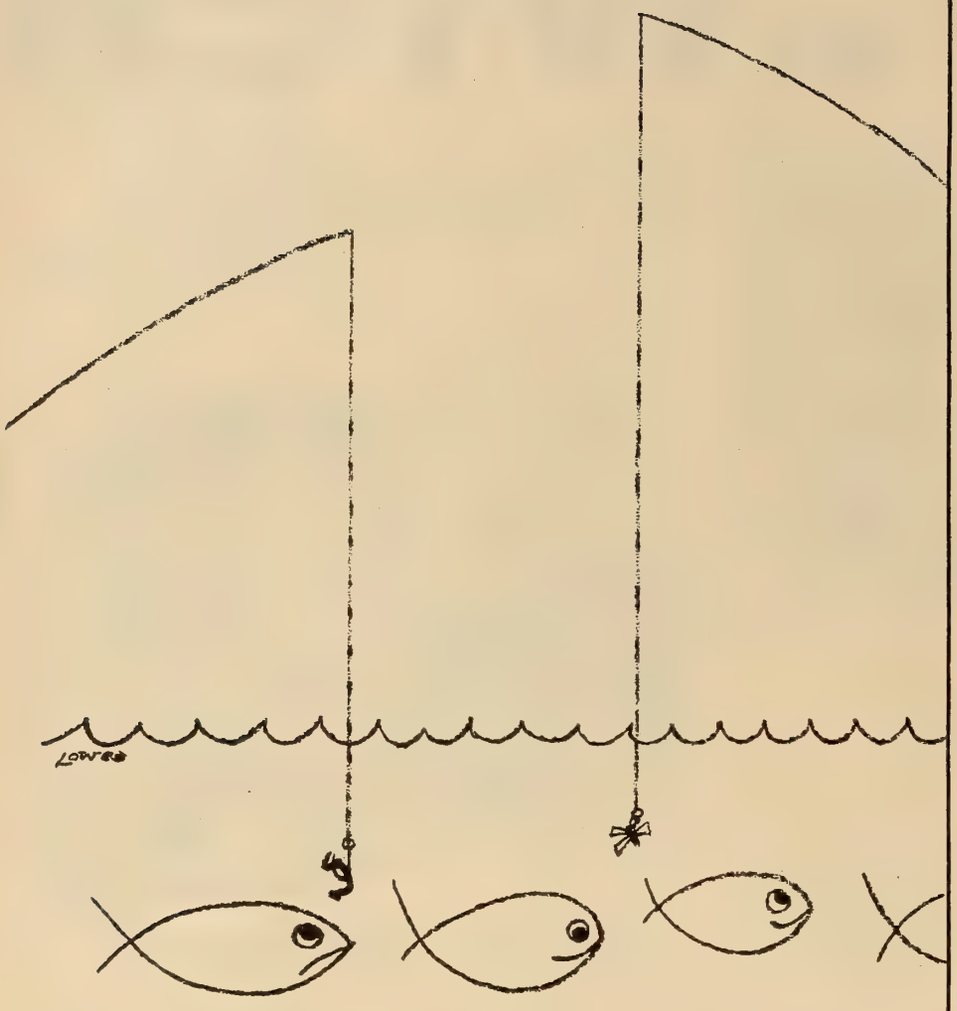
Source: Nielsen, March, 1956—NSI Area Share of Audience

WTCN *"The Station of the Stars"*

MINNEAPOLIS—ST. PAUL

1280 kilocycles 5,000 watts **ABC Network**

Represented Nationally by the Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.



of past Bergen programs in honor of the china celebration of the ventriloquist and his dummy who astounded the nation in 1936. ["A ventriloquist on radio? You're crazy. He'll never go."]

The program left us with mixed feelings—a compound of nostalgia and the disbelief that we actually enjoyed this kind of humor way back then.

Production costs: Approximately $10,000.
Sponsored by Viceroy cigarettes through Ted Bates and CBS-Columbia through Ted Bates May 6 on CBS Radio 7:05-8 p.m. EDT.
Producer-director: Sam Pierce; musical conductor: Ray Noble; writers: Si Rose and Zeno Klinker; assistant director: Kenny McManus.
Cast: Mellomen Quartet; singers: Carol Richards and Ruby Wissler; Jack Kirkwood; Ray Noble and Orchestra. guests: Mrs. Grace Harvard Phillip and Nelson Eddy.

THIS HAPPY BREED

NINETY MINUTES, Noel Coward prophesied last October, can be "a long, long time." Well, the prophecy came true a week ago Saturday night on his third *Ford Star Jubilee*, as Mr. Coward unwrapped the first (and we hope, last) 90-minute "soap opera" in broadcasting history.

No cliff-hanger by any means, "This Happy Breed" took us through 20 tired years (1919-1939) in the lives and hard times of the Gibbons clan, purportedly representative of the "average" British household that sustained the island throughout its darkest hours.

Perhaps the basic trouble with this poor man's version of "Cavalcade" (with a bit of "One Man's Family" thrown in for bad measure) lay with the selection of Mr. Coward himself as the principal player. Mr. Coward may have set the cause of the British working class back 100 years. Throughout this seemingly-endless chronicle of British insolidarity, one somehow always expected the ebullient, elfin-like showman to break out with "Mad Dogs and Englishmen."

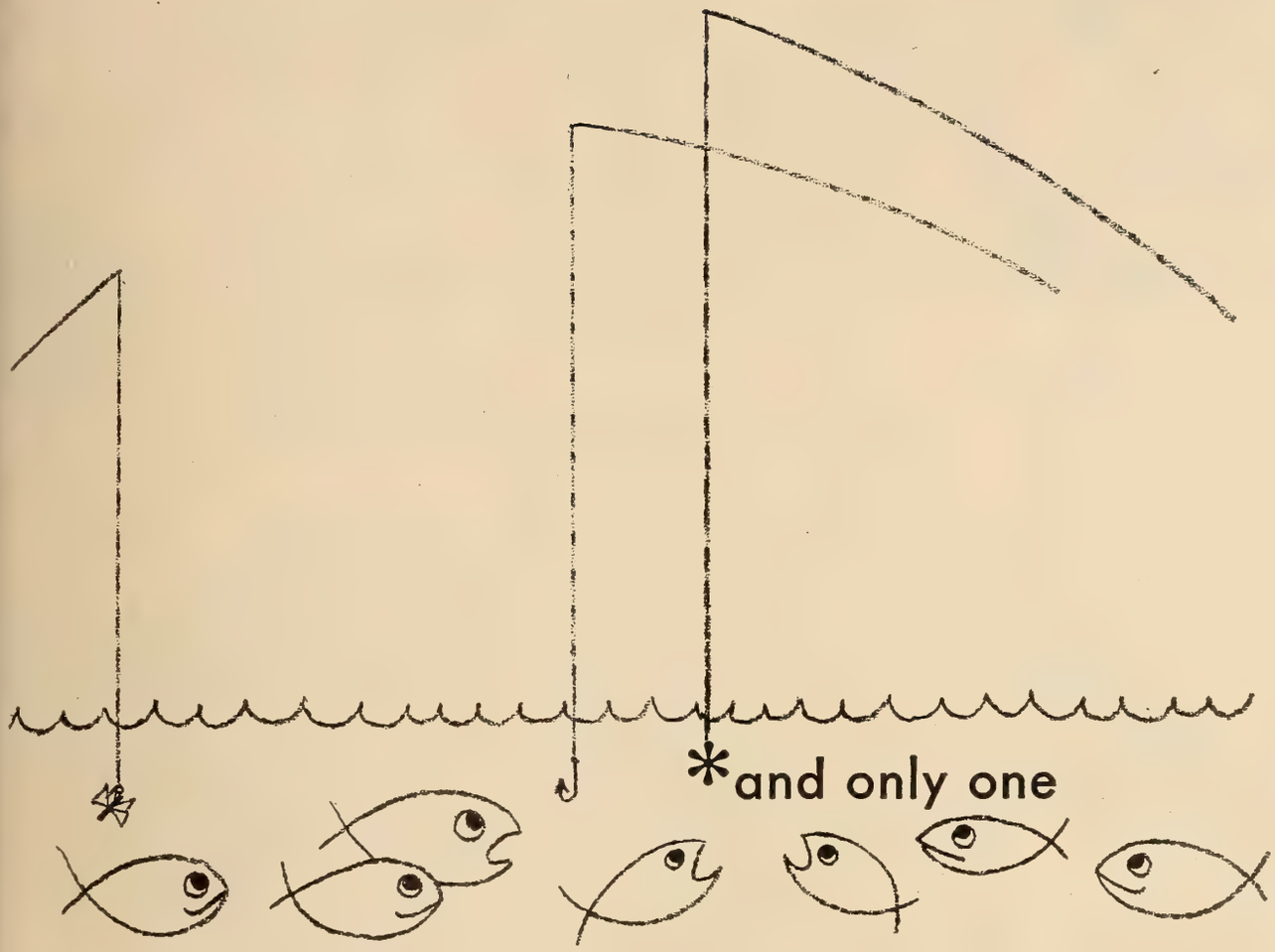
Though boasting some better-than-average talent (that of Edna Best, Patricia Cutts and Roger Moore), we doubt whether "This Happy Breed" was worth its price of admission. In this corner, it meant giving up that dirty bird, George Gobel.

Production costs: Approximately $125,000.
Sponsored by Ford Div., Ford Motor Co., through J. Walter Thompson Co., N. Y., on CBS-TV, every fourth Saturday, 9:30-11 p.m. EDT.
Cast: Noel Coward, Edna Best, Roger Moore, Patricia Cutts, Robert Chapman, Joyce Ash, Nora Howard, Beulah Garrick, Guy Spaull, Rhoderick Walker, Sally Pierce, Vera Marshall.
Production supervisor and author: Noel Coward; producer: Richard Lewine; director: Ralph Nelson; sets: Robert Markell; costumes: Mildred Trebor; lighting: Robert Barry; makeup: Robert Jiras.

BOOKS

ANALYSIS OF ELECTRIC CIRCUITS, by William H. Middendorf. John Wiley & Sons, 440 Fourth Ave., New York 16, N. Y. 306 pp. $6.

THIS is a basic textbook of an activity which the author, assistant professor of electrical engineering at the U. of Cincinnati, calls a basic tool of the electrical engineer with which he will work throughout his professional career. The volume includes only those topics most essential to an understanding of circuit analysis, so presented that the student advances from a few primary concepts to the present wealth of knowledge in this field.



In the Baltimore market
one station*
delivers the most listeners
at the lowest cost per thousand

WFBR BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY



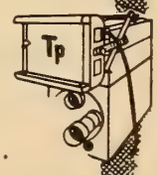
A leading
contender,
'Til he spoke on TV;

Got nervous & flustered,
Ran last out of three!

BUT - not with
TELEPROMPTER
SERVICE

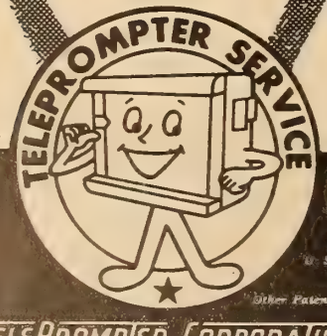
That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WSAZ-TV
Channel 3
Huntington, W. Va.



WJAC-TV
Channel 6
Johnstown, Pa.





* Trademarks registered U. S. Pat. No. 2835571 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

OPEN MIKE

Maxon Fm Study

EDITOR:

Just a note to let you know that we have already received several hundred requests for our fm study that was so well publicized in the April 16 issue of B•T.

Most of the requests were from persons or organizations directly concerned with the broadcasting/telecasting industry. However, it was surprising to me that about 10% of the requests were from only slightly related endeavors, which indicates an interested readership of B•T by persons who do not seem to be directly connected with the media.

It all goes to show you the effectiveness of B•T . . .

Ray Stone
Maxon Inc., New York

EDITOR:

Your recent article on fm is most encouraging—might very well help the rebirth of fm that is growing day by day. As a recent grantee of a new fm station, KELE Phoenix, Ariz., I am more than happy that B•T is telling the industry what is going on in this almost untapped field. Keep up the good work.

James T. Ownby, Pres.
WJXN Jackson, Miss.

EDITOR:

We have an application with the Canadian Broadcasting Corp. for a license to establish and operate an exclusive fm station here in the city of Toronto. This will be the first of its kind in the Dominion and at this point we have every reason to believe that our application is going to be approved.

We have read with extreme interest the splendid article entitled, "Agency's Study of Fm Cites Untapped Potential" [B•T, April 16] and would like very much to obtain 10 copies of this issue.

We would also appreciate learning if you have had occasion to make a re-run of this particular article. If so, we would be interested in buying possibly 100 copies.

E. J. Piggott
Instantaneous Recording Service
Toronto, Canada

[EDITOR'S NOTE: Reprints of the Maxon report, "Agency's Study of Fm Cites Untapped Potential" (B•T, April 16) are available at $10.00 per hundred; 10 for $1.]

Tax Deduction?

EDITOR:

In view of all the investigations that we in the broadcast industry are now undergoing in regard to everything under the sun, from free political time for both parties to almost anything else you care to mention . . . you gather the impression that a radio station can operate for nothing, and for one, I am getting damn well fed up with it.

Where are the heads of all the national organizations, such as the Polio Fund, Cerebral Palsy, Heart Fund, Tuberculosis, Red Feather, Red Cross, and many others too numerous to mention here, that we have literally given billions of dollars yearly in free publicity? It seems those people are not anywhere to be found, when you get under fire. I have a standing order at this station for $300 worth of free publicity for any of the above organizations, and then I am hit for a cash donation in addition to this. My local newspaper sells these campaigns for more money than he can get on his commercial rates. . .

In glancing through my transcription file (public service) the other day, I found 18 transcribed shows ranging from 15 to 30 minutes in length, distributed by the Federal Government, that I am now running and have been for some years free of charge.

I propose this; let us keep a public service file on copy and transcribed shows run for the Federal Government and then at the end of the year charge regular commercial rates and subtract it from our Federal income taxes . . .

R. D. McGregor, Gen. Mgr.
KBNZ La Junta, Colo.

Landslide

EDITOR:

The owners of TAB, the new all-electronic instantaneous tv rating system which is being readied in Los Angeles, want to thank you for the thorough, concise and clearly-written article you published in the April 23rd issue.

The landslide of calls, letters and conversation I've had in response to the article awakens in me a newer and deeper respect for the power of B•T. . .

Benjamin R. Potts, Vice Pres.
Lennen & Newell
Los Angeles

Gross Error

EDITOR:

We wish to advise you of a gross error in B•T for April 30. You carried a story stating that WAAB Worcester, Mass., had been sold by George Wilson to Bernie Waterman, "formerly general manager of WMAY Springfield, Ill."

Radio Station WMAY has been on the air since Oct. 15, 1950, and since the date of its inception there has been one general manager. I have been privileged to hold the position of general manager and can also advise you that I am president of the Lincoln Broadcasting Co., owner of WMAY. Mr. Waterman's only connection with this station has been that of a sportscaster.

Gordon Sherman, Gen. Mgr.
WMAY Springfield, Ill.

[EDITOR'S NOTE: B•T regrets its erroneous description of Mr. Waterman's position at WMAY, which was taken from an announcement made neither by Mr. Waterman nor WMAY.]

Amazing

EDITOR:

Expressions such as this ["Writers Guild Attacks 'Growing Censorship,'" B•T, April 30] always amaze me.

Isn't the guild objecting to something which it wishes to do itself?—"To control, to suppress, or, through pressure, to influence the presentation . . . . on any basis other than it violates express provisions of a constitutional law."

They don't want anyone censored or molding public opinion but themselves. How quaint.

Angus D. Pfaff, Pres.
WNMP Evanston, Ill.

Home Town Promotion

EDITOR:

In a recent issue [B•T, April 23] you pointed out in a boxed article something that KWPC in Muscatine is doing. They are promoting their city. This we feel is an excellent thing for them to do.

We feel it is such an excellent thing that we thought we would enclose the spots that we have been running along the exact same line for at least two months. . . .

Charles J. Ellis, Pres.
KCHA Charles City, Iowa

[EDITOR'S NOTE: With Mr. Ellis' letter were scripts for a dozen or more announcements, all extolling the advantages of shopping in Charles City, "whether it is for a loaf of bread or the materials for a house."]

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE RADIO

delivers more for the money



These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this mountain-ringed market, the Beeline serves an area with over 2¼ million people who spend more than $2¼ billion annually at retail.

(Sales Management's 1955 Copyrighted Survey)



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

ROCKFORD



Scene of
market power!

NOW No. 2 Market in Illinois and GROWING — has currently under construction $25 million in expanded manufacturing and retailing facilities. Are your sales messages reaching this market untouched by either Chicago or Milwaukee, 90 miles away? Only one VHF station covers this area —

WREX-TV



Scene of
sales power!

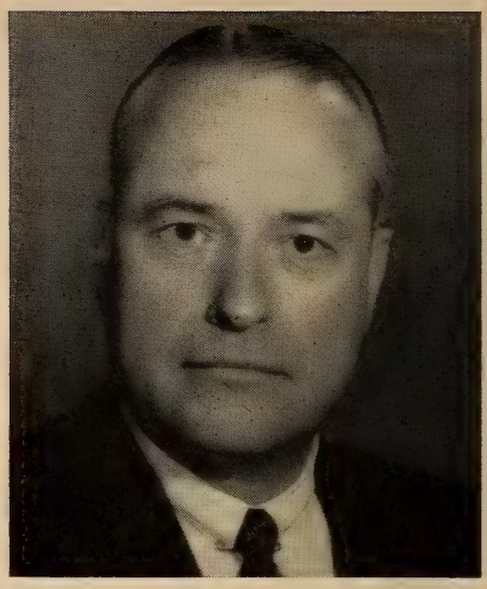
DELIVERS YOUR MESSAGE to over 1,000,000 viewers in a billion dollar market — all of the top 15 once-a-week shows — all of the top 15 syndicated films* — are part of the Power Packed Performance that makes WREX-TV The Viewers' Choice.

* PULSE, INC. SURVEY, SEPTEMBER, 1955

WREX-TV
channel 13
CBS - ABC AFFILIATIONS
telecasting in color
represented by
H-R TELEVISION INC.
ROCKFORD, ILLINOIS

our respects

to EMMETT CONNELL McGAUGHEY



FAITH in the "sell" ability of radio-tv is a very vital thing to Emmett McGaughey, executive vice president of Erwin, Wasey & Co. and head of the international agency's Los Angeles office. Testimony to his faith is proved in action.

"We're the biggest spenders of western dollars in radio and televison advertising," Mr. McGaughey points out.

A major share of this radio-tv billing can be attributed to Carnation Co. and its several milk products and other divisions, but it is complemented by other substantial radio-tv accounts. White King Soap Co. and Van Camp Sea Food Co., both Los Angeles, became new Erwin, Wasey clients May 1. White King claims to outsell all national brands combined in its region and relies heavily on radio-tv and Van Camp, which packs Chicken of the Sea and White Star brands of tuna, is a national user of radio-tv.

Arizona Brewing Co., Phoenix (A-1 Pilsner beer); Consolidated Cigar Corp., New York (Dutch Masters cigars in western states); Norbest Canning Co. (Spirit of Norway sardines); L. Rose & Co., London (lime juice); Safeway Stores, Oakland (Curtsy cakes, Sunnybank margarine, Jell-Well desserts), and Texas Co., New York (Skychief gasoline and Marfax in 11 western states) also are high on the agency's national and regional radio-tv lists.

Mr. McGaughey is responsible for his office's fully-integrated radio-tv department of 20 producers, directors, writers, art directors and business representatives, who handle all commercial production for the national campaigns.

It is natural for Mr. McGaughey to recognize the sales impact of the broadcast media. "He's a top salesman with exceptional administrative talents built in," according to fellow workers. In fact, this is the rare combination that accounted for his selection as executive vice president in charge of the Los Angeles office of Erwin, Wasey in early 1952 even though he didn't have one day of actual agency experience before that.

"Advertising is selling. If it doesn't sell, it isn't advertising." This is the basic philosophy Howard D. Williams, board chairman, shared with Mr. McGaughey when considering him for the post. "We wanted a good administrator. A man who would insist on discipline and see to it that work got done for our clients." He concluded Mr. McGaughey was his man—a man whose career has ranged from being an award-winning salesman for Chevrolet to an FBI agent and administrator.

For proving that leadership, Mr. McGaughey a few weeks ago was named national executive vice president and elected to the agency's board of directors. Outside of Los Angeles, Erwin, Wasey has offices in New York, Chicago, Minneapolis, Oklahoma City, Toronto, Rio de Janeiro, London, Paris, The Hague and Stockholm.

"Yes, we have a team operation here," Mr. McGaughey will tell you with his friendly grin. "There are no politics, no relatives. Every account belongs to the house, and no one gets a brighter star just because his work means bigger billings than the next man."

Born Emmett Connell McGaughey on May 20, 1911, he grew up in St. Paul, went to public school and shoveled snow for pocket money. During high school he moved with his family to Seattle. The family fortune had changes, so he worked a year at Frederic & Nelson Dept. Store before saving enough to finish high school. Then, as campus representative for Bob Littler's men's haberdashery, he worked his way through the U. of Washington and received his B.A. in merchandising and advertising in 1934. "Bob Littler is a terrific merchandiser," he recalls. "I learned a lot from him."

After college, Mr. McGaughey joined General Motors Acceptance Corp. as a field man "making collections, sometimes repossessing" and by 1939 advanced to territorial manager. That year he switched to the Chevrolet Div. of GM and became district manager. His sales achievements won him a place on the firm's "all-American selling team" in 1941.

But as war clouds signaled a diminishing auto market and greater need of service to country, Mr. McGaughey joined the FBI and was graduated from the FBI's academy at Quantico, Va., in early 1942 ("2½ years of college crammed into three months' training"). After a few months as agent in San Francisco, he was assigned to supervisory work in Los Angeles in German, criminal and communist matters. He resigned from the FBI in 1949 to return to sales as Southern California manager of Cappel-MacDonald Co., midwest firm specializing in salesmen's incentive contests. He was with this firm in 1952 when tabbed by Erwin, Wasey.

Mr. McGaughey was appointed to the Los Angeles Board of Police Commissioners by Mayor Fletcher Bowron in 1952 and was the only reappointment by present Mayor Norris Poulson. He now is president of this board and devotes each Monday to the work, an active policy administration of a $32 million police budget and a force of 4,500 men.

Mr. McGaughey married Mary Etta Freese of Los Angeles in 1939. They live in Hancock Park just off Wilshire Blvd. where they share their home and swimming pool with their four children: Terrence, 14; Dennis, 11; Mark, 10, and Mary Frances, 3.

Hobbies? "Hi fi, golf, reading and—of course—spectator sports. It's one advantage of being police commissioner."

HOW DEEP?



There are Los Angeles radio stations that program for lovers of Beethoven and Bach, stations that specialize in mambo and pops.

However, KNX Radio is the Los Angeles station that attracts practically everyone—*which is exactly why it reaches more homes in a single day than the top four independent stations put together.*

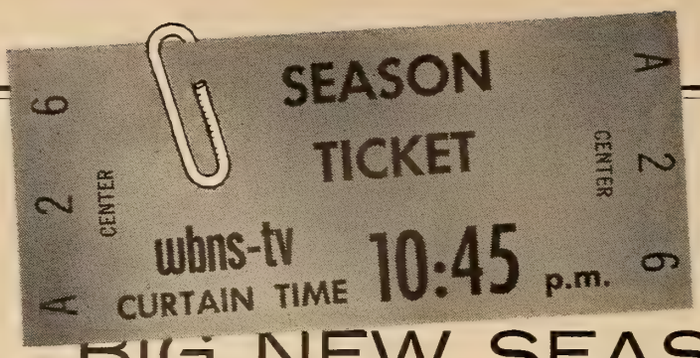
What's more, KNX is the only Los Angeles station that reaches as many as 43% of the metropolitan radio homes in a day, 83% in just one week.

If you have a product or service that everyone in Los Angeles can use, then talk to everyone with

KNX RADIO

50,000 watts. CBS Owned.
Represented by CBS Radio Spot Sales.

Source: Cumulative Pulse Audience, November 1955



BIG NEW SEASON

Starring Films From:

Columbia Package

Associated With
"HOLLYWOOD TELEVISION"
"GENERAL TELERADIO"
"TELE-PICTURES"

On

Armchair Theatre

now in its fifth year as Central Ohio's
oldest, most successful TV Film Feature Theatre

Presented at a *new* earlier time
10:45 p. m.

Offering You
Choice A & B
Time Availabilities

Here is the perfect spot offer for buyers seeking an established high-rated time slot on an even bigger and better Armchair Theatre. There's bound to be a sell-out, so call a "Blair" man now for spot reservations in these excellent film shows.

wbns-tv
channel 10
columbus, ohio

CBS-TV Network
Affiliated with
Columbus Dispatch
General Sales
Office:
33 N. High St.



THEODORE M. KAUFMAN

on all accounts

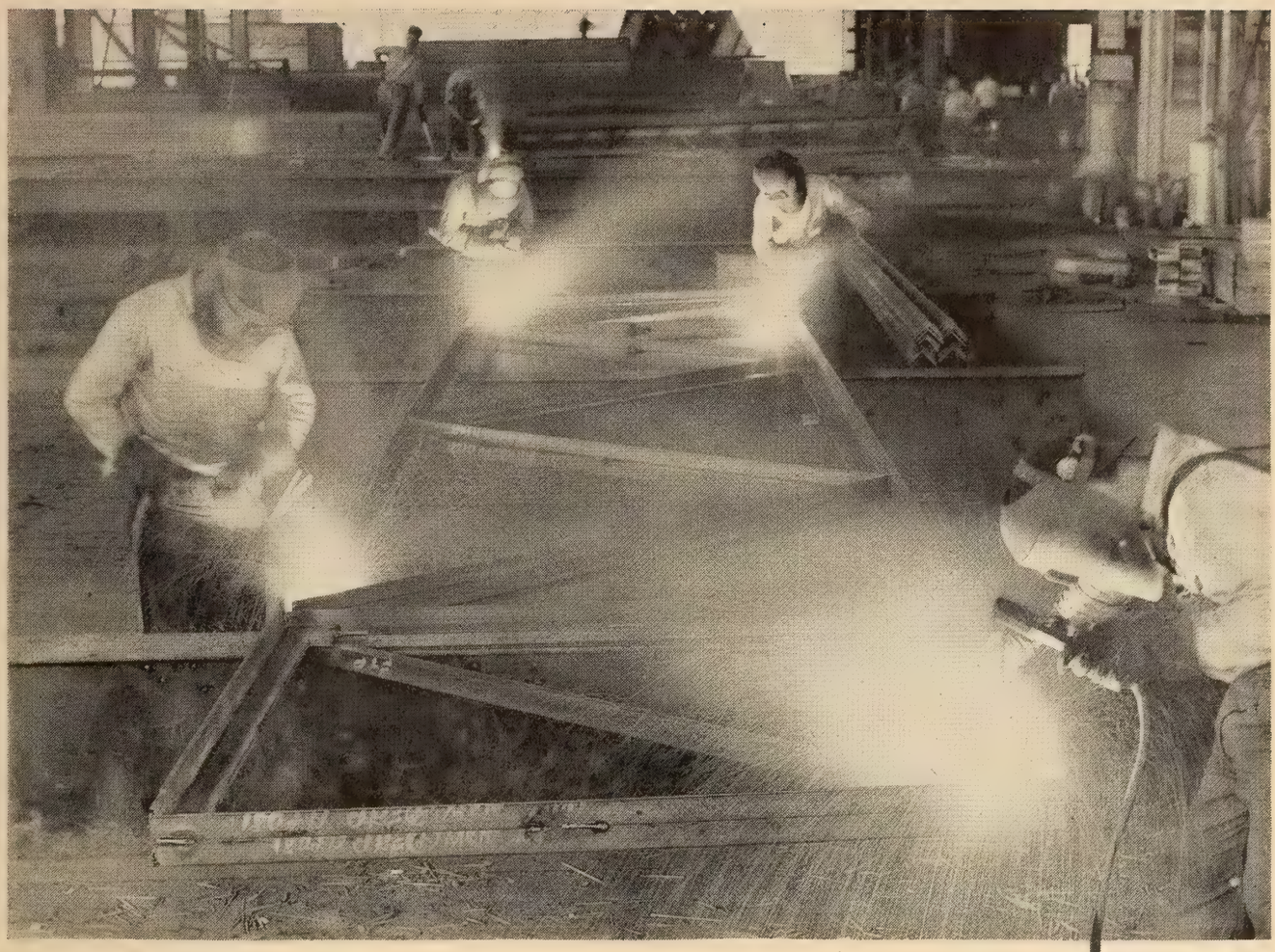
FROM the time he dons his Wallachs suit and Van Heusen shirt each morning to the time he takes them off each night, slipping into Van Heusen pajamas, Theodore M. Kaufman, a vice president and account supervisor at Grey Adv., New York, is continually reminded of the fact that he's held but two jobs during his 40-year life span. The first was with Wallachs, a chain of New York clothing and accessory stores, which he joined in 1937 following his graduation from Cornell, as a salesman. The second came 11 years later, when, as advertising and general manager of all Wallachs stores, he joined Grey as an account executive (he became vice president in 1954).

Ted Kaufman first aroused public attention on Feb. 29, 1916, when the townspeople of Sunbury, Pa., took cognizance of his arrival. Consequently, he celebrates his *official* birthday every fourth year.

Six out of his eight clients are active air media users: Phillips-Jones Corp. (Van Heusen shirts, ties, etc.) and Anson jewelry, both ABC-TV *Stop the Music;* Canadian Converters Ltd. (Van Heusen franchise operation); Dominion Textile Co. (Texmade), Spiegel's (mail-order house), Emerson Radio & Phonograph Corp., and Union Underwear Co., all heavy radio-tv spot users, some on a co-op basis. With four of the six clients out of town, Mr. Kaufman logs a great number of air miles, shuttling between New York, Chicago, Montreal and Providence.

The radio and tv media, Ted Kaufman feels, have a primary purpose in moving traffic into soft goods emporiums. At Grey, Mr. Kaufman points out, this premise has worked out "beautifully" for our clients. Example: Van Heusen and Anson, sharing *Stop the Music* sponsorship, have "seemingly shot up out of nowhere in the past three years," to the point where he notes that Van Heusen seriously threatens the position of Arrow and Manhattan, and Anson that of Swank.

What little time remains his, Ted Kaufman declares, is spent at home at Rockville Center, L. I., with his wife (the former Grace Miller, whom he met and courted while both were at Cornell), four children (one boy, three girls, aged three to 15), working in his little home shop, building furniture, and participating in local community affairs. As one of the principal founders of the Rockville Center Citizens Committee, Mr. Kaufman was partially responsible for that town's four new schools. He has given up golf altogether—"I figured if my wife could beat me, I'd better stop."



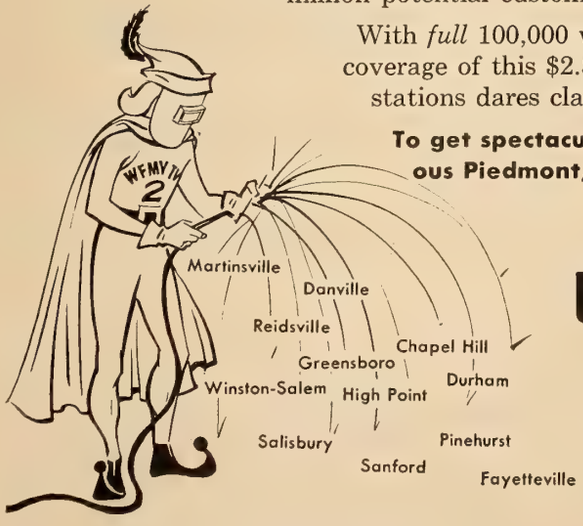
Southern SPECTACULAR!

Spectacular things are happening in the Prosperous Piedmont Section of North Carolina and Virginia . . . home of WFMY-TV.

Today, heavy industry such as steel fabricators, machine tool builders and giant lumber producers help make this area one of the most lucrative TV markets in the nation. And WFMY-TV . . . The *only* CBS station completely covering this 46 county area . . . has been **playing** and **selling** to more than 2 million potential customers here since 1949.

With *full* 100,000 watts power on Channel 2, WFMY-TV gives you coverage of this $2.5 billion market that no other station or group of stations dares claim.

To get spectacular sales results for your product in the Prosperous Piedmont, call your H-R-P man today.



WFMY-TV...Pied Piper of the Piedmont

wfmy-tv
Channel 2

GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

CBS TELEVISION NETWORK

Now In Our Seventh Year

Why do more food advertisers use WCBS-TV than any other New York television station?

Brand-name products sold through grocery stores. Broadcast Advertisers Report on Spot Advertising, New York, February '56



Because
WCBS-TV
CBS Owned, Channel 2, New York
Represented by CBS Television Spot Sales
reaches
more
women...
virtually
as many
in the
daytime
as all
six other
television
stations
combined!



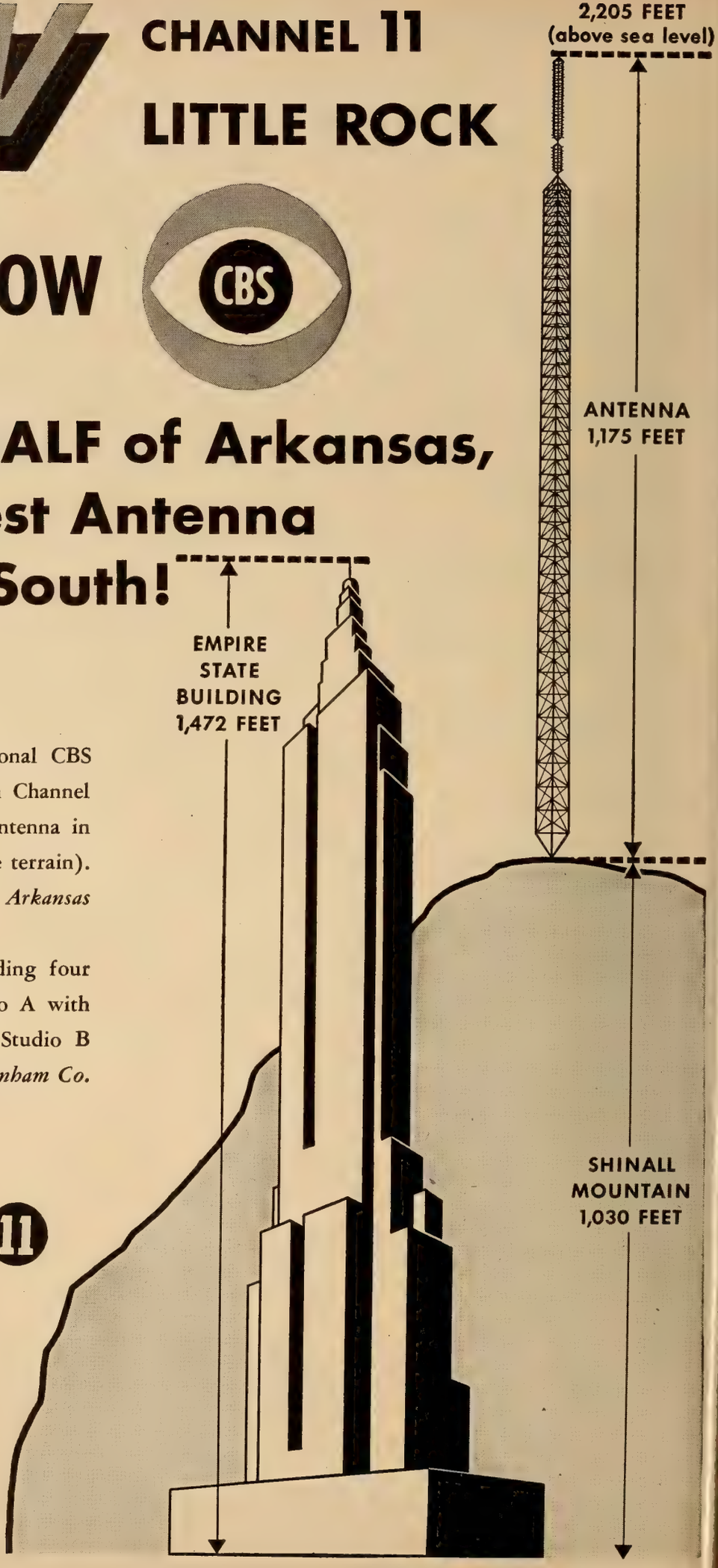
Women viewers (total quarter hours per day): WCBS-TV 13,046,344; all other stations combined 14,291,461. Nielsen New York Report, March 1956 Monday-Friday, 7 am-6 pm

KTHV

CHANNEL 11 LITTLE ROCK

NOW CBS

Covers Over HALF of Arkansas, with the Highest Antenna in the Central South!



KTHV, Little Rock, went Basic Optional CBS on April 1—with maximum power, on Channel 11, and telecasting from the highest antenna in the Central South (1756′ above average terrain). *Good TV coverage of more than half of Arkansas is now an accomplished fact.*

KTHV has finest new facilities including four camera chains, a 40′ x 50′ x 24′ Studio A with 20′ revolving turn-table—a 30′ x 50′ Studio B with complete kitchen, etc. *Ask the Branham Co. for full details.*

CBS **316,000 Watts . . . Channel 11**

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport

BROADCASTING TELECASTING

May 14, 1956 Vol. 50, No. 20

CRAVEN APPOINTMENT TO FCC IS CLEARED AT WHITE HOUSE

- **Nomination probably will be sent to Senate this week**
- **Webster slated for retirement after nine years service**
- **FCC balance will be four Republicans, three Democrats**

PRESIDENT Eisenhower this week is expected to transmit to the Senate the nomination of Commander T. A. M. Craven, USN, Ret., as a Democratic member of the FCC, to serve for seven years from next June 30.

On Capitol Hill it was learned authoritatively that Mr. Craven's name had been "cleared" and that the nomination, subject to Senate confirmation, would be sent to the Senate this week. Mr. Craven will succeed Comr. E. M. Webster, who has served continuously since April 10, 1947, and who is eligible for retirement. Each is an outstanding engineer.

For Comdr. Craven, the FCC seven-year tenure would be his second. He served, under appointment by President Roosevelt, from 1937 to 1944.

While no formal word was forthcoming from the White House, it had been learned several weeks ago that the customary security check had been made on Comdr. Craven. The fact that his name was under consideration was first reported in B•T April 16. Comdr. Craven was out of town last Friday and could not be reached for comment.

It was understood, however, that the White House already had contacted Comdr. Craven, presumably to ascertain whether he would accept appointment if offered. It is believed his response was affirmative.

With Comdr. Craven's assumption of office, the FCC balance will become four Republicans (Chairman McConnaughey, Hyde, Doerfer and Lee) and three Democrats (Bartley, Mack and Craven). Comr. Webster politically is an Independent. He was appointed originally on March 7, 1947 as a resident of Washington but now resides in nearby Maryland. Comdr. Craven resides in Virginia.

FCC Chairman George C. McConnaughey likewise was out of town Friday and was not available for comment. It is believed, however, that he endorsed the Craven nomination but did not oppose renomination of Comr. Webster, if the administration were so disposed.

Comr. Webster, while not an active candidate for reappointment, would have accepted another term if offered. The fact that he is politically an Independent may have inveighed against reappointment. Comr. Webster is 67 whereas Comdr. Craven is 63.

Comr. Webster is eligible for retirement, both as a Civil Service employe and as a Coast Guard commodore. It is understood his retirement pay would be considerably more than the $7500 maximum provided for a member of the FCC who has served the requisite number of years.

It was speculated that Comr. Webster, a foremost expert in safety-of-life, common carrier and point-to-point communications, probably will be offered consultancies in that field. There was also speculation that he might be asked by the administration to participate in international conferences bearing on telecommunications, in which field he is an acknowldeged expert.

Comdr. Craven's return to the Commission would come at a time when it is troubled with fundamental problems in television allocations. This is his forte. He was instrumental in fashioning the original tv allocations looking toward commercial operation in 1937, when he was first appointed to the FCC after having served as its chief engineer. At that time, he authored the now famed Socio-Economic Report which even today is being used by the FCC members and its staff in appraising the allocations problem. He also headed several delegations which handled North American Regional Broadcast Agreement associations and won acclaim for their success.

Comdr. Craven's recommendations in the current tv allocations considerations excited considerable attention when he filed them last December [B•T, Dec. 26, 1955]. In essence, the former FCC commissioner suggested a block of at least 65 contiguous channels, assigned in "area" apportionments which would, in Zone I, permit all cities and communities to be either all vhf or all uhf, except for 10 communities which would be mixed. His basic premise seemingly was to secure the most stations in the most communities. He also called for receiver "compatability" to ensure the best use of uhf frequencies.

Comr. Webster was appointed an FCC commissioner to fill the unexpired portion of the term of Paul A. Porter. In 1949 he was reappointed for a full seven year term.

ALLOCATIONS EXPERT TO JOIN FCC

TUNIS AUGUSTUS MACDONOUGH CRAVEN is widely acclaimed as one of the world's foremost authorities on frequency allocation and communications engineering. He is senior member of the engineering consulting firm of Craven, Lohnes & Culver.

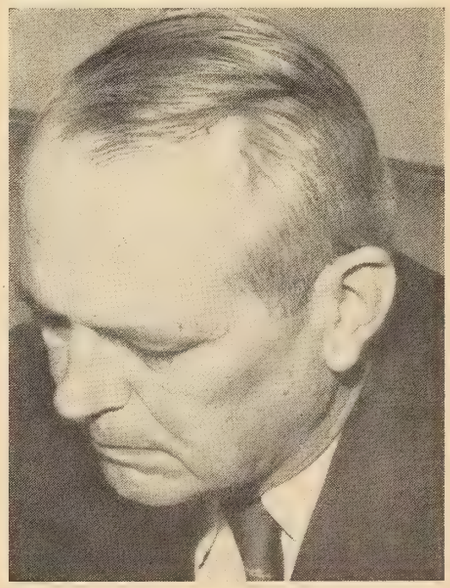
His career includes a seven-year term on the FCC and participation in most of the principal international conventions as well as congressional and regulatory hearings.

Born Jan. 31, 1893, in Philadelphia, Comdr. Craven entered the U. S. Naval Academy after completing his academic education. He was graduated from the Academy in the class of 1913. In the next two decades he held commissions as a Navy officer, specializing in communications. In World War I he set up a communications system that delivered orders to convoys in submarine-infested waters without disclosing their positions. His fundamental frequency plan developed as first fleet radio officer has been the basis for such plans since that time.

Besides developing both land and sea radio systems, Comdr. Craven was an important figure in government radio allocations and long served as a member of the Interdepartment Radio Advisory Committee. His role in important international communications conferences included the 1927 session in Washington where the first major allocation was drawn up for the world.

In 1937 Comdr. Craven was chairman of the Inter-American Radio Conference at Havana, negotiating a broadcasting and communications treaty for the continent.

Comdr. Craven resigned his Navy commission in 1930 to enter private consulting practice and was the first engineer to adapt radio directional antennas to broadcast service. He was appointed FCC chief engineer Nov. 20, 1935, and became a commissioner Aug. 21, 1937.



In 1944 he returned to private industry as vice president of Cowles Broadcasting Co., which at the time included East Coast outlets. In December 1949 he left the Cowles organization to enter the consulting business. He is a past president of the Assn. of Federal Communication Consulting Engineers.

MONTHLY REPORT ON RADIO SPOT SALES TO BE RELEASED, STARTING NEXT JULY

Dollar volume figures to be issued by Station Representatives Assn. Service will meet long-felt demand for such statistics by buying and selling segments of industry.

A DOLLAR VOLUME total of radio spot time sales will be issued as a regular monthly report by Station Representatives Assn. starting in July.

Disclosure of plans for plotting the monthly progress of national spot time sales on about a month-delay basis was to be made today (Monday) by Adam J. Young Jr. of Adam Young Inc., station representative, and president of Station Representatives Assn., and Lawrence Webb, SRA's managing director.

For some time there has been increasing agitation within media research, advertiser, timebuying, and selling ranks of the radio industry for a compilation that would show figures and trends in the sale of national spot radio.

Only last month, Television Bureau of Advertising released its first quarterly report on spot television time at gross rates [B•T, April 16]. TvB's current quarterly report, for the first three months of this year is being released today (see page 30).

Total Figure Only

Unlike the TvB report, SRA's compilation at first will be a total figure only but this total will be compared to the previous month and to the same month of a year ago. The first report, expected about the middle of July, thus will show a total dollar volume for national spot time sales for June and for May, and also a figure for June 1955.

Publishers Information Bureau for some time has issued a monthly total gross billing (time sales at gross rates) compilation per tv network (see page 96), on about a month's delay, and last summer discontinued its publication of similar totals in network radio.

In addition to the total dollar volume figure for the month, SRA also will provide an index of spot radio time sales using 1954 as a base year, and the annual rate of spot time sales for the year to date.

As explained in today's announcement, SRA's members will supply each month the total figures for each company's national spot time sales. This raw data then will be supplied to Price-Waterhouse & Co., New York, a professional accounting firm.

SRA's announcement emphasized that it is this type of information "which agencies and advertisers rely on in the increasingly creative task of media buying." It recalled that "the spectacular rise of national spot radio leveled out in the years of tv's growing pains from 1951 to 1954, but the advance was resumed in 1955."

Continued SRA: "Research departments, timebuyers, media heads, account executives of advertising agencies, and the executives controlling the large appropriations of advertisers look to radio to provide the figures that show comparative and current history. . . . Publication of dollar volume figures for the entire radio broadcasting industry will eliminate the confusion and guesswork which has been prevalent in advertising circles for too many years."

So far the only figures on national spot radio useful to advertisers have been FCC's compilation issued only on an annual basis, SRA said, adding that the 1955 figures would not be released until December 1956, just one year later. Hence media planners interested in spot radio figures for January in any year have had to wait nearly two years to check upon their guesses.

SRA observed that local radio advertising, according to yearly FCC reports, has been "healthy in tonnage" although dollar volume has grown only slightly in the past few years because of "lower rates to attract tonnage to make up for the substantial decline in network business." National spot, SRA went on, also has been tonnage healthy but failed to reflect the growth in dollar time sales because of advertiser movement from higher rated nighttime periods into daytime as well as use of more saturation campaigns which gained larger discounts.

"Enthusiastic" reception was accorded SRA's announcement by James M. Boerst, owner of Executives Radio-Tv Service, Larchmont, N. Y.,



PLANS for publication of a national spot radio figure compilation are being finalized by the Station Representatives Assn. Discussing the new service, scheduled to begin in July, are (l to r): William Kewer, Price-Waterhouse & Co. (New York accounting firm which is to do the statistical work); Lawrence Webb, managing director of SRA, and Adam Young, SRA president.

which publishes a monthly "Spot Radio Report." But Mr. Boerst tempered his enthusiasm by adding that he thought the figures "will not only provide valuable information, but will help point up the need for the publication of more detailed information." He asserted the radio industry needed a report such as that now available from TvB, whose reports are based on figures provided by N. C. Rorabaugh Co.

Mr. Boerst's report was owned by Rorabaugh until its purchase by Mr. Boerst in 1952. The Rorabaugh firm had published reports for both radio and television. These two reports had differed, however, in that Rorabaugh's compilation was based on material gathered from stations while Mr. Boerst's data is gained from advertising agencies. Neither report published dollar figures. Referring to this possibility in radio, however, Mr. Boerst said his report could provide a similar job to that of TvB's spot report "if an agreement can be made with the Radio Advertising Bureau to bear the cost of converting activity listings into dollar figures."

Mr. Boerst asserted that advertisers who now avoid representation in his report would "reveal their activity if the ultimate result would be a mutually advantageous industry report on dollar expenditures." He said a greater number of advertisers and agencies now cooperate in the report although a notable exception was some of the major soap and cigarette companies.

Mr. Boerst's report provides a monthly compilation showing the activity of about 300 national and regional advertisers as reported by nearly 70 top agencies. A breakdown is provided of each advertiser, giving station by station the number of broadcasts per week, daytime or nighttime and the type of broadcast.

Radio-Tv Ad Inquiries Keep Better Business Bureau Busy

A RADIO-TV-MUSIC classification was among the top 10 business categories causing the greatest number of persons to seek the facilities of the Better Business Bureau during 1955, according to a report by the Assn. of Better Business Bureaus Inc., New York. Demands on Better Business Bureau services reached an all-time high last year, the report reveals.

The top 10 classifications accounting for 52% of all contacts include home improvements and maintenance (174,175 inquiries and complaints); solicitations (138,176); home appliances (129,611); insurance (117,918); automotive (112,924); radio-tv-music (107,732); photography (81,317); furniture-floor coverings (71,879); apparel (63,125), and magazine subscriptions (62,666).

According to the report, the heaviest volume of questionable advertising appeared in the following business classifications: apparel (3,218 advertisements); automotive (2,956); home appliances (2,764); furniture-floor coverings (2,161); radio-tv-music (977); home furnishings (756); business opportunities (869), and employment (735).

Sales Potential of Women Keys New National Campaign

A NATIONAL "women-in-sales" campaign, that seeks to open new opportunities for women in industry via sales, was launched in New York last week with a luncheon at the Savoy Plaza Hotel attended by a number of top industry and advertising executives.

Chairman of the campaign is Claire Mann, performer on WABC-TV New York, who told the executives the promotion will include the designation of the second week of May each year as "Women-in-Sales Week" and that three "outstanding sales women" in the U. S. will be selected each year and honored with awards.

Each segment of industry including manufacturing, retailing and the services—such as advertising, banking or public relations, will be represented in the yearly awards.

Three V.P.'s Elected by C&H

THREE new vice presidents elected last week at Calkins & Holden, New York, were Walter B. Geoghegan, account supervisor for Firmenich Inc. (perfumes), Gulf Oil Corp., and Oakite Products Co. (cleansers); William C. Pank, account supervisor for Royal Doulton Inc. (china), Eastman Chemical Inc., Fieldcrest Mills (blankets) and others, and Robert W. Robb, account supervisor for Prudential Insurance Co. of America as well as director of C&H's public relations.

COMMISSION SYSTEM AGAIN UNDER STUDY

ANA names 11-man committee, headed by Kraft's McLaughlin, to investigate agency relations and compensation methods.

THE MOVE toward re-examination of the commission system of compensating advertising agencies [B•T, April 30, May 7] gained momentum late last week as the Assn. of National Advertisers announced appointment of a special study committee on agency relations and agency compensation methods. John B. McLaughlin, director of sales and advertising for Kraft Foods Co., was named chairman of the 11-man group.

"The past decades have been marked by great growth in the role of advertising and by the reliance placed on advertising by industry," ANA President Paul B. West said in announcing the committee on behalf of the ANA board. "Similarly, the role and function of the advertising agency has grown and matured. Today, advertisers recognize that the advertising agency, in addition to its traditional role of creating and placing national advertising, performs a most important function in the role of professional counsel, and as such, is, in a growing number of cases, a close and confidential 'working partner' of the advertiser in advertising and marketing planning.

"These marked changes have led many advertisers to the conviction that advertisers and agencies should re-examine the method of compensation to make sure it is soundly based and that it best meets their individual needs under today's conditions. In the opinion of the ANA board, advertisers and their agencies should be free to determine the terms and methods of compensation which are best for them and will contribute most to productive advertising."

Growing Sentiment

Edwin W. Ebel of General Foods Corp., chairman of the ANA board, had told the American Assn. of Advertising Agencies practically the same thing—saying there was a growing feeling to this effect among many ANA members—at a closed session of the AAAA convention three weeks ago [B•T, April 30].

Robert D. Holbrook of Compton Adv., newly elected AAAA chairman, replied at the time that the subject had been under study by the AAAA's regular committee on advertiser relations for the past year; that it will be the committee's "primary assignment," and that a meeting of the committee would be held this month. Selection of the 1956 membership of this committee was nearing completion late last week.

Named to serve with Chairman McLaughlin on the ANA special committee were C. J. Coward, senior consultant, advertising and sales promotion services, marketing services division, General Electric Co.; Donald S. Frost, vice president in charge of advertising, Bristol-Myers; E. G. Gerbic, vice president, Johnson & Johnson; J. Ward Maurer, vice president for advertising, Wildroot Co.; George E. Mosley, vice president in charge of advertising and sales promotion, Seagram-Distillers Co.; Edward E. Rothman, director of product advertising and sales promotion office, Ford Motor Co.; Henry Schachte, vice president, Lever Bros.; William Brooks Smith, vice president in charge of advertising, Thomas J. Lipton Inc., and Ralph Winslow, vice president and manager of marketing, Koppers Co.

AUTOMOBILES IN CHICAGO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

CHICAGO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	General Motors Corp.	7	4	116¼	988
	Buick (Kudner)		1	4	119
	Chevrolet (Campbell-Ewald)		4	51½	299
	Oldsmobile (D. P. Brother)		4	30	339
	Pontiac (MacManus, John & Adams)		3	30¾	231
2.	Chrysler Corp.	8	4	151	951
	Chrysler (McCann-Erickson)		3	28	147
	DeSoto (BBD&O)		3	41	324
	Dodge (Grant)		3	9	106
	Imperial (McCann-Erickson)		1	1	30
	Plymouth (N. W. Ayer & Son)		3	72	344
3.	Ford Motor Co.	2	4	88	810
	Ford (J. Walter Thompson)		4	34½	402
	Lincoln (Young & Rubicam)		2	5¾	114
	Mercury (Kenyon & Eckhardt)		4	47¾	294
4.	Studebaker-Packard Corp.	1	2	10	70
	Packard (D'Arcy)		2	3½	19
	Studebaker (Benton & Bowles)		2	6½	51
5.	American Motors Corp.	—	2	12	20
	Hudson (Brooke, Smith, French & Dorrance)		1	6	1
	Nash (Geyer)		2	6	19

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for progams of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary monitoring for Chicago occurred week ending March 18, 1956.

Gas Sales Meet Hears Toigo

FOR association advertising to be effective, it must, like product advertising, be competitive and productive, according to Adolph J. Toigo, president of Lennen & Newell, New York. Speaking before the Eastern Gas Sales Conference in New York last Monday, Mr. Toigo observed that Lennen & Newell in handling the American Gas Assn. has approached that account as it has others in the agency, not merely as an institution but as a commodity that must be sold.

Bishop Buys Into 'Monitor'

PURCHASE by Hazel Bishop Inc., New York, of a schedule amounting to more than $500,000 in gross billings on NBC Radio's *Monitor* weekend programming, starting May 26, was announced last week by Fred Horton, director of sales for NBC Radio. The 52-week contract for Hazel Bishop Inc., placed through the Raymond Spector Co., New York, calls for five 5-minute news programs each Saturday and five each Sunday on *Monitor* to advertise cosmetic products.

NATIONAL TV: $217 MILLION FOR FIRST QUARTER OF 1956

TvB lists spot business at $100,209,000, and Publishers Information Bureau puts network gross billings for period at $116,695,520. No direct comparison with 1955 available.

NATIONAL and regional advertisers spent nearly $217 million for tv time during the first quarter of 1956. This total, calculated on a basis of gross rates (one-time rate before discounts or deductions of any kind), includes both spot time sales figures as estimated by Television Bureau of Advertising and network sales figures as compiled by Publishers Information Bureau.

Ted Bates & Co. was leading agency in the placement of spot tv business during the first three months of this year, TvB announced. Leo Burnett Co. ranked second and McCann-Erickson third in the tabulation. The remainder of TvB's list of top 10 agencies, in descending order, includes: Dancer - Fitzgerald - Sample, Benton & Bowles, Young & Rubicam, BBDO, Compton Adv., William Esty Co. and Cunningham & Walsh.

TvB, which last month began to issue quarterly reports of television's spot business with one for the fourth quarter of 1955 [B•T, April 16] and which plans to continue such reports each three months hereafter, estimates that a total of 2,702 advertisers bought $100,209,000 worth of tv time (at gross rates) for spot campaigns during the first three months of this year.

PIB, which has made monthly reports on tv network time purchases of national advertisers since the late 1940's, also at gross rates, puts the first quarter 1956 network gross billings at $116,692,520. This total is divided among the three tv networks this way: ABC, $19,548,184; CBS, $52,648,532; NBC, $44,495,804.

No direct comparison with the first quarter of 1955 is available for both spot and network tv advertising. PIB data show a 17.5% increase for the first quarter of 1956 over the same period of last year, when the combined gross of the tv networks (then four, as the DuMont Tv Network was still operating) was $99,299,368. TvB, which uses the data of N. C. Rorabaugh Co. on tv spot advertising as the basis for its spot estimates, reports that the number of tv spot advertisers has increased from 2,346 for the first quarter of 1955 to 2,702 for the same period of 1956, a gain of 15.2%, but dollar figures are not available for the first quarter of 1955. With the increase in tv spot clients matching so closely the tv network dollar increase, percentagewise, there seems little doubt that television's overall national billings have risen about one-sixth in the past year.

Compared to the final quarter of 1955, the first three months of this year show a slight increase in tv network billings, a slightly larger decrease in the spot total, for a net decrease of $3.3 million or about 1.5%. This does not signify any drop-off for spot tv, however, as the final quarter of the year, with its pre-Christmas sales promotion, is always the major quarter so far as spot advertising is concerned.

Nearly half of tv's spot revenue comes from announcements, a TvB analysis reveals:

Announcements	$44,599,000	44.5%
ID's	12,183,000	12.2%
Participations	21,410,000	21.4%
Shows	22,017,000	21.9%

Commenting on this breakdown, Oliver Treyz, TvB president, called attention to the sometimes overlooked fact that spot television embraces more than tv spots. "We want to stress emphatically that this report of spot expenditures includes all national and regional television spot advertising types, including programs. Since spot is that use of television whereby the advertiser can apply infinitely varying kinds and varying types of advertising pressure anywhere as the advertiser needs, because it always originates from and is controlled in the individual market where it is released, it naturally includes programs which—as a matter of fact—for the first quarter of 1956 represent 22% of the facility expenditures in the field of national spot."

"If the program and production costs were to be added," Mr. Treyz continued, "the proportion of national spot expenditures devoted to programs would be higher. In this connection, it is interesting to note that many prominent spot television advertisers invest most of their spot tv dollars in programs. For example, Falstaff Brewing, H. J. Heinz, Anheuser-Busch, Warner-Lambert, Standard Oil of Indiana, Esso Standard Oil, Pacific Coast Borax, Phillips Petroleum, Emerson Drug and others. The leader in spot program expenditures is the Kellogg Co., investing an estimated 39% of its spot television facility money in programs alone."

More than half of tv's spot revenue comes from sales of time in the evening hours, about a third from daytime sales and 10% from sales of late night time, TvB showed in this second breakdown:

Day	$34,637,000	34.6%
Night	55,620,000	55.5%
Late night	9,952,000	9.9%
	$100,209,000	100%

Of the 2,702 companies which used spot television to advertise their wares or services during the first quarter of 1956, there were 1,174 whose gross tv spot time purchases amounted to $5,000 or more in that time, and 1,528 whose tv spot time purchases were less than $5,000.

The method by which TvB dollar estimates are made begins with reports of time sales by tv stations, who report to the Rorabaugh organization the amount and the type of time sold to spot advertisers. The current TvB report is based on data accumulated by Rorabaugh from 267 stations in 181 markets and then projected to full national proportions. These time figures are then translated into dollars by applying to each the gross one-time rate of the station.

Tv's Spot Clients

1st Quarter	No. of Advertisers
1949	267
1950	527
1951	987
1952	1277
1953	1260
1954	1950
1955	2346
1956	2702

(Source: N. C. Rorabaugh Co.)

TOP TV SPOT BUYERS, BY PRODUCTS, FOR FIRST QUARTER OF THIS YEAR

Agriculture	**$310,000**
Feeds, Meals	229,000
Miscellaneous	81,000
Ale, Beer & Wine	**8,323,000**
Beer & Ale	7,193,000
Wine	1,130,000
Amusements, Entertainment	**157,000**
Automotive	**3,280,000**
Anti-Freeze	22,000
Batteries	125,000
Cars	2,494,000
Tires & Tubes	125,000
Trucks & Trailers	95,000
Miscellaneous Accessories & Supplies	419,000
Building Material, Equipment, Fixtures, Paints	**805,000**
Fixtures, Plumbing, Supplies	146,000
Materials	129,000
Paints	142,000
Power Tools	213,000
Miscellaneous	175,000
Clothing, Furnishings, Accessories	**1,793,000**
Clothing	1,320,000
Footwear	422,000
Hosiery	29,000
Miscellaneous	22,000
Confections & Soft Drinks	**4,673,000**
Confections	2,795,000
Soft Drinks	1,878,000
Consumer Services	**2,952,000**
Dry Cleaning & Laundries	56,000
Financial	495,000
Insurance	396,000
Medical & Dental	20,000
Moving, Hauling, Storage	141,000
Public Utilities	1,510,000
Religious, Political, Unions	175,000
Schools & Colleges	26,000
Miscellaneous Services	133,000
Cosmetics & Toiletries	**7,442,000**
Cosmetics	2,334,000
Deodorants	525,000
Depilatories	203,000
Hair Tonics & Shampoos	1,906,000
Hand & Face Creams, Lotions	178,000
Home Permanents & Coloring	425,000
Perfumes, Toilet Waters, etc.	146,000
Razors, Blades	140,000
Shaving Creams, Lotions, etc.	876,000
Toilet Soaps	644,000
Miscellaneous	65,000
Dental Products	**4,253,000**
Dentifrices	3,716,000
Mouthwashes	329,000
Miscellaneous	208,000
Drug Products	**10,726,000**
Cold Remedies	3,342,000
Headache Remedies	1,589,000
Indigestion Remedies	2,030,000
Laxatives	1,063,000
Vitamins	579,000
Weight Aids	351,000
Miscellaneous Drug Products	1,456,000
Drug Stores	316,000
Food & Grocery Products	**28,461,000**
Baked Goods	4,789,000
Cereals	2,682,000
Coffee, Tea & Food Drinks	6,164,000
Condiments, Sauces, Appetizers	1,347,000

(Continues on page 32)

1ST QUARTER 1956

TvB'S TOP 200 IN SPOT

Rank	Advertiser	Estimated Expenditure
1	Procter & Gamble	$5,782,800
2	Brown & Williamson	2,921,900
3	Sterling Drug	2,252,800
4	General Foods	2,053,800
5	Kellogg	1,780,000
6	Miles Labs	1,696,900
7	Colgate-Palmolive	1,583,100
8	Philip Morris	1,542,200
9	National Biscuit	1,478,400
10	General Motors	1,264,200
11	Bulova Watch	1,228,400
12	Anahist	1,194,400
13	American Tel. & Tel.*	1,143,300
14	Liggett & Myers	1,122,900
15	Carter Products	1,059,900
16	Ford Motor	985,100
17	Robert Hall Clothes	869,100
18	Charles Antell	847,300
19	Minute Maid	839,100
20	Continental Baking	761,400
21	Block Drug	751,200
22	Warner-Lambert Phar.	725,900
23	Helaine Seager	725,200
24	Peter Paul	724,700
25	Fla. Citrus Comm.	698,500
26	Grove Labs	659,700
27	Coca-Cola	654,800
28	Harold F. Ritchie	642,000
29	Borden	573,600
30	Nestle	542,400
31	Esso Standard Oil	531,500
32	J. A. Folger	531,300
33	Toni	497,700
34	Campbell Soup	495,600
35	R. J. Reynolds	487,800
36	Chrysler	481,700
37	Chesebrough-Ponds	474,500
38	Lever Brothers	471,000
39	Northern Paper Mills	448,400
40	B. T. Babbitt	433,200
41	P. Ballantine & Sons	429,600
42	Corn Products Refining	425,900
43	Benrus Watch	417,000
44	Tea Council of U.S.A.	403,800
45	Hills Bros. Coffee	403,500
46	Thomas Leeming	401,400
47	Vick Chemical	397,000
48	Piels Bros.	394,200
49	Better Living Enterpr.	393,900
50	Stokely-Van Camp	389,900
51	E. & J. Gallo Winery	388,400
52	Bristol-Myers	384,800
53	Reader's Digest Assoc.	378,900
54	Falstaff Brewing	377,900
55	Pepsi-Cola	373,700
56	Sales Builders	371,000
57	Seven-Up	368,400
58	Wildroot	364,800
59	Salada Tea	355,900
60	Tafon Dist.	355,500
61	Best Foods	349,400
62	Wesson Oil & Snow Drift	346,600
63	RCA	344,000
64	Armour	340,500
65	H. J. Heinz	327,300
66	Anheuser-Busch	325,400
67	Shell Oil	324,600
68	American Home Foods	313,800
69	Pabst Brewing	313,500
70	Plough Inc.	310,500
71	U. S. Tobacco	306,700
72	Ludens	294,600
73	Great A. & P. Tea	286,600
74	Hawley & Hoops	286,100
75	Standard Brands	285,600
76	Smith Brothers	279,900
77	Mennen	276,300
78	Brown Shoe	273,600
79	Seeck & Kade	273,200
80	Lee Ltd.	270,000
81	Pharmaceuticals Inc.	267,500
82	Glamorene	264,200
83	Beechnut Packing	262,700
84	Carling Brewing	261,000
85	Theo. Hamm Brewing	260,300
86	Carnation **	258,800
87	General Baking	230,300
88	Standard Oil (Ind.)	230,200
89	P. Lorillard	229,500
90	Simoniz	227,900
91	Socony-Mobil Oil	227,400
92	American Chicle	224,300
93	Cream of Wheat	221,500
94	Sealy Mattress	218,700
95	Eastern Guild	217,900
96	General Mills	217,500
97	Morton Frozen Foods	216,300
98	Pacific Coast Borax	214,900
99	F. & M. Schaefer Brew.	213,500
100	Thomas J. Lipton	212,800
101	Lewis Food	212,000
102	Safeway Stores	211,300
103	Duffy-Mott	207,900
104	Liebmann Breweries	206,500
105	Libby, McNeil & Libby	203,500
106	Sunshine Biscuit	203,100
107	Lucky Lager Brewing	202,200
108	Standard Oil (Ohio)	199,900
109	Hudson Pulp & Paper	192,800
110	American Bakeries	190,500
111	Grant	188,700
112	National Brewing	186,900
113	Converted Rice	185,100
114	Internatl. Cellucotton	184,100
115	Alkaid	181,900
116	Grocery Store Products	181,400
117	W. F. McLaughlin	179,100
118	Avon Products	174,100
119	Monarch Wine	171,600
120	B. C. Remedy	171,600
121	Welch Grape Juice	169,500
122	Seabrook Farms	168,600
123	Phillips Petroleum	168,600
124	Ward Baking	162,200
125	Pillsbury Mills	158,300
126	Kroger	156,900
127	San Francisco Brewing	155,500
128	Paxton & Gallagher	155,100
129	Jackson Brewing	153,000
130	Ralston-Purina	149,400
131	Duncan Coffee	148,300
132	Top Value Enterprises	147,000
133	Langendorf United Bak.	145,500
134	Bank of America	143,600
135	Jacob Ruppert Brewery	143,100
136	S. A. Schonbrunn	142,800
137	Kraft Foods	140,700
138	Gordon Baking	140,200
139	V. La Rosa & Sons	139,800
140	Duquesne Brewing	138,200
141	Buitoni Products	135,800
142	Sardeau	135,300
143	Richfield Oil	135,200
144	Household Finance	135,100
145	Drewrys	134,000
146	International Milling	132,600
147	Qual. Bakers of Amer.	130,900
148	Blue Plate Foods	129,800
149	G. H. P. Cigar	129,000
150	Geo. Wiedemann Brew.	128,200
151	Hazel Bishop	127,300
152	Drackett	126,600
153	Walgreen	126,100
154	Gunther Brewing	125,100
155	General Electric	124,700
156	Continental Oil	124,500
157	National Enterprises	123,100
158	Gold Seal	122,400
159	Petri Wine	122,400
160	G. Heileman Brewing	122,300
161	Bond Stores	120,500
162	Assoc. Hospital Service	120,400
163	Wm. B. Reily	120,000
164	Williamson Candy	119,300
165	Mars	117,900
166	E. I. duPont de Nemours	117,000
167	M. J. B. Co.	116,500
168	Greyhound	115,600
169	CBS	115,600
170	Rival Packing	114,900
171	Remington Rand	112,400
172	New England Confec.	111,100
173	Jos. E. Schlitz Brewing	110,500
174	General Cigar	110,100
175	National Carbon	108,900
176	Rath Packing	108,100
177	Emerson Drug	107,600
178	William Wrigley Jr.	107,300
179	Chock-Full-O Nuts	106,900
180	American Stores	106,700
181	Rayco Mfg.	106,000
182	Jim Clinton Clo. Stores	105,900
183	Steph. F. Whitman & Son	105,800
184	Holsum Baking	105,600
185	Frito	101,700
186	S. S. S.	100,700
187	Stroh Brewing	100,300
188	Ohio Provision	100,300
189	International Salt	100,200
190	Swift	100,000
191	Castro Convertible	98,700
192	Schoenling Brewing	98,500
193	Los Angeles Brewing	97,800
194	Rev. Oral Roberts	97,600
195	Oscar Mayer	97,100
196	CVA	96,400
197	G. Krueger Brewing	96,000
198	Malt-O-Meal	95,000
199	Marlowe Chemical	94,900
200	Blumenthal Bros. Choc.	94,700

* Includes all Regional Tel. Cos.

** Includes Albers Milling Co.

(Continues from page 30)

Dairy Products	1,759,000
Desserts	174,000
Dry Foods (Flour, Mixes, Rice, etc.)	1,328,000
Frozen Foods	2,156,000
Fruits & Vegetables, Juices (except frozen)	1,825,000
Macaroni, Noodles, Chili, etc.	621,000
Margarine, Shortenings	911,000
Meat, Poultry & Fish (except frozen)	1,405,000
Soups (except frozen)	353,000
Miscellaneous Foods	1,682,000
Food Stores	1,265,000
Garden Supplies & Equipment	**134,000**
Gasoline & Lubricants	**3,123,000**
Gasoline & Oil	2,974,000
Oil Additives	100,000
Miscellaneous	49,000
Hotels, Resorts, Restaurants	**48,000**
Household Cleaners, Cleansers, Polishes, Waxes	**1,579,000**
Cleaners, Cleansers	629,000
Floor & Furniture Polishes, Waxes	220,000
Glass Cleaners	123,000
Home Dry Cleaners	450,000
Shoe Polish	57,000
Miscellaneous Cleaners	100,000
Household Equipment	
Appliances	1,505,000
Household Furnishings	**768,000**
Beds, Mattresses, Springs	608,000
Furniture & Other Furnishings	160,000
Household Laundry Products	**4,747,000**
Bleaches, Starches	235,000
Packaged Soaps, Detergents	4,266,000
Miscellaneous	246,000
Household Paper Products	**1,108,000**
Cleansing Tissues	375,000
Food Wraps	187,000
Napkins	312,000
Toilet Tissue	127,000
Miscellaneous	107,000
Household General	**975,000**
Brooms, Brushes, Mops, etc.	153,000
China, Glassware, Crockery, Containers	22,000
Disinfectants, Deodorizers	100,000
Fuels (heating, etc.)	45,000
Insecticides, Rodenticides	33,000
Kitchen Utensils	6,000
Miscellaneous	616,000
Notions	**80,000**
Pet Products	**986,000**
Publications	**564,000**
Sporting Goods, Bicycles, Toys	**98,000**
Bicycles & Supplies	1,000
General Sporting Goods	3,000
Toys & Games	88,000
Miscellaneous	6,000
Stationery, Office Equipment	**73,000**
Television-Radio, Phonograph-Musical Instruments	**626,000**
Antennas	124,000
Radio & Television Sets	321,000
Records	158,000
Miscellaneous	23,000
Tobacco Products & Supplies	**7,081,000**
Cigarettes	6,680,000
Cigars, Pipe Tobacco	401,000
Smoking Accessories & Supplies	.....
Transportation & Travel	**665,000**
Air	277,000
Bus	149,000
Rail	214,000
Miscellaneous	25,000
Watches, Jewelry, Cameras	**1,834,000**
Cameras, Accessories, Supplies	43,000
Clocks & Watches	1,649,000
Jewelry	41,000
Pens & Pencils	101,000
Miscellaneous	.....
Miscellaneous	**1,040,000**
Trading Stamps	307,000
Miscellaneous Products	261,000
Miscellaneous Stores	472,000
	100,209,000

DECKINGER JOINS GREY ADV. JULY 2

DR. E. L. (LARRY) DECKINGER, founder, director and vice president in charge of the research department, The Biow Co., will join Grey Adv., New York, on July 2, as vice president and media director, it was announced Wednesday by Arthur C. Fatt, Grey's president.



MR. DECKINGER

Dr. Deckinger will fill the vacancy created at the end of last year when Richard Bean resigned as Grey's media director to join McCann-Erickson Inc., New York. A near 20-year veteran of the advertising field, Dr. Deckinger joined Biow as an office boy in 1937, shortly after his graduation from New York U. He became vice president in 1952. Biow closes its doors June 30.

Jack Tarcher Leaves Biow To Handle Benrus at L&N

JACK D. TARCHER, vice president, Biow Co., New York, has been named senior vice president and management account supervisor of Lennen & Newell, New York, Adolph Toigo, president of the agency, announced last week. Mr. Tarcher formerly was head of his own agency, J. D. Tarcher & Co.



MR. TARCHER

The Benrus Watch Co. (former Biow account supervised by Mr. Tarcher), with an advertising budget of $2.5 million, has appointed Lennen & Newell to handle its advertising effective July 1. Mr. Tarcher has been associated with Benrus for 32 years. He has resigned his association with the accounts of Seeman Brothers Inc., packer of White Rose tea, and Julius Wile Sons & Co., wine and liquor importer.

N. W. Ayer Adds Personnel

ADDITIONS to the New York and Hollywood offices of N. W. Ayer announced last week included: Eileen P. Cummings, formerly assistant to media director, Paris & Peart, and David Pollard, formerly copywriter, William Weintraub, to New York as a member of radio-television research and of the radio-television copy department respectively; Edward J. Pyle Jr., formerly with CBS, to Hollywood in charge of the newly-organized film department. Also announced was the transfer of Henry G. Harper, from public relations to the service department in New York.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

May 19 (7-7:30 p.m.) *Gene Autry Show,* **William Wrigley Jr. Co., through Ruthrauff & Ryan** (also May 19, 26, June 2, 9, 16, 23, 30).

May 24 (8:30-9:30 p.m.) ***Climax,*** **Chrysler Corp., through McCann-Erickson.**

June 2 (9:30-11 p.m.) *Ford Star Jubilee,* "A Bell for Adano," Ford Motor Co., through J. Walter Thompson.

June 7 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp., through McCann-Erickson.

NBC-TV

May 14-18 (5:30-6 pm.) *Howdy Doody* participating sponsors (also May 21-25, 28-June 1)

May 15 (8-9 p.m.) ***Milton Berle Show,*** **Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.**

May 17-18 (3-4 p.m.) *Matinee,* participating sponsors (also May 21-25, 28, June 1, 7-8, 11-15).

May 20 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha, through Bozell & Jacobs.

May 20 (7:30-9 p.m.) *Sunday Spectacular,* "Maurice Chevalier Show," participating sponsors.

May 21 (7:30-7:45 p.m.) *Gordon MacRae Show,* Lever Bros., through BBDO (also May 28).

May 22 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 24, 29, 31).

May 27 (3:30-4 p.m.) *Zoo Parade,* sustaining.

May 27 (4-5 p.m.) *Antarctica: Third World,* sustaining.

May 28 (8-9:30 p.m.) *Producer's Showcase,* "Bloomer Girl," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul, Lefton and Grey.

May 30 (10-10:30 p.m.) *This Is Your Life,* Procter & Gamble Co., through Benton & Bowles.

June 3 (9-10 p.m.) *Goodyear Playhouse,* "The Sentry," Goodyear Tire & Rubber Co., through Young & Rubicam.

June 5 (8-9 p.m.) *Milton Berle Show,* Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.

June 9 (9-10:30 p.m.) *Max Liebman Presents,* "Sweethearts," Oldsmobile, through D. P. Brother.

June 13 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co., through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T]

Dominant

in power! WXEX-TV, basic NBC-TV station serving Richmond, Petersburg and Central Virginia, has *maximum power*—316 KW. That's *dominance!*

in tower! WXEX-TV has *maximum tower height* —1049 feet above sea level and 943 feet above average terrain. That makes WXEX-TV more than 100 feet higher than any station in this market. That's *dominance!*

Dominant

in viewers per rating point! Because its unique tower location carries its maximum power to heavily populated communities that no other TV station in this market can reach, WXEX-TV *delivers more viewers per rating point.* That's *dominance!*

Dominant

in Richmond, Petersburg and Central Virginia.

WXEX-TV

Tom Tinsley, President **CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.



ADVERTISERS GET
BIG-TIME RESULTS
WITH WFAA-TV!...



This is a picture of a sale. And we believe that sales are the only measure of results on TV. Hamm's Beer believes the same thing... now beginning their 4th year on the 10:00 P.M. news, reported by Joe Templeton. If you're looking for big time results in the big Dallas-Fort Worth market .....

We have got it!!

WFAA-TV

Call Your
PETRYMAN
for availabilities, market data, and complete coverage information.

CHANNEL 8—DALLAS
YOUR NBC - ABC STATION
Covering 564,080 Television Homes

BOB COLWELL LEAVES SSC&B FOR JWT POST

ROBERT (Bob) COLWELL, partner and creative head of Sullivan, Stauffer, Colwell & Bayles, New York, has resigned to return to J. Walter Thompson, New York, as an executive in the creative department. It was understood Mr. Colwell's decision to leave SSC&B was because he prefers to work creatively without the administrative responsibility that is necessary as a partner of an agency.



MR. COLWELL

At JWT, Mr. Colwell probably will be on duty six months out of the year, with a good deal of European traveling during the rest of the year among the agency's European offices.

DEPT. STORE EXECUTIVE SEES TV TOP AD MEDIUM

Kenneth G. Holmes, vice president of Wurzburg's, Grand Rapids, Mich., tells buying group meeting at Houston that video sells his firm 'more effectively than any other medium we have ever used.'

TELEVISION can enable a department store to sell itself to the public "more effectively than any other medium," according to Kenneth G. Holmes, vice president and general sales manager of Wurzburg Department Store, Grand Rapids, Mich.

Mr. Holmes expressed this belief in a speech before the Arkwright Merchandising Corp., a buying group of more than 100 department stores, meeting in Houston, Tex., a fortnight ago. Said Mr. Holmes:

"We believe very strongly that before we can hope to sell our merchandise, we must first sell our store. Television enables us to do this more effectively than any other medium we have ever used.

"It, in the first place, reaches more people. Our largest newspaper circulation is 110,000. Our television reaches into over 300,000 homes in our selling area with television sets.

"Secondly, our message can be presented more dramatically with all of the magical techniques of picture and sound that is the miracle of television."

Wurzburg is using television in a number of ways, Mr. Holmes continued. These include tying in spot announcements following national programs on WOOD-TV Grand Rapids; developing children's business by sponsoring a weekly local cowboy television program; spots on the *Mickey Mouse* tv show, and *The World of Fashion,* fashion show produced live at WOOD-TV and sent by microwave simultaneously to WKZO-TV Kalamazoo, WWTV (TV) Cadillac, and WPBN-TV Traverse City.

The World of Fashion features a weekly "door prize drawing." Viewers are invited to write in giving their names and addresses and each week a winner is drawn from a giant, revolving globe of the world.

A&A SHORTS

Glenn-Jordan-Stoetzel Inc., Chicago advertising agency, has changed name to Stoetzel & Assoc.

Ketchum, MacLeod & Grove Inc., Pittsburgh, has opened N. Y. office at 155 E. 44th St., with **Robert P. Lytle,** vice president, named N. Y. manager.

Warwick & Legler, L. A., moved to new Tishman Bldg., 3325 Wilshire Blvd.

Lago & Whitehead Inc., Wichita, Kan., agency, moved to 514 S. Topeka St.

Thomas F. Conroy Inc., San Antonio, Tex., agency, has established department of consumer and market research under direction of **Frederick A. Peery.**

The Dreyfus Co., L. A., moved to larger offices at 511 N. La Cienega Blvd.

Emil Mogul Co., N. Y., has moved to 615 Madison Ave., New York 22. New telephone: Templeton 8-7100.

Kenyon & Eckhardt, N. Y., opened ninth regional office at 462 Boylston St., Boston.

Erwin, Wasey & Co., N. Y., appoints Harshe-Rotman Inc., Chicago, public relations counsel.

Powell & Schoenbrod Adv. and **Herbert Summers Hall Adv.,** Chicago agencies, merged under Powell & Schoenbrod name, 430 N. Michigan Ave. Robert Schoenbrod is president and Mr. Hall vice president.

Guild, Bascom & Bonfigli Inc., San Francisco agency, named volunteer agency for Boy Scouts of America Scout-O-Rama in San Mateo County area June 1-2.

League of Advertising Agencies, N. Y., has adopted group life insurance plan open to personnel of member agencies, providing for life insurance, disability and hospitalization benefits.

A. C. Nielsen Co., N. Y., will open marketing research facilities at Fond du Lac, Wis., in

LATEST RATINGS

NIELSEN

TOP RADIO PROGRAMS (TWO WEEKS ENDING MARCH 24)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	No. of Homes Reached (000) Total Audience
Evening, Once-a-Week					(Average for All Programs)		(705)
1.	Dragnet	RCA	Kenyon & Eckhardt	NBC	185	Tues., 8-8:30	1,692
2.	People Are Funny	RCA Brown & Williamson Tobacco Co. Olson Rug Co.	Kenyon & Eckhardt Ted Bates Presba, Feller & Presba	NBC	172	Thurs., 8-8:30	1,692
3.	Our Miss Brooks	Toni	North Adv. Agency	CBS	203	Sun., 8-8:30	1,645
4.	You Bet Your Life	DeSoto	BBDO	NBC	194	Wed., 9-9:30	1,598
5.	Edgar Bergen	CBS-Columbia	Ted Bates	CBS	200	Sun., 7-8	1,504
6.	Edgar Bergen	Brown & Williamson Tobacco Co.	Ted Bates	CBS	200	Sun., 7-8	1,457
7.	Two for the Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	1,457
8.	News & Gene Autry	William Wrigley Jr. Co.	Ruthrauff & Ryan	CBS	191	Sun., 6-6:30	1,316
9.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	1,222
10.	Godfrey's Scouts	Lipton Tea	Young & Rubicam	CBS	171	Mon., 8:30-9	1,175
Evening, Multi-Weekly					(Average for All Programs)		(752)
1.	News of the World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-45	1,598
2.	One Man's Family	Participating Sponsors		NBC	182	Mon.-Fri., 7:45-8	1,504
3.	Lowell Thomas	United Motors Service Division of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,269
Weekday					(Average for All Programs)		(1,269)
1.	Wendy Warren	Philip Morris	Biow-Beirn-Toigo	CBS	191	Alt. Days, Mon.-Fri. 12-12:15	2,068
2.	Helen Trent	Pharmacal	Doherty-Clifford-Steers & Shenfield	CBS	185	Mon.-Fri., 12:30-45	1,974
3.	Helen Trent	Chesebrough	J. Walter Thompson	CBS	114	Fri., 12:30-45	1,974
4.	Helen Trent	Toni	North Adv. Agency	CBS	188	Mon. & Wed., 12:30-45	1,927
5.	Wendy Warren	Hazel Bishop	Raymond Spector	CBS	190	Alt. Days Mon.-Fri., 12-12:15	1880
6.	Young Dr. Malone	Chesebrough-Ponds	J. Walter Thompson	CBS	112	Tues. & Thurs 1:30-1:45	1,833
7.	Wendy Warren	Standard Brands	Ted Bates	CBS	190	Alt. Days Mon.-Fri., 12-12:15	1,833
8.	A. Godfrey	Lewis Howe	Dancer-Fitzgerald-Sample	CBS	195	Alt. Fri., 10-10:15	1,833
9.	Guiding Light	Procter & Gamble	Compton	CBS	143	Mon.-Fri., 1:45-2	1,786
10.	A. Godfrey	Staley	Ruthrauff & Ryan	CBS	203	Fri., 11-11:15	1,692
Day, Sunday					(Average for All Programs)		(423)
1.	Robert Trout News	General Motors	Campbell-Ewald	CBS	164	Sun., 10-10:15	987
2.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	846
3.	Hour of Decision	Billy Graham Evangelistic Assn.	Walter F. Bennet	NBC	115	Sun., 10-10:30	705
Day, Saturday					(Average for All Programs)		(658)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,551
2.	Metropolitan Opera	Texas Co.	Kudner	ABC	340	Sat., 2-concl.	1,316
3.	Allan Jackson-News	Chevrolet	Campbell-Ewald	CBS	178	Sat., 10-10:05	1,222

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VIDEODEX

TOP TEN SPOT PROGRAMS* APRIL 1-7

	Name of Program	% Tv Homes	No. of Cities	No. Tv Homes (000's)
1.	Dr. Hudson's Secret Journal (MCA-TV Ltd.)	17.7	106	3,834
2.	I Led Three Lives (Ziv)	17.2	119	5,180
3.	Highway Patrol (Ziv)	17.0	166	6,033
4.	Liberace (Guild Films)	16.0	73	3,796
5.	Badge 714 (NBC-TV Films)	15.3	109	3,932
6.	Count of Monte Cristo (TPA)	15.2	57	2,700
7.	Annie Oakley (CBS-TV Film Sales)	15.1	137	5,232
8.	Mr. District Attorney (Ziv)	15.0	93	3,361
9.	Celebrity Playhouse (Screen Gems)	14.9	72	2,146
10.	Guy Lombardo (MCA-TV)	14.8	49	1,869
	Science Fiction Theatre (Ziv)	14.8	122	4,510

* Appearing in a minimum of 20 markets.

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about two months to handle increased business volume of firm's Food Drug Div. C. V. Stewart, vice president and production manager of division, will direct Fond du Lac operation in development stage.

Zimmer, Keller & Calvert Inc., Detroit, elected to membership in American Assn. of Advertising Agencies.

North Adv. Inc. announces consolidation of all Chicago operations in Merchadise Mart. Agency formerly maintained part of operations at 430 N. Michigan Ave.

Whirlpool-Seeger Corp., St. Joseph, Mich., announces $19 million-plus expansion program for Evansville, Ind., division, with addition of 90,000 square feet to plant acquired from International Harvester Co. last year. Expansion calls for retooling of 1957 refrigerator and freezer lines in plant No. 2 and production of air-conditioning units and components for refrigerators and freezers in plant No. 1. By year's end company will have spent $40 million in modernizing Evansville division.

AGENCY APPOINTMENTS

Sugardale Provision Co. (bacon, meat products), Canton Ohio, appoints Lang, Fisher & Stashower, Cleveland, Ohio.

Golden Gift Inc. (orange juice), De Land, Fla., to Kastor, Farrell, Chesley & Clifford, N. Y. Account previously serviced by Harris & Whitebrook Advertects Inc., Miami Beach.

Quisenberry Mills Inc. (feeds), Kansas City, names Jefferson City, Mo., office of Jackson, Haerr, Peterson & Hall Inc. Client, which distributes in Midwest and West, will introduce new line of feeds.

Gold Bond Stamp Co., Minneapolis, appoints Bruce B. Brewer & Co., Minneapolis.

American Hoppi-Copters Inc., Washington, names Courtland D. Ferguson Inc., that city, for one-man helicopter being developed.

Russell-Miller Milling Co., Minneapolis, names John W. Forney Inc., that city, for flour promotion, effective July 1.

Daystrom Furniture (subsidiary of Daystrom Inc.), Olean, N. Y., appoints BBDO, Buffalo, effective June 15.

Horlicks Corp. (malted milk, chocolate, cocoa products), Racine, Wis., appoints John W. Shaw Adv. Inc., Chicago.

Magnecord Inc. (tape recorders), Chicago, appoints Gourfain-Cobb & Assoc., same city.

American Elite Inc. (importer-distributor of Telefunken radio-phonographs), N. Y., to Robert W. Orr & Assoc., N. Y. Account formerly handled by Manhattan Adv., N. Y.

SPOT NEW BUSINESS

Anheuser-Busch Inc. (Budweiser beer), St. Louis, has launched extensive spot radio campaign in 100 markets as supplement to its $1 million-plus baseball coverage on KTVI (TV) St. Louis and 100-station regional radio network fed by KMOX that city. Spot drive will run through late fall, according to D'Arcy Adv. Co., St. Louis, which handles account.

Avoset Co. (cream), San Francisco, using tv in 86 markets and radio in 83 for spring promotion of Quip pressurized cream whip. Agency: Harrington-Richards, S. F.

Lady Esther Div. of Zonite Products Corp., Chicago, for new Lady Esther "Sheer Flattery" creme make-up, launching six-month introductory drive starting June 1, with local spot tv to be used. Dancer-Fitzgerald-Sample Inc., Chicago, is agency.

Burshere Sales Corp., for Ferguson's Formula 71 (chewing gum reducing aid), N. Y., has launched market by market saturation spot radio and tv campaign, running four weeks. Expansion of campaign will depend on product's distribution. Blaine-Thompson Co., N. Y., is agency.

NETWORK BUSINESS

Corn Products Sales Co. (Niagara cold water starch), N. Y., expanding advertising activity with participating sponsorship of CBS Radio's *Road of Life, Young Dr. Malone* and *Romance of Helen Trent,* effective immediately. Agency: C. L. Miller, N. Y.

The Wolco Co. (household automotive products), L. A., has signed to share sponsorship of Tuesday and Thursday, 4:45-5 p.m. editions of *Sam Hayes News* on Don Lee radio network. Contract for 13 weeks was placed by Elwood J. Robinson Adv., L. A.

F. W. Woolworth Co., which last year entered network radio has renewed *Woolworth Hour* on CBS (Sunday, 1-2 p.m. EDT), for another 52 weeks, effective June 3. Agency: Lynn Baker Inc., N. Y.

Firestone Tire & Rubber Co., Akron, Ohio, through Sweeney & James Co., Cleveland, has renewed for 52 weeks ABC Radio and ABC-TV simulcast of *Voice of Firestone.* Now in its 29th consecutive year, *Voice* enters its third on ABC and seventh as simulcast.

A&A PEOPLE

A. Mitchell Finaly, advertising director, Bymart-Tintair Inc. (hair coloring and shampoo) N. Y., elected vice president in charge of advertising. **Saul Tanner,** formerly with Jules Montenier Inc., Chicago, now division of Helene Curtis Industries Inc., also Chicago, named Bymart-Tintair eastern regional sales manager.

John S. Osterstock Jr., advertising manager of R. J. Mealey Corp. (point-of-sale displays), San Francisco, to radio-tv department of Erwin, Wasey, L. A., as timebuyer.

Robert K. McCabe, account executive, Barlow Adv. Agency, Syracuse, N. Y., appointed vice president.

Jesse L. Livermore, The Biow Co., N. Y., elected vice president, Russel M. Seeds Co., Chicago.

Harvey M. Manss, vice president and head of Bayer Co. Div., Sterling Drugs Inc., N. Y., for almost 20 years, retired. He is director of Sterling Drugs.

S. T. Seaman appointed vice president, John W. Shaw Adv. Inc., Chicago, continuing as account supervisor and member of agency's plans board and executive committee.

Edmund Burke, account executive, Dancer-Fitzgerald-Sample, N. Y., appointed vice president of agency.

Lou Epton, director of talent, WREX-TV Rockford, Ill., to Sheldon M. Heiman Agency, Chicago, as radio-tv director.

Joseph Furth, account executive, Ruthrauff & Ryan Inc., Chicago, to Henri, Hurst & McDonald Inc., that city, as vice president.

Robert M. Rhoads, trade relations manager for *Saturday Evening Post* San Francisco office, to BBDO, L. A., as account executive for Rexall Proprietaries.

Charles B. Ryan, advertising manager, Firestone Tire & Rubber Co., Akron, Ohio, appointed to new position of general advertising and merchandising manager.

Maxfield S. Gibbons, account executive, Ketchum, MacLeod & Grove, Pittsburgh, Pa., transferred to N. Y. office as account executive on Westinghouse Broadcasting Co. **Arthur R. Poutray,** vice president and account executive, Gale Benn Assoc., N. Y., to KM&G, N. Y., as public relations account executive.

James T. Stevenson, account executive and marketing director, The Caples Co., San Francisco, and **Charles G. Gordon,** operator of S. F. agency, to Long Adv., that city, as account executives.

Harold J. McCormick, formerly manager of advertising and tv sales promotion, general Electric Co., appointed director of advertising and sales promotion, Motorola, Inc., Chicago.

Albert W. Metzger, advertising director, Alexander Smith Inc. (carpets), N. Y., to Donahue & Co. Inc., N. Y. agency, as account executive.

Ray Champion, formerly executive vice president and general manager of Applegate Adv. Agency, Muncie, Ind., appointed advertising and merchandising director of Harnischfeger Homes Inc., Port Washington, Wis.

Arthur W. Peterson, formerly manager of Quaker Oats Co.'s Sherman, Tex., office, appointed central division sales manager with headquarters in Chicago. He succeeds **Richard R. Fenner,** named institutional and industrial food sales manager.

Louise Crocker, media director, W. B. Doner

Bus Stop

SEEKING closer agency-client relations, Charles Bowes, president of the Los Angeles agency bearing his name, loaded his entire 18-man staff into a bus for a visit to four clients. Visited were Axelson Manufacturing Co., Brea Chemicals Inc., Southwestern Engineering Co. and Beckman Instruments Inc.

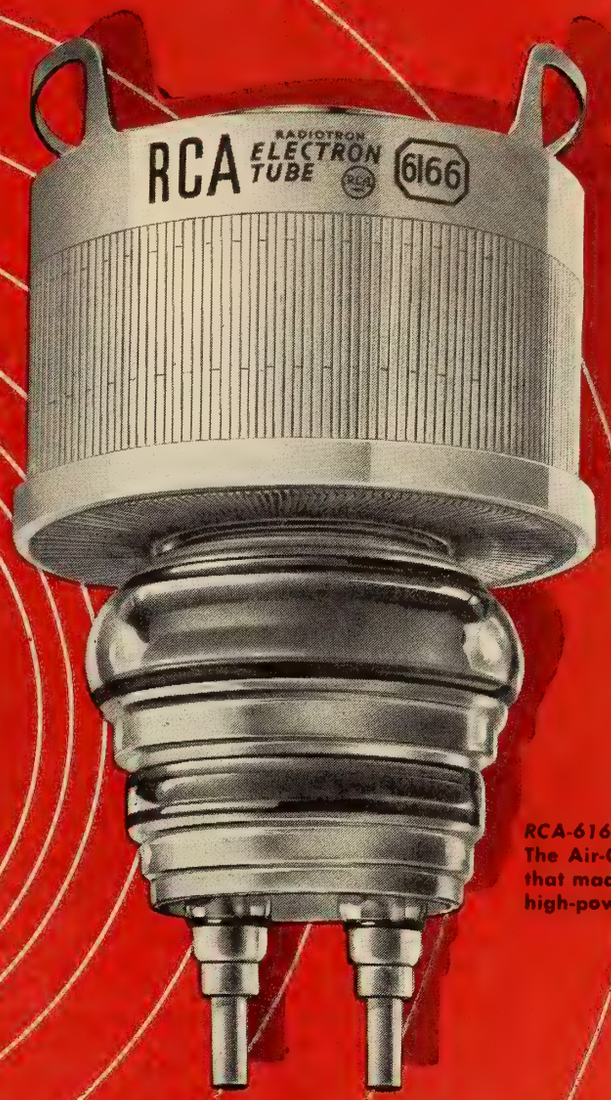
The advertising manager of one of the firms visited thought so much of the idea he returned the call with his entire staff. The agency also plans to visit other clients at a later date.

'Film Festival' Bonus

IN an aggressive attempt to attract advertisers to remain during summer months with its *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m. EDT), ABC-TV is offering a bonus arrangement for four or more purchases of participations during the June 4 to Aug. 31 period, it was learned last week.

The network is offering a bonus of one participation for four purchased; three free for a 10-participation buy, and working up to a maximum of 12 free participations for a purchase of 40 or more participations. The incentive plan amounts to a 25 to 30% additional discount to advertisers over the usual discounts (rate scale ranges from a top $2,500 down to about $1,600 per participation depending on the frequency).

RCA Time-proved Tube Designs—for longer service



RCA-6166
The Air-Cooled Tetrode
that made commercial
high-power VHF practical.

10,273 HOURS "ON-AIR"

. . . in almost 2 years of operation

It takes *stamina* to withstand the wear and tear of day-in, day-out operation in a high-power television transmitter—and RCA power tubes really have it.

From WTCN-TV, for example, Chief Engineer Joseph Kahnke recently reported that an RCA-6166 in the 30-kw aural amplifier of the RCA-50-kw "VHF"—*clocked 10,273 hours of on-air service before the tube eventually was retired.*

RCA-6166 is just ONE of the many RCA power types now paying extra dividends to broadcast and television stations throughout the industry—in terms of lower capital investment per hour of tube performance—lower station operating costs—and minimum equipment "outage."

Your RCA Tube Distributor can fill all your broadcast tube requirements promptly.

HOW TO GET MORE HOURS FROM AN RCA-6166

- Maintain filament voltage at 5 volts—right at tube terminals.
- Keep air-cooling system clean—to prevent tube and circuit damage from overheating.
- If power amplifier uses spring finger socket contacts, make sure each finger is clean—and has ample tension for good contact (to prevent arcing).
- Handle RCA-6166 *carefully* to avoid damage through mechanical shock.
- Operate RCA-6166 within RCA ratings; Follow instructions packed with each tube.
- Operate spare tubes periodically.
- Test each RCA-6166 in actual operation as soon as you receive it.

TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA, HARRISON, N. J.

& Co., Baltimore, to Applestein, Levinstein & Golnick Adv. Agency, that city, in similar capacity.

Chester B. Hayes, Gray Research of Hartford, Conn., appointed sales promotional manager of M. H. Rhodes Co. (timing controls, parking meters), Hartford, to coordinate and expand firm's advertising and sales promotion program.

Lou Epton, director, WREX-TV Rockford, Ill., to Sheldon M. Heiman Inc., Chicago agency, as tv and radio director.

Edward P. Wurtzebach, formerly account media director, Leo Burnett Co., Chicago, appointed associate media director at J. Walter Thompson Co., same city. **Rudy Perz,** tv commercial writer, Grant Adv., Detroit, to J. Walter Thompson Co., Chicago, in same capacity.

Jack A. Bain, media group leader, Gardner Adv. Co., St. Louis, to Ridgway Adv. Co., that city, as assistant director of media and research.

A. Hundley Griffith to radio-tv director, Doremus & Co., N. Y., succeeding **William T. Mann,** resigned to join Ted Bates Inc., N. Y., as radio-tv supervisor.

Richard Eckler, director, tv-radio department, Kastor, Farrell, Chesley & Clifford, N. Y., and **Paul Ross,** member, co-operative program sales department, NBC, to C. J. La Roche, N. Y., in television-radio department.

Burnet Ford, with D'Arcy Adv. Co. 16 years, to radio-tv department in agency's St. Louis office. He will devote full time to radio-tv production.

Mrs. Kay Teters, advertising manager, Rider's Jewelry Co., Baton Rouge, La., to office manager of new Baton Rouge branch of Sewell, Caire & Radlauer, New Orleans agency.

Warren Ambrose, formerly creative group head of The Biow Co., N. Y., appointed copy director, Compton Adv. Inc., Chicago.

Bernard I. Burt, promotion manager, *Tv Guide,* Phila., to Snellenburgs Market, that city, as public relations and special events director.

Ted R. Haines, formerly production manager, Adolph L. Bloch, Portland, Ore., to Hal Short & Co., Portland agency, in that capacity.

Allan Black, formerly in charge of tv film production, C. J. LaRoche, N. Y., to Franklin Bruck Adv., N. Y., as television production director.

Dan Content, television art director, Benton & Bowles, N. Y., for past five years, named head of television art department of agency.

Mary McM. Osher, timebuyer, rejoins N. W. Ayer, N. Y., after year's tour of Europe. **David Lyons,** free-lance artist, to Ayer art staff; **Richard W. Stephenson III,** account manager, Reuben H. Donnelley, Phila., to Ayer public relations department.



AMERICAN AIRLINES and five CBS Radio stations have signed a three-year contract renewing the airlines' sponsorship of the all-night *Music 'Til Dawn* program series [B•T, April 16]. The stations are KCBS San Francisco, KNX Los Angeles, WBBM Chicago, WCBS New York, and WTOP Washington. At the signing are (seated l to r): Arthur Hull Hayes, CBS Radio president; C. R. Smith, American Airlines president, and Charles R. Speers, senior vice president in charge of sales for American Airlines. Standing: Adolph J. Toigo, president of Lennen & Newell Inc., airline's agency, and Wendell B. Campbell, CBS Radio vice president in charge of CBS Radio Spot Sales.

Frank H. Newton, Chicago, to creative staff of Clinton E. Frank Inc., Chicago agency.

James A. Rowe, creative director and account executive, R. L. Polk & Co., Chicago direct mail agency, to Grant Adv. Inc., Detroit, as assistant creative director.

Robert Collier, formerly with Handy Assoc., management consulting firm, to international operations dept., General Foods Corp., as sales and advertising manager for Latin America.

Robert M. Bassett, formerly public relations director, Scruggs, Vandervoort & Barney, St. Louis department store, to Frank Block Assoc., advertising agency there, as director of public relations.

Lewis Nowlan, formerly production buyer, McCann-Erickson, and **Paul Morris,** package designer, American Can Co., to Waldie & Briggs Inc., Chicago agency, as assistant production manager and keyline artist, respectively.

David A. Brown, copywriter, Morse International Inc., N. Y., to Geyer Adv., N. Y., as copywriter. **Eugene Letourneau,** assistant traffic manager, Ruthrauff & Ryan, Detroit, to Geyer Adv., Detroit, as traffic manager, succeeding **Herbert F. Hamilton,** resigned.

Bernard Heller, associate director of research, Harry B. Cohen, N. Y., promoted to director of research.

John Andrews, formerly of Kroeger Co., Cincinnati, Ohio, and **Sidney Neuwrith,** formerly of Mutual Insurance Advisory Assoc., N. Y., to research dept., Grey Adv., N. Y., as marketing specialist and operations research specialist, respectively. **Franklin Wiener,** assistant director, advertising and sales promotion, WCBS-TV New York, to Gray Adv., N. Y., as copywriter.

Frank Schwartz, formerly associate editor of *Construction* magazine, N. Y., to Emil Mogul Co., N. Y., as assistant to director of public relations.

Gordon Dille, information services dept. of Westinghouse Electric Corp., to William Esty Co., N. Y., as industrial publicist on National Carbon Co. account.

Armond Fields, research associate at U. of Illinois and Illinois College, to research staff of McCann-Erickson Inc., Chicago.

Martin Koehring, copy department, McCann-Erickson, N. Y., appointed creative director, Marschalk & Praft Div. of McCann-Erickson.

Gerald A. Brown, formerly tv copy supervisor for Chesterfield cigarettes, Cunningham & Walsh, N. Y., to L. A. office of Foote, Cone & Belding as copy supervisor.

Edwin Wentz, formerly art director, J. R. Pershall Co., Chicago, to Waldie & Brings Inc., same city, in similar capacity.

Harold L. Palmer, radio-tv publicist, Warner Bros., to head public relations department of Wendell W. Olsen Co., Beverly Hills, Calif., new advertising agency and public relations firm.

Ruth Davis, publicity director, Product Services Inc., N. Y., named to additional post of research director.

Phillip E. Mason, J. Walter Thompson Co.; **William T. Bendler,** Brooke, Smith, French & Dorrance, and **Travis S. Hubbard,** Fred M. Randall Co., all Detroit, to copy-contact staff on Dow Chemical Co. account, MacManus, John & Adams Inc., Bloomfield Hills, Mich. **Richard Lavoy,** art staff, Ruthrauff & Ryan Inc., Detroit, to MacManus, John & Adams as art director in promotion art department.

Howard Grossman, formerly assistant director of research, Raymond Spector Agency, Phila., to Advertest Research, New Brunswick, N. J., to work on "Colortown" joint color tv research study for BBDO and NBC [B•T, March 5].

Helen Hoagland, formerly copywriter at Young & Rubicam Inc., Chicago, to Leo Burnett Co., same city, in similar capacity.

Rita Forrester to Interstate Supply Co., St. Louis RCA products distributor, as advertising manager.

Craig Bowen, art department, MacManus, John & Adams, Bloomfield Hills, Mich., promoted to art director in charge of new packaged goods group.

Mari Hayes, copywriter, Young & Rubicam, N. Y., to Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., in similar capacity.

Walter Butcher, 52, president of Bayless-Kerr Adv. Agency, Cleveland, Ohio, died May 4.

NEWS NEWS NEWS

Clean Sweep in the Carolinas!

by

WSJS Radio and Television

WINSTON-SALEM, NORTH CAROLINA

FIRST PLACE AWARDS FOR EXCELLENCE IN NEWS OPERATIONS FOR BOTH RADIO AND TELEVISION STATIONS WON BY WSJS

For Radio Stations in the 5000 Watt Class and above and Television Stations, the Radio and Television News Directors Association of the Carolinas presented its first annual awards for excellence in news operations to Winston-Salem's first station—WSJS Radio and Television.

Previously in 1955, WSJS was accorded national recognition by winning the distinguished achievement award for radio news reporting presented by the National Association of Radio and TV News Directors and the Medill School of Journalism of Northwestern University.

In still another national arena, both WSJS Radio and Television were awarded the National Safety Council's Public Interest Award for exceptional service to safety on the farm 1954-55.

WSJS-Television with 316,000 watts maximum power reaches over 500,000 TV homes in an industrially expansive market of 75 counties in four states.

WSJS-Radio now in its 26th year of broadcasting covers an 18 county market, offering a larger share of audience in the rich Winston-Salem—Piedmont area.

LET WSJS RADIO AND TV WIN SALES FOR YOU IN NORTH CAROLINA'S RICH PIEDMONT MARKET

WSJS

WINSTON-SALEM

Radio Television

NBC AFFILIATES FOR WINSTON-SALEM, GREENSBORO, HIGH POINT

HEADLEY-REED, Representatives

WARNER CONTROL PASSES TO INVESTORS

More than 28% of picture firm now owned by investment firm headed by Serge Semenenko, First National Bank of Boston, giving group working control.

WORKING STOCK CONTROL of Warner Bros. Inc. was acquired last week by a group of investors, headed by Serge Semenenko, senior vice president of the First National Bank of Boston, who have purchased a major portion of the holdings in the corporation held by Harry, Albert and Jack Warner.

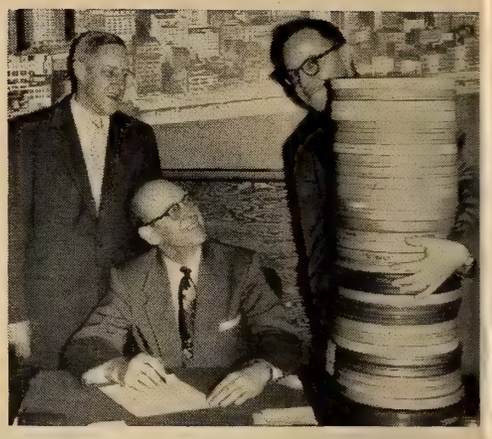
A brief announcement from the three Warner brothers gave no details of the transaction but merely said they had sold "a major portion" of their holdings to a syndicate under Mr. Semenenko's leadership, but would continue on the board of the company and retain "substantial stock" in Warner Bros.

It was reported the new group paid $27.50 a share for 700-800,000 shares of stock. This stock, together with shares the group previously had acquired, is said to represent more than 28% of the outstanding common shares of the film company. It is estimated the three Warner brothers and other members of their family retain 10% of the company's common stock.

Warner Bros. last March sold 850 feature films plus shorts to PRM Inc., for $21 million. It is reported the new group is earmarking this money for use in financing additional film production. In this connection, Warner Bros. is awaiting a ruling by the Internal Revenue Service on whether the sale of its films for tv use qualifies as a sale of assets to which the capital gains tax is applicable. It is reported that if IRS rules it is not applicable, the memorandum of sale would be nullified and ownership of the films would revert to Warner Bros.

Warner Bros. currently is producing for television the *Warner Bros. Presents* series, carried on ABC-TV. Several weeks ago the company announced it will produce four new half-hour tv film shows for next season [B•T, April 16]. They are: *Amazon Trader,* starring John Sutton; *96 William Street,* starring Lee Bowman; *Joe McDoakes,* featuring George O'Hanlon and, *Port of Call,* starring John Ireland.

Mr. Semenenko's group of investors is said to include S. H. Fabian, president of the Stanley-Warner Corp. and S-W Cinerama Corp. Stanley Warner Corp. owns WTRI (TV) Albany, which has suspended operations but has not turned in its cp. Mr. Fabian's status in the new group is unclear, since he is a major stockholder in Stanley-Warner, a theatre chain. Under the terms of the consent decree entered into by all major film companies and the Justice Dept., a major stockholder in a theatre chain would be barred from owning a controlling or substantial interest in a producing company, such as Warner Bros. pictures.



SUN DRUG CO. of Pittsburgh, Pa., has renewed its sponsorship of *Dr. Hudson's Secret Journal* on KDKA-TV there. Looking at most of the second series of 39 films are (l to r) Harold Perry, vice president in charge of advertising for Sun Drug; Lloyd Chapman, KDKA-TV sales manager, and Dick Dreyfuss, KDKA-TV film director.



FURR'S Inc. (supermarkets) will sponsor *Popcorn Theatre,* a Guild Film release, on KDUB-TV Lubbock, Tex. The hour-long film program will be highlighted with sponsorship breaks featuring a local "Poppo" clown. Jack Stone, Furr's advertising manager, signs the contract as W. H. Shipley, KDUB-TV vice president, watches.

NATIONAL TELEFILM TO BUY UM&M CORP.

Negotiations for acquiring television film distributor for $5 million reportedly completed. Deal would include acquisition of Paramount library of 1,600 cartoon and short subjects.

NATIONAL Telefilm Assoc., New York, reportedly has completed negotiations for acquiring UM&M Television Corp. for about $5 million, thereby obtaining the Paramount library of 1,600 cartoons and short subjects.

Though neither Ely Landau, NTA president, nor Charles Amory, UM&M president, would confirm or deny reports, B•T learned that Mr. Landau is preparing to announce the acquisition at a meeting of NTA's stockholders in New York tomorrow (Tuesday). The move is said to be the forerunner of other transactions by NTA, under which that company would purchase other tv film syndication organizations.

It is understood that NTA's principal interest in UM&M was to gain control of the Paramount library, which UM&M purchased last winter for about $3.5 million. The acquisition also includes distribution rights on 13 tv film series, including *Duffy's Tavern, Janet Dean, Registered Nurse, Sherlock Holmes, Flash Gordon* and *Paris Precinct.*

UM&M Television Corp. is a company consisting of three other organizations—Minot Tv, New York; Motion Picture Advertising Service Co., New Orleans, and United Film Service Inc., Kansas City, Mo. The New Orleans and Kansas City organizations primarily are devoted to the motion picture advertising field and these companies and activities are not involved in the transaction with NTA. They served as sales agents on the product to which Minot Tv originally had distribution rights.

NTA already is represented in tv film distribution with 285 feature films, including the productions of David O. Selznick, J. Arthur Rank and Sir Alexander Korda, plus various tv film series such as *China Smith, Lilli Palmer Presents, Orient Express, The James Mason Show* and *The Passerby.*

NTA Sells 'Secret Mission' To ABC, Re-run to WPIX (TV)

AN UNUSUAL SALES pattern was set last week by National Telefilm Assoc. which announced the sale of its 13-program adventure series, *Secret Mission,* to ABC-TV for showing starting June 29, and to WPIX (TV) New York for re-run after its cycle is completed on the network.

The series represents NTA's first network-exposed production. It is also believed to be the first time a syndicated show has been sold to a network on a first-run basis with a simultaneous transaction set for a re-run on a station.

ABC-TV will schedule the film series in the Friday, 8-8:30 p.m. EDT period, according to an NTA spokesman. Re-runs will be shown on WPIX starting in early October, with the time slot not yet set.

Bosustow Back for Opening

STEPHEN BOSUSTOW, president of UPA Pictures Inc., returned to Hollywood Thursday following a five-week visit to England where he established UPA Pictures Ltd., a London office to transact European business for the company's studios in Burbank and New York.

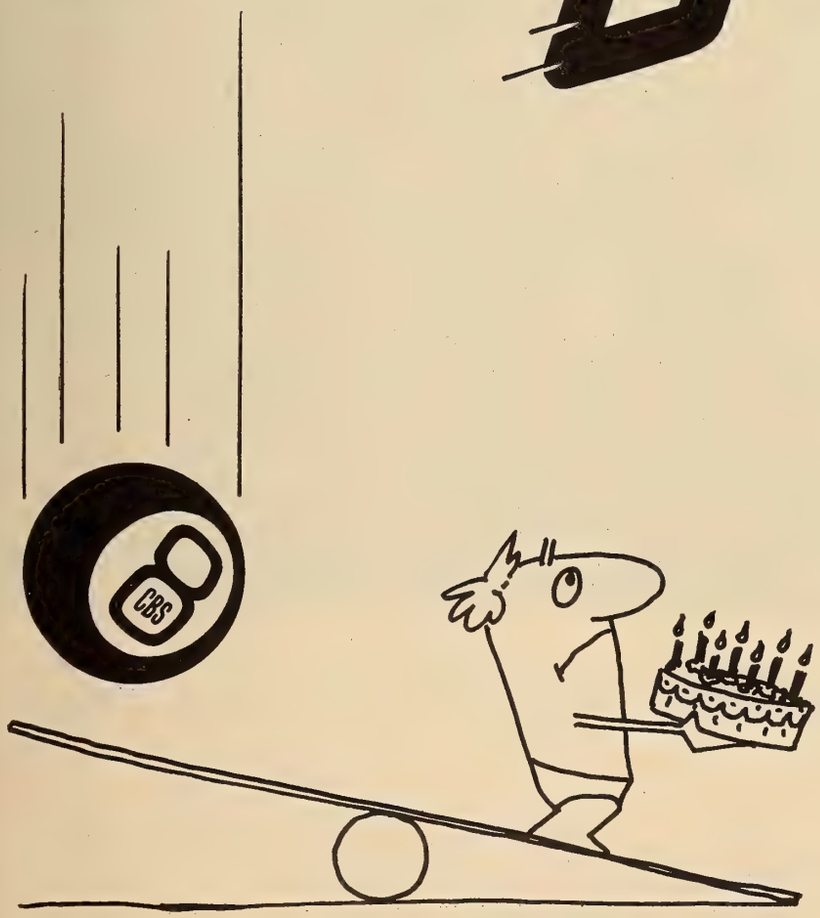
First business upon his return to this country was as host for the official opening of UPA's new expanded studio in New York.

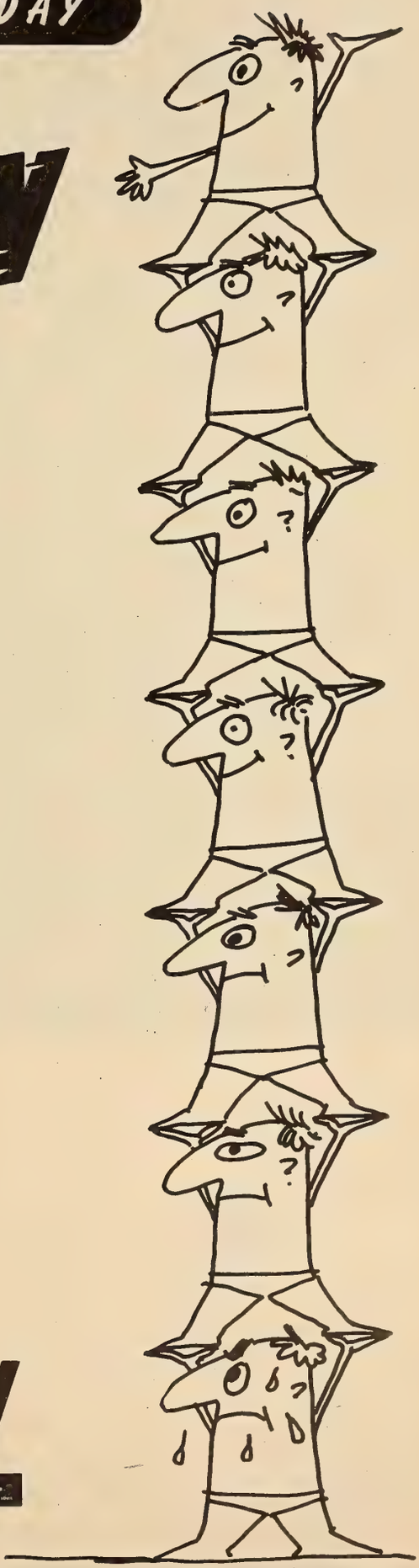


VEGETABLE oils producer Humko Co. has signed for the *Man Called X,* a Ziv Television Programs production, on WMCT (TV) Memphis, Tenn. Looking over the recent Ziv ad series in B•T are (l to r): Lester Crain, vice president in charge of sales for Humko; Earl Moreland, WMCT manager, and Milton Simon, Simon & Gwynne, Memphis agency.

KFMB-TV's SEVENTH BIRTHDAY

GOING ON 8





KFMB-TV

WRATHER-ALVAREZ BROADCASTING, INC.
SAN DIEGO, CALIF.

Represented by
Edward Petry & Co., Inc.

STILL FIRST IN SAN DIEGO-AMERICA'S MORE MARKET



Television's One-Book

CAN that station handle color? How big is the market? Who's in charge? What's the FCC ruling? Who'll we call for more dope? Which agencies handle P & G? What's the name of that distributor with the new First Run Movies?

For the answer to these (and several thousand other) questions some 15,000 subscribers will reach for television's One-Book Reference Library—the B•T Telecasting Yearbook, Marketbook—the one with the blue cover.

This is the annual reference book that *lives*. This is the book that gets *reached for* almost automatically whenever the men and women who are active in television need data.

This is a good place for an advertiser. See the coupon?

Don't forget the final deadline has been advanced to July 1.

Proof deadline June 15.



Reference Library



Partial List of Contents

- Complete tv station directory, with key personnel and complete information about facilities.
- ARF tv homes, by counties; retail sales, foodsales, drugsales, and other market data by counties.
- Film, Equipment, Station Representative, Agency Directories.
- Network personnel, rates, route map, affiliates, and 599 other reference classifications.

To reserve space, use the coupon below—

Broadcasting • Telecasting
1735 DeSales St., N. W.
Washington 6, D. C.

Please reserve the space checked for the B•T Telecasting Yearbook & Marketbook. Final deadline July 1.

FIRM .....
ADDRESS .....
CITY ..... STATE .....
PER .....

- ☐ Double page
- ☐ Page
- ☐ Two-Thirds**
- ☐ One-Half*
- ☐ One-Third
- ☐ One-Sixth

SPACE RATES

Space	1 time	7 times	13 times	26 times	52 times
PAGE	$450	$420	$375	$345	$325
2/3	335	310	275	250	230
1/2	265	250	220	200	175
1/3	185	175	155	140	115
1/6	105	95	85	80	70

Screen: 100-line. Bleed size 9⅛" x 12¼".

*STATE SECTION: Minimum space ½ page, 8½" x 5½".

**Can not accommodate ⅔ page in state section.

Paramount Lists 700 Films For Disposal to Television

ANNUAL report of Paramount Pictures Corp., New York, released last week, observed that the company has some 700 feature films at its disposal for activity in the television field, although no mention was made whether Paramount would use them for its planned pay-as-you-see tv operation or for sale to a tv film distributor for free television.

The report pointed out Paramount holds an interest of about 85% in International Telemeter Corp., toll tv operation, and during 1955 submitted to the FCC its application for the system. It added that "the present heavy agenda confronting the FCC on other communications problems would make it unlikely that any final action will be taken by the body on pay television during 1956."

The company's Chromatic Television Labs. Inc., the report said, has developed prototype models of the Chromatic color tubes but "problems still exist in the mass production of the tube itself and these problems are being studied assiduously."

Consolidated earnings after taxes for the fiscal year ended Dec. 31, 1955, was listed at $9,707,929, equal to $4.49 per share, as compared with $9,003,802, or $4.10 per share in 1954.

'Industry Workshop' Service Being Set Up by Telestudios

FORMATION of independent studios for use as an "industry workshop" for tv services is being announced today (Monday) by George Gould, president of Telestudios Inc., New York. The studios, according to Mr. Gould, will have four camera chains, with complete camera, kinescope and film production facilities, and will be designed to meet the needs of agency executives, research directors, producers of live musicals, dramas and commercials as well as packagers of features and industrial films.

Mr. Gould said the firm plans to install Ampex Videotape recording equipment in the fall, making the studios "the only independent tape source in the industry." A two-way closed-circuit system will permit executives and creative personnel to make changes from their offices or conference rooms before a scene or sequence is filmed or kinescoped at the studio. Also to be used are closed-circuit facilities to pretest tv program and commercial material with a cross section of several thousand families in their own homes. Mr. Gould is a former CBS producer, director, and technical director.

Screen Gems' Malamed Raised

SEYMOUR H. MALAMED has been named director of fiscal affairs for Screen Gems, tv subsidiary of Columbia Pictures Corp. He joined Screen Gems a short time ago after serving as controller and later treasurer of Television Programs of America, which he helped to found three years ago. Before that, he had been business manager of the Charles Wick Office, talent representative. In his new post he reports to Burt Hanft, director of business affairs for Screen Gems.



MR. MALAMED

'Pilots' Rescued

MOST people in the tv film field have heard the observation that "there must be at least one good film series in a collection of pilot films that never got on the air." Barry & Enright Productions, New York, apparently subscribes to this theory and has formed a new division to operate as a clearing house for sale and distribution of individual pilot films, which B&E estimates to number about 10,000 throughout the country. B&E plans to incorporate groups of pilots of the same genre into a series for sale to stations and agencies and also to effect one-time sales of single pilots to stations, networks and established programs.

Episcopal Church Releases Film Series to Tv Stations

IN what was reported to be its first tv venture, the National Council of the Protestant Episcopal Church last week launched on 18 stations a series of 13 half-hour films titled *Mission at Mid-Century*.

The films, originally produced by the late Alan Shilin for motion picture theatre and church group use, are documentary in nature and are being offered at no charge to tv stations requesting them, through Shilin Film Service Corp., New York, a distributing organization. All 13 describe the work of the Episcopal Church at home and overseas. With the exception of two of the 13, all of the films were produced by the Radio-Tv Div., Protestant Episcopal Church, in cooperation with the National Council of Churches. The two were financed by the Diocese of Southern Ohio.

At a special luncheon in New York last Monday, the Rev. Dana F. Kennedy, executive director of the radio-tv division, told newsmen that with current bookings set at 18, the Episcopal Church hopes to reach a "minimum goal" of 100 by the end of the year.

CBS-TV Film Sales Reports New Quarterly Gross Record

RECORD quarter was established by CBS Television Film Sales in the first quarter of 1956, with gross sales up 100% over the first quarter of 1955 and net income 200% over the corresponding period last year, it was announced last week by Fred Mahlstedt, director of operations and production for the company.

This achievement, Mr. Mahlstedt said, can be attributed to "steadily increasing domestic sales plus intense sales activity in foreign markets."

In line with mounting sales, Mr. Mahlstedt continued, the company plans to place six CBS-TV network programs into syndication this year. CBS Film, he said, recently put two new series, *Champion* and *Brave Eagle*, into syndication, and shortly will make available two other series, *The Legionnaire* and *The City*.

Kirby to Hullinger Productions

EDWARD M. KIRBY, wartime Army radio chief and former public relations director of NARTB, has joined Hullinger Productions Inc., Washington, as director of its creative division. The firm produces a number of programs as well as industrial films, television films and commercials. Col. Kirby resigned as public relations director of the Washington Board of Trade to join the Hullinger firm. He also is handling public relations for several radio and tv advertisers.

NTA Runs 'Grassroots' Ads To Determine Public Tastes

NATIONAL Telefilm Assoc. has attempted to ascertain the likes and dislikes of the viewing public in "grassroots" areas for feature films and commercial messages by inserting paid advertisements in four newspapers and inviting reaction and comment from the readers.

The advertisement, which appeared in newspapers in Iowa, Nebraska and North Carolina, took the form of an open letter from NTA, and pointed out that the company distributes various "quality" packages of feature films for use as station programming. It asked readers if they would be more favorably inclined toward the advertising message of the program sponsor, provided "highly-budgeted feature films" were shown.

FILM SALES

International News Service, N. Y., reports sale of *This Week in Sports* film program to WVEC-TV Hampton-Norfolk, Va.; WFBC-TV Greenville, S. C.; KROD-TV El Paso, Tex.; WNCT (TV) Greenville, N. C., and Alpargatas, Buenos Aires, Argentina. INS also sold daily 35mm transparency service and library of 100 news personalities to WMAZ-TV Macon, Ga., and WCTV-TV Tallahassee, Fla. WATE-TV Knoxville, Tenn., bought *This Week In Sports* and *Telenews Weekly News Review*. Telenews Daily Newsfilm ordered by KLRJ-TV Las Vegas and WBRE-TV Wilkes-Barre, Pa.

National Telefilm Assoc., N. Y., sold TNT package of 30 feature films to 16 new stations bringing total sales on series to 73.

CBS-TV Film Sales, N. Y., reports sales on Terrytoon package of 156 cartoons have reached $600,000 mark. Package being shown in 28 markets.

Winik Film Corp., N. Y., reports sales of *Famous Fight* series in 17 new markets, raising number of markets carrying series to 21.

Ziv Television Programs, International Div., N. Y., reports sale of four-program package of Spanish-dubbed films to Voice of Dominica in Ciudad Trujillo, Dominican Republic, bringing Ziv representation in Latin America to every tv-equipped country.

FILM DISTRIBUTION

National Telefilm Assoc., N. Y., is offering advertising agencies and regional and local advertisers two half-hour tv film series, *Theatre*, with Lilli Palmer and *Secret Mission*. Dramatic incidents in World War II are basis for 13-week *Secret Mission* series, while *Theatre* consists of 26 episodes, based on works of world's outstanding writers.

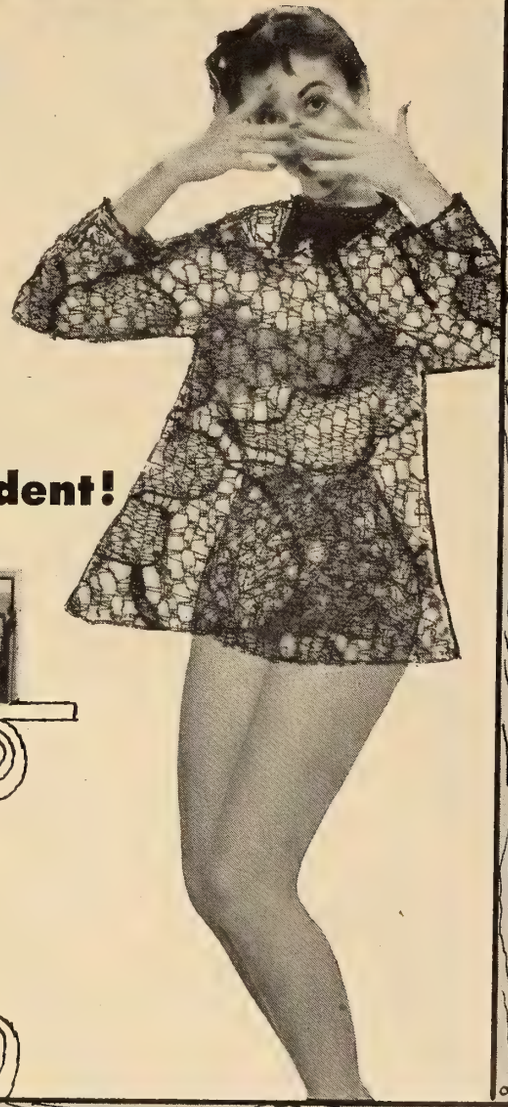
Tv Div., Modern Talking Picture Service Inc., N. Y., distributing free to stations *Tom Harmon's Workshop* series produced for Magna Engineering Corp. (tools), Menlo Park, Calif. Series is black-and-white.

Texas Industrial Film Co., Houston, announces series of 13 16mm black-and-white films on insect pest control available to stations. Films,

no matter how you look at it . . it's **WRIT**

WRIT IS NOW DECISIVELY FIRST IN MILWAUKEE AFTERNOON RATINGS

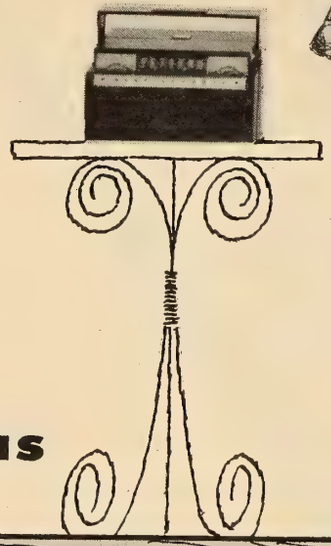
(C. E. HOOPER, INC. FEB.-MARCH '56 INDEX, SUNDAY-SATURDAY—12 NOON-6 p. m.)



WRIT . . . 20.9%

2nd Station . . . 18.9%

WRIT . . . Milwaukee's sensational 24 hour independent!



WRIT . . . MILWAUKEE
KNOE . . . MONROE
KNOE-TV . . . MONROE
KTSA . . . SAN ANTONIO
KLIF . . . DALLAS
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
KELP . . . EL PASO

NOEMAC STATIONS

NEWS MUSIC

3½-5 minutes, are chalk talks by entomologist Glen Lehker, Purdue U. professor. They carry no credits, are available free and can be used singly or as series.

The Lighthouse, N. Y. Assn. for the Blind, announces completion of color film narrated by André Baruch, titled "To Help Themselves," for use as tv public service feature.

Association Films, N. Y., is offering following free films produced for Firestone Tire & Rubber Co., to stations: "Goggles and Gauntlets" (antique autos); "The Miracle of Rubber" (rubber industry); "Champions All" (motorcycling); "Pacemakers and Champions" (uses of rubber tires); "Liberia, Africa's Only Republic" (rubber operations in Africa); "Better and Safer Highways" (roads project); "The Fabulous 500" (Indianapolis speedway).

The Training School, Vineland, N. J., offering free to stations "Into the Sunlight," 16mm sound film produced by Television Film Services and dealing with training of mentally retarded. Film runs 27 minutes.

Association Films, N. Y., through its branches throughout country, is making available without charge to stations new 13½ minute color film, "The Right To Compete," which outlines the roots and origins of free competition in the American economy, with particular reference to transportation industry. Film was produced for Assn. of American Railroads by Dudley Pictures Corp. and is narrated by Westbrook Van Voorhis.

FILM PRODUCTION

Ben Fox Productions Inc., L. A., filming *Forest Ranger,* new half-hour family-appeal adventure film series to be offered soon by ABC Film Syndication Div. for national network sponsorship this fall. Series, filmed in California's San Bernardino National Forest in cooperation with U. S. Forest Service, stars Dick Foran who portrays forest ranger. Property is owned by Ben Fox Productions and RABCO, corporation owned jointly by Hal Roach Studios, Culver City, Calif., and ABC. Hal Roach Jr. is executive producer.

Chicago Films Inc., L. A., announces new film series in Chicago, *Chicago 2-1-2,* explaining work of Chicago fire department. Featuring midwest talent under Frank Lovejoy, actor-producer, and Norman Foster, director, series uses fire department files. It is being produced for possible network use.

Mark Stevens Tv Co., L. A., has bought tv rights to *The Mysterious Traveler,* former MBS radio and magazine series. Author Robert Arthur sold more than 250 radio scripts, giving Stevens firm exclusive long term option.

Screen Gems Inc., L. A., filming *Circus Boy* series at Corrigan's Ranch outside Hollywood for debut in October over NBC-TV. Series, under producers Herbert B. Leonard and Norman Blackburn, is called largest production ever attempted by Screen Gems. Robert Walker, director of *Adventures of Rin Tin Tin* for firm, is *Circus Boy* director. Cast includes 12-year-old Mickey Braddock, Noah Beery Jr., and Robert Lowery.

Guild Films Co., N. Y., has acquired tv rights to works of Jack London and will begin production shortly on series of 39 half-hour tv films, based on *Captain Grief* stories.

Fanchon & Marco Inc., Hollywood, major theatre circuit operator, and **Judson Cox,** formerly associated with Walt Disney Studios in production of "Davy Crockett," have joined in production of new half-hour tv series, *Police Woman,* to be packaged by Al Melnick. Series will include 39 films based on original format written by motion picture director Frank Butler. Story editor will be Norman Reilly Rane.

Walt Disney Studios, Burbank, Calif., producing "The Hardy Boys" tv film programs, to be presented as part of ABC-TV's *The Mickey Mouse Club* series, starting next fall. Twenty 15-minute episodes of "The Hardy Boys" will be produced, starring Tim Considine. Charles Hass is director of tv stories, which are based on screen play by Jackson Gillis.

Fred A. Niles Productions Inc., Chicago, announces new half-hour pilot tv film designed to appeal especially to U. S. Negro market. Projected 26-week series is musical-variety show, featuring Sam Evans, WGES Chicago disc jockey, and live audience.

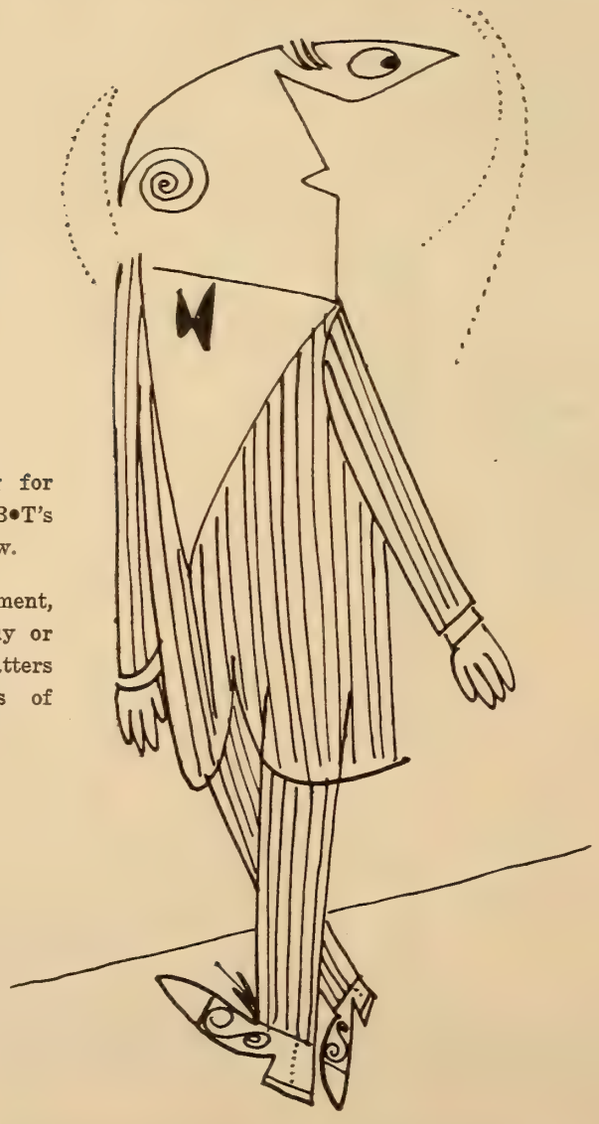
Theatrical Enterprises Inc., N. Y., has acquired packaging and representation rights to *Riders of the Pony Express,* new half-hour tv film series, to be produced in Hollywood by Alan Dinehart.

Four Star Productions, Hollywood, has signed Don Taylor to star in and direct new half-hour syndicated tv film series, *Richard Diamond,* former radio series. Production currently underway with Dick Powell, who starred in radio series, as producer.

Television Programs of America, N, Y., has acquired rights to *Mr. Digby* stories, which have appeared in *Saturday Evening Post,* and plans to produce a half-hour, tv film series of same name. Production to begin next month on series, which deals with the exploits of news photographer.

Charles Marquis Warren, L. A., producer-director-writer, filming *Cavalry Patrol* series for CBS-TV fall schedule. Dewey Martin stars. Company on location at Kanab, Utah.

Kimridge Productions, Beverly Hills, Calif., new company headed by Robert Maxwell, producer of *Lassie,* filming comedy series, *Waldo,* by Sumner Long. Starring with chimpanzee Waldo is Gil Stratton. Arthur Milton directs.

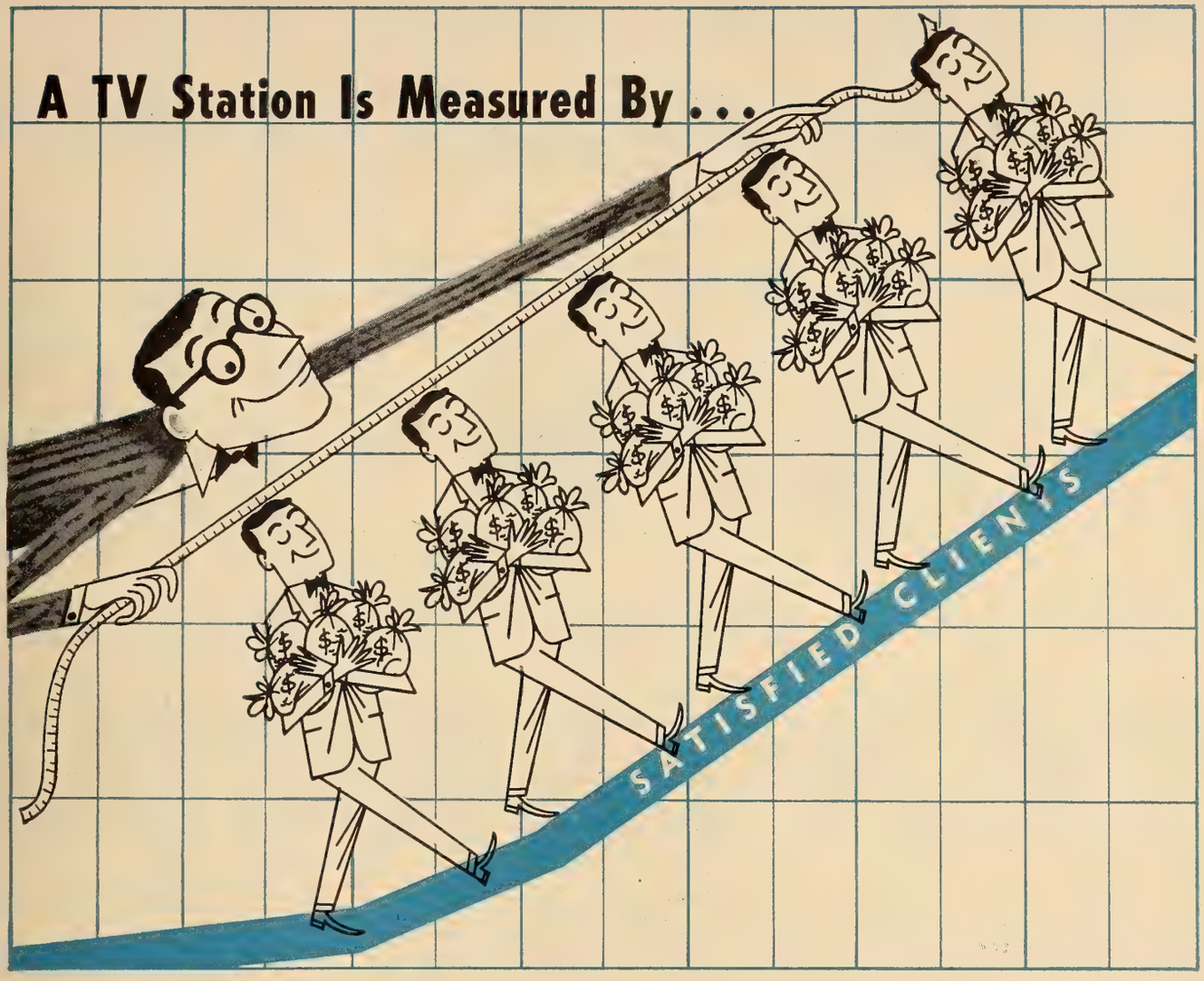


Look Back!

The man* you're looking for may be advertised in B•T's *Classified* section right now.

For personnel, jobs, equipment, services or stations to buy or sell, tell everyone that matters via the *Classified* pages of Broadcasting • Telecasting.

* *or job.*



. . . ITS SALES RESULTS

And here, in alphabetical order, are just a few of the many WSM-TV success stories in our collection:

CULINARY ARTS COOKBOOKS: Made available in selected Nashville food stores; promoted solely by WSM-TV daytime spots; 317,649 copies sold in 26 weeks.

DR. PEPPER BOTTLING CO.: Sales of six-bottle carton doubled after just six months on WSM-TV.

FIDELITY FEDERAL SAVINGS & LOAN ASSN.: Assets jumped from $13 million to over $20 million after only 1½ years on WSM-TV.

HARDCASTLE MOTOR CO.: "We are amazed at the sales resulting from a limited daytime schedule on WSM-TV. One customer, purchasing a car outright, said he didn't know we existed before he saw our program."

M AND M CANDIES: "Only six months after buying a half-hour WSM-TV show our business is up 250% in this area, with jobber orders up as much as 600% in some cases."

SO-TEN COMPANY (MEAT TENDERIZER): "Just three one-minute spots on WSM-TV supplied enough sales leads to keep our salesmen busy for weeks."

WSM-TV { *Channel 4 Nashville, Tennessee*
NBC-TV Affiliate
Clearly Nashville's #1 TV Station
IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station — Clear Channel 50,000-watt WSM Radio — is the only single medium that covers completely the rich Central South market.

Collier Young, producer, actor **Joseph Cotten** and writer **Larry Marcus** have announced formation of new Hollywood company (still unnamed) to produce *On Trial,* series of 39 half-hour tv films based on famous court cases. Mr. Cotten has completed his commitment as host on CBS-TV *20th Century-Fox Hour.*

TPA, L. A., producing 27 new episodes of *Capt. Gallant of the Foreign Legion* for NBC-TV next fall. Program is sponsored by H. J. Heinz Co. through Maxon Inc.

Mark Stevens Tv Co., L. A., has completed first prints of *The Mirror,* based on stories of Dr. Norman Vincent Peale, and is conducting sponsor screenings.

Jaguar Productions, Hollywood will produce new tv film series titled *Box 13,* based on radio series firm produced several years ago. Actor Alan Ladd, Jaguar president, said negotiations in progress with ABC-TV on new series.

Syd Cassyd and **Phil Booth,** Hollywood television producers, have begun work on five pilot films for proposed series of 365 five-minute programs based on Supreme Court Justice William O. Douglas' book, *Almanac of Liberty.* Series being financed by Fund for the Republic, Ford Foundation interest. Programs will involve 3½-minute dramas, leaving time for commercial sponsorship.

Bob Goldstein, L. A. producer, in association with Jack Reynolds, announces plans for half-hour tv series based on Barbary Coast stories. Filming to begin in July at San Francisco. Mr. Goldstein also reports Don Martin signed to develop *The Adventures of Capt. Kidd,* being prepared for NBC.

FILM RANDOM SHOTS

UPA Pictures Inc., Burbank, Calif., has set up London branch, UPA Ltd. Planned are UPA-London sales and distribution office and animated cartoon studio to serve England and Continent for production of tv commercials and theatrical short subjects. Firm also has established UPA Enterprises Inc., for merchandising cartoon characters, branch headed by Charlotte Gilbert, merchandising supervisor. Company also has set up UPA Music Inc. and UPA Music Publishers Inc., also under Mrs. Gilbert, to publish and promote original compositions in UPA productions.

Circle Film Labs., N. Y., has issued 10-page directory of film services in New York, containing addresses and telephone numbers of producers, distributors, animators, sound studios, screening room companies, film storage organizations and labor unions involved in tv film and motion picture activities.

Brewster Morgan and **Eugene Solow,** Hollywood, producers of *Dr. Hudson's Secret Journal,* syndicated by MCA-TV, N. Y., announce formation of new firm, Fort Delivery Inc., to produce tv films and motion picture features. First venture will be theatre version of "Fort Delivery" by Paul Hogan, with early possibility of tv versions of other Hogan stories.

FILM PEOPLE

Barr Sheets, account executive, CBS Television Film Sales Inc., Chicago, transferred to Detroit office as account executive and office manager.

J. Paul Popkin, studio manager and production supervisor, California Studios, L. A., to TCF Television Productions, Hollywood, as production manager, succeeding **Dick L'Estrange,** resigned. **Booker McClay,** tv department, Young & Rubicam, appointed publicity director of TFC, replacing **Ned Moss,** resigned.

James D. Vance, art director, CBS-TV Hollywood, to Hal Roach Studios as art director.

INDUSTRY GROUPS BOOST RADIO WEEK

First commemorative week in eight years marked by government officials, trade associations, set and distribution groups, networks and individual stations.

HIGH government and broadcast industry officials joined at the weekend in beginning the first National Radio Week held in eight years. All over America broadcasting stations and networks began special programs and promotions designed to keep the public apprised of the aural medium's place in the nation's life.

Several trade associations ranging from NARTB and the Radio-Electronics-Tv Mfrs. Assn. to set and distribution groups cooperated in promoting the event, separated once more from television. A special tv week will be held in the autumn.

Joining President Eisenhower in paying tribute to radio's place in the busines, social and educational fields were Chairman Warren G. Magnuson (D-Wash.), of the Senate Interstate & Foreign Commerce Committee, and Rep. J. Percy Priest (D-Tenn.), chairman of the opposite House committee.

In saluting Radio Week, FCC Chairman George C. McConnaughey said radio "has proved to be a vital force in advancing the nation's welfare. In many communities, radio stations have led the way in promoting civic improvement and have given unselfishly of their time and effort in behalf of charitable and patriotic causes. Their huge contribution to our war effort and national defense is a lasting tribute to that industry."

Governors and mayors issued proclamations setting aside the week for special observance. For the first time the event inspired aggressive promotional activity all through the industry, led by NARTB President Harold E. Fellows and John F. Meagher, radio vice president. James D. Secrest, executive vice president of RETMA, directed the participation of manufacturers.

Chairman Magnuson observed, "Radio's incessant quest for service, recognizing no political, racial, or religious boundaries, has helped immeasurably to make today's world better informed and understood than that world our fathers knew."

Chairman Priest commended broadcasters for their public service, adding, "As a means of mass communication, radio broadcasting has become an indispensable force in the maintenance of America's welfare and security. On a broader scale, our system of free radio broadcasting, including the networks and outlets operated by Radio Free Europe and the Voice of America, symbolizes to people around the world one of the truly great defenses against those who threaten the freedom of mankind. America's radio industry has continually devoted itself to the enrichment of our lives by making available to all people vast sources of entertainment, information and education."

Mr. Fellows found encouragement in the cooperation pledged by 200 civic, religious, social and welfare organizations as well as RETMA, the National Appliance & Radio-Tv Dealers Assn. and the Radio Advertising Bureau. He added, "Everyone in radio has a right to be proud of his profession. It is an ever-changing, ever-improving medium and justly deserves the tribute it will receive during the coming week."

As part of its extensive promotion, RAB last week sent out to more than 800 member stations a set of full-scale orchestrated jingles hailing the event.

The jingles, along with some live announcements, were furnished in one package and offer up to 15 different ways of promoting radio on radio during the week and for the future. The announcements are designed to sell listeners—and in a subtle way, advertisers—on the size, growth and power of radio.

The week also will be highlighted by the appearances of key RAB executives at advertising and business clubs. These assignments are being handled by Kevin Sweeney, RAB president; John F. Hardesty, vice president and general manager, and Sherril Taylor, director of promotion.

RAB's efforts began last February when the organization issued an eight-page booklet containing 36 different ideas for the exploitation of the event. Subsequently, RAB has distributed various sales tools to stations to assist them in their plans.

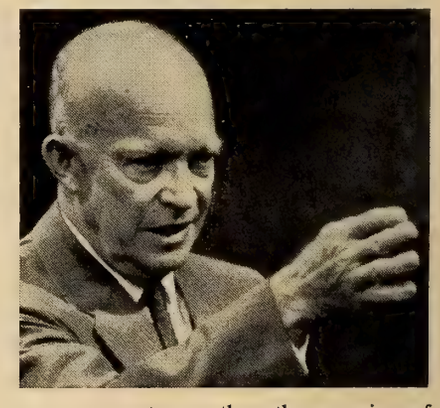
Advertiser and agency people in New York were invited by Edward Petry & Co. to "see

In War and Peace

NATIONAL Radio Week was given an advance greeting last week by President Eisenhower. Speaking at his Wednesday morning news conference, the President commented as follows:

"I suppose that all the representatives of the radio industry here know May 13-19 is Radio Week, and I want to pay my little tribute to radio, not only as a medium of bringing education, information, entertainment into the home, but for its very wide value in the international world.

"Particularly I want to refer just for a moment to its very great value in the war. And at no time, I think, did it



mean more to me than the morning of June 6 [1944, Allied invasion of Normandy]. Something along the order, I think, of about 2:30, the air troopers had taken in radios with them and some tiny little transmitter said, 'We are okay, and the situation around Ste. Mere Eglise is in fine shape.' And since I had been told by experts that we would lose 90 per cent of that command before it went, and I had to take it all on my own shoulders, it was a very great thing. And incidentally, I hope that you have all noted that today is the eleventh anniversary—the first time in four years that there wasn't shooting in Europe. Midnight last night was the end of hostilities in Europe in the second World War."

79 DAYS of WALLOP FOR A K.O. PUNCH!

IN JUST 79 DAYS, WITH A BRAND-NEW FORMAT,

•POWER-PACKED PROGRAMMING

WTAC

"THE BIG STATION" - FLINT, MICH.

SATURATES FLINT!

EVERYTHING'S NEW at WTAC, The Flint Station With a Wallop. We've Got a NEW Format—INCLUDING SOME IDEAS THAT NEVER HAVE BEEN TRIED BEFORE IN RADIO. They've Paid Off—and BIG—for THE BIG STATION. There's a Reason for This Sensational Jump in the Hooper . . . The Same Reason Why You NEED WTAC. Don't Keep It a Secret—WE'VE GOT THE MOST LISTENERS—ALL OF THE TIME.

FACTS:	
WTAC	**22.0**
Station 'B'	15.1
Station 'C'	12.5
Station 'D'	11.3
Station 'E'	8.5
Station 'F'	4.7
HOOPER	MARCH APRIL, '56

ALL-DAY AVERAGE
ANY TIME OF DAY
ANY PART OF HOUR
WTAC IS YOUR BEST DOLLAR BUY IN FLINT!

Your own needs in our field, coverage of Michigan's second largest market, may be discussed at any time with the George P. Hollingbery Company, or with Tom Warner, WTAC's National Sales Manager, at Flint.

David Mendelsohn, Manager. This station is one of the Founders Corporation's group of stations; associated with KPOA and the Inter-Island Network, Honolulu; WFBL, Syracuse, N.Y., and KTVR, Channel 2, Denver, Colorado.

". . . ALONG THE POTOMAC":

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales



"... ALONG THE POTOMAC"

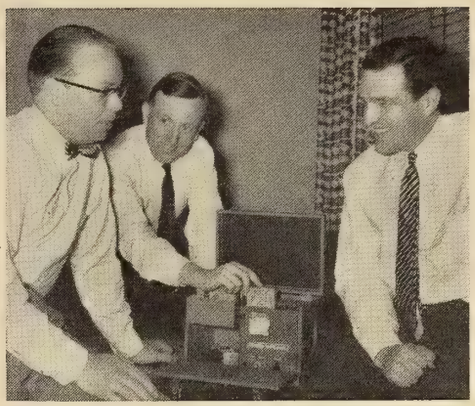
by William Walton.
Fifth of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

radio" during National Radio Week. The station representation firm sent letters last week, for delivery today (Monday), to some 1,000 advertising managers and agency people asking them to see for themselves tomorrow—"while rushing out to, or back from, lunch"—that "radio is in the air, everywhere." If "you notice everyone along the way looking up, and a-smiling, we hope you'll pause for a second and do likewise," the letters assert. They give no other clue to what the advertising executives will see, except an admonition to look about the same time on Wednesday in case of fog or rain on Tuesday.

Southern California Broadcasters Assn. and the Electric League of Los Angeles have combined their efforts in radio promotion this week in conjunction with dealers and distributors. Los Angeles Acting Mayor John S. Gibson Jr. read a proclamation designating this week as Radio Week and commending broadcasters, manufacturers and dealers for making the city the entertainment capital and "destined to become the electronics capital of the world."

Barker Bros. Dept. Store, major radio advertiser in Los Angeles, kicked off the week yesterday (Sunday) with 10 full pages of supporting promotion in local newspapers and all week is keying its extensive radio advertising to the Radio Week theme. The store converted its radio-tv department into a radio showcase and during the week multiple daily programs are being originated there by KABC, KBIG (Avalon), KGFJ and KMPC. KLAC disc jockeys are appearing as guests on the other stations shows along with recording stars. KBIG is using its Volkswagon remote unit in the store lobby.

Additional communications mobility and the tempo of the times have given radio still further impetus as a news medium, according to NBC's News Director William R. McAndrew who pointed out last week that NBC Radio news coverage has scheduled more programs than ever before. He said, "Radio, still the swiftest and most flexible method of news reporting, will be of utmost importance during NBC's coverage of the 1956 political year." He added that mobility will play a most important part during the Chicago and San Francisco political conventions.



EXECUTIVES of the Radio Adv. Bureau audition tape presentations as they prepare for their nine-city, coast-to-coast speaking tour during National Radio Week. Left to right: John F. Hardesty, vice president and general manager, who will speak in Los Angeles, Portland, St. Louis and Denver; Kevin B. Sweeney, president, who is scheduled for speaking engagements in Kansas City, Buffalo, and Cleveland; and Sherril Taylor, vice president and director of promotion, who will present radio's story in Norfolk, Miami, and Birmingham.

As part of the campaign KXOK St. Louis is giving away a radio every hour during Radio Week, or a total of 125 RCA radios, according to C. L. (Chet) Thomas, vice president.

Radio Supplies Advertisers With Larger Audience—Karol

A RUNDOWN on radio's power as a sales medium and as a mass circulator was presented to the Advertising Club of Hartford, Conn., Thursday in a pre-Radio Week address by John Karol, vice president in charge of network sales, CBS Radio.

But, asked Mr. Karol, "How are we going to measure radio listening as the number of sets increases and as the medium moves into more and more locations, including ladies' handbags and men's pockets? This is an important problem for the industry and equally important to advertisers and agencies."

Mr. Karol asserted, however, that he didn't think problems would exist in measuring radio's "continuing impact and efficiency . . . as an advertising medium. For people who have products or ideas to sell will find that more radios in more places—measured or not—are supplying greater audiences to their messages."

In "radio's growth, its usage, and its impact . . . we have the medium that matches America," Mr. Karol said. He pointed to last year's 14 million sets sold as the peak year since 1948 and noted that sales so far this year are higher than the same period in 1955. Mr. Karol predicted continued high sale of sets, taking note of a "new dimension—the era of the transistor," promising more and more midget-sized sets. Every major manufacturer is producing these sets at a rate better than $2 million a month, according to Mr. Karol. He said: "The simplest way to reach America is through the universal medium of radio" because radio allows "frequency without eliminating the profit from selling." Mr. Karol looked for "more and more advertisers" to turn to radio this year "as a major factor in their advertising effort."

Charles H. Smith to Head TvB's Research Committee

CHARLES H. SMITH, director of research, WCCO-TV Minneapolis, has accepted the chairmanship of a newly-formed research committee which will advise Television Bureau of Advertising on research policy matters, working closely with Dr. Leon Arons, TvB's director of research.



MR. SMITH

According to Oliver Treyz, TvB's president, the new advisory committee, which will draw upon "top people in the field" for its membership, "will coordinate our (TvB's) own research program with the advertisers' needs." Mr. Smith's background includes research assistant in experimental research at CBS; Advertising & Selling Award (1941) for development of listener panel technique; assistant director of network research with CBS; director of research for CBS Radio Spot Sales, and market research counsel for CBS. Before he joined WCCO-TV, Mr. Smith was radio and tv counsel for BBDO's western office. He was president of the Radio Research Council in 1946 and a member of the Advertising Research Foundation's Rating Services Committee 1954-55.

AIMS Convention May 17-21

ASSN. of Independent Metropolitan Stations, composed of 30 major market stations from coast to coast, will hold its annual convention Thursday through Saturday (May 17-19) at the Huntington Hotel, San Francisco, and on Sunday and Monday (May 20-21) moves to Highlands Inn, Carmel, Calif. The San Francisco session will be a "shirt sleeve" business meeting, according to Irving Phillips, general manager of KYA San Francisco. KYA and KEAR there are co-hosts for the AIMS gathering. AIMS chairman is John J. Hurley, general manager of WNEB Worcester, Mass.

N. Y. AWRT Installs Officers

ELECTION and installation of new officers of the New York City chapter of American Women in Radio & Television will be held today (Monday) at noon at Toots Shor's Restaurant. Officers nominated: Lillian Okun, WMCA, president; Eleanore P. Hurley, WQXR, first vice president; Priscilla Campbell, NBC, second vice president; Jo-Ann Welch, CBS, treasurer; Viola Becker, V. S. Becker Productions, corresponding secretary, and Lucille Mason, Compton Adv., recording secretary. Nomination is tantamount to election. Ruth Crawford, ABC, was nominated to the board of directors to fill out the one year term of Miss Okun. Retiring president of the chapter is Jayne Shannon, J. Walter Thompson Co.

Radio Pioneers to Elect

ELECTION of officers of the New York Chapter of Radio Pioneers will be held tomorrow (Tuesday) at the chapter's annual dinner-meeting at Toots Shor's restaurant in midtown Manhattan. Official slate of candidates (whose nomination is tantamount to election) includes Frank Pellegrin, H-R Representatives, president; Henrietta Harrison, consultant, first vice president; Jeff Sparks, UN, second vice president; Gordon Gray, WOR New York, third vice president; Arthur Simon, *Radio Daily*, secretary, and Charles A. Wall, BMI, treasurer.

Pattyson Heads Boston Club

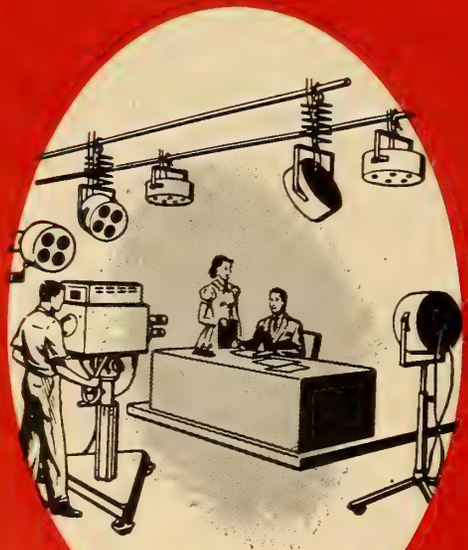
BRUCE G. PATTYSON, manager of the John Blair Co. Boston office, has been named president of the Broadcasting Executives Club of Boston for 1956-57. Other club officers include: Charles F. Hutchinson, Chambers & Wiswell agency, first vice president; John Hurley, WNEB Worcester Mass., general manager, second vice president; Roy Whisnand, WCOP Boston general manager, treasurer, and Kay Chille, of the Nora Kirby Inc. office in Boston, secretary.

AAW Sets June Meeting

ANNUAL convention of Advertising Assn. of the West will be held June 24-28 in Los Angeles using the theme of "Ad-orama," signifying "more vision, more stature, more advertising," AAW said. Program leaders will include Calif. Gov. Goodwin Knight, Cardinal Francis J. McIntyre, Treasurer of the U. S. Mrs. Ivy Priest and Henry Little, president of Campbell-Ewald Co., Detroit, and chairman of American Assn. of Advertising Agencies.

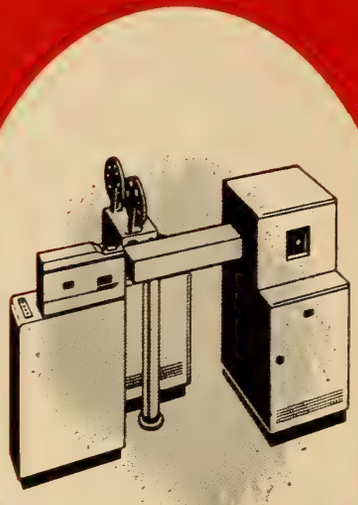
COMPLETE COLOR

LIVE! FILM! SLIDES!



Live Studio Facilities

Everything you need. All necessary lighting facilities. Vitascan Camera is compact, simple and extremely dependable.



Color Film and Slides

The famous Multi-Scanner permits far greater flexibility in operation with minimum maintenance and adjustments.



Complete Control, Monitoring and Switching Facilities

Everything you need at your finger-tips for monitoring and controlling pick-up facilities.

DUMONT® TELEVISION TRANSMITTER DEPARTMENT

PICKUP FACILITIES

DU MONT COLOR • PAC

. . . . . brings color TV years closer

Right now! Complete color pickup facilities at a price every station can afford! The Du Mont Color-Pac costs only $59,415 *complete.*

And don't sell the Color-Pac short on performance. At the recent NARTB Show, the Du Mont Vitascan (Live) and Multi-Scanner (Film and Slides) proved their superior performance and dependability over every other system shown.

Here is your chance to get into color fast — the right way — with equipment of *proved performance*, for

Broadcasting's Greatest Color Buy

ONLY

$59,415.

complete

Immediate Delivery

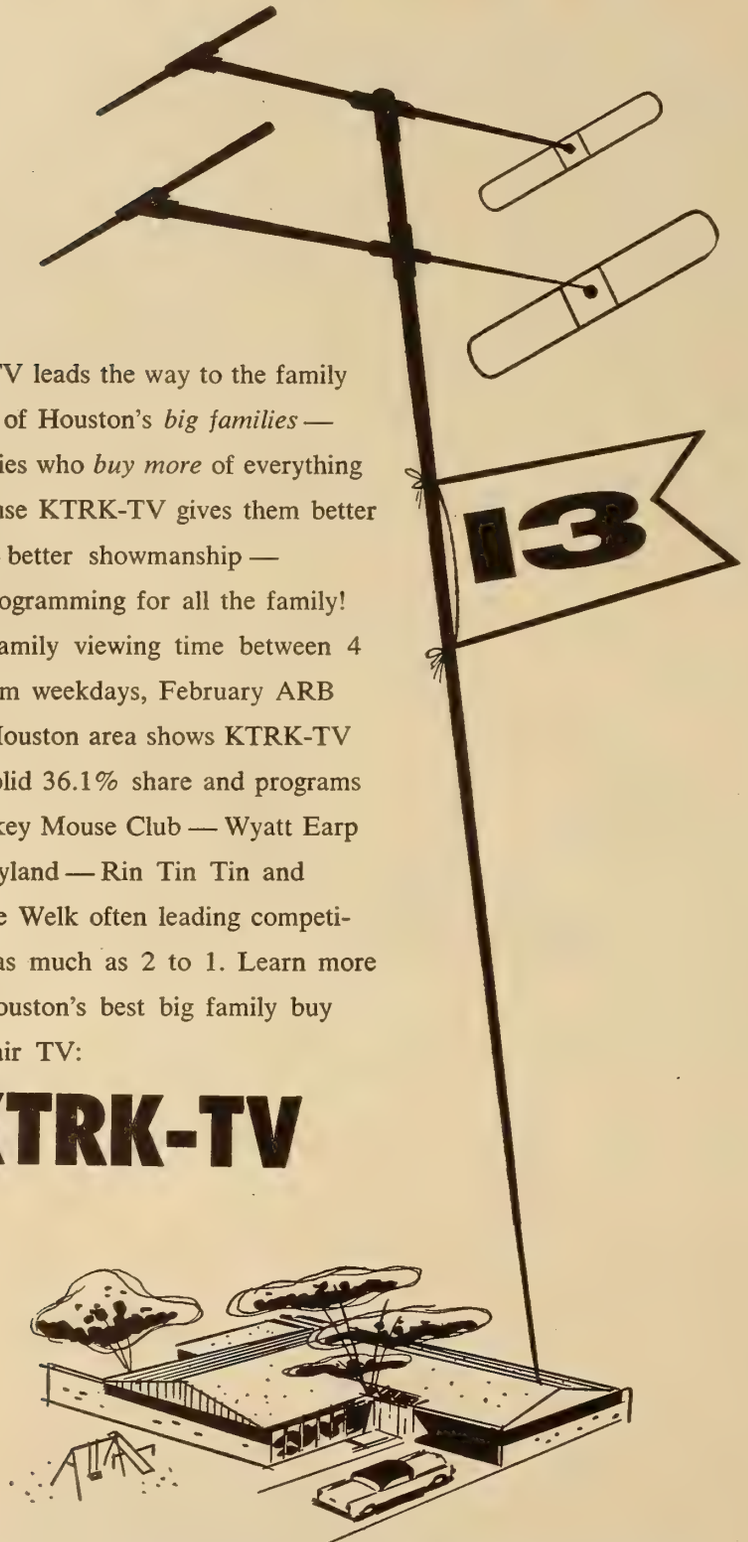
- **Get complete details on the Color-Pac by writing, or contacting your nearest Du Mont Sales Office. . . . . .**

- **EASTERN:** Frank O'Connell, 419 Boylston Street, Boston 16, Massachusetts, Telephone; Kenmore 6-3990
- **SOUTHEASTERN:** L. C. Radford, Jr., 254 East Paces Ferry Road, Atlanta, Georgia, Telephone; Exchange 7243
- **CENTRAL:** Felix Bonvouloir, 28 West Mays Avenue, Miamisburg, Ohio (Dayton) Telephone; Miamisburg 6-5272
- **MID-WEST:** B. J. Klindworth, 6117 St. Johns Avenue, Minneapolis, Minnesota, Telephone; Walnut 6-8476
- **SOUTHERN:** George R. Winston, 3628 Marquette Avenue, Dallas 25, Texas, Telephone; Forest 8-3510
  Harry Del Muro, 5226 Homer Street, Dallas, Texas, Telephone; Tennyson 9504
- **WESTERN:** Robert J. Myers, Allen B. Du Mont Laboratories, Inc., 11800 West Olympic Boulevard, Los Angeles 64, California Telephone; Granite 7-4271
  Lyle O. Keys, 901 S. W. King Avenue, Portland 5, Oregon, Telephone; Capital 8-1841

ALLEN B. DU MONT LABORATORIES, INC. / CLIFTON, N. J.

TR—972

FAMILY ENTRANCE



KTRK-TV leads the way to the family entrance of Houston's *big families* — the families who *buy more* of everything . . . because KTRK-TV gives them better shows — better showmanship — better programming for all the family! In full family viewing time between 4 and 8 p.m weekdays, February ARB for the Houston area shows KTRK-TV with a solid 36.1% share and programs like Mickey Mouse Club — Wyatt Earp — Disneyland — Rin Tin Tin and Lawrence Welk often leading competition by as much as 2 to 1. Learn more about Houston's best big family buy from Blair TV:

KTRK-TV

The Chronicle Station, Channel 13 KTRK-TV P. O. Box 12, Houston 1, Texas—ABC Basic
HOUSTON CONSOLIDATED TELEVISION COMPANY
General Manager, Willard E. Walbridge; Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.

CODE FOR TV PRODUCERS DRAWS ACLU OPPOSITION

Civil liberties group and its anti-censorship affiliate voice objection to all codes that fetter freedom in trade of ideas.

THE proposed new code for tv producers, drafted a few weeks ago by a Hollywood special committee [B•T, April 9], is a "restraint in the trade of ideas and interferes with freedom of expression" and should be abandoned, the American Civil Liberties Union asserted last week.

ACLU and its anti-censorship affiliate, The National Council on Freedom from Censorship, made plain that it's not just the tv producers code that they're opposed to. They're against all codes in the communications industry:

"In our view, freedom in the trade of ideas is limited by industry agreements or practice, or even by groups within the industry which make such agreements. A code is an agreement undertaken by industry members of a medium of communication, which is intended to set standards of propriety. Insofar as a code sets forth limitationss on what may be said or done, it is a restraint upon freedom of expression."

ACLU's and The Council's views were contained in a letter sent by ACLU Executive Director Patrick Murphy Malin and Council Chairman Elmer Rice to Martin Leeds, executive vice president of Desilu Productions. Mr. Leeds headed the special committee which drafted the proposed code and had asked for ACLU's comments on it.

ACLU made clear that it does not object to an individual producer setting standards for himself.

'Individual Decision'

"This is his individual decision," Messrs. Malin and Rice said. "But a different situation exists where a significant segment of the industry agrees to abide by a code. Collective adherence to a single set of principles in a code has the effect of limiting different points of view, because producers—as well as writers—are fearful of departing from the accepted norm lest they are held up to scorn or attack and suffer economic loss."

The letter cited several provisions of the proposed code which in ACLU's view would interfere with freedom of expression. For instance, it noted, barring criticism of congressional procedures, third-degree methods and other illegal police practises is "not in accord with real life." The ban on attacks on religion would seem to "violate the freedom-of-religion guarantee of the first amendment" and also put clergymen above criticism, the letter continued, while the taboo on divorce as a solution for marital problems fails to recognize "that divorce is legal in every state of the union and countless people have found it the only solution to their problems." In making these observations, the letter said, the council did not base its opinions on opposition to religion or pass on "the merit or demerit of divorce."

The proposed code's section on crime was deemed obviously at variance "with what now appears on the tv screen. It assumes the same arguments of proponents of censorship of crime comic books—that the showing of crime is bound to lead people to crime. Yet there is a large body of expert opinion which believes that persons who are criminally disposed are not deterred by knowledge of punishment or fear of such punishment."

The union and its Council join the producers in desiring that tv be used to its best advan-

It's Sales, King-Size, as Mr. Big comes to KYW!

KYW is winning listeners in a great BIG way with the BIG WILSON SHOW, Monday through Friday, 12:15-3 p.m. and Sunday, 11 a.m.-3 p.m.

Big Wilson, newest addition to KYW's roster of radio personalities, is a big man in Cleveland radio—not just in size, but in sales force! Big has what it takes to tickle the fancy of radio listeners—sponsors, too. And how! They're mighty pleased about the way Big peppers commercials (for local and national products alike), with a personal touch that turns listeners into customers.

Yes, Big wins them all with smooth recorded numbers, plus a little of Wilson at the keyboard. He even sings along every now and then! An entertaining super-salesman, that's BIG!

You want to be in the BIG-TIME? Just call John McIntosh, Jr., Sales Manager of Cleveland's popular new sound, KYW, at CHerry 1-0942. Or call A. W. "Bink" Dannenbaum, WBC General Sales Manager at MUrray Hill 7-0808 in New York.

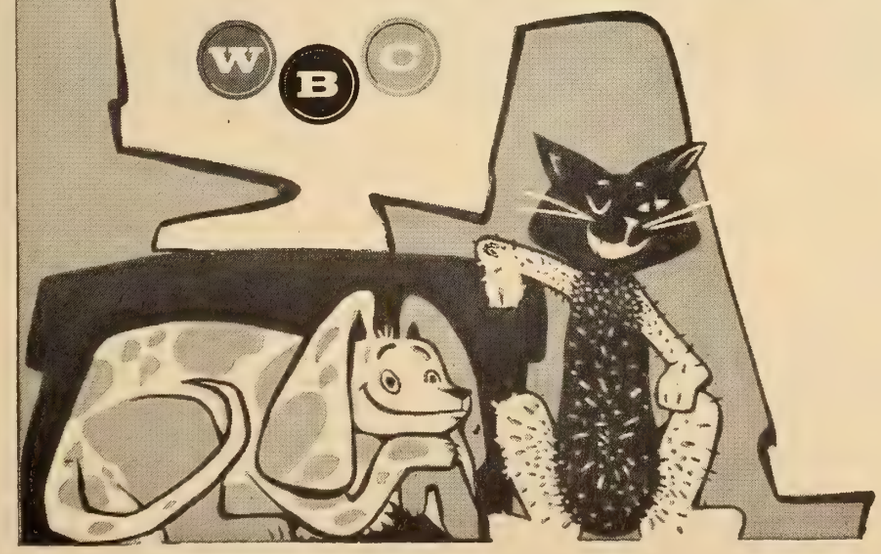
In Cleveland, no Selling Campaign is Complete Without the WBC Station—

KYW Radio

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.



tages, Messrs. Malin and Rice asserted. But they also feel that a code which prevents freedom of expression "weakens the effectiveness of this medium of communication, and instead of allowing it to realize its full scope, threatens to make it sterile."

NARTB, Tv Film Producers Talk Plan for Single Code

DEVELOPMENT of a single code of practice for live and film tv may grow out of joint gestures by NARTB and the Alliance of Television Film Producers, judging by progress in negotiations. Subcommittees of the organizations met Tuesday in New York to discuss proposals to extend provisions of NARTB's tv code to film producers and distributors.

NARTB under this plan would offer an affiliate subscription plan to the film interests to encourage conformity of their product with provisions of NARTB's document. Definite plans to bring about an agreement will be reviewed in June by the alliance, the NARTB Tv Code Review Board and in turn the NARTB board.

Attending the Tuesday meeting for NARTB were G. Richard Shafto, WIS-TV Columbia, S. C., code board chairman; Roger Clipp, WFIL-TV Philadelphia, code board member; Edward H. Bronson, director of tv code affairs; Robert Heald, chief attorney, and Robert K. Richards, consultant. Alliance representatives included Maurice R. Morton, McCadden Corp.; Dean F. Johnson, executive director; A. Frank Reel, Ziv Television Programs; Herbert Stern, Review Productions, and Richard St. John, counsel.

REED TO KEYNOTE AFA CONVENTION

DR. VERGIL D. REED, vice president of J. Walter Thompson Co., New York, will be keynote speaker for the Advertising Federation of America's 52nd annual convention in Philadelphia June 10-13, Ben R. Donaldson, Ford Motor Co. institutional advertising manager and AFA board chairman, announced last week.

The convention will be held at the Bellevue-Stratford Hotel in Philadelphia, starting with a Sunday brunch sponsored by the Federation's Council on Women's Advertising Clubs June 10. Dr. Reed will speak on "The Consumer Market and How It Is Growing" at the convention's opening general session the morning of June 11.

Joseph B. Elliott, former president of Schick Inc. and before that an executive vice president of RCA, will be the luncheon speaker June 11.

Among other convention features, announced previously, a session on "How Will Media Meet the Changing Trends in Marketing?" is slated for the June 12 luncheon with a panel on which CBS-TV President J. L. Van Volkenburg will represent television and Westinghouse Broadcasting Co. President Don H. McGannon will represent radio.

On June 13, four speakers will discuss practical methods of "Stimulating the Buying Urge": George T. Sweetser, vice president, N. W. Ayer & Son, will talk on "Marketing: What It Is and How to Use It"; Pierre D. Martineau, director of research, *Chicago Tribune*, will present "The Place of Advertising in Creating Buying Urge"; Walter J. Weir, vice president, Donahue & Coe, will explain "The Importance of Copy in Closing the Sale", and C. Stuart Brown, advertising and public relations manager, American Viscose Co., will outline a "Case History: Establishing a New Company Identity."

The convention will be co-hosted by the Poor Richard Club and the Philadelphia Club of Advertising Women.

New York ATAS Chapter Elects Board of Governors

RESULTS of an election to the board of governors, New York chapter, Academy of Television Arts & Sciences, were announced last week.

Elected were: (actors and actresses) Faye Emerson and Carl Reiner for two-year terms, Bud Collyer and Ken Groot for one-year terms; (executives) Henry White, Screen Gems, and Syd Eiges, NBC, two years, Robert Lewine of ABC and Warren Carox of Theatre Guild, one year; (singers, dancers and specialty acts) Nanette Fabray and Gisele Mackenzie, two years, Bambi Linn and Rod Alexander, one year; (musicians, composers and arrangers) Ray Bloch and Skitch Henderson, two years, and Steven Allen and Hank Sylvern, one year; (writers) Rod Serling and Jerome Liss, two years, and Nat Hinken and Evelyn F. Burkey, one year; (directors and choreographers) Max Liebman and Franklin Schaffner, two years, and Sidney Lumet and Perry Lafferty, one year; (producers) Marlo Lewis and Mark Goodson, two years and Worthington T. Miner and Barry Wood, one year; (newscasters, commentators, master of ceremonies and announcers) Ed Sullivan, CBS, and John Daly, ABC, two years, and Garry Moore and Charles Collingwood, one year; (cameramen, film editors and engineers) Robert Dailey and Charles Giriat, two years, and Imero Fiorentino and Bob Barry, one year; (art directors, scenic designers and costume designers) Otis Riggs and Robert R. Paddock, two years, and Frederick Fox and Carl Kent, one year.

Mercer Succeeds DeFore As Hollywood ATAS Chief

THE HOLLYWOOD chapter of the Academy of Television Arts & Sciences last week elected song writer-actor Johnny Mercer as president to succeed producer Don DeFore while Robert Longnecker was named first vice president; Sheldon Leonard, second vice president; Frank Lovejoy, secretary, and Harry Ackerman, CBS-TV, treasurer.

Retiring President DeFore last week also headed a Hollywood delegation meeting with San Francisco's independent Academy of Television Arts & Sciences to promote unification under one formal national group including the New York chapter. The San Francisco membership voted unanimously to proceed toward unification.

TvB Spot Presentation Set

AN ESTIMATED 1,500 advertisers and agency personnel are expected to be on hand to see Television Bureau of Advertising's spot television presentation at the Waldorf-Astoria in New York May 22, TvB spokesmen reported last week. The slide-film-sound effects presentation will include highlights of TvB's Chicago tv-versus-newspapers study, first shown at NARTB's convention last month [B•T, April 30]. The New York showing will start at 9:15 a.m.

STATION SALES

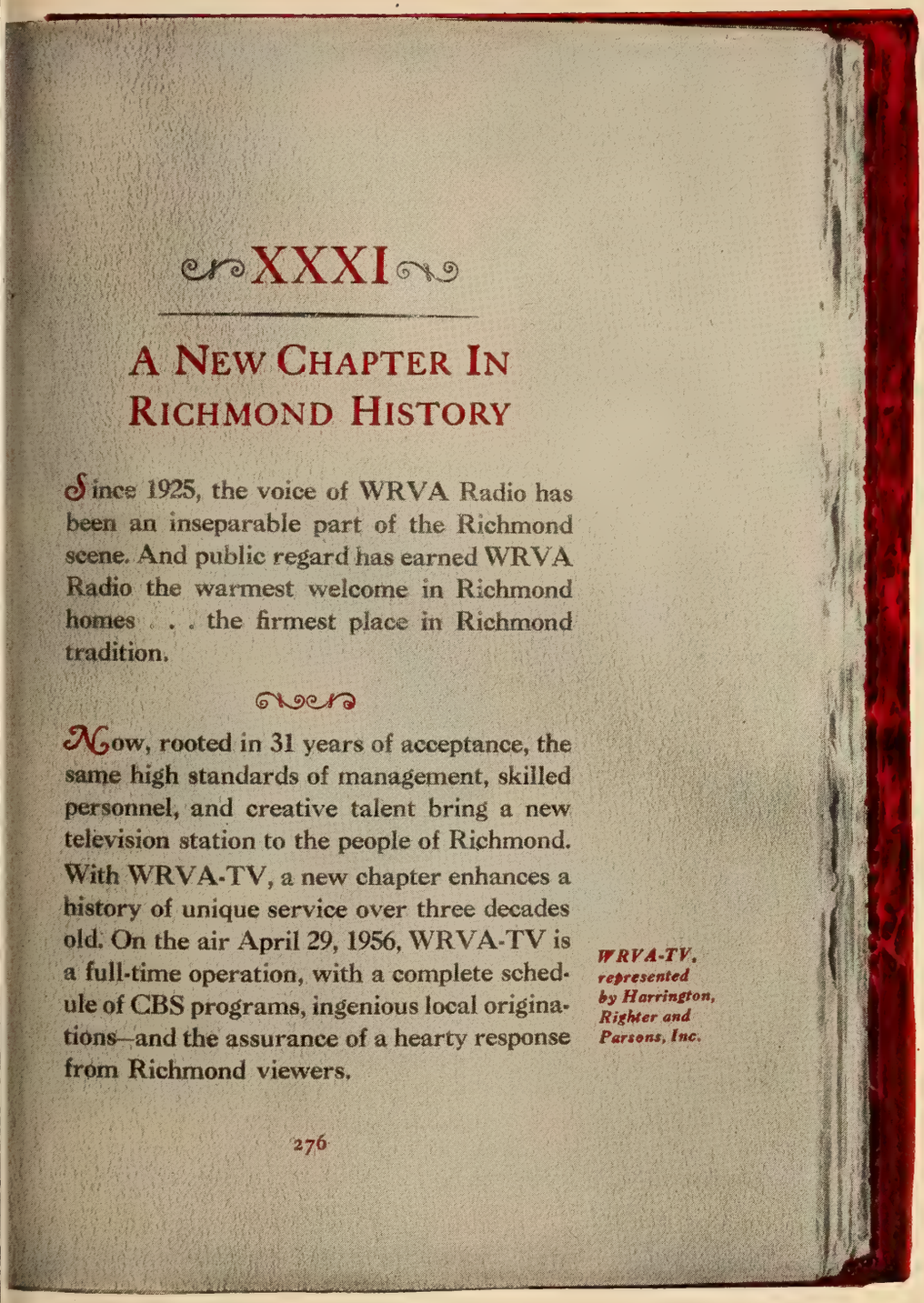
KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States



WRVA-TV, represented by Harrington, Righter and Parsons, Inc.



WRVA-TV

Richmond, Va.

CBS Basic *Channel 12*

C. T. Lucy, President *Barron Howard, Vice President and General Manager* *James D. Clark, Jr., Sales Manager*

Tv Called Threat to Boxing

IS THE pool of young professional boxers to dry up to little more than a ripple? Julius Helfand, New York State athletic commissioner, warned the Sportscasters Assn. of New York at a luncheon meeting Wednesday that this is precisely what is happening in New York. Mr. Helfand blamed it all on tv. A small boxing club—the proving ground for young fighters—cannot exist today without television and finds it hard put to exist against competition from boxing already programmed on tv, he said. This situation, which he likened to the predicament of minor league baseball clubs meeting competition of major league ball club telecasts, places the "possible survival of boxing in great danger," according to Mr. Helfand.

Ad Club Re-Elects Haire

THOMAS B. HAIRE, president of Haire Publishing Co., last week was re-elected president of the Advertising Club of New York. Charles C. Green continues as secretary and managing director. Newly-elected vice presidents are Robert M. Gray, Esso Standard Oil Co.; Frederic R. Gamble, American Assn. of Advertising Agencies, and Hugh R. Jackson, Better Business Bureau of New York City. New directors are James A. Brewer, Brewer-Cantelmo Co.; Harris W. C. Browne, National Lithographer Publishing Co., and Arch Crawford, Magazine Publishers Assn.

Fellows Cites Adv. Growth

VOLUME of advertising in public media has increased from $50 million in 1867 to $9 billion in 1955, NARTB President Harold E. Fellows told the Television & Radio Advertisers Club of Philadelphia last Thursday.

"America's greatest, most desperate need is for increased thinking of everyone in business, in government, in education—everyone," he said. "Creativity, the new idea, and the different approach is the essence of advertising in the future."

New Placement Service

MRS. M. E. STONE, manager of the National Radio and Television Service, Washington, D. C., has announced the opening of a national employment service in that city. Service is designed to be a placement bureau for executives, engineers, announcers and other broadcast personnel. The organization is located at 1627 K St., N.W., Washington, D. C. All job placement inquiries should be sent to that address, according to Mrs. Stone.

PROFESSIONAL SERVICE SHORTS

Woodrow G. Gatehouse, formerly general manager, Public Relations Society of America, N. Y., to Gellendre & Bowditch, producer of special events, N. Y., as partner.

Ted Bryon, formerly creative director, William W. Harvey Co., L. A. agency, to Wendell W. Olsen Co., L. A. public relations firm, as director of creative activities and production supervisor.

Fighting for Sales in BATON ROUGE?



Put "The Champ" to Work for You!

RATING CHAMPION



In the latest Telepulse, WAFB-TV has a leadership of nearly 5-to-1 in the Baton Rouge Area.

MERCHANDISING CHAMPION



WAFB-TV has a merchandising record second to none.

ROUND 1



First place winner in "Lucy Show" competition with a double first prize for special merchandising job.

ROUND 2



First place in Screen Gems, Inc. contest on program promotion.

ROUND 3



Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."

ROUND 4



WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."

WAFB-TV

CHANNEL 28
affiliated with WAFB, AM-FM
CBS — ABC — DUMONT 200,000 WATTS
Reps: Call Adam Young, Nationally or Clarke Brown in South & Southwest

AFM SUSPENSIONS FACE READ GROUP

Referee in Hollywood local controversy tempers recommendations for expulsion by proposing one-day suspensions for 10 rebel leaders while Cecil Read suspension would be for one year. None would be permitted to hold union office for two years.

RECOMMENDATION was made by a union-appointed referee last week that the American Federation of Musicians expel 11 leaders of the Los Angeles Local 47, who revolted against the present administration.

Though referee Arthur Goldberg used the words "expel" and "expulsion," his proposal actually was more in the nature of a suspension rather than permanent exclusion from the union. He recommended that Cecil F. Read, vice president of Local 47 and avowed leader of the rebel group, be expelled from the union for one year. Six directors of the local and four other members who supported Mr. Read, would be expelled for one day and subsequently can be reinstated, according to the proposal. Both Mr. Read and the 10 other "rebels," under the referee's terms, would be ineligible to hold office in Local 47 for two years after reinstatement.

The findings and recommendations in the 30,000-word report made by Mr. Goldberg, who is special counsel to the AFL-CIO, were announced in Newark last week by Leo Cluesmann, international secretary of the AFM. The report will be transmitted to James C. Petrillo, AFM president, and the union's nine-man International Board for review and action at a meeting in New York on May 22. Mr. Goldberg was named referee by President Petrillo, at the direction of the executive board, and held hearings in Los Angeles April 9-13.

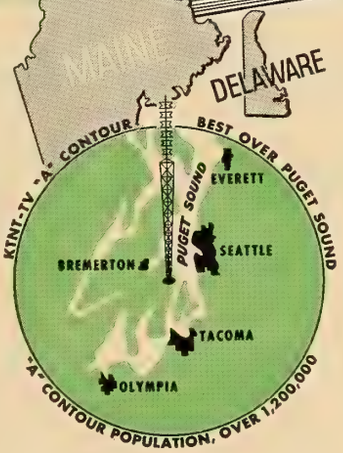
Mr. Goldberg concluded that Mr. Read and 10 other rebels "did conspire illegally" in "open revolt" and should be expelled from membership in the union. He characterized Mr. Read as "the leader and guiding spirit in each of the violations."

The dispute within Local 47 and with the AFM stemmed largely from an order issued by Mr. Petrillo last summer assigning royalties from television film and record companies. Until last summer, musicians who worked on theatrical movies received $25 each when the film was made available for tv. Mr. Petrillo then directed that the money should go into the Music Performance Trust Fund. An anti-Petrillo faction within Local 47, whose membership provides music for a large majority of motion pictures, protested the royalty ruling.

The revolt took shape when Local 47 ousted John te Groen, local president, and Maury Paul, recording secretary, last February. Mr. Goldberg characterized the rebel action in this fashion:

"It was a deliberate and wilful conspiracy to suspend te Groen, not for any neglect of duty or other proper charge, but because he would not agree in advance to lead the local in defiance of the lawful regulations of the federation. . . . The defendants conspired to suspend te Groen from office without even making a charge that he was guilty. The membership of 16,000 was not notified of the action which was planned at a secret caucus. To





This area contains OVER HALF the population of Washington State and it accounts for OVER HALF the income of the state.

More than 2 million people live in the ENTIRE area covered by KTNT-TV

. . . and get this —

Only KTNT-TV has all five

Of all the television stations in the rich Puget Sound area, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

- **Seattle**
- **Tacoma**
- **Everett**
- **Bremerton**
- **Olympia**

KTNT TV CBS
CHANNEL ELEVEN
BASIC

CBS Television for Seattle, Tacoma, and the Puget Sound Area
316,000 WATTS
Antenna height, 1000 ft. above sea level

Represented nationally by
WEED TELEVISION

sanction such a meeting . . . would be to stamp approval on anarchy rather than to support democratic trade union government and practices."

The charges leveled against Mr. Read and his followers by Mr. te Groen and G. R. Hennon, financial secretary of the local, were: they had advocated "dual unionism" by seeking to win from the federation its bargaining rights for musicians in all fields of recorded and film music; "had conspired to and did illegally oust te Groen from office on Feb. 27; defied the March order of the federation's executive board cancelling a March 12 meeting called to effect te Groen's removal from office and they openly invited a loss of Local 47's charter."

In the hearings before Mr. Goldberg, the rebels entered a blanket denial of the "dual unionism" charges and challenged the authority given to Mr. Petrillo under the constitution. They contended that he had the power to act as "prosecutor, judge and jury."

Six members of the local board for whom a one-day expulsion was proposed by Mr. Goldberg are Uan Rasey, Ray Toland, Warren D. Bake, John Clyman, William Atkinson and Jack Dumont. Two defendants, Vincent DeRosa and George Wald, also were tried, but no disciplinary action recommended.

Mr. Read told newsmen in Washington last week that his group would study the report and file its exceptions with the international executive board. He said that if the board concurs in the expulsions, an appeal will be taken to the union's convention opening in Atlantic City on June 11.

Meanwhile, it was announced in Hollywood last week that Local 47's official delegates to the national AFM convention in Atlantic City in June will be three pro-Petrillo executives. But the rebel group in addition plans to send "a half dozen or more" members from its own faction as "observers and to let the other delegates know why we are fighting Mr. Petrillo," according to one spokesman. The observers will be selected at a general membership meeting scheduled May 28, when the official delegates are instructed by the membership how to cast the 10 convention votes belonging to Local 47.

Uniquely enough, Local 47's official delegates will be President te Groen and Recording Secretary Paul, plus Phil Fischer, AFM's studio representative in Hollywood. Both Messrs. te Groen and Paul were ousted by their membership earlier this year in the anti-Petrillo revolt lead by Mr. Read, but their removal from office was stayed by Mr. Petrillo until conclusion of AFM's trial of the rebel leaders.

Labor's Stake in Color Tv Stressed by Union Official

COLOR TV represents "the next big advance" for radio-tv broadcasting and "labor has as much at stake in selling and promoting this new kingpin product of our industry as has management," according to M. F. Darling, president of International Brotherhood of Electrical Workers Local 1031.

Mr. Darling explained his convictions in connection with the AFL-CIO local's week-long stage presentation of "A Salute to Color Television" in Chicago last week. The show was described as a union "spectacular" with Imogene Coca, Muggsy Spanier and other performers.

Members of Local 1031 produce about 65% of the "entire national output of television and radio components," according to the union.

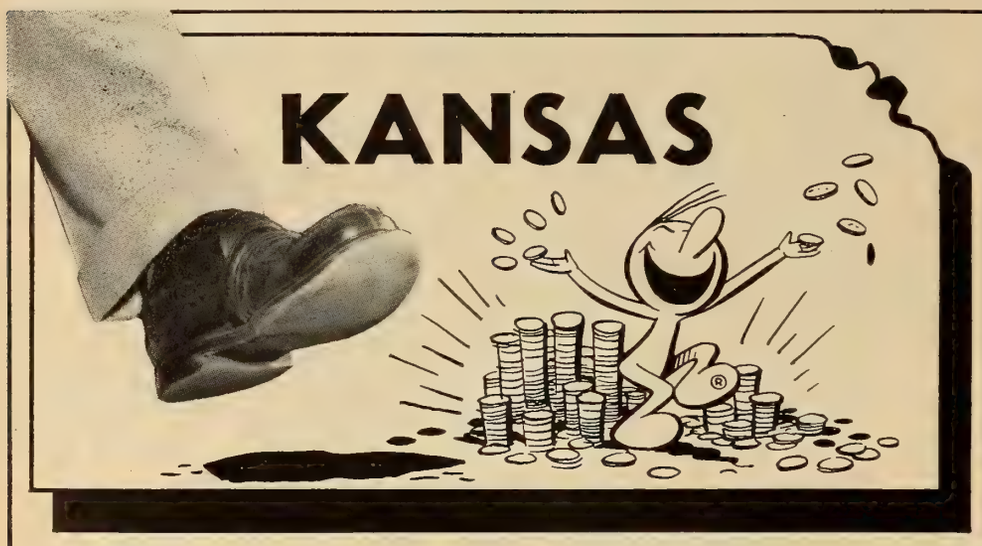
The local pointed out Mr. Darling has been "conducting a coordinated and powerful program to enthuse its members on the tremendous growth possibilities of what management terms the industry's new 'king pin' product, color television." It noted the stage presentation, in the union's W. Madison St. auditorium, is sponsored, "not by any manufacturer or distributor of color tv, nor by television broadcasters, but by the union."

The "spectacular" was open only to union audiences and (on Sunday) to management segments from broadcasting, manufacturing and distributing fields—representing 109 factories owned by 72 companies employing local members in the Chicago area.

NLRB Rules Interference In KDAL-TV Election

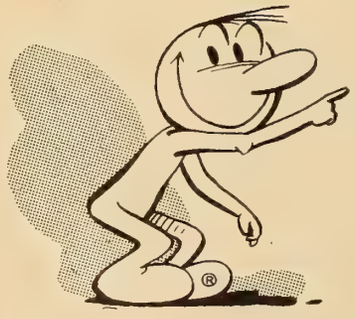
THE National Labor Relations Board ruled to uphold a regional director's recommendation that a Jan. 4 jurisdictional election between two unions by 14 employes of KDAL-TV Duluth, Minn., be set aside and a new election be held within 30 days.

NLRB backed up the regional director's finding that KDAL-TV "interfered with a free choice by the employes" in calling each of the 14 employes in for an interview prior to the election. The Jan. 4 jurisdictional contest resulted in a 7-7 tie between the International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators of the U. S. & Canada and the International Brotherhood of Electrical Workers. No votes were cast against having a union.



Step into the KANSAS market

. . . with KTVH



. . . and step into one of the richest markets anywhere! KTVH presents wide opportunity to tap the heart of the Wheat Belt — a market rich in oil, beef, and grain, with thriving aircraft and industrial activity.

The Central Kansas population crowds 1,000,000 with a spendable income in excess of $1,000,000,000. Every survey proves that the pioneer station (KTVH) in this rich area is watched most by the most people! *So, step into the* LUCRATIVE *Kansas market . . . with* KTVH, *a* CBS *basic station.*

KTVH HUTCHINSON

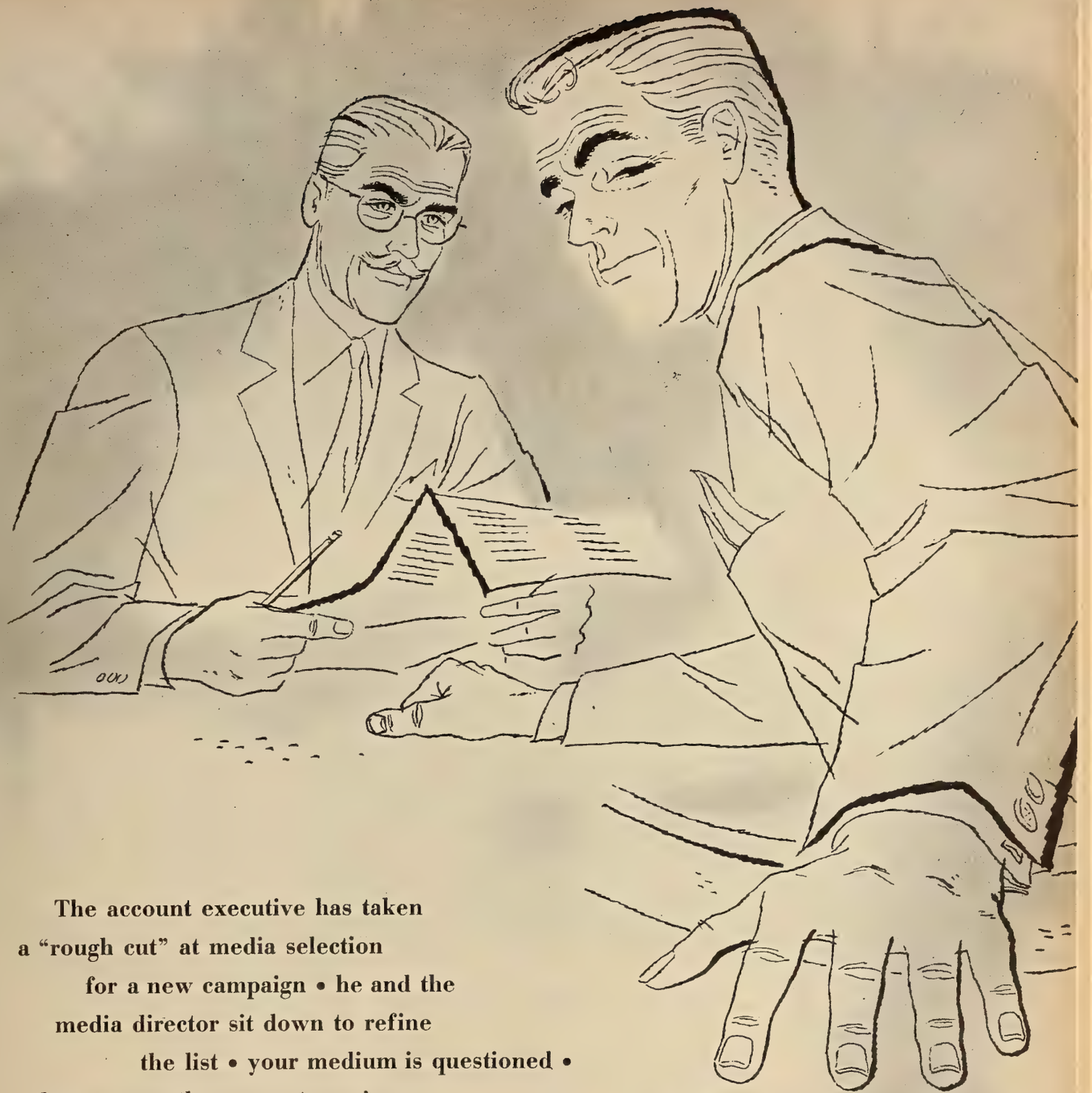
VHF 240,000 WATTS

CBS BASIC

CHANNEL 12

Represented Nationally by H-R Television, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager.*



The account executive has taken a "rough cut" at media selection for a new campaign • he and the media director sit down to refine the list • your medium is questioned • they reopen the account man's copy of Standard Rate . . . and if you have a Service-Ad near your listing



you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: According to a study of SRDS use made by National Analysts, Inc., 87% of all account men interviewed make use of one or more of the SRDS publications.

$3.75 MILLION BUYS 90% OF KGUL-TV

Galveston-Houston, Tex., ch. 9 outlet is sold to J. H. Whitney & Co., New York group.

PURCHASE of 90% of ch. 9 KGUL-TV Galveston-Houston, Tex., by the New York investment firm of J. H. Whitney & Co. for almost $3.75 million was announced last week by Paul Taft, president of the CBS-affiliated station, and C. Wrede Petersmeyer, partner of the Whitney company. The 100% value of the station was estimated to be about $4.5 million, including adjustments and interest.

The 90% interest in KGUL-TV will be bought by Lone Star Television Corp., which is 90% owned by the Whitney firm and 10% by Mr. Taft. The latter will become president of Lone Star and remain as managing head of the station. At a subsequent date, it is believed, Lone Star will acquire the remaining 10% stockholdings in the ch. 9 outlet from Texas oilman Wesley West. The transaction is subject to the usual FCC approval, with application to be filed possibly this week.

In addition to 40.5% owner Mr. Taft, sellers are movie star Jimmy Stewart, Fort Worth oil operator F. Kirk Johnson, Galveston banker R. Lee Kempner and Galveston attorney V. W. McLeod. Mr. Kempner sold 10% of his 20% holding to Mr. West some months ago for $150,000. J. H. Whitney Co. is principal owner of San Jacinto Petroleum Corp., Houston. It also owns CBS-affiliated ch. 6 KOTV (TV) Tulsa, Okla., and has interests in a number of community television systems.



SIGNING agreement which transfers 90% ownership of CBS-affiliated KGUL-TV Galveston-Houston to Lone Star Television Corp. are Paul Taft, 40.5% owner-president of outlet (l), and C. Wrede Petersmeyer, J. H. Whitney & Co. partner.

KGUL-TV began operating in 1953 and is represented by CBS Television Spot Sales. Move of its antenna nearer Houston, approved by the FCC earlier this year, has been appealed to the federal courts by ch. 13 KTRK-TV Houston.

KEAR San Francisco Leased To Bartell Broadcasters Inc.

KEAR, San Francisco independent, has been leased by Bartell Broadcasters Inc. (Gerald A. Bartell and associates) for five years at $60,000 annually, it was announced last week. The 10 kw station (on 1550 kc) is owned by Stephen A. Cisler and associates. Mr. Cisler will retain KXKX (FM) and continue the station's present good music policy. The Bartells, it was reported, intend to change the KEAR call letters to KACE.

The agreement also gives the Bartell company an option to purchase the San Francisco bay area outlet at the end of five years for $125,000 plus a $60,000 consultant's contract for Mr. Cisler.

The transaction, handled by media broker Jack L. Stoll, is subject to the usual FCC approval.

The Bartell group owns WOKY Milwaukee, WMTV (TV) Madison, and WAPL Appleton, all Wisconsin; WAKE Atlanta, Ga.; KCBQ San Diego, Calif., and KRUX Phoenix, Ariz.

Purchase of WCAO-AM-FM By Plough Inc. Approved

THE half-a-million-dollar-plus purchase of WCAO-AM-FM Baltimore by Plough Inc. [B•T, March 26] topped the list of sales (money-wise) approved by the FCC last week.

Plough Inc., Memphis, Tenn., pharmaceutical firm and owner of WMPS there and WJJD Chicago, bought the Baltimore outlets from J. Waters Milbourne and associates for $590,-710. The purchase, which was described by Plough as a bid toward seven-station ownership, was followed by the pharmaceutical company's purchase of WCOP-AM-FM Boston, for $457,-500, which received FCC approval a fortnight ago [B•T, May 7].

Also approved by the Commission last week: Assignment of KSMN Mason City, Iowa, from





if you want to move a product . . .

first move people

WXYZ • TV

channel 7

ABC

IN DETROIT

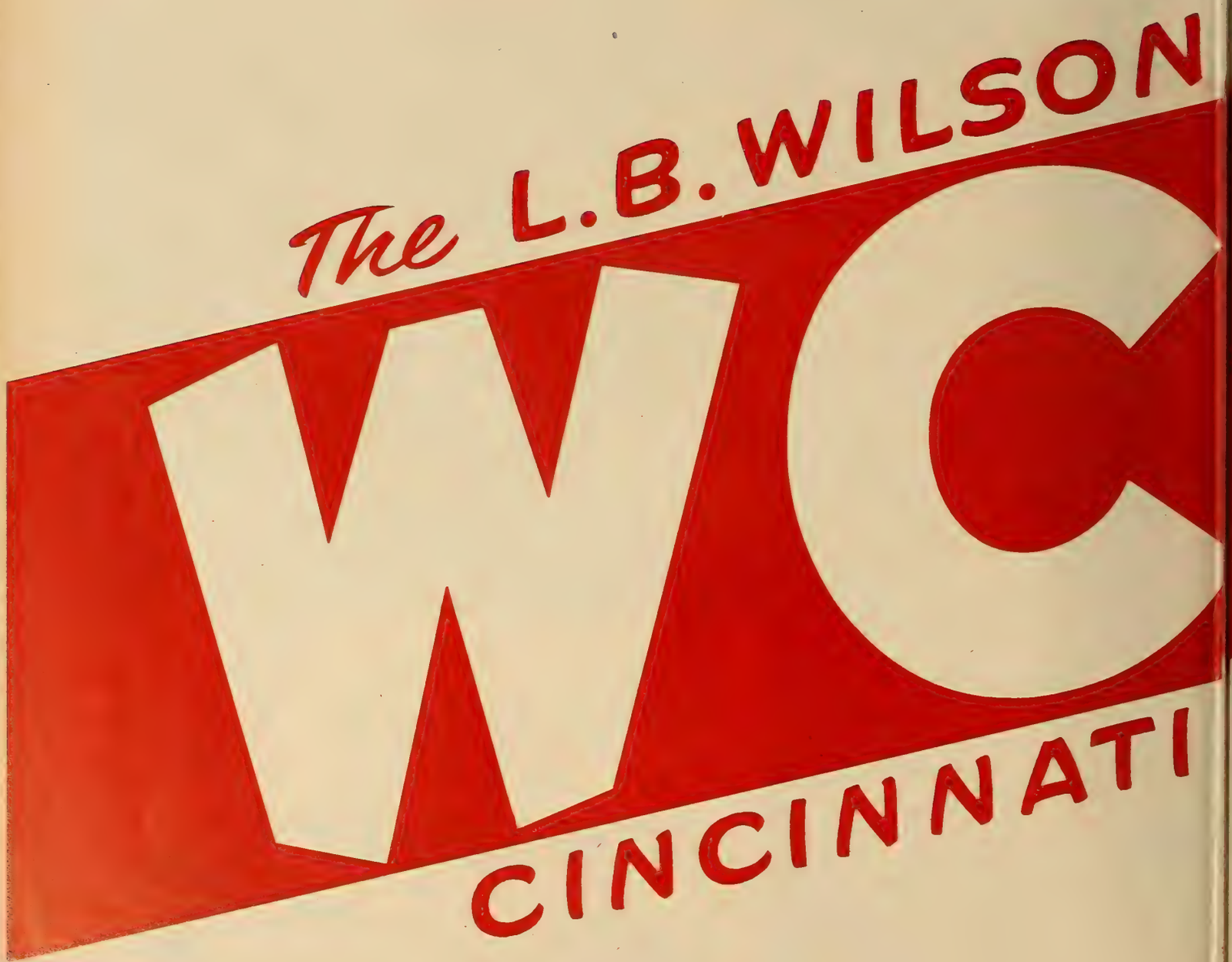
REPRESENTED NATIONALLY BY BLAIR-TV

IN CINCINNATI . . .

LOOK AT AUDIENCE

LOOK AT COST

LOOK AT POWER



WCKY . . . ON THE AIR EVERYWHERE ● TWENT

STATION KY

. . OHIO . .

IT's OBVIOUS . . .
FOR
MORE AUDIENCE
LESS COST
HIGHEST POWER

BUY WCKY . . . INVESTIGATE TODAY

L. B. Wilson
INCORPORATED
WCKY
CINCINNATI

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

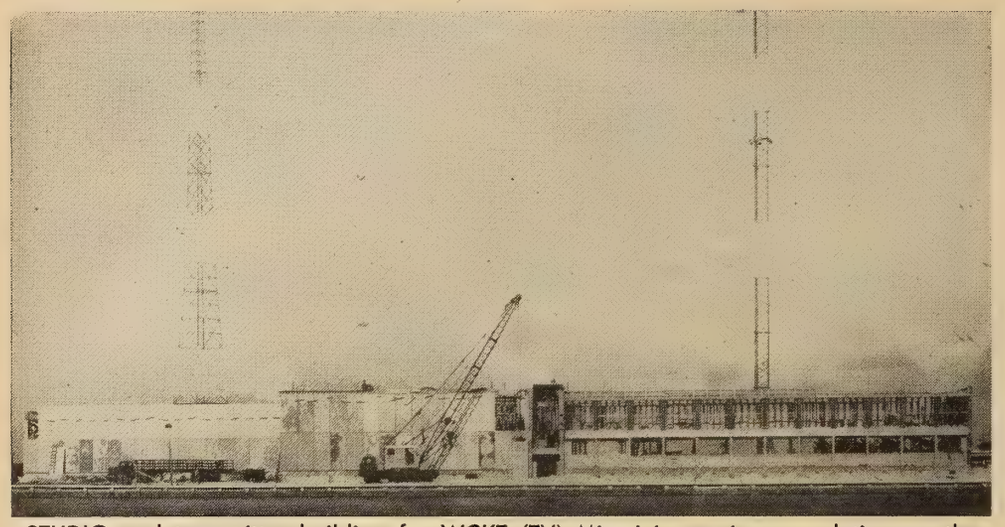
CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY ● SEVEN DAYS A WEEK



STUDIO and transmitter building for WCKT (TV) Miami is nearing completion on the North Bay Causeway. The ch. 7 outlet has a July 1 target date and will be an NBC basic affiliate. WCKT will transmit from a 1,000-ft. Dresser Ideco tower with 316 kw, using RCA transmitter and studio equipment. The station is owned by Biscayne Television Corp., whose president, Niles Trammell, is a former president of NBC.

Mohawk Broadcasting Co. to Land O'Corn Broadcasters Inc. (KJFJ Webster City, Iowa), for $115,000; transfer of WBIA Augusta, Ga., from Media Inc. to Augusta Broadcasting Co., for $85,000. W. Ray Ringson, president-70% stockholder of purchasing group, is former 20% owner of WRDW-AM-TV Augusta.

Syndicates Eye Purchases Of Chicago Independents

TWO BUSINESS SYNDICATES have been surveying the Chicago station scene the past fortnight, each with an eye toward the purchase of an independent property.

One group is represented by George Brode, a Chicago attorney, who reportedly was prepared to offer $6 million to Ralph Atlass, president and general manager of WIND, for that station. Mr. Brode declined comment but Mr. Atlass reported "the station is not for sale at any price and we have not been approached." WIND is regarded as one of the country's most profitable independent operations.

A second business group has enlisted the services of a south side Chicago broker, whose interests have been mainly non-broadcast, to seek out independent availabilities.

WTSP St. Petersburg Sold

SALE of WTSP St. Petersburg, Fla., by Nelson Poynter *(St. Petersburg Times)* to N. Joe Rahall and associates for around $200,000 was announced last week. WTSP operates on 1380 kc with 5 kw and is affiliated with MBS. It lost out for ch. 8 Tampa-St. Petersburg when the FCC's grant to *The Tampa Tribune* (WFLA-TV) was upheld in court earlier this year. Mr. Rahall's group also owns WNAR Norristown and WKAP and construction permit for ch. 39 WQCY (TV) Allentown, both Pennsylvania; WWNR Beckley and 40% of ch. 8 WCHS-TV Charleston, both West Virginia.

Storer Stockholders Profit

STORER BROADCASTING Co. last week declared a quarterly dividend of 37½ cents per share on its common stock, payable June 14 to stockholders of record June 1, President George B. Storer announced. The board also declared a five cent dividend per share on Class B common stock. The common stock is listed on the New York Stock Exchange while the Class B is not, Mr. Storer said.

WOAI Returns to 50 Kw Following Tower Mishap

WOAI San Antonio, Tex., began transmitting from its new 435-ft. tower May 6, marking a return to 50 kw output for the first time since the station's tower was destroyed by an Air Force bomber April 3 [B•T, April 9]. WOAI had been operating for a month with 5 kw, using its auxiliary tower atop WOAI-TV's antenna.

The new installation was constructed at the site of the old tower in Selma, Tex., under an agreement made with the Air Force. Under the arrangement, WOAI has agreed to seek a different location satisfactory to aviation interests for a future tower, according to James M. Gaines, vice president-general manager.

WOV on Air Around Clock

WITH extension of its broadcast schedule to include the 3-6 a.m. period, WOV New York is now on the air 24 hours a day, for the first time in its 30-year history. The early morning hours feature a disc jockey origination from Harlem's Palm Cafe. This late extension by WOV, which beams its daytime broadcasts to New York's Italian populations, completes the development of "Italian all day," "Negro all night" policy adopted by station.

$2,000 on the Cops

KITE San Antonio, Tex., News Director Glen Krueger recently accompanied police officers as they made pre-Kentucky Derby raids on bookmaking establishments in the area.

Tape recordings were made and KITE listeners heard last minute bets being made over the telephone, the first time recordings of such activity have been aired, the station believes.

One caller wanted to place a bet of $2,000 on Needles, the eventual Derby winner. It's doubtful the bettor will be paid off—the voice at the other end of the conversation was not the bookie but a vice squad detective.

Television Brings Success For Seattle Hockey Season

TELEVISION currently is being given credit for a revival of interest in hockey in Seattle, Wash., and for assuring a permanent hockey club in that city.

At the end of the 1953-54 hockey season in Seattle, during which only slightly more than 50,000 paid spectators attended the home games, the club disbanded and was not operated the following season.

This past season, hockey returned to Seattle on much the same old basis but with one exception—the Heidelberg Brewing Co. of Tacoma signed a contract to televise all home games over KTVW (TV) Seattle-Tacoma and to reconstruct all out-of-town games through KTNT Tacoma and KOL Seattle. The season's attendance exceeded 80,000 persons, a 60% increase.

Result: There will be hockey in Seattle next season—and televised, of course.

CBS-TV Spot Sales Campaign Stresses Summer Advertising

DESPITE an estimated 20% drop in the number of tv sets-in-use during the summer months, new advertisers would do well to look to summer tv sponsorship because of better schedule availabilities. This is the essence of CBS Television Spot Sales' 1956 summer presentation, which was made public last week to more than 1,000 advertising and sales executives.

Other factors highlighted in the presentation: employment is actually 3% higher than the average figure during the summer months, "disposable income" goes as high as $900 million and sales are up an average 3%.

According to Clark George, CBS-TV Spot Sales' general manager, the material informs advertisers of the value of summer tv as thoroughly as possible, while aiming for additional advertisers in the fall season. "Our main objective," Mr. George said, "is to get advertisers thinking of the television season in terms of 52 weeks, rather than the traditional 13, 26 and 39 week periods . . ."

Lobster Group Names Wheeler New England Representative

HARRY WHEELER has been named New England representative for the Lobster Group of radio stations in Maine, it was announced last week.

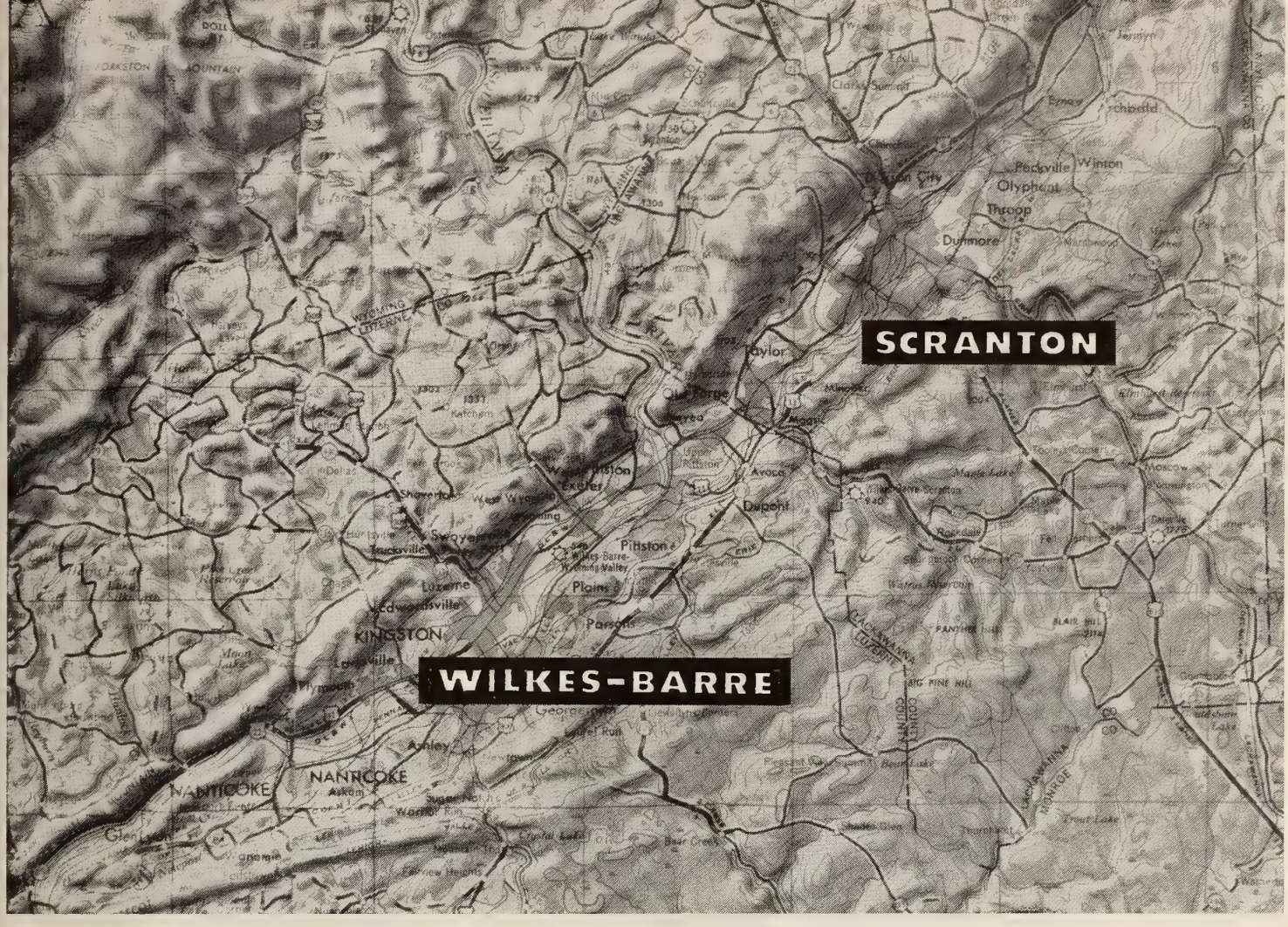
Mr. Wheeler, former WCOP Boston sales manager and Ziv film sales representative, has just established his own representative firm with offices in the Little Bldg., Boston.

Stations in the Lobster Group are WGUY Bangor; WCOU Lewiston; WFAU Augusta; WGHM Skowhegan-Waterville and WRUM Rumford. The stations will continue to be represented by Richard O'Connell Inc. in New York and Los Angeles and by Hal Holman Co. in Chicago.

WNMP Dedicates Studios

WNMP Evanston, Ill., dedicated new studios in the First National Bank Bldg. simultaneously with observance of its 10th anniversary last Friday, the station reports. New quarters are in Fountain Square, 800 Davis St., Evanston. Angus D. Pfaff, president, commercial manager and one-third owner of WNMP (Evanston Broadcasting Co.), is also 50% stockholder in Northwestern Television Broadcasting Corp., grantee of WTLE (TV) on uhf ch. 32 in Evanston, with target date unknown.

(Stations continues on page 84)



HILL COUNTRY UHF

Part II

DOES uhf work? Last week Senior Editor J. Frank Beatty assayed the medium in the South Bend-Elkhart, Ind., market, which is mostly flat terrain. He found uhf serving that area capably over an 80-100 mile area. This week B•T presents his findings in an area where uhf has faced a more dramatic challenge—in the tumbled hills and deep valleys of Northeast Pennsylvania.

LAST SUMMER a busy man with sturdy feet and a full notebook wandered up and down the mountains and valleys of Northeast Pennsylvania. From Lewisburg, 55 miles southwest of Wilkes-Barre, and north of Scranton to the New York state line, he knocked on doors and asked questions.

The purpose: To find out what media reach the majority of the people in this extensive market, one of the first 50 in the U. S.

John Green, advertising manager of Fowler, Dick & Walker, The Boston Store (Wilkes-Barre), spent four tough but informative months on his media mission. His knuckles still twitch at an imminent door sill, but his survey led to a conclusion that had a profound impact on the advertising policies of this department store, described as the largest in the market. The conclusion:

"Uhf television is the only medium that covers most of the Wilkes-Barre and Scranton 100-mile trading area."

The twin cities, 15 miles apart, have daily newspapers, as do some of the smaller cities, but The Boston Store could find only one single medium that reaches its metropolitan and outlying market. Now the store is a major television sponsor.

Four uhf stations—two with megawatt (1 million watts) power and two with about a quarter megawatt—push their signals up and down the valleys and around mountainsides. This rugged terrain, engineers predicted years ago, would be a most unlikely spot for uhf. Yet today, people on the blind side of hills and tucked in curving valleys are getting signals from Wilkes-Barre and Scranton. The laws of allocation aren't being defied; rather, the uhf stations are using height and sheer electronic muscle to provide reliable service to a predominant share of the populace. All four stations have transmitter sites over 2,000 feet above sea level and 1,500 feet above the Susquehanna and Lackawanna River valleys.

Of utmost importance in the Northeast Pennsylvania television market is the fact that around 90% of the people live in valleys, which run in a generally northeast-southwest direction. The four uhf stations sit atop mountains that give them a clean shot up and down these inhabited valleys. Luzerne County, with nearly 400,000 people, and Lackawanna County, with 275,000, depend almost entirely on uhf signals picked off the air. Aside from such smaller places as Shickshinny, victim of a river bend, and the important Hazleton market, for example, direct off-the-air reception prevails.

As uhf signals get out 30 to 100 or more miles from the twin cities, they are picked up at what is often known as "Cable Heaven." Dozens of cities and towns, such as Williamsport and Sunbury, are served by community antenna systems with their direct cable feeds to subscribing customers. Those living in the deep valleys of mountainous Schuylkill County (South of Luzerne) and many other outlying sections are mostly dependent on cable service.

Scranton and Wilkes-Barre reach directly many towns 50 miles away, with uhf signals obligingly bending down and around to a limited extent, and bounding among the hills to provide refracted and reflected images that alert servicemen are quick to catch. The signals go out 50 to 75 miles and more for the benefit of viewers living on hilltops or favorably sloping hillsides.

Over 90% of the families in Lackawanna and Luzerne counties have tv reception. Conversion is practically 100%. Plenty of

homes do not have all four uhf signals, but relatively few are totally blind. Uhf's technical advantages such as freedom from man-made and natural interference are offset by a shadow problem that no broadcaster tries to ignore. The shadows are inevitable around this rugged landscape and even a few isolated blocks in the two main cities have signal trouble.

Many engineers insist that vhf, too, would have shadow problems in the market —possibly worse than uhf. They point to the vhf shadowing in areas 20 or more miles from ch. 12 in Binghamton, N. Y.

This conclusion is inevitable after a visit around Northeast Pennsylvania: Wilkes-Barre and Scranton, and the outlying trade areas, totaling 1½ million people, are happy with their uhf service.

The question that keeps popping up most often is this: Is megawatt power the answer to the uhf problem in mountain country?

In general, the answer is affirmative. Signals are stronger, all agree, but the benefits were practical rather than dramatic. Primary areas spread somewhat, but the main benefit came from the solid pictures put into marginal and inaccessible homes within the primary and secondary areas.

No miracles came out of the quadrupled power. Nobody involved in these megawatt operations—WBRE-TV and WILK-TV Wilkes - Barre — expected miracles. They wanted to cut down the shadow areas and overcome the snow, and they attained these goals. This fill-in improvement, most of them agree, meant more viewers than a 20-mile extension of the primary radius could have provided. The other two stations in this uhf market are WGBI-TV and WARM-TV Scranton.

That is a thumbnail and non-technical summary of the Wilkes-Barre and Scranton market—the market that Mr. Green surveyed on behalf of The Boston Store. Having found that uhf television provided the only single medium that could deliver commercial messages to the market, the store started planning. Late last month it opened a major television campaign, starting a five-minute window in the NBC-TV *Today* five mornings a week on WBRE-TV Wilkes-Barre plus 70 announcements and IDs. The *Today* window—and it's a carefully planned production—was telecast the morning of May 4 from "The Little White House" on the second floor of this thoroughly modern department store. Every department has been wired for live tv production.

With uhf, The Boston Store is contacting the trading area residents. The slogan "a great store in a great state" and a Pennsylvania map are identifying devices. Tv sets have been placed around the departments as morale builders and sales stimulants for the staff as well as for public observation.

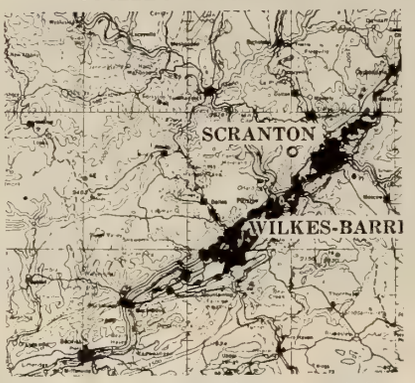
A major retailer's discovery that uhf is the only medium that can serve this corner of Pennsylvania is shared by one of the area's important advertising agencies, Crolly Advertising Agency of Wilkes-Barre. Phil A. O'Neill, president of the agency, joins Mr. Green in feeling that the only way to understand public media habits is to go out into the field and talk to people and businessmen.

"In Northeast Pennsylvania," Mr. O'Neill said, "Uhf is definitely the medium to buy. Vhf has little coverage that excludes uhf reception. Binghamton puts a vhf signal into northern parts of the market but it is unnecessary to local, regional or national advertising.

"The uhf stations are well engineered and get into the populous areas, with a potential of two million people. They reach 75% to 90½ of the L&L people—Lackawanna County (Scranton) and Luzerne County (Wilkes-Barre).

"I constantly see people in their homes in my field work. If I were a New York, Philadelphia, Chicago or San Francisco agency I would definitely use uhf to reach Northeast Pennsylvania. Some timebuyers still shy from uhf like a scared horse because of the black eye it suffered in some other markets. They don't know this market if they don't buy uhf.

VALLEY DWELLERS



NINE out of 10 people in the Wilkes-Barre and Scranton trading area live in valleys, as indicated by this map.

"This corner of the state was starved for tv almost six years. People spent big money for vhf sets and antenna or cable facilities. Now they have excellent uhf service and the networks are received all over the market except in some of the severe shadow spots."

WBRE-TV (ch. 28) is wholly owned by Louis G. and David M. Baltimore. The father-son executive team combines engineering and management experience, with the elder as president and the younger as vice president-general manager. Their aggressive operation is reflected in the pioneering of megawatt uhf, the original RCA installation having been set up with this in mind. Charles Sakoski Sr. is chief engineer.

As a basic NBC affiliate, WBRE-TV has a top rate of $575 an hour for network time and Class A rate of $450.

Despite the heavy investment in equipment, WBRE-TV is described as a profitable operation. Business is well over last year and is expected to pass $900,000 in 1956. The NBC-TV service is picked off the air from a relay atop Pimple Hill, in an eastern mountain range.

The Baltimores own WBRE, 250 w on 1340 kc, and WSCR Scranton, 1320 kc regional. Their studio-office building in downtown Wilkes-Barre once was a residential showplace. The transmitter is located alongside a mountain highway with 2,110-foot elevation. WBRE-TV's national representative is Headley-Reed Tv.

WILK-TV (ch. 34) went on the air Sept. 17, 1953, also setting up its transmitter on Wilkes-Barre Mountain, southeast of the city. It operated with a quarter-million watts before going up to a megawatt early last year. Eight stockholders share equal ownership, including Roy E. Morgan, executive vice president, and Thomas P. Shelburne, tv managing director and treasurer. WILK, regional on 980 kc, is the am affiliate. Vernon and Gerald Wise, owners of the *Butler* (Pa.) *Eagle,* are stockholders in the tv operation. Chief engineer is Theodore French.

Though it cost over $200,000 to boost the power to a megawatt, and operating costs are up, the station is just returning to the profit column, according to its officials. Income this year is expected to reach $600,000. The top hourly rate is $300. The station goes on the air shortly after noon.

The network story, as related by WILK-TV, is roughly this: WARM Scranton and WILK Wilkes-Barre were ABC Radio affiliates, so when the two tv stations started within a five-month period the network let them fight it out. As a result, both stations are ABC-TV optional affiliates and buyers of time can take both or either. WILK-TV, with its megawatt, claims all but two ABC-TV network commercials. WILK-TV's national representative is Avery-Knodel. A direct AT&T network link is used, the only one in the area.

WGBI's roots go back to early radio days when the late Frank Megargee started a pioneer broadcast station in his radio shop. His daughter, Mrs. Douglas Holcomb, is vice president and general manager, with 85% of the stock held by her mother, Mrs. Madge E. Megargee, president. Now WGBI-TV (ch. 22) is planning another pioneering venture as it installs GE transmitting gear capable of operating on 2 megawatts, though the actual permitted power is only half that much under a recent FCC ruling. The transmitter will be a proving ground for radiation experiments.

A three-city television tieup is envisioned by WGBI-TV as a way of adding to uhf coverage in Northeast Pennsylvania. This proposes purchase of 90% interest in the projected WRAK-TV Williamsport (ch. 36), not on the air, and 51% of the projected WKOK-TV Sunbury (ch. 38). The two added cities, now reached on a spotty basis by WGBI-TV, could pick its programs off the air. Both cities have community cable systems. Sunbury, on the Susquehanna River, is about 55 miles southwest of Scranton; Williamsport sits 60 miles west in a saucer and can only get Scranton and Wilkes-Barre reliably in the high spots, aside from cable service.

WGBI-TV is operating in the black and expects to take in possibly $750,000 this year. An additional $400,000 item for the new transmitting equipment will challenge the black-ink rating. The station's top hourly rate has been raised from $250 to $400. H-R Representatives is national representa-



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AMERICAN AIRLINES

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tive. As a CBS-TV optional, WGBI-TV provides the only CBS network service over an extensive area. While the station feels it is reaching most of its normal market with 250 kw, it isn't going to be left behind in the megawatt race. It will be ready to go on up to 2 megawatts if FCC lifts the permissible power limit. Operating WGBI-TV with Mrs. Holcomb are Vance L. Eckersley, attorney-consultant; George D. Coleman, general manager-national commercial manager, and Kenneth R. Cooke, chief engineer. Douglas M. Holcomb is promotion manager.

The two Scranton stations, with adjacent mountaintop sites west of the city, claim ability to put their uhf signals into the populous valleys, whereas the Wilkes-Barre stations claim their mountain offers the better location.

WARM-TV started in February 1954 on ch. 16. William W. Scranton, treasurer, is 80% owner of stock and President Martin F. Memolo owns the other 20%. William Dawson is general manager and Ross Parker chief engineer. Bolling Co. is national representative. The station is an optional ABC-TV network affiliate. Mr. Memolo said it takes about 50% of the network's commercial programs. Highest rate is $225 an hour.

Revenues in 1956 are expected to be around $450,000, judging by winter and spring business. The station is making steady progress, Mr. Memolo said. "Each quarter has been better than the last one," he explained. "We'll be in the black in the not too distant future."

Mr. Scranton, president of Scranton Lackawanna Trust Co. and director in DL&W railroad and other corporations, holds a minority interest in WTVE (TV) Elmira, N. Y., which returned to the air a week ago after having been blown out of operation by famed Hurricane Hazel. He said Elmira is taking ABC-TV programs from WARM-TV, with a combination sales arrangement. Transmitters are 83 miles apart.

The Elmira service area includes 120,000 people and 42,000 converted receivers, he added. Autumn plans call for strengthened program service where ratings are low. The aural station, WARM, operates with 5 kw on 590 kc. WARM-TV goes on the air daily at 12:45 p.m. Coverage of a 200,000-set uhf area is claimed with 191 kw power.

The megawatt signal is emitted in two different ways by WBRE-TV and WILK-TV, and now WGBI-TV is tooling up to use both of them.

WBRE-TV became the first megawatt tv station at 3 a.m., Dec. 31, 1954, on the eve of its second birthday. It added two RCA 12½ kw amplifiers to the 12½ unit that had been putting one-fourth megawatt off the antenna, using the older unit as a 5 kw driver. The megawatt signal is radiated with a 46-gain pylon antenna.

Three weeks later WILK-TV joined the megawatt ranks, adding a 45 kw GE amplifier to its 100 w exciter and 1 kw driver. The antenna gain is around 25, half that of the WBRE-TV antenna.

Which is the better system? WGBI-TV hopes to find out when it jumps to a megawatt this summer. Using GE equipment, WGBI-TV will operate a 45 kw amplifier split into two sections. It will have a 50-gain antenna split in the center.

With this flexible setup, WGBI-TV will attain a megawatt by (1) using high antenna gain on half power and (2) by using half the antenna gain and the full 45 kw amplification. According to Mr. Eckersley, the station will measure the signal at a number of points in search of a solution to the megawatt controversy. FCC permission to use this ambidextrous combination was granted May 4. WGBI-TV originally had sought permission to operate the whole combination at 2 megawatts power but this petition was withdrawn when Wilkes-Barre stations indicated their opposition.

What happens when a uhf station ups its power from one-fouth megawatt to a full megawatt?

John Creutz, of the consulting firm of Page, Creutz, Steel & Waldschmitt, summed it up this way: "Megawatt operation made it easier to get a good signal over the whole service area and helped substantially to fill in the shadows and dead spots. The stations

WILL GE'S 6BY4 DO THE TRICK?

AROUND the hills of Northeast Pennsylvania the four uhf tv stations in Wilkes-Barre and Scranton are pumping efficient signals from strategically located mountain peaks, but there are two problems facing this relatively new medium—problems beyond station control.

First, engineers and servicemen agree, is the receiver problem. The allwave circuitry is highly inefficient, they feel, though some progress has been made by set factories. Second is the problem of filling absolutely blind spots, such as Schuylkill County, and putting a boosted signal into distant points.

Like their South Bend-Elkhart brethren, technical and service people speak critically of the front-end gear that goes into receiving sets and blame manufacturers for not putting better engineering into these allwave models. After all, 1,181,000 allwave sets were manufactured last year of the 7,756,000 tv total, plus large numbers of converters for vhf-only models.

"There's a crying need for a good front end in receivers," said Charles Sakoski Sr., chief engineer of WBRE-TV Wilkes-Barre, megawatt station. "A reduction in tuner noise of 6 db would be equivalent to an increase in station power from 1 to 4 megawatts."

Theodore French, chief engineer of WILK-TV Wilkes-Barre, also operating with a megawatt, said the new General Electric microminiature metal-ceramic tube (6BY4) could be installed in a tuner to add possibly 6 db to the signal. This is the benefit gained by quadrupling power from 1 to 4 megawatts.

Mr. French said a tuner using this tiny tube (see photo) would include an rf stage, requiring a tuning adjustment.



GE's 6BY4

The 6BY4 tube has been used in guided missiles and for professional tuning. GE describes it as a low-noise, high-gain type. Technical delegates at the NARTB Engineering Conference last month voiced enthusiasm at the hope for a way out of the allwave tuning predicament.

Inquiry at GE disclosed that manufacturers, who have been sent models of the tube and technical data, are showing little interest in development of new uhf tuners despite obvious signs that FCC is looking toward uhf for allocation relief.

On a production basis, it was indicated at the NARTB meeting that the tube might be produced for around $2. A power gain of 15 db is claimed for the 6BY4 with approximately a 6 to 8 db signal-to-noise improvement over the 6AF4 used in most uhf tuners. The 6AF4 boils, and it loses efficiency at the upper end of the uhf band. GE claims simplified vhf-uhf tuners can be built with the tiny, new ceramic tube.

Western Electric Co. has a costly tuner tube containing gold elements, but it is out of the consumer-product price range.

While tuner improvement will benefit all uhf reception, the stations in the Wilkes-Barre and Scranton area are showing interest in boosting of the transmitted signal. They would like to use efficient, trouble-proof translators, costing around $5,000, for shadow spots. These automatic translators would operate in the top part of the uhf band and cover a range of several miles.

They are interested, too, in automatic boosters that could add vitamins to signals in weak spots. Both translators and boosters have been developed.

What would happen to community cable systems? One answer can be found in Wilkes-Barre, which once had a prosperous hookup. It now operates with a small subscriber list, principally taverns and clubs seeking sports and other programming from New York and Philadelphia vhf stations.

Around Northeast Pennsylvania are numerous cable systems, such as those at Williamsport, and small outfits serving crossroads spots and villages. All of them charge fees ranging up to $3 or more a month for their service. None of the Scranton or Wilkes-Barre stations could offer any information on their cable circulation but they conceded it is extensive.

PUBLIC NOTICE

Harper's recently ran an amusing article by a New Yorker without a television set who visited his tee-vee-ing Iowa in-laws and found Sophistication. They knew all about The World Outside, and credited tv.

For all we know he may have been crediting us; we thank him even in case he wasn't.

But that's not the point. So many of our friends have called the article to our attention, so many have sent us copies, that it's time to call a halt.

Alright already—we saw it. As a matter of fact, we saw it the day the magazine came out, having been a *Harper's* subscriber for years.

Wonder if their stock is available.

WMT-TV Channel 2
CBS for Eastern Iowa
Mail Address: Cedar Rapids
National Representatives: The Katz Agency

needed better coverage of the concentrated population." His firm is WILK-TV consultant.

The two Wilkes-Barre stations voice satisfaction at the results, but concede the service area was not pushed out substantially. They were aware of this before contracting for the new transmitters. Since the country is rugged, they wanted to add decibels where signal strength was barely adequate or inadequate.

Put in a general way, the two stations increased signal strength 6 db by quadrupling power. To get another 6 db they would have to go up to 4 megawatts, involving additional cost factors.

Since the tuners in allwave converters tend to deteriorate faster than the rest of the receiver, thus losing efficiency, the stronger Wilkes-Barre signals give a margin of safety. Equally important, from a coverage standpoint, is the conviction of both stations that the stronger signals added more audience than a 20-mile extension of the radius would have obtained. In the fringe city of Bloomsburg, the megawatt power "made the difference between just a tv picture and a real good picture," according to Joe Follmer, serviceman. Many servicemen observed that antenna adjustments are now less critical in outlying areas.

David Baltimore stated it this way, "Since we went to a megawatt, complaints have practically disappeared. We like our megawatt. We get heavy mail from Allentown, Bethlehem and Reading, but don't claim coverage." Mr. Baltimore said people forget that vhf had its troubles a few years ago, and added that uhf is just emerging from that stage.

Neither WBRE-TV nor WILK-TV has been silenced for any noticeable time because of trouble with their megawatt transmitters.

The uhf signals bounce around the hills, creating occasional problems. This can be serious when dual home antennas are hitched to a single lead-in. Large numbers of homes use bow ties or corner reflectors to pick up the two cities.

Mr. Scranton is satisfied with 250 kw for WARM-TV. "Our power on ch. 16 serves the area adequately," he said. "The megawatt power impresses Madison Ave.; possibly it is justified as a sales expense."

Having reviewed the coverage factors, the next question is this: How much does it cost to put out megawatt service?

Messrs. Shelburne and French said the WILK-TV transmitter tube bill went up from $800 to about $3,000 a month. It cost roughly $220,000, including installation, to put in the GE unit. Six klystrons are rented from GE at a cost of $1.25 per tube per hour, or $7.50 per operating hour (three rent-free spares are kept handy).

WILK-TV hired three extra technicians as a safety factor. The station said it expects a cut in tube rent from GE because careful maintenance is giving longer tube life than originally anticipated. The power bill at the transmitter has increased from $800 to around $2,500 a month, due to the addition of the 45 kw amplifier.

At WBRE-TV Vice President Baltimore and Mr. Sakoski said their tube bill is running about $5.70 per hour for six major tubes and going down every month. WBRE-TV operates with 4 pentodes (and two spares) bought from RCA at $4,300 each. Tube life is being built up to 6,000 hours. The megawatt installation cost over $200,000, about the same as the WILK-TV figure. Power costs have risen from $600-$700 a month to $1,300 (including the fm transmitter) but WBRE-TV goes on the air in early morning whereas WILK-TV starts at lunch time.

Aside from cost factors, broadcasters have varying views on the merits of the two megawatt systems. David Baltimore, a Massachusetts Institute of Technology graduate, prefers the simplicity and efficiency of the RCA transmitter.

On the other hand Messrs. Shelburne and French prefer "honest kilowatts" to high antenna gain. They claim WILK-TV puts out a fatter lobe that is superior to that of WBRE-TV over most of Northeast Pennsylvania and contend it's easier to phase the signal so it is tailored to the population centers. They cite an engineering survey to support this claim.

WGBI-TV's megawatt operation will add new fuel to the technical argument when the new plant gets underway in a few months.

Reception in Outlying Areas

Here are typical comments gathered in field trips around Northeast Pennsylvania:

Jack Vandermark, Vans Tv Furniture Appliance Co., Berwick (18 miles from Wilkes-Barre, 35 from Scranton, in valley)—"Wilkes-Barre stations come in best. Scranton is hard to get snow-free in low spots behind hills but there are few blind areas. Some ghosting is found northwest toward the mountain. The newer model allwave tuners are getting better. No reliable vhf service comes into this area. Some of the uhf trouble is due to cheap leadins." A General Electric portable hitched to a roof antenna brought in 28 and 34 satisfactorily. Scranton stations were snowy but Mr. Vandermark said he had just moved into a new building and didn't have permanent antennas in operation.

Joe Follmer, Bloomsburg (30 miles from Wilkes-Barre, 45 from Scranton, in valley)—"We have a few blind spots, and there are some snowy installations. Since Wilkes-Barre went to a million watts we get chs. 34 and 28 good. Scranton is noisy but adequate in most cases. Sunbury (15 miles southwest of Bloomsburg) gets the two cities spotty—sometimes good, sometimes not. Danville, between Sunbury and Bloomsburg, is mixed, too. Uhf is wonderful. It has no interference. What uhf needs is good receivers. The tuners are a mess. We need a tuner with an rf stage, which would need tuning." Using an old set connected to an average-height antenna, chs. 28 and 34 pictures from Wilkes-Barre were good but ch. 22 from Scranton had some snow. Ch. 16 was a shade stronger.

Dale Vaughn, Horlacher & Sick appliance store, Tunkhannock (17 miles northwest of Scranton, across hill country, and 22 miles from Wilkes-Barre)—"Avery Mountain to the east keeps Scranton out of the low places. Wilkes-Barre comes in through a cut. Ch. 12 from Binghamton doesn't show in the store but it's in town, especially on top of hills and Scranton hits the high places. We always get one or more uhf pictures except on an occasional farm in a hollow. Binghamton (38 miles north) frequently has ghosts and a black streak down the center. Sometimes we sell a vhf-only set in Mehoopany (six miles northwest) because it sits in a pocket. In the high spots around this country we get all five stations. The vhf shadows are as bad as uhf."

Mark Robinson Farm (2 miles south of Tunkhannock, atop a hill)—Scranton uhf signals were good, Wilkes-Barre snowy. Binghamton vhf was good. While the spot is high, there are higher hills to the east.

Mrs. Mac Peek, proprietor of Mac Peek Electric, Montrose (33 miles north of Scranton, 50 miles north of Wilkes-Barre, 17 miles south of Binghamton)—"They get Scranton another 15 miles north of Montrose. All four uhf stations have excellent signals except in the bad spots. In these hills some get uhf and no vhf, and some get vhf without uhf. There are a lot of high hills between Montrose and the uhf stations. We sell a lot of converters to people north of here who had been satisfied with one vhf picture until uhf came along. Once in a while we have tuner trouble.

"Our Philcos come from a Binghamton distributor. For some strange reason they never are allwave so we have to put in Philco allwave units for $40. Sometimes we even have to drill the panel to put in tuners. We only sell allwave sets. The Blonder-Tongue converter uses a 6T4 tube and works well. We sell them for $19.95. People generally install the tuners themselves." On a rather old Stromberg-Carlson set in Mrs. Peek's home, chs. 16, 22, 28 and 34 came in with good pictures. Ch. 34 had a slight flutter. The home and store are about half-way up a hill sloping generally downward toward the uhf stations. Binghamton vhf was good.

Floyd Seaman, Seaman's Store, New Milford, Pa. (33 miles north of Scranton, 50 from Wilkes-Barre, 18 south of Binghamton)—"Usually we get all Scranton and Wilkes-Barre signals fine, but may have some trouble in the low spots. Scranton is better than Wilkes-Barre. Ch. 12 from Binghamton comes in everywhere and once in a while we get chs. 3 and 8 from Syracuse."

Home of Sam Letzic, businessman, 82 Lincoln Ave., Carbondale (part way up hill sloping away from Scranton)—Wilkes-Barre stations, 30 miles southwest, came in better than Scranton, 15 miles southwest, because of terrain. In other parts of Carbondale, an important market, the situation is the reverse and Honesdale, another 15 miles to the east, sits in a tough uhf spot. Carbondale is at the head of the Lakawanna Valley which runs southwest through Scranton.

That's what uhf looks like in the bumpy landscape of Northeast Pennsylvania.

just 25 years ago



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It was an historic day, 25 years ago, when IT&T engineers beamed a microwave telephone signal from Calais to Dover across the English Channel. A new age of communications was born with this first demonstration of the practicability of microwave transmission.

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In the brief time of one generation, pioneer IT&T achievements have rapidly expanded the knowledge and use of microwave. IT&T leadership provided techniques and equipment that helped make possible today's modern microwave radio links for telegraph, telephone, television, telemetering, aircraft navigation, and other vital services including over-the-horizon microwave—an exciting step toward the day when TV may span the oceans.

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MADISON AVE. TO MAIN

RARE is the big-town radio-connected executive who hasn't dreamed of getting away from it all and settling down in Homeville with a little radio station of his own. Rarer still is one who has actually made the transition successfully. Herewith is a road map of the radio route from Madison Ave. to Main Street, with all its steep climbs, sharp turns and hidden pitfalls, drawn by one who knows it well from firsthand experience—Beverly (Bevo) M. Middleton, onetime sales manager of WCBS New York and today owner-operator of a daytime 1 kw station, WWIT Canton, N. C., and a fulltime 250 watter, WHKP Hendersonville, N. C.

From Madison Avenue to Main Street is not far, but the way is most hazardous. Whether you're a radio director of an advertising agency, a program man or a commercial man in one of the top broadcast jobs in New York, Chicago, or San Francisco, don't think for one moment that you can pack your bags and go to a Main Street station and show them how to do it, because you simply can't. If you try it, believe me, you'll wind up licking your financial wounds after your first year's operation, and it will be a very expensive education.

What is a small market radio station? Well, just about what the name implies; a radio station in a single-station market in a community of 5,000 to 20,000, with perhaps a county population of from 15,000 to 40,000-50,000. There's no such thing as "no competition." That dream spot where the small market radio station has no competitors, I have not yet found. There may be even two stations in your county. This makes life all the more intriguing.

Your small market radio station is usually full-time 250 w, with or without a network affiliation or 1,000 w daytime-only, probably independent. The acquisition of one of these stations is not as easy as falling off a log, even though your jeans may be loaded with money.

Assuming you can find the exact station, in the exact market, available to you at the price you want to pay, there is always the wait while an application is filed with the Federal Communications Commission for transfer of the license from the previous owner to you. This can take several months or, as in one recent case, only six weeks. Now, in case you can't find the station you want already in operation, and you still must have that dream station in Homeville, the next thing is to pore over maps and statistics of the part of the country you'd like to settle in and look for a town and county big enough to support a radio station, or possibly, a second station. Only then will you discover that practically every Homeville, U. S. A., already has a radio station. Should you be fortunate enough to find the particular Homeville that you believe has a good future and no radio station, then the fun begins.

Don't try to be a "do-it-yourself" artist and prepare your own application and choose your own frequency and file your own papers with the Commission. It takes the technical knowledge of a radio engineer and the legal talent of a good lawyer (and a specialized one, at that) to prepare the various exhibits and financial statements, plus proof that your frequency will not interfere with any current frequencies and know that nobody else has filed for the same frequency in or nearby that would put you into a hearing. We won't discuss all of these details, we'll just make the suggestion that you locate a good radio lawyer and a good engineer and have them do a search for you on the Homeville you have, and when they come up with a frequency for a full-time 250 watter or for a kilowatt daytime, then they're ready to prepare the papers and file them with the FCC.

We're assuming that you've already talked to your engineer and he's found a frequency for you in Homeville, because if there's none available there, we should forget the whole thing. That should be your first step—to find out if there's a frequency available.

At this point, we'll have to take time out to discuss how much it costs to build a station and have sufficient finances to carry it over the period necessary until it can get enough revenue in from advertising to carry itself and make a little profit, we hope. This, of course, varies greatly. I knew one engineer who put a 250 w station on the air with a total capital of $10,000. Of course, he was able to rent space and buy a second-hand transmitter that would pass the FCC standards, and do a lot of the work himself. Also, his wife did a lot of the work.

But let's assume that you are not an engineer, only a good business man who knows

HOW TWO STATIONS MADE OUT IN DECEMBER 1955

WWIT Canton—1 Year Old		
INCOME:		
Sales		$6,149.35
EXPENSES:		
Agency Commissions	$ 14.04	
Special Wire Facilities	153.25	
Engineering Expense	60.08	
Records and ET	37.10	
News Service	167.20	
Royalties and License Fees	168.20	
Advertising	25.00	
Sales Promotion	43.49	
Salaries	2,811.98	
Repairs	20.00	
Heat-Light-Water	132.88	
Travel and Entertainment	196.54	
Telephone and Telegraph	75.09	
Dues and Subscriptions	28.40	
Stationery and Office Supplies	28.99	
Postage and Express	14.83	
Automobile Expense	69.25	
Insurance (Est.)	120.00	
Legal and Accounting	132.50	
Social Security—Employer's Part	55.85	
N. C. Unempl. Comp. (Est.)	80.00	
Other	89.44	$4,524.11
Gain before Taxes and Depreciation		$1,625.24

WHKP Hendersonville—9 Years Old		
INCOME:		
Sales		$7,504.75
EXPENSES:		
Agency Commissions	$ 14.95	
Cost of Talent	53.00	
Heat-Light-Water	124.52	
Advertising	6.35	
Sales Promotion (Average)	125.00	
Auto Travel and Entertainment	204.03	
Engineering Expense	42.43	
Postage, Express, and Freight	13.88	
ABC Network	250.00	
Music License	212.96	
News Service	200.65	
Office Expense	88.43	
Record Expense	21.18	
Salaries	2,837.51	
Social Security—Employer's Part	43.67	
Telephone—Commercial—Broadcast Loops	317.35	
Telephone—Administrative	108.27	
Rent Expense	167.43	
Insurance (Average)	140.00	
Dues and Subscriptions	14.40	
Legal and Accounting	207.50	
Other	106.28	$5,299.79
Gain Before Taxes and Depreciation		$2,204.96

STREET

something about radio and wants to know "How much does it take?" I'd like to suggest that you have, in cash and credit, no less than $50,000 before you start out.

The chart at right shows exactly what it cost us to put a 1,000 w daytime station on the air in Canton, N. C.

As you will note, we were able to finance a good many things and, of course, even though we were able to finance them, we did have the credit to back the financing. You'll see that we had a little more than this actually invested in the station.

In the case of WUSN Charleston, S. C., the cost to get on the air was approximately $35,000. That was back in 1948; we had a tower base already there, and the building, with slight remodeling, was made into a combination studio and transmitter house.

Now back to the application. If you happen not to be an American citizen, forget the whole thing, because the Commission requires that no more then 10% of any radio station be owned by foreigners. Generally speaking, the qualifications, as far as the Commission is concerned, are that you have proper finances, that you're a person of good reputation and that you know enough about a radio station to be able to run it in the public interest and/or necessity. This doesn't mean that you have to "know it all" but you do have to know enough to employ people who know how to run a station for you. Let's assume that you have these qualifications and take it from there.

You should be prepared to show that the service a radio station can give the Homeville you've chosen is a needed one. To do that, before you've actually applied to the Commission for your construction permit (incidentally, you get that before you get a license), go to Homeville. Talk to the principal of the school, find out how your program planning will fit into his scheme of things; talk to the Ministerial Association, find out how to plan time for that. In short, study the needs of the community.

If there's no daily paper there, perhaps you should go heavy on local news. Show in your program schedule that you're going to do this. If it's an agricultural region, get in touch with the county agent, find out how you can help him give farmers the kind of information they need. If you're in a good ole mountain part of the country, like the one where we are located, and people like good ole mountain music, then plan to have a large segment of that in your programming. While you're doing this, you're beginning to talk to some of the owners of the stores and businesses, the bank, etc., to make sure that you can gain sufficient revenue to meet your expenses.

You have to give some estimate of your cost of operation and you'll want to know it, anyway. Charts with this article show you the actual monthly operating cost of our two stations, which should give you a fairly good yardstick.

Salaries in some parts of the country are much higher than in others, and don't forget in planning for your station that you come under the Interstate Commerce Act and that the Federal Wage & Hour Law applies to you. In other words, you can't get a high school kid and work him for 50¢ an hour; you've got to pay a minimum of $1 an hour and time-and-a-half.

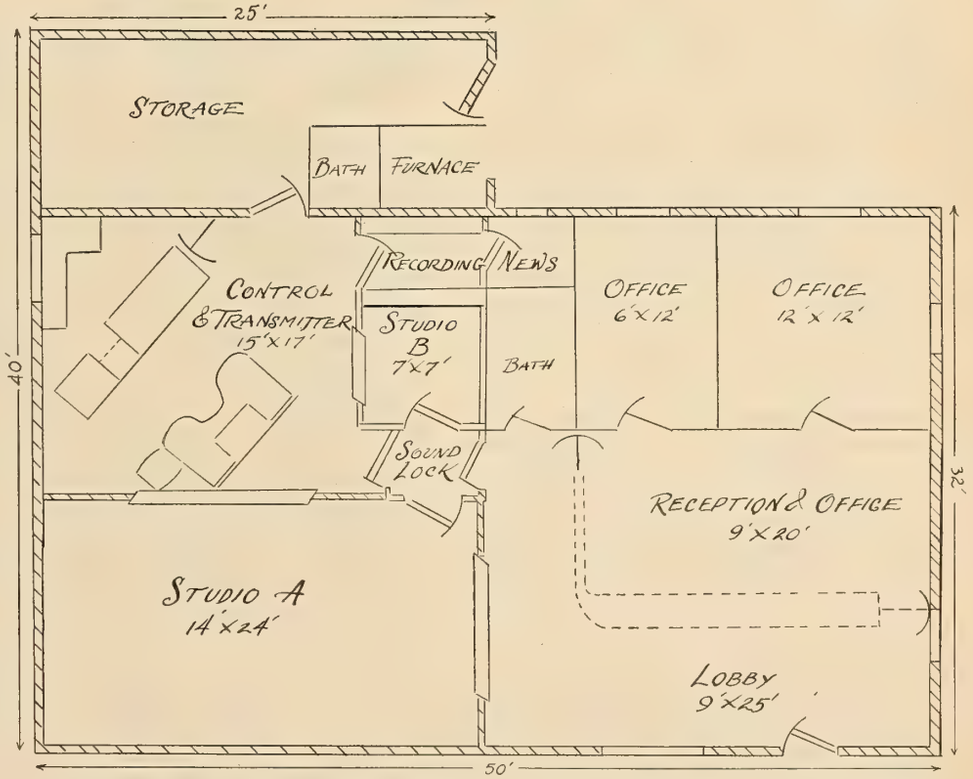
Your attorney also will be most helpful in the preparation of the various exhibits, including the financial statement, your programs, your statement of how you're going to operate, and a few little things that you should know, such as the rules for political broadcasts, especially important this election year. You should know something about things like lotteries and games of chance, which are verboten on radio, so



WHAT IT COSTS TO BUILD A STATION

THE AUTHOR advises prospective station owners to have $50,000 on hand. These figures show what it cost him to build WWIT Canton, N. C. His estimate was off just $1,887.12. At top is the studio-transmitter building; below is a sketch of that building's floor plan.

COST OF LAND AND GROUND IMPROVEMENTS		$ 6,543.70
COST OF BUILDING		14,953.51
COST OF TOWER		5,033.29
COST OF BROADCASTING EQUIPMENT		14,142.42
COST OF FURNISHINGS AND OFFICE EQUIPMENT		3,114.58
PRELIMINARY ORGANIZATION EXPENSE:		
Legal (Application for Construction Permit)	$ 929.20	
Local Legal Expense	1,150.00	
Engineering Expense	1,296.18	
Preliminary Salaries	1,450.00	4,825.38
TOTAL COST		$48,612.88



that you don't put a Bingo game in your schedule.

My recommendation is to set up a local corporation and get yourself a charter and by-laws. Take a local attorney in Homeville into your confidence and he'll be a great help in organizing your corporation. Get some leading local businessmen to serve on your board of directors, even though they may have only a very small interest in the station. Of course, if you could get them to take a larger interest in the station, it would be even better. You can protect your job by hanging onto 51% of the corporation. In that way, you are a local entity. One thing you should remember, in case there's any conflict over your application or some other group wants the station, the local people who apply usually get the license over outsiders who are coming in purely for an investment. Of course, if you have no opposition, it makes very little difference whether you're local or straight from Madison Avenue.

By this time, you've already spent a good deal of money, running around and entertaining people and perhaps getting options on sites. All of this you can put under the heading of preliminary expense, and it can run pretty big, too. And, remember, everything is subject to the Commission's approval. Don't ever build or do anything toward the construction of a station until you have received that construction permit. The Commission doesn't like that . . . and is apt not to give you the permit.

What does it cost to prepare an application and get the various exhibits together, and get your engineer to find you a spot? I've had numerous charges under numerous conditions, but let's take WWIT. An engineering firm charged $350 to make a search and recommend a frequency. The same firm charged $900 to prepare all the exhibits needed in the engineering section, and to fill in the engineering section of the application. My attorney, after we had received the construction permit, sent in a nominal bill for $900. Now, remember, I did all the running around. If you want these people to come to the spot and do a lot of work for you at Homeville, then you can perhaps double both of those bills.

Finally, the voluminous copies of the application and the exhibits have all been put together neatly in your attorney's office and caressingly you carry it over to the office of the Secretary of the FCC. Now begins "the sweating out period," which could be an embarrassing period for you, with a fine job in Los Angeles, Chicago or New York. It is known to your employers that you have applied for a radio station, no doubt with the idea of running it yourself when you get it, and you become, shall we say, of less interest to them. It would be safe to say that you should allow a minimum of at least six months from the time of filing your application until the actual construction permit is authorized by the FCC. It can take a good deal longer, but it probably won't take less time than that because of the tremendous number of applications before the Commission at all times.

The various parts of your application will be carefully examined by the experts of the Commission. The engineering department will want to make sure that the recommendations of your engineer are in accordance with the standards of good engineering practice; the legal department will go over your legal qualifications and, of course, the auditing department will have a look at your balance sheet and the other financial information you've given. I'm not too sure who looks at the program plans, but somebody must.

During the sweating out period, you'll be busy making numerous commitments for your new station, subject to the granting of the construction permit. No doubt you'll sign up with either AP or UP. You'll get together with one of the equipment manufacturers and go over exactly what you'll need in the way of equipment for your station. You'll make arrangements, possibly, with one of the transcription libraries and decide what sort of library you'll rent or purchase, and you'll look into the possibility of getting phonograph records for your record library. All of this has to be done some time, preferably in the sweating out period, so you can get into full gear the day you receive that telegram from the FCC telling you that as of this date a construction permit has been granted, so forth and so on.

One thing not mentioned earlier was the amount of land required on which to

THERE'S A FINE

"New Look"

on Milwaukee's Channel 12



Now! The Finest Lineup of Weekday Television Programs in the Market

TOP PROGRAMS

TOP TOWER
1105 Feet

TOP POWER
316,000 Watts

John B. Soell
Director

Viewing tastes change. Smart stations change with them. Milwaukee audiences and advertisers have long demanded more and better daytime TV programs. WISN-TV has met the demand with the dynamic "New Look."

Here is daytime programming as fresh and full as the morning sun. Here is Milwaukee . . . the things it likes, the things it does, the things it wants to know. Here are local personalities, endeared for years to the community where they've worked. Here is television, 1956 brand, the way Milwaukee wants it. No interest has been overlooked, no taste neglected.

The results are not surprising. Viewer and advertiser emphatically confirm the wisdom of the menu. Mail is up, phone calls are up, ratings are up and sales are up. Yes, there's a bright "New Look" in Milwaukee television and more and more smart advertisers are fast becoming a part of it.

WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE

Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS



Discussion goes on even at the coffee-break at the annual Standard Oil Dealers' Advisory Council meeting in Chicago. Left to right: W. H. Miller, Standard Oil assistant general manager of sales; W. C. Lane, dealer in Kansas City, Missouri; D. F. Benton, Standard Oil vice president, sales; W. H. Harrison, dealer, La Porte, Indiana; A. C. Sailstad, Standard Oil general manager, sales. INSET: August Arnoldi of Denver, Colorado; Wilbert Barnickle of Mendota, Illinois; Harlan G. Lewis of Bellevue, Nebraska—all dealers.



Well-known Newscaster, WJBK-TV, Detroit

Jac LeGoff asks small businessmen:

"HAS A BIG BUSINESS EVER ASKED YOUR ADVICE?"



Denzil Watkins,
Standard Oil Dealer, St. Louis, Missouri:
"This is my third year at this meeting where Standard Oil dealers discuss sales and service problems with company executives for three days. Nine dealers, who are elected by other dealers at regional meetings, give the company advice, which is always very carefully considered. The result is better service and better products!"



Manuel Mislove,
Standard Oil Dealer, Milwaukee, Wisconsin
"One of the smartest things any big business can do is to consult the people who come in contact with customers. That way, it can find out first-hand what the public needs and what its sales people need to keep customers coming back. Standard Oil does just that. The company asks our advice and acts on it. And our customers benefit."

Roy Wilson,
Standard Oil Dealer, Brainerd, Minnesota:
"This was my first opportunity to talk to top executives at Standard Oil about problems that are very important to dealers—products, sales and service. It's a wise company policy to talk over such matters with the men who meet the public. Actually we helped plan the meeting by first outlining the matters we wanted to discuss."



W. H. Ehrenberg,
Standard Oil Dealer, St. Joseph, Mich.:
"Under the dealer advisory plan, I represent many Michigan Standard Oil dealers who elected me to meet with company officials. That's certainly an example of a big company asking for advice from small businessmen. Did you know that Standard Oil's popular plan for guaranteed radiator protection came out of a dealer-company meeting?"



What makes a business a good citizen?

Constantly improving products and services for its customers. Several years ago Standard Oil established a program for a dealer advisory council to meet annually with us in Chicago and tell us, first-hand, how they and we can better serve our millions of customers. These men are selected by their fellow-dealers for their high qualities as independent businessmen—and they do tell us! We listen and we act whenever an improvement in products or services seems mutually practical. This seems to us a fine example of large and small business giving each other a helping hand and benefiting you, our customers, in the process.

STANDARD OIL COMPANY (INDIANA) STANDARD

build a broadcast station. Let's take this from the minimum standpoint. Assuming that you could buy land in any shape that you wanted it, you've got to have sufficient land in order to run radials in the ground from the base of your transmitter out as far as your antenna is high. Now, the height of your antenna depends on the frequency of your station. For example, let's take WWIT, which has a daytime frequency of 970 kc. This requires an antenna height of 250 ft. This means that radials going out from the base of the tower every five degrees for the complete 360 degrees, must stretch out 250 ft. in all directions, requiring roughly five acres of land. Our station in Hendersonville, WHKP, is a 250 watter on 1450 kc, with a tower height of only 175 ft. So you're not going to be able to put your station in the middle of the heart of town; even if you could purchase the land, it would cost you too much money. You'll probably get out into the country a little ways, along the side of the road. Maybe some kindly farmer will let you bury the wires under his pasture; it has been done.

One bright and shining morning, you receive a collect telegram from the secretary of the FCC announcing that Homeville Broadcasting Station Inc. has been granted a construction permit (and the file number is in there, too) to build a radio station on a frequency of 1450 kc with a power of 250 watts and with the assigned call letters of WXXX. You have six months from that date to build your broadcasting station. Of course, if you run into a great many difficulties and can't get it completely done in that time for any good reason, the Commission will give you an extension. But this is not for you; your whole ambition is to get on the air immediately; time's awasting, money's going out the window and you want to see some of that mazoola coming in.

This is a time for feverish action, for expediting your equipment installation, for timing each move in the construction. Somebody told you about those ground radials and, of course, before you build your building, you'll want to get those radials in so they can run under the building in straight lines; so that probably the first thing you'll want to do is to get your tower in and get your ground radial system in as the building is also progressing. You'll want to get enough of your building up before your equipment arrives so that you'll have some place to keep it out of the rain and not have to pay for a lot of storage and re-hauling. Some good close timing here can save you a lot of money and a lot of worry.

HE PARTICIPATES



A FIRM believer in personal participation in community affairs, the author, Beverly M. Middleton, is seen here practicing what he preaches as public information officer of the Hendersonville Senior Squadron of the Civil Air Patrol.

In the meantime, you've picked yourself a target date for completion, and you've told everybody through the local bugle that they're going to have a wonderful radio station in the very near future.

Now you have been busy looking over prospective employes to work in your radio station, and are beginning to interview people and make plans. You don't want 10 people on the payroll two months before you're on the air; on the other hand, you don't want them to arrive the day before you open so that they're unfamiliar with the equipment and haven't had a chance to go over your program plans.

Also, from that revenue angle, you have made up your rate cards, gotten your contracts together, gotten information concerning your market. Probably the first person you'll hire will be your top salesman, who'll arrive on the scene and begin to talk to the good local people about taking advertising. This is the exciting part.

There's one more fellow that you probably have on your payroll very early, your chief engineer. In all probability, he'll be the only engineer you'll have, and again, he'll probably also be an announcer, because people cost money and the more people you have employed, the less opportunity you'll have to make Homeville Station pay off.

Then one day your engineer will tell you that although things are only three-quarters built, he's got all the equipment in place and he's wired up to the antenna and the engineer's checked his antenna resistance, and he has permission for tests. These tests can be made only after midnight. Finally all the kinks are worked out of the transmitter and that great day arrives and you receive permission from the Commission to go on the air with program tests.

What Does It Cost?

What does it cost to run a radio station? Here again (see page 76) I am using our own figures at WWIT. There probably are many, many more efficient operators than we are, and possibly some few who are worse, so I take these to be a good average of what you can expect in the way of overhead. You will note that a major part of the overhead is salaries. Perhaps we are a little lazy but we don't believe in putting in too many hours, and as long as we can make a fair profit and not have any person in the over-worked category, we prefer this.

I have one friend who operates a full-time 250 w independent with total personnel of five . . . the five consist of a manager-sales manager in one person, who also pinch-hits

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

TOP 50!

ROANOKE . . .

one of the 50 FASTEST GROWING MARKETS . . .
of over 100,000 . . . in the United States! *

AND . . .

again this year . . . the 32nd consecutive year . . . YOU choose any measurement you like; you'll find WDBJ to be THE MOST RESULTFUL Radio Station in ROANOKE and WESTERN VIRGINIA!

Ask Peters, Griffin, Woodward, Inc.!

*TIDE Magazine, March 24, 1956 issue.

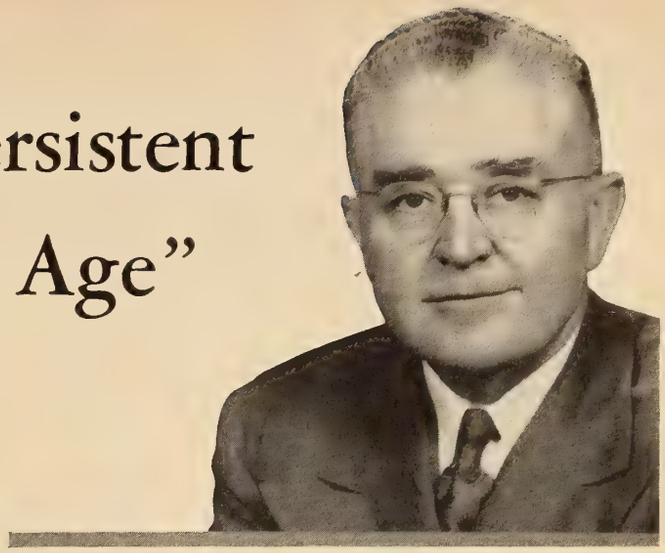


WDBJ CBS *radio*

AM 960 KC
FM 94.9 MC

Owned and Operated by TIMES-WORLD CORPORATION
PETERS, GRIFFIN, WOODWARD, INC., National Representatives

"I'm a regular and persistent reader of Advertising Age"



says **WESLEY I. NUNN**
Advertising Manager
Standard Oil Company (Indiana)

"Because you cover everything of importance to advertising men thoroughly and promptly, I am a regular and persistent reader of Advertising Age. I read not only a surprisingly large percentage of the editorial content of most issues, but also make it a point to look at the advertisements, many of which intrigue my full readership."

WESLEY I. NUNN

Before his 20-year tenure as advertising manager of Standard began, Mr. Nunn already had some 17 years of varied business experience. In addition to being advertising manager for a second oil company and sales manager of a third, he also worked in an advertising agency and operated an automobile agency.

A director of The Advertising Council, Mr. Nunn is past president of the Chicago Federated Advertising Club, past board chairman of Assn. of National Advertisers and the Advertising Federation of America. In 1955, he received Distinguished Service in Advertising awards from the Milwaukee Advertising Club and Syracuse University.

Advertising content and editorial content both get intensive readership in Ad Age by most of the decision-makers who are important to you. "Getting together" with news, trends and developments in AA's advertiser columns as well as AA's editorial columns is important to advertising management today—not only to those who *activate* important market-media decisions, but to those who *shape-up* these decisions.

Take Standard of Indiana, for example. Broadcast plays an important part in Standard's promotion program, both in radio and television. Standard has consistently ranked among foremost spot advertisers, and while exact figures are not available, its expenditure for spot tv alone during a three-month span in '55 ran over $182,000.*

In addition to Mr. Nunn's copy, some 13 more paid-subscription copies of Ad Age go to Standard of Indiana every week, where they get read, quoted and discussed by sales, advertising and management executives. Further, *280 paid-copies go every week to Standard's agencies,* BBD&O and D'Arcy Advertising.

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 124,600 based on 32,500 paid subscriptions, and **you'll recognize in Advertising Age a most influential medium** for swinging broadcast decisions your way in 1956.

*Estimated by N. C. Rorabaugh Co. for Television Bureau of Advertising



important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

(52 issues) $3

BALANCE SHEET IN HENDERSONVILLE

RADIO HENDERSONVILLE INC.

W H K P

STATEMENT OF INCOME AND EXPENSES

FOR THE YEAR ENDED DECEMBER 31, 1954

INCOME:			
Local Programs		$15,568.18	
Local Announcements		34,887.69	
National and Regional Announcements		5,883.87	
Political Broadcasts		733.50	
Religious Broadcasts		6,725.95	
Sale of Special Wire Facilities		445.50	
Sale of Records and Transcriptions		25.16	
Welcome to Town		866.00	
Miscellaneous Income		1,665.17	
TOTAL INCOME		$66,801.02	$66,801.02
EXPENSES:			
Direct		6,012.13	
Operating:			
Technical	$ 5,670.33		
Program	13,417.35		
Sales	8,811.72		
General and Administrative	23,423.84	51,323.24	$57,335.37
OPERATING GAIN FOR THE PERIOD			$ 9,465.65
RESERVE FOR DEPRECIATION	$ 3,750.00		

DETAIL OF EXPENSE

FOR THE YEAR ENDED DECEMBER 31, 1954

DIRECT EXPENSES:		
Agency Commissions	$ 35.17	
Talent Salaries	2,781.50	
Talent, Direct	195.46	
ABC Program	3,000.00	$ 6,012.13
OPERATING EXPENSES:		
TECHNICAL:		
Salaries	4,261.00	
Technical Repairs	1,409.33	$ 5,670.33
PROGRAM:		
Salaries	8,007.12	
Special Wire Facilities	1,120.81	
Talent, Records & Transcriptions	167.83	
News Service	2,058.00	
Royalties and License Fees	2,058.51	
Other	5.08	$13,417.35
SALES:		
Salaries	6,829.54	
Advertising	71.55	
Promotion	1,370.63	
Welcome to Town	540.00	$ 8,811.72
GENERAL AND ADMINISTRATIVE:		
Salaries	9,744.58	
Rent	1,500.00	
Heat-Light-Water	1,325.22	
Repairs	246.73	
Travel and Entertainment	2,704.14	
Subscriptions and Dues	650.45	
Telephone and Telegraph	892.13	
Stationery and Office Supplies	1,266.19	
Postage and Express	270.17	
Insurance	1,690.56	
Legal and Accounting	1,579.30	
Taxes	830.66	
Other	723.71	$23,423.84
TOTAL EXPENSES		$57,335.37

on the air from time to time, one announcer-engineer and two regular announcers. There's also a girl in the office, and believe you me, all of these people stay mighty busy. If a couple of them happened to be sick one day, it would be rough, and it has been rough at times. But this particular operator has a very efficiently run operation for its overhead. The market is so small—$15 million retail sales—that it could hardly support more than this staff and come out in the black.

We recommend that you not consider a market of less than $20 to $30 million in retail sales as a profitable one. I am going to hear lots of arguments from people who are making vast sums of money in many smaller markets but, still, this figure is the result of our personal experience.

Where does the money come from? First, let me tell you where it doesn't come from. It does not come from a network affiliation. Stations in the size markets we have been talking about do not receive payment for their advertising from the networks. If they have a network, they probably are paying in the vicinity of $250 a month for the network service and the lines. This class of station is called a bonus station with the network, and although they cover a lot of territory, they are purchased as additional markets to larger stations located elsewhere. If you have a daytime station, in all probability you cannot get a network, and our advice would be don't even try because you need that time for sale.

Whence Cometh the Money

Where does the money come from? It comes from Main Street. You'll receive very little revenue from national advertisers. Occasionally, someone like Lincoln-Mercury or Liggett & Myers or Procter & Gamble will run a saturation campaign and buy every radio station in a particular section, but this is a little gravy that you won't receive too often under the present selling set-up. You will get some regional business if you go after it. Accounts like BC Remedy and Stanback buy a great number of local markets when you can prove to their advertising managers that you are giving them some coverage that they are not getting too well from the regional stations.

Up and down Main St. Yes, you'll walk that road many a mile and it's a pleasant road to walk. A large percentage of your revenue will come from cooperative advertising, where the distributor or factory splits the bill with the local dealer. Many fine, well-known products will be on your station because you've convinced the dealer that he would like to advertise over your station, and he has received authority to spend so much money on your station with a split between the distributor and himself. Accounts that purchase this type of advertising for the local dealer and usually furnish the station the copy are Westinghouse, General Electric, many of the stove companies and even mattress companies. You'll learn about this very fast.

Another good suggestion would be that you subscribe to NARTB. The few dollars a month that you pay to have your station become a member of NARTB are well invested, not only for your own practices, but

as a wonderful industry lobby as well. NARTB has a wealth of information which it sends you at the beginning and which will tell you a great deal about the operation of your station; a suggested rate card structure, suggested log sheets, types of contracts and a lot of valuable information, particularly to your program and sales staff and, of course, a great deal of information useful to your engineer, along with the rules of the FCC which he should have at his finger tips.

Our daytime station, WWIT, has no network affiliation. Our full-time local station, WHKP Hendersonville, is affiliated with ABC. We would, under no circumstances, consider going independent in Hendersonville for a number of reasons. One is that we broadcast from 5:45 a.m. to midnight and, if we had no network, we would have to add at least one member to our staff to keep the station's programs moving. Also, we have plenty of time for sale when the network is not using it and we feel that the resting time that an announcer gets while we're carrying a network program should make for a better show when he does hit the air. Also, there is the matter of prestige. Hendersonville is a growing community with many people from other parts of the country going there to settle. They are familiar with the programs of the ABC network from whence they came and we feel that this station is rendering them a real service by giving it to them in their new home; and, of course, everyone knows that for big news breaks and for outstanding productions, no local station can compete with the productions of a major network.

If you were purchasing a going radio station, how would you arrive at a fair purchase price? There are so many variables that my first advice would be to get in touch with one of the good station brokers who have very complex formulas in arriving at the fair purchase price of a radio station. If the station has a record of making good money, it is very easy to arrive at a figure. On the other hand, if the station is barely getting along or even fairly deep in debt, it becomes more complex. Not too long ago I was involved in the purchase of a station that was pretty heavily in debt and had shown no earnings over a period of several years. However, I wanted the station because of its location and because I felt that I could do something with it. After a lot of thought, we figured that the station was worth its maximum annual gross minus its indebtedness, which came to about 50% of the actual investment in the station for equipment and other considerations.

Margin of Profit

It is difficult to operate a Homeville radio station for much less than about $50,000 a year and the low rates that you get for your time with an overhead of $50,000 to $60,000 a year and a revenue of $65,000 to $75,000 there's a good margin for profit on an investment of not more than $50,000. Remember this, you are probably on the payroll, as owner, and are having a lot of fun while all this is going on.

Most of the figures used for annual gross and annual expense are from WHKP in Hendersonville, a settled station, rather than from WWIT, which has not yet been on the air long enough to have its feathers settled. We have chosen December 1955 to show the operating statement for the two stations. December is usually a better month than others, since there is a good deal of Christmas business in it.

In the Homeville radio station, public service pays off with dollars. Go after programs from your Ministerial Association, work closely with your Chamber of Commerce, when your Community Chest drive comes along, be in the middle of it. Don't let anything happen that you don't have either a mike or tape recorder there or a representative to tell the story. Be a "joiner" . . . make everybody on the staff join. At WHKP we have two members of Rotary and one of the Lions and are very active in the Chamber of Commerce. We have a past governor of the Moose, three members of the Elks and we're busy with about everything along this line. I've just retired as president of the Chamber of Commerce; my associate, Kermit Edney, has just retired as president of the Kiwanis Club. Kermit also was president of the Apple Festival, chairman of United Appeal drive, and has just been named "Man of the Year" both by the local Veterans of Foreign Wars and Junior Chamber of Commerce.

If we've left out a lot of things that you would like to know more about, "Come up and see us sometime." We'll be glad to chew the fat with you. And if, after reading the foregoing, you still want to be a Homeville broadcaster, all we can add is, "Come on in, the water's fine."



Michigan's Biggest Sport Feature!

BASEBALL PLAY-BY-PLAY

All DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

Cash in on this popularity
from early Spring to late Fall!

Save up to 15%
By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.
Jackson Broadcasting & Television Corp.

Represented by HEADLEY-REED

You Can Make A Mint In Flint On

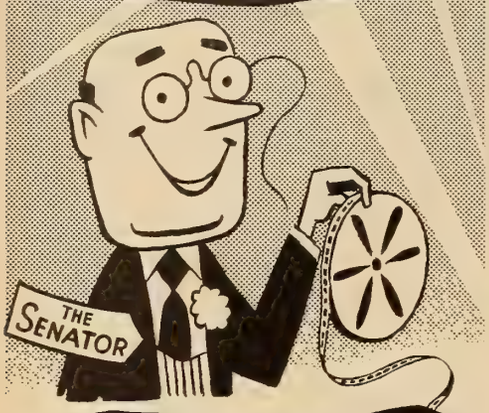
WKMF

FLINT, MICHIGAN

Fred A. Knorr, President
Eldon Garner, Managing Director

KNORR Broadcasting Corporation

"BABY SPECTACULARS" Open for AA Spots!
(1 MINUTE SPOTS AVAILABLE)



"Baby Spectaculars?"— why, they're first run, big-name feature films on KCRA-TV that substitute for George Gobel and "Medic" on "Spectacular" nights.

NBC's Spectaculars are seen live on the Pacific Coast, 3 hours earlier than New York time. Class AA participations are open once-a-month from 7:30-9 p.m. Sundays, 8-9:30 p.m. Mondays and 9-10:30 p.m. Saturdays.

"Baby Spectaculars" feature full-length films from the complete new Screen Gems-Columbia package. Bing Crosby, Humphrey Bogart and Ingrid Bergman are among the many known-name stars. Your Petry man knows all about these "Babies."

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
represented by Edward Petry & Co.



KMA Shenandoah, Iowa, and KMTV (TV) Omaha, Neb., staged a cocktail party in New York, following the American Women in Radio & Television convention in Boston [B•T, May 7], to introduce KMA's Doris Murphy, women's director, and Bettie Tolson, KMTV (TV) personality, to agency and representative people. Among those present at the affair were (l to r): Martin Kane, Ogilvy, Benson & Mather; Mrs. Murphy; Ann Janowicz, OB&M; Don Quinn, Doherty, Clifford, Steers & Shenfield, and Bill Maillefert and Nick Madonna, Edward Petry & Co.

CBS RADIO SPOT PROMOTES TWO

MILTON F. ALLISON has been appointed eastern sales manager, and Thomas H. Peterson, western sales manager, for CBS Radio Spot Sales, Gordon F. Hayes, general manager, is announcing today (Monday).

Mr. Peterson, an account executive with



MR. ALLISON



MR. PETERSON

Radio Spot Sales in Chicago for the past five years, succeeds Mr. Hayes who two weeks ago was named to fill the post left vacant by Wendell B. Campbell's resignation [B•T, May 7]. Mr. Peterson will continue to operate from Chicago. Mr. Allison was account executive with Radio Spot Sales from 1949 to last May when he became assistant to the general sales manager. Mr. Allison will headquarter in New York.

Sandison WITI-TV Sales Head

J. GRANT SANDISON has been named general sales manager of WITI-TV Milwaukee, J. I. Meyerson, station general manager, has announced. Mr. Sandison has been associated with WISN and WTMJ, both Milwaukee, and prior to that was with the Edward Petry & Co. Boston office. WITI-TV is scheduled to begin commercial operation May 21 on ch. 6.

KVSO-TV, WKY-TV Schedule Off-Air Pickup, Rebroadcast

WKY-TV (ch. 4) Oklahoma City, KVSO-TV (ch. 12) Ardmore, Okla., and NBC have devised a plan whereby the Ardmore station will pick-up, directly off-the-air, and rebroadcast selected network and local programs from WKY-TV, P. A. Sugg, WKY-TV executive vice president and manager, and Albert Riesen, general manager of KVSO-TV have announced. The Ardmore outlet is planning to be on the air by July 29.

KVSO-TV said the method of operation is "unique in that the Ardmore station is separately owned and will not be serving as a satellite or 'slave' station." Negotiations for the KVSO-TV-NBC extended market plan affiliation and the WKY-TV pickup arrangement have been in progress for two years.

WTVT (TV) Plans New Studio

WTVT (TV) Tampa, Fla., has purchased the site for a new studio in St. Petersburg, Fla., according to W. Walter Tison, vice president-general manager. Located at 4th St. and 83rd Ave., construction will begin this summer. WTVT is a CBS basic affiliate on ch. 13.

Publishing Co. Names Payne

WILLIAM O. PAYNE, manager of KGU Honolulu and director of the All Islands Radio Network, has been elected vice president in charge of broadcasting for the Advertiser Publishing Co., owner of the *Honolulu Advertiser*, KGU, and one-half owner of KONA-TV Honolulu.



MR. PAYNE

Mr. Payne is president of the Hawaiian Association of Radio and Television Broadcasters.

there's something NEW under the Twin Cities sun....

WISK RADIO

MINNEAPOLIS
ST. PAUL

Basic MBS

WISK *is doing it just a little different...*

A Completely New Concept in

☆ *Programing*

☆ *Promotion*

☆ *Merchandising*

all as Modern as tomorrow . . .

Tedesco Bros. Radio Stations

WISK	KCUE	WKLJ	KWEB
MINNEAPOLIS ST. PAUL MINN.	RED WING MINN.	SPARTA LA CROSSE WIS.	ROCHESTER MINN. (Application Pend.)

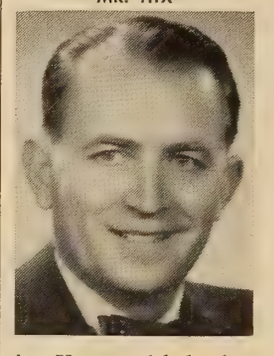
REPRESENTED BY RAMBEAU

WKRG IS MOBILE
WKRG IS MOBILE
WKRG CHANNEL 5 IS MOBILE
AVERY-KNODEL

Hix Named KOA Manager

ROBERT S. HIX, for the past three years sales manager of KOA Denver, has been named manager of the station, it was announced last week.

MR. HIX



Prior to going with KOA, Mr. Hix served as executive vice president and general manager of the Missouri Valley Broadcasting Corp., St. Joseph. Previously he had been general sales manager for KFH Wichita, Kan., and helped establish KAKE Wichita.

WABC-TV Increases Air Time

WABC-TV New York, ABC owned, is extending its programming schedule 6½ hours on weekends; 3½ to be added to its Saturday log and three Sunday. The new schedule goes into effect May 26, when sign-on Saturday is moved back from 11:30 a.m. to 8 a.m. and on Sunday from 11 a.m. to 8 a.m. According to Robert L. Stone, WABC-TV general manager, the move is being made to meet the competitive trend among New York tv outlets toward earlier viewing hours, to open up new periods for sales and to increase its tv service to the community.

STATION SHORTS

WTTM Trenton, N. J., moved to Brunswick Ave. and Lake Drive.

KXOK St. Louis opened new studios at 1600 N. Kingshighway Memorial Blvd. to public at grand opening party last month. Estimated 400 guests toured facilities and dined on patio and lawn. Station plans series of gatherings and tours to show new plant.

WNIB (FM) Chicago announces opening of new studio in lounge of city's Carnegie Theatre, 1010 N. Rush St. and installation of high fidelity telephone circuit connecting with transmitter in Midwest Hotel at 6 N. Hamlin St. Service is designed to provide patrons with fm service while awaiting start of motion pictures.

KSTP-TV Minneapolis-St. Paul using new six-bay antenna 600 ft. above ground, said to increase coverage by 200,000. Station says new antenna is highest structure in area.

WTAO Cambridge, Mass., reports April sales 53.3% higher than April 1955.

KRUX Phoeniz, Ariz., has added third mobile unit for local coverage, supplementing 24-hour newsroom and wire service.

REPRESENTATIVE PEOPLE

Bertram C. Finch, Charlotte, N. C., manager of The Branham Co., N. Y., appointed to firm's junior board of directors.

William P. Codus, research assistant, U. of Chicago, and **Joseph P. Alley,** salesman, KGLO Mason City, Iowa, to N. Y. sales staff, Weed & Co., radio representative.

Martin V. Zuzulo, editorial staff, *Radio-Television Daily,* named assistant to manager of radio promotion and research, Peters, Griffin, Woodward Inc., N. Y.

Robert Spielmann, sales staff, George P. Hollingbery Co., N. Y., appointed account executive on N. Y. radio staff of NBC Spot sales.

STATION PEOPLE

Norman Stewart, sales manager, WSOK Nashville, Tenn., promoted to vice president and station manager. **William D. Salmon,** sales staff, named sales manager.

Bill Morgan, sales manager, KLIF Dallas, Tex., appointed general manager of station.

Jimmy Childress, Carolinas station owner and manager, to WAYS Charlotte, N. C., as acting general manager, replacing **James P. Poston,** on leave of absence because of illness.

Richard J. Monahan, commercial manager, WAVZ New Haven, Conn., elected vice president and member of board of directors. He has been with station six years.



MR. MONAHAN

Dave Stockwell promoted from announcing staff to assistant station manager of WEAW-AM-FM Evansville, Ill.

R. E. Shireman, coordinator of operations, KCRG-AM-TV Cedar Rapids, Iowa, to WISN-TV Milwaukee, as local sales manager.

Dick Harris, promotion manager, KOA-TV Denver, transferred to station's local sales staff.

Rex Munger to program director of KRUX Phoenix, Ariz., Bartell station, from same post at WAPL Appleton, Wis., also Bartell outlet.

T. Edwin Paisley Jr., formerly sales manager, WHUM Reading, Pa., to sales staff, WRCV-TV Philadelphia.

Bert Downing, assistant director of merchandising for Crosley Broadcasting Corp., named merchandising director, KYW-AM-TV Cleveland, Ohio.

Bill Scott, formerly account executive with George W. Bolling Co., N. Y., station representative, to WABC New York, in similar capacity.

A. C. Lloyd, former president, WENT Gloversville, N. Y., to sales staff of KTRK-TV Houston, Tex.

Barbara Hall, WHCU-AM-FM Ithaca, N. Y., named director of women's programs, succeeding **Gertrude Glover,** resigned.

Bob Chase, disc jockey, WOWO Fort Wayne, Ind., to sports director.

David Smith, manager of market research for Buchanan & Co., N. Y., named to headquarters research staff of Westinghouse Broadcasting Co., N. Y.

Bob E. Lloyd, disc jockey, WGHT Hartford, Conn., to WHEC Rochester, N. Y.

C. J. Barrington, KDYL Salt Lake City, to KXLY Spokane, Wash., sales staff.

Bob Peterson, WTRW Two Rivers, Wis., to announcing staff, WNAM Neenah-Menasha, Wis.

Jack Guinan, news and sports director, WARM Scranton, Pa., to announcing staff, WTOP Washington. **Ann Powley,** WTOP-TV traffic director, to WTOP sales service manager, succeeding **Eleanor Lanigan,** resigned to join NARTB, Washington. **Ruth Perley,** secretary,

named to replace Miss Powley as traffic director. **Craig Wozney** to WTOP as building engineer. **Eva McKenney** to station switchboard.

Gordon Owen, Salt Lake City radio-tv personality, to do two shows daily on KDYL there.

Joe Parker, announcer, KSMO Salem, Mo., to KLIK Jefferson City, Mo., as newscaster and announcer.

Brooke Johns, retired vaudeville entertainer and former Ziegfeld Follies star, to emcee weekly children's show on WRC-TV Washington. **Bobo Newsom,** former big league pitcher, to WRC-TV for twice-weekly baseball show.

John J. Richards, film department, WEWS (TV), Cleveland, appointed film director.

Al Brightman, basketball coach, Seattle U., to KTVW (TV) Seattle-Tacoma as variety show m.c., succeeding **Wally Aelskog,** resigned to devote full time to radio activities in Yakima, Pasco and Walla Walla, all Washington.

Austin F. Merrill, floor director, WKRC-TV Cincinnati, Ohio, named producer-director.

Paul G. O'Friel, assistant secretary and personnel-labor relations director, DuMont Broadcasting Corp., to Westinghouse Broadcasting Co. as special assistant to industrial relations manager.

Patte Preble, vocalist and fashion model, to staff of WICS (TV) Springfield, Ill.

Judy Connors, singer, WTVN-TV Columbus, Ohio, resigned to join Billy May orchestra as featured vocalist.

Frank Hengerer, stage manager and technical director, Buffalo, N. Y., Philharmonic Symphony Orchestra, to WGR-TV Buffalo as floor director.



KTRK-TV Houston has named George P. Hollingbery Co. its national representative, effective today (Monday). Completing the arrangements are (l to r) Harry Wise, Hollingbery president; Willard Walbridge, KTRK-TV vice president-general manager, and George P. Hollingbery, board chairman of the rep firm.

Steve Henry, announcer, to WDAY Fargo, N. D. **Bill Moher,** announcer, WDAY-TV, appointed to WDAY radio sales staff.

Evelyn Robinson and **Dolores Parker,** to WOV New York for midnight show, from Harlem's Palm Cafe.

Harold P. Kane, general manager, WJOC Jamestown, N. Y., elected to city Board of Education, representing first time local broadcaster has held post.

Hal Fredericks, Chicago radio-tv personality, to WDSU New Orleans as program director.

Arthur J. Barry, president and general manager, WEOK Poughkeepsie, N. Y., is author of *Alie Dear,* to be published May 25 by Pageant Press Inc., N. Y.

Ken Albridge, disc jockey and sports director, KHMO Hannibal, Mo., father of boy, James Alfred, April 6.

W. Robert Murray, staff announcer, WTRF-TV Wheeling, W. Va., married April 21 to Patricia Lee Carnohan.

James Gates, director, KTTV (TV) Los Angeles, father of girl,, Stephanie Dale, April 15.

Al Ackerman, sports director, WOOD-TV Grand Rapids, Mich., father of boy, Michael John, April 8.

Margie Klain, continuity department, WIRE Indianapolis, married April 28 to M. J. Silberman, Indianapolis.

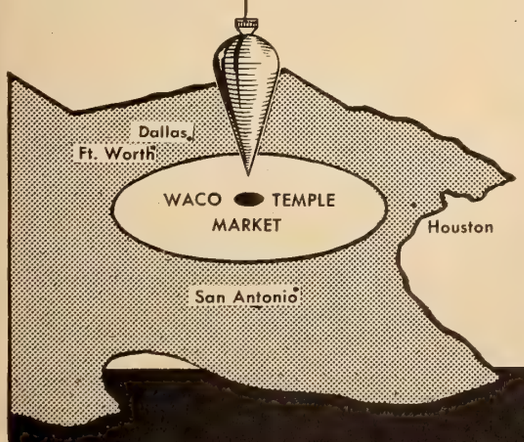
John Stegall, sales service, KFJZ-TV Fort Worth, Tex., father of boy, Greg.

Barry Sherman, manager, WSCR Scranton, Pa., father of boy, Jan Michael.

Tom Estes, program director, WEGA Newton, Miss., father of girl, Pomela Denise.

Johnny Schneider, weather reporter, WTTM Trenton, N. J., father of girl May 2.

We Cover the
WACO-TEMPLE
CENTRAL TEXAS AREA MARKET



KCEN-TV

NBC

• 833 ft. tower • Max. power, 100 kw.
• Channel 6, VHF • Full Time

Representatives: NATIONAL: George P. Hollingbery
TEXAS: Clyde Melville Co., Dallas
KCEN-TV, 17 S. 3rd., Temple, Texas

OWNED AND OPERATED BY BELL PUBLISHING CO.

Looking for Oklahoma's BIGGEST MARKET?

HERE 'TIS!



Sell to this ONE BILLION DOLLAR Market on

KTVX

Studios in BOTH Tulsa and Muskogee
UNEQUALLED FACILITIES
316,000 WATTS

KTVX — The ONLY Television Station in Oklahoma with Studios in TWO MAJOR Markets.

Ask Your
AVERY-KNODEL REPRESENTATIVE

Channel 8
KTVX

L. A. (Bud) Blust
V. P. and Gen. Mgr.

•

BEN HOLMES, Natl. Sales Mgr.
TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma

FCC CONFRONTS TV NETWORKS WITH 12-PART QUESTIONNAIRE

Commission's network study staff to lay comprehensive list of questions on network desks next week. Plans are for a like interrogatory of affiliates in near future. Extensive financial data sought.

THE FCC's network study staff has prepared a 12-part questionnaire for television networks and it is sending a group of three members to New York next week to have the networks try it on for size.

The questionnaire—which seeks dollars and cents figures on such items as network's compensation to affiliates as well as payments by advertisers to networks for time, programs and other services—will be followed in short order by a similar interrogatory for network affiliates, it was understood.

The FCC's prospective request for information follows by a month a similar questionnaire sent to all network affiliates by the Senate Commerce Committee. Answers to that survey were requested by May 7 (see separate story, page 90).

In addition to compensation, the draft of the FCC's questionnaire asks for criteria used in allocating payments where two affiliates overlap in coverage, investments in tv network operations, a listing of all talent contracts, and reasons for cancelling affiliations.

The staff's emissaries, who will meet with the three video networks beginning May 21, are H. H. Goldin, Warren Baum and Jesse Markham.

The proposed questionnaire is as follows:

31846

FEDERAL COMMUNICATIONS COMMISSION
Network Study Group
Washington, D. C.

May 7, 1956

TV NETWORK QUESTIONNAIRE

1. Indicate for each television affiliate, the following information:
   a. Call letters.
   b. City and State.
   c. Channel number.
   d. Current station card rate.
   e. Homes credited to each affiliate, in determination of station rate.
   f. For the 8-week period beginning *April 1, 1956:*
      (1) Total converted or equivalent or unit hours credited to the station for compensation purposes.*
      (2) Gross network time sales of the station.**
      (3) Net compensation to the station.***
2. Supply detailed statement of criteria employed in rate determination, including formula used. Indicate method used in allocating overlap of service areas as among two or more affiliates.
3. Current cost-per-thousand of network.
4. Indicate for each sponsor on network in 1955 the following information:
   a. Name of sponsor.
   b. Major business activity.
   c. Gross (or net) payments to network for time.
   d. Gross (or net) payments to network for programs.
   e. Gross (or net) payments to network for other services. Specify nature of services.
5. Describe each type of discount offered advertiser. Indicate ratio of discounts to billings for groups of advertisers, viz., smallest, average, and largest network advertisers.
6. Indicate investment in tv network operations, 1950-55, showing separately major categories of investment, including talent. Indicate nature and magnitude of current financial commitments extending through future years.
7. List all talent under exclusive or primary contract, 1953-55.
8. For each tv program supplied by network[a] in 1955, supply information with respect to following:

	Expenses	*Revenues*
Prior to going on air		
First year	....	....
Second and succeeding years	....	....

9. Provide information for selected sponsors with respect to the following:
   a. Length of time these advertisers have sponsored current programs in current time segments.
   b. Length of time these advertisers have sponsored current programs in different time segments.
   c. Length of time these advertisers have sponsored different programs in current time segments.
10. Describe operation of "first refusal" rights in affiliate contracts with respect to:
    a. Latitude permitted affiliate to carry program on a delayed basis and to select alternative time period.
    b. If affiliate unable to carry program, indicate whether network typically seeks to obtain clearance from another station in locality. Indicate circumstances under which network would not seek such clearance where such other stations are able and willing to carry program.
    c. If other station in community carries network program, indicate circumstances under which primary affiliate may recover program.
11. Provide following information with respect to each television station affiliated with your network since January 1, 1952, but *not* currently affiliated:
    a. Call letters.
    b. City and State.
    c. Station licensee.
    d. Channel number.

* In calculating total hours, fractions of an hour within each time class (A, B, C) should be treated as their fractional proportion of a full hour within that time class. Class B and Class C hours should be converted by using the ratios (75% and 50%) shown in the network's rate card. Participating announcements should be credited with the same fraction of an hour used in crediting compensation for these announcements to the station.

** Including participations.

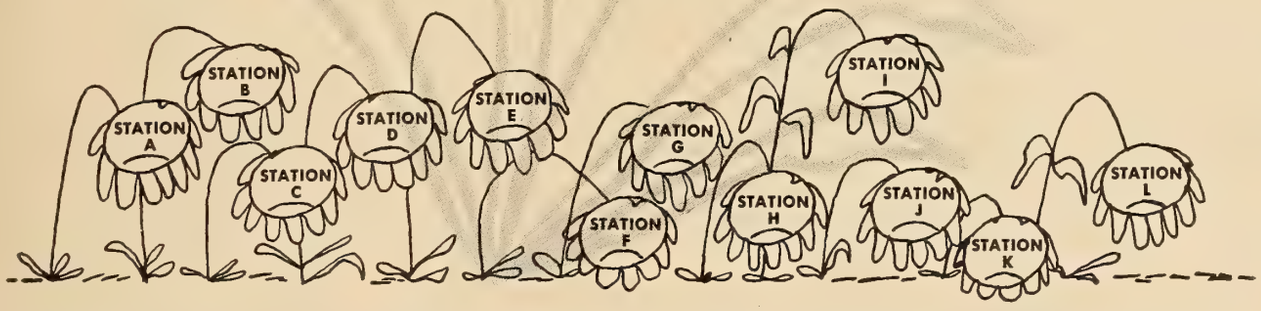
*** Net compensation after deduction of: free, waived, or converted hours; payments by station or debits to station for interconnection costs; failure to cover waived or free hours; or for sustaining programs; payment of ASCAP, BMI, SESAC fees; and all other similar charges.

[a] Including the following categories of programs: Network produced; produced by others; produced by network in association with others.

Now the Top Independent in a 13 station market . . .

DENVER'S BEST BLOOMIN' BUY...

KOSI



KOSI shows 45% increase while top net wilted 10%

(March '56 over November '55 Pulse)

PULSE: Number 1 Independent 6 am to 6 pm

HOOPER: Number 1 Station Noon to 6 pm

In less than 18 months KOSI hit pay dirt for advertisers—The proof's in March '56 Pulse and March-April Hooper. It's easy to dominate Denver with KOSI. Talk to "FORJOE" or call Station Manager, EDWARD M. GUSS.

It's "Cozy" in Denver

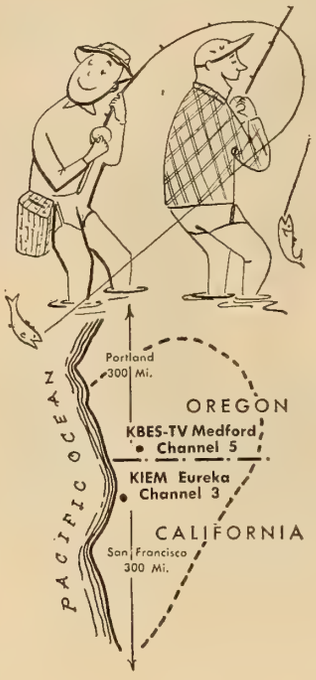
KOSI

5000 watts . . . non-directional

Represented Nationally by "FORJOE"

THE CALIF.-ORE. TV TWINS

. . . bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.



the *Smullin* TV Stations

KIEM CHANNEL 3 Eureka, Calif.

KBES CHANNEL 5 Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

two markets one billing

MARKET FACTS

POPULATION	324,745
FAMILIES	106,908
TV FAMILIES	65,023
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

CBS

for CALIF.-ORE. TV TWINS call DON TELFORD Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

or ask HOAG-BLAIR COMPANY national representatives

NEW YORK • CHICAGO • DETROIT • JACKSONVILLE • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • BOSTON • SEATTLE

e. Period during which affiliated.
f. Nature of affiliation—primary, secondary or other (specify).
g. If previous affiliate had am station in same community, or serving substantially the same area, indicate whether am station is affiliated with your network.
h. Reason for cancellation.

12. a. Describe your network programming policies as related to each of the items below; also describe any other pertinent aspect of your over-all programming policy or practice:
(1) Program balance.
(2) Public service programs.
(3) Type of programs not available for commercial sponsorship.
(4) Political broadcasts.
(5) Discussion of controversial issues.
(6) Editorializing.
(7) Number, duration and placement of commercial messages.
b. Using the 1955 FCC composite week, classify network programs by program categories used in FCC Forms 301 and 303 (viz., entertainment, agricultural, educational, religious, etc.)

No Network Investigation Planned by Antitrust Group

SEN. JOSEPH C. O'MAHONEY (D-Wyo.) said last week that the Senate Antitrust Subcommittee he heads has no "present plans" to investigate charges that CBS and NBC are monopolizing the television industry.

Said the Wyoming Democrat: "I don't want to invade the area of another committee." He obviously referred to the Senate Interstate & Foreign Commerce Committee, which has jurisdiction over broadcast matters and the FCC.

Sen. O'Mahoney told B•T Thursday he definitely had been interested in a report issued by Sen. John W. Bricker (R-Ohio), charging the two networks with monopoly in tv [B•T, April 30]. He said he had called for a copy of the report at the time, but has not had time to read it. He also told Sen. Bricker he wanted to discuss the report with the Ohio Republican, Sen. O'Mahoney said, but he hasn't had time to do that, either.

The Wyoming senator, who was named to head the Senate antimonopoly unit after the death of the late Sen. Harley M. Kilgore (D-W. Va.) last Feb. 28, explained that he has been busy with matters already under probe by his subcommittee, including the automobile industry.

During Sen. Kilgore's chairmanship of the antitrust unit, the West Virginian had reached a verbal agreement with Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, wherein Sen. Magnuson said he would refer monopoly cases to Sen. Kilgore's subcommittee.

Tax for Recorders, Players

THE HOUSE Ways & Means Committee last week tentatively approved a new federal excise tax of 10% on wire and tape recorders and record players. This would provide for these items the same tax treatment now accorded phonographs and dictaphones, with which they compete, it was explained. The tax on wire and tape recorders would bring an additional $5 million revenue, it was reported, and on record players, $500,000.

The committee, however, rejected a subcommittee's recommendation that the present 10% tax on radio and tv tubes be extended to cover transistors.

NETWORK HEARING TO RESUME TODAY

Six witnesses definitely named to appear today and tomorrow before Senate committee with likelihood of several station operators being added to the list of witnesses.

THE SENATE Commerce Committee resumes hearings today (Monday) with testimony continuing through tomorrow mostly from industry witnesses who are unhappy about present network affiliation or other policies and practices.

The Senate committee also announced last week it has set a target date for the week of June 11 for testimony by networks and their affiliates, with the likelihood that the three tv network presidents—ABC's Robert E. Kintner, CBS' Frank Stanton and NBC's Robert W. Sarnoff—will be the star witnesses.

A staff member also indicated that hearings on several political broadcasting bills may be sandwiched in between this week's and the planned June 11 sessions—perhaps sometime during the week of June 4.

Today's witnesses, as announced last week: Bill Hoover, KTEN (TV) Ada, Okla., who has indicated he will talk on tv satellite operation and will propose that a tv station must show its coverage out to the 100 uv/m contour.

Peter Rotondo, David Steinberg and Mrs. Lucille Ashworth, all of New York City, but otherwise unidentified. It was understood Messrs. Rotondo and Steinberg represent independent interests which produce sets, props and scenery for tv shows.

Tomorrow's witnesses: Murray Carpenter, WTWO (TV) Bangor, Me. (ch. 2), which has an affiliation with CBS, and Benedict Gimbel, WIP Philadelphia, who proposed in the FCC's current reallocation proceedings that a vhf ch. "6-A" be assigned to Philadelphia and other cities. WIP is a Mutual affiliate.

Two or three other tv station operators may testify tomorrow, a committee staff member said, but these were not firm last week.

The Senate group earlier last week had scheduled Spyros P. Skouras, president of 20th Century-Fox Film Corp., Hollywood, to testify today, but Mr. Skouras notified the committee he could not appear because of other business, but may appear at later hearings, it was said.

Meanwhile, more than 250 questionnaires were returned to the Senate committee by its May 7 deadline and the answers of network tv affiliates are being scrutinized by the special television staff in preparation for the network phase of the hearings in June.

Where there is good cause, Kenneth Cox, special counsel for the inquiry told B•T last week, short extensions have been granted. This has been true only in a few instances, he noted. The 250 replies represent all the important network affiliates, he said.

After the staff has had an opportunity to study the responses, Mr. Cox said, a statement may be issued summing up those answers which lend themselves to quantitative analysis. Many questions call for opinion, it was pointed out, and cannot be considered as a vote.

The questionnaire, which went out last month [B•T, April 16] to all network affiliated television stations, contained 29 all-embracing questions. They ranged from giving the FCC power to regulate networks to inquiries regarding film buying.

"Me complain? Never!"

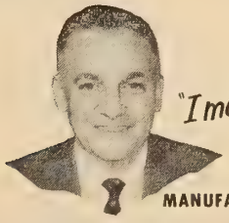


"I make sure I'll be satisfied—
I always buy a BRAND
that's made a NAME for itself!"

FOUR WAYS BRAND NAMES SATISFY YOU MOST

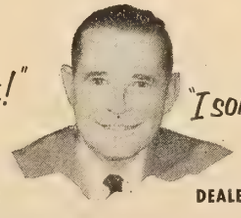
1. **BUY WITH TRUST!** Spend *confidently* on known quality. Brand Names wear best, work best, taste best, are best.
2. **SHOP WITH EASE!** Spend *efficiently* on proved value. Brand Names save time "puzzling" over labels, models, prices, etc.
3. **ENJOY MORE CHOICE!** Spend *shrewdly* among widest selections. Brand Names offer the most in sizes, types, colors, flavors, etc.
4. **GET THE "LATEST"!** Spend *smartly* on up-to-date products, Brand Names keep improving, modernizing, introducing new things.

Advertisers in this magazine are good names to know.
They're proud of their brands 'cause they satisfy so!



"I made it!"

MANUFACTURER



"I sold it!"

DEALER

"I bought it!"

CUSTOMER

BRAND NAMES FOUNDATION, INC. • 437 FIFTH AVENUE, NEW YORK 16, N.Y.

SELECTIVE DEINTERMIXTURE PROCEEDINGS TAKE SHAPE AT FCC HALF-DAY MEETINGS

Commissioners are understood to have studied 168 metropolitan areas with desire to provide at least three comparable facilities in as many top markets as possible. Final plans to be formulated tomorrow at FCC meeting.

A SELECTIVE deintermixture plan—as a possible interim measure—was slowly, but apparently surely, taking shape at the FCC.

At two half-day meetings last week, the commissioners, it was understood, went down a list of the 168 metropolitan areas and voiced their individual opinions on deintermixing each one.

The result, it was understood, was a number of shifts looking toward some all-uhf markets and some all-vhf markets. Basic premise was the desire to furnish at least three comparable facilities in as many top markets as possible.

FCC meets again tomorrow (Tuesday) to take final steps on this plan preparatory to the issuance of a further notice of proposed rule-making. It will then also begin consideration of other, long-range proposals—such as the area plan whereby the entire East would become uhf at the end of a 10-year transition period [B•T, May 7].

At the same time, there were two other allocations events last week.

The first, seen as a straw in the wind, was the Commission's approval for ch. 12 KFRE-TV Fresno, Calif., to begin program tests. Comrs. Rosel H. Hyde and Robert T. Bartley dissented. KFRE-TV was one of the grants made by the FCC despite petitions on the part of area uhfs to make Fresno an all-uhf city.

This action is believed an indication that the Commission does not intend to deintermix where there is an operating tv station.

Decision Last November?

It also led one highly placed FCC official to declare privately that it looks as if the Commission decided what to do last November—when it turned down all deintermixture proposals and established the overall allocations review.

The second was the meeting—the first since January—of the Senate Commerce Committee's engineering committee. This group, chairmanned by Dr. Edward Bowles, MIT professor of industrial management, met in New York last Tuesday.

Consensus was that a report should be written for submission to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate committee, which would recommend a long range "audit" of television allocations principles—preferably by an independent, scientific, non-industry organization (MIT, Stanford U. were mentioned as possible organizations). The retention of uhf if possible was also supported, it was understood.

It would recommend, it was understood, that Congress appropriate sufficient funds to permit the FCC to contract for such a study.

Ralph Harmon, Westinghouse Broadcasting Co., was named chairman of a subcommittee to draft this report. It is to be submitted at another meeting scheduled to be held in New York this week.

Besides Dr. Bowles and Mr. Harmon, others present at last week's meeting were William Duttera, NBC; William Lodge, CBS; consulting engineers T. A. M. Craven, A. Earl Cullum Jr., C. M. Jansky, Stuart Bailey and Haraden Pratt; Robert Wakeman, DuMont; Don Fink, Philco. Absent was Edward F. Kenehan, FCC Broadcast Bureau chief. Frank Marx, ABC engineering vice president, was a member of the original committee, but resigned several weeks ago.

If the Commission musters a majority in favor of its selective deintermixture plan, the staff will be ready for the preparation of another rule-making proposal. Here, however, there is a split within the staff. One group feels that it is necessary to take official notice of each of the more than 500 comments and reply comments filed earlier this year in the allocations proceeding. This would require several weeks staff work before the required notice could be issued. The other group feels that since the allocations proceedings would still be open—in that the Commission was still studying long-range plans—this detailed, legally-cautious approach is not necessary.

WNHC-TV PROTESTS DUAL-EXAMINER USE

New Haven station contends Cunningham does not have authority to appoint two examiners for same hearing.

NEW SYSTEM of appointing two hearing examiners to sit on contested hearing cases—started by Chief Hearing Examiner James D. Cunningham two weeks ago in the CBS-WGTH-TV Hartford, Conn., and NBC-WKNB-TV New Britain, Conn., cases [B•T, May 7]—has caused something of a legal furor.

Last week, WNHC-TV New Haven, which is objecting to both network purchases, filed a petition for review of that order with the FCC. Represented by former FCC Chairman Paul A. Porter, the ch. 8 New Haven station claimed that Mr. Cunningham does not have the authority to appoint dual examiners; that even if he does, his designation of himself to sit with the appointed examiners was too late, and finally that there is no good reason for this departure from past FCC practice.

Defending Mr. Cunningham's move late last week was WKNB-TV.

Mr. Cunningham's position is that the dual examiner principle is in the interest of expedition and efficiency. His viewpoint is that if one examiner becomes ill, for example, the hearing can be continued with the second examiner presiding. In fact, Mr. Cunningham has ordered dual examiners in three other hearing cases—late in June on two protest cases involving am radio stations in Stockton, Calif., and Salt Lake City (Dockets 11700 and 11502) and in mid-July in a competitive Michigan radio hearing case (Docket 11697-8).

In the Stockton and Salt Lake City cases, Mr. Cunningham has assigned himself to sit with Examiner H. Gifford Irion in the Stockton case and with Examiner Thomas H. Donohue in the Salt Lake City case.

In the Michigan case, he named Examiner Hugh B. Hutchison to sit with Examiner Jay Allen Kyle.

The $600,000 purchase by NBC of ch. 30 WKNB-TV will be before Messrs. Cunningham and Kyle. The $650,000 purchase by CBS of ch. 18 WGTH-TV will be before Messrs. Cunningham and Herbert Sharfman.

Opposing the two transfers—largely on grounds of monopoly—is WNHC-TV. Also opposing the NBC-WKNB-TV transfer is ch. 53 WATR-TV Waterbury, Conn. WNHC-TV is affiliated with CBS and ABC; WATR-TV with ABC.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Hartford, Conn., ch. 3; San Antonio, Tex., ch. 12; Paducah, Ky., ch. 6.

AWAITING ORAL ARGUMENT: 8

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 7

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich, ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

KTVQ (TV) Renews Request To Use Educational Channel

RENEWED REQUEST to utilize reserved educational ch. 11 Tulsa, Okla., until the educational permittee is ready to commence operation was filed with the FCC last week by dark-since-December KTVQ (TV) Oklahoma City (ch. 25). KTVQ's original petition to use the Tulsa facility until educational KOED-TV is ready to go on the air [B•T, Feb. 20] was denied by the FCC. The proposed channel-switch was strongly opposed by the Joint Committee on Educational Tv and the Oklahoma Educational Tv Authority (OETA), KOED-TV permittee.

KTVQ, which went off the air last Dec. 15 under court order and following continuing uhf losses, told the FCC in last week's filing that OETA's opposition to temporary use of the Tulsa channel reportedly has been withdrawn. KTVQ said that, if granted special temporary authority to switch to the educational channel, the station would use the tower and transmitter of deleted KMPT (TV) Oklahoma City (ch. 19) and operate for the duration of the KTVQ construction permit or until KOED-TV is ready to go on the air, whichever comes first.

KTVQ asserted that it was not trying to get "its foot in the door" as has been charged by educational critics of its channel-switch proposal. The station described its plan as "a temporary expedient only for the purpose of bridging the gap" until the conclusion of the overall allocations proceedings and the hoped-for establishment of "competitive, three-station tv service in Oklahoma City."

New Chance for WHOL

ACTING with dispatch, the FCC last Wednesday gave a "new lease on life" to WHOL Allentown, Pa., granting that station's request to switch operation from 1230 to 1600 kc. The Commission action came the day before WHOL was scheduled to surrender the 1230 frequency to WEEX Easton, Pa. [B•T, May 7].

MASSING RETIRES FROM FCC POST

Veteran of 25 years with the Commission, assistant secretary plans to enter public relations field in Washington.

WILLIAM P. MASSING, assistant secretary of the FCC since 1952 and a veteran of a quarter century as an FCC staff executive, will retire today (Monday). He plans to enter the public relations field, specializing in communications in Washington.

Mr. Massing retired voluntarily after 35 years of continuous government service, the last 25 of them at the Federal Radio Commission and its successor, FCC. He served successively as chief of the broadcast section of the License Bureau, chief of the License Div. and, in March 1952, became assistant secretary. He also served several stretches as acting secretary during vacancies in that post.



MR. MASSING

Regarded as one of the best informed men in Washington on communications generally and broadcasting in particular, Mr. Massing several years ago was urged by his friends to seek appointment to the FCC when a Democratic vacancy occurred. He asked that his name be withdrawn, prefering to continue on the staff.

Mr. Massing was born in Crawfordsville, Ind., Dec. 10, 1893. He served in the Army in World War I, afterward studying accounting, and entered the U. S. Coast Guard in 1925. On March 31, 1931, upon being honorably discharged from the Coast Guard, he joined the Federal Radio Commission to begin his government career in communications.

Mr. Massing plans a vacation with Mrs. Massing before announcing the opening of his Washington public relations office. He resides at 6233 31st Street, N. W., Washington.

Orr, Anello, L'Heureux Get New Posts at Commission

MARSHALL S. ORR, chief of the Law & Enforcement Unit, FCC's Safety & Special Radio Services Bureau, last week was appointed assistant bureau chief, succeeding Joseph M. Kittner, who resigned last month to join McKenna & Wilkinson, Washington, D. C., law firm [B•T, April 16]. With time out for military service during World War II (he was discharged as a colonel), Mr. Orr has been with the FCC since 1934.

The Commission also announced that Douglas A. Anello, attorney-advisor in the Safety & Special Radio Services Bureau since 1946, has been named to succeed Mr. Orr as chief of the bureau's Law & Enforcement Unit. In a third appointment, the FCC named Robert D. L'Heureux to the post of Commission Security Officer in addition to his present duties of administrative assistant to FCC Chairman George C. McConnaughey and liaison with Congress.

R. I. Governor Vetoes Anti-Radio-Tv Bill

GOV. DENNIS J. ROBERTS of Rhode Island vetoed a bill (H 748) last week which would have banned microphones and television cameras from courts and other public proceedings in the state.

He said he saw no need for a law so rigid that it must take precedence over the authority of a court to control its own proceedings.

The veto had been sought by several broadcaster groups. In addition to the Radio-Television News Directors Assn. and NARTB President Harold E. Fellows [B•T, May 7], the Radio-Newsreel-Television Working Press Assn., New York, made a similar plea last week.

"Either we safeguard the right of the American people to be informed, or we undermine our basic American heritage," President Larry Racies wired on behalf of the latter. "Either the whole press has free access to public events, or no segment thereof can ever be fully assured of such access. Further, the newsmen of radio, newsreels and television have conclusively demonstrated that coverage of courtroom proceedings can be effected by them without endangering courtroom decorum or the proper conduct of such proceedings. . ."

FCC Postpones Am Grants

TWO am grants, one for a new station in Utah and one for a power increase for a California outlet, were postponed by the FCC last week pending a hearing on questions of interference. The March 7, 1956, grant of a construction permit at Salt Lake City, Utah (1470

Men Who Know Akron Best* BUY MOST on WAKR

IN AKRON... WAKR IS 1st

*Leading
- DEPARTMENT STORES
- SUPER MARKETS
- BANKS
- AUTO DEALERS
- AND OTHERS

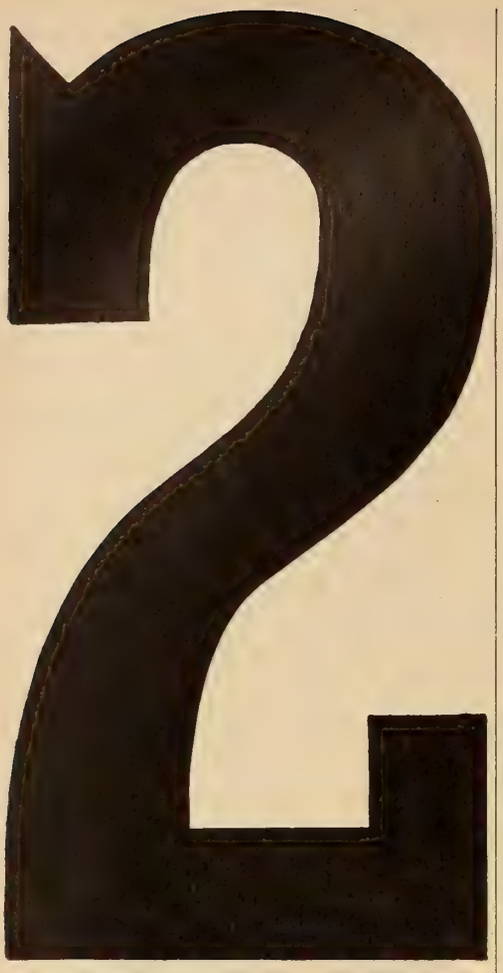


IN LOCAL AND NATIONAL SALES

Nationally Represented by WEED AND CO.

RADIO-TELEVISION CENTER

853 Copley Road — Akron 20, Ohio



With the combination rate of KDUB-TV and KPAR-TV, advertisers capture most of the West Texas audience — a population and buying income greater than most "big" markets! Check this TREASURE ISLAND combination — it's unbeatable.

Combination Set Count April 1, 1956: 184,619.

CBS television

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

kc, 1 kw day), to KWIC there, was set for hearing with KVOG Ogden, Utah (1490 kc, 250 w unlimited). KSTN Stockton, Calif. (1420 kc, 1 kw unlimited), which on the day following the Utah grant was awarded a power-increase to 5 kw day, 1 kw nighttime, was designated for hearing with KARM Fresno (1430 kc, 5 kw unlimited).

Defendants Denied Review In Ettore Boxing Film Case

REFUSAL of the U. S. Supreme Court to review an adverse lower court ruling holding the Philco Corp., Chesebrough Mfg. Corp. (Vaseline) and Clayton Inc., advertising agency for Chesebrough, responsible for damages through the showing of the 1936 Joe Louis-Al Ettore fight film on television is expected to raise a host of troublesome questions regarding the telecasting of films of past public events.

The high court last week denied a petition by defendants for a writ of *certiorari*.

The suit, brought by Mr. Ettore, is for damages claimed in the showing of his 1936 fight with Joe Louis on the *Greatest Fights of the Century* film program over NBC and carried on then WPTZ (TV) Philadelphia in 1949 and again in 1950. The suit was dismissed for lack of action by the Philadelphia district court but was reversed by U. S. Circuit Court early this year [B•T, Jan. 30]. Philco then owned the ch. 3 station (now NBC-owned WRCV-TV). Chesebrough sponsored the program through the Clayton agency.

The appeals court, on a two-to-one decision, held that when Mr. Ettore signed film rights to the 1936 fight (for $500) television was a new medium and not known, thus not included in the film agreement.

The Supreme Court's action thus sends the case back to the district court, which will have to determine the amount of damages due Mr. Ettore. Industry legal authorities feel that the ruling and the prospective amount of damages may jeopardize telecasts of past news and other public events where television rights were not specifically included in the film rights. The defendants are all protected by insurance.

Four Hearing Aid Firms, FTC Sign Trade Consent Decree

A CONSENT DECREE involving alleged trade practices of four west coast hearing aid firms was approved last week by the Federal Trade Commission. The Oregon Hearing Center, Portland; the California Hearing Center and the Western Hearing Center, San Francisco, and the Washington Hearing Center, Seattle, had been cited by the commission for their alleged bait advertising and misrepresentation of product.

The agreement prohibits the firms from engaging in the advertising practices complained of by the FTC, but does not constitute an admission by the parties that they have violated the law.

Dickinson, N. D., Vhf Granted

FIRST tv station for Dickinson, N. D., was granted by the FCC last week with ch. 2 there going to Dickinson Radio Assn. (KDIX). Two other Dickinson channels, 4 and 7 (educational), are still available. KDIX plans 25.88 kw visual power with antenna 837.7 ft. above average terrain. Construction costs were listed at $266,224; first year operation costs and expected first year revenue were both set at $144,000.

MERCHANDISING ANGLES MUST BE COVERED: STONE

Producer-packager and merchandising promoter warns Yale Law School students that any phase of a program or series may become part of merchandising campaign and they must protect themselves against all eventualities.

YALE LAW SCHOOL alumnus Martin Stone, producer-packager and president of Stone Assoc., New York, in an address at his *alma mater* warned the prospective lawyers that they must guard every merchandising angle in connection with all phases of a program or series.

Mr. Stone said "every puppet, costume, every prop, its title . . . may possibly be picked up and merchandised; and you must cover the rights in your agreement." He is responsible for the *Howdy Doody* merchandising campaigns and for that of Television Programs of America. Before that he established Kagran Corp., now an NBC property.



MR. STONE

Describing the "rate of payment" as the most important part of a licensing agreement, Mr. Stone confided that the generally accepted formula is 5% of the wholesale selling price. He cautioned, however, that "this does not apply to every situation. Food, for example, will not generally bear a 5% markup. . . . Novelty items will take more than 5%."

The licensing agent—intermediary between the show and the manufacturer—customarily receives 50% of the license fee for his services, Mr. Stone revealed.

Selecting a licensing agent is not the simple matter it may appear to be, he said. "When you go into a comic book proposition, for example, you will find that there are as many as 30 different publishers. You must know who the best comic book manufacturers are. You must know what terms these kind of people are willing to talk about. You must know the standard which they seek to achieve in comic books. You must know what their own position is at the moment in terms of their need for characters, and these vary from time to time." The problem occurs in merchandising other items, he continued.

"A licensing agent must also negotiate the terms. This is a long, drawn-out business. If you are too anxious, you can, of course, give yourself away for nothing; if you know the strength of your position you will negotiate for the terms that you desire.

"Another very important part of a licensing operation, and one which is underestimated, I think, is the origination of designs and packaging. This is where ideas pay off in the licensing business.

"Most of the ideas do not come from the licensees. They are interested in a Howdy Doody or a Jackie Gleason or a Lassie or whatever it may be, but you must, in many cases, originate the item. . . . You must not always wait for the licensee to come to you. You must go to him with your ideas, with your



Dewey Shepherd

In the end, it all comes out of your pocket

"You hear a lot of complaints these days about high taxes. And rightly so.

"But most people who complain about the tax bite are referring to their *income* tax. Ever stop to think about some of the other taxes you pay that aren't quite as obvious—yet they run up the bill just the same?

"The taxes, for example, that you pay business as part of the cost of every product you buy.

"Take, for instance, property taxes in Santa Barbara County, California. Last year they amounted to $11,897,300. Union Oil paid 5.15% of that $11,897,300. Add what the other 34 oil companies in the county contributed, and the petroleum industry accounted for 26% of the county's property tax.

"I said the petroleum industry. Actually, the money came from the customers of the industry as part of the cost of product. And it's the same in every business.

"That's why, every time any taxes are increased, it's really *your* taxes that are raised.

"In the end, it all comes out of your pocket."

* * * *

Dewey Shepherd speaks with more than casual authority. He manages Union Oil's tax department, and is responsible for paying our taxes to some 800 government agencies.

Today your total tax bill for government is approximately 30% of national income. *This is more than a week of every month you work, and it doesn't promise to get any cheaper.*

It seems to us that this kind of taxation is confiscatory. And whether it means to or not, it can cripple the free competitive economy on which it depends.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company of California, Union Oil Building, Los Angeles 17, California*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

originations, and with your packaging arrangements.

"This requires not only an art staff, but men with ideas. You must then survey value. You must be sure that the price represents a good price for the article. You must shop it. You must talk to the buyers. You must discuss with them their problems. Chain store problems are different from department store problems.

"These are all part of a successful merchandising campaign. You must tie up with the stores, and you must give them promotional ideas. You must arouse their enthusiasm for your ideas. . . ."

BMI Political Package Set for June Distribution

PROGRAMMING materials for the national political campaign and election this year will be distributed to stations early next month by Broadcast Music Inc. The "political package" will contain material for five-hour programming, according to BMI.

To be made available will be scripts, time signals, station breaks, photographs of famous presidents, and copies of campaign songs in the author's own writing from BMI's Americana Archives.

The package includes a half-hour show, "The Rise of Political Campaigning"; seven 5-minute programs using recorded voices of past presidents; five 15-minute programs, "Famous First Ladies"; a half-hour documentary, "The First Election"; seven 5-minute programs, "A Presidential Cavalcade"; a half-hour program for tv which includes photographs; a half-hour program with holographs and photographs called "Famous Campaign Songs"; time signals; station break announcements and other materials all keyed to "get out the vote."

Smolen Heads AAP Publicity

APPOINTMENT of Jay Smolen as head of advertising, promotion and publicity at Associated Artists Productions, New York, was announced last week by Bob Rich, general sales manager, as part of an expansion program at AAP in connection with its distribution of the Warner Bros. library of feature films and shorts. Mr. Smolen, who joined AAP last Monday, most recently served as manager of advertising and promotion for the NBC Film Div.

PROGRAM SERVICE SHORTS

RCA Recorded Program Services, N. Y., has sold *Town & Country Time* to KTRK-TV Houston, WDAF-TV Kansas City, KTSM-TV El Paso, WDMJ-TV Marquette, Mich., and WTVY (TV) Dothan, Ala.; *The World Around Us* to KHOL-TV Holdredge, Neb., and WDMJ-TV Marquette, Mich., and *Foy Willing & the Riders of the Purple Sage* to KTRK-TV Houston, WCAX-TV Burlington, Vt., and WMFD-TV Wilmington, N. C.

Gordon McLendon, vice president of KLIF Dallas, Tex., and other McLendon stations, has given permission to Armed Forces Radio & Television Service to broadcast *The Old Scotchman's Scrapbook* radio series featuring "voices of the past." The 316-episode series, created and narrated by Mr. McLendon, was first heard over KLIF in 1952. Arrangements for AFRTS to use the series without cost were made through C. P. McGregor Sound Studios, Hollywood.

JAN.-MARCH TV COST $116.69 MILLION

Networks' gross time charges for first quarter of this year are 18% above same period year ago when DuMont was competing with ABC, CBS, and NBC, PIB report shows.

GROSS TIME CHARGES of the tv networks totaled $40.6 million in March, or an increase of 17% over the total grossed for that month a year ago, according to Publishers Information Bureau data. First quarter total for all three networks was $116.69 million.

For the first quarter of 1956, the networks increased their totals 18% although the now-defunct DuMont Television Network was operating in that period last year. ABC-TV racked up a 76% increase for the quarter with a $19.55 million gross billing for the three months [CLOSED CIRCUIT, April 30]. CBS-TV and NBC-TV totals increased with a similar percentage for the quarter, CBS-TV being 13% ahead and NBC-TV 12% ahead of last year's period.

In March, CBS-TV increased its gross billing by 12% over the month's total in 1955, and NBC-TV went up 13%. March also was the most lucrative month in the January-March gross billing for all the networks. CBS-TV led the three networks in both the March total and in the three-month aggregate.

The full PIB table of gross time charges for network television with March and first quarter comparisons follows:

Network Television

	March 1956	March 1955	% Change	January-March 1956	January-March 1955	% Change
ABC	$ 6,747,928	$ 3,806,425	+77	$ 19,548,184	$11,092,316	+76
CBS	17,899,716	16,036,896	+12	52,648,532	46,562,763	+13
DuMont**	....	628,625	..	....	1,949,860	..
NBC	15,955,688	14,102,093	+13	44,495,804	39,694,429	+12
Total	$40,603,332	$34,574,039	+17	$116,692,520	$99,299,368	+18

Network Television Totals to Date

	ABC	CBS	DuMont	NBC	TOTAL
Jan.	$ 6,382,046	$17,820,455	....	$14,695,116*	$ 38,897,617*
Feb.	6,418,210	16,928,361	....	13,845,000	37,191,571
March	6,747,928	17,899,716	....	15,955,688	40,603,332
Total	$19,548,184	$52,648,532	....	$44,495,804	$116,692,520

* Revised May 10, 1956.
** Effective Sept. 15, 1955, DuMont Television Network changed from national network to local operation.

NBC-TV, Big Ten Almost Set Regional Football Schedule

NBC has reached an agreement "in terms" with the Big Ten for rights to its regional football tv schedule this fall—subject to ratification by the conference.

Report of the sale came after a meeting of NBC and Western Conference officials Monday and in the wake of NBC-TV's announcement of a complete sellout of NCAA's national eight-game television schedule to four advertisers. (See adjacent story.)

While neither the network nor the Western Conference revealed price of the tv rights, it was understood the Big Ten will receive somewhat less than $350,000 for the five-game schedule ($70,000 per game)—or as much as it realized from last year's rights to CBS-TV.

It was reported that the Sunbeam Corp., among others, was interested in sponsorship.

'Warner Bros. Presents' To Continue on ABC-TV

CONTINUANCE of *Warner Bros. Presents* on ABC-TV was announced jointly last week by Jack L. Warner, head of the film company, and Robert E. Kintner, ABC president.

During the forthcoming summer months the program will show repeats of films previously used and this fall will resume the use of new films.

Seven new "Cheyenne" stories now are in preparation for early filming, with Roy Huggins and Richard L. Bare continuing as producer and director, respectively, of the series.

$5 Million Time Sales Recorded by NBC-TV

WITH ITS SIGHTS on new business this fall, NBC last week announced new sales amounting to more than $5 million in gross billings in its daytime tv schedule. One part of the new business starts as early as next month.

Topping the sales is the sellout by the network of its 1956 schedule of eight intercollegiate national football games (National Collegiate Athletic Assn. contests). Zenith Radio Corp., Chicago, through BBDO, Chicago, is the latest advertiser to sign. Zenith Sunbeam Corp., through Perrin-Paus Co.; Bristol-Myers Inc., through Young & Rubicam, and U. S. Rubber Co., via Fletcher D. Richards Inc., are participating sponsors of each game. Sunbeam and U. S. Rubber also have signed for a quarter each of five regional NCAA football telecasts.

Another sale in the $5 million billing is Brillo Mfg. Co.'s sponsorship for 30 weeks of two participations weekly on *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EDT), starting Sept 6. Also beginning on that date, Brillo will sponsor a quarter-hour weekly of NBC-TV's planned new daily (noon-12:30 p.m. EDT) audience participation program (reportedly to be titled, *It Could Be You,* and tentatively beginning next month). J. Walter Thompson Co. is Brillo's agency.

George H. Frey, NBC-TV vice president in charge of sales, also announced that the Brown & Williamson Tobacco Co., through Russel M. Seeds Co., had signed for a quarter-hour portion of the new audience participating program on alternate Fridays for 52 weeks, starting June 18.

'Parson to Person'

A NEW title for a 15-minute weekly religious program of the interview type was selected last week when *Religion in the News* changed its name to *Parson to Person* on WKRS Waukegan, Ill., and the host is the Rev. R. Claibourne Johnson, minister of the First Baptist Church in Waukegan. According to CBS, the Rev. Johnson sent a request for the privilege of using the title to Edward R. Murrow, CBS newsman and conductor of the *Person to Person* show on CBS-TV.

CBS, which noted the Rev. Johnson had been looking for an appropriate title of his show and had suggested *Parson to Person* (a change to which Mr. Murrow acquiesced), pointed out that "one of the favorites in a series of cartoons prompted by the *Person to Person* program shows two men of the cloth rushing into a producer's office. The caption reads: 'We've a novel idea for a Sunday television show. It's called *Parson-to-Parson'.*" The original cartoon and caption appeared in B•T's issue of March 1, 1954, and was drawn for B•T by Sid Hix.



Kefauver Faces Stevenson On ABC-AM-TV Next Monday

A POLITICAL DEBATE—or at least a "discussion"—between Adlai Stevenson and Sen. Estes Kefauver (D-Tenn.), principal contenders for the Democratic presidential nomination, will be carried exclusively on ABC Radio and ABC-TV next Monday at 10-11 p.m. EDT, the network reported last week. They said the debate would be originated by WTVJ (TV) Miami with an as yet unselected ABC news commentator as moderator.

ABC President Robert E. Kintner several weeks ago offered to make the 10-11 p.m. period available on May 24 or some other date mutually acceptable to the two candidates and NBC at about the same time offered its facilities but did not specify a date or amount of time [B•T, April 16]. NBC authorities said late last week that they would provide news coverage of the May 21 event.

WTVJ has been credited by Kefauver-for-President headquarters—which insisted it was not a "debate"—with being the first to suggest a Kefauver-Stevenson "discussion of the issues."

WISC-TV to Be CBS Affiliate

WISC-TV Madison, Wis. (ch. 3), will become a secondary interconnected affiliate of CBS-TV about July 1 and will replace WKOW-TV Madison (ch. 27) as CBS-TV's primary affiliate in that area on Sept. 29, network authorities reported last week. WISC-TV, which is not presently on the air, is licensed to Radio Wisconsin Inc. Ralph O'Connor is general manager.

Convention Crew Size Largest Yet, Says CBS

CBS NEWS will employ "the largest force of men and equipment in communications history" to cover the 1956 presidental nominating conventions for "the largest mass audience in the history of man," CBS officials reported last week.

Sig Mickelson, CBS vice president in charge of news and public affairs, said CBS News' basic plans for coverage of the conventions by CBS Radio and CBS-TV have now been completed after 20 months of work. More than 325 reportorial, production and technical personnel will work directly on the convention assigment, he said.

The Democratic convention opens in Chicago on Aug. 13 and the Republican conclave in San Francisco on Aug. 20. It will be the third time that television and the ninth that radio has covered the nominating conventions in detail.

"It is quite possible," Mr. Mickelson said, "that some 120 million persons will see or hear part of either or both conventions on home television receivers and radios—by far the most fantastic audience ever assembled to witness a single event." By comparison, he pointed out, approximately 10 million saw the conventions on television in 1948 and around 60 million in 1952.

He estimated that CBS News will use 22 tons of equipment in covering the two conclaves, with from 10 to 12 tons of this to be flown in three chartered planes from Chicago to San Francisco after the Democratic convention closes. Plans call for it to be dismantled, enplaned to San Francisco, set up there and in operation within less than 24 hours.

In the catalog of equipment, Mr. Mickelson hinted, may be one or more of the revolutionary new video tape recorders unveiled by Ampex a few weeks ago [B•T, April 16, *et seq*]. CBS, first purchaser of the Ampex VTR, ordered three units that are slated for delivery in August.

Use of New Camera

CBS-TV also will use a new television camera in covering the conventions. Mr. Mickelson said details would be announced later.

He also reported that CBS-TV viewers would have, at any given moment, the best picture of some 300 tv cameras—counting those handled by the all-network pool as well as those operated by CBS-TV separately—covering all phases of the convention story in San Francisco, Chicago, New York, and Washington.

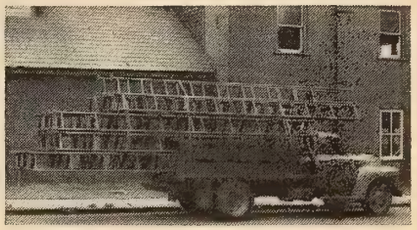
Other equipment to be used by CBS News, he said, includes new "no hands" telephones, high-speed electronic calculators, and new CBS-designed walkie-talkies.

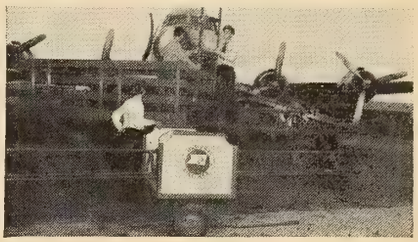
The most complex phase of the operation will be the inter-communications. In each convention city this will include an 80-position master telephone switchboard and two smaller boards connecting more than 150 telephones at 50 different locations in the convention hall and the party headquarters hotel. Twelve teletype printers will link various centers in San Francisco, Chicago, and New York, and three full-time private lines will connect CBS convention headquarters in each city with CBS headquarters in New York. In all, about 25 miles of communications wire will be needed in each city.

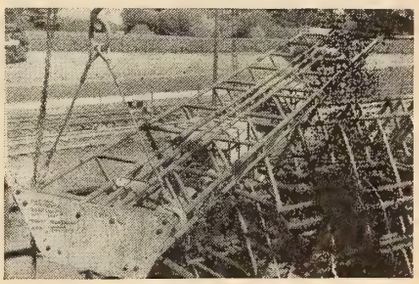
Westinghouse Electric Corp. will sponsor coverage of the conventions, an interim "bridge" series between conventions and the Nov. 6 elections, and the election returns on 175 CBS-TV and 202 CBS Radio stations. Ketchum, MacLeod & Grove, Pittsburgh, represents Westinghouse for the tv and radio broadcasts and will share with McCann-Erickson, New York,

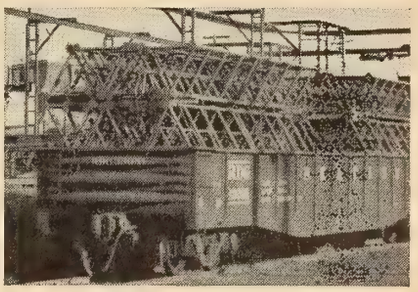
TOWERS...ANY KIND ANYWHERE...

FAST!









Stainless shipping facilities assure fast delivery! Railroad sidings adjacent to the Stainless Plant provide direct loading. Overhead crane tracks and hoists facilitate rapid loading of as many as four gondolas at a time with precision placement and security for long hauls.

The Stainless Plant is near the Philadelphia International Airport, the Port of Philadelphia and only a few hours from New York docks and rail centers.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

In the Shreveport Area

KTBS·TV

CHANNEL 3

LEADS!

According to February, 1956 ARB Shreveport Area Rating Survey.

MORNING!

55% —of the viewing audience watches Channel 3 from sign-on time at 10 A.M. to 12 noon.

AFTERNOON!

82% —of the weekday afternoon audience prefers Channel 3—leading in 49 out of 60 quarter-hours from 1 P.M. to 4 P.M. Saturdays KTBS-TV accumulates a total of 322 rating points compared to 254 for Station B.

NIGHT!

72% —of the nighttime NBC Audience in the Shreveport area watch KTBS-TV 7 days a week.

- **200,000 TV SETS**
- **MAXIMUM POWER**
- **1153-FT. TOWER**

KTBS·TV

CHANNEL 3

SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by

Edward Petry & Co., Inc.

the responsibility for the commercials.

Under Mr. Mickelson's overall supervision, the following are in direct charge of CBS News' convention coverage: Elmer Lower, director of special projects for CBS-TV News and Public Affairs, who is general manager of the networks' convention coverage; John Day, CBS director of news, who will act as managing editor for the CBS News team, and Paul Levitan, executive producer for the conventions.

Director of convention broadcasts for CBS Radio is Robert A. Skedgell, CBS News executive producer for radio. Don Hewitt will function in a similar capacity for CBS-TV.

Walter Cronkite, veteran "anchor man," will hold down that spot again for CBS-TV viewers. Another veteran, Bob Trout, will be anchor man for CBS Radio listeners. Some 25 other CBS newsmen including Edward R. Murrow, Eric Sevareid, Charles Collingwood, Douglas Edwards, Bill Downs, Wells Church, Allan Jackson, and George Herman will join them in presenting news and analyses.

R. G. (Tommy) Thompson, CBS-TV director of technical operations, and Davidson Vorhes, CBS Radio's manager of technical operations, will supervise the technical phases for their respective networks.

While the main news crew is in Chicago covering the Democrats, a skeleton team will be in San Francisco covering the Republicans' preconvention maneuverings. This group will be headed by Malcolm R. (Mac) Johnson, recently named assistant director of CBS News for television, who will be assisted by Sam Zellman, chief of the CBS News west coast television bureau.

Construction crews will start work on the various studios, newsrooms, control rooms, and the like approximately six weeks in advance of each convention. Space requirements in each convention city were estimated at a minimum of 15,000 square feet of off-the-floor working space and from 150 to 200 hotel rooms.

Introductory Rates Set For New ABC Radio Show

SPONSORSHIP information on ABC Radio's *Mysterytime* program (Mon.-Fri., 7:30-7:55 p.m. EDT) was released in a presentation outlining costs for segments, discounts and programming data.

The series, which will feature a different program classification each evening, offers a special introductory rate through Aug. 31, under which one to 12 one-minute segments will cost $900 each; 13 to 51, $850; 52 to 103, $800; 104 to 155, $750; 156 to 259, $700, and 260 or more, $650. A client may combine ABC Radio's morning segment programs with *Mysterytime* for frequency discounts on both morning and evening segments purchases.

Programs within the series are: *Mike Malloy, Private Eye; The Adventures of Sherlock Holmes; Masters of Mystery; Mystery Classics,* and *Police Blotter.*

NBC, CBC Plan Seaway Show

NBC and the Canadian Broadcasting Corp. are working together to present live the story of the St. Lawrence Seaway Project on NBC-TV's *Wide Wide World* program of June 3, NBC Chairman Sylvester L. Weaver Jr. and CBC Chairman A. D. Dunton announced last week. The program (4-5:30 p.m. EDT) will be carried by CBC as well as NBC. The Seaway story will be the last *WWW* program of the current season, and the first to be devoted entirely to a single subject.

CBS RADIO PROMOTES DUNDES, UNTERMEYER

Former becomes vice president in charge of advertising and promotion, and the latter succeeds him as general manager of KCBS San Francisco. Hurst named WCBS sales manager.

ELEVATION of Jules Dundes, general manager of KCBS San Francisco, to CBS Radio vice president in charge of advertising and promotion, and the appointment of Henry Untermeyer, WCBS New York sales manager, to succeed Mr. Dundes, were announced last Wednesday.

The appointment of G. E. (Buck) Hurst, contact man with sales development at CBS Radio Spot Sales, New York, to succeed Mr. Untermeyer as WCBS sales manager, is being announced today (Monday) by General Manager Carl Ward.



MR. DUNDES



MR. UNTERMEYER

Mr. Dundes' move was announced by CBS Radio President Arthur Hull Hayes, whom Mr. Dundes succeeded last year as KCBS general manager when Mr. Hayes was elected to fill the top CBS Radio post left vacant by the retirement of Adrian Murphy.



MR. HURST

Mr. Untermeyer's appointment was announced by J. Kelly Smith, CBS Radio's administrative vice president. Mr. Untermeyer assumes his new post on June 4 and Mr. Dundes transfers to the New York post on June 18.

In the new vice presidency, Mr. Dundes will supervise advertising, press information, audience and sales promotion activities for the network. He joined CBS in 1936 in the promotion department and in 1940 became advertising and sales promotion manager for WCBS (then WABC) New York. Nine years later, Mr. Dundes advanced to director of sales and advertising for KCBS.

Mr. Untermeyer, with CBS since 1937, served as an account executive with CBS Radio Spot Sales, headed special features for WCBS and since 1953 has been WCBS' sales manager.

Mr. Hurst, who assumes his position immediately, joined CBS Radio in 1951 as national advertising representative for KCBS. He later managed CBS Radio Spot Sales' Los Angeles office for two years and was national sales manager for KMOX St. Louis briefly before being moved last summer to New York in sales development for Radio Spot Sales.



REDDI WIP Inc. (whipped cream), Los Angeles, through Ruthrauff & Ryan has signed to sponsor the first 15 minutes of NBC-TV's *Queen for a Day* on alternate Thursdays. Present for the contract signing were (l to r): seated, John K. West, vice president, NBC Pacific Div.; A. S. Lapin, Reddi Wip president; Jack Bailey, *Queen* m.c.; T. C. Thompson, Reddi Wip marketing director; standing, E. J. Siegel, Reddi Wip treasurer, and Doug Stewart, Ruthrauff & Ryan account executive.

Talent Assoc. Ltd., NBC Sign Contract

A RADIO-TV program producer and packager —Talent Assoc. Ltd.—has signed a long-range program development project with NBC.

The independent firm is owned by David Susskind and Alfred Levy. The contract provides for long-term exclusive radio and tv services and facilities of the firm and the owners in the creation and production of programs for the network. The agreement reportedly is for a minimum of two years with $1.5 million the value of the services to be provided. The contract also contains options for additional service for five years.

Talent Assoc. will create and produce dramatic and musical comedy programs for both 90-minute and two-hour color spectaculars, furnish NBC with a number of new tv series and produce network programs other than those created by Talent Assoc. for NBC.

According to Mr. Levy and Mr. Susskind, Talent Assoc. will share with NBC any income from tv plays produced by their firm and later adapted for motion pictures or the legitimate theatre. In those programs created for NBC by Talent Assoc., both will share equally in the ownership of the properties.

The firm, in existence since 1948, currently produces *Armstrong Circle Theatre* on NBC-TV, and the list of programs with which it has been associated includes *Goodyear Television Playhouse, Philco Television Playhouse, Mr. Peepers, Justice* and *Appointment with Adventure,* all network shows.

Talent Assoc. also is producing shows for the legitimate stage and is active in feature film properties.

Clampett Wins Injunction

PRODUCER Bob Clampett won an injunction last week from Los Angeles Superior Court Judge John Ford preventing Stan Freberg and NBC from telecasting a puppet called "Grover" which Mr. Clampett claims is an imitation of his "Cecil, the Seasick Sea Serpent" on the *Time for Beany* program. Mr. Clampett in March filed a $2 million suit against Mr. Freberg and the network. "Grover" appeared on the *NBC Comedy Hour* but has not been telecast since the suit was filed. Mr. Freberg formerly was associated with Mr. Clampett.

Harry Trigg to Be Promoted In NBC's Central Division

APPOINTMENT of Harry Trigg as networks program manager of the NBC Central Div. is expected to be announced momentarily.

Mr. Trigg, networks program supervisor of NBC Chicago, will replace Alan Beaumont, who was transferred to NBC New York in a directorial capacity.

Kirk Logie, formerly with the Armour Research Foundation (an adjunct of the Ill. Institute of Technology), succeeds Mr. Trigg as networks program supervisor. He has been identified with Chicago radio-tv productions on other stations, including WBBM Radio's *Ear on Chicago.*

CPRN, Pacific Conference Sign 2-Year Exclusivity Pact

NEGOTIATIONS were completed Wednesday between the Pacific Coast Conference and the Columbia Pacific Radio Network on a two-year pact calling for complete and exclusive radio coverage of all football and basketball games as well as all spring sports at the conference universities. The agreement was described as without precedent.

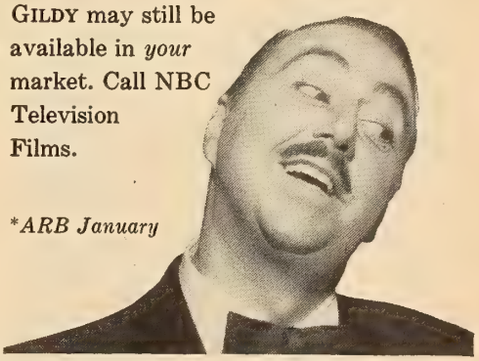
Joint announcement of the contract was made by Al Masters, chairman of the Pacific Coast Conference Radio & Television Committee, and Bert S. West, general manager of KNX Los Angeles and the Columbia Pacific Radio Network. The new contract goes into effect with the 1956 fall semester and runs through the spring of 1958.



fine friend of the family



Millions of families follow THE GREAT GILDERSLEEVE on TV and they buy plenty. Especially family products like food, beverages and drugs. GILDY is already in well over 100 markets including New York, a 7-station market, where it beats all its time period competition;* and Houston-Galveston, a 3-station market, where it has a 26.2 rating.* GILDY may still be available in *your* market. Call NBC Television Films.



*ARB January

The Great Gildersleeve

663 Fifth Avenue in New York;
Merchandise Mart in Chicago;
Taft Bldg. in Hollywood.
In Canada: RCA Victor, 225 Mutual St., Toronto.

NBC Television Films

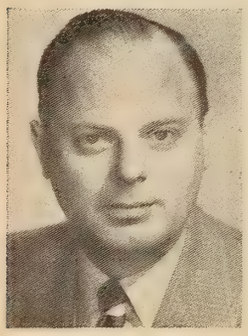
Programs for All Stations– All Sponsors



A DIVISION OF KAGRAN CORPORATION

Berman Replaces Gottlieb, Named to Higher CBS-TV Post

NAMING of Lester Gottlieb, director of daytime programs, CBS-TV, as general executive for the network's program department, and of Bertram Berman of Procter & Gamble to succeed him, was announced Thursday by Hubbell Robinson Jr., executive vice president for network programs.



MR. GOTTLIEB

Mr. Gottlieb, who will serve in a general creative capacity with all program product, reports to Mr. Robinson. He started with CBS in 1948 as a producer, was appointed director of CBS Radio programs in 1951 and in that same year became vice president of the department. Mr. Berman for the past five years has been executive producer for Procter & Gamble productions, had been production manager for Herb Shriner and earlier in his career had been in production at WSAI and WLW in Cincinnati.

CBS News Names Two

TWO appointments by CBS News were announced Thursday by John F. Day, director. Malcolm R. (Mac) Johnson, CBS news editor, Washington bureau, has been appointed assistant director of news for tv, headquartering in New York, effective June 1, and James E. Roper has been named to succeed Mr. Johnson in Washington.

Mr. Johnson, a veteran war and overseas correspondent, joined CBS as a news editor March 1955 and was news editor of the Washington bureau since May 1955. Mr. Roper currently is a State Dept. reporter for the *Washington Star*.

KHSL-TV, NBC Disaffiliate

KHSL-TV Chico, Calif., has reported that effective July 31 it will no longer be affiliated with NBC-TV. Mrs. Hugh McClung, president of the station licensee, said the growing demand for network program time had reached the stage where KHSL-TV could no longer meet the demands of NBC and the other two networks it carries. The station is continuing its affiliation with ABC and CBS.

NBC-TV Signs Sol Hurok

IMPRESARIO Sol Hurok, whose NBC-TV productions this past season included "The Sleeping Beauty" and "Festival of Music," both on *Producers' Showcase,* has signed a new one-year contract with the network, Thomas A. McAvity, NBC-TV vice president, announced last week. Mr. Hurok will continue to create and produce other spectaculars of classical and semi-classical nature.

Europe on 'Wide Wide World'

PLANS to use European pickups for NBC-TV's *Wide Wide World* through kinescopes will be discussed on May 23 at a meeting between Davidson Taylor, NBC vice president in charge of public affairs; Barry Wood, director of special events, and heads of the European Broadcasting Union (Eurovision) in Gardone, Italy. The first program is scheduled to be carried on *Wide Wide World* in October, and will be entitled "Autumn in Europe."

Opposite 'Disneyland'

CBS-TV announced last week it has scheduled *CBS Cartoon Theatre* in the Wednesday, 7:30-8 p.m. EDT period, starting June 13.

The new program, which will oppose the highly-popular *Disneyland* on ABC-TV (Wed., 7:30-8:30 p.m. EDT) in the first half-hour, will utilize the Terrytoon films the network acquired through CBS-TV's purchase of Terrytoons Inc. last winter. The *CBS Cartoon Theatre* will present Dick Van Dyke as host. The producer will be Michel M. Grilikhes and the director, Howard Magwood.

Additional Elimination Bouts For Title Set by ABC, NBC

PLANS for additional heavyweight elimination bouts to determine the heir to retired Rocky Marciano's championship crown were announced by two major networks last week. The bouts are sanctioned by the International Boxing Commission.

ABC-TV and ABC Radio, which last Wednesday carried the first elimination fight between Bob Baker and Johnny Holman on its *Wednesday Night Fights* (co-sponsored by Pabst Brewing Co. through Leo Burnett Inc. and Mennen Co., through McCann-Erickson) and its Blue Ribbon Bouts (Pabst) over television and radio, respectively, said that the second in its Pabst-Mennen Wednesday night elimination bouts would be aired May 23. At that time, a 10-rounder is scheduled from Detroit between Johnny Summerlin and Bob Satterfield.

Meanwhile, NBC reported Gillette Safety Razor Co., through Maxon Inc., New York, had signed for a special 12-round *Gillette Cavalcade of Sports* simulcast June 8 from New York's Madison Square Garden. Contenders: Floyd Patterson vs. Tommy "Hurricane" Jackson.

NETWORK PEOPLE

Ridgway C. Hughes, NBC-TV sales promotion manager and formerly ABC presentations director, rejoined ABC-TV as assistant manager of sales development.

James Mahoney, C. E. Hooper Inc., N. Y., rating services, to MBS as account executive. He previously served with Mutual 1943-49 as station relations executive.

Tad Danielewski, NBC-TV program development manager in New York, to Hollywood as producer of Coca-Cola Co.'s *Coke Time* (NBC-TV, Wed. and Fri., 7:30-45 p.m. EDT).

Antony Ellis, producer-director of CBS Radio's *Suspense,* named producer in Hollywood for *CBS Radio Workshop.*

Idella Grindlay, director of program operations for the Quality Radio Group, N. Y., and previously station operations manager of WABC-TV New York, named office manager of NBC political broadcast unit.

Fletcher Markle, Seymour Berns, Ralph Nelson, Buzz Kulik and **Russell Stoneham** will alternate directing assignments on CBS-TV *Climax* during summer months, releasing **John Frankenheimer** and **Allen Reisner** to fulfill motion picture commitments at RKO Studios. Move is effective June 1.

Nancyann Graham, interior decoration editor on NBC-TV's *Home* (Mon.-Fri., 11 a.m.-noon EDT), named food editor replacing **Kit Kinne,** leaving to await birth of a child.

Pack Stresses Importance Of Radio in Education

TELEVISION is a "great medium" but radio in many instances "can do a better job," Richard Pack, vice president in charge of programming, Westinghouse Broadcasting Co., asserted last week.

Addressing Purdue U. spring awards banquet sponsored by the university-owned WBAA, Mr. Pack claimed that the "glamour" of tv should not divert educators from the importance of radio as an educational medium and also noted commercial broadcasters' faith in the medium.

Colleges and universities should be a prime source for executives and creative talent in commerical broadcasting, but students should not over-specialize and ignore sales for programming, engineering for announcing, and promotion for engineering. "In broadcasting," he observed, "it pays to be a jack-of-all-trades and master of several."

Radio can often do a better job because "it is less expensive and can go more places and it usually calls for more imagination than television," Mr. Pack asserted.

Educational Outlet Given $30,000 by Memphis Tvs

A $30,000 gift from three Memphis commercial television stations has "practically assured" that WKNO-TV, the city's educational tv facility, will go on the air by June 30, according to Julian Bondurant, president of the Memphis Community Television Foundation, parent body of the educational outlet.

The three stations—WMCT (TV), WHBQ-TV and WREC-TV—each contributed $10,000. Previously, WMCT, the Memphis Publishing Co.'s tv station, had made a $65,000 donation that included a tv antenna, a new transmitter and two film projectors. The station also donated consulting engineering services.

WKNO-TV must be on the air by June 30 in order to qualify for a $50,000 contribution from the Tennessee Educational Television Commission.

1,475 Use RCA School Funds

MORE than 1,475 RCA employes are making use of the firm's tuition loan and refund plan in obtaining further schooling, according to RCA. A special report released last week by Dr. C. B. Jolliffe, RCA vice president and technical director, noted nearly $170,000 was invested last year under the program. RCA also granted various sums ranging from $100 to $2,500 to 86 different colleges in the U. S. during the current academic year, the amounts set according to the number of RCA staff member graduates. Additionally, ten graduate fellowships of $3,500 each in the fields of science, business administration and dramatic arts were paid for by RCA.

WTIC Gives Yale $1,000

WTIC Hartford, Conn., has given $1,000 it received from the Alfred I. duPont Awards Foundation, for outstanding public service programming, to the Yale U. School of Drama for a fellowship to be used by a student majoring in playwriting or play production with emphasis on preparation for work in the broadcasting media. Station President-General Manager Paul W. Morency said WTIC's weekly Yale program helped the station earn the award for 1955 [B•T, March 19].

CBS INC. MARKS RECORD FIRST QUARTER

Net income comes close to $4.5 million, representing an increase of 14.6% over the like period in 1955.

CBS INC.'s consolidated net income for the first-quarter of 1956 was the highest in its history, chairman William S. Paley reported to the board last week. He placed the total at $4,462,783, a gain of 14.6% over the figure for the first quarter of 1955.

Consolidated net revenues and sales for this year's first quarter were up 13.7% over the comparable period in 1955, reaching a total of $88,406,663.

First-quarter earnings this year were at the rate of 60 cents a share on the currently outstanding class A and class B shares. This compares with 53 cents a share for the same quarter last year.

The board at its meeting declared a cash dividend of 20 cents a share on class A and class B stock payable June 8 to stockholders of record at the close of business May 25.

CBS INC. & DOMESTIC SUBSIDIARIES

Consolidated Income Statements

	Three Months Ended March 31, 1956 (13 Weeks)		*Three Months Ended* April 2, 1955 (13 Weeks)	
Net Revenues and Sales		$88,406,663		$77,776,463
Deduct:				
Operating expenses and cost of goods sold	$63,164,839		$56,500,096	
Selling, general and administrative expenses	13,859,516		11,079,422	
Provision for depreciation and amortization of fixed assets	1,668,333		1,595,474	
		78,692,688		69,174,992
		9,713,975		8,601,471
Miscellaneous income, less miscellaneous deductions		108,808		68,794
Income before federal taxes on income		9,822,783		8,532,677
Provision for federal taxes on income		5,360,000		4,640,000
Net Income for Period		$ 4,462,783		$ 3,892,677
Earnings per Share (Note 1)		$.60		$.53

Notes:

1. Earnings per share are calculated on the average number of shares 7,485,837 in 1956 and 7,316,700 in 1955, outstanding during the respective three month periods. The number of shares shown for 1955 is after adjustment for the three-for-one stock split-up.
2. The 1956 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

Samuel R. Dean,
Treasurer

May 9, 1956

Capehart-Farnsworth Co. Bought by Ben Gross Corp.

SALE of the home entertainment manufacturing portion of Capehart-Farnsworth Co. to the Ben Gross Corp. (electrical appliance distributor), New York-New Jersey, was announced last week by International Telephone & Telegraph Corp.

Under the agreement as announced by IT&T President Edmond H. Leavey, the television, high-fidelity phonograph and radio business of IT&T's division has been purchased by the Gross firm. IT&T retains the Capehart-Farnsworth plant and home office at Fort Wayne, Ind., for use in expanding research, development and manufacturing operations of Farnsworth Electronics Co., another IT&T division.

Included in the sale are the registered Capehart trademarks, and certain other assets including the radio, hi-fi phonograph and cabinet plant at Flora, Ind.

Ben Gross will be licensed on a non-exclusive basis under certain U. S. patents based on inventions made within the Capehart-Farnsworth organization with ownership of the patents retained by IT&T.

According to IT&T's announcement, the Gross firm indicated it will continue to make products with the Capehart trademark. Disposition of present inventory and other details will be made later.

Memorial Foundation Formed Honoring Late Maj. Armstrong

A GROUP of friends of the late Maj. Edwin H. Armstrong, developer of fm, have formed the "Armstrong Memorial Foundation Inc.," it has been announced. Purpose of the corporation is "to honor the memory of Major Armstrong by helping to perpetuate the principles that guided him in a life devoted to basic research in electronics."

In its work the foundation plans to aid in the continuation of the basic research that was carried on by Maj. Armstrong at the Columbia U. Marcellus Hartley Laboratory by contributing voluntarily to the education and training of engineers and scientists capable of doing basic applied research in electronics and related scientific fields.

The corporation will make grants of money and property to the Columbia U. School of Engineering, grant scholarships, fellowships and other forms of assistance to undergraduate or graduate students at the school, and grant money to other institutions, persons or groups not affiliated with Columbia U. for scientific purposes, including the preservation or commemoration of the inventions and research of Major Armstrong.

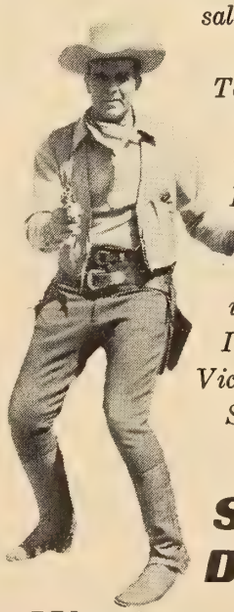
Offices of the new foundation are at Room 209, Philosophy Hall, Amsterdam Ave. at 117th St., New York 27.




LEAVE IT TO STEVE!



STEVE DONOVAN has a way with sales. He makes them go up. In market after market, STEVE DONOVAN, WESTERN MARSHAL is the top-rated syndicated western. It's a TV "buy" that makes sales sense! Call or wire NBC Television Films; 633 Fifth Avenue in New York; Merchandise Mart in Chicago; Taft Bldg. in Hollywood. In Canada: RCA Victor, 225 Mutual St., Toronto.



Steve Donovan-Western Marshal

NBC Television Films

Programs for All Stations–All Sponsors



A DIVISION OF KAGRAN CORPORATION

MURROW PAY TOPS IN BROADCAST FIELD

GE President Cordiner comes closest to newsman's $316,-076-plus salary. Monetary remuneration of other officials revealed in files of Securities & Exchange Commission at Washington, D. C.

EXECUTIVES in broadcasting and related industries may be looking with envy toward newsman Edward R. Murrow's $316,076-plus salary of last year [AT DEADLINE, April 9], judging by their own monetary remunerations on file at the Securities & Exchange Commission, Washington, D. C.

General Electric President Ralph J. Cordiner's 1955 salary of $247,515, plus a stock allotment of 2,261 shares, came closest to Mr. Murrow's figure. Philip D. Reed, chairman of the GE board, received $157,489, plus 1,357 shares; Executive Vice President Henry V. Erben, $152,514, plus 1,055 shares, and all GE officers and directors were paid a total of $3,215,728, plus 19,819 shares of stock.

American Telephone & Telegraph paid its president, Cleo F. Craig, $217,119 during the 1955 calendar year. Executive Vice President Hal S. Dumas was paid $157,119; Vice President William C. Bolenius, $99,900, while the officers and directors combined pulled down $1,253,609.

Brig. Gen. David Sarnoff, RCA board chairman, took home $200,000, before taxes that is. Gen. Sarnoff, who is above the RCA retirement age of 65, has a contract calling for his present salary through March 1, 1965. He will receive $85,000 annually upon retirement. Other executives and their salaries: President Frank M. Folsom, $165,000; Executive Vice President Elmer W. Engstrom, $85,000; Vice President-Technical Director Charles B. Jolliffe, $72,500, and all RCA and NBC officers and directors, $1,996,011. In addition, RCA and its subsidiaries paid $425,000 for legal service during 1955 to the law firm of Cahill, Gordon, Reindel & Ohl.

Remuneration to top CBS Inc. officials, in addition to Mr. Murrow, as reported in the April 9 issue of B•T, included: President Frank Stanton $281,522 (plus $12,335 pension plan payments); Board Chairman William S. Paley, $225,000 (plus $16,526 pension payments); J. L. Van Volkenburg, president of CBS-TV, $115,000 (plus $14,559 pension payments); Arthur Hull Hayes, president of CBS Radio, $42,307 ($8,788 toward pension plan); James B. Conkling, president of Columbia Records, $74,999 ($6,815 toward pension plan); Charles F. Stromeyer, president of CBS-Hytron, $59,999 ($3,527 toward pension plan), and Henry C. Bonfig, president of CBS-Columbia, $40,154. The network paid its officers and directors $1,777,519.33.

Don G. Mitchell, Sylvania president and board chairman, received $151,338, while Vice President Arthur L. Chapman was paid $58,-265.13. Sylvania officers and directors received $768,933.76.

Westinghouse Electric Corp. paid its president and board chairman, Gwilym A. Price, $123,-541. Vice Chairman L. E. Osborne received $88,750; Executive Vice President Mark W. Cresap Jr., $80,416, and officers and directors were paid $1,774,530.

ABC President Robert E. Kintner and Vice President Robert H. Hinckley received $77,500 and $50,000, respectively, for 1954. No figures for 1955 were available.

Philco President James H. Carmine (who was succeeded in April by James M. Skinner Jr. [B•T, April 16]), received $60,000; Chairman of the Board William Balderson, $75,000, and Executive Vice President John M. Otter, $50,-000, plus $27,000 incentive compensation. Messrs. Carmine and Balderson elected not to take incentive compensation during 1955. Thirty-two directors and officers received $946,-000, plus incentive compensation.

For the fiscal year ended April 30, 1955, Ampex paid its officers and directors $91,877.41, plus a $95,068 management fee paid to Ayala Assoc.

President and Board Chairman Allen B. DuMont received $50,000 from DuMont Labs. Mr. DuMont owns 38,601 common shares, 200 preferred and has an option to buy an aggregate of 35,000 common by 1965. William H. Kelley, vice president-general manager, was paid $45,-000 and Vice President Irving G. Rosenberg, $40,000. The company's directors and officers were paid $250,192.

The salary figures were taken from reports filed at the SEC, which is required of all organizations listed by the New York Stock Exchange.

Sylvania Buys N. H. Plant To Make Transistors, Diodes

PURCHASE by Sylvania Electric Products Inc., New York, of a plant in Hillsboro, N. H., to expand the company's manufacture of transistors and crystal diodes was announced last week by C. W. Hosterman, general manager of Sylvania's Electronics Div.

Mr. Hosterman reported Sylvania is "the largest producer" of crystal diodes, small devices used for signal detection and switching in television, radio and electronic computers, and is "a leading producer" of transistors, tiny devices used in portable radios and other applications because of their ability to amplify electrical signals.

"This year, there will be a major upswing in semiconductor manufacturing," Mr. Hosterman said, adding, "Last year the industry sold 3.75 million transistors for $12 million. This year the industry is producing at a 9 million rate worth about $25 million."

Germanium and silicon types of diodes and transistors will be manufactured at Sylvania's new plant with operations expected to begin June 1. A total employment of 350 to 400 is seen when the plant is in full operation.

Tv 'Station' Aboard Aircraft Announced by Philco Corp.

POSSIBILITY of transmitting tv images from the earth's stratosphere—beyond the range of military anti-aircraft guns—was reported Thursday by Philco Corp.'s Government and Industrial Div.

Development of a compact and complete, self-contained telecasting "station" carried by a single-seat aircraft was carried out for the U. S. A. air force at the aerial reconnaissance lab of Wright Air Development Center, Dayton, according to Philco. It makes obsolete, company spokesmen said, the air-to-ground tv relay systems via slow-circling planes, as used by NBC-TV's *Wide Wide World* in its Havana and Bimini pick-ups late last year.

Through development of a "unique transmitter circuitry," Philco said that USAF jet reconnaissance planes may easily revolutionize the history of tactical warfare. Its first public exposure was scheduled last week for yesterday's (Sunday's) *Wide Wide World* telecast remote from Elgin Air Force Base in Florida.

WCYB-TV Buys Equipment

WCYB-TV Bristol, Va., and the General Precision Laboratories Inc., Pleasantville, N. Y., have signed a contract for a station package to include three camera chains and a GPL 3-vidicon color film chain. Also included in the package, delivery of which is scheduled for about July 1, is a General Electric 35 kw transmitter and antenna. The price reportedly is in excess of $300,000.

McKinney to Zenith Post

APPOINTMENT of Charles McKinney, formerly with Magnecord Inc., as advertising manager of Zenith Radio Corp. was announced Thursday by Erik Isgrig, vice president and advertising director of the set manufacturer. Mr. Isgrig also indicated Zenith plans to expand advertising-promotional activities "in line with sales management objectives." Part of this expansion, it was learned, will involve television advertising. The post of advertising manager has been vacant at Zenith the past few years.

Sylvania Sets Sales Record

FIRST QUARTER sales and earnings this year broke previous company records at Sylvania Products Inc., according to Don G. Mitchell, chairman and president, who reports net income at $4.32 million, or 33% higher than the like period last year, and sales up 12% for an $83.3 million quarter total. His report also showed Sylvania's tv set volume "softening somewhat" because of "extremely intense competition," and of receiving tube sales considerably above 1955's first quarter—with volume way ahead of last year.

Hoffman Sales Rise 35%

HOFFMAN Electronics Corp., Los Angeles, showed a 35% increase in sales and 50% increase in net profit for the first quarter of 1956 compared with the same period a year ago, President H. Leslie Hoffman reported to stockholders April 27. Sales for the period ended March 31 were $12.16 million compared with $8.99 million for the first three months of 1955.

Motorola Sales Near Record

MOTOROLA Inc., Chicago set manufacturer, has reported sales of $53.2 million for the first quarter of 1956—the second highest figure in its history—while earnings dipped slightly to $2.01 million. Sales rose 3% from $51.8 million recorded for the first quarter of 1955. President Paul V. Galvin also announced that Motorola plans to launch volume production of portable television sets later this year.

Admiral Reports on Quarter

ADMIRAL Corp. last Tuesday reported sales of $48,663,959 and profits of $1,310,336 (55 cents a share) for the first quarter of 1956, reflecting a sales dip and profit rise from the same period in 1955. During the first quarter of 1955, sales hit $50,034,396 and profits reached $1,238,176 (52 cents a share), according to John B. Huarisa, executive vice president and treasurer of Admiral Corp.

WEYAND SEES GROWTH OF TV VIDEO TAPE USE

Minnesota Mining & Mfg. vice president sees 'broadly expanding market' for television sound and picture signals on a single tape during annual stockholders' meeting.

DEMONSTRATIONS of video tape recorders "signal the approaching age of magnetic recording of television sound and picture signals on a single tape" and promise "a broadly expanding market for this already substantial item," a Minnesota Mining & Mfg. executive asserted last week.

Louis F. Weyand, executive vice president in charge of sales for Minnesota Mining, told the firm's annual stockholders' meeting Tuesday that magnetic tape represents one "of the new markets which are opening for established products."

Mr. Weyand cited earlier video recorder showings by RCA and Bing Crosby Enterprises and recent demonstrations by Ampex Corp. before and during the NARTB convention in Chicago [B•T, April 16, *et seq.*], pointing out Minnesota "Scotch" brand tape was used in each instance.

Minnesota Mining reported 1956 first quarter sales of $75,706,190—a 20% jump over the $63,382.846 for the same period last year and a figure second only to Minnesota Mining's 1955 fourth quarter of $79,147,713. Earnings for January-March this year were $8,632,518 ($1.04 a share) compared with $7,452,170 ($0.91 a share) the same months in 1955. Net income before federal and Canadian income taxes amounted to $17,424,518 as against $15,296,170 for the same quarter last year. A total of 8,309,816 common shares were outstanding at quarter's end.

The prospect looms for a reduction from the present $160-$200 price range of the 109 instrumentation tapes once Ampex and other video tape recorders become standardized within the industry and competition among tape-makers asserts itself. The more popular tapes now, some manufacturers report, are the one-half and one-and-a-half inch sizes for computers and one-quarter inch for audio recording. The emergence of color video tape recorders poses another cost problem, they said.

Minnesota Mining is considered the leading manufacturer of magnetic video and audio tapes, accounting for perhaps 50% of all business in an $8 million-plus industry last year. Others are ORRadio Industries, Reeves Soundcraft and Audio Devices. ORRadio plans to construct a new $300,000 plant for exclusive manufacture of magnetic color and monochrome tv tape for computers and other electronic devices [B•T, April 30].

Minnesota Mining also reported Tuesday on expansion of facilities at Bedford Park, Ill., which, when completed, will be its largest plant outside St. Paul. Bedford Park will be the continuing center for tape-manufacturing operations and the new home of two wholly-owned subsidiaries (National Adv. Co. and Mid-States Gummed Paper Co.) and Minnesota's Chicago branch office.

Some tape manufacturers are expected to exhibit their wares during the 1956 Electronic Parts Distributors Show at Chicago's Conrad Hilton Hotel May 21-24. Audio Devices Inc. plans to hold a special meeting that week.

In the recorder field, both RCA and Bing Crosby Enterprises are continuing research and development on compatible tv units. BCE is exclusive distributor in the Southwest for Ampex Corp., in which Mr. Crosby, it has been reliably learned, owns about 100 shares of some 550,000 shares issued.

Wholesale Radio Supply House Formed by Segal, Associates

DAVID SEGAL, station owner, William Simons, Mid-America Broadcasting Co. chief engineer, and Floyd Bell, Mid-America accountant, have formed Mid-America Electronic Supply Co. to handle wholesale radio supplies for broadcasters and repair men.

Mr. Simons will head the organization, which is expected to begin pilot operations tomorrow (Tuesday) from 1303 Magnolia St., Texarkana, Tex.

With the sale approval given for KUDL Kansas City [B•T, May 7], Mid-America has moved its general offices to the Sherman Plaza, Denver, Colo.

Mr. Segal owns KOSI Aurora, Colo., KLEE Ottumwa, Iowa, WGVM Greenville, Miss., and has applications pending for new ams to operate in Albuquerque, N. M., Phoenix, Ariz., and Boulder, Colo.

RCA Consultant Goldsmith Calls for Industrial Unity

INDUSTRIAL unity and cooperation are becoming vitally necessary to security and economic progress in the U. S., declared Dr. Alfred N. Goldsmith, scientist, inventor and an RCA consultant, in an address at the annual Founder's Day meeting of the Milwaukee School of Engineering.

Dr. Goldsmith cited the development of compatible tv as an example of the type of cooperation he was urging. He asserted that "Out of a set of near impossible specifications and through the closest teamwork, a new communications medium evolved which today is transforming the cultural and entertainment landscape of America." Dr. Goldsmith also urged industrial and educational leaders to seriously consider RCA Board Chairman David Sarnoff's proposal last January that a national educational reserve be created to meet the short-term shortage of skilled technical personnel. The Sarnoff plan envisioned release by industry of qualified teachers from its technical ranks for a year's service in the high schools.

Motorola Foresees Boom

MOTOROLA Inc. plans to produce between 50 million and 75 million transistors and related products and hopes to reach a sales peak of $400 million by 1960, Paul V. Galvin, its president, said last week. He also reported that a majority of Motorola products will be produced by automation processes within the next four years. Addressing Motorola's annual stockholders meeting in Chicago Monday, Mr. Galvin said his firm will turn more and more to military projects and plans to diversify its electronic product range.

Tyson Elected DuMont V.P.

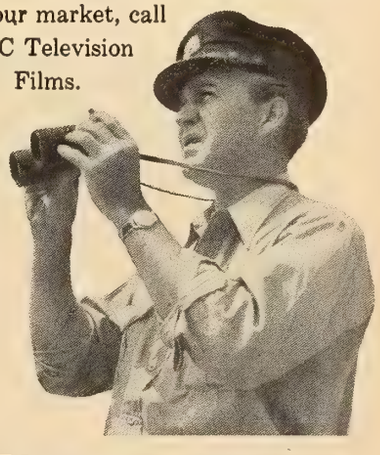
DONOVAN H. TYSON, controller of Allan B. DuMont Labs, has been elected a vice president of the firm, DuMont President David T. Schultz announced Thursday. Prior to joining DuMont in January, Mr. Tyson held a number of top corporation posts, among them, controller of Sylvania Electric Products Inc., treasurer of Botany Mills Inc. and vice president and treasurer of Minute Maid Corp.



high-rated adventure



Always a great favorite with the 11,750,000 weekly readers of the Saturday Evening Post – CRUNCH AND DES have really caught fire on TV. The show, starring Forrest Tucker, is already signed up in over 100 markets. For availability in your market, call NBC Television Films.



Crunch and Des

663 Fifth Avenue in New York;
Merchandise Mart in Chicago;
Taft Bldg. in Hollywood.
In Canada: RCA Victor, 225 Mutual St., Toronto.

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Programs for All Stations – All Sponsors



A DIVISION OF KAGRAN CORPORATION

DUMONT HOPES TO SHOW PROFIT BY YEAR'S END

David T. Schultz, president of the firm, addressing annual stockholders' meeting, says company was in red during first quarter but plans to stage comeback.

DESPITE operation in the red for the first quarter, Allen B. DuMont Labs is determined to make a comeback in the black, perhaps by the end of this year, according to President David T. Schultz.

Mr. Schultz' declaration, made at an annual stockholders' meeting held last week at Clifton, N. J., was echoed by Paul Raibourn, a director and a member of DuMont's finance committee. Mr. Raibourn also is vice president and director of Paramount Pictures Corp.

Asked directly by a stockholder to comment on DuMont's future, Mr. Raibourn said that in "one or two years, DuMont will be back where you stockholders can be proud of it." Mr. Raibourn noted that DuMont grew very fast in the years 1949 through 1955, and thus it was "reasonable" to expect some difficulty in management during such rapid growth. Some of these troubles, he said, have beset all of the tv industry. Mr. Raibourn described the situation now, however, as very "optimistic" for DuMont to make a profit comeback.

Mr. Schultz, a former top executive of Raytheon who joined DuMont's operation last January, reviewed the past, current activity and future prospects of the company. He observed that DuMont's major reorganization last year was completed with the liquidation of the DuMont Television Network and the spin off of the broadcast station properties, WTTG (TV) Washington and WABD (TV) New York, as a separate DuMont Broadcasting Corp.

Looking toward the future, Mr. Schultz thought the DuMont operation would emphasize such facets as Electronicam (tv-film system), government business and Vitascan (color tv broadcast equipment unit), among others. He said a build-up of government contracts would be one of the avenues to increasing volume.

Asked about the Ampex Videotape recorder development, Mr. Schultz said the effect of the recorder on Electronicam could not be forecast since, in the long-term, a prediction would be predicated on the path taken by Ampex. He explained that should Ampex sell in competition with the filming of features, Electronicam may become an important adjunct. At present, however, he noted that the Ampex tape machine has been earmarked primarily for delay broadcast uses in tv.

Stockholders approved the re-election of nine board members, including Chairman of the Board Allen B. DuMont, in Europe and thus not attending the meeting. Other directors: Barney Balaban, also president and director, Paramount Pictures Corp; Armand G. Erpf, with investment banking firm; DuMont Vice President Thomas T. Goldsmith Jr.; William H. Kelley, vice president and general manager of DuMont's consumer products division; Messrs. Raibourn and Schultz; Percy M. Stewart, with an investment banking firm, and Edwin L. Weisl, with a New York law firm and also associated with Paramount Pictures as a director.

Tv That Pierces the Darkness

RCA's new low-light television camera tube, demonstrated for the first time during the dedication of RCA's new Moorestown (N. J.) engineering plant May 4 [B•T, May 7], impressed observers with its ability to pierce almost total darkness.

In the demonstration, the image of a girl in a room with the lights off—she was invisible to observers seated 15 feet away—was picked up and projected, bright and well-defined, on a television receiver in the room.

The tube, known as a wide-spaced image orthicon, was described to the Institute of Radio Engineers' convention several weeks ago [B•T, March 26]. It had not been publicly demonstrated, however, before the Moorestown dedication.

In answer to questions, officials said the tube would be much better than current tubes in covering, for instance, court proceedings and other special events indoors. It is said to be 5-10 times more sensitive than other RCA tubes developed heretofore and to be able to televise scenes and objects under light conditions as low as those of a moderately cloudy moonlit night.

The tube is being used experimentally by the military services and also will be made available commercially. It plugs into a standard tv camera.

Along with many other new developments shown at the Moorestown ceremonies, RCA authorities described, but did not demonstrate, an electronic light intensifier called the "Cat Eye," which they said is capable of seeing objects in seemingly total darkness to produce sharp and clear television pictures.

They noted that the Air Force, which demonstrated the Cat Eye some weeks ago, said it enables airmen to see in the dark with almost daylight clarity and is expected to become a valuable reconnaissance aid to the Air Force.

MANUFACTURING PEOPLE

Arthur L. Chapman, vice president, operations, in charge of Sylvania radio and television division, Buffalo N. Y., named vice president, manufacturing, Sylvania Electric Products Inc., N. Y. **Dr. Bennett S. Ellefson,** head of engineering and research, and **Marion E. Pettegrew,** director of parts, tungsten and chemical divisions, Sylvania Electric Products Inc., elected vice presidents. **William White,** president of Delaware & Hudson Co. and Delaware & Hudson Railroad Corp., Albany, N. Y., elected director of Sylvania. **Alfred T. Shore,** sales correspondent, Sylvania, Teterboro, N. J., promoted to equipment sales representative for eastern region of electronic products sales department, also Teterboro.

Harry Schecter, recently resigned as vice president in charge of sales, CBS-Columbia, radio-tv set manufacturing division of CBS Inc., to Emerson Radio & Phonograph Corp., N. Y., as vice president in charge of distribution.

Sam Fantle Jr., former owner of KELO Sioux Falls, S. D., now president of Fantle Pontiac-Cadillac there, granted franchise for area distribution of Philco products.

William A. Shaw, national service manager, Hallicrafters, Chicago, to sales manager. **Hendrix G. Blue,** advertising and sales promotion manager, promoted to manager of distribution and advertising.

Benjamin H. Ballard Jr., assistant sales manager, The National Co., Malden, Mass., manufacturer of radio-tv components, to manager of distribution.

Frank Genochio, Kaar Engineering Corp. (radio-telephones, radio equipment), Palo Alto, Calif., named sales manager, replacing **Jim Hastins,** now firm's sales representative for Hawaii, stationed in Honolulu. **John Bradley** named assistant sales manager.

Howard W. Hibshman, formerly sales vice president, Norcor Mfg. Co., Green Bay, Wis., appointed manager of marketing, tv receiver department, Hotpoint Co., Chicago.

John M. Barker, Magnavox Co., Fort Wayne, Ind., named regional manager in San Francisco.

Frank D. Langstroth, former assistant general manager, Magnavox Co., to government and industrial div., Philco Corp., as field sales manager.

Charles W. Markham, manager of specialty sales, Motorola Inc., Chicago, to CBS-Columbia, radio-tv set manufacturing division of CBS Inc., in similar position, headquartering in Chicago. **Frank B. DeMayo,** formerly associated with real estate management, investment and consumer finance organizations in executive capacities, to administrative staff of CBS-Columbia, Long Island City, N. Y.

WHTN-TV

CHANNEL 13

IT'S A SELLER'S MARKET, but we can give you the BIGGEST BUY yet!

TIME: Now, while we're still new . . . with rates set to offer low cost per impression . . . choice availabilities are still open.

PLACE: Huntington — Ashland — Charleston and Portsmouth Markets. The rich, prosperous, tri-state area of more than 1,250,000 population conservatively measured from mail responses.

SCENE: WHTN-TV with the largest transmitting antenna in the world . . . 316,000 watts of power for maximum effective coverage . . . a built-in audience of more than 200,000 sets . . . popular basic ABC network programs, outstanding local live shows and top-notch films.

ACTION: Get on our "bandwagon" and g-r-o-w with us! After only one month of maximum power, Channel 13 showed 36.8% audience increase over the first audience report.

CALL US: Huntington, West Virginia, JAckson 5-7661, or our representatives: Edward Petry & Co., Inc.



Joseph Ptacin, advertising manager, Florence Stove Co., to Zenith Radio Corp., Chicago, as sales promotion manager.

William H. Eutzy and **P. Dusinberre,** both assistants to general manager of television-radio division, Westinghouse Electric Corp., Metuchen, N. J., named manager of production control and manager of commercial and defense operations manufacturing, respectively. **L. W. Tomlinson,** supervisory buyer, television-radio div., Westinghouse Sunbury, Pa., plant, to purchasing agent of division at Metuchen, N. J.

John Fellman, previously general sales manager of Deepfreeze Appliance Div., Motor Products Corp., appointed midwestern regional manager of Whirlpool-Seeger Corp., St. Joseph, Mich.

Stanley L. Rudnick, Keystone Camera Co., Boston, to National Co. (receivers, audio components), Malden and Melrose, Mass., as general sales manager of commercial division.

O'Farrell Welch, vice president, Leo J. Meyberg Co., San Francisco distributor, to Hoffman Electronic Corp., as general manager of sales division in San Francisco.

Leonard Gillon, manager of manufacturing, tv picture tube section, RCA, Marion, Ind., to plant manager, succeeding **W. T. Warrender,** transferred to Camden, N. J., as general manager of new components division.

Francis A. Pasley, manager of administration, chemical development department, General Electric Co., Schenectady, N. Y., to manager of finance, GE broadcasting stations dept., succeeding **Edwin S. West,** transferred to Cleveland, Ohio, as operating manager of GE Appliances Co.

Robert D. Wick, sales staff, RCA Tube Div., Chicago, named manager of government sales, RCA Semiconductor Div., Somerville, N. J., where transistor manufacturing plant is near completion.

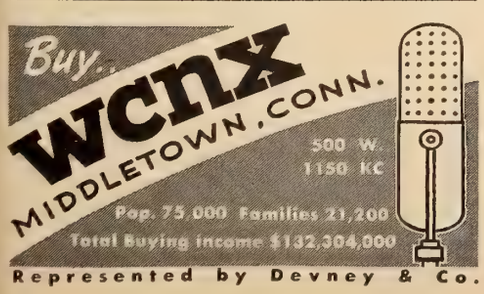
Seymour Silverman, senior industrial designer, General Electric Co., Syracuse, N. Y., and Bridgeport, Conn., to television-radio div., Westinghouse Electric Corp., Metuchen, N. J., as manager of industrial design. **L. W. Tomlinson,** supervisory buyer, Westinghouse television-radio division, Metuchen, named purchasing agent.

Earl L. Niessen, formerly assistant export manager of Deepfreeze Appliance Div., Motor Products Corp., Detroit, to sales department of Admiral International Corp., Chicago.

K. Warren Snider, regional sales manager of Motorola Inc., Chicago, promoted to radio-phonograph product manager.

Frank Adams, 59, eastern sales manager, OR-Radio Industries Inc., Opelika, Ala., died May 1 after long illness.

Jack Ryan, public relations aide, Zenith Radio Corp., Chicago, hospitalized in Evanston, Ill., following mild coronary occlusion May 4.



MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipment of 12-section, superturnstile antenna to KELO-TV Sioux Falls, S. D. (ch. 11); three-section, superturnstile antenna to WESH-TV Daytona Beach, Fla. (ch. 2); six section superturnstile antenna and 6-kw transmitter to WRGP-TV Chattanooga Tenn., (ch. 3); 25-kw transmitter to KSBW-TV Salinas, Calif. (ch. 8), 10 kw transmitter to WDAM-TV Hattiesburg, Miss. (ch. 9); six-section superturnstile antenna to WISC-TV- Madison, Wis. (ch. 3), and 2 kw transmitter to WESH-TV Daytona Beach, Fla. (ch. 2). Firm also reports shipping 3-Vidicon color film camera and 10 kw transmitter to KRIS-TV Corpus Christi, Tex. (ch. 6), and 50 kw transmitter to KGUL Galveston, Tex. (ch. 11). RCA also announces two new am transmitters type BTA-1MX rated at 1 kw and type BTA-500MX rated at 500 w. Typical measurements indicate distortion averaging 1.7% at 15,000 cycles with ± 1 db audio response to 15,000 cycles.

Westinghouse Electric Corp. announces construction will begin later this year on new plant in Bloomington, Ind., where switchgear distribution apparatus will be manufactured.

Shure Bros. (microphones, acoustic devices), Chicago, moved to 222 Hartrey Ave., Evanston, Ill.

Nems-Clarke Inc. (electronic equipment), Silver Spring, Md., has acquired new building, adding 20,000 sq. ft. of production space.

Davies Labs. Inc., Riverdale, Md., announces two new tape transports featuring wide flexibility available for reels up to 10½ in. and tape widths from ¼ to 2 in. in ¼ in. increments with wide choice of tape speeds. Type 102 transport utilizes single or multiple speed hysteresis synchronous motors to drive capstan. Type 103 utilizes one or two single, dual or triple speed hysteresis synchronous motors to drive capstan up to six speeds. Units take Davis multi-channel recording heads.

Sylvania Electric Products Inc., Buffalo, N. Y., names Radio Trade Supply Co., Des Moines, Iowa, as distributor for 61 counties in Iowa.

Collaro Div., Rockbar Corp., Mamaroneck, N. Y., announces new Collaro record changer model RC-456 for four-speed operation at 78, 45, 33⅓ and 16⅔ rpm. Changer incorporates features of three-speed predecessor, including automatic intermix and idler disengagement. Price has been lowered to $34.50, attributed to expanded production facilities abroad.

Allen B. DuMont Labs' International Div. has established European headquarters in Milan, Italy, at Corso Venezia 51. James Segre, DuMont's European representative, will make his office at that address.

Raytheon Mfg. Co., Waltham, Mass., awarded U. S. Air Force contract totaling $46 million for airborne electronics equipment.

Hoffman Electronics Corp., L. A., announces early shipment of new Featherlite Model 1144, portable tv receiver. Unit has 14-inch screen, weighs 26 pounds and measures roughly 14x11-x15 in. Hoffman light shield, designed for sharper picture, is incorporated with 14-tube chassis, said to perform 23 tube functions. Suggested retail price is $129.95.

RCA Service Co., Camden, N. J., has published new 92-page, illustrated reference book, *Servicing Color Television Receivers.* Book deals with RCA Victor 21CT660U series.

Dynamics Corp. of America, N. Y., has acquired Eldico Corp., Mineola, N. Y., producer of sideband radio transmitters.



still going strong



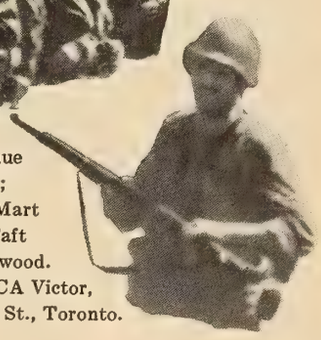


On second, third and fourth runs, VICTORY AT SEA outrates competition, and at an unusually low cost-per-thousand.



Even in a fifth run market, VICTORY AT SEA costs just $1.55 per thousand, per commercial minute. Get this sales-building, prestige-building show. Call NBC Television Films.





663 Fifth Avenue in New York; Merchandise Mart in Chicago; Taft Bldg. in Hollywood. In Canada: RCA Victor, 225 Mutual St., Toronto.

Victory at Sea

NBC Television Films

Programs for All Stations– All Sponsors



A DIVISION OF KAGRAN CORPORATION

C. O. Brandes Inc., Cleveland, Ohio, appointed export representative for Dage Television Div., Thompson Products Inc. (closed-circuit equipment), Michigan City, Ind.

Sylvania Electric Products Inc. has set up new Applied Research Lab in Waltham, Mass., for work in field of military electronics. Dr. Leonard S. Sheingold, former director of Sylvania Avionics research department, also Waltham, is head of new lab.

Sterling High Fidelity Inc., N. Y., appointed exclusive U. S. sales agency for Norddeutsche Mende Rundfunk G.M.B.H., Bremen, West Germany.

Allen B. DuMont Labs, Clifton, N. J., has established industrial tube sales department under direction of Roy A. Olerud, formerly market research engineer in company's technical product division.

General Electric Tube Dept., Schenectady, N. Y., in line with trend toward production of smaller and more portable tv sets, announces development of new line of tv receiving tubes said to reduce heat 25%. Tubes, drawing 450 milli-amperes of heater current, operating at 117 volts and using only 53 w, will account for lower priced sets, firm says.

General Precision Laboratory Inc., Pleasantville, N. Y., has arranged with Altec Service Corp., N. Y., for nationwide, franchised service for GPL industrial tv equipment. Arrangement will permit purchasers to contract for regular service and parts replacement.

Baird Assoc., Cambridge, Mass., announces transistorized mixer-amplifier for remote recording and broadcasting. Bulletin TP101 describes device as first truly portable mixer-amplifier, 90% lighter and 95% smaller than other instruments. Self-contained unit has frequency response within 3 db of 100-10,000 cycles and standard 600-ohm output impedance.



NEGOTIATIONS have been completed between Allen B. DuMont Labs and WVET-TV Rochester, N. Y., for the purchase of DuMont's Multi-Scanner for film and slide reproduction. Slated for immediate delivery, the Multi-Scanner will be installed in the Rochester station's newly-expanded studio operation. Signing the contract are (l to r) Kenneth Petersen, sales manager for DuMont's Transmitter Sales Dept.; Ervin F. Lyke, president of Veterans Broadcasting Co., which operates WVET-TV, and Frank O'Connell, sales representative for DuMont.

Entron Inc., Bladensburg, Md., appoints Rocke International Corp., N. Y., exporter and international sales representative for jobber items and tv systems.

Canadian Aviation Electronics, Montreal, marketing portable battery-powered radio, hand-strap variety, which doubles as Geiger counter for amateur geologists. Set, to sell in Canada for $89.95, is expected to have world-wide market.

Allen B. DuMont Labs., International Div., names Corporacion Nacional Distribuidors, S. A., Mexico City, manufacturing and sales licensee for DuMont tv receivers and radios in Mexico.

RCA Tube Div., Harrison, N. J., opening new 20,000 sq. ft. Advanced Development Lab. at Needham, Mass. Plant will be used for advanced development of ferrites—inorganic chemical compounds used for tv, hi-fi and computer components. Manager of plant laboratory is Dr. Francis E. Vinal, formerly with Lincoln Labs, Mass. Institute of Technology, who joined RCA in December.

RCA's Theatre & Sound Products Dept., Camden, N. J., has added three accessories for RCA 16mm sound motion picture projectors. Accessories are automatic cable-rewind device, line-voltage booster and portable sound components carrying case.

Hoffman Radio Div., Hoffman Electronics Corp., L. A., has appointed three new distributors for tv, radio and hi-fi sets: B. M. Tower Co., Bridgeport, Conn.; Barre Distributing Co., Wilkes-Barre, Pa., and Progress Distributing Corp., Buffalo, N. Y.

Bell & Howell Co., Chicago, announces new 16mm motion picture camera with sundial type lens (Sunomatic). Lens is set by dialing written description of light.

S.O.S. Cinema Supply Corp., N. Y., announces new medium weight professional tripod, S.O.S. Junior Tripod, built to take many standard make cameras which previously required more expensive tripods, according to company. Entire assembly weighs 14 lbs. with high spread of 75 in. and low spread of 41 in. Junior Tripod costs $145. Senior model for heavier cameras is $295. S.O.S. also announces new low cost hydraulic camera crane with long, flexible neck, called "The Giraffe." Feature is aerial platform to support load up to 450 lbs., including cameraman, equipment and assistant, with no outriggers necessary. Crane is self-contained, powered by hydraulic motor and can be raised to 40 ft. in few seconds. Platform rotates.

Standard Electronic Corp., Newark, N. J. has published new four-page tv amplifier specifications bulletin describing high band 50 kw vhf tv amplifiers. Illustrated brochure contains explanations of how equipment operates, specifications, tube list and block diagrams of aural and visual amplifiers. Standard also has published new tv amplifier specifications bulletin showing low and high band 25 kw vhf television amplifiers.

Animation Equipment Corp., New Rochelle, N. Y., announces new line of stop-motion motors designed by John Oxberry for fast operation of animation cameras, including five-speed, two-speed and single-speed units. Five-speed motor has frame counter and dial for forward speeds of 60, 120, 180 and 240 rpm with rewind speed of 720 rpm.

General Precision Laboratory, Pleasantville, N. Y., has equipped Port Chester, N. Y., Senior High School for experimental use of closed-circuit tv in classrooms.

Andrew Corp. (antenna systems, transmission lines), Chicago, announces new nine-inch rigid coaxial transmission line for very high power application at frequencies up to 550 mc. New line is capable of handling average powers of 300 kw at 150 mc and peak power of 3 mgw. It comes in 20-ft. sections and features new quick-assembly flange using one bolt instead of many required by conventional flanges.

Amplifier Corp. of America, N. Y., producing automatic volume control amplifier which maintains constant output within ± 1 db with input changes of 30 db. Rapid automatic gain reduction prevents syllable clipping and slow automatic gain increase avoids automatic control at syllabic frequencies. Amplifier basis is two-stage push-pull circuit. For broadcast application A.V.C. amplifier gain control automatically keeps modulation at peak levels without exceeding modulation limits and eliminates element of human error, manufacturer says.

Alden Products Co., Brockton, Mass., distributing new bulletin, *Ideas, Techniques, Designs,* showing applications of electronic gear packaged with Alden plug-in components. Company's "Get Started" kits of components to mount, house and monitor electronic circuitry are shown.

Audio Devices Inc., N. Y., has added two new types of magnetic tape to Audiotape line: Super-Thin, designed to permit twice as much recording and playback time per reel as standard plastic-base tape, and Longer Recording, said to provide 50% more recording and playback time per reel.



Va. AP Broadcasters Present Awards for News Coverage

NEWSCASTING AWARDS, established to increase competence in the newsrooms of member stations, last week were presented for the sixth year by the Virginia Associated Press Broadcasters convening at the National Press Club, Washington.

A special award was given to Phil Ellis, WPTF Raleigh, N. C., for that station's newscasting during last year's hurricanes.

The Virginia awards were divided into two classifications; metropolitan for areas with two or more stations, and non-metropolitan for those with only one station. Eighteen stations submitted 63 entries. List of award winners:

Comprehensive

Metropolitan: 1. WRNL Richmond, Roger Mudd; 2. WTON Staunton, Jim Wooddell; 3. WTAR Norfolk, News Dept.; 4. WSLS Roanoke, Jim Shell.

Non-Metropolitan: 1. WEVA Emporia, Dennie Perkinson; 2. WRAD Radford, Bob Bradford; 3. WSVS Crewe, Frank Watkins; 4. WBOF Virginia Beach, Leo Hoarty and Wade Williams.

Commentary

Metropolitan: 1. WCYB Bristol, Walter Crockett; 2. WDBJ Roanoke, M. Carl Andrews.

Non-Metropolitan: 1. WBOF Virginia Beach, Leo Hoarty and Wade Williams; 2. WEVA Emporia, Al Drew; 3. WSVS Crewe, Bob Richards; 4. WRAD Radford, Bob Bradford.

Local & State

Metropolitan: 1. WRNL Richmond, Roger Mudd; 2. WCYB Bristol, Douglas Boy; 3. WTAR Norfolk, News Dept.; 4. WSLS Roanoke, Joe Moffatt.

Non-Metropolitan: 1. WBOF Virginia Beach, Leo Hoarty and Wade Williams; 2. WRAD Radford, Lee Mills; 3. WSVS Crewe, Bob Richards; 4. WLPM Suffolk, Earl Hundley.

Farm News

Metropolitan: 1. WTON Staunton, Jim Wooddell; 2. WRNL Richmond, Bob DeBardelaben; 3. WDBJ Roanoke, Sharps' Farm Report; 4. WCYB Bristol, Frank Raymond.

Non-Metropolitan: 1. WLPM Suffolk, L. E. Pettyjohn; 2. WRAD Radford, Tom Gannoway; 3. WSVS Crewe, Hiram Holmes; 4. WMEV Marion, H. B. Eller.

Women's News

Metropolitan: 1. WTAR Norfolk, Mildred Alexander; 2. WSYB Bristol, Alice Friberg; 3. WSLS Roanoke, Betty Bond.

Non-Metropolitan: 1. WFTR Front Royal, Drayton Norcom (Mrs. Ken Gordon); 2. WAYB Waynesboro, Maxine Huffman; 3. WMEV Marion, Miss Karl Bundy; 4. WEVA Emporia, Sallie Whitlock.

Sports

Metropolitan: 1. WRNL Richmond, Frank Messer; 2. WTAR Norfolk, Blair Eubanks; 3. WSLS Roanoke, Ed Thomas; 4. WTON Staunton, Jim Wooddell.

Non-Metropolitan: 1. WHLF South Boston, Roy Marsh; 2. WRAD Radford, Don Greene; 3. WSVS Crewe, Don Greene; 4. WAYB Waynesboro, Al Charles.

Outstanding Engineer Award Nominations Open, ETK Says

OPENING of nominations for 1956's "Outstanding Young Electrical Engineer" by accredited colleges, the American Institute of Electrical Engineers, the Institute of Radio Engineers and private engineering employers, has been announced by the Eta Kappa Nu

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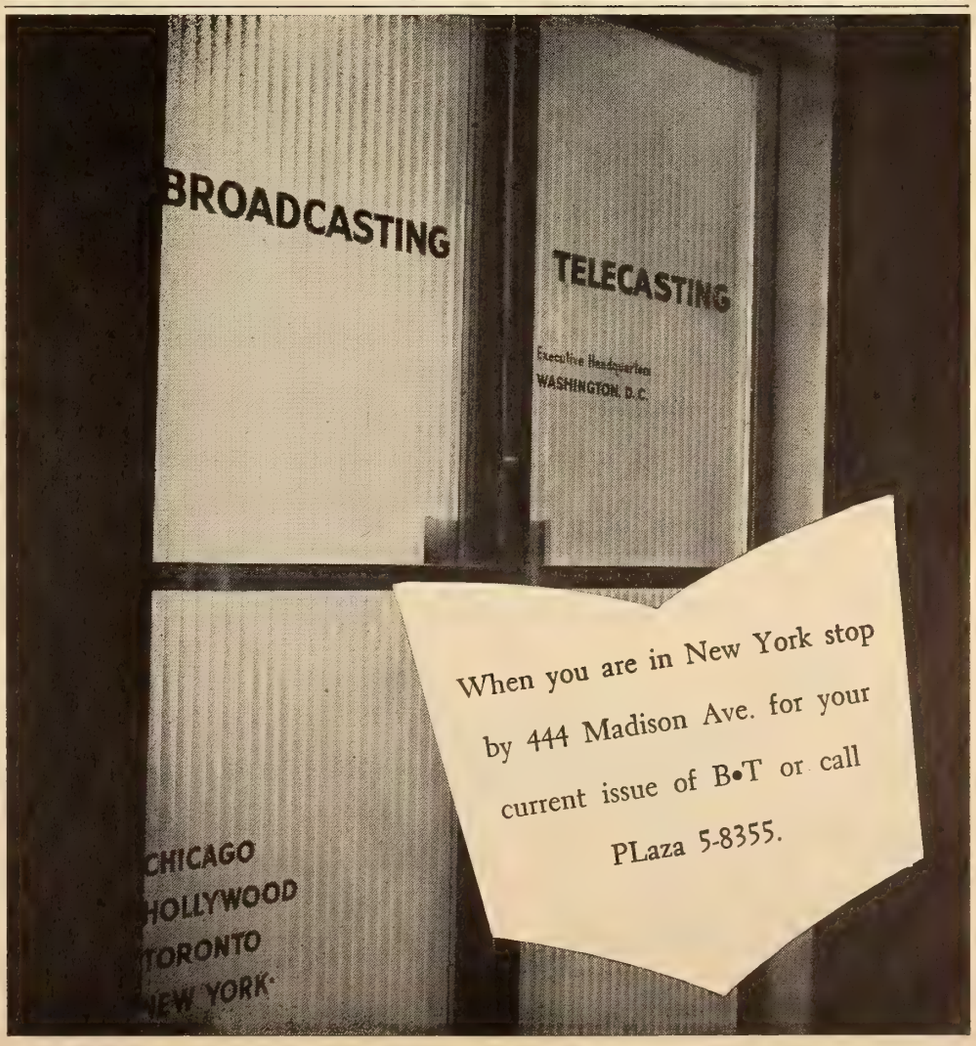
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Assn., national electrical engineering honor society.

Awards will be made to any engineers (not necessarily EKN members) who are under 35 and hold B.S. degrees in electrical engineering, on "a basis of social and civil accomplishment as well as technical achievements." Deading on "a basis of social and civil accomplishmay be obtained from A. B. Zerby, executive secretary, Eta Kappa Nu Assn., P.O. Drawer 447, Dillsburg, Pa. Judging will be held in late autumn.

KVOO Wins 'Sweepsteaks' Over 64 Other Stations

KVOO Tulsa, Okla., has been named the winner of the Nutrena Mills Inc. (poultry and livestock feeds), Minneapolis, Minn., "Fifty-Grand Sweepsteaks," a contest in which 65 radio stations in a 24-state area participated to introduce a new chicken feed. The prize was prime beef.

WCCO Minneapolis, KWKH Shreveport, La., WHO Des Moines, Iowa, and KELO Sioux Falls, S. D., were given special recognition for outstanding achievement in the contest.

The contest began Oct. 18, 1955, and ended Jan. 31, 1956. During that time, 15,000 people in the KVOO area alone showed their interest in the product. The object of the campaign was outlined to the stations and then they were on their own as far as method was concerned; they had Nutrena salesmen to consult with. Judging was done on the basis of tonnage sold, spot frequency, potential of territory covered by station signal, competition, overlap, etc.

Nutrena's agency is Bruce B. Brewer & Co., Kansas City.

AAW, Hollywood Ad Club Plan Tv Awards in June

FOURTH ANNUAL television commercial awards will be presented by the Advertising Assn. of the West and the Hollywood Advertising Club at the AAW convention in Los Angeles, June 24-28.

Awards will be given for one minute or less commercials and for any length live, kinescoped or filmed. A special sweepstakes award will be presented to the commercial judged best of these winners.

Entry forms are available from the Hollywood Advertising Club, AAW headquarters, 425 Bush St., San Francisco 8, or from local advertising clubs throughout the West. Deadline for entries is June 1.

Award Winners Announced In 'Lone Ranger' Contest

WINNERS of *The Lone Ranger* 23rd anniversary $10,000 cash award contest for radio and tv station promotion managers have been announced in Hollywood by Jack Wrather, president of The Lone Ranger Inc.

Jack W. Schumacher, WICU-TV Erie, Pa., was winner of the top award of $2,500; Don Beedle, KVTV (TV) Sioux City, Iowa, took second place and a $2,000 award, and Chuck Olson, WREX-TV Rockford, Ill., third and $1,500.

Sponsors of the contest were General Mills and American Bakeries, who also sponsor the radio and tv *Lone Ranger* shows; Warner Bros. (in conjunction with the release of the feature "Lone Ranger" film production), and The Lone Ranger Inc.

Other prizes included $1,000 to Graham Jeambey, KRNT-TV Des Moines, Iowa; $500 to Bob Peel, WHEN-TV Syracuse, N. Y.; $500 to Margaret McDonald, WBAP Fort Worth, Texas; $250 to W. E. Pendleton Jr., WMAZ-TV Macon, Ga.; James B. Chenoweth, WABT (TV) Birmingham, Ala.; Dorothy Sanders, WLWD (TV) Dayton, Ohio, and George Feldman, WFIE-TV Evansville, Ind.

Ten awards of $100 each went to Dick Westman, KUTV (TV) Salt Lake City; A. Richard Robertson, KSL-TV Salt Lake City; Billie Wise, KTRK (TV) Houston; Dale Cowle, KDAL-TV Duluth, Minn.; Fred E. Walker, WTTM Trenton, N. J.; Robert G. Pott, WCBS-TV New York City; Roy C. Pederson, WDAY-TV Fargo, N. D.; Tom Hennesy, WJBF Augusta, Ga.; Bill Walker, KBTV (TV) Denver, and William C. Rucker, WHBQ-TV Memphis.

This year's top winners also were top winners in last year's Lone Ranger 22nd anniversary award contest, with Mr. Beedle placing first and Mr. Schumacher second.

WSJS-AM-TV, WMUU Win News Awards in Carolinas

TOP AWARDS for excellence in radio and television news operations were presented to WSJS-AM-TV Winston-Salem, N. C., at the annual awards banquet of the Radio & Television News Directors Assn. of the Carolinas, held May 5 at Winston-Salem.

Winner of the excellence award for news work by radio stations of 1 kw or less was WMUU Greenville, S. C.

Runner-up in the television category was WFMY-TV Greenboro, N. C., and in the 5 kw or above radio class, WBBB Burlington, N. C., and WJMX Florence, S. C. Runner-up in the 1 kw class was WBAW Barnwell, S. C.

AWARD SHORTS

Dr. Frank N. Stanton, president, CBS, to receive American Marketing Assn. 1956 Parlin Award May 15 "in recognition of distinguished achievement" in advancement of marketing.

Donald H. McGannon, president, Westinghouse Broadcasting Co., named Fordham alumnus who has distinguished himself in field of communications during past year.

Phila. Radio & Television Broadcasters Assn. given award of merit by United Fund. PRTBA President William B. Caskey, vice president and general manager of WPEN Philadelphia, received award for association.

Sylvester L. Weaver Jr., NBC board chairman, presented with Dartmouth College Club's "Distinguished Service to the Community" award.

Louis G. Cowan, CBS vice president and executive producer, awarded fraternity Zeta Beta Tau's New Orleans trophy for accomplishments in 1955.

Edgar Bergen, CBS personality, honored by leading broadcasting executives and performers on occasion of his 20th year as radio star during luncheon in New York held under auspices of Radio & Television Executives Society

Ruth Cotting, Washington, D. C., area director, Welcome Wagon, named Advertising Woman of the Year by Washington Women's Advertising Club.

S. George Gallu, producer of CBS-TV's *Navy Log* (Tues., 8:30-9 p.m. EDT), appointed "honorary admiral in the television industry" by Navy Secretary Charles S. Thomas in special Naval citation for contribution to greater public understanding of Navy.

WMAR-TV Baltimore film department for second year took all three prizes in news film category of Baltimore Press Photographers contest. Station cameramen honored were Edmund J. Eisenmeier, first prize, and Charles Purcell, second and third.

WMRN Marion, Ohio, received fourth consecutive public interest award from National Safety Council for contributions to accident prevention.

Margaret Mary Kearney, educational director, WCAU Philadelphia, won first prize in radio scripts at "Adland" exhibit of Phila. Club of Advertising Women. She submitted *Career Forum,* WCAU show in its 11th year.

WCAU-AM-FM-TV Philadelphia cited by United Community Campaign for support given drive last fall.

Frank Slaymaker, weatherman, WOOD-TV Grand Rapids, Mich., cited by local Fraternal Order of Eagles in civic service award for work in preparing area for April 3 tornado.

Edythe Fern Melrose, WXYZ Detroit, named Detroit's Advertising Woman of the Year by Women's Advertising Club of Detroit.

Edgar Bergen and Charlie McCarthy, CBS, congratulated in L. A. City Council resolution on contribution to entertainment during 20 years in radio.

Ed Sullivan, CBS-TV, winner of second annual award by Jewish Big Brother Assn. of Boston.

Ray Perkins, disc jockey, KIMN Salt Lake City, recognized by American Heart Assn. in award for service on disc jockey committee.



It's always a HIT!

BASEBALL THEME: "Take Me Out to the Ballgame"

STANDARD **SOUND EFFECT No. 404**

Over 1000 Sound Effects—Send for FREE Catalog

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto
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STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

ROYAL COMMISSION HEARS SUGGESTIONS ON HOW TO RUN CANADIAN RADIO-TV

Labor Congress, CBC and CARTB present briefs during first week of hearings. Labor group advocates divorcing broadcast ownership from that of other media, charges 'news monoply.'

IF THE FIRST week's hearings at Ottawa are an indication, the Canadian Royal Commission on Broadcasting is going to receive a wide variety of ideas as to how radio and television should be controlled and programmed in the future. During the first week of hearings (April 30-May 5), the commission heard briefs from and questioned officials of the Canadian Broadcasting Corp., the Canadian Assn. of Radio & Television Broadcasters and the Canadian Labor Congress.

The Canadian Labor Congress advocated the breaking up of multiple ownership of independent radio and television stations and divorcing ownership from that of other media. In some cities, the labor leaders pointed out, ownership of newspaper, radio and television station was by one company and there was no competition. The labor unions charged this brought about a news monopoly.

The labor brief also charged that the CBC did not adequately enforce its regulations on independent stations and urged that CBC continue to control radio and television in Canada. It urged the CBC to market its programs abroad and use more Canadian talent on all stations, with an import tariff to be placed on foreign film and recorded programs to encourage Canadian talent use.

The labor brief suggested that CBC be financed by a rising annual parliamentary grant to start at $15 a year for each tv set and $3 a year for each radio household. This would amount to $41.3 million to start, to which would be added CBC commercial program revenue for a total of about $50 million to start. Sales of tv and radio sets in the years ahead would add about $4 million a year to the statutory grant. Capital outlays should be paid out of the national treasury, it said.

The three commissioners—R. M. Fowler, chairman, Edmond Turcotte and James Stewart, corporation lawyer, ambassador and banker, respectively—showed that they had a firm grasp on the problem by their questions and those of the commission counsel.

After the CARTB had presented its brief [B•T, April 2], Chairman Fowler predicted that an independent authority as requested by the CARTB to regulate both CBC and independent stations, would impose more control over independent stations than was at present exerted by the CBC. He told CARTB officials that they are asking for a regulatory board, such as the railways have, when the railways would like nothing better than to be rid of their regulatory body. He pointed out that such a board, after six months, would be no different than the CBC board of governors and would cost the government more money. CARTB Executive Vice Pres. Jim Allard stated that such an independent board could be paid for by the transmitter fees now charged stations, amounting to about $293,500 a year. This money now goes to the CBC.

Fred Lynds, CKCW-AM-TV Moncton, N. B., president of CARTB, answered questions of the commission regarding private radio and tv networks, which CARTB wants, by stating that the CARTB had never thought of applying for permission to set up a network. (The CBC regulations state networks cannot be operated without CBC consent in each individual case.)

CBC General Manager Al Ouimet told the commission that inadequate facilities were swelling CBC operating costs. Not knowing in advance the revenue it would have for operating in a year, CBC has been unable to do any long-term planning. Thus it has tv studios all over Toronto and Montreal, instead of having them in one or two central locations.

Color Conversion Cost

Mr. Ouimet also told the commissioners it would cost about $2 million to convert present tv studios at Montreal and Toronto to color tv use, and about the same amount to convert CBC and independent transmitters on the tv network for color. He emphasized that once CBC gets into color tv, it will have to produce its own programs from the start, rather than depend on U. S. network imports.

Every time a new independent tv station goes on the air, it costs the CBC $100,000 a year for program distribution costs, CBC Chmn. A. D. Dunton told the commission. Commission Chmn. Fowler suggested that CBC charge independently-owned stations for tv programs. Thus, if a second tv station is licensed in one of the larger market areas, it could buy a franchise for programs from the CBC at a price which would be profitable to the CBC.

Mr. Dunton told the commission this idea had never been considered. He stated that by law the CBC could force the stations to carry all CBC programs, but it had never been necessary. He felt it was not necessary under present circumstances to charge independent stations for the CBC programs. On the other hand, Mr. Dunton explained that if CBC programs were not available, there would have been fewer applications for independent tv stations, especially in the smaller areas.

Messrs. Dunton and Ouimet both stated that there was an unsatisfied demand for spot announcement advertising on Canadian tv, but not for programs. Canadian-produced tv commercial programs were partially subsidized by the CBC because costs to advertisers had to be kept competitive with newspaper and other media. A second tv station in a major market like Toronto or Vancouver would do well with spot announcements and imported programs, Mr. Ouimet explained.

The commissioners were skeptical about the plea of the CARTB that radio and tv stations

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Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

HIGH GAIN DIRECTIONAL
vhf tv transmitting
ANTENNA



AMCI Type 1030
Channels 7 through 13

This 3-bay directional array has a power gain of 20.8 and in conjunction with a 10-kilowatt transmitter radiates an ERP of 171 kw — another proven installation at Station CJLH-TV, Channel 7, Lethbridge, Alberta, Canada. The antenna is the AMCI 3-bay Type 1030-S with Type II null fill-in.

AMCI Type 1030 directional antennas provide a controlled horizontal pattern, adjustable to your particular service requirements. *Write for descriptive bulletin B-456.*

ANTENNA SYSTEMS—COMPONENTS
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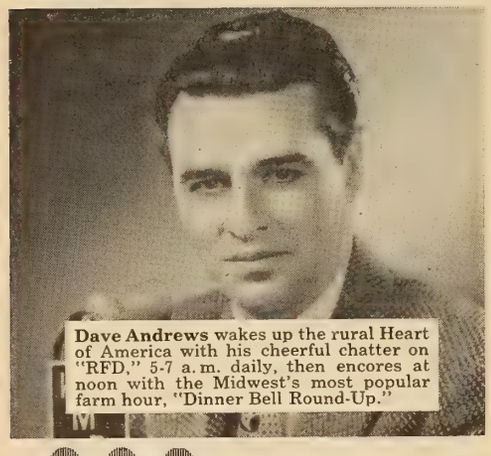
should be given the same freedom from government regulation as the press. They questioned Mr. Allard at length about news content and entertainment content of programs. Comr. Stewart said: "You are blowing up this news. I get the impression from you that the entertainment is incidental to the news. How much time is given to news? I would think it would be very small." Comr. Fowler added, "you are taking this element of information and spreading it over the whole area."

CARTB suggested cutting CBC's rising costs by reducing it to a program production agency, without ownership of stations, or having it become an operator of individual stations and no network, or having it operate network stations only for artistic productions, or having the CBC become a non-operating body with government subsidy for developing such organizations as orchestra and drama groups.

CBC's Dunton pointed out that CBC could become self-supporting if it sold more commercial time and produced less Canadian programs. Imported programs from the U. S. could be obtained at far less cost than that of producing Canadian programs on radio or tv. CBC would like to see Canadian programs on radio and tv networks increase from the present 55% to 66%, he said.

5.7 Million Tvs in Britain

AS OF APRIL 1 the total licensed television sets in Great Britian was 5,739,593. Sets are increasing at a pace of 90,327 monthly. Dealers' reports indicate the set selling pace is on the decline due to the London government's anti-inflation policy of tight restriction on set rental and installment plans.



Dave Andrews wakes up the rural Heart of America with his cheerful chatter on "RFD," 5-7 a.m. daily, then encores at noon with the Midwest's most popular farm hour, "Dinner Bell Round-Up."

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

BBC Report Shows People Prefer ITA Competition

AUDIENCES having the choice between British Broadcasting Corp. and Independent Television Authority programs prefer the commercial ITA broadcasts. This is the essence of the latest BBC Quarterly Report on Viewing Trends.

Below is the average level of evening viewing among the "adult British television public" during the first quarter of this year:

	% Audience with Choice of Program	% Audience without Choice of Program
BBC	16.5	39.6
ITA	23.9	. . .
Total	40.4	39.6

Overall figures for the period (January to March) indicate viewing has increased from a level of 14.9% in the corresponding period of 1955 to 17.0%. The later percentage gives 15.4% to BBC and 1.6% to ITA.

In absolute figures, the tv viewing public (average adult evening audience) increased from 5.6 million to 6.4 million. A gain of 200,000 is credited to the BBC audience. It is estimated that ITA audiences averaged over 500,000 adults between Jan. 1 and Feb. 18 and almost 700,000 during the rest of the quarter.

The potential British (adult) audience total rose from 12.1 million to 15.7 million from the first quarter of 1955 to the first quarter of this year, according to the BBC survey. The potential audience for the commercial ITA programs, according to the same source, has been estimated at about 1.9 million at the beginning of the quarter when only the Croydon ITA transmitter was in operation. The figure rose to three million at the end of the quarter, after the Lichfield ITA transmitter had been added.

BBC Testing Color Tv, Technical Director Reveals

SIR HAROLD BISHOP, director of technical services of the British Broadcasting Corp., after his return from the U. S. spoke before the Radio Industries Club, London, on color tv in America and on British color prospects.

Sir Harold said the BBC had an open mind on what system should be adopted. He believes it is the responsibility of the Tv Advisory Committee on which the BBC, the Post Office and the trade is represented to recommend the most suitable system.

He cited some "accusations" that the BBC is spending public money on pushing a compatible 405 line color tv system. He said that was a "misrepresentation" of the facts and that the BBC is exploring all aspects of color tv for the information of the TAC. In cooperation with the industry, the experiments would cover all bands and standards besides the 405-line system, Sir Harold revealed, adding that it would be "a long time" before a decision will be reached.

British Union Criticizes ITA For Use of American Films

EQUITY, British labor union, in its quarterly report again hit Independent Tv Authority for using tv films from the U. S. Complained Equity: "American film material is cheaper than presenting live or films of programs made in Britain. This is precisely what we feared would happen. The quota agreement is therefore one of the most important that we have ever made. It is essential that it be maintained."

The quota agreement referred to is between ITA and 14 British unions on the use of imported tv films in British commercial tv broadcasts. ITA chief Sir Robert Fraser and union delegates agreed on meeting every three months to discuss use of imported tv films by ITA program contractors.

Nielsen Toronto Branch Plans Canadian Service

A NIELSEN Canadian broadcast measurement service is in the making, Dean Prather, president of A. C. Nielsen Co. of Canada Ltd., Toronto, has announced.

According to advance plans set up at Toronto meetings held by Nielsen executives with representatives of leading Canadian advertisers, agencies, stations and networks, Nielsen has developed "a tentative course of action for the progressive introduction of . . . meter-based service into the Canadian broadcasting picture."

The blueprint calls for Nielsen to work out a "detailed proposal" for the first phase, which will consist of radio and tv audience measurements of the Toronto market, and an outline of Nielsen's approach to the measurement of additional markets. Eventually, it was explained, a national service will be developed for Canadian radio and tv broadcasting.

The proposed Toronto service is to be based on metered measurements, using a combination of Nielsen's Audimeters, Recordimeters and other techniques now in operation in 30 markets in the U. S.

INTERNATIONAL PEOPLE

Henry E. Karpus, with E. W. Reynolds Ltd., Toronto agency, since 1950, appointed vice president in charge of radio and television.



MR. KARPUS

Peter McDonald, chief of tv operations, Canadian Broadcasting Corp., Vancouver, moving June 1 to Toronto CBS program headquarters to handle program planning and production.

William H. Erskine, vice-president of J. Walter Thompson Co. Ltd., Montreal and Toronto, to general manager of Montreal office.

Doug A. Grout, general manager of James Alexander Ltd., Toronto station representative firm, to sales manager of radio program division of S. W. Caldwell Ltd., Toronto, Ont.

Don Naim, program director of CHEX Peterborough, Ont., and CKGB Timmins, Ont., to program director of CKWS-TV Kingston, Ont.

Jack Burghardt to chief announcer of CHCH-TV Hamilton, Ont.

Barry Penhale, CKEY and CKFH Toronto, Ont., to promotion manager of CKSO-TV, Sudbury, Ont.

George Collins to commercial announcing staff of CKCK-TV Regina, Sask.

Barry Nicholls to promotion manager of CHCT-TV Calgary, Alta.

R. J. Fry, 72, Winnipeg, member of board of governors, CBC, died in hospital at Ottawa May 2 following heart attack. He was in Ottawa to attend CBC meeting.

NBC SEEKS OPERA MATERIAL

A SIX-WEEK European tour has been planned by Samuel Chotzinoff, producer, NBC Opera Company, who was slated to leave New York by air Saturday for England, France, Holland and Italy. In Europe, Mr. Chotzinoff, whose brother, violinist Jascha Heifetz, will accompany him on the first leg of the trip, will attend opera performances and hold conferences with composers in search of possible new commissions for NBC operas.

MAYOR JOINS KWK-TV TALENT

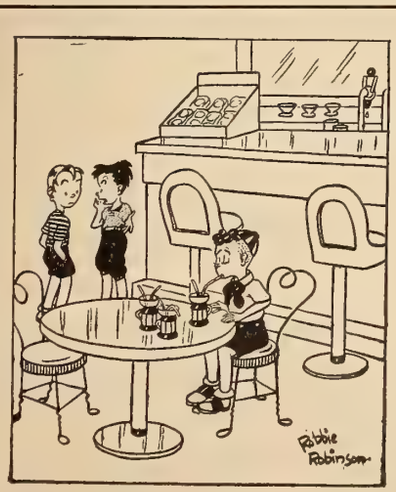
A SERIES launched by Mayor Raymond Tucker of St. Louis on KWK-TV to acquaint citizens with city administration has evoked good response from viewers, the station reports. Titled *Meet Your Mayor,* the weekly 10-minute television program has developed a more personal interest among viewers in municipal problems, on the basis of letters, telephone calls and personal comments, as well as tv ratings, KWK-TV claims. On the program, Bob Smith, secretary to the mayor, asks questions on civic issues.

FOUR-WAY MOTOROLA TIE-IN

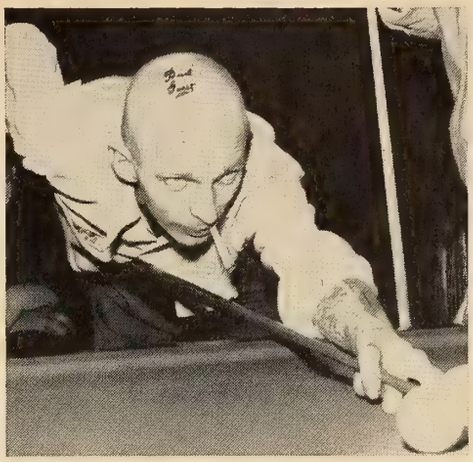
MOTOROLA Inc. is participating in a tie-in campaign with Simmons Co., Shwayder Bros. Inc. and Greyhound Corp. to promote its new portable radio line. Keystone of the consumer promotion campaign is an advertisement titled "Vacationland USA" and showing a Simmons Beautyrest, Samsonite luggage and a Greyhound bus. Layout shows actor Dick Powell and family in vacation scenes from his new motion picture, "You Can't Run Away From It." Under tie-in arrangement, a Motorola portable radio is shown in double-spread illustrations.

CBS LISTS CAVALCADE STOPS

CBS News' 12-man roving radio and tv reporting team—"Campaign Cavalcade"—which is covering the 1956 election story, got rolling again last fortnight, leaving New York for stops at principal campaign centers on a schedule that goes through the first week of June. The unit's reports are being presented on CBS News' regularly scheduled programs and on CBS Radio's *Campaign '56,* broadcast Tuesdays, 9:30-9:55 p.m. EDT. First stops were Albany, N. Y., followed by Oberlin (Ohio) College for a mock convention. Ohio Gov. Frank Lausche was interviewed in Columbus May 6 and on May 7 the unit was in Kentucky covering the political scene in that state. Other whistle coverage stops: Today (Monday), Cody, Wyo.; May 16-18, Oregon primary; May 20, coverage of Texas' political scene, followed by a temporary "split" of the unit, one half covering Florida's May 29 primary and the other half traveling to California for coverage of the June 5 primary for which the Florida segment will rejoin the Cavalcade.



"His Dad advertises over KRIZ Phoenix—he's loaded!"



FAN Roland Smith displays the name of his favorite radio personality, WJR Detroit's Bud Guest, on top of his shaved head. Mr. Smith, who has a Detroit tattoo shop, did the job himself, with mirrors. Mr. Guest has two daily shows on WJR.

WIBW PROMOTES RADIO WEEK

WIBW Topeka, Kan., is staging a promotion for National Radio Week that should leave few segments of the community unaware of this week's significance. In three separate contests for primary pupils, junior high and high school students, WIBW has youngsters scavenging the community for the largest quantity of wornout radio tubes, for the oldest working radio set and the oldest working car radio. Students bringing in the most or the oldest by Friday win new sets and will appear on WIBW Saturday. Meanwhile, the station is supplementing air promotion with a plan whereby each WIBW employe, whenever he makes a purchase, leaves with the merchant a business card advertising radio week and the station call letters.

'VIEWPOINT' PROVES POPULAR

SUNDAY listeners to WSOC Charlotte, N. C., are registering approval of an unusual approach to news commentary as reflected in the station's *Viewpoint* program. *Viewpoint* panelists, representing spiritual leaders from three faiths, each week take an item in the news and discuss the moral aspects of it, whether it's "Should Eisenhower Run Again," "The Arab-Israeli Border Question" or a matter of purely local interest. Heated discussion results more often than not, with the question left open at the end of 25 minutes. WSOC hopes through its public service program to stimulate thinking and to illuminate facets of the news that are often overlooked.

CBS TO COVER PREAKNESS

CBS-TV will telecast the Preakness Stakes on May 19 (5:30-6 p.m. EDT) and CBS Radio will carry the event from 5:45-6 p.m. EDT, the networks report.

NOW in Kansas
MORE SEE
NBC
ON CHANNEL 3
40% OF KANSAS POPULATION
PLUS 8 OKLAHOMA COUNTIES
TOTAL RETAIL SALES
$1,198,145,000
TOWER HEIGHT 1,070 FEET
MAXIMUM POWER 100,000 KW
COVERAGE 1,033,000
all this and
COLOR, too!
Wm. J. Moyer, *General Manager*
Don Sbarra, *Sales Director*
Channel 3
KARD-TV
WICHITA • KANSAS
Edward Petry & Co., Inc.

Survey-Conscious?
February ARB again shows WHBF-TV the Quad - City Favorite; WHBF Radio ranks first 52 out of 72 quarter hours among the 5 stations according to Pulse. Ask Avery-Knodel for figures.
CBS FOR THE
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/4 MILLION PEOPLE
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

WDVA SUCCESSFUL BABYSITTER

AN UNUSUAL concept of service was rendered by WDVA Danville, Va., when the five-day American Automobile & Appliance Show came to town. The station took a large space in the middle of the warehouse where the show was held and converted it into a nursery, where it acted as babysitter for parents attending. Broadcasting from an outsize Mother Goose "shoe," WDVA lured its littlest listeners into an area that boasted a merry-go-round and all the playground trimmings, lollypop trees, balls, even a cradle and trained nurse. Not a single kid lost a parent, WDVA reports.

KFJZ-TV GETS STORK SUPPORT

CHANNEL 11 KFJZ-TV Fort Worth, Tex., has thought of a lot of ways to exploit its place on the dial. ID's and letterhead feature a pair of slant-nosed gentlemen who have become familiar to viewers as a pair of animated "ones." But it remained for General Manager Charles Jordan's daughter, Mrs. James Phillips, to make the most dramatic contribution of all. She gave birth to a son April 26 at 11:11 a.m. KFJZ-TV's grateful promotion department had copies of the birth certificate made to convince skeptics.

DISNEY THEME FOR ROSE SHOW

WITH THE HELP of Walt Disney Productions, the Portland, Ore., Rose Festival this year will interpret the theme "Disneyland in Flowers" during the June 6-10 festivities. The Disney organization is developing float and decoration designs for the parades and pageants and all music under Disney copyright has been made available for the event. Homer Welch, NBC producer, is producing the show in the City of Roses for the fifth consecutive year.

WLS COMPARES AM, TV COSTS

THE May edition of WLS Chicago's *Standby* newsletter makes a pointed comparison between radio and television for its "major coverage area." Newsletter reads in part: "We startled ourselves this week . . . and we think we'll give you something to think about seriously, too. We added up the minimum number of television stations it takes to cover the WLS Major Coverage Area and found an advertiser needs 35 of them! But that's not all. The total cost of a quarter-hour program on them, once a week for a year, is $6,313.80 per program! A minute of time costs $3,356.90 for each minute!" The letter then goes on to suggest to advertisers that they check the station's sales department or its representative (John Blair & Co.) "on the cost of comparable coverage on WLS."

$64,000 Stickup

TWO TIPS—both by WLYC Williamsport, Pa., newscasts—helped police capture a 21-year-old parolee who robbed the Williamsport National Bank of $64,000.

The radio station is located in the bank building, and it was only a matter of minutes after the robbery occurred before WLYC newsman Bob Karnon was on the air with a description of the bandit. The description led to the suspect's identification by his employer. Later a woman listener reported to the station that she had seen a youth answering the suspect's description boarding a freight train in nearby Nesbit, a suburb of Williamsport.

Rapid work by local, state, and FBI law enforcement officials resulted in capture of the youth and the return of the bank's money.

PHILCO CLOSED CIRCUIT SET

PHILCO Corp., Philadelphia, and ABC-TV, will jointly produce a special 60-minute closed circuit telecast in about 100 cities tomorrow (Tuesday) as part of an introductory campaign for Philco home laundry equipment which will be tied in with Philco's sponsorship of ABC-TV's 1956 election year-political campaign coverage.

The production, originating from New York, will star John Daly, ABC vice president in charge of news, special events, public affairs and sports and head of the network's political coverage this year; tv personality Arlene Francis and cartoonist Al Capp. It will be fed via two-way audio loops to Omaha, Atlanta, St. Louis and Denver, thence to wayside ABC affiliates. ABC said last week Philco hopes to reach 25,000 dealers with the telecast.

RAB PITCHES FOR POLITICIANS

POLITICAL candidates—or anybody else interested in influencing the public—will find radio "the low-cost vote-getter that will sell your ideas to all the voters." This is the theme of a four-page folder issued by Radio Advertising Bureau last week to its members and interested agencies. The folder points-with-pride to radio's almost total coverage; its ability to "pinpoint the voters you want"; its personalized appeal; its saturation possibilities, and, among other features, the ability of users, through radio, to " 'force' voters to hear what they won't read or watch."



KJAN SALES SATURATES STREET

ONE HUNDRED AND ONE local Jaycees became time salesmen for a broadcast day on KJAN Atlantic, Iowa, selling 154 special packages, at $10 each and accounting for one of the station's best sales days, when extra receipts were added to regular accounts. The Jaycees, after operating the station all day on their own, took home a third of their billings to add to the organization's national convention fund.

WOOD-AM-TV AUTO SHOW SET

AUTOS dating back to 1904 are registered for the second annual WOODland Antique Automobile Tour May 19 and 20, undertaken jointly by WOOD-AM-TV Grand Rapids, Mich., and the Western Michigan Antique Car Club. Sponsoring radio and tv coverage of the two-day event are Dodge Div. of Chrysler Corp. with Spitzer Motors of Grand Rapids and Naph Sol Refining Co. for its Zephyr Gasoline. Crosley tv and radio sets go to winners in several categories, including "car having the most hard luck" along the 130-mile route.

WLOF SIGNS 100 REPORTERS

TO GET May 8 election reports to its listeners before the voting machines had cooled, WLOF Orlando, Fla., recruited a reporting team, 100 strong, from the Boone High School civics class. With enthusiastic support from their teacher, who gave class credit for the reporting duty, students wearing WLOF identification cards checked voting machines for totals just before polls closed and sped the information to the station.

WADS BACKS RADIO WEEK

WADS Ansonia, Conn., a relative newcomer to the airwaves, lost no time in staging a big National Radio Week promotion. Planned for today (Monday) was a dedication ceremony featuring local officials and tape recordings from U. S. congressmen representing the area, with proceedings broadcast on WADS at 6 p. m. The station is taking advantage of the week to hold open house for listeners, and local radio dealers are featuring special radio displays in their stores.

WRIT PRE-SELLS SPOT NEWS

EXTENSIVE news coverage on WRIT Milwaukee is paying its way. The station has sold all remote and telephone newscasts to a local automobile dealer, Walter Laev Ford. The station uses two mobile units, a panel truck and station wagon equipped with police and sheriff's radio receivers and two-way shortwave radios for spot reports. These are augmented by "beeper" phone calls to points as far away as Monte Carlo for the Kelly report, to Rome for Gina Lollobrigida and the American Embassy in Moscow.

BROKER INCREASES WDRC TIME

SHEARSON-HAMMILL CO., Hartford, Conn., brokerage firm, has been so pleased with reaction to a thrice-weekly market news program on WDRC Hartford that it has increased the schedule to five nights a week and signed a 52-week contract. The marketcast is handled by the station's news department and features direct teletyped market comments from the sponsor's New York office.

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
May 3 Through May 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through May 9

	On Air	Licensed	Cps	Appls. Pending	In Hearing
AM	2,837	2,840	239	387	104
Fm	536	533	46	23	1

FCC Commercial Station Authorizations
As of April 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,844	520	175
Cps on air	28	14	314
Cps not on air	118	13	114
Total on air	2,872	534	489
Total authorized	2,990	547	603
Applications in hearing	157	2	131
New station requests	275	6	29
New station bids in hearing	101	0	96
Facilities change requests	141	5	31
Total applications pending	872	54	288
Licenses deleted in April	1	3	0
Cps deleted in April	0	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through May 9

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	353	95	448[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	117	311	628[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948–April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	985	337	773	549	1,323[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,046	337	807	576	1,383[5]

[1] 167 cps (32 vhf, 135 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Dickinson, N. D.—Dickinson Radio Assn. granted vhf ch. 2 (54-60 mc); ERP 25.88 kw vis., 12.94 kw aur.; ant. height above average terrain 837.7 ft., above ground 621 ft. Estimated construction cost $266,224, first year operating cost $144,000, revenue $144,000. Post office address 119 Second Ave., W., Dickinson. Studio and trans. location Dickinson. Geographic coordinates 46° 43′ 30.15″ N. Lat., 102° 54′ 58.16″ W. Long. Trans. GE, ant. RCA. Legal counsel Eugene L. Burke, Washington, D. C. Applicant is licensee of **KDIX Dickinson.** Granted May 9.

Ponce, Puerto Rico—American Colonial Bestg. Corp. granted vhf ch. 9 (186-192 mc); ERP 832 w vis., 417 w aur.; ant. height above average terrain 2,520 ft., above ground 237 ft. Estimated construction cost $18,937, first year operating cost $45,000, revenue $90,000. Post office address P. O. Box 4189, San Juan, Puerto Rico. Studio and trans. location, Ponce. Geographic coordinates 18° 09′ 19″ N. Lat., 66° 33′ 22″ W. Long. Trans., Adler; ant., RCA. Legal counsel. Frank Stollenwerck, Washington. Consulting engineer, Kear & Kennedy, Washington. Applicant is owner **WKVM San Juan.** Granted May 3.

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PETITIONS

KFRE-TV Fresno, Calif.—Petitions FCC requesting amendment of Sec. 3.606 of Commission's Rules by addition of ch. 17 or ch. 17 and 39 for Bakersfield, Calif., in Table of Assignments. Filed May 4.

WFIE-TV Evansville, Ind.—Petitions FCC for rule-making to make following changes in tv allocation table: Owensboro, Ky.—delete ch. 14 and add ch. 62; Evansville, Ind.—delete ch. 62 and add ch. 14; Festus, Mo.—delete ch. 14 and add ch. 25; Shelbyville, Tenn.—delete ch. 62 and add ch. 56; Petitioner also requests that Commission issue orders to petitioner and Aircast Inc. to show cause why their existing authorizations should not be mod. to provide for operation of WFIE-TV on ch. 14 and of Aircast's station on ch. 62. Filed May 4.

WSBA-TV York, Pa.—Petitions FCC requesting amendment of Sec. 3.606 of Commission's Rules by allocating ch. 21 to York and ch. 43 to Lancaster, Pa., in issue to petitioner order to show cause why outstanding authorization of WSBA-TV should not be mod. to specify operation on ch. 21 in lieu of ch. 43. Filed May 4.

Existing Tv Stations . . .

ACTIONS BY FCC

WCOV-TV Montgomery, Ala.—FCC denied petitions by WCOV-TV to forfeit cp or designate application for hearing and for reconsideration looking toward forfeiture of cp or designation of application for hearing directed against grant on March 30 to **WSLA (TV) Selma, Ala.**, for additional time to construct station. Action May 9.

KFRE-TV Fresno, Calif.—Granted authority to operate on commercial basis for period ending Sept. 11. Granted May 7.

WHYN-TV Springfield, Mass.—Granted mod. of cp to change ch. from 55 to 40 (pursuant to further Report and Order authorizing this change); change ERP to 141 kw vis., 72.4 kw aur., and change type ant. Ant.: 995 ft. Granted May 3.

KOAT-TV Albuquerque, N. M.—Granted mod. of cp to change trans. location from 1¾ miles west of city to Sandia Crest, about 15 miles northeast of city; increase ERP from 25.1 kw vis., 12 kw aur., to 87 kw vis., 44.12 kw aur.; install new ant. system, and make other equipment changes. Granted May 3.

WFBG-TV Altoona, Pa.—Granted cp to change ERP to 316 kw vis., 158 kw aur., and make minor ant. and other equipment changes. Granted May 3.

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Proof Deadline June 15
Final Deadline July 1

WTPA (TV) Harrisburg, Pa.—Granted mod. of cp to change ERP to 174 kw vis., 93.3 kw aur.; change type ant., and make other minor equipment changes. Ant.: 987.5 ft. Granted May 3.

WGBI-TV Scranton, Pa.—Granted mod. of cp to make slight changes in trans. location (no change in description, other than coordinates); change ERP to 794 kw vis., 398 kw aur., and make ant. changes. Granted May 3.

KTBC-TV Austin, Tex.—Granted mod. of cp to change ERP to 234 kw vis., 117 kw aur., and make changes in DA system. Ant.: 736 ft. Granted May 3.

APPLICATIONS

KPTV (TV) Portland, Ore.—Seeks mod. of cps of **KSLM-TV Salem, Ore.**, and KPTV to permit KPTV to operate on ch. 3 at Portland. ERP: 100 kw vis., 50.12 kw aur. Ant.: 1,286 ft. Contingent on grant of relief requested in petition and application for consent to assign cp of KSLM-TV. Filed May 4.

KUAM-TV Agana, Guam—Seeks mod. of cp (which authorized new tv) to change ERP to .434 kw vis., .217 kw aur., make ant. and other equipment changes. Filed May 8.

CALL LETTERS ASSIGNED

WKYT (TV) Owensboro, Ky.—Aircast Inc., ch. 14.

KETV (TV) Omaha, Neb.—Herald Corp., ch. 7.

WSYE-TV Elmira, N. Y.—Central New York Bcstg. Corp., ch. 18.

KGW-TV Portland, Ore.—Pioneer Bcstg. Co., ch. 8. Changed from KTLV (TV).

New Am Stations . . .

ACTIONS BY FCC

Bijou, Lake Tahoe, Calif.—Robert Burdette granted 1490 kc, 250 w unl. Post office address 108 N. McCadden Pl., Los Angeles, Calif. Estimated construction cost $14,938, first year operating cost $35,580, revenue $40,000. Mr. Burdette is engineer. Granted May 3.

Leesville, La.—Leesville Bcstg. Co. granted 1570 kc, 250 w D. Post office address Box 188, Alexandria, La. Estimated construction cost $11,350, first year operating cost $24,000, revenue $30,000. Principals are equal partners **John A. Lazarone** and **Irving W. Steinman**, co-owners of **KDBS Alexandria, La.** Granted May 9.

Caribou, Me.—Northern Bcstg. Co. granted 600 kc, 1 kw D. Post office address 21 Collins St., Caribou. Estimated construction cost $18,794, first year operating cost $63,600, revenue $81,000. Sole owner **Forest S. Tibbetts** is auto dealer with tv sales and service interest. Granted May 3.

Benson, Minn.—West Central Minnesota Bcstg. Co. granted 1290 kc, 500 w D. Post office address Rt. 2, Hutchinson, Minn. Estimated construction cost $19,990, first year operating cost $40,000, revenue $50,000. Sole owner **Albert S. Tedesco** owns 85% of **KDUZ Hutchinson, Minn.**, 35% of new am in Algona, Iowa, and is applicant for am in Winona, Minn. Granted May 9.

Gresham, Ore.—Gresham Bcstg. Co. granted 1230 kc, 100 w unl. Post office address % John W. Kendall, 1200 Cascade Bldg., Portland, Ore. Estimated construction cost $16,025, first year operating cost $48,000, revenue $55,000. Principals include **Thomas B. Purcell** (45%), *Sandy* (Oregon) *Post*, weekly newspaper, owner and owner of Outlook Publishing Co.; **Herbert H. Huges** (20%), physician; **Sylvester B. Hall** (20%), farmer, and **Guy E. Mathews** (15%), real estate and insurance interests. Granted May 3.

Allentown, Pa.—FCC waived Secs. 1.373(b) and (c) of procedural rules to permit immediate consideration of application of Allentown Bcstg. Corp. for new am to operate on 1600 kc, 500 w D, in Allentown, and by separate actions (1) granted said application with engineering conditions including acceptance of any interference that may be caused by subsequent grant of application of Colonial Bcstg. Co., Elizabethtown, Pa., and (2) granted authority to July 9 to operate **WHOL Allentown** on 1600 kc, 250 w D (instead of 1230 kc, 250 w unl.) in order to continue existing service. Allentown Bcstg. Corp. operates WHOL. (On April 9 Supreme Court denied Allentown's petition for certiorari in case of Commission action in 1953, on remand from U. S. Court of Appeals, in granting competing application of Easton Publishing Co. for 1230 kc facility in Easton, Pa.) Announced May 9.

Mobridge, S. D.—Mobridge Bcstg. Corp. granted 1300 kc, 1 kw D. Post office address Mobridge. Estimated construction cost $18,950, first year operating cost $35,335, revenue $49,296. Principals include Pres. **L. L. Coleman** (55%), publisher-80% owner of *Mobridge Tribune*; Vice Pres. **W. S. Morrison** (10%), electrical appliance store owner, and Secy.-Treas. **G. H. Coleman** (5%), *Tribune* advertising manager. Granted May. 3.

Livingston Tenn.—Audio Broadcasters granted 920 kc, 1 kw D. Post office address % F. L. Crowder, Harriman, Tenn. Estimated construction cost $11,875, first year operating cost $30,000, revenue $35,000. Principals are equal partners **F. L. Crowder**, owner of **WHBT Harriman**, and **WDEH Sweetwater, Tenn.**, and **R. H. McCoin**, grocer. Granted May 3.

Franklin, Va.—S. L. Goodman granted 1570 kc, 250 w D. Post office address P. O. Drawer 2-Y, Richmond, Va. Estimated construction cost $16,-700, first year operating cost $25,000, revenue $30,000. Mr. Goodman and his wife own Virginia Publishers Wing Inc. (Richmond), 75% of Wing Publications Inc. (Columbia, S. C.), 75% of South Carolina Magazine Corp. (Columbia), and 75% of South Carolina Labor News Inc. (Columbia). Granted May 9.

Bellevue, Wash.—Bellevue Broadcasters' application seeking cp for new am to be operated on 1330 kc, 1 kw D, returned. (Dated wrong.) Returned May 8.

APPLICATIONS

Auburn, Calif.—Placer Broadcasters, 950 kc, 500 w D. Post office address P. O. Box 941, Modesto, Calif. Estimated construction cost $27,750, first year operating cost $40,000, revenue $48,000. Principals are equal partners **Donnelly C. Reeves**, general manager and stockholder of **KMOD Modesto**; **A. Judson Sturtevant Jr.**, stockholder of KMOD, and **John E. Griffin**, attorney. Filed May 9.

Atlantic Beach, Fla.—Voice of the Sea, 1600 kc, 1 kw D. Post office address 1629 Beach Ave., Atlantic Beach. Estimated construction cost $10,000, first year operating cost $28,000, revenue $36,000. Principal is sole owner **William A. Partain III**, southeastern division manager of Alexander Hamilton Institute (home study institute). Filed May 8.

Tifton, Ga.—Charles W. Dowdy, 1430 kc, 5 kw D. Post office address 905 Alice St., Bainbridge, Ga. Estimated construction cost $32,165, first year operating cost $71,000, revenue $79,000. Mr. Dowdy holds 25% interest in **WMGR Bainbridge** and **WDVH Gainesville, Fla.** Filed May 7.

Pine City, Minn.—Pine County Bcstg. Co., 1350 kc, 1 kw D. Post office address P. O. Pine City. Estimated construction cost $17,018.43, first year operating cost $40,000, revenue $50,000. Principals include Pres. **Richard K. Power** (30%), mgr., 50% owner of **WSHB Stillwater, Minn.**; Vice Pres. **Dewey S. Campbell** (12%), employee of WSHB, and Secy-Treas. **John C. Hunter** (58%), business interests. Filed May 4.

Omaha, Neb.—Central Plains Bcstg. Co., 1420 kc, 500 w D. Post office address 2502 Garden Rd., Omaha. Estimated construction cost $35,079.76, first year operating cost $65,000, revenue $100,000. Principals include Pres. **Harold A. Soderlund** (65%), general sales manager and 1% stockholder of **KFAB Omaha**; Vice Pres. **Alfred H. Adams,** (10%), insurance interests; Secy-Treas. **David D. Berber** (20%), attorney, and **Chiles-Schutz Co.** (5%), investment banking. Filed May 4.

Gloucester, Va.—S. L. Goodman, 1420 kc, 1 kw D. Post office address P. O. Drawer 2-Y, 303 W. Main St., Richmond, Va. Estimated construction cost $18,800, first year operating cost $26,000, revenue $32,000. Mr. Goodman and his wife own Virginia Publishers Wing Inc. (Richmond), 75% of Wing Publications Inc. (Columbia, S. C.), 75% of South Carolina Magazine Corp. (Columbia), 75% of South Carolina Labor News Inc. (Columbia), and holds cp for new am at Franklin, Va. Filed May 8.

APPLICATIONS AMENDED

Lansing, Mich.—Knorr Bcstg. Corp.'s application seeking cp for new am to be operated on 730 kc, 500 w D, DA, amended to make changes in ant. system (decrease height). Amended May 8.

St. Joseph, Mich.—Lake Broadcasters' application seeking cp for new am to be operated on 1400 kc, 250 w unl., amended to change ant.-trans. location to Empire Ave., 550 ft. west of Woodward Ave., just east of St. Joseph. Amended May 4.

Wilmington, N. C.—East Coast Radio Co.'s application seeking cp for new am to be operated on 980 kc, 1 kw D, amended to change frequency to 790 kc and change power to 500 w. Amended May 4.

Orem, Utah—Valley Bcstg. Co.'s application seeking cp for new am to be operated on 1050 kc, 250 w D, amended to change frequency to 630 kc; change power to 1 kw, and increase ant. height. Amended May 8.

Existing Am Stations . . .

ACTIONS BY FCC

KGEN Madera, Calif.—Granted mod. of cp for change in ant.-trans. location and for changes in ant. Granted May 4.

KXLA Pasadena, Calif.—Application seeking mod. of cp (which authorized trans. move to 200 ft. northeast of present location) for extension of completion date returned. (Necessary to file Form 321) Action May 8.

WCNX Middletown, Conn.—Granted permission to sign-off at 6 p.m. EST, during period ending Aug. 31. Granted May 1.

WRUS Russellville, Ky.—Granted change in facilities from 800 kc, 1 kw D, to 610 kc, 500 w D; program tests not to be authorized until permittee submits sufficient field intensity measurements to prove that ant. system will meet minimum efficiency requirements. Granted May 9.

WCER Charlotte, Mich.—Application seeking assignment of cp to Eaton County Bcstg. Co. returned. (Incomplete.) Returned May 8.

WPMP Pascagoula, Miss.—Granted increase in power from 250 w to 1 kw, continuing operation on 1580 kc, D. Granted May 9.

WSEV Sevierville, Tenn.—Application seeking transfer of control of licensee corp. to James McAfee returned. (Filed in wrong name.) Returned May 8.

WDEH Sweetwater, Tenn.—Is being advised that application for assignment of license to Marto Bcstg. Co. indicates necessity of hearing. Action May 9.

WKLV Blackstone, Va.—Granted change in facilities from 1490 kc, 250 w, to 1440 kc, 5 kw D. Granted May 9.

WTKM Hartford, Wis.—Granted permission to operate from 6 a.m. to 6 p.m. on regular basis for period beginning May 1 and ending July 31. Granted May 1.

WNAH Nashville, Tenn.—Granted permission to sign-off at 7 p.m., CDT, for period beginning May 1 and ending Aug. 31. Granted May 1.

APPLICATIONS

WORZ Orlando, Fla.—Seeks cp to change from employing DA-2 to DA-N. Filed May 9.

WJCM Sebring, Fla.—Seeks cp to change frequency from 1340 kc to 1310 kc; change hours of operation from unl. to D, and change power from 250 w to 1 kw. Filed May 4.

WEBB Baltimore, Md.—Seeks mod. of cp (which authorized increase in power; make changes in DA system, and change studio and station locations) to make changes in DA system. Filed May 9.

WJBK Detroit, Mich.—Seeks authority to transmit baseball games from Briggs Stadium, Detroit, to **CFPL London, Ont.** Filed May 8.

WBSE Hillsdale, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 8.

WCRV Washington, N. J.—Seeks cp to increase power from 250 w to 500 w. Filed May 8.

WHOL Allentown, Pa.—Seeks cp to change frequency from 1230 kc to 1600 kc; change power from 250 w to 500 w; change hours of operation from unl. to D, and install DA. Filed May 8.

WOIC Columbia, S. C.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 8.

WRNL Richmond, Va.—Seeks authority to transmit programs from baseball stadium Parker Field, Richmond, to **CKAC** and **CFCF, Montreal, Canada.** Filed May 4.

KUTI Yakima, Wash.—Seeks cp to change frequency from 900 kc to 980 kc. Filed May 9.

WAJR Morgantown, W. Va.—Seeks cp to change frequency from 1230 kc to 1440 kc; increase power from 250 w to 500 w N, 5 kw D; install DA-2, and change ant.-trans. location. Filed May 9.

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SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

WDTV Cruz Bay—St. John, Virgin Islands—Seeks mod. of cp to change trans. and studio locations from Maria Bluff, Cruz Bay—St. John to Columbus Bay, Christiansted, St. Croix Island, and change name to Virgin Islands Bcstg. System. Filed May 8.

APPLICATIONS AMENDED

WTAM Decatur, Ga.—Application seeking cp to increase power from 1 kw to 5 kw and install DA-D, amended to make changes in DA system. Amended May 4.

KBRC Mount Vernon, Wash. — Application seeking cp to increase N power from 500 w to 1 kw and make changes in DA pattern amended to make changes in DA pattern. Amended May 8.

CALL LETTERS ASSIGNED

KACE San Francisco, Calif.—Bay Radio Inc., 1550 kc, 1 kw unl. Changed from KEAR.

WKEN Dover, Del.—Chesapeake Bcstg. Corp., 1600 kc, 500 w D.

WWXL Manchester, Ky.—The Wilderness Road Bcstg. Co., 1580 kc, 250 w D.

WEND Baton Rouge, La.—Vox Inc., 1380 kc, 500 w D.

WSMD Salisbury, Md.—Elizabeth Evans & W. Courtney Evans, 1320 kc, 500 w D.

WCHI Chillicothe, Ohio—Glacus G. Merrill, 1350 kc, 500 w D.

WFIS Fountain Inn. S. C.—Fountain Inn-Simpsonville Enterprises Inc., 1600 kc, 1 kw D.

WLIV Livingston, Tenn.—Audio Broadcasters, 920 kc, 1 kw D.

KBBC Centerville, Utah—Bountiful Bcstg. Co., 1600 kc, 1 kw D.

WHBG Harrisonburg, Va.—Wilkes Bcstg. Co., 1360 kc, 5 kw D.

KIDY Pasco, Wash.—Music Broadcasters, 910 kc, 500 w D.

New Fm Stations . . .

ACTION BY FCC

Bloomsburg, Pa.—Bloom Radio granted 106.5 mc, 10 kw unl. Post office address 107 Main St., Bloomsburg. Estimated construction cost $21,400, first year operating cost $3,000. Sole owner is **Harry L. Magee**, licensee of **WHLM** Bloomsburg. Granted May 9.

APPLICATION

Carbondale, Ill.—Southern Illinois U., 91.9 mc, 22.4 kw. Post office address % Delyte W. Morris, Southern Illinois U., Carbondale. Estimated construction cost $49,747.50, first year operating cost $5,000. Station is for non-commercial educational purposes. Filed May 7.

Existing Fm Stations . . .

ACTION BY FCC

WCAR-FM Pontiac, Mich.—Granted waiver of requirements of Sects. 3.204 (a) and 3.311 (c) of Commission's Rules to use 250 w trans. and permit less than required coverage over principal city. Granted May 3.

APPLICATION

KCCT-FM Corpus Christi, Tex.—Seeks cp to make changes in licensed station: change ERP to 0.340 kw, TPO to 0.25 kw.

CALL LETTERS ASSIGNED

WKCR-FM New York, N. Y.—Trustees of Columbia U. in city of New York, 89.9 mc, 10 w.

Ownership Changes . . .

ACTIONS BY FCC

KOTN Pine Bluff, Ark.—Granted transfer of control to **B. J. Parrish** for $10 and other considerations involving cancellation of $18,000 notes and claims. Mr. Parrish, 50% owner, will own 100%. Granted May 3.

WBIA Augusta, Ga.—Granted assignment of license to Augusta Bcstg. Co. for $85,000. Principals are Pres.-Treas. **W. Ray Ringson** (70%), former 20% owner of **WRDW-AM-TV Augusta**; **Mrs. Ringson**, secy. (30%), housewife, and Vice Pres. **James R. Owens Jr.**, former manager WRDW-AM-TV. Granted May 9.

KIFI Idaho Falls-KWIK Pocatello, Idaho—Granted transfer of negative control to **J. Robb Brady Trust Co.**, for $47,799. Brady Trust, minority owner, will hold 91.67%. Granted May 3.

KSMN Mason City, Iowa—Granted assignment of license to **Land O' Corn Broadcasters Inc.** for $115,000 Land O' Corn is licensee of **KJFJ Webster City, Iowa** Granted May 9.

WKTL Kendallville, Ind.—Granted assignment of license to **Noble DeKalb Bcstg. Co.** for cancellation of $10,000 debt. **Charles R. Palmquist Sr.** and **Carl V. Shellene** will each own 33.3% of stock for satisfaction of indebtedness owned by **Charles R. Palmquist Jr.** (presently sole owner of station), who will hold remaining 33.3% interest. Granted May 9.

WRUM Rumford, Me.—Granted transfer of control to **Melvin L.** and **Frances M. Stone.** Agreement is for exchange of 65% of WRUM stock to Mr. Stone for Mr. Stone's stock in Rumford Pub. Co. Mr. Stone, pres., 55% stockholder of **KGHM Skowhegan, Me.**, is presenting 23% of stock to his wife, **Frances M. Stone.** Announced May 7.

WCAO-AM-FM Baltimore, Md.—Granted assignment of licenses to **Plough Bcstg. Co.** for $590,710. Plough is owner of **WJJD Chicago, WMPS Memphis, Tenn.** Granted May 9.

WCOP-AM-FM Boston, Mass.—Granted assignment of licenses to **Plough Bcstg. Co.** for $457,500. Plough is owner of **WJJD Chicago, WMPS Memphis, Tenn.**, and has filed for assignment of licenses of **WCAO-AM-FM Baltimore, Md.** Granted May 3.

WMAG Forest, Miss.—Granted assignment of license to **Scott County Bcstg. Co.** WMAG General Manager **Hugh Hughes** will be brought in as 10% stockholder for "one-tenth of present investment in station WMAG." No change in control. Granted May 3.

KUDL Kansas City, Mo.—Granted assignment of license to **Heart of America Broadcasters Inc.** for $175,000. Heart of America is wholly-owned by Tele-Broadcasters Inc., owner of **WKXV Knoxville, Tenn., KWXL Concord, N. H.**, and **WARE Ware, Mass.** Granted May 3.

WNJR Newark, N. J.—Granted assignment of license to **Great Northern Tv Inc.** Corporate change only; no change in control. Announced May 7.

KLOS Albuquerque, N. M.—Granted assignment of cp to **B & M Broadcasters Inc.** Corporate change. Granted May 2.

WJOC Jamestown, N. Y.—Granted transfer of control to **Harold P. Kane** for $26,922.70. Mr. Kane is buying 25.27% of WJOC stock from **Frederick E. Davis** and will hold 50.54%. Granted May 1.

WTYN Tryon, N. C.—Granted assignment of license to **Polk County Broadcasters** for $36,000. Principals are partners **Graves Taylor** (40%), writer-advertising agent; **Henry G. Bartol Jr.** (40%), business interests not specified, and **Joseph D. Kerby** (20%), 50% owner of retail grocery. Granted May 3.

KKOM Mandan, N. D.—Granted transfer of control to **C. E. Kempel** (79.30%), **John K. Harris** (10.35%), and **Richard C. Johnson** (10.35%), for $45,351 in cash and notes. Mr. Kempel is former shareholder in **KCJB-AM-TV Minot, N. D.**, and **KXJB-AM-TV Jamestown, N. D.** Granted May 9.

KVLH Pauls Valley, Okla.—Granted assignment of license to Garvin Bcstg. Co. for $40,000. **Warren J. Fortier**, sole owner, is automobile dealer, 33% stockholder **KMRC Morgan City, La.** Granted May 9.

KEBE Jacksonville, Tex.—Granted involuntary assignment of license to **Mrs. Leita Moye Laurie**, administratrix of estate of **Billy Averitte Laurie**, deceased, former owner of station. Granted May 4.

KTSA-AM-FM San Antonio, Tex.—Granted transfer of control to **McLendon Investment Corp.** for $306,000. McLendon owns **KLIF Dallas, KELP El Paso**, both **Tex., WRIT Milwaukee, Wis.**, controls **WGLS Decatur, Ga.**, holds cp for tv at El Paso, and is applicant for new am to operate in Houston, Tex. Granted May 3.

KANN Sinton, Tex.—Granted transfer of control to **Thomas C. Fleet Jr., Princess J. Fleet**, and **Nelle Tye Harper** for $19,470.40. Principals, each presently 16.6% stockholders, are purchasing remaining 50% of stock from **Charles W. Balthrope** and will each hold 33.3%. Announced May 7.

KURA Moab, Utah—R. L. McAlister granted assignment of cp to Moab Bcstg. & Tv Corp. for $946. Assignee operates closed-circuit tv system in Moab. Granted May 9.

KWHO Salt Lake City, Utah—Granted assignment of license to **Reese C. Anderson** and **G. W. Peck** for $33,000. Mr. Anderson (70%) and Mr. Peck (30%) are both in insurance business. Granted May 9.

WCHS-AM-TV Charleston, W. Va.—Granted involuntary transfer of control to **Kanawha Banking & Trust Co.**, and **Mrs. Helen Scott Tierney**, co-executors of **Lewis C. Tierney**, deceased. Granted May 1.

WIAC Santurce, P. R.—Granted transfer of control (75%) to Pres. **Pedro E. Santiago** (35%), food firm promotion manager; Secy. **Alfonso Ortiz** (15%), manager of firm manufacturing and exporting food, and Vice Pres. **Luis S. Mejia** (25%), pres. Kresto-Denia Inc. (adv. agency), for $70,000. Licensee of **WORA-AM-TV Mayaguez** retains present 12.5% interest. Granted May 9.

APPLICATIONS

WAPI, WAFM-FM, WABT (TV) Birmingham, Ala.; WHBS Huntsville, Ala.—Seek transfer of control from Birmingham News Co. to Remoc Publishing Co. Corporate change. Filed May 7.

WEZB Homewood, Ala.—Seeks assignment of license to Gene Newman Radio Inc. Assignment is for change to corporate status. Filed May 8.

KPAL Palm Springs, Calif.—Seeks assignment of license to KPAL Bcstg. Corp. for $66,000. Principals are Pres. **Harry Maizlish** (35%), pres. and sole owner of **KFWB-AM-FM Hollywood, Calif.**; Secy. **Alfred Yallen** (15%), employee of KFWB, and **Bautzer & Grant Co.**, (50%), law firm. Filed May 8.

KITO San Bernardino, Calif.—Seeks assignment of license to Cosmopolitan Bcstg. Corp. for $150,000. Cosmopolitan is owned by Continental Telecasting Corp., licensee of **KRDK-AM-FM Los Angeles.** Cosmopolitan principals are Pres. **Richard C. Simonton**, vice pres., 36.66% stockholder of Continental, pres., 25% stockholder of **KULA-AM-TV Honolulu, Hawaii**; Vice Pres. **Frank Oxarart**, secy.-treas., 26.66% stockholder of Continental, 50% stockholder of **KDON Salinas, Calif.**; Secy.-Treas. **Arthur B. Hogan**, pres. of Continental and 50% stockholder of Albert Zugsmith Corp. which is 36.66% stockholder of Continental, and **Albert Zugsmith**, 50% stockholder of Albert Zugsmith Corp. and 25% stockholder of KULA-AM-TV. Filed May 7.

WDAR Savannah, Ga.—Seeks assignment of license to Coastal Bcstg. Inc. for $55,000. Principals are Pres. **Donald K. Jones** (21.43%), manager of **WSAV Inc., Savannah**; Vice Pres. **Alice W. Jones** (32.14%), housewife; Secy.-Treas. **Cecil H. Mason** (39.29%), construction interests, and **Kathryn C. Wasden** (7.14%), as trustee for **Wiley Wadsen Jr.** Filed May 7.

WJBC-AM-FM Bloomington, Ill.—Seek transfer of control to **Leslie C. Johnson** for $75,000. Mr. Johnson, vice pres.-25% stockholder of **WHBF-AM-FM-TV Rock Island, Ill.**, will receive 50% interest. Filed May 9.

WNDU South Bend, Ind.—Seeks assignment of license to Michiana Telecasting Corp. Corporate change. Filed May 9.

WIBW-AM-TV Topeka, Kan.; KCKN Kansas City, Kan.—Seek involuntary transfer of control of Capper Publications Inc., parent corporation, to National Bank of Topeka, successor executor of estate of **Arthur Capper**, deceased. Filed May 7.

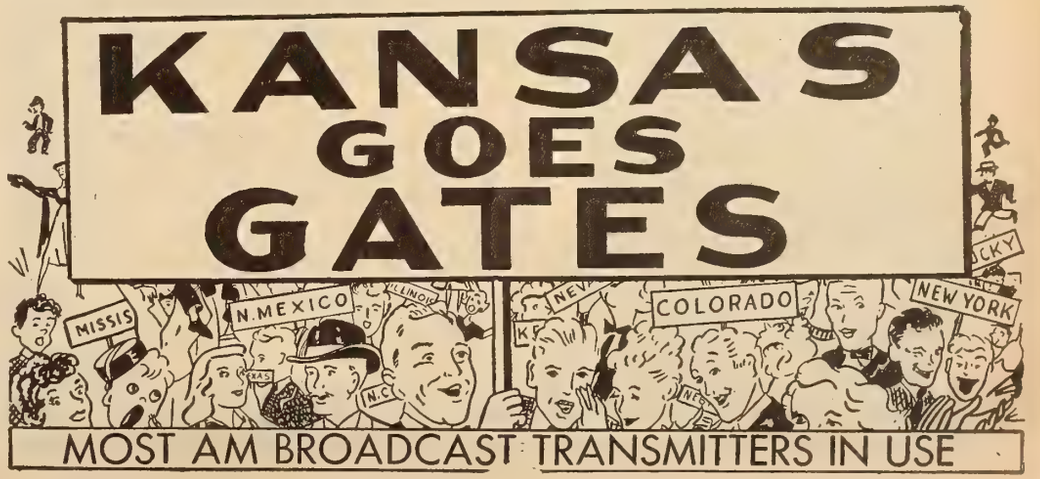
KDUZ Hutchinson, Minn.—Seeks assignment of license to North American Bcstg. Co. Corporate change. Filed May 7.

KBMY Billings, Mont.—Seeks involuntary assignment of license to Billings Bcstg. Co. Transfer is for 25% to **Rockwood Brown Jr.**, administrator of estate of **Rockwood Brown**, deceased. Filed May 4.

KHEN Henryetta, Okla.—Seeks assignment of cp to Henryetta Radio Co. Assignment is for change to corporate status. Filed May 8.

KSLM-TV Salem, Ore.—Seeks assignment of cp to Storer Bcstg. Co. for $27,277.27. Storer has filed application to move KSLM-TV to Portland where Storer owns ch. 27 KPTV (TV). Storer is also licensee of **WGBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WAGA-AM-FM-TV Atlanta, Ga.; WSPD-AM-FM-TV Toledo, Ohio; WWVA-AM-FM Wheeling, W. Va.; WBRC-AM-FM-TV Birmingham, Ala.**, and **WJW-AM-FM-TV Cleveland.** Filed May 4.

KABR Aberdeen, S. D.—Seeks assignment of license to **Tressa M. Hunt** and **Virginia M. Hunt**,



special administratrices of estate of **Delbert T. Hunt**, deceased, former licensee of station. Filed May 8.

Hearing Cases . . .

FINAL DECISIONS

KGEO-TV Enid, Okla.—FCC granted application of Streets Electronics Inc. for mod. of cp of station KGEO-TV Enid to move trans. site to location 31 miles from Enid, increase height of ant. structure to 1,356 ft. above ground, and make ant. and other equipment changes; subject to conditions that tower shall be lighted and marked in accordance with Part 17 of Rules including "HAZ" markings and such other markings as may be recommended by Air Coordinating Committee; that existing tower of KGEO-TV shall be dismantled within 6 months after KGEO-TV commences operation at its new site under program test authorization; and that, until existing tower is dismantled, marking and lighting of existing tower shall be maintained as now required by provisions of its existing license. Announced May 4.

Allentown, Pa.—FCC waived Sects. 1.373 (b) and (c) of procedural rules to permit immediate consideration of application of Allentown Bcstg. Corp. for new am to operate on 1600 kc, 500 w D, in Allentown, and, by separate actions (1) granted said application with engineering conditions including acceptance of any interference that may be caused by subsequent grant of application of Colonial Bcstg. Co., Elizabethtown, Pa., and (2) granted authority to July 9 to operate **WHOL Allentown** on 1600 kc, 250 w D (instead of 1230 kc, 250 w unl.) in order to continue existing service. (On April 9 Supreme Court denied Allentown's petition for certiorari in case of Commission action in 1953, on remand from U. S. Court of Appeals, in granting competing application of Easton Publishing Co. for 1230 kc facility in Easton, Pa.)

INITIAL DECISION

WSDR Sterling, Ill.—Hearing Examiner Annie Neal Huntting issued initial decision looking toward denial of application of Blackhawk Bcstg. Co. to increase power of station WSDR from 100 w to 250 w, unl., on 1240 kc. Action May 4.

OTHER ACTIONS

Pine Bluff, Ark.—Hearing Examiner James D. Cunningham ordered that prehearing conference will be held May 9 on am applications of B. J. Parrish, Pine Bluff, et al. Action May 4.

Fresno, Calif. — Hearing Examiner Basil P. Cooper ordered that prehearing conference will be held May 18 re am application of B. L. Golden, Fresno. Action May 4.

KSTN Stockton, Calif.; KARM Fresno, Calif.—FCC granted petition for reconsideration filed by KARM to extent of postponing effective date of its March 7 grant to KSTN for increase in D power from 1 kw to 5 kw, continuing operation on 1420 kc, 1 kw N, DA-2, pending determination in hearing June 29. Made KARM party to proceeding. Action May 3.

WKXY Sarasota, Fla. — Hearing Examiner James D. Cunningham ordered that hearing conference will be held May 9 on am application of WKXY. Action May 4.

Polly B. Hughes, Tampa, Fla.; Holiday Isles Bcstg. Co., St. Petersburg Beach, Fla.—FCC designated for consolidated hearing application for new am station of Hughes to operate on 1600 kc, 1 kw D, and Holiday Isles to operate on 1590 kc, 1 kw, DA-D. Action May 9.

Bremen, Ga.—FCC set aside initial decision in protest proceeding on application of West Georgia Bcstg. Co. for new am station (WWCS) to operate on 1440 kc, 500 w D in Bremen and remanded to examiner for further hearing on additional issue set forth in Commission April 11 Order and for issuance of revised or supplemental initial decision. Action May 9.

Indianapolis, Ind.—FCC granted petition by Mid-West Tv Corp. for leave to amend its tv application and reopened record in Indianapolis ch. 13 comparative proceeding for limited purpose of accepting stipulation of facts set forth in amendment to reflect changes resulting from death of one of officers and directors of Mid-West; closed record. Action May 9.

Henry County Bcstg Co., Mt. Pleasant, Iowa—FCC designated for hearing application for new am to operate on 1340 kc, 100 w unl., and made **KXGI Ft. Madison, Iowa; KROS Clinton, Iowa,** and **KXEO Mexico, Mo.**, parties to proceeding. Action May 9.

Mt. Sterling Bcstg. Co., Mt. Sterling, Ky.—FCC designated for hearing application for new am to operate on 960 kc, 500 w D; made **WAVE Louisville, Ky.**, party to proceeding. Action May 9.

New Orleans, La.—FCC denied those parts of petitions to intervene and for stay or for alternative relief filed by **WPFA-TV Pensacola, Fla.,** and **KTAG-TV Lake Charles, La.**, which are directed to comparative proceeding on applications of Loyola U., The Times-Picayune Publishing Co., and James A. Noe & Co., for new tv station to operate on ch. 4 in New Orleans. Scheduled comparative proceding for oral argument on May 25. Action May 4.

Voice of Berrien County, Niles, Mich.; Lake Broadcasters, St. Joseph, Mich.—Designated for consolidated hearing applications for new am station to operate on 1400 kc, 250 w unl. Action May 3.

Veterans Bcstg. Co.; WHEC Inc., Rochester, N. Y.—Are being advised that applications for new tv stations to operate on ch. 27 on shared-time basis indicate necessity of hearing. Applicants are permittees of shared-time stations **WVET-TV** and **WHEC-TV, Rochester,** on ch. 10, which grants were protested and now in hearing. Action May 3.

Omaha, Neb.—FCC denied petitions and related pleadings of General Helpers and Drivers Union, Local 554, International Brotherhood of Teamsters, A.F.L., and Democratic State Central Committee of Nebraska to intervene in proceeding on applications of KFAB Bcstg. Co. and Herald Corp. for a new tv station to operate on ch. 7 in Omaha. Final decision in this proceeding was adopted by Commission April 25. Action May 9.

WLON Lincolnton, N. C.—Hearing Examiner Annie Neal Huntting ordered that prehearing conference will be held May 17 re am application of WLON. Action May 7.

Port Clinton, Ohio—Hearing Examiner Basil P. Cooper ordered prehearing conference on May 14 re am application of News on The Air Inc., Port Clinton. Action May 3.

KUIN Grants Pass, Ore.—FCC designated for hearing application to change facilities from 1340 kc, 250 w unl., to 1480 kc, 1 kw unl; made **KYOS Merced, Calif.,** and **KXIZ Santa Anna, Calif.**, parties to proceeding. Action May 9.

Port Arthur, Tex.—Hearing Examiner Basil P. Cooper ordered that prehearing conference will be held May 4 in ch. 4 proceeding, Port Arthur. Announced May 8.

Salt Lake City, Utah—FCC granted protest by **KVOG Ogden, Utah,** insofar as it requests reconsideration of Commission's March 7 grant of new am to Dale R. Curtis to operate on 1470 kc, 1 kw D, in Salt Lake City; postponed effective date of said grant pending determination in hearing June 29; made KVOG party to proceeding, and placed burden on Curtis. Action May 3.

KTIX Seattle, Wash.—FCC dismissed protest by Maurice W. Kinzel and 39 other homeowners who claimed they would be financially injured by erection of ant. at site authorized by Commission's March 22 grant for mod. of cp of KTIX to change ant.-trans. and studio locations to Rt. 1, 2 Manitou Beach Rd., Winslow, and 500 Wall St., Seattle, respectively. Action May 3.

Mayaguez, P. R.—Hearing Examiner Hugh B. Hutchison, on examiner's own motion, postponed without date hearing scheduled for June 1 in ch. 3 proceeding, Mayaguez, and ordered that prehearing conference will be held on May 28. Filed May 1.

Routine Roundup . . .

May 3 Decisions

BROADCAST ACTIONS

By the Commission

WBAI (FM) New York, N. Y.—Issued SCA to render supplemental service on multiplex basis.

KITI Chehalis, Wash.—Granted mod. of license to specify dual city operation pursuant to Sect. 3.30(b) of Commission's Rules; second main studio will be established in Centralia, Wash.

Following stations were granted renewal of licenses on regular basis: **KADA Ada, Okla.; KODY North Platte, Neb.; KAKC Tulsa, Okla.; KOFO Ottawa, Kan.; KAKE Wichita, Kan.; KOGA Ogallala, Neb.; KANS Wichita, Kan.; KOLS Pryor, Okla.; KARE Atchison, Kan.; KOLT Scottsbluff, Neb.; KAYS Hays, Kan.; KOMA Oklahoma City, Okla.; KBEL Idabel, Okla.; KOWH Omaha, Neb.; KBRL McCook, Neb.; KRHD Duncan, Okla.; KBTO El Dorado, Kan.; KSAC Manhattan, Kan.; KFAB Omaha, Neb.; KSEK Pittsburg, Kan.; KFBI Wichita, Kan.; KSEO Durant, Okla.; KFGT Fremont. Neb.; KSWO Lawton, Okla.; KFH-AM-FM Wichita, Kan.; KTAT Frederick, Okla.; KFMJ Tulsa, Okla.; KTJS Hobart, Okla.; KGGF Coffeyville, Kan.; KVLH Pauls Valley, Okla.; KGWA Enid, Okla.; KWCO Chickasha, Okla.; KGYN Guymon, Okla.; KWHK Hutchinson, Kan.; KHAS Hastings, Neb.; WKY Oklahoma City, Okla.; KHBG Okmulgee, Okla.; WNAD Norman, Okla.; KIHN Hugo, Okla.; WOW Omaha, Neb.; KJAY Topeka, Kan.; KBON Omaha, Neb; KJCK Junction City, Kan.; KAMC-FM Stillwater, Okla.; KJRG Newton, Kan.; KANU Lawrence, Kan.; KJSK Columbus, Neb.; KSDB-FM Manhattan, Kan.; KLWN Lawrence, Kan.; KTJO-FM Ottawa, Kan.; KMAN Manhattan, Kan.; KWGS Tulsa, Okla.; KMDO Fort Scott, Kan.; WHHS Havertown, Pa.; KMMJ Grand Island, Neb.; WHKW Madison, Wis.; KMUS Muskogee, Okla.; WHPS High Point, N. C.; KNCK Concordia, Kan.; WNAD-FM Norman, Okla.; KNEB Scottsbluff, Neb.; WOSU-FM Columbus, Ohio; KNED McAlester, Okla.; WSOU South Orange, N. J.; KNEX McPherson, Kan.; KMTV Omaha, Neb.; KNOR Norman, Okla.; KSWO-TV Lawton, Okla.; KOAM Pittsburg, Kan.; WKY-TV Oklahoma City, Okla.; KOCY Oklahoma City, Okla.; WOW-TV Omaha, Neb.**

May 4 Applications

Accepted for Filing

Renewal of Licenses

KBUD Athens, Tex.; KALT Atlanta, Tex.; KCLE Cleburne, Tex.; WFAA Dallas, Tex.; KSKY Dallas, Tex.; KIXL Dallas, Tex.; KNAF Fredericksburg, Tex.; KFRO Longview, Tex.; KRIO McAllen, Tex.; KCMR McCamey, Tex.; KPLT Paris, Tex.; KFRD Rosenberg, Tex.; KTXL San Angelo, Tex.

May 7 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 4

WGBB Freeport, N. Y.—Granted license covering increase in power.

WTRA Latrobe, Pa.—Granted mod. of cp for change in ant. (decrease in height).

Actions of May 3

WPAC Patchogue, N. Y.—Granted authority to operate trans. by remote control from 31 W. Main St.

WCKT (TV) Miami, Fla.—Granted mod. of cp to make ant. and other minor equipment changes.

Following were granted extensions of completion dates as shown: **WTVS Detroit, Mich.,** to 11-30-56; **WFLB-TV Fayetteville, N. C.,** to 11-27-56.

Actions of May 2

KBUN Bemidji, Minn.—Granted authority to operate trans. by remote control from 511 Beltrami Ave.

WJAS-FM Pittsburgh, Pa.—Granted request to cancel SCA which expires 7-1-56.

Following were granted extensions of completion dates as shown: **WHFI (FM), WHFI (SCA), West Paterson, N. J.,** to 11-21-56.

Actions of May 1

WBAP-TV Fort Worth, Tex.—Granted license covering changes in existing tv station; ERP 100 kw vis., 60.3 kw aur.

KMBC-TV Kansas City, Mo.—Granted license for tv station (ch. 9) and to specify trans. location as 5701 E. 22nd St. (change in description only).

KLOR Portland, Ore.—Granted license for tv station (ch. 12).

KHJ-TV Los Angeles, Calif.—Granted license covering changes in facilities of existing tv station.

WMAZ-TV Warner Robins, Ga.—Granted license for tv station (ch. 13).

WISH-TV Indianapolis, Ind.—Granted license for tv station (ch. 8).

WSAZ-TV Huntington, W. Va.—Granted license covering change in ERP to 26.8 kw vis., 23.4 kw aur.

KAVE-TV Carlsbad, N. M.—Granted mod. of cp to change description of studio and trans.

(Continues on Page 122)

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RADIO

Help Wanted

Managerial

Upper midwest daytimer metropolitan market needed station-commercial manager with record of proved sales results in his present job. Full details, picture and availability for interview required. Box 362G, B•T.

We have an outstanding opportunity for a manager at a new 5 kw station in a major midwestern market. Must have proven sales record and above average all around ability. Reply to Box 375G, B•T, giving full background, references and photo.

Excellent opportunity for manager with ability to operate and sell in rural farm market, located in the east. Please give full resume and photo. Box 376G, B•T.

Need station manager who knows local sales and is not a chair warmer. Salary, plus override on all collections. Station now breaking even—kilowatt daytimer in two station market with plenty of opportunity for increased sales. Right man should have complete knowledge of station operation including announcing, programming and sales. First class license preferable but not absolutely necessary. Mid-Atlantic state city. Personal interview necessary. Write full details to Box 425G, B•T.

Pacific northwest profitable 250 watter needs manager well versed small-market operation. Investment opportunity. Box 407G, B•T.

Commercial manager for metropolitan fulltime station. Must have had similar position in small market. Anxious for advancement. Unusual opportunity. Box 450G, B•T.

Wonderful opportunity for experienced man to manage fulltime Texas independent station. Salary and percentage of profits. Send picture and complete details to Box 512G, B•T.

Sales manager—five figure earnings and exceptional future for a "front line" sales manager (who can sell, hire and inspire) with major in New England. Write fully please. Box 516G, B•T.

Daytimer, WWGP, needs assistant manager to non-working owner. Have charge program, sales, personnel, emphasis on selling. Energetic, tactful, able to take directions, business management. No boozers, pressure artists. Opportunity become manager soon. W. E. Horner, Phone Spring 4-8641, Sanford, North Carolina.

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

RADIO

Help Wanted—(Cont'd)

Salesman

Want to make money with a fast-moving, fulltime news, music and sports station in a big North Carolina city? There's a big place on our sales staff for a hard-hitting salesman. Guaranteed salary, plus commission. No limit on earnings. Good staff, excellent working conditions. Send your story to Box 381G, B•T.

Southeast metropolitan independent needs good salesman, good compensation. Prefer man under 35, may do some announcing. Terrific opportunity. Write full details to Box 415G, B•T.

Race station—top Hooper rated—southern metropolitan market. $100.00 week guarantee plus commission—expenses. Age limit 32. Only real producers with executive ability need apply. Send complete resume—photo first letter. Box 423G, B•T.

Kilowatt independent in small but extremely rich midwest market will pay 15% commission to experienced salesman. He will start on $400 per month guarantee for three months and station will match all sales during guarantee period with established accounts, up to guarantee earning level. Prefer man with small market sales experience. Program background helpful but this is a 100% sales job. Send complete resume, including monthly billing records to Box 472G, B•T.

Experienced radio-tv time salesman intermountain west. Tell all with pix first letter. Box 487G, B•T.

Are you a salesman—announcer, who wants a change at fulltime sales or a salesman restricted by poor program and rate policies or excessive competition? Like to join an on-the-ball station with local radio competition and only one daily paper, large city in western Pennsylvania. Jewel of an opportunity for somebody who can recognize a good thing when he sees it. Start on the money road. Send complete resume, including sales record and present earnings, photo. All replies strictly confidential. Box 495G, B•T.

Wanted: Experienced radio time salesman for Mutual am-fm stations duplicate operation. Only man desiring to become permanently associated with old reliable station considered. Not high pressure job, just good, clean selling job. Good town with new industrial growth activities. Box 515G, B•T.

Experienced salesman, needed in Pennsylvania metropolitan market. Our man is now at peak in small market and ready for bigger and better things. Opportunity to qualify for Sales Manager of expanding group operation. Excellent deal to right man. Send full particulars first letter to WRTA, 1421 12th Avenue, Altoona, Pa.

Outstanding opportunity for salesman who can produce. Box 23, Shreveport, Louisiana.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Minnesota station needs news director. Good salary. Must be good announcer and able to type. Box 419G, B•T.

Girl disc jockey. Age 21-30. Good voice. Must be attractive. Air and traffic work. Outstanding station. Send full length picture-snapshot and complete information to Box 448G, B•T.

Announcer-first phone combo man, very little engineering. Late shift request show. Must be good because show is sold out and we want to keep it that way. Free hand to good novelty man. Should be able to handle classics and news for same reason. Send tape. salary needs and resume to Fred Epstein, KSTT, Davenport, Iowa.

Announcer with control board experience. Knowledge of hillbilly music. Paid vacations and six holidays. Contact Manager. WCOJ, Coatesville, Pa.

Experienced announcer needed. Teen age appeal. Write WESO, Southbridge, Mass. Send pictures, tape, resume.

Allegheny Mountain Network has immediate openings for two announcers with first-class tickets. Send full information care WKBI, St. Marys, Pa.

Announcer-copywriter, advancement unlimited, in excellent market, WKLZ, Kalamazoo, Michigan.

Morning man. Experienced; to handle news, telephone-show, run board. Send tape, resume, picture and salary requirements. Independent daytimer. WLOI, Box 385, LaPorte, Indiana.

Technical

First class engineer-announcer with two years quality experience both categories. Require maintain remote control operation and good air performance. Full details, tape half hour and availability upper midwest interview. $100 or better depending. Box 363G, B•T.

Chief engineer: Five kilowatt upper midwest station will have opening soon for Chief Engineer. Present chief has been with station ten years, plans now to own station in another area. We are interested only in an experienced engineer with construction ability who desires permanent position. Wire for our proposed salary and other available benefits. The standards will be high and we realize remuneration must be in line with what we expect. Box 379G, B•T.

Wanted: Negro engineer, 1st class license. Some announcing but no experience required. Fine opportunity for advancement. Box 447G, B•T.

Solid station in fast growing southeast market needs chief engineer with some announcing ability. Generous salary to right man. Please send references first letter. Box 479G, B•T.

Chief engineer for well established thousand watt net affiliate in western Pennslyvania. Possible opportunity for tv also. Station has tv license. Send complete job history. Photo and salary requirements. Box 494G, B•T.

Transmitter engineer for new 500 watt directional daytime station. WADS, Ansonia, Connecticut. Immediate employment. Send all information, first letter. Telephone REgent 5-4606.

Wanted 1st phone engineer-salesman, send full details and pay expected in letter to L. Lansing, Radio WBRV, Boonville, N. Y.

Wanted: Radio engineer, first class license, directional experience preferred. Above average opportunity for the right man exists with stable organization. If interested in pleasant permanent working conditions and a good community in which to live, contact the Manager, Radio Station WONW, Defiance, Ohio.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

First class phone engineer, tv experienced preferred. Full details and salary expected first letter, or phone C. E., WTVY, Dothan, Alabama. Permanent. No floaters or drunks.

STATIONS WANTED

INTERESTED IN BUYING ONE OR MORE RADIO STATIONS. HAS TO BE NUMBER 1 IN MARKET OR ONE OF THE TOP TWO STATIONS. YEARLY GROSS BILLING TO BE A MINIMUM OF $250,000. WILL DISCUSS WITH PRINCIPALS OR BROKERS.

BOX 521G, B•T

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Wanted—razzle dazzle program director who knows successful metropolitan, independent radio. An excellent opportunity for an idea man with know-how for building ratings; finding and holding good talent. Send complete details. Box 321G, B•T.

Program director-announcer with creative ideas backed with experience for daytime Chicago area. Salary open depending on ability to assume responsibility and experience. Complete information first letter. Half-hour tape . . . picture. Personal interview required later. Box 438G, B•T.

Top independent station in large northeastern metropolitan area, needs on the air newsman. Good salarly. Age, experience and tape at once. To start immediately. Box 474G, B•T.

$top! $ay, are you atified? We $ure need a $harp $hootin' writer $oon. $end $amples of work, other info. Top $alary. Box 475G, B•T.

Wanted—Continuity writer, male or female. WCNT, P. O. Box 428, Centralia, Illinois.

Experienced copywriter needed immediately. Resume, references, photo, salary to Box 23, Shreveport, Louisiana.

Situations Wanted

Managerial

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Manager-salesman. Wants comparable position northwest, California or Rockies. You'll be interested in sales record and references. Box 490G, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Sales manager/manager: Successful profit making three year station operation record made possible my owner's profitable sale and his retirement. My fully endorsed and accredited sales and management record open for your consideration. Present position with top major metropolitan market station very secure; nevertheless I'm desirous of making change where in return for production results there'll be permanence, security and a mutually objective future. I'm definitely working no self-opinionated newcomer; but a stable, married, experience, sober, hard working know-how "pro"—well known in the industry as a proven executive. Negotiations held confidential Box 477G, B•T.

Do you want manager, commercial manager who can make you money? Presently in charge of sales in major New England market. Very successful proven record. Available to attractive offer. Box 485G, B•T.

Young manager, who produces results, wishes to contact employers who need help in new-old operations. Box 505G, B•T.

Attention new stations: Preferably in Dixie or southwest, manager, program director, sales, top-notch announcers, news, engineer—all of these in two men with a total of thirteen years experience. Presently in major metropolitan market. Prefer smaller market. Box 510G, B•T.

Situation wanted: Radio . . . general manager, age 31, married, no family, college graduate, 10 years experience from staff work up. Presently radio manager, want larger market, greater potential. Ambitious, keen competitor, active in community. No big shot or office warmer, hard worker. Interested in sales primarily, and maybe also television sales. Lets get together and make money. Present employer knows of this ad. Write Box 514G, B•T.

Salesmen

Radio or tv salesman. 7 years experience, can pinch-hit on mike or camera. Desire city over 40,000. Box 497G, B•T.

RADIO

Situations Wanted—(Cont'd)

Salesmen

Young broadcasting school graduate to learn selling, management. Can announce. Resume. Bill Farlow, 8535 S. Drexel, Chicago. Ill.

Announcers

Experienced announcer, DJ, board operator, college grad. Presently working in large market. Desire popular music station. Will travel. Box 391G, B•T.

Experienced staffer, clever DJ, smooth commercial delivery. Tape. Highest references. Box 430G, B•T.

Young announcer. Broadcasting school graduate. Emphasis on DJ, sports play-by-play. Learn sales. Tape. Box 461G, B•T.

Announcer—deejay, copywriting, office work, single, veteran, prefer midwest, tapes on request. Box 464G, B•T.

Thoroughly experienced radio-tv announcer currently employed vhf. Want opportunity to compete for talent in larger market. Will consider all offers. Box 465G, B•T.

Female DJ. Familiar with all equipment. Writes copy. Excellent references. Employed. Box 467G, B•T.

DJ-copywriter, 34, seven years experience. Tape, resume, continuity specimens. Box 470G, B•T.

Announcer, newsman, deejay. Commercial experience and AFRS. College. Radio school. References. Draft exempt. 24, family. Available May 18. Negro. No dialect. Box 471G, B•T.

Presently employed (New York City) DJ. Seeks permanency in good sized market, featuring plenty of work, and opportunity to use ideas. Box 476G, B•T.

Single, veteran, very dependable and honest. Desire staff position. Can get along well with all nationalities. Vacation fill-in welcomed. Box 478G, B•T.

(Continued on next page)

RADIO-TV HELP WANTED

Since announcing National's New Radio-TV Employment Service, we have received numerous requests for Broadcasting people in ALL sections of the country. Here are just a few:

Announcer-Engineers	**$80 per week and UP**
Radio-TV Announcers (staff, sports, news)	**$100-$125 per week and UP**
Radio-TV Salesmen	**$90-$115 per week plus comm.**
Radio-TV Engineers	**$80 per week and UP**
Continuity and Copywriters	**$80 per week and UP**
Woman DJ and Sales	**$80 per week plus comm.**
News Editors	**$90 per week and UP**
Station, Commercial, Program Managers	**Salaries open**

List with National now for the job you've been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE JOBS.



National Radio & Television Employment Service





5th FLOOR • 1627 "K" STREET, N. W. • WASHINGTON, D. C. • TELEPHONE RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Announcers

Thoroughly experienced announcer-DJ, librarian, etc. Eight years solid radio. Desires PD opportunity with progressive station at salary not less than present three figure per week. Available reasonable notice. Box 460G, B•T.

Top commercial DJ, classicial, popular music. Mature, reliable, college degree, vet. Want to locate eastern seaboard area. 1st phone. Box 481G, B•T.

Musician - personality deejay. Conservatory trained. Presently PD. 5kw network. Seeking position requiring professional musical experience. $100.00 minimum. Box 491G, B•T.

Experienced employed announcer-DJ. Must relocate in east. Good references. Box 492G, B•T.

Announcer, 7 years radio-tv. Sales experience also. $90.00 minimum. Box 498G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board. Tape. Box 500G, B•T.

Young announcer-DJ; short on experience but long on talent. Good sense of humor, knowledge of all music, sports and news reading. Have photo, tape. Box 502G, B•T.

Negro, deejay. Good voice, emphasis news, commercial, boardman. Box 504G, B•T.

Top character morning DJ with four years experience. Selling ability, wants position June 1st. Adlib, voices, gimmicks, college, married, veteran, references. Box 506G, B•T.

Announcer-copywriter, seven years experience radio-tv. Desires to stay in Florida. Box 507G, B•T.

Disc jockey-newsman-emcee—knows popular music and artists. Intelligent, authoritative, adlib. Eight years experience, seven years with highly rated, five kilowatt midwest station. Present salary $6,200. Desires advancement in large market. Family man. Box 520G, B•T.

Announcer—twelve years—radio-television. Employed, family, degree. Want Florida. Box 517G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer—1st phone. 4 years experience. Combo, continuity, news, some sports. $90 minimum, 5 day, 40 hour week. Day shift preferred. All areas considered. Married Guy Christian, 942, North 3rd Street, San Jose, California. CYpress 7-2612.

Versatile, experienced announcer, 1st phone, desires position on West Coast. $85 week minimum. Lee Drake, 315 West 3rd Street, Apt. 404, Long Beach 12, California.

Announcer: One year experience. DJ, news, commercials, young, 26, single, veteran, ambitious, car, will travel. Contact: Dick Grace, Normandy 1-8425, 20 Church Street, Greenwich, Connecticut.

Technical

1st class phone. 6 years experience studio operation and transmitter maintenance. Anxious locate in middle west. Box 486G, B•T.

Employed chief in 15th year wants job north Arkansas or Little Rock. Engineering to 50kw . . . directionals, combo, traffic or service accounts. Box 488G, B•T.

Programming-Production, Others

Newsman, former California resident currently employed eastern radio, seeks reportorial and staff announcing post in west. Gathers, writes, presents all phases of news. Top-quality DJ, commercial, staff work. Theatrical, narrative experience. College graduate. Resume and non-returnable tape available. Box 433G, B•T.

Hypo your news coverage and sales. Direct broadcasts from Europe . . . Bonn, Rome, London, Paris, Cairo, and other news centers of the world . . . personalized and pointed to your station and with your call letters and sponsor's ID. International news organization offers this low-cost news feature on an exclusive basis of one station in each market. Write today for information and rates. Box 451G, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Newsman, young. Presently at 5kw, wants newscasting writing job with future. Available July 1. No hamlets. 85 minimum. Tape on request. Box 469G, B•T.

Excellent newscaster available. Widley travelled, mature, experienced newsman wants to settle middle Atlantic area. 1st phone. Former AF Colonel. Box 480G, B•T.

Any or all: Producer, director, DJ, news, sports. College grad (MA), 23. N. Y. show biz background. Box 489G, B•T.

Young lady, music programming experience major N. Y. network, seeks similar position, Production, secretarial skills excellent. Resume. Wish to relocate. Box 499G, B•T.

The quick brown fox jumped over the lazy dog's back . . . Many things come over wire service but local sports and news require top coverage. Young man with sportscasting-news-publicity background considering relocation by September. Journalism graduate. All inquiries or application blanks for future openings answered. Box 511G, B•T.

Program director, creative writer, married, sober —A.B. Degree. Prefer South. Box 518G, B•T.

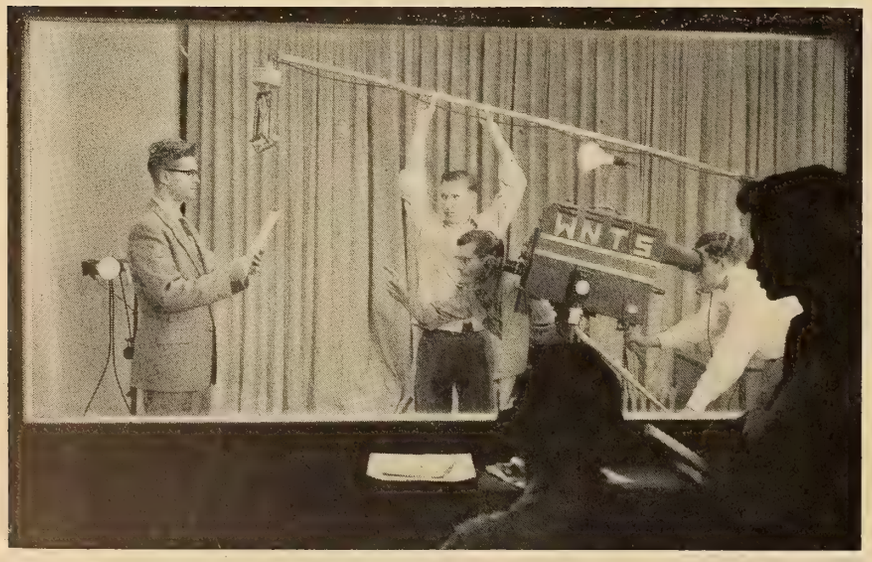
Colored female. Broadcasting school graduate. College trained. Ideal for women's director, personality show, continuity. Z. S. Palmer, 7948 S. Wabash, Chicago 19, Illinois.

Traffic, women's editor, continuity and DJ shows. Recent graduate of broadcasting school. Prefer midwest. Toni Taylor. 4829 N. Natches, Chicago, Ill.

(Continued on next page)

TELEVISION PRODUCTION EXPERIENCED

CHICAGO TV PRODUCTION CLASS AT WORK



If you would like to receive our national publication, TELEVIEWS, let us know and we will be happy to send it to you at no cost or obligation.

People like these have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV personnel.

These people—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Call, wire or write John Birrel, Employment Counselor, for immediate details.

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Help Wanted

Technical

Television and radio technical personnel. Midwest metropolitan city. Good salary and other benefits. State education, experience, draft status, and enclose snapshot. Box 409G, B•T.

Southwestern vhf station urgently needs transmitter engineer capable of maintenance and operation of G.E. TT32B. Contact KDWI-TV, P. O. Box 5147, Tucson, Arizona.

Wanted: Four first class radio telephone license engineers. Two for transmitter and two for studio transmitter TT-5A, RCA with 25 kw standard amplifier. Studio is RCA. Salary to match ability. Contact Bill Buford, Chief Engineer, KMID-TV, Midland, Texas. Phone Mutual 2-7321.

Established vhf station needs experienced transmitter man for DuMont equipment. KKTV, Colorado Springs, Colorado. Willis Shanks.

Wanted, 1st class engineer for top tv station. Also one combo man for radio. Call Jim Robertson, Chief Engineer, WLEX-AM-TV, Lexington, Kentucky. 4-8747.

Programming-Production, Others

Aggressive midwest newspaper owner television station wants active list job applications for rapidly opening positions. Announcers, on-camera specialist; directors, floor men. Photograph and where applicable voice tape required. Box 440G, B•T.

Director wanted by number one station in top market. Good pay for right man. Excellent working conditions in ideal community. Box 482G, B•T.

Need man with first class license, engineer. Experienced not necessary. Please no long distance calls. Box 483G, B•T.

Television maintenance engineer, experienced DuMont equipment. Major southwestern station. Apply Box 484G, B•T.

Experienced continuity writer for large eastern network affiliate. Foward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

WJBF has opening for experienced television photographer. Must have experience in processing 16mm, slides, 8 x 10's and general dark room procedure. Must be familiar with Bolex, Bell-Howell, Pathe and 35mm cameras. Strong emphasis on organizational ability. Good references. Can offer top salary, excellent working conditions, paid vacation and hospitalization. Contact Ben Greer, Program Director, WJBF-TV Augusta, Georgia.

Situations Wanted

Managerial

Manager-sales manager. Experience large and small markets. Strong local, national network sales. Excellent background all phases station operation. Responsible, family man, strong community interests. Box 310G, B•T.

Technical

Chief engineer of medium market tv. 13 years experience all phases. Married, sober, conscientious. Box 411G, B•T.

Programming-Production, Others

Woman's director/public service director. Have fresh ideas, a realistic approach. More than a decade of experience in producing and personally presenting television shows. Enlightenment plus entertainment is success formula in interesting all the family. Have built station's popularity with public service tie-ins and cooperation with accounts. Superior references. Network and television stations. Solid record of commercial sponsorship. Box 432G, B•T.

Need a man with 2 hours a day directing plus routine switching experience? Originality. Can announce. 3 years total experience. Box 462G, B•T.

Program director. Five years tv. Wishes to relocate. Box 463G, B•T.

TELEVISION

Situations Wanted

Programming-Production, Others

News editor—radio-tv, experienced, employed. Seek advancement, permanency. Edit, report, write, announce. Degree, married, veteran. Box 493G, B•T.

Photographer desires position. Photo school training, 6 years commercial and television experience, extensive administrative background, top references and available immediately. Box 503G, B•T.

FOR SALE

Stations

Two single station market offerings, Kentucky-Tennessee, one established business, priced $70,000; other, recent installation, priced $27,500. Each available on terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Small metropolitan market, Piedmont section of South, minimum competition. Priced within 1¼ gross at $135,000. Terms to responsible parties. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Southwestern station on ten year lease currently netting $20,000 to $25,000. Could do much more immediately. Requires six months advance at $1,800 per month. See John Hanly.

Two southeastern 1kw daytimers; grossing about $45,000. Asking $45,000, with $20,000 down. See John Hanly.

Eastern fulltime affiliate grossing $135,000, asking $150,000. One-third down. See John Hanly.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1737 De Sales St., N. W.. Washington, D. C.

Equipment

Three Ampex 400 tape recorders with portable cases—excellent condition, presently in operation. Accepting bids on one or all. Box 473G, B•T.

One—type 86-A-1 (M 1-11216-B,-C) RCA limiting amplifier—used—in good condition. F. T. Wilson, Manager, Radio Station KGNB, New Braunfels, Texas.

Presto Model Y disc recorder, good condition, complete $250. KREW, Sunnyside, Washington.

2 RCA 77-D microphones—6 years old. Need ribbons replaced. 1—RL-10 Raytheon limiter amplifier—6 years old—perfect condition—all new tubes—make offer. WINA, Charlottesville, Virginia.

Gates BC-500-D 500 watt am transmitter. Excellent condition. Available immediately. Contact WMIC, Monroe, Michigan.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies. Crystal regrinding etc. Reasonable prices, fastest service—Also station am monitor service. Over 20 years in the business. Eidson Electronic Co., Temple, Texas.

Miscellaneous

We can substantially increase your billing with carefully tested and guaranteed mail order accounts to be released your open periods. Box 444G, B•T.

WANTED TO BUY

Stations

Interested acquiring all of control of small station in Virginia or Carolina. Write fully, in confidence, to R. P., Jr., P. O. Drawer #3-A, Richmond, Va.

Stations wanted. Private sales. Ralph Erwin, Broker of Theatres, Radio and Television properties, 1443 South Trenton, Tulsa.

WANTED TO BUY

Equipment

Used fm modulation and frequency monitor. State condition, make and price. Box 468G, B•T.

Wanted: Immediately—good used film processing equipment, such as: Houston-Fearless 11-B or 22-B, Bridgamatic, or filmomatic. Must be in first class condition and must be demonstrated in operation. State model, auxiliary equipment (if any), price and location. Box 513G, B•T.

Wanted: Used fm antenna or donuts and co-ax. Advise lowest price. KCFM, 2609 Olive Street, St. Louis, Missouri.

200 foot tower, am frequency and modulation monitors limiter, remote amplifier, tape recorder. State condition and price. WGBA, Columbus, Georgia.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 2-E, 821 19th Street, N.W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

Home study or residence course in staff announcing, newscasting, copywriting, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

SERVICES

Offering movies for television portraying north African life and political events. Write Box 406G, B•T.

TELEVISION

Help Wanted

Programming-Production, Others

TELEVISION STATION PROMOTION MANAGER

Needed at once: Top-Flight, indefatigable Sales, Promotion-Publicity Director for network-owned midwestern television station. The man we want has boundless energy and creativity, and a broad background in promotion, publicity, merchandising and audience research. The job offers a good salary plus a running start in a big, promotion-minded organization. Send complete information on yourself to

Box 519G, B•T

Situations Wanted

Programming-Production, Others

Man At the Crossroad

What direction shall he take? Seasoned broadcaster; more than 10 years radio, 4 years TV; covering programming, promotion, film-buying, public relations, air work and creative writing. Would like to sell, create programs, or serve a stable radio or TV organization in any capacity they consider most useful to them. Mature judgment; administrative experience; responsible family man.

Box 417G, B•T

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

NETWORK NEWSCASTER AVAILABLE

High calibre newsman currently with top radio-television station in one of the top ten markets wants to relocate with progressive radio-TV, or straight television station. Former network foreign correspondent in Middle East. Also served as Assistant News Director for network. Thoroughly familiar with all phases of news work. Family man, stable, with finest industry references. College degree. All replies will be kept in strict confidence.

Reply
Box 501G, B•T

WANTED TO BUY

Stations

STATION FOR SALE

Private sale. Rocky Mountain daytimer. Progressive Eastern slope city 10,000.

RALPH ERWIN
1443 S. Trenton Tulsa

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
5100 N. E. Columbia Blvd.
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

EMPLOYMENT SERVICES

" "

QUOTE AND UNQUOTE

". . . as thorough and as easy to work with as though you were on our own payroll as our personnel director . . ."

Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

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50 E. 42nd Street, N.Y.C.
MU 2-7915

Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people

FOR THE RECORD

(Continues from Page 116)

location to 2907 W. Church St. (not a move), change ERP to 11.7 kw vis., 5.89 kw aur.

Following were granted extensions of completion dates as shown: **WINT (TV) Waterloo, Ind.,** to 11-15-56; **WITN (TV) Washington, N. C.,** to 11-26-56; **WHYN-TV Springfield, Mass.,** to 11-3-56; **WPHD Philadelphia, Pa.,** to 7-16-56.

Actions of April 30

Following were granted extensions of completion dates as shown: **KMIN Grants, N. M.,** to 8-28-56; **WARK Hagerstown, Md.,** to 7-1-56; **WINX Rockville, Md.,** to 9-1-56.

May 7 Applications

Accepted for Filing

License to Cover Cp

WAJC (FM) Indianapolis, Ind.—Seeks license to cover cp which authorized change from noncommercial educational fm band to commercial.

License to Cover Cp Returned

WADS Ansonia, Conn.—Application seeking license to cover cp which authorized new am returned. (Incomplete).

Renewal of Licenses

KHUZ Borger, Tex.; KNEL Brady, Tex.; KVLB Cleveland, Tex.; KCRW (FM) Santa Monica, Calif.; KSTE (FM) Emporia, Kan.

Renewal of Licenses Returned

KMIL Cameron, Tex. (Not filed in applicant name); **KWBU Corpus Christi, Tex.** (Not signed by officer).

SCA

KCFM (FM) St. Louis, Mo.

Modification of SCA

WPIC-FM Sharon, Pa.

May 8 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to and including May 10 to file responses to April 23 petitions for enlargement of issues by Lawrence A. Reilly and James L. Spates, Gorton, Conn., and The Thames Bcstg. Corp., Bridgehampton, N. Y., applicants in am proceeding. Action May 4.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted petition for extension of time to file proposed findings and conclusions from April 27 to May 4 and for reply briefs from May 7 to May 14, re application for transfer of control of **WLBR-TV Lebanon, Pa.** Action May 3.

By Hearing Examiner Basil P. Cooper

Regional Bcstg. Co. East Hartford, Conn.—Ordered that record is closed at conclusion of hearing on May 1, re am applications of Manchester Bcstg,. Co., Manchester, Conn., Regional Bcstg. Co., East Hartford, Conn. and Brothers Bcstg. Corp., Hartford, Conn.; that date for filing proposed findings of fact and conclusion is continued from April 30 to May 21 and from May 16 to June 13 for filing reply findings and granted motion of Regional to correct record. Action May 3.

Straits Bcstg. Co., Cheboygan, Mich.—Ordered, retroactive to May 1, that Straits' petition for leave to amend his tv application (ch. 4) to reflect type of equipment it proposes to employ in constructing microwave circuit to bring programs from Cadillac, Mich. to Cheboygan, etc., is granted. Action May 3.

By Hearing Examiner H. Gifford Irion

Yuma, Ariz.—Ordered that conference will be held May 11 re tv application of Wrather-Alvarez Bcstg. Inc., Yuma. Action May 4.

May 8 Applications

ACCEPTED FOR FILING

License to Cover Cp

WATM Atmore, Ala.—Seeks license to cover cp which authorized change in frequency and increase in power.

WJHB Talladega, Ala.—Seeks license to cover cp which authorized new am.

WBGC Chipley, Fla.—Seeks license to cover cp which authorized new am.

WMYR Ft. Myers, Fla.—Seeks license to cover cp which authorized increase in D power.

WNER Live Oak, Fla.—Seeks license to cover cp which authorized change in frequency and changes in ant. system.

WGOV Valdosta, Ga.—Seeks license to cover cp which authorized changing from DA-2 to DA-N.

WARU Peru, Ind.—Seeks license to cover cp which authorized increase in power.

WTKO Ithaca, N. Y.—Seeks license to cover cp which authorized new am.

KRRV Sherman, Tex.—Seeks license to cover cp which authorized erection of two new towers and to make changes in DA system.

WINA Charlottesville, Va.—Seeks license to cover cp which authorized change in frequency.

WHSR-FM Winchester, Va.—Seeks license to cover cp which authorized new noncommercial educational fm.

WCOV-TV Montgomery, Ala.—Seeks license to cover cp which authorized new tv and to specify studio and trans. location as Adrian Lane, Montgomery (not a move).

KRNT-TV Des Moines, Iowa—Seeks license to cover cp which authorized new tv.

WORG-FM Orangeburg, S. C.—Seeks license to cover cp which replaced expired cp which authorized changes in licensed station.

KCTS-TV Seattle, Wash.—Seeks license to cover cp which authorized new noncommercial educational tv.

License to Cover Cp Returned

KVMC Colorado City, Tex.—Application seeking license to cover cp which authorized increase in power returned. (Signed by chief engineer.)

WMEG Toccoa, Ga.—Application seeking license to cover cp which authorized new am returned. (Complete name not given.)

License to Cover Cp Resubmitted

KANO Anoka, Minn.—Resubmits application seeking license to cover cp which authorized new am.

WYCL York, S. C.—Resubmits application seeking license to cover cp which authorized new am.

Modification of Cp

WFMS (FM) Indianapolis, Ind.—Seeks mod. of cp (which authorized new fm) for extension of completion date.

WMUB (FM) Oxford, Ohio—Seeks mod. of cp (which authorized changes in licensed noncommercial educational fm) for extension of completion date.

WMBR-TV Jacksonville, Fla.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Dec. 1.

WFAM-TV Lafayette, Ind.—Seeks mod. of cp (which authorized new tv) for extension of completion date to July 24.

WEHT (TV) Henderson, Ky.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 15.

WJIM-TV Lansing, Mich.—Seeks mod. of cp (which authorized changes in facilities of existing tv) to make slight ant. changes.

KHPL-TV Hayes Center, Neb.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 21.

WBRE-TV Wilkes-Barre, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1956.

KRLD-TV Dallas, Tex.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Dec. 2.

WJJL Niagara Falls, N. Y.—Seeks mod. of cp (which authorized change in ant.-trans. location) for extension of completion date.

WKAR-FM East Lansing, Mich.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

KMOT (TV) Bismarck, N. D.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 5.

WHIZ-TV Zanesville, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WHP-TV Harrisburg, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 6.

Renewal of Licenses

KCAR Clarksville, Tex.; KEXX San Antonio, Tex.; KOKH (FM) Oklahoma City, Okla.; WFAA-TV Dallas, Tex.; KVHO O'Neill, Neb.; KBRZ Freeport, Tex.; KGBC Galveston, Tex.; KPAC Port Arthur, Tex.; KTEM Temple, Tex.; KTRN Wichita Falls, Tex.; KMUW (FM) Wichita, Kan.;

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

KTBC-TV Austin, Tex.; WBAP-TV Ft. Worth, Tex.

Remote Control

WCAZ Carthage, Ill.; WHIO Dayton, Ohio; WCOS Columbia, S. C.

May 9 Decisions

BROADCAST ACTIONS

By the Commission

Granted SCA

WKJF-FM Pittsburgh, Pa., WCAU-FM Philadelphia, Pa.

Following stations were granted renewal of licenses on regular basis: **KCNI Broken Bow, Neb.; KCRC Enid, Okla.; KGLC Miami, Okla.; KLIN Lincoln, Neb.; KOME Tulsa, Okla.; KRGI Grand Island, Neb.; KRVN Lexington, Neb.; KSAL Salina, Kan.; KSCB Liberal, Kan.; KSIW Woodward, Okla.; KSOK Arkansas City, Kan.; KSPI-AM-FM Stillwater, Okla.; KVIN Vinita, Okla.; KVOE Emporia, Kan.; KVOO Tulsa, Okla.; KWHW Altus, Okla.; KXXX Colby, Kan.; WJAG Norfolk, Neb.; KWGB Goodland, Kan.; WGPS Greensboro, N. C.; KBOM Mandan, N. D.**

May 9 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to May 10 to file responses to April 12 petitions by **KOB Albuquerque, N. M.**, ABC, New York, and **KWBU Corpus Christi, Tex.**, for mod. or clarification of issues stated in Commission's Memorandum Opinion and Order of March 21, re applications of KOB for mod. of cp and for license to cover cp and authority to determine operating power by direct measurement. Action May 7.

By Chief Hearing Examiner James D. Cunningham

WSUH Oxford, Miss.; East Arkansas Broadcasters, Inc., Wynne, Ark.; Warren L. Moxley, Blytheville, Ark.; WHER Memphis, Tenn.—Granted April 30 petitions of Ole Mississippi Bcstg. Co. and Tri-State Bcstg. Service for dismissal without prejudice of their am applications and returned to processing line am applications of East Arkansas Broadcasters Inc. and Warren L. Moxley. Action May 7.

Harold M. Gade, Eatontown, N. J.; Monmouth County Broadcasters, Long Branch, N. J.; Long Branch Bcstg. Co., Long Branch, N. J.—Granted petition of Long Branch Bcstg. Co. to extent that it seeks dismissal of its application and denied in other respects; application is dismissed with prejudice; am applications of Gade and Monmouth County are retained in hearing status. Action May 8.

WDAK Columbus, Ga.—Upon oral request of WDAK, and with consent of all other parties in am proceeding, ordered that hearing conference is continued from May 9 to May 11. Action May 8.

By Hearing Examiner Jay A. Kyle

KITN Olympia, Wash.—On Examiner's own motion, ordered that hearing scheduled for May 8, re am application of KITN is continued indefinitely. Action May 7.

Coos Bay, Ore.—Pursuant to "Petition to Dismiss," filed jointly by **KOOS Coos Bay, The Bay Bcstg. Co., North Bend,** and **KWRO Coquille** (all Ore.), which matter is now awaiting Commission action, ordered that prehearing conference re am application of Coos County Broadcasters, Coos Bay, scheduled for May 16, and hearing scheduled for May 23, are continued without date. Action May 8.

By Hearing Examiner Annie Neal Huntting

Newburgh, Ind.; Lawrenceville, Ill.—Ordered that any party having objections to any of specified corrections of transcript of hearing re am applications of Southern Indiana Broadcasters Inc., Newburgh, and Lawrenceville Bcstg. Co., Lawrenceville, shall file with Commission and serve on other parties, statement of all objections, with supporting reasons, within 10 days from date hereof. Action May 7.

By Hearing Examiner Thomas H. Donahue

WTVH Peoria, Ill.—Granted motion for continuance of hearing from May 31 to Sept. 4, re its application for mod. of cp. Action May 7.

By Hearing Examiner Elizabeth C. Smith

WMLP Milton, Pa.—Granted motion for certain specified corrections to transcript of hearing re am application of **WARC Milton.** Action May 7.

By Hearing Examiner J. D. Bond

Franklin Bcstg. Co., Philadelphia, Pa.—Granted petition for continuance of prehearing conference from May 15 to May 17 re its am application and that of Rollins Bcstg. of Delaware Inc., Philadelphia. Action May 8.

May 9 Applications

ACCEPTED FOR FILING

Modification of Cp

WPAG-TV Ann Arbor, Mich.—Seeks mod. of cp (which authorized replacement of cp) for extension of completion date to Oct. 10.

WIMA-TV Lima, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 6.

Renewal of Licenses

KRLD-TV Dallas, Tex.; WOAI-TV San Antonio, Tex.; KTXC Big Spring, Tex.; KXOX Sweetwater, Tex.; KCLW Hamilton, Tex.

Remote Control

KDOK Tyler, Tex.

UPCOMING

May 14: BMI Clinic, Rochester, N. Y.

May 14-15: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems.

May 16: BMI Clinic, Jefferson City, Mo., and Boston, Mass.

May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.

May 18: BMI Clinic, Omaha, Neb., and Portland, Me.

May 19: Indiana Radio-Tv Newsmen, WIRE Studios, Indianapolis.

May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

May 21: BMI Clinic, Columbus, Ohio.

May 21-24: 1956 Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 21-22: Chicago Tribune Distribution and Advertising Forum, studio theatre of WGN, Chicago.

May 23: BMI Clinic, Grand Rapids, Mich.

May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

May 25: BMI Clinic, Milwaukee, Wis.

JUNE

June 4: BMI Clinic, Caldwell, Idaho.

June 6: BMI Clinic, Great Falls, Mont.

June 8: BMI Clinic, Detroit Lakes, Minn. (Note: tri-state clinic for North Dakota, South Dakota, and Minnesota).

June 10-12: Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 11: BMI Clinic, Salt Lake City, Utah.

June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.

June 13: BMI Clinic, Sheridan, Wyo.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

June 14-16; Md.-D. C. Radio & Tv Broadcasters' Assn., Commander Hotel, Ocean City, Md.

June 15: BMI Clinic, Estes Park, Colo.

June 15-17: Executive Board, American Women in Radio & Tv, House O'Charm, Detroit.

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

MILESTONES

Weed Marks 20th Year

WEED & Co., radio station representatives, observed its 20th anniversary last week with a surprise party at its New York headquarters for Joseph J. Weed, the company's founder and president. Mr. Weed was presented with an Old English wall barometer by the New York staffs of Weed & Co. and Weed Television Corp. Today the Weed radio and television firms have a staff of 102 operating out of eight major cities, according to a company spokesman.

RTES Fetes 'Grand Old Opry'

WSM-AM-TV Nashville's *Grand Old Opry* (ABC-TV and NBC Radio) will be honored by the Radio & Television Executives Society at a special luncheon in New York May 21. Principal speaker at the event—saluting the program's 30 years on the air—will be Gov. Frank G. Clement of Tennessee. Stars of the show, including Cousin Minnie Pearl, Carl Smith, June Carter, Chet Atkins and Ferlin Huskey, are expected to attend.

► TRANSCRIBED Catholic religious series, the *Ave Maria Hour,* observed its 21st anniversary.

► WTTM Trenton, N. J., has observed its 14th anniversary.

► THE IVY RADIO NETWORK, composed of student stations at Brown, Cornell, Dartmouth, Harvard, Pennsylvania, Princeton and Yale, has marked its ninth anniversary.

► ABC Radio's *No School Today* program has observed its sixth birthday.

► EDWARDS AGENCY INC., Los Angeles, advertising agency, has marked its eighth anniversary.

► WCUE Akron, Ohio has marked its sixth birthday.

► MILLER, MACKAY, HOECK & HARTUNG, Seattle adv. agency, has marked its first anniversary.

► HARSHE-ROTMAN INC., public relations firm with offices in New York, Chicago, Los Angeles and Rochester (N. Y.), has marked its 25th anniversary.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

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Please send to home address — —

U or V, They're Both Tv

THIS IS NOT a technical journal, and our editors and writers pretend to no scientific knowledge of television signal curves or coverage contours.

But they do know a television picture when they see one.

One of our most experienced people, J. Frank Beatty, spent considerable time looking at pictures in places like Ligonier, Ind., and Tunkhannock, Pa.

They were uhf pictures.

Our man couldn't tell them from vhf pictures.

Televiewing wasn't the only thing Mr. Beatty did in researching his two-part piece on the uhf markets of South Bend-Elkhart, Ind., and Wilkes-Barre and Scranton, Pa.

He talked with many televiewers, with tv set dealers, with advertisers, agencies and telecasters.

He found out things that signal curves won't tell you.

He found out that uhf can be made to work in both flat and rugged terrain.

He found out that the public doesn"t care whether its tv is uhf or vhf; to the public they're both tv.

He found out that uhf has some problems that vhf doesn't have, but that none of them is as severe as the bearish gossip about uhf would indicate.

He found out that some of uhf's problems are directly traceable to the step-child status it has unhappily acquired in the television family. These, we suggest, would be cured if uhf were made a full member of the family, equal in position to vhf.

It will take positive action, beginning at the FCC, to install uhf in a position of security in the television household.

That uhf is worthy of such a position has been proved in those areas where uhf is operating without vhf competition. That uhf is needed to provide a fully competitive national tv system is beyond doubt.

We like the uhf pictures we have seen. There should be more of them.

Invitation to Destruction

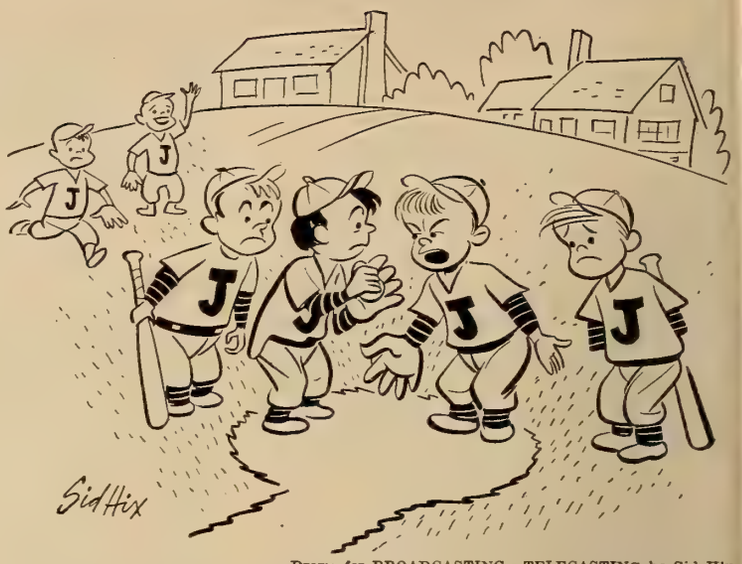
THE FCC Network Study Group, it appears, would have the television networks destroy themselves and their affiliates too. As you will detect in a story elsewhere in this issue, the privacy of doing business in television is to be invaded. All trade secrets would be laid bare to competitors in the printed media. No phase of the economics of this new and miraculous medium, which has done so much to maintain the nation's economy in a few short post-war years, would be spared the public gaze.

The FCC may naively believe that it can keep such data to itself. But like those "confidential" statistics collected by the Commission and given to Sen. Bricker at his demand, this new information, if supplied, would find its way into the public prints and into the hands of competitors set upon raiding tv business.

A draft questionnaire prepared by the FCC staff titled "Tv Network Questionnaire" has been served the networks for review. It will be discussed with each of the three networks, separately, during the week of May 21. This questionnaire, we understand, is to be followed by another to go to all affiliate stations, this to enable the gleeful FCC operatives to compare the network answers to those supplied by their affiliates—a sort of entrapment process.

We will be mightily surprised if the networks, or any one of them, agree to supply the FCC's staff with all of the information wanted. We know of no specific legislative mandate to the FCC, or any other agency of government, to disclose information that could be used against telecasters by their competitors. There's serious question whether the FCC has the authority to collect those annual statistics from networks and stations, solicited with the commitment that their confidentiality will be respected, but which were released in distorted fashion a fortnight ago by Sen. Bricker in his vitriolic attack upon CBS and NBC.

The FCC, we assume, will argue that if it is to make a study of purported monopolistic trends in television, it must have full economic data available to it. Certainly it should have basic network-affiliate contracts, details on option time and how it works, and other related data (most of it already in its files). But should it get into such business aspects as criteria used in rate determination, volume discounts to advertisers, talent contracts and costs, production costs, and other data which falls strictly in the categories of private contractual relations?



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Look what tv is doing to baseball . . . three of our best players are home watching Mickey Mouse Club!

The new invasion comes hard on the heels of the Bricker diatribe, the disclosure [B•T, May 7] of an intensive FBI investigation in New York and Hollywood of purported antitrust violations by the networks, the Senate Commerce Committee's own exhaustive questionnaire to tv network-affiliated stations to air their complaints, replies to which were due last week, and the confidential gum-shoeing of several House committee staffs. The urge to get into the television investigation act has obviously reached epidemic proportions.

Release of confidential information, collected with the understanding that no individual station or network data would be disclosed, is a breach of faith. Collection of private contractual data which, if made public, could injure if not destroy a new medium by aiding and abetting its competitors is, we think, immoral and illegal.

Broadcasters are individuals. They have constitutional rights. The first law of nature is self-preservation.

The networks should decline to give their trade secrets to the FCC or any other agency of government in the absence of a specific instruction from Congress or until there is clarification by Congress as to what should or should not be collected.

Studio Lobby

WHY, broadcasters will ask, are our national legislators so ill-informed, or misinformed, on broadcasting? Why, particularly when no political candidate these days can hope to be successful without using radio or television or both?

The answer will be found largely in the broadcasters' own derelictions. Instead of having an announcer or a production man escort the candidate (or the congressman) to the microphone or camera when he buys or is given time, the station owner or manager should do the honors. That would give the broadcaster the opportunity to get acquainted, indoctrinate the candidate on the station's operations and on the vagaries of the broadcasting business and of its regulation.

J. Leonard Reinsch, executive director of the Cox radio and television stations, and radio-tv advisor to the Democratic National Committee, said it loud and clear at the recent NARTB convention in Chicago. He advised stations to develop close contacts with candidates, reminding that "all congressional investigations are headed by congressmen and senators who were candidates in 1954, 1952 or 1950." That means that broadcasters, in a span of two to six years, have the opportunity of talking with and selling all members of the Senate and all members of the House one or more times, in their own offices and studios, when they aren't plagued by office pressures and should be receptive to learning about broadcasting in its own environment.

To which might be added that it's good business to maintain contact with all candidates; one of them is bound to be the winner.

Creative Selling in an Expanding Market!



Just one of several modern housing projects now replacing what was once blighted areas in St. Louis.
(Photo courtesy Chamber of Commerce-Metropolitan St. Louis)

In the St. Louis area Creative Selling can and does replace the older idea of just "supplying a demand".

As a market the St. Louis Area is the scene of intense activity with new highways, new housing projects like the above, and now the expansion that will come from recently approved bond issues of $110 million in the City; and another $40 million in the County.

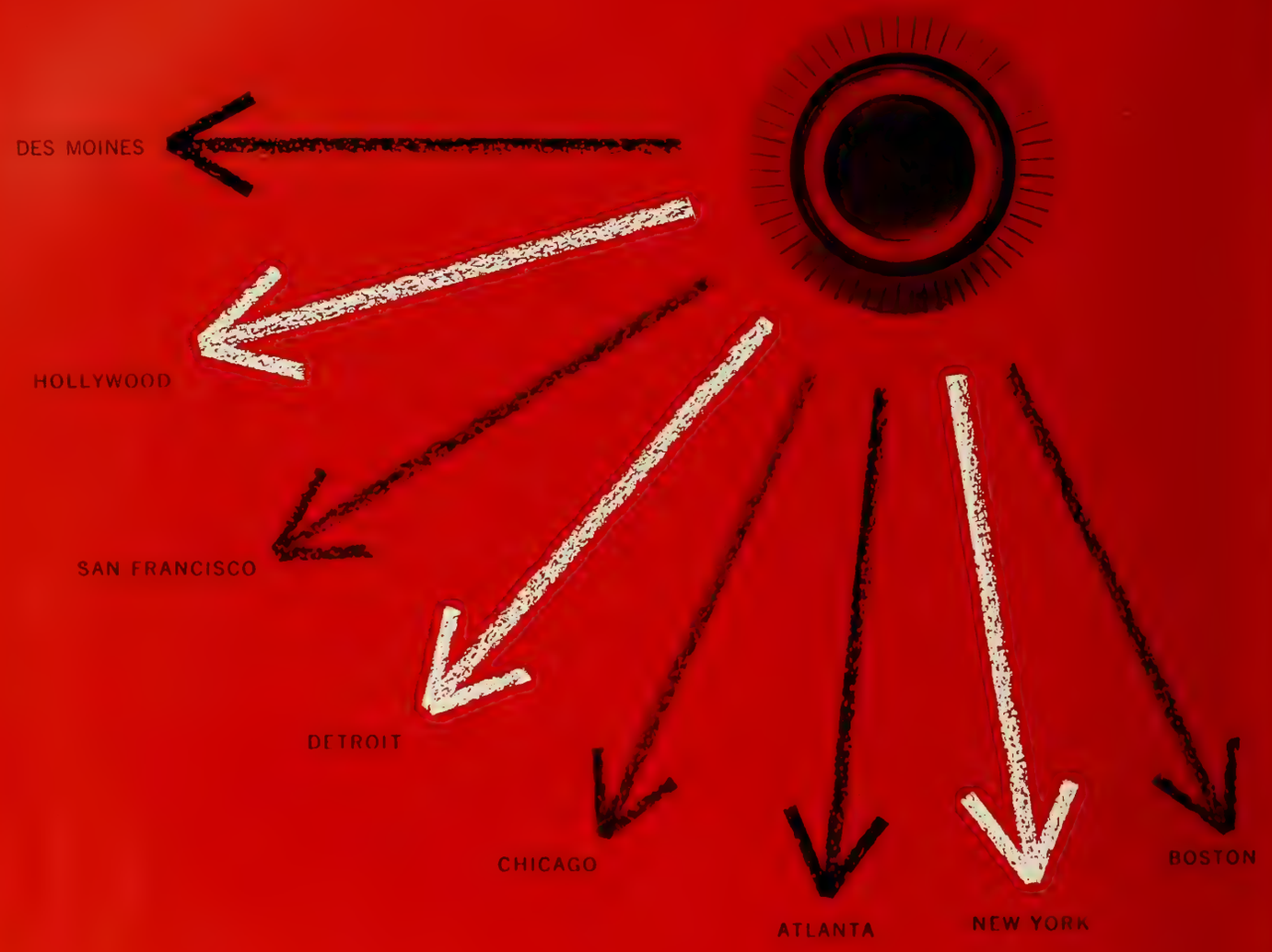
In St. Louis and the vast surrounding area KWK-TV has become tops* among TV audiences . . . the dominant influence television-wise for selling the expanding St. Louis Market.

CBS television network

KWK-TV St. Louis *channel* 4

represented nationally by THE KATZ AGENCY, INC.

**Latest reports Tele-pulse, Mar. 1956; ARB Jan. 1956*



weed and company

RADIO
STATION
REPRESENTATIVES

MAY 21, 1956

35c PER COPY

BROADCASTING TELECASTING

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25TH year

THE NEWSWEEKLY OF RADIO AND TV

"Time-Buying Simplified"

(Just turn to the STORZ station)



It's happening fast! Mid-Continent took over 3 months ago. WDGY already is in 2nd place in audience. Hooper says so. Up 93% daytime, says Nielsen. 50,000 watts, and nearly perfect-circle daytime signal. Talk to GM Steve Labunski or Avery-Knodel.

Name your survey. Hooper? 42.5%. Pulse? First morning and afternoon, first in 204 out of 240 quarter hours. Trendex? First every time period! That's KOWH, dominant in Omaha year after year. Coverage is good, too, on 660 kc. Have words with GM Virgil Sharpe, or the H-R man.

49.1% (Hooper). 42.0% (Metro Pulse). 42.9% (AREA NIELSEN). 263 1st place ¼ hours out of 288 (AREA PULSE). So it's WHB's *region* as well as city. 10,000 watts on 710 kc. Such dominance should be *your* dominance. Chat a while with GM George W. Armstrong or the man from Blair.

Now with 25% of the radio audience—WTIX is widening the gap, after having completely overturned generations of listening and time-buying habits. If you haven't studied New Orleans radio afresh lately . . . question GM Fred Berthelson, or Adam Young.

*Coming soon—WQAM, Miami, Florida—Florida's first radio station serving all of Southern Florida with 5,000 watts on 560 kc. Transfer subject to FCC approval.

MID-CONTINENT BROADCASTING COMPANY

"The STORZ Stations"—Todd Storz, President

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

keep your eyes on this market

the greater Wheeling market

The booming Greater Wheeling market, comprised of a million and a half people with a combined spendable income of TWO BILLION DOLLARS, is one of the most rapidly expanding industrial areas in America! WTRF-TV, Wheeling, serving 312,400 TV homes, has kept pace with the march of progress. Every accredited method of audience measurement indicates WTRF-TV is by far the most popular TV station in this important market—the number one advertising medium in America's industrial heartland—

the "rich Ruhr Valley of America!"

"a station worth watching"

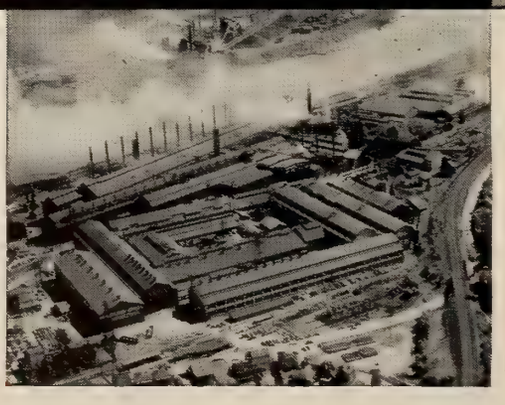
wtrf-tv

CHANNEL 7

Wheeling 7, West Virginia



For availabilities, call Hollingbery or Bob Ferguson, VP and GM or Needham Smith, SM Wheeling 1177.



NBC

316,000 watts

Equipped for network color

Reaching a market that's reaching new importance!

kgul TV's NEW SUPER-TOWER*

**1170 feet above average terrain; 1234 feet above sea level.*

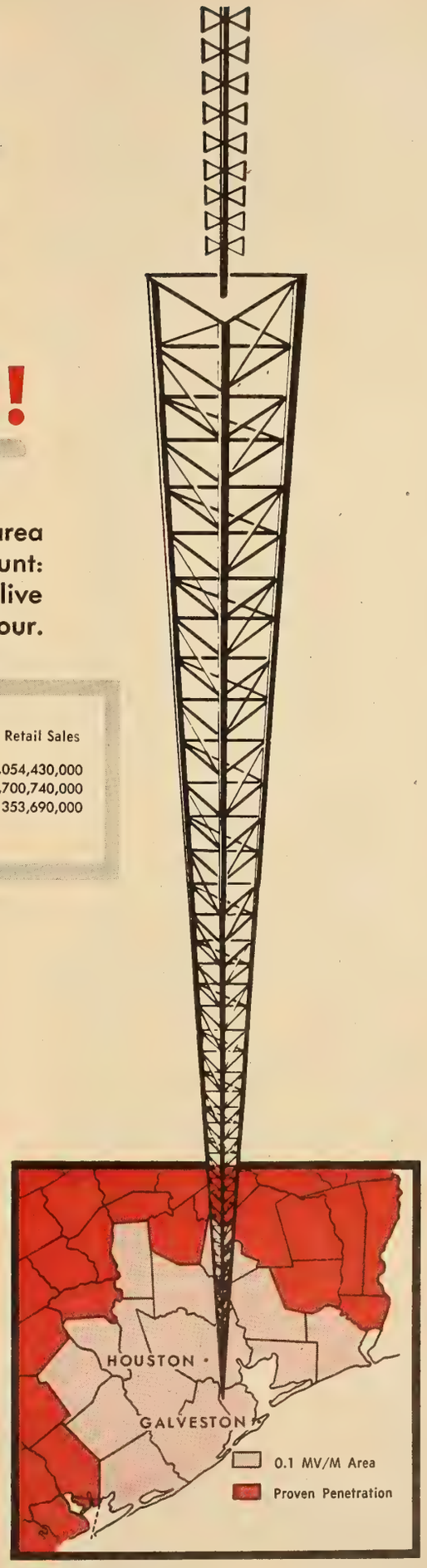
NOW IN USE!

Now over 600,000 families live within the area covered by the new **kgul-tv** (Current Set Count: 445,030.) AND Over 80% of These Families live within the new **kgul-tv** 0.1 MV/M Contour.

	Population	Families	Effective Buying Income	Retail Sales
New 0.1 MV/M Contour	1,703,900	501,500	2,854,336,000	2,054,430,000
Old 0.1 MV/M Contour	1,393,800	411,200	2,388,309,000	1,700,740,000
Increase	310,100	90,300	466,027,000	353,690,000

Source: Sales Management, 1956

NOW **kgul-tv** IS THE **ONLY** STATION DELIVERING PRIMARY CITY SERVICE TO BOTH HOUSTON AND GALVESTON.



kgul TV 11

GULF TELEVISION COMPANY
Galveston, Texas

CBS

Television for the rich Texas Gulf Coast Market

Represented Nationally by CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



No other TV station in Texas gives you as much coverage as

KRLD-TV



. . . . THE DOMINANT SALES FORCE IN THE *Top O' Texas Market* WHERE MORE THAN 709,000 FAMILIES HAVE AN EFFECTIVE BUYING INCOME OF OVER $3,559,328,000*

KRLD-TV's channel 4, telecasting with maximum power from the Top of Texas' Tallest Tower, reaches a 30% greater area than any other television station operating in the Top O' Texas Market . . . the rich, densely populated Fort Worth-Dallas market of 42 counties where over 2,250,000 people watch KRLD-TV on more than 564,080 television sets.

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President

*Source Sales Management 1956

closed circuit®

ONE-TWO PUNCH • When FCC meets Thursday to attempt once again to hammer out tv allocations plan, it is expected that Chairman McConnaughey will propose (1) retirement of Sixth and Final Allocations Report and consideration of assignments on case-by-case basis (as in am); (2) 10-year plan or some variation of it, whereby eastern half of country would eventually go uhf, with western area vhf. Big rub is how to handle deintermixture in interim and adhere to basic criteria uniformly applicable. Individual commissioners, to date, have balked at specific situations, but several recognize that courts would have to be contended with where inconsistencies are shown (story page 94).

B•T

THAT independent stations as well as networks intend to go all out in covering upcoming political conventions is indicated in deluge of applications received by Radio-Tv Correspondents Galleries and plea for cooperation from Bill Henry, NBC commentator and conventions' committee chairman. With only 300 seats allotted at Chicago and San Francisco for radio-tv (committee is appealing for more), requests on hand aggregate more than 700. There are more applications from individual organizations than there are seats available and many of them request multiples. Committee would welcome cutbacks or cancellations where requests are not firm.

B•T

ON THE WAY • First tangible step toward sweeping revision of license renewal forms to enable broadcasters to give more realistic analysis of programming and commercial content was taken last week. Broadcasting Committee of Advisory Council on Federal Reports met for exploratory session with Budget Bureau (which approves all government questionnaires and forms) and with FCC staff members, made plans to meet soon with FCC Chairman McConnaughey. At panel session during NARTB convention, FCC members agreed time was ripe for form revision. Present forms, it was argued, make it difficult if not impossible for broadcasters to show true balance between public service and strictly entertainment broadcasting. Sentiment is in favor of separating radio and tv forms.

B•T

IN KEEPING with rapid expansion of McCann-Erickson, Terry Clyne, vice president heading radio-tv department, management officer and plans board chairman, this month will relinquish his direct supervision of several accounts, including Bulova. This is consistent with plans made at beginning of year to enable him to devote more time to planning and administrative group duties.

B•T

SCHOOL DAYS • Ambitious new grant program for advanced study and training of writers, producers, and directors will be announced for 1957-58 within month by organization identified with leading philanthropic foundation. It reportedly will be first of its kind in country, covering personnel of commercial and educational radio-tv stations, educational film producers and printed media.

B•T

BECAUSE of possible conflict growing out of upcoming (May 28) supplementary affiliation with ABC Radio of WOAI San Antonio, James M. Gaines, vice president-general manager, last week resigned as chairman of NBC Radio Affiliates Committee, though station continues its primary affiliation with NBC (WOAI-TV is also NBC, plus some ABC-TV). KTSA, erstwhile ABC outlet, recently purchased by Gordon McLendon enterprises, goes independent. Mr. Gaines is recuperating from recent illness and this was added reason for relinquishing chairman's responsibilities. Les Lindow, vice president-general manager of WFDF Flint, is vice chairman of affiliates committee, and is expected to succeed to chairmanship.

B•T

STRIKE IT RICH • Syndicate which includes several leading broadcasters (Kenyon Brown, KWFT Wichita Falls, Tex.; John Fetzer, Fetzer Broadcasting Co.; Gilmore Nunn, WLAP Lexington, Ky.; William S. Cherry, WPRO-AM-TV Providence; Dick Buckley, WNEW New York, and others) as well as Paul O'Bryan, of Washington law firm of Dow, Lohnes & Albertson, and Ray Hamilton, of Blackburn-Hamilton brokerage firm, has hit oil few miles south of Wichita Falls. New well reportedly is bringing in heavy yield of high-grade crude.

B•T

BBDO, New York, agency for Republican National Committee, lining up day and night radio availabilities to start Labor Day and run to election day, using 30-second ET's, in about 12 northern industrial areas, bidding for Negro vote.

B•T

BUSTING OUT ALL OVER • Brassiere companies figuring actively on television budgets for next fall. Warner Brothers Co., New York, planning to sponsor four hour-long fashion spectaculars, Saturdays, 1-2 p.m. on NBC-TV, starting late in September, through C. J. LaRoche, New York. Exquisite Form, New York, also returning to television in fall with participations on *Afternoon Film Festival* five times weekly on ABC-TV starting Sept. 10, through Grey Adv., New York. Advertiser also preparing to buy local television participatings in 30 or 35 markets not covered by ABC-TV show.

B•T

CLAIR McCOLLOUGH, president, Steinman Stations and outgoing chairman of NARTB Tv Board, on quick trip to Europe to participate in dedication of Franco-American hospital in St. Lo, reports: "French tv is very little improved since last year." Year ago, Mr. McCollough made inspection of tv in Europe [B•T *July 25, 1955*].

B•T

GETTING CROWDED • Entry of GE's Hotpoint into television receiver production along with Whirlpool-Seeger, white goods manufacturer, becoming and affiliate of RCA, has caused distribution complications in several areas. Many big market distributors already have either television or white goods lines and with Whirlpool now identified with RCA, RCA distributors must choose between that line and competitive white goods lines. Same goes for Hotpoint, heretofore exclusively in white goods manufacture. Dropping of some distribution franchises and establishment of factory branches in certain markets seen as likely.

B•T

LEONARD GOLDENSON, president of American Broadcasting-Paramount Theatres Inc., left last week for month's trip to Europe, planning to hit London, Rome and Paris, during which time he presumably will appraise tv development in those countries.

B•T

TV's GAIN • General Mills will allocate budget that it is withdrawing from sponsorship of *Lone Ranger* on NBC Radio into expanded television coverage. Advertiser will continue to sponsor *Lone Ranger* on both ABC-TV and CBS-TV, *Wyatt Earp* and *Mickey Mouse Club* on ABC-TV next season. Dancer-Fitzgerald-Sample, New York, is agency.

B•T

LOUIS DORFSMAN, co-director of sales promotion and advertising for CBS Radio, has been tapped for full directorship of department, though it's not slated for official announcement yet. He and Sherril Taylor shared honors as co-directors until Mr. Taylor moved to Radio Advertising Bureau as vice president and promotion director April 1. Jules Dundes of KCBS San Francisco moves in as vice president in charge of CBS Radio advertising and promotion on June 18 [B•T, *May 14*].

B•T

SECONDARY MEDIA? • Some radio-tv set retailers who have had big sales success using radio-tv advertising are beginning to chafe at cooperative advertising pitches made by major set manufacturers like Magnavox whose current offer of co-op dollars considers ABC circulation newspapers as only primary medium which can be used without prior approval. Offer devotes 15 pages to Magnavox pitch and lists radio and tv as secondary media along with such as concert programs and Christmas catalogues.



Jan., 1956

Metro Pulse: WHB 1st

360 out of 360

¼ hours in and out of home, Mon.-Fri. 6 a.m.-midnight

Latest available

Area Pulse: WHB 1st

263 out of 288

¼ hours . . . with 25—2nd place ¼ hours, Mon.-Sat., 6 a.m.-6 p.m.

March, 1956

Area Nielsen: WHB 1st

every time period, 1st all day and night

42% share of audience

Mon.-Sat. 6 a.m.-midnight

Jan.-Feb., 1956

K. C. Hooper: WHB 1st

every ¼ hour, 1st all day with

49.1% share of audience

Mon.-Sat. 6 a.m.-6 p.m.

Dominate? And *how!* Listen to the way Kansas City looks the way Blair tells it—or talk to WHB General Manager *George W. Armstrong.*

WHB

10,000 watts—710 kc

Kansas City

MID-CONTINENT BROADCASTING COMPANY

"The Storz Stations"—President: Todd Storz

WDGY, Minneapolis-St. Paul Represented by Avery-Knodel, Inc.

KOWH, Omaha Represented by H-R Reps, Inc.

WHB, Kansas City Represented by John Blair & Co.

WTIX, New Orleans Represented by Adam J. Young, Jr.

Coming Soon-WQAM, Miami—Transfer Subject to FCC Approval

at deadline

PRESIDENT EISENHOWER MAKES IT OFFICIAL, SENDS CRAVEN FCC NOMINATION TO HILL

PRESIDENT EISENHOWER late Friday (May 18) nominated T. A. M. Craven, consulting engineer, for seven-year term on FCC beginning July 1. He will succeed Comr. E. M. Webster, who is eligible for retirement.



COMDR. CRAVEN

Nomination, which cleared White House muster preceding week [B•T exclusive, May 14], went to Senate and was automatically referred to Commerce Committee, headed by Sen. Magnuson (D-Wash.). Comdr. Craven, former naval officer and former member of FCC (1937-1944), was nominated as resident of Virginia. He is a Democrat. New balance of FCC will be four Republicans (McConnaughey, Hyde, Doerfer, Lee) and three Democrats (Bartley, Mack, Craven).

Hearing on Craven confirmation probably will be called by Sen. Magnuson next month. Committee usually meets for regular calendar on Wednesdays, so hearing might be June 13 or 20. There are no indications of opposition.

Comdr. Craven will become first man in FRC-FCC history to have received two separate appointments to FCC. He was named originally in 1937 by President Roosevelt, after having served as FCC's chief engineer and resigned after seven-year term to enter private engineering practice and station management. Comdr. Craven is 63, was born in Philadelphia and graduated from Naval Academy in 1913, being among first to specialize in communications. (For biography, see May 14 issue, page 27.)

Comr. Webster, 67, did not actively campaign for reappointment. He is eligible for retirement both as Coast Guard Commodore and as civil employe of government. He had served on FCC continuously since April 10, 1947, and previously had been on its engineering staff. He is expert in safety of life, aviation and international communications, and, it was thought, might be drafted by government for special assignments in telecommunications.

Comdr. Craven is one of world's foremost experts in broadcast allocations. He recently submitted plan to FCC for new tv allocations, recommending use of both uhf and vhf [B•T, May 14, Dec. 26, 1955], and degree of deintermixture. He also proposed block of at least 65 contiguous channels to promote all-band receiver compatability.

Comdr. Craven is expected to resign forthwith as senior member of Washington engineering firm of Craven, Lohnes & Culver.

15% Commission to Get Scrutiny by Bristol-Myers

STEP-BY-STEP "case history" of how Bristol-Myers will reach decision on whether to abandon, revise or continue present 15% commission system was presented by Donald S. Frost, vice president and advertising director, Bristol-Myers Products Div., in speech at Assn. of National advertisers' west coast meeting (early story page 36).

In exploring subject with Bristol-Myers agencies, he said, "I do not expect [them] to base their case on the fiction that they are working for the media and, therefore, should be paid by the media on a basis established by the media. As far as we're concerned, our agencies are working with and for Bristol-Myers Co.—and if that point isn't clear to them by now, let them go to work for the media, and we'll get ourselves another agency that we'll be damned sure is working for us.

"I really don't mean to sound this tough, but this is a point that annoys hell out of me, and has been uttered more and more of late. This business has changed—the relationship of advertiser and agency has changed, the relationship of agency and media has changed. Let's all recognize it and operate realistically on the basis of today's conditions."

Mr. Frost stressed importance of "strong, independent" agencies, acknowledged present commission system of compensation has many advantages, and said he was not now "really certain" that changes in pay methods should be made or, if so, what they should be. But whether changes are decided upon or not, he said, study such as Bristol-Myers plans to make will lead to "a clearer understanding of the place and position of our agencies in our advertising picture" and closer cooperation between company and agencies.

Mr. Frost said evaluation of agency services may require "new cost and accounting procedures" by agencies but that such cost information is necessary: "In other words, I do not believe we can afford to continue on the basis of what amounts to giving the agencies a blank check equal to 15% of our total appropriation without knowing more about what we are getting in return for this expenditure than we do today.

Bristol-Myer's current agencies are BBDO, Young & Rubicam, and Doherty, Clifford, Steers & Shenfield.

Crowell-Collier Co. Board Approves Radio-Tv Purchases

PROPOSED ACQUISITION of KULA-AM-TV Honolulu and five am and four tv stations owned and operated by Consolidated Television & Radio Broadcasters Inc. ratified Friday by board of directors, Crowell-Collier Pub. Co., New York. Approval of $16 million-plus purchase followed terms made in recent contracts with Harry M. Bitner (Consolidated) and Pacific Frontier Broadcasting Co. (KULA) interests. Still outstanding: complete Crowell-Collier stockholder approval, due after midnight deadline this Friday, and customary FCC approval [B•T, April 30].

Besides KULA-AM-TV, stations involved are WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, WTCN-AM-TV Minneapolis-St. Paul, and WFDF Flint.

• BUSINESS BRIEFLY

COFFEE TIME • American Home Foods Inc., N. Y., cashing in on hot-weather demand for iced coffee by planning radio spot campaign in northeast and central states for George Washington instant coffee. Agency: Charles W. Hoyt, N. Y.

EYE ON MIDWEST • Ogilvy, Benson & Mather, N. Y., agency for Lever Bros.' "Dove" soap, looking for tv spot availabilities in midwest markets (Wisconsin, etc.) with some supplementary radio buys as well. Campaign will be for introductory campaign of recently-tested product.

READYING FOR FALL • Fall plans for $250,000 radio spot campaign for Monticello Drug Co. (666 cold preparations), Jacksonville, Fla., over more than 200 southern stations, concentrated in Negro markets, are nearing completion by Charles W. Hoyt, N. Y.

BROKER TO RADIO • Reynolds & Co. (New York brokerage house) planning to turn to radio spot announcement campaign in about 17 markets, using day and night spots. Availabilities are being lined up by agency, Doremus & Co., N. Y., for early summer starting date.

RURAL RADIO • William Douglas McAdams, N. Y., agency for Upjohn Co. (Parvex, product applying to dairy cattle), Kalamazoo, Mich., lining up radio spot schedule in farm areas.

NABISCO PARTICIPATING • Nabisco Shredded Wheat Jr., through Kenyon & Eckhardt, N. Y., planning to buy participations in children's live television shows on local level starting June 4.

UNION BUYS • United Automobile Workers celebrating its 20th anniversary by sponsoring half-hour television network show June 10 on NBC-TV at 3:30-4 p.m. Henry Kaufman, Washington, is agency.

TV TEST • Procter & Gamble's Big Top peanut butter planning to use test spot tv announcement campaign in north-central markets. Compton Adv., N. Y., is agency.

SCHWEPPES EXPANDING • Schweppes (USA) Ltd., N. Y., bottlers of Schweppes quinine water, club soda and ginger ale, now expanding big city summer penetration to run through Labor Day by adding radio in Chicago, St. Louis, Miami and Atlanta. Already in progress on West Coast. Drive starts in Chicago today (Mon.). Agency: Ogilvy, Benson & Mather, N. Y.

PRODIGAL RETURNS • Swift & Co. (meat packers), Chicago, returns to CBS Radio network June 6 for first time in nearly 20 years as sponsor of quarter-hour weekly *House Party* (also on CBS-TV). Agency: McCann-Erickson, Chicago.

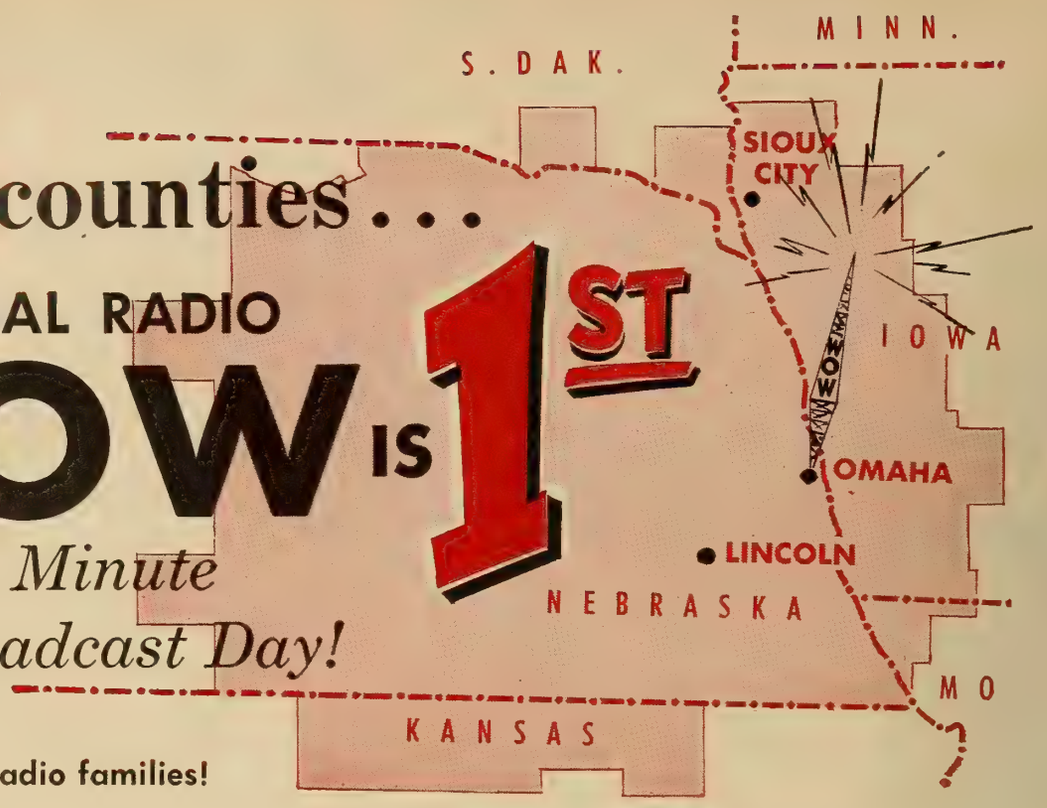
MAY BUY GAME • Standard Oil Co. (Ind.) and Pabst Brewing Co., both Chicago, considering co-sponsorship rights to pro-college All Star game on ABC-TV Aug. 10. Agencies: D'Arcy for Standard and Leo Burnett for Pabst.

in 91* counties...

REGIONAL RADIO

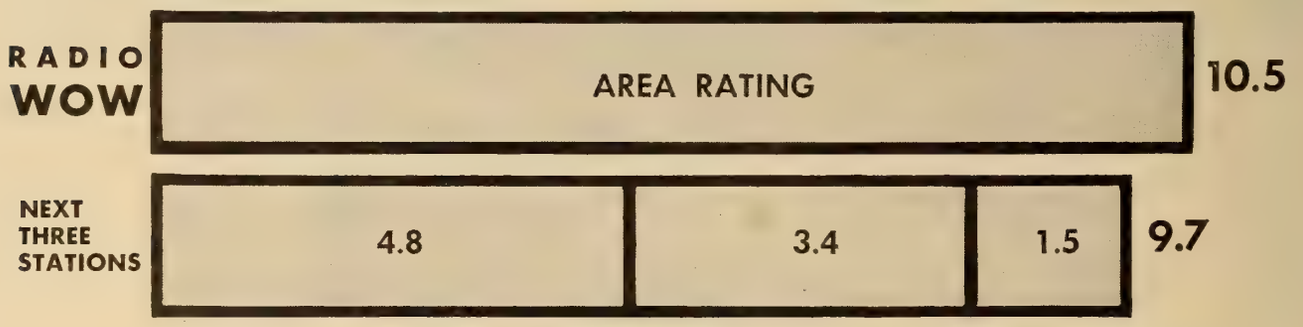
WOW IS 1ST

Every Minute of the Broadcast Day!



*514,600 radio families!

More Audience than Next 3 Stations Combined!



SOURCE: Nov., 1955, Pulse Area Report. 6 A.M. to Midnight, Monday thru Friday, Average Quarter-Hour Ratings.

FRANK P. FOGARTY
Vice President & Gen'l Mgr.

BILL WISEMAN
Sales Manager

JOHN BLAIR & CO.
Representatives

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Old Gold, Bulova Watch Sign To Co-Sponsor Gleason Show

P. LORILLARD Co. (Old Gold cigarettes) and Bulova Watch Co. Friday answered network tv's big question of what will happen to Jackie Gleason on CBS-TV this fall. Advertisers signed contract involving $10 million (includes time, talent and production) for co-sponsorship of new one-hour live show, starring Mr. Gleason, and starting Sept. 29 in Saturday, 8-9 p.m. EST period (see earlier story page 44). Contract covers 52-weekly shows including summer replacement.

To place new Gleason show in time spot, settlement was made with two other advertisers —Buick Motor Div. of General Motors Corp. which had contract with Mr. Gleason for filming of 8-8:30 p.m. *The Honeymooners* series and Nestle Co. (Nescafe) which sponsors *Stage Show* in 8:30-9 p.m. period. Buick will continue with *Honeymooners* through Sept. 22, and then will drop show. Nestle plans to sponsor new show, which is titled *Oh, Susanna,* half-hour film series with Gale Storm, in 9-9:30 p.m. slot, in line with its preference of being adjacent to Gleason show.

Bulova, which will place $5 million in new program, will continue with $4 million in spot tv, thus adding estimated $3 million to yearly tv budget.

Agencies involved in new purchase include McCann-Erickson for Bulova; Lennen & Newell for P. Lorillard's Old Golds, and Bryan Houston for Nestle's Nescafe. Buick's agency is Kudner. Also to be affected in settlement is Buick-Gleason contract with DuMont's Electronicam system, which has been filming *Honeymooners.* Old Golds-Bulova alternate week sponsorship tie-up now exists in backing of *Two for the Money,* currently in 9-9:30 p.m. spot. Latter show is expected to be dropped in fall.

KFOX Goes for $536,000; WCMI Brings in $165,000

TWO SALES of radio stations announced Friday, both subject to FCC approval.

KFOX Long Beach, Calif. (1 kw on 1280 kc), sold by W. T. McDonald and associates to Arthur B. Hogan, president, Albert Zugsmith Corp., newspaper and broadcast broker, for $536,000. At same time Mr. Hogan arranged sale of his interest in KRKD Los Angeles to Mr. Zugsmith, already substantial stockholder with Frank Oxarart, Zugsmith company executive vice president, of Los Angeles outlet. KRKD interests and Mr. Hogan also have ownership in KULA-AM-FM Honolulu. KRKD interests awaiting FCC approval on $150,000 purchase of KITO San Bernardino. No personnel changes planned at KFOX.

WCMI Ashland, Ky. (Huntington, W. Va.) sold by Charles Sawyer to George H. Clinton, general manager WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both West Virginia, for $165,000. Ashland-Huntington CBS affiliate (250 w on 1340 kc) owned 70% by Mr. Sawyer, former Secretary of Commerce in President Truman's cabinet. Gilmore Nunn also has interest in WCMI. Mr. Clinton, NARTB Third District director, also owns 40% of WTMA Charleston, S. C. No WCMI personnel changes planned.

PICTORIAL PLEA

VISUAL AID, pointing up voluminous record in New Orleans ch. 4 case, submitted to FCC Friday by applicant Loyola U. along with request that FCC extend each party's oral argument time from 20 to 35 minutes. Attached to Loyola petition was photograph of numerous volumes "revealing volume of material involved" prior to hearing examiner's initial decision. Examiner favored Times-Picayune Publishing Co. *(New Orleans Times Picayune),* recommended denial of Loyola and WNOE there. Oral argument on exceptions to decision is scheduled for May 25.

Louisville, Reno, D. C. Tvs Asked in Filings

THREE tv applications filed Friday—with two seeking channels already occupied and one seeking channel only recently surrendered.

Sarkes Tarzian Inc. (WTTV Bloomington, Ind.) filed for ch. 21 Louisville, Ky., now held by WKLO that city. WKLO ceased operating April 1954.

Ettlinger Broadcasting Corp. (John A. Ettlinger, tv film producer and distributor, Hollywood, filed for ch. 4 Reno, Nev., now held by Robert C. Fisher (KAKJ [TV]). Application for transfer of KAKJ to Tower Telecasting Co. (principally KRAM Las Vegas interests) is pending before FCC. Ettlinger application contingent on vacation of existing grant by present permittee.

WARL Arlington, Va. (Washington area), filed for ch. 20 Washington, planning $333,-875 for construction, $60,000 operating per year.

Price Elected President Of Pennsylvania Bcstrs.

PENNSYLVANIA Assn. of Broadcasters, in convention at Pocono Manor (see page 80), Friday named Tom Price, WBVP Beaver Falls, president.

Other officers elected were: Roy Morgan, WILK-AM-TV Wilkes-Barre, first vice president; Wright Mackey, WRAK Williamsport, second vice president; Tom Metzger, WMRF Lewistown, treasurer, and George Koehler, WFIL-AM-TV Philadelphia, secretary.

UPCOMING

May 20-23: National Industrial Advertisers Assn. annual conference, Palmer House, Chicago.

May 21-24: 1956 Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 21-22: Chicago Tribune Distribution & Advertising Forum, studio theatre of WGN, Chicago.

May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

For other Upcomings see page 125

PEOPLE

HOWARD M. WILSON, vice president and associate copy director, Kenyon & Eckhardt, to copy director, and **BUD SHERAK,** assistant director of research, to research director.

JOHN VAN DEUSEN, account executive, and **EMILE FRISARD,** copy group supervisor, both Biow Co., N. Y., to Grey Adv., N. Y., in similar capacities. Also named at Grey: **LEE BAER,** former account executive, Brisacher, Wheeler & Staff, San Francisco; **WILLIAM BOWMAN,** art director, Doyle Dane Bernbach, and **BERTRAN MARCUS,** art director, Diamond-Barnett, both N. Y.—all in similar capacities.

ROBERT SMITH appointed program manager of WOR New York. He most recently was program manager of WINS New York for 2½ years.

WILLIAM C. PARKER, former public relations staff member, Westinghouse Electric Corp., and more recently public relations director for company's electric appliance divisions, named Westinghouse director of public relations, succeeding **CHARLES P. JOHNSON,** resigning July 1 to form own San Francisco industrial publicity firm.

NORMAN S. GINSBURG, formerly director of advertising and promotion, Studio Films Inc., N. Y., named manager of advertising and promotion for NBC Television Films.

AAAA Names Membership Of Group to Study Pay System

MEMBERSHIP of American Assn. of Advertising Agencies' advertiser relations committee for this year—whose "primary assignment" is to study provocative question of agency compensation methods [B•T, April 30]—has been completed and will meet Wednesday in New York, AAAA officials said Friday. Although they did not reveal subjects to be discussed, it was generally assumed compensation system question would figure prominently on agenda.

In addition to Harry Harding, senior vice president of Young & Rubicam, New York, and William Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, Chicago, who were named earlier as committee chairman and vice chairman, members are: Walter C. Ayers, president, Brooke, Smith, French & Dorrance, Detroit; F. Kenneth Beirn, executive vice president, Ruthrauff & Ryan, New York; Edward A. Cashin, executive vice president, BBDO, New York; James T. Chirurg, chairman, James Thomas Chirurg Co., Boston; Arthur C. Fatt, president, Grey Adv., New York; R. N. Heath, president, Leo Burnett Co., Chicago; Carl M. Heintz Jr., vice president, Heintz & Co., Los Angeles; William R. Hillenbrand, president, Bryan Houston Inc., New York; Kenneth W. Hinks, vice president, J. Walter Thompson Co., New York; Ernest A. Jones, president, MacManus, John & Adams, Bloomfield Hills, Mich.; Milton H. Reynolds, partner, Allen & Reynolds, Omaha; Holton C. Rush, president, Greenshaw & Rush, Memphis, and James D. Webb, president, C. J. LaRoche & Co., New York.

Poppele Resigns From USIA

J. R. POPPELE, assistant director of United States Information Agency and director of Voice of America, will resign July 15, it was announced Friday by Theodore Streibert, director of agency. Former WOR New York engineering chief and consultant will return to broadcasting with individual tv operation, not named.

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EDITOR & PUBLISHER
Sol Taishoff
MANAGING EDITOR
Edwin H. James
SENIOR EDITORS
Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
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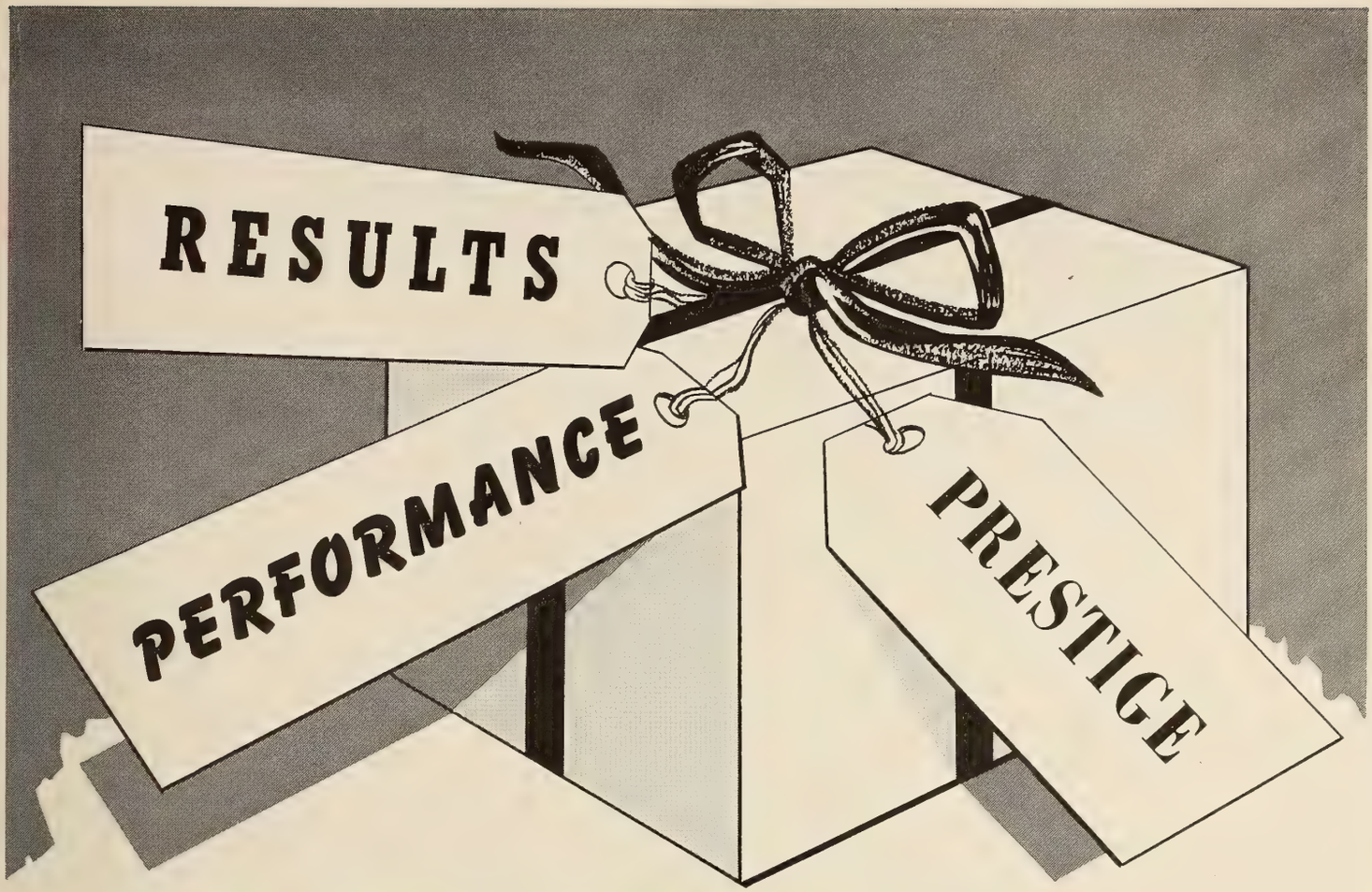
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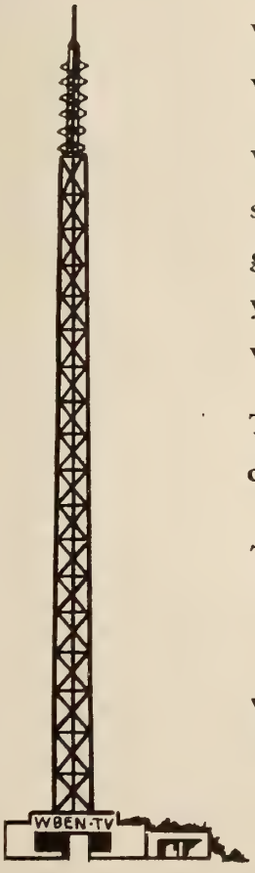
This service package makes YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4 . . . Buffalo

When you're buying time in Buffalo, buy the service package packed with powerful selling impact. Buy WBEN-TV!

WBEN-TV is the top television station of rich Western New York. On the air since 1948, WBEN-TV has the experience and performance record that guarantees perfect handling of commercial copy. Whether "live" or filmed, your promotional effort is in the hands of trained, tested experts—men who know the importance of proper product presentation.

To the people of Western New York WBEN-TV is the prestige station—the one they view most often, see best and to which they are most loyal.

That's a big package — *and WBEN-TV delivers it every time.*

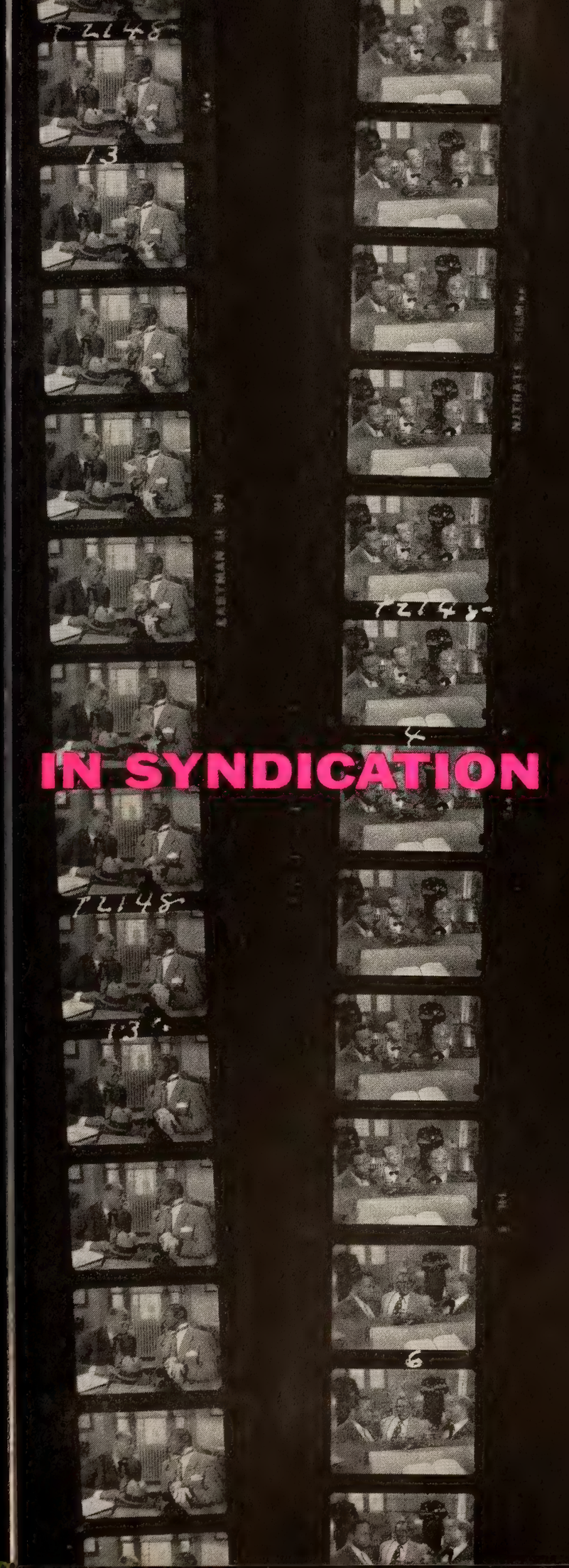


WBEN-TV BUFFALO • CH. **4**

CBS BASIC

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.


FASTEST-MOVING COMEDY TEAM



IN SYNDICATION

AMOS 'N' ANDY, after 28 years, are still adding new pages to their fabulous history. The fastest-moving comedy team in the syndicated film field, Amos 'n' Andy have appeared in *more than 200 markets* to date... and they're still going strong, growing stronger!

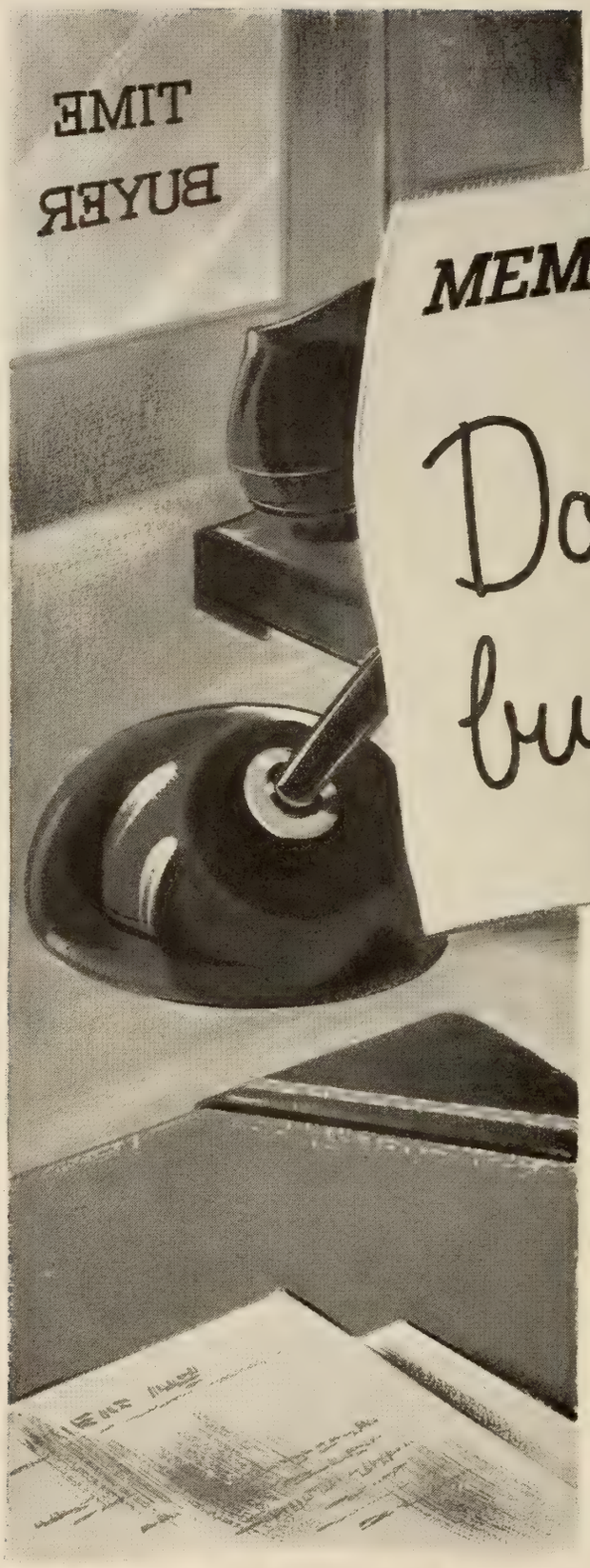
Daytime or nighttime, weekday or weekend, first run or re-run – regardless of market size or program competition – the 78 Amos 'n' Andy half-hours now completed consistently draw top ratings in their time period. Ratings like these: Atlanta 28.4; Detroit 24.6; Toledo 25.6; Washington, D.C. 22.8; Los Angeles 21.7; Providence 27.8; Indianapolis 39.3.*

Naturally such audience favor means a fast-growing list of satisfied sponsors. Food Fair, Sav-on Drugs, Sears Roebuck, Sinclair Dealers, Safeway, Tri-State Motors are just a few of the important local and regional advertisers currently sponsoring Amos 'n' Andy.

For quick sales action in *your* market, join America's most endearing, most enduring comedy team. Call or write the distributors of the fastest-moving films in television...

CBS TELEVISION FILM SALES, INC.
New York, Chicago, Los Angeles, Detroit, San Francisco, Boston, Atlanta, Dallas and St. Louis. Distributor in Canada: S. W. Caldwell, Ltd.

*ARB, latest available reports



MEMO

Don't forget to buy WTCN-TV!

Here are the Share-of-Audience figures you requested for WTCN-TV in Minneapolis-St. Paul:

SHARE OF AUDIENCE

Sign On-6 P.M. Mon.-Fri.

WTCN-TV	**33.2%**
Station B	**36.1%**
Station C	**28.5%**
Station D	**2.2%**

Source: ARB March, 1956
Based on Time Periods when station was on the air.

You were right—with their *low, low* cost-per-thousand, that makes WTCN-TV the best buy in daytime television in the Twin Cities!

You just *can't afford to overlook* WTCN-TV!

WTCN-TV Channel 11

Represented Nationally by the Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

"The Station of the Stars" **316,000 watts**

ABC Network MINNEAPOLIS·ST. PAUL

REPORT FROM AFRICA, PART TWO

SOME PARAPHRASED Leninisms (e.g., "the road to Paris leads through Peking, Calcutta and Algiers . . .") and other chilling comments on the state of turmoil in North Africa served to make part two of Murrow & Friendly's report on the "Dark Continent" better than last month's first—by itself a notable achievement.

Where the first "report" covered those African nations whose geo-political status is yet to be fully decided, Thursday's hour-long program dwelled on the immediate and the urgent: the struggle for freedom in the North—the Sudan, Ethiopia, Libya, Egypt, Algeria and Morocco. Where some are achieving a sense of independence from the great white brother through peaceful means; others are not, and *See It Now* cashed in on today's headlines by attempting to describe—through limited means—the specter of economic chaos and political disaster that would haunt the West should the North Africans—in fact all Africans, as stressed in report number one—succumb in desperation to the blandishments of the Soviet bloc.

The seriousness of the situation was best described by the conspicuous lack of the usual panaceas one hears every day; most of the individuals interviewed by Ed Murrow, Alex Kendrick, Ed Scott and Blair Clark offered only dire warnings.

Photographically-speaking, *See It Now* once more capitalized on its preference to do things point counterpoint. The shots of IBM computers manned by Sudanese natives in ancient garb, of USAF F-100 jets landing beside Moroccan farmers tilling the arid soil, or of the antiquated construction methods used in building the giant Aswan Dam (seconds after viewing Egypt's modern military might) could not be surpassed for sheer drama.

In retrospect, however, the most outstanding thing about the program was its utter seriousness. That this North African business isn't "just another anti-colonial demonstration" was best seen in the interview with Algerian Prime Minister Ben Halin, who said:

". . . If I lose faith in you western people, I will make any arrangement so as to get my independence and self-determination . . . even with the devil himself. Most probably, that devil is communism."

Production costs: Approximately $100,000.
Sponsored by Shulton Inc., Clifton, N. J., through Wesley Assoc., N. Y., on CBS-TV, Thurs., May 17, 10-11 p.m. EDT (pre-empting Arthur Murray Party *and* Quiz Kids*).*
Produced by Edward R. Murrow and Fred W. Friendly; narrator: Mr. Murrow; reporters: Alexander Kendrick, Blair Clark and Edmund Scott; cameramen: Bill McClure and Leo Rossi; film editors: Mili Lerner, William Thompson and F. Howard O'Neill; assoc. producers: Palmer Williams, Don Hewitt and Edward Jones.

THE MUSIC OF GERSHWIN

WHEN YOU COMBINE an all-star cast and the music of George and Ira Gershwin, how can a tv production miss? The answer is obvious—it can't. And Max Liebman's spectacular didn't—miss, that is.

This generally excellent production leads one to wonder: "How can just two people have been responsible for so much of America's best music?" It is this outlook that gives rise to the only major criticism of the program; it's the same fault to be found with several other recent television efforts. Mr. Liebman tried to cram the cream of a wealth of material into one 90-minute shot. There's too little really good material around for tv not to make the most of all of it.

We're looking forward to hearing and seeing more Gershwin and to being treated to the works of the other fine, lasting, American musical artists.

Production costs: Approximately $200,000.
Sponsored in color and black-and-white by Oldsmobile Div. of General Motors through D. P. Brother Co., Detroit, on NBC-TV May 12, 9-10:30 p.m. EDT.
Cast: Ethel Merman, Alfred Drake, Tony Bennett, Toni Arden, Cab Calloway, Eugene List, The Art Van Damme Quintet, Richard Hayman, Lawrence Winters, The First Piano Quartet, The Bob Hamilton Trio, Robert Maxwell, Patricia Wilde, Diana Adams, Tanaquil Le Clerq, Camilla Williams, Peter Conlow, Harrison Muller, Charles & Kay, Charlie Sanford's Orchestra.
Producer-director: Max Liebman; associate producer-director: Bill Hobin; commentary: written by George Simon; choreography: James Starbuck; music director: Charles Sanford; choral director: Clay Warnick; orchestral arrangements: Irwin Kostal; choral arrangements: Clay Warnick and Mel Pahl; costumes: Paul du Pont; scenic designer: Frederick Fox; NBC supervisor: Hal Janis.

MACBETH

LAST WEEK NBC-TV's *Modern Romances,* afternoon quarter-hour series which presents a complete story each week as a Monday-Friday strip, came up with a novel idea. Shakespearean dramas have frequently been presented in modern dress. Why not do one in modern language as well? So they made Macbeth campaign manager for Governor Duncan, running for re-election, and a night club entertainer sings a ballad telling Macbeth he'll be lieutenant governor and then governor, and just then Duncan comes in and says the candidate for lieutenant governor is out and will Macbeth go on the ticket? So, Duncan and Macbeth are elected and they go to Macbeth's mountain lodge, Dunsinane, where Mrs. Macbeth has ideas for making Macbeth governor without waiting another four years. Oh, yes, Macduff turns up at the end as a state trooper.

There was just one thing that seems to have been overlooked. What changed a run-of-the-mill melodrama into one of the world's greatest plays was the language contributed by one of the world's greatest writers. Take out William Shakespeare's words, as *Modern Romances* did, and what was left was an ordinary soap opera of an overly ambitious woman who pushed a weak husband too far until they both learned the hard way that crime doesn't pay.

More tv shows like this are just what are needed to drive the American housewife out of her home and off to the movies.

Production costs: Approximately $35,000.
Sponsored by Colgate-Palmolive Co., through Bryan Houston on NBC-TV, Monday through Friday (May 14-18), 4:15-4:30 p.m. EDT.
Writer: Anne Howard Bailey; story editor: Martha Scott; director: Tom Reynolds; producer: Stark-Layton Inc.; announcer: Carl Caruso.
Cast: Ross Martin as Macbeth; Valerie Bettis as Lady Macbeth; Ralph Bunker as Duncan; Boris Aplon as Malcolm; Ed Peck as MacDuff and Connie Francis as ballad singer.

CAPITAL TYPES #28



THE CLOCK WATCHER

Fascinated by slow movement: cows grazing, goldfish, and English murder mysteries. Conscientiously reads labels on cereal boxes. Accident prone, once had bedroom ceiling fall on him (six stitches). Excellent subject for hypnotists. Favorite indoor sport: hand wrestling. Favorite song: "I Only Have Eyes for You." Forgets anniversaries and birthdays. Always late to the theater.

But better late than never is the Washington advertiser who discovers WTOP Radio. WTOP gives him (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

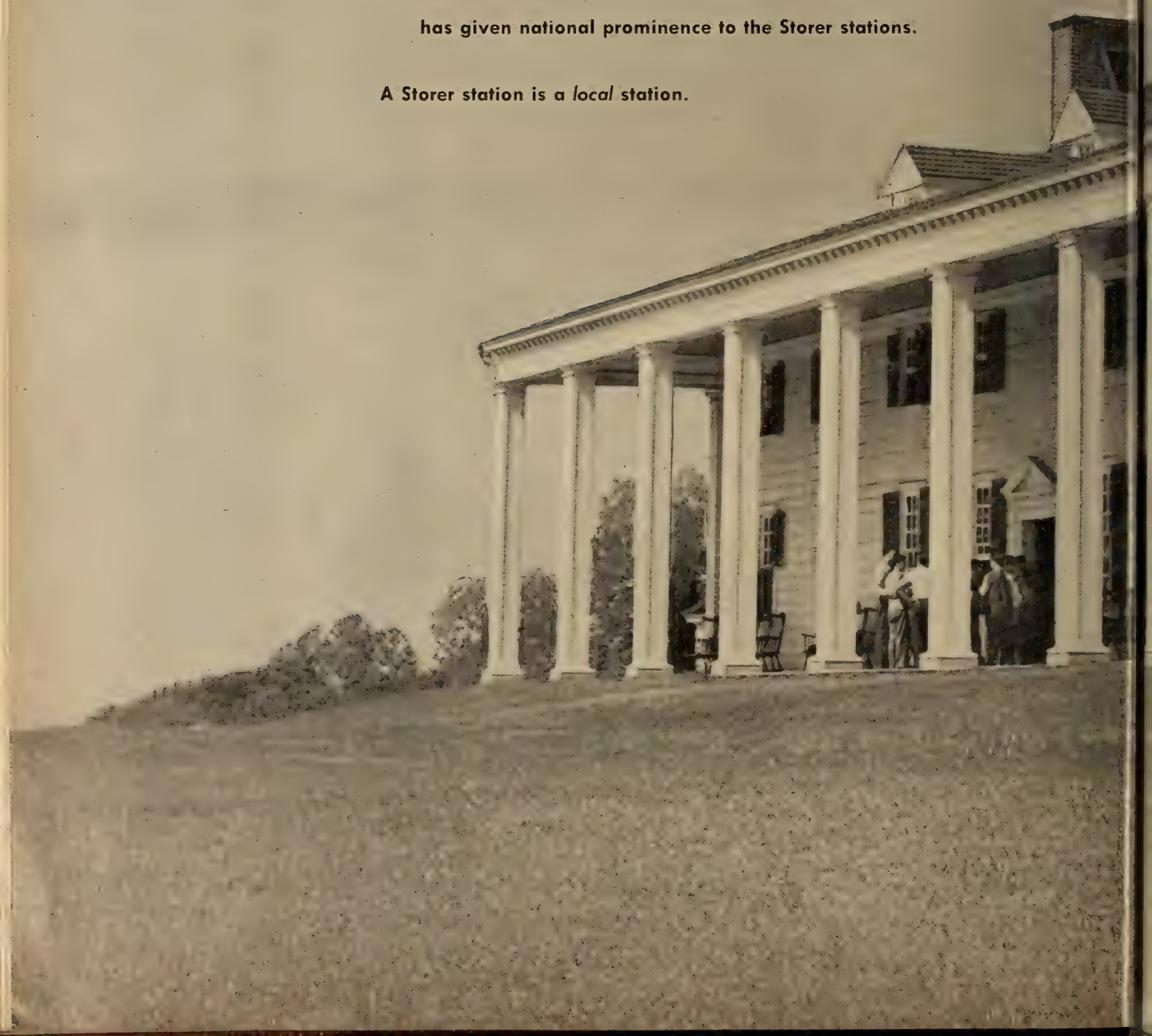
WTOP RADIO
Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

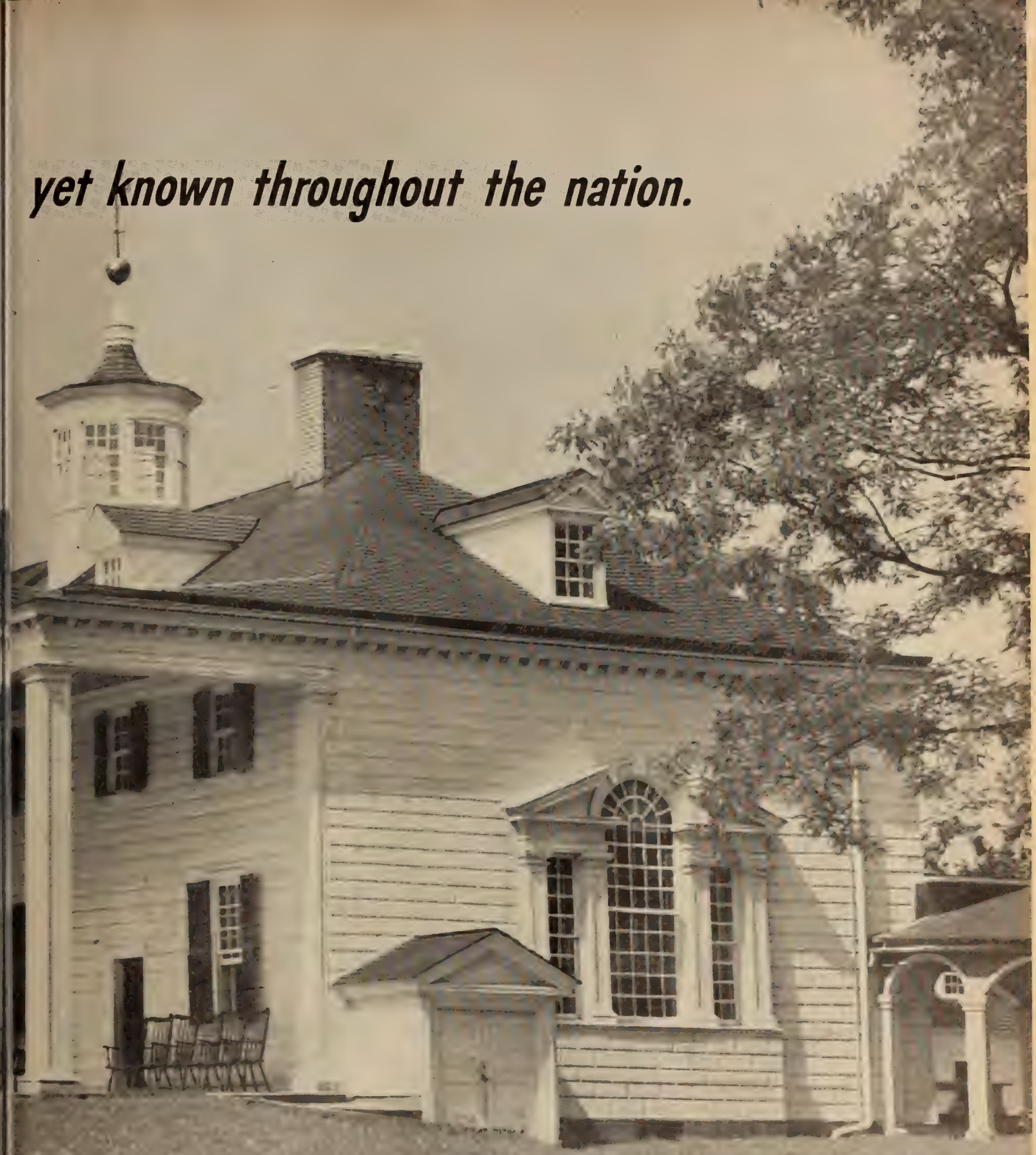
Famous on the local scene...

It was the leadership and inspiration of George Washington that changed Mount Vernon from a quiet country home into the country's number one shrine.

And it is the leadership in community activities that has given national prominence to the Storer stations.

A Storer station is a *local* station.





yet known throughout the nation.

STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WBRC-TV	KPTV	WGBS-TV
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Birmingham, Ala.	Portland, Ore.	Miami, Fla.

WSPD	WJW	WJBK	WAGA	WBRC	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Birmingham, Ala.	Wheeling, W. Va	Miami, Fla.

STORER BROADCASTING COMPANY

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TOM HARKER—vice-president and national sales director
BOB WOOD—national sales manager
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LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689



FLORIDA PAYGROUND

On Jacksonville's only VHF station you reach an area containing over 374,000 tv sets, at a cost per thousand-family-impressions as low as 33c.

WMBR-TV

Jacksonville, Fla.
Basic CBS
Channel 4
CBS Television Spot Sales

Operated by the Washington Post Broadcast Division

OPEN MIKE

Testimonial

EDITOR:

After having read the May 7 issue of B•T at home last Monday night, I made a mental note to write you this letter. This is the first opportunity I have had to do so.

Actually, this is something I have wanted to tell you for a long time—namely, that your magazine constantly impresses me with the breadth and completeness of its coverage. It is not only that you seem to catch and incorporate items of substantial interest, but your editors have a capacity for condensing the important facts into small space, so that a busy reader is never faced with columns of non-essential or re-hashed material.

I have just returned from a long business trip, and not only missed the NARTB meeting but a good deal that had been going on before and since. Thanks to B•T, I was able to catch up quickly.

Joseph M. Bryan, Pres.
Jefferson Standard Bcstg. Co.
Greensboro, N. C.

Reassuring

EDITOR:

I'm regrettably tardy in thanking you for the very fine "profile" . . . [OUR RESPECTS, April 23]. I always go into one of these things with some reservations, but the manner in which Rocco Famaghetti handled the interview and put the material together was most reassuring . . .

Norman H. Strouse, Pres.
J. Walter Thompson Co.
New York City

Totable Tv—Little . . .

EDITOR:

I don't know whether this photo represents a "first" or not. At least, I never heard of it until we tried it.

So much of our selling is on local participating shows, and this little set proved to be the answer to it by showing the man right in his office what we were talking about. Really, the results were amazing. Needless to say, we have equipped all salesmen for sight and sound.

Harry Stone, Station Mgr.
WRGP-TV Chattanooga, Tenn.

. . . and Large

EDITOR:

. . . We have been extremely active in doing remotes for NBC this winter. . . . Several have been rather unusual setups that we have actually dreamed up ourselves, such as the one from Cypress Gardens where we put a complete studio in a 28-foot speedboat and shot pictures and microwaved them to a shore point.

The most recent is our pickup for NBC's *Wide Wide World* this last Sunday (yesterday) at Eglin Air Force Base. Because of the time limitation and the scarcity of personnel, due to vacations, etc., it was necessary to keep traveling time to a minimum, so the U. S. Air Force sent a special plane from Eglin to load our remote equipment and fly us to the program and back again . . .

George W. Harvey, Gen. Mgr.
WFLA-TV Tampa, Fla.

Succinct and Constructive

EDITOR:

. . . Congratulations on Frank Beatty's work on this whole project ["Sniping at Radio-Tv," B•T, April 9] and his succinct and constructive handling.

Stockton Helffrich, Dir.
Continuity Acceptance Dept.
NBC, New York City

'Now' from N. H. to N. C.

EDITOR:

I noticed the item in the April 23rd B•T relating to the new program *Now* [on WMUR-TV Manchester, N. H.]. I thought you'd be interested to know that we have had a program on the air called *Now* since January 15th this year. Ours is a three-hour program featuring the top music of the week, home town news from 15 or 20 cooperative radio news editors from all over the country, plus sports and news bulletins from our own AP wire, plus on the spot local news and interviews done with our "beeper" telephone. This show runs on Sunday afternoon from one to four o'clock and will shift this week to three hours after the ball game, since we carry *The Game of the Day*. Naturally *Now* is primarily directed to the 70,000 marines and their dependents located in and around Camp LeJeune.

Robert P. Mendelson, Pres.
WJNC Jacksonville, N. C.

[EDITOR'S NOTE: WMUR-TV's 'Now' is devoted to local news of the various communities within the station's coverage area.]

Religious Programs

EDITOR:

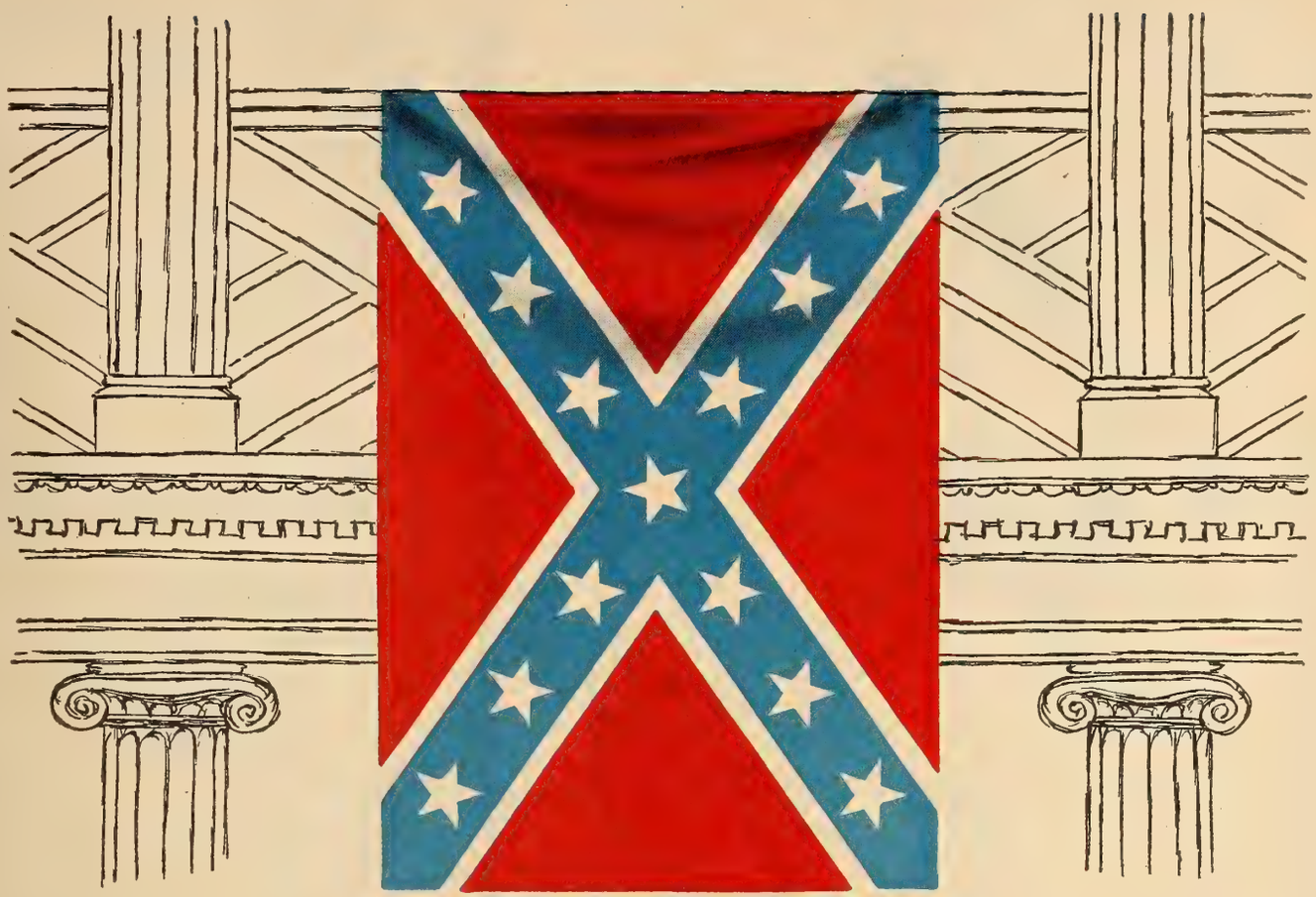
We read with considerable interest in your April 9 issue a letter from Mr. Blake Tabor, general manager, KDJI Holbrook, Ariz., con-



WRGP-TV's Gene Goforth takes tv to his prospects.



WFLA-TV's mobile unit gets a lift to Eglin Air Force Base.



The Quiet Grandeur. .

The quiet grandeur of Southern architecture, Southern gardens, Southern charm still bespeaks itself in old traditions of which the Flag of the Confederacy remains an historical symbol.

In today's industrially-expanding South, sentiments may remain in the past, but betting money is on the future.

WRVA-TV is part of this active scene. New to 1956 Richmond, its guiding traditions of service, blueprinted in 1925, are a valued heritage from long-established, deeply-respected WRVA Radio. To the television families in Richmond, these traditions are a powerful catalyst. They mean that WRVA-TV *belongs* to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.

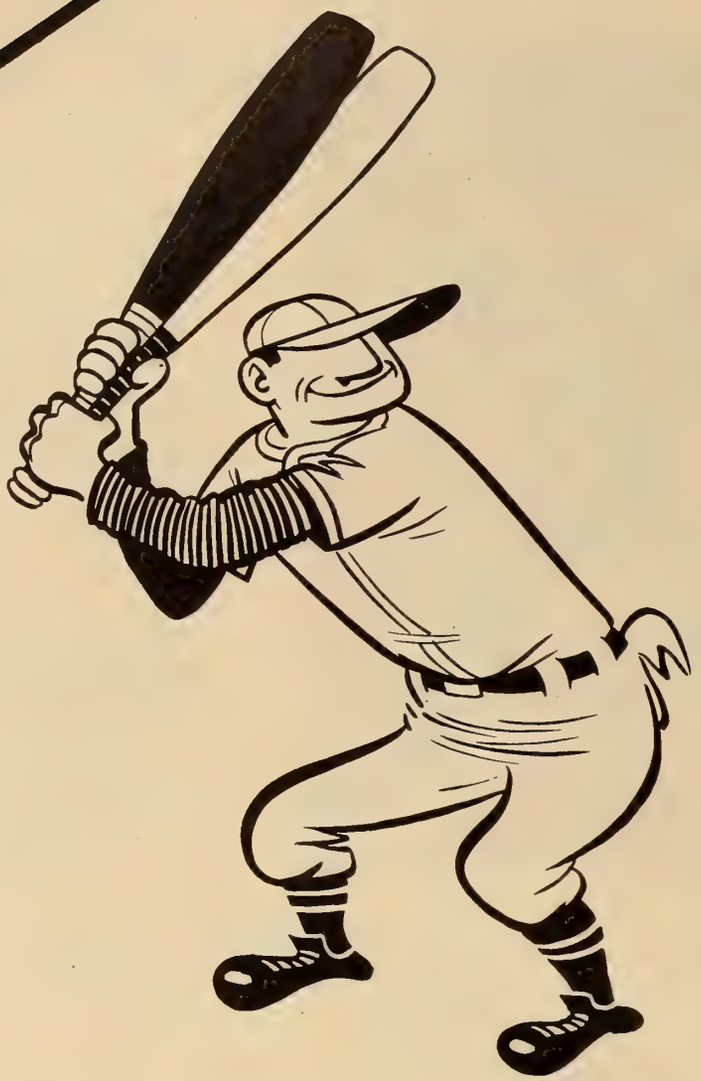


WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager



ONE WILL DO!

Just one station . . . WBNS Radio . . . will fatten your sales average in Columbus and Central Ohio. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 28 top Pulse-rated shows, WBNS puts push behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

cerning religious programs, and we must confess to great surprise that Mr. Tabor is a "wee bit unhappy" with the Catholic Church which does not supply him with the *Hour of St. Francis.*

Perhaps we can make him a "wee bit happy" by letting it be known that there are a number of Catholic programs available from various agencies within the church. The National Council of Catholic Men produces the *Catholic Hour* on the NBC network, and *Christian in Action* on the ABC network—the former is in its 26th year of weekly programming, the latter in its 13th year. In addition to these regularly scheduled broadcasts, stations, regardless of affiliation, can secure such programs as *The Family Theatre, The Sacred Heart Hour,* the *Ave Maria Hour, The Hour of the Crucified,* as well as *The Hour of St. Francis,* to mention but a few.

The Catholic Church—and other religious organizations—is always pleased to learn of a station such as KDJI which is so interested in religious programming and, although I can only speak for NCCM, I feel safe in saying that there is an abundance of religious shows available to interested stations.

John B. Mannion Jr.,
Asst. Dir. for Radio-Television
The National Council of Catholic Men,
Washington, D. C.

U and U Alone

EDITOR:

I read with real interest and a great deal of encouragement the article "Where Vhf Isn't, It Isn't Missed" [B•T, May 7].

To me, that's real reporting. To finally see someone get up and go out in the field to prove uhf isn't an experimental service as Mr. McConnaughey persists in stating, is a real accomplishment.

Your entire organization is to be congratulated on presenting a side heretofore kept in the dark . . .

Joseph Meagher, Exec. Sec.
Committee for Competitive Television
Washington, D. C.

EDITOR:

I have had an opportunity to chat with a good many individuals since the publication of last Monday's [May 7] B•T and comments have been not just excellent—but superior! We sincerely feel it was your extremely conscientious approach to the situation that will make it a valued article to the industry.

As for timing—we think you're a genius. Certainly if the uhf vs. vhf separation factor from Chicago east develops—and gets increasing recognition—the uhf story on South Bend-Elkhart becomes that much more provocative . . .

Bernard C. Barth, Vice Pres.
WNDU-TV South Bend, Ind.

EDITOR:

Many, many thanks for your excellent story on uhf in Northern Indiana and Southern Michigan. It was not only factual and represented a lot of digging, but it was darn well written.

Assuredly, the story was a wonderful thing for all of the three uhf stations in this area, as well as the two in Fort Wayne, but it also must have raised the spirits and hopes of every uhf operator in the industry. What uhf has done, and is doing, in this area, uhf can do *any* place if it is just given a chance . . .

Neal B. Welch, Gen. Mgr.
WSBT-TV South Bend, Ind.

BABF (Birmingham Amateur Baseball Federation)

Games on WAPI

Promoting Sports and Team Spirit, WAPI goes into Industrial Plants and Community Centers twice a week.

From the Fields, well known and well liked
Maury Farrell and Dan Daniel call
the games of:

American Cast Iron Pipe Co.
Stockham Valves and Fittings
Local 1489 United Steel Workers
Cosby-Hodges Milling Co.
Fleming Transfer Co.
Jones Valley Sausage
Anderson Brass Works

Navy
Sayre
Huffman
Chalkville
Brookside
—and others

WAPI . . . the Voice of Alabama . . .
Alabama's First Station in Public Service

Take advantage of the few remaining spots available

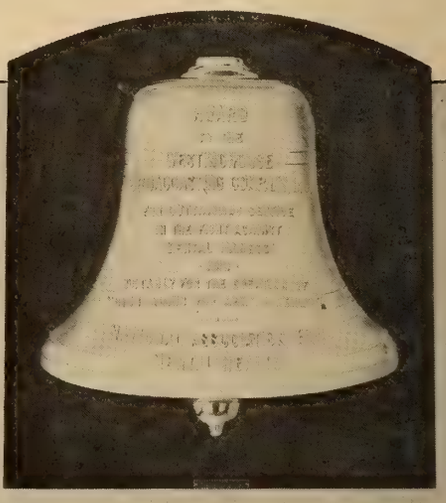
Represented by John Blair & Co.

Harry Cummings
in Southeast

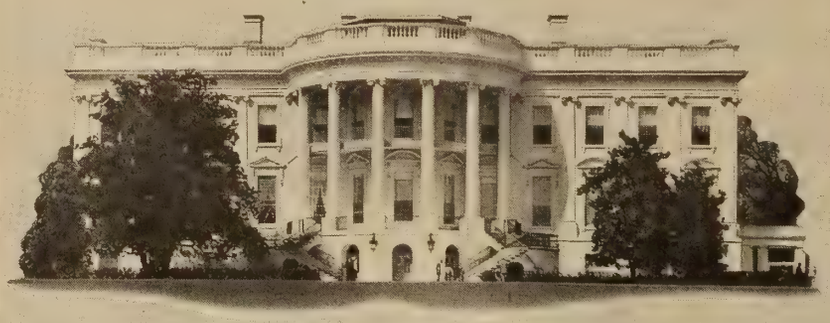
VARIETY REPORTS ON

the "Bible of Showmanagement"

WBC PUBLIC SERVICE



MENTAL HEALTH—"Sing Along for Mental Health" . . . just given special award for its outstanding service in the fight against mental illness, by the National Society for Mental Health.



"WHITE HOUSE CONFERENCE ON EDUCATION"—To further better schools, better teaching, WBC created radio and TV documentaries, covered Conference and local pre-conference activities, is continuing active reports on resulting plans.



All these programs are prompted by a basic WBC belief: *That broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.*

WBC **WESTINGHOUSE**

PROGRAMMING



BERGEN EVANS—"Of Many Things" . . . voted one of the top five new radio shows in Radio-TV Daily's 14th annual poll of editors.

HELEN PARKHURST—"Growing Pains"... adding stature to broadcasting by helping parents to understand the problems that their children face.

BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

Westinghouse Way

Westinghouse Broadcasting Co. did itself proud during the past year in the area of educational programming, as it set about developing new patterns for all multiple-station owners and operators, at the same time injecting a high calibre of showmanship into public service broadcasting. It can be proud of its record, to wit: Its Bergen Evans radio series; its unique coverage of the White House Conference on Education in both radio and tv; its pioneering in the field of public education in mental health with its "Sing-Along for Mental Health" campaign; its Helen Parkhurst series.

Evans series was a compelling one, built around WBC conviction that there's a large and growing audience in AM for solid intellectual fare, if brightly and sprightly done. However, the major project on which WBC concentrated was the White House Conference on Education—and to increase the impact of the conference on a town, city and state level, and to create a favorable community climate for the big meeting itself, WBC launched one of the season's impressive series—"The Big R"—based on the six-point conference agenda. WBC as such was fully aware of its responsibility to aid the cause of better schools, better teaching—and went about it the right way.

Reprinted from *Variety*, April 18, 1956



ask
a
cigarette
who
knows

i was reared
in the richest tobacco
soil in the world,
under the shadow of
eastern carolina's
top-power nbc-tv station.



serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

our respects

to FREDERICK ARCHIBALD LYNDS



LOBSTERS have made Frederick Archibald Lynds, president of CKCW-AM-TV Moncton, New Brunswick, one of the best known personalities in the Canadian broadcasting industry. This year, as the newly-elected president of the Canadian Assn. of Radio & Television Broadcasters, he will become better known to the industry and also to many Canadians in other walks of life. One of his jobs will be traveling across Canada to attend sittings of the Royal Commission on Broadcasting, which is investigating all phases of the broadcasting art for the Canadian government.

Lobster fishing is a major industry of New Brunswick, and Mr. Lynds has used that fact in promoting CKCW-AM-TV. Each spring he invites hundreds of advertising agency executives, advertisers and broadcasters to lobster parties at Montreal and Toronto. He also has held several such parties in recent years in New York. "Lionel the Lobster" has become his station's trademark.

Fred Lynds is a quiet-spoken person who has spent his entire business life in the broadcasting industry. He was born Nov 7, 1912 in Moncton. At the age of 17 he started doing early morning weather reports for fishermen on CFBO (now CHSJ) St. John, N. B., to make money for college. Then, after three years at Mount Allison U., Sackville, N. B., he joined CKCW in 1934 as an operator-announcer. He had become interested in radio as a youngster when he listened to distant stations on his home-made, one-tube receiver.

At CKCW Mr. Lynds took on every type of job and learned program "know-how" as well as how to get along with audience, advertisers and staff. He became assistant manager, then manager, and shortly after the end of World War II decided to take the next step and buy the station. In 1947 he formed the present company, Moncton Broadcasting Limited, took over control of CKCW as president and managing director and began to lay plans for the eventual development of television. On the 20th anniversary of his joining CKCW, Dec. 4, 1954, Fred Lynds officially put CKCW-TV on the air.

In the intervening years, Mr. Lynds became a well-known personality in his own city as well as in the Atlantic coast provinces of Canada, for he believes a broadcaster should take an active part in the life of his community and should sponsor a great many community activities.

In 1945 CKCW first sponsored the Moncton Music Festival to encourage talent from the Atlantic coast region. The festival is the biggest of its kind in eastern Canada and has become an annual institution with an average of 5,000 participants each year. Its programs are broadcast by CKCW and other stations in the Atlantic coast provinces.

Along similar lines, Fred Lynds has promoted the *Mount Allison Forum of the Air*, a discussion program on current problems of the Atlantic coast provinces, which is aired weekly on seven privately-owned eastern Canadian stations. Participating in the panel are university professors, provincial and federal politicians, businessmen, financiers, union officials and other experts.

Mr. Lynds is a great believer in the local broadcaster being known to his audience. On CKCW-TV he puts on a weekly chat with his viewers, standing before the camera reading excerpts from letters, of which he receives well over a hundred a day, and answering those letters as if the writer were facing him in the studio. To a 10-year boy who wrote in asking that wrestling be put on earlier, he said that wrestling is for older people, adding that "your mother would pull my ears down over my shoulders if I did what you asked."

"We know that we have to be part of the community," he explains, "and in that way the tv station becomes real to the citizens. So far we have been working towards building a superior product to please viewers and advertisers alike. We are confident that this will pay off in the long run."

Active Throughout Industry

Mr. Lynds has not stuck entirely to developing CKCW-AM-TV, but for many years has taken an active part in the development of the broadcasting industry. He has been a director of the CARTB for a number of years and also of the Atlantic Assn. of Broadcasters. He was president of the latter body last year.

He was married in 1937 and now has three sons, Fred Jr., 18; David, 16, and Ward, 13. All three boys have done some work on CKCW-AM-TV, and Ward has been m.c. on children's radio shows.

Mr. Lynds' belief in community activities for a local broadcaster keeps him busy in a wide variety of community jobs, ranging from the local Community Chest to the Board of Trade. He is a Rotarian, an honorary member of the Kinsmen Club of the officers' mess of the Canadian Army and Royal Canadian Air Force, a member of the St. John Union Club, Montreal Mount Stephen Club, Toronto Carelton Club, the Moncton Lakeside Golf & Country Club, Beaver Curling Club and Moncton Curling Club. When he is not busy on communal work or in the broadcasting industry, he just likes to relax with his family.

Another thinly disguised WJR success story



I can't go to sleep until I hear Bob Reynolds!

Unusual? Not really. It's surprising how many people enjoy willful insomnia because of Bob Reynolds and his 11:15 p.m. "Sports Final" on WJR.

A while back Bob interested a potential sponsor. The sponsor knew all about the report on WJR listeners by Alfred Politz Research, Inc.*

But Bob wanted to add the personal touch. He asked listeners to drop him a line telling him where and why they listen.

They did—by the thousands. A university dean was one of a score or more who reported they can't go to sleep until they hear Bob. Another dean, supervisor of dormitories, vowed to get 500 signatures from students who end every day with Bob. And a Toledo executive wrote on behalf of ten of his friends.

A publisher's representative says, "The program is as much a habit as brushing my teeth." Hundreds echo the Ohioan who calls it "the most complete sportscast given by any station or network."

And this happy fellow: "Tell that sponsor that if he sells a product I can use he's tops on my list."

Ah, the listeners! Men, women, students—intelligent, sports-loving, all believing in WJR and Bob Reynolds.

Your Henry I. Christal representative will be glad to tell you more about WJR and its 16 million listeners.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network



Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

**Showing, among other things, that 38% of all the people in the area get their sports news from WJR and Bob Reynolds.*

CBS

KIRO Publicly Thanks You

"Since 1948 - - - radio public distinctive quality"

GEORGE FOSTER PEABODY AWARD
FOR "RADIO PUBLIC SERVICE"
—"DEMOCRACY IS YOU"



"Since 1948, Radio Station KIRO, Seattle, Washington, has broadcast a community development program entitled "Democracy is You." In cooperation with the University of Washington, this station has helped develop community rehabilitation programs in an unique and effective manner. . . . Recently in the struggle between the Free World and Communist ideology, KIRO has made the services of its community relations director available to Far Eastern areas including Japan, Taiwan and the Philippines. . . ." *. . . from the Peabody Citation.*

"CONGRATULATIONS ON WINNING THE PEABODY AWARD. WE APPRECIATE ALL THAT YOU HAVE DONE FOR OUR TOWN."

OLIVER PAKKALA, CHAIRMAN, WINLOCK, WASH., COMMUNITY DEVELOPMENT ASS'N.

"WITH PLEASURE I CONGRATULATE YOU ON RECEIVING THE PEABODY AWARD PLAQUE AND WE AT ANACORTES THANK YOU FOR YOUR EFFORTS IN OUR BEHALF DURING OUR COMMUNITY STUDY. IT HAS HELPED OUR WHOLE COMMUNITY."

GUSTAF N. DALSTEAD, CLARENCE HENNING, CHARLES VALENTINE, RUFUS L. FOX, ANACORTES, WASH., CIVIC OFFICIALS.

"CONGRATULATIONS ON YOUR WINNING THE PEABODY AWARD. THANKS FOR YOUR ASSISTANCE TO OTHELLO COMMUNITY DEVELOPMENT."

M. W. FAUDREE, MAYOR ELECT, OTHELLO, WASH.

"YOUR PROGRAM 'DEMOCRACY IS YOU' EFFECTIVELY BRINGS HOME THE CONCEPT THAT INDIVIDUALS INTELLIGENTLY WORKING TOGETHER CAN SOLVE LOCAL PROBLEMS THROUGH FREEDOM AND SELF RELIANCE!"

H. C. OLSON, CHAIRMAN, EATONVILLE, WASH., PLANNING COMMISSION

And our sincere thanks to the civic leaders of many other Washington communities for similar gratifying messages . . . S. P. Gallagher of **Centralia,** Berl L. Cole of **Clallam,** Rev. John Haugan of **North Mason,** Edward Becker of **Cle Elum,** Gail L. Shaw of **Chehalis,** Robert G. Reid of **Bellevue, Snoqualmie** Community Development Program, Ivor Smith of **Port Angeles,** Ross Walsh and Pat Zimmerman of **Cowlitz,** Wayne Deasy of **Seattle,** Clifford E. Davis of **Seattle,** Dr. Raymond Pinson of **Anacortes** and Frank T. Bell, **Ephrata.**

KIRO WILL CONTINUE ITS SERVICE TO THE

for These Kind Words . . .

service of the highest and most

" 'Democracy Is You' is the product of talking; people talking about their problems when they're in trouble; troubled little towns working their way to better things in a democratic manner.

"There are quite a number of people, in addition to these hundreds of people in these small towns, who are gratified by this Peabody Award. But there are three men who deserve special mention.

"They are: John King, former president of the Board of Regents of the University of Washington, who went to Japan and The Philippines and Formosa so that those nations could determine whether they could adopt this program to their needs.

"Dick Poston, distinguished sociologist and philosopher now engaged at Southern Illinois University in a rehabilitation program, from whose book on social studies "Democracy is You," published by Harpers, this program was born.

"Jack Wright, Director of the University of Washington's Community Development Bureau, who makes available the resources of the University so that these people who talk about their need for economic and social betterment are helped along in their endeavor.". . . *from the Citation response.*

For those broadcasters who would undertake a comparable program, the advice of Mr. Poston at Southern Illinois University, who pioneered the work, as well as that of the staff of KIRO will be available.

Saul Haas
President, KIRO

P.S. And thanks to Greater Seattle, Inc., builders of a greater Seattle and the Pacific Northwest, for its more recent local award to KIRO.

S.H.

CBS
KIRO
710 KC • 50,000 WATTS SEATTLE

CASE HISTORY — BUILDING MATERIALS



Doubles Sales!

Doubling sales volume in 3 years is a king-sized achievement for an established product—even in mushrooming Southern California.

Sakrete readymix concrete products did it, using just one basic piece of consumer advertising; a daily noontime newscast on KBIG.

"KBIG has been the motive power of our steady rise to the best year in our history in 1955" says John O'Connor, general manager of Associated Products Corporation, Puente, California. "During the period of our relationship, Sakrete business has doubled, and this year to date is substantially ahead of even peak 1955. We are being forced to double our bagging capacity to meet increasing demand."

Sakrete dealerships have climbed in all eight Southern California counties served by KBIG. "Southern California is big, thinks big, acts big" writes Ray Prochnow of Glenn Advertising Agency. "KBIG, covering all Southern California at the lowest cost-per-thousand listeners, is just what we need to do a BIG job for this client . . . which is why we're giving you the overwhelming bulk of our budget in 1956 as we did in '55 and '54."

KBIG can cement your relationships with Southern California's 7 million, too.



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company



KAY BUSH

on all accounts

IN CHICAGO advertising circles Kay Bush is fondly regarded as "the Pepsi girl"—with appropriate apologies, of course, to Polly Bergen of radio-tv jingle fame.

As account executive at George H. Hartman Co., Miss Bush annually places hundreds of thousands of dollars of time for Pepsi-Cola General Bottlers, Chicago, in that city and other midwest markets. She writes copy, places time and handles public relations activities.

"But," she says with her typical ebulliency, "I'm on Pepsi 99 44/100% of the time. It's a beautiful five-year friendship which is still flourishing."

Kay Bush started her agency career 10 years ago, working on the Kaiser-Frazer account with the now extinct Swaney, Drake & Bement agency in Detroit. A native of Ardmore, Okla., she attended high school in San Antonio, Tex., and later went to the U. of Arizona. (While in high school, she became a regional champion in shorthand but flunked typing.)

Miss Bush wanted to pursue dramatics or radio while in college but, when family finances failed, she left school and set out on a singing career ("equipped with a voice slightly lower than Tallulah's and a piano technique far short of Liberace's"), traveling throughout 46 states and seven or eight countries. During World War II she was a secretary at Curtiss-Wright Airplane Corp. in Dayton, Ohio, and worked in the same capacity for the president of an appliance distributor.

After 30 months' service with Swaney, Drake & Bement, starting in January 1946, Miss Bush moved to Chicago and worked for a succession of organizations including Maxon Inc., Carroll Dean Murphy Inc., the Canned Pea Assn., Wakeman Adv., J. M. Hickerson Inc. and, finally, Buchanan & Co. She sums up those years thusly: "I progressed rather erratically from executive secretary to timebuyer to media director to copywriter to account executive."

Miss Bush joined Buchanan in 1952 and was assigned to the Pepsi-Cola Bottling Co. of Chicago account (now General Bottlers). In January 1953, when Buchanan folded its Chicago operation, she moved with the account to George H. Hartman Co. Today, Miss Bush services Pepsi in Chicago, Kansas City and Des Moines, placing spot announcements in those markets and concentrating solely on broadcast media. She also handles regional advertising for Schweppes Ltd. since Schweppes is bottled in Chicago by Pepsi-Cola.

Miss Bush is an ardent boat fancier and has her own 40-ft. cabin crusier. She is single and lives on Chicago's north side.

NOW

National Spot Advertisers are buying WFLA-TV 2 to 1

IN FLORIDA'S SECOND MARKET!

And with good reason! WFLA-TV punches your sales message into a 30-county area where there are 301,900 TV homes* . . . where retail sales topped a billion and a quarter dollars last year . . . and where expanding payrolls are creating increased buying power year 'round!

And remember—the TAMPA-ST. PETERSBURG metropolitan market — *Florida's 2nd and America's 37th Retail Market* — is right in the shadow of the WFLA-TV 1057 foot tower . . . tallest in Florida!

For top-rated availabilities, see your BLAIR-TV man.

*(*Telepulse—Nov.-Dec. 1955)*
(2 to 1 figure, Rorabaugh)

wfla-tv channel 8 NBC
TAMPA-ST. PETERSBURG
NBC Basic

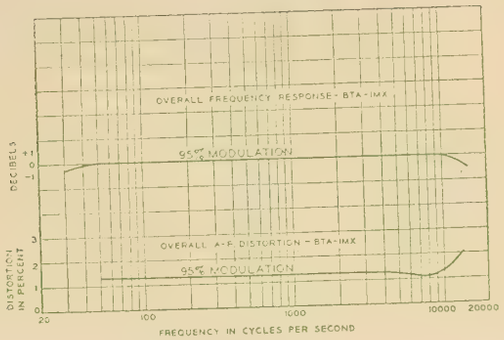
National Representative—BLAIR-TV Inc.

NEW!

500 WATT and 1 KW RCA AM TRANSMITTERS

TYPE BTA-500MX • TYPE BTA-1MX

for economical and reliable broadcast operation



Typical BTA-1MX/500MX frequency response and distortion curves . . . AM radio at its clear, crisp best!

These two new transmitters are designed specifically to meet critical broadcast needs. Both provide maximum adaptability for dependable remote control operation.

Simple to install and maintain, they offer maximum efficiency and economy in continuous broadcast service. The RCA "MX's" are today's best transmitter buy with outstanding performance features to meet today's competition.

SUPER PERFORMANCE—Here's proof of outstanding performance. Lowest distortion ever . . . less than 2% typical at 15,000 cps. Wide-range frequency response . . . essentially flat between 30 and 15,000 cycles. Bi-level modulation incorporated in both units means absolute minimum distortion, reduced carrier shifts, over-all increase in broadcast efficiency. Conservatively rated components and cooling add long-life reliability.

SIMPLIFIED OPERATION—Single control tuning located on functional front panel is the only control needed for all normal adjustments. The crystal oscillator trimmer can be adjusted through the front panel while the transmitter is in operation. Filament voltages on all transmitter tubes can be adjusted from the operating panel.

SPACE SAVING . . . TUBE SAVINGS—Important space savings are achieved with only 6.2 square feet required overall. Operating with fewer tubes and fewer tube types (15 tubes in the 1MX, 14 in the 500MX and only 4 types), the problem of stocking tubes is helped from a space-saving as well as a money-saving standpoint.

COMPLETE ACCESSIBILITY—Vertical construction, exclusive at these powers, provides instant access to all components for visual inspection or ease of replacement.



See your nearest RCA Radio Broadcast Sales Representative or write for brochure containing complete technical specifications. In Canada: RCA VICTOR Company Limited, Montreal.

TOP QUALITY AT A NEW LOW PRICE!

500 WATT TYPE BTA-500MX $3995*

*1 KW Type BTA-1MX $4685**

**Complete with operating tubes and crystal, F.O.B. Camden, N. J.*

Prices subject to change without notice.



REMEMBER—RCA TRANSMITTERS HAVE THE HIGHEST RESALE VALUE OF ANY TRANSMITTER ON THE MARKET!

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

CAPITAL BOOM . . . . . IN FAMILIES!





Developments in the nation's Capital today are astounding. Everywhere you look, things are booming . . . business, building, bank balances and *babies*.

Population has nearly tripled since 1930. It's up 24% in just the last five years, making Washington today the second fastest-growing market in the entire nation. And during these five years, enough new dwellings have gone up to house all the families in a city the size of Omaha, for instance, or Jacksonville, or Sacramento!

Of all media, Radio and Television alone have more than kept pace with this expansion. And WRC and WRC-TV, Washington's *leadership* stations, attract more and more of the Capital's mass audience. In five years, *WRC's average weekly audience has increased 35% . . . WRC-TV's has more than doubled!*

To capitalize on the great and growing Washington market, more and more advertisers are going with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING

May 21, 1956 Vol. 50, No. 21

FREE LOADING ON THE AIR: BIG TRADE IN SHADY DEALS

The years-old but not honored business of planting free plugs on radio and tv shows is still going strong. This is a B•T report on the current status of that practice and the people who work it, complete with documentary evidence—presented for the first time—on how one of them has operated. Here also is the story of the sizable efforts networks and sponsors are making to pull out the plugs.

But as the brakes are applied to the one, another device is getting out of hand: that of getting extensive promotion in return for supplying prizes, sets, props, wardrobes and the like for broadcast productions. Lawrence Christopher, B•T associate editor, reports the situation today.

WANT a "complimentary" plug for a product or service planted on a top television or radio show for a mere $250?

It can be had. All you have to do is give the go-ahead, say what you want plugged and how often. You'll get an off-the-air recording as proof of performance, and then you pay.

This practice (which began in the movies, hit its stride in radio and then invaded tv) is an open secret in the entertainment industry, but one usually handled on an under-the-table basis. The practitioners are bolder now. B•T has obtained a photostatic copy of a letter sent by one of them offering its services to a prospective client. It is illustrative of how businesslike the once-informal free plug arrangement has become (see story, page 33).

This is not to say that plug planters are always successful. Network executives and sponsors are waging an increasingly stern war against such free loading and say that careful editing has trimmed plugs to a fraction of their volume a year or five years ago. They call it a parasitic practice, but realize that the plug cleverly concealed in the script or ad libbed cannot be completely eliminated.

Now network officials report they are turning their efforts to a review of the trade deal field. This includes merchandise offered by manufacturers at no cost for use as giveaway prizes in return for on-air credit. They see a tendency in some quarters toward demands for excessive credits or tie-in promotion on other shows. Such trade deals are considered legitimate, necessary and even desirable by most producers, because program budgets do not allow for purchase of prizes. But the demands for longer credits and extra promotion are leading them to reconsider the practice.

Similarly, networks and independent tv producers are taking another look at a still different aspect of the trade deal. For years they have relied on manufacturers and specialized agencies to supply them at no cost with complete scenes, stage sets, major props, gowns and furs (with and without commercial identification) in order to keep their production costs as low as possible. These suppliers are not the more familiar Hollywood costume rental or prop rental firms. Normally, the supplier gains an end-of-program credit line or visible identification or exposure for the product within the program in return for the free use of the props.

Such on-air exposure usually is fleeting or mere background, but because of some abuses where cameras focus too long or unnaturally on a brand name, network executives and some producers are thinking out loud about this problem more frequently. There is, however, no expectation that this type of trade deal will lessen, since production costs have become an increasingly important problem.

Tv Tempts The Pluggers

A number of Hollywood network officials feel that impact and commercial value of television are making the plug business progressively more alluring. They note as a result that the parade of promoters trying to crack this unique market keeps marching on.

"There is always someone new who thinks he can beat the game," one spokesman told B•T last week. "But most of them go out as fast as they get in this business and even one of the few who reached the top eventually went broke."

Legitimate suppliers of prize merchandise and program props, especially those who have served producers for many years and enjoy industry confidence comparable to an advertising agency or public relations counselor, are outspoken in their criticism of the "plug artists who muddy up the water, don't help anyone but themselves and the guy they pay off and who are giving our business a black eye."

They resent encroachments into their field by those whose business practices they feel do not measure up to their own ethical reputation. One even dislikes identification in the same news story because of the unfavorable connotation of association.

When the exposure or credit is criticised, the producers point out that the public demands authenticity and explain it is senseless to "mock up" a Ford or Plymouth to look like an unknown brand because the public would laugh at the effort. Similarly, some plug artists insist that their plants are rendering a service because they offer their clients' products for use only in natural settings where they belong, enhancing the scene by lending reality.

The free plug promoters will still tell you they can put your product on Milton Berle, Bob Hope or *Climax* for the standard "fee" of $250 per "insertion" or "plant," but network representatives will show you their continuity acceptance or editing logs to prove that "paid plugs" are censored as fast as they are planted.

Network editing logs often refer to deletions as "paid plugs" even though there is no legal proof that a commercial mention actually is a "plant." But the frequency with which the same commercial identifications pop up in script after script from one program series to another "leaves us with but one conclusion, someone somewhere must be working and he isn't working for nothing," a tv executive said.

The only "pay" there ever is in one of these plugs is the $250 collected by the promoter who plants it and the overworked case of whiskey or other favor (rarely money) which quietly finds its way to a producer, director, writer or actor who "cooperates."

Some name talent, rarely in need of the "gift," are said to go along with a plant if it is a good gag or "appropriate" to the story situation and just to help a member of the staff who was contacted by a plug promoter.

The network and the sponsor never see anything of the free loader except his air credit when he sneaks through editing checks. In some instances, plugs are repeatedly cut out of script revisions but talent ad libs it anyway.

Besides the tightening of network policies, the

CBS TELEVISION

EDITING REPORT

DATE: Dec. 14, 1955

TO Don-Monya, Inc. ATTN: Mr. Jim Morgan

RE DO YOU TRUST YOUR WIFE (Show #2 - cut version)

RECEIVED Dec. 13, 1955

The above script is herewith approved for presentation on the CBS Television Network, with the following exceptions:

Page 11, line 10: THE DINERS' CLUB.

Page 24, line 26: THE SUPER CHIEF

Page 28, line 14: BLUE CROSS

Page 28, line 15: BLUE CROSS

Please delete these plugs.

Page 24, line 15: BERGEN: Aren't you just a little old for petting in cars?

Please substitute "necking" or something similar.

cc: Mr. Ben Feiner

Please submit revised pages for final approval.

WM. H. TANKERSLEY
Director of Editing, *Hollywood*

By_____
Editor

THIS COPY of an actual editing report on a CBS-TV show illustrates how the network seeks to combat the practice of planting free plugs in broadcast scripts.

paid plug promoter is finding hardships in other quarters. Internal Revenue action has had its effect in cases where expensive "gifts" for cooperating with planters have been accepted too frequently without reporting their dollar value on tax returns.

The trend toward film is taking its toll. Even though many independent producers have been a fertile field for the plug artist because of the movie precedent, the producers are becoming more reluctant to permit unnecessary inserts or excessive credits. Networks are eyeing the rough footage of their film shows more critically and requesting clips. Conflicts also are cropping up between the plugged product and prospective sponsors for syndicated re-runs, thereby reducing the chances of a film to capture re-run income which many producers consider their sole profit margin.

William H. Tankersley, director of editing, CBS-TV Hollywood, told B•T his staff has been increasingly successful in recent months in cutting to a bare minimum the number of "paid plugs" or unnecessary commercial references in his network's program (see box above), although he admitted it is difficult to control live program ad libs. Mr. Tankersley explained he and his associates see too many repetitious company or brand names in scripts to believe their use is purely coincidental and the innocent fruit of a creative imagination. But he does not rule out this latter possibility.

In a sense, "paid plugs" is a working term often used by the editing staff in cutting undesirable commercial references regardless of their legitimate or illegitimate birth, he indicated. "But you can't discount the paid plug angle when one of these promoters calls you on the phone to complain about how tough it's getting to make plants, asks you what's the trouble and wants to invite your editors out to lunch to talk it over."

Mr. Tankersley said as many as 10 plugs were deleted from a single show in the past month, and produced the editing reports indicating plugs which had been censored from current shows. At random, they showed that a Pan American Airways tie-in credit on the *I Love Lucy* "Return Home" show had been shortened while Diner's Club plugs were deleted from a current *Our Miss Brooks* and a Pepsi-Cola reference was clipped from the May 5 *Climax*. Jim Clinton Clothes was scratched from the April 22 Jack Benny show and Tv Dinners was clipped from the April 12 *Shower of Stars*.

Blue Cross was eliminated from the May 29 *Red Skelton Show* and American Airlines lost a plug on Mr. Skelton's May 22 program. The Skelton show also lost references to the movie "Picnic" on another show. Repeated references to ginger ale on the April 3 program were cut. The April 3 log also showed "Tobasco plug noted and cut."

Diner's Club and "Picnic" didn't make the March 15 *Shower of Stars* because of a sharp editor's eye while recent log checks of *Do You Trust Your Wife* included such notations as "plug for Jim Clinton," "excessive plug for the Trucking Assn.," "cut Mobilgas Flying Red Horse plug" and "delete question which is set up to plug Puss 'n Boots Cat Food."

Mr. Tankersley indicated that although other networks may pass commercial references in gags or situations where they are necessary or quite appropriate, his editors now are bearing down and deleting many of these situations as well.

CBS-TV New York officials last week informed Hollywood production sources they were upset about an incident on the May 10 *Bob Crosby Show*. They wanted to know why for "no reason at all" just before a Toni commercial Mr. Crosby pulled a package from his pocket and said "I think a Lifesaver would taste good right now" and offered some to his audience. New York executives described this as "the grossest kind of violation of policy" and speculated that sponsors wouldn't be very happy with such plugs "backed up" to their commercials.

On last Wednesday's *Bob Crosby Show* (sponsored that day by Gerber and General Mills) the star demonstrated a Polaroid Land camera, taking pictures of the tv camera crew while on the air and then showing the developed prints to the audience.

Howard S. Meighan, vice president in charge of the CBS-TV Western Div., confirmed what he described as the network's success in curbing the paid plugs from program scripts and films. He commented that Red Skelton personally is very much opposed to allowing planted plugs on his program "and hits the ceiling" when he learns of a pay-off, but this doesn't stop promoters from trying to get them on the show.

Mr. Tankersley said that his present concern is reviewing credits for prizes on quiz and give-away shows, especially the amount of time devoted to minor or relatively inexpensive items. In this informal study he has worked up a table of comparative values using a rough estimate of manufacturer's cost for the prize as against the amount the program sponsor is paying for the same proportion of time in his commercial. The examples were picked from among current programs, he said.

On one show a fountain pen set prize estimated to cost the manufacturer about $4.50 was plugged for eight seconds (with visual exposure by telop for five seconds). At the rate the sponsor paid for his commercial time, the pen set manufacturer received $864 worth of "free" air time.

A $1.50 shoe shine kit supplied by Mack Agency received a seven-second telop identification valued at $756, according to the table, while a $2 perfume prize supplied by Dick Fishell got a 13-second credit (10 sec. telop) worth $1,404. Mack Agency also supplied a vacuum cleaner estimated to cost the manufacturer $50 which got 12 seconds (3 sec. telop) worth $1,296.

Bean-Rose & Assoc. supplied several prizes listed in the table. A Universal clothes dryer costing the manufacturer perhaps $100 got program credit of seven seconds (4 sec. telop) valued at $756 while a Universal gas range of about the same cost got eight seconds (4 sec. telop) worth $864. A Voice of Music Corp. tape recorder ($50) and a VM phonograph ($100) each came up with five seconds (3 sec. visual) worth $610.

A cooker supplied by Frank Christl as a prize was estimated at $10 and it got six seconds credit (3 sec. telop) worth $723.

Mr. Tankersley said the network generally has no trouble with credits on sets or props provided by commercial interests. Things which of themselves are not visually identifiable are given a credit line at the close of the show if the value exceeds about $250. On-air exposure, however, cannot be a deliberate camera play such as fixing on the brand name of a typewriter when viewing a letter being typed by a secretary, he explained.

A few months ago, CBS-TV revised its policy of handling credits to airlines which furnish contestants with transportation. Now the credit must appear on the same show on which the contestant or guest is involved and visual identification has been confined to a logotype illustration, Mr. Tankersley noted.

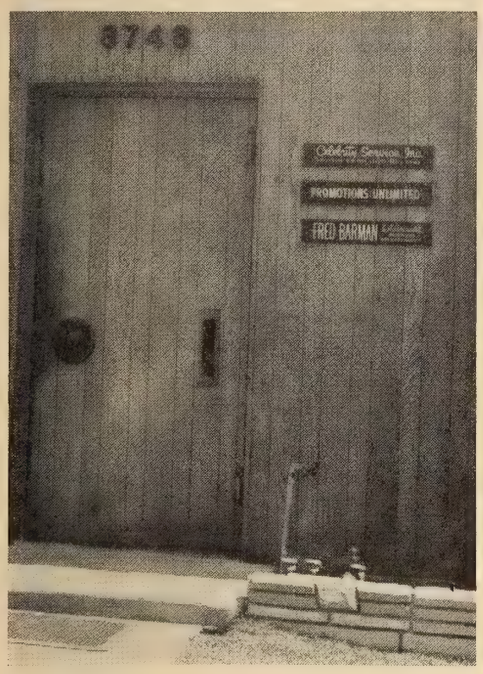
Robert Wood, continuity acceptance chief

HERE'S HOW ONE MAKES THE PITCH

WHAT does a pitch soliciting someone to engage in "paid plugs" sound like?

A letter considered by many to summarize what has been known to exist as standard practice in the anonymous field of paid plug promotion has appeared under the letterhead of Promotions Unlimited, 8746 Sunset Blvd., Hollywood 46, Calif. Under a March dateline, it solicited an unidentified association account.

James M. Cross, partner in the firm with Vici Raaf and Mary Rothschild, told B•T last Tues-



day "this letter is no longer applicable to the situation." He said "the secretary who typed it is no longer there. She was doing me a favor by copying an old letter."

Mr. Cross was first contacted on May 7. Asked if he would supply information about his company and its services for a news story, Mr. Cross consulted his partners and replied, "We really don't want any publicity. You see, we're in the public relations business and we screen our publicity very carefully." Mr. Cross added that Promotions Unlimited is engaged in "product promotion" and handles public relations for institutional groups as well.

In a personal interview May 8, Mr. Cross asked: "Why are you picking on me? There are so many big operators in this field." He said he had been in business only six months and "we get business any way we can get it. This is a very competitive field." He explained that his company is supplying prizes for contest programs and props and set dressings for tv and film producers. "If people want to give away stuff free, we help them," Mr. Cross said.

Asked about the paid-plug business, Mr. Cross pointed out that "newspaper columnists have been notorious in this field for years with their due bills at clubs and restaurants." He concluded the May 8 interview, "I don't want to be quoted and I don't want any publicity."

B•T telephoned Mr. Cross again last Tuesday morning and gave him details of the letter on Promotions Unlimited stationery. He then related it was no longer applicable.

Reminded that he earlier had indicated his firm was not in the paid-plug field, Mr. Cross replied, "I didn't say I wouldn't engage in the field."

He explained, "If there's a buck in the street, I'd pick it up. Wouldn't you bend down to pick it up?"

Partial text of the letter follows:

PROMOTIONS UNLIMITED
8746 SUNSET BOULEVARD
HOLLYWOOD 46, CALIFORNIA
CRestview 4-7341

James M. Cross
Vici Raaf
Mary Rothschild

March 15, 1956

"I had a long conversation with _____ who suggested that I write you with full details regarding our specialized, promotion and publicity service, as it would apply to your association. We are in the business of arranging effective and complimentary insertions of product names and services in the top ranking coast-to-coast radio and television programs, and feel that a great deal of desirable promotion could be arranged for you through this medium . . .

"Please note that although the fee shown in the enclosed outline is $250.00 for each insertion, this is the fee for commercial product names and would not apply in your case. Our regular fee for institutional promotion, such as yours would be, is only $200.00 per insertion . . .

Sincerely yours,
James M. Cross/mc
Promotions Unlimited."

Here is partial text of a letter to an individual firm:

"We work very closely with the writers, producers and stars of top ranking coast-to-coast radio and television programs of the popularity of Jack Benny, Milton Berle, Bob Hope, Bob Crosby, Martha Raye, etc., in order to promote and publicize our clients' brand names. When a situation occurs in a script where it is possible to effectively mention a well known brand name, we arrange to have our clients' trade names inserted. It is our business to look for and arrange these situations.

"We carefully screen each proposed mention so that all insertions made for you are completely complimentary and effective. No plant is left to chance. Clearance is always made through our office on all plants, so that you are assured of exactly the type of prestige promotion you desire.

"If you are interested in slanting your promotion in a particular direction, it is possible for us to work along copy lines suggested by you.

"We advise you in advance of each plant arranged for you, so that you and your associates have the opportunity to catch the insertion as it actually goes over the air. In addition to this advance notice, we take an aircheck of the actual mention for you and furnish you with a recording of the plants as proof of performance at the end of each month with our billing for that month. The recorded aircheck give you a permanent record for your files of our work for you.

"Our fee is $250.00 for each plant, and there is no billing unless a plant is actually delivered to you. We bill at the end of each month only for the plants made for you during that month forwarding the aircheck at the same time. *It is important to note that no payment is asked for, nor due us, until after we have completed our end of the bargain.*

"You have no doubt heard many product names mentioned on network programs which were arranged in this manner, since such accounts as Paper-Mate Pens, Life Savers, Tabasco Sauce, and many others, have been using this type of promotion for many years.

"You realize, of course, that it would be impossible to purchase this network coverage for many, many times the fee involved. The plants arranged for your brand name would be in the "body" of the network programs, where they would receive the benefit of maximum listeners and, naturally, maximum potential buyers of your product. You can imagine the impact of a completely complimentary and effective insertion of your product name in the story line of programs like Jack Benny, Bob Hope, Milton Berle, etc.

"Our operation is extremely flexible. No formal order is required. We would commence our service for you upon receipt of a letter from you, authorizing us to arrange the number of insertions you wish. We recommend an initial campaign of 10 to 20 insertions of your brand name or names. The number of monthly insertions can be controlled, according to your wishes. In other words, if you would like us to arrange a maximum of 20 plants on the basis of four per month, this figure can be adhered to. Or your order for the total number desired can be blanketed over a six-month or yearly period, with billing as the plants are delivered each month.

"We know that we could do a wonderful job for your brand name, and feel sure that an initial campaign such as we propose would launch us into an association of many years, and, certainly, would make your trade name one of the best known in the country."

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at NBC-TV Hollywood, told B•T his staff now is able to delete at least 90% of the planted plugs and feels considerable progress has been made in reducing the practice to a minimum.

Mr. Wood said NBC-TV generally will go along with a commercial mention if it is common usage such as Blue Cross symbolizing medical insurance plans or Arthur Murray signifying dance instruction, but the reference must be necessary to the gag or story plot and appropriate. He said all obvious plants regardless of their use are deleted.

NBC-TV producers in some instances employ props supplied by commercial firms just as do outside producers to cut production costs, although the network has no definite policy in this area. Value usually must exceed $200 to earn a close-of-program credit and on-camera identification can be only as general background where appropriate in the script.

Mr. Wood indicated he also is reviewing the matter of credits for prizes on quiz and give-away programs and feels that in some instances minor items are getting too much air time, although the gifts do have some degree of entertainment contribution to the program. Principal Hollywood shows with gifts or prizes on NBC-TV include *Truth or Consequences, People Are Funny, Queen for a Day* and *This Is Your Life.*

Mr. Wood said the trade generally is quite familiar with the paid plug practice and knows who are the promoters, but he said he never has seen a pay-off for a plant.

Dorothy Brown, in charge of continuity acceptance at ABC-TV Hollywood, told B•T her department "gets 99% of the paid plugs" out of scripts and films but it is "just wishful thinking to try to completely eliminate this insidious practice." It will show up ad lib, she said. Rather, she tries to use moderation in controlling the problem and seeks the co-

operation of writers and promoters by making them understand that if a plant is made it had better be appropriate ("if it's a gag I tell the writer it better be funny") and any "gift" to a writer or actor must be inexpensive.

However, she considers it a "knife in the back" when the parties are uncooperative and ad lib an insertion after deletion. "Then I go after them with a vengeance," she said.

Miss Brown believes there has been a "rapid decline" in the paid plug field and said "it isn't one-twentieth what it was five years ago." She believes the prize credit field today "is much more difficult a problem" than the paid plug area. "It used to be a prize donor was content with a one-line mention but now some are demanding 20- and 30-second credits," she explained. Miss Brown indicated she is reviewing the practices in the prize credit field looking toward possible policy revisions.

Producers of major prize shows in Hollywood are dead set against allowing paid plug plants on their programs. As for air credits for the prizes or gifts, they believe the gifts are distinct entertainment factors and reasonable mentions are desirable. "It means much more to say you are giving a contestant a name-brand refrigerator instead of just a refrigerator," one producer said.

Veterans in the business of arranging prizes for top quiz or gift shows, such as Chuck Forman of *Queen for a Day*, Irv Atkins of *People Are Funny* and Ed Bailey of Ralph Edwards' *Truth or Consequences* and *This Is Your Life*, generally have their own contacts with major brand manufacturers although they sometimes use recognized firms such as Ellis E. Craig's Universal Agency. Ralph Edwards is credited generally with starting the prize giveaway with *Truth or Consequences* on radio and Mr. Bailey negotiated the first tie-in with Bulova Watch Co. 16 years ago. It still is in effect.

Hollywood Is Headquarters

Mr. Craig told B•T that about 80% of the trade tie-ups are in Hollywood (tv, movies and radio) while the other 20% are arranged in New York. He identified Walter Kline & Assoc. as the "grand daddy" supplier of props, specialized services and commercial trade deals in the motion picture field but said his firm, Universal Agency, since 1948 "has charted a completely new field of ethical practice" for tv and radio where services of props, complete sets and prizes are required. Clients include TWA, Packard and Studebaker, among others.

Mr. Craig described this function as "promotional advertising" and is just like "buying regular advertising for cash but one step removed." He insists on procedures and policies comparable to the normal advertising or public relations counselor and is on a retainer basis, he told B•T. "If a prop or prize service isn't good for the network or program producer, then it isn't good for my clients," Mr. Craig explained. "There must be reciprocity and the use of the tie-up must be normal, natural and good." High production costs of tv shows has made this service necessary to the industry, he noted.

Mr. Craig described the practice of paid plugs as "semi-bribery" and a disservice to the entire industry because they are one-shot under-the-table deals which benefit no one but the promoter and the program writer or talent cooperating with him. No service is rendered the program or producer, he said, and the practice of charging a fee for each plant makes the business self-destructive. Only a rare few have been able to survive, Mr. Craig noted.

Mr. Craig, through Craig & Reid Adv., also performs usual advertising agency functions for accounts such as Sunkist Growers Fresh Juice Div., Las Vegas Resort Hotel Assn., Lan-lay Cosmetics and D. H. Johnson Co. (dress manufacturer) which also use his promotion services in the prop and prize field.

Walter Kline & Assoc. was founded 38 years ago by Mr. Kline to handle commercial trade deals and promotional services in the motion picture field and built up a major supply of props and sets which are available to producers. Since his death about a year ago the firm has been operated by his daughter, Betty Kline, who told B•T the company operates on a retainer basis for a big list of "blue chip" accounts which have been with the firm almost since the start. "We are in a sense lobbyists in the communication field," Miss Kline said.

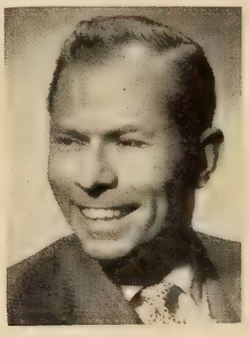
A newcomer offering props and prizes is a Hollywood firm called Promotions Unlimited, although the company earlier this year was identified with solicitation of paid plugs on major tv shows (see separate story, page 33). The solicitation is no longer applicable, according to partner James M. Cross.

Adolphe Wenland in earlier years publicized himself as "king of the give-aways" and was prominent in supplying prizes for radio and tv give-away and contest programs. Additionally, he planted paid plugs on major shows, according to his national publicity.

Earlier this year he retired because of his health but his firm, Adolphe Wenland & Assoc., has been purchased by Ben Brown, now president, and his partner, Charles Keilus. They have nearly 70 accounts participating in prop and prize services for producers.

On Coast for B•T

BILL L. MERRITT, former Official Films salesman and a veteran in broadcasting and related industries, joins B•T today (Monday) as western sales manager with headquarters in Hollywood.



MR. MERRITT

Mr. Merritt, 37, is a native Californian and attended U. of California. He began his broadcasting career as an announcer with KPMC Bakersfield, Calif., and later NBC, both positions held before World War II. Following military service, he joined CBS as an announcer-producer, leaving there in 1947 for Raymond Morgan Co., Hollywood. At Morgan, he was producer-director of *Hearts Desire* for Philip Morris and associate producer of *Queen for a Day* for Alka-Seltzer.

In January 1950 he moved to DuMont Broadcasting Co. as account supervisor. In April 1951, he became a radio-tv account executive with Wyatt & Schuebel, switching to Motion Pictures for Television in 1953 as a film salesman. He joined Official in September 1955 and prior to returning to California, Mr. Merritt and his wife made their home in Westport, Conn.

B•T's west coast office is located at 6253 Hollywood Blvd., Hollywood 28: telephone, Hollywood 3-8181. Associate Editor Lawrence Christopher and Virginia Bialas also are in B•T's Hollywood bureau.

Although the partners explained that the paid plug field is the side of the business not usually talked about, "we still plant" in situations where the product naturally belongs. Mr. Keilus said Budweiser beer is one product "planted" by the company. Other typical accounts include Winchester rifles, Ronson lighters, Star Kist tuna, Turtle wax, Ed-U-Cards (games) and Romanoff caviar. Wenland does not represent any major appliance manufacturers at this time.

Commenting generally on the practice of paid plugs inserted into programs without the knowledge of the sponsor or network, Mr. Brown said "the practice frequently is criticized severely by major sponsors when a plug appears on their show, but they turn around the next day and want a promotion firm to get them plants on someone else's programs. They do it all the time."

Mr. Keilus said Wenland has planted many Lifesaver gags on comedy shows but they are funny and contribute to the entertainment value of the program. He indicated that product mentions in gags or other program situations are not used except where they fit in and make a contribution to entertainment value or authenticity of a scene.

Prizes and Promotions

Mr. Fishell of Dick Fishell & Assoc., Beverly Hills publicity firm, told B•T his company supplies prizes and props for tv shows, particularly expensive toys for children's shows.

Later he explained his firm was interested "in seeing that products are used in an authentic way where they belong." Commenting on news stories about the business, Mr. Fishell said, "I don't like people kicking us around." At another point he exclaimed, "I resent people taking bread out of my baby's mouth."

Jack Bean of Bean-Rose & Assoc., Beverly Hills public relations firm, told B•T that his company engages in supplying of prizes only as incidental to his public relations business. His wife is Mitzi Gaynor. He formerly was with Walter Kline & Assoc.

Mr. Bean said his company also handles negotiations for movie and tv stars to endorse products in return for the extra public exposure they gain through their identification in advertisements. He said there is no other consideration given a star because the exposure itself is important and stars considering endorsements want to know "how many people will the ad reach?"

He said his firm does not handle paid plugs.

Ray & Berger, Hollywood, a partnership of Howard Ray and Jack Berger, since 1949 has been providing a monthly service of free prizes for give-away and contest programs on local radio and tv stations, including sample program formats. The firm collects a retainer from the local station for supplying the prizes but not from the manufacturer for distributing them as some agencies do.

Mr. Ray told B•T his company has 100 stations from coast-to-coast under contract and gave away $500,000 worth of prizes last year alone. He said Ray & Berger does not supply network or national producers with prizes or props nor would it ever consider the paid plug business.

Until mid-1955, Ray & Berger had an agreement with Richard S. Robbins Co., New York firm supplying prizes to local stations for a fee, whereby each would function on its own side of the Mississippi, Mr. Ray explained, but this has been dissolved. He said his firm distributes merchandise as prizes from over 100 name-brand manufacturers.

Two other New York firms dealing in the prize distribution field are Spotlight Promotions and William J. Murphy's VIP Service Inc.

MAKING TIME WITH AN AGENCY

A PROBLEM that perturbs all stations and all radio-tv agency people now and again—not always simultaneously—is that of agency-station relations. At last week's annual meeting of the Pennsylvania Assn. of Broadcasters, held Thursday at Pocono Manor (see page 80), Frank Brady, vice president in charge of account management for Harry B. Cohen Adv., New York, appraised the problem and came up with some "rules" for both sides. Here is the text, slightly condensed, of his talk on "An Agency Executive Looks at Agency-Station Relations."

LIKE ALL THINGS, even agency-station relations must have a starting point. In our agency it is the timebuyer. Here is the key to your problems if you can make him, or if you're lucky, her, work for you. We follow the system of active participation by all buyers in media, whether print or time, in planning sessions. We not only utilize these sessions to get the best media thinking from these people, but also use [them] to properly indoctrinate our buyers with marketing problems of our clients and the recommended solutions.

In this way the buyers are able to buy more intelligently, and, we hope, are better able to provide you with information on our plans to the degree that the data they give you does not violate client confidence. Here . . . are the real keys to your sales problems.

Now let's examine some of the other points in your course to the client order. Traffic—a necessary evil. Handle it efficiently and move ahead several steps in your relationship with the agency and the client. Errors in this area are often a major headache and can result in a loss of reorders.

Merchandising. A wonderful "gimmick," according to some people. Yet, for all its "gimmick" nature, it is a valued and proven help in building client sales. Seldom is merchandising assistance the primary reason for buying a station, but all other things being equal, it is a definite plus.

I am not going to dwell too long upon the relationships of the station with other agency departments. But I would like to call attention to the agency's research department. This is a very important operation from the standpoint of evaluating rating services, coverage services and any special surveys which you may have completed relating to your station. Be sure to send copies of all research material directly to the agency's research department so that they may, in turn, evaluate it and pass it on with their comments to the timebuyer. In our agency the research department is the official source of final evaluation of all research reports, regardless of who has submitted them.



MR. BRADY

And now last, and I hope not least, we come to the area of the account executive, his relationships with the station and the way he views these relationships. A good account executive is primarily interested in only one thing, the well-being of his accounts. He doesn't have enough time to maintain day-to-day relationships with stations, newspapers, magazines, etc. He feels it is the duty of the agency to provide experts in the buying of the media in each of these fields. He feels it is his duty to be well aware of the intrinsic values of each medium and to be well enough acquainted with their operations so that he can understand and evaluate the recommendations submitted to him by the buyers. Seldom, if ever, does he have sufficient time to get involved in the actual details involved in the purchasing of a major radio or television campaign, particularly of a spot nature.

This is not an indication of a lack of interest on his part, any more than the failure of your production people to evidence a great deal of interest in some of your sales or promotional efforts is a lack of interest on their part in the well-being of the station.

For my part, I believe that one of the most pleasant duties an account executive can have is to pass the time working with station people, whether they be directly from the station or the representative. The problem of media selection, particularly where a competitive situation exists in a market, can oft times be more fun for the account executive than some of the other problems with which he may be involved: marketing problems, overall budget problems, merchandising questions, product testing, copy—all of which are areas under his control.

Obviously, his main objective in the agency is to direct and coordinate the activities of the specialists and not attempt to be a do-it-yourself account executive. His time is put to far better use when it is spent creatively in thinking up new ways to better the client's whole selling approach. It is not used efficiently when it is spent interviewing sales representatives of media unless there is a specific problem on which he is really needed.

It is almost impossible to have been engaged in the agency business for any length of time and not have worked up good relationships with salesmen from different types of media. Obviously, personalities will enter into his operation. If he is a good account executive, they will not bias or warp his judgment. At worst, they will open the door many times as a friendship to solicitations which are not necessarily warranted.

Many people have asked, "what happens if a salesman contacts all phases of the agency, fails to make a sale, and still feels that he has the best property for the client for the situation at hand?" My answer is obvious. If I were a salesman, I would go beyond. I would try again. In this case I would try the client. And if I were a salesman, I'd let the agency know I intended to call on the client, not with the idea of threatening the agency, but on a friendly basis in the interest of the order.

Many clients have different rules of operation. Some clients encourage salesmen to call on them. Other clients leave all judgment matters in terms of media in the hands of the agency. But we, as an agency, would do you a disservice if we implied or requested that you should never question our judgment or seek recourse from the client. We feel that when we make a judgment it is unbiased and can be justified. If we cannot justify our recommendations, we are only too glad to stand corrected.

Rules for Agency-Station Relations

Now, if I may, I would like to cover what I consider a few rules for improving agency-station relations:

Some rules for station representatives:

1. Supply all basic market and coverage date in concise, standardized form and update as needed. A county basis is preferred. Be sure to include coverage maps.

2. Be sure to present all pertinent data on each sales call, the availabilities, rates, special packages, merchandising services, etc.

3. The timebuyer is your primary contact in the agency on a specific account. Properly developed, he will work with you, set up meetings when needed with other agency groups, research, merchandising, accounting, production, account management. Do not bypass this prime contact unless necessary in your opinion.

4. The media director—your first court of appeal in all problems with the timebuyer. If you feel that you have received a biased or immature judgment on any account here is your first source of contact in an attempt to reverse this decision.

5. The account executive—another court of appeal when warranted. It is good to foster this relationship if possible, but not at the expense of your prime contact, the timebuyer. Do not make excessive demands out of past friendships unless it is a friendship call or emergency.

6. The client—this one, you write the rules. Our only suggestion is that you clear all of your problems through the agency first. Then, if you are still dissatisfied, you are on your own. If you wish to go to the client, you certainly will receive no opposition—at least from our agency.

Some rules for agency personnel:

1. See station people and reps promptly. Don't waste their time.

2. Give as much information on proposed campaigns as possible. Don't rule out a station in advance.

3. Give reasons for failure to include a market—or to buy a particular station.

4. Market trips. Be sure to contact station when in area.

5. Play it straight on immediacy of requests for availabilities or other information. Don't cry "wolf."

6. When station people are in town don't hesitate to pick up a tab—occasionally.

I believe most agencies would prefer to operate this way and would agree with the agency promise of the Harry B. Cohen Adv. Co. to the sales staffs and stations who follow the rules outlined—who remember that we, the agencies, are people, and that they are people—all working together for a mutual, common good—we promise a fair hearing, full cooperation, unbiased judgment and a signed order, when, in our opinion, it is earned.

ANA BOARD SAYS AGENCY COMPENSATION 'A PRIME RESPONSIBILITY OF ADVERTISER'

Review of client-agency relations is also urged by speakers at association's annual west coast meeting at Pebble Beach, Calif. Delegates are told that CBS has placed a new order with Ampex Corp. for seven additional video tape recorders.

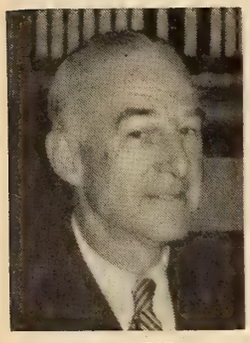
THE board of directors of the Assn. of National Advertisers is on record that individual advertisers and their agencies not only should review their client-agency relations but should "definitely consider" the compensation of agencies to be "a prime responsibility of the advertiser."

Moreover, "forward-looking" ANA members already are moving in that direction.

This was made plain last week as the annual west coast meeting of the Assn. of National Advertisers was held Wednesday through Friday at Pebble Beach, Calif.

ANA speakers made clear that many advertisers feel it is not right for media to determine the basis for agency compensation when the agency's primary service today is to the advertiser. Advertisers also do not want to be foreclosed from buying directly from media, at net rates.

ANA President Paul West told the group—which included agency guests as well as ANA members—that the function of agencies has changed. Today's productive agency, he said, is "a working partner" of the advertiser. Yet it is the medium, not the advertiser, that pays the agency under the present system of compensation.



MR. WEST

He acknowledged that concern has developed that recently revived questions about the media commission system would "result in a movement to bargain for cheaper rates." Any such movement, he said, "will inevitably bring its own consequences."

He said "the means of providing the proven fundamentals of good advertising—advertising that pays over the long run—will not be found at the bargain table.

"This is the reason why the ANA board advocates that individual advertisers and their individual agencies review their client-agency relations in the light of the current basic changes in the scope and function of agency service—and regardless of whether media see fit to grant agencies a commission or not—appraise the real value of the agency services required to accomplish the company's objective; and, instead of excluding the matter of compensation as heretofore under the 15% commission system, definitely consider it as a prime responsibility of the advertiser.

"The most significant development of all is the fact that under this impetus, forward-looking ANA members, working with their agencies, are already taking steps to do exactly that."

Other insights into current advertiser thinking with regard to the question of agency compensation were offered to the Pebble Beach meeting by John B. McLaughlin, Kraft Foods director of sales and advertising, who also heads the special committee set up by ANA to study the compensation problem [B•T, May 14].

The whole subject of the media commission system of compensating agencies—which has been in effect since early in this century and not seriously challenged since the early 1930's—has come into new prominence since the American Assn. of Advertising Agencies signed a consent decree in February terminating its phase of the Justice Dept.'s anti-trust suit. This despite the fact that the commission system itself was not an issue in the litigation.

More recently, ANA Chairman Edwin A. Ebel, of General Foods, told the AAAA convention last month that the commission system should be reappraised [B•T, April 30] and in addition to ANA's creation of the special study committee under Mr. McLaughlin, AAAA now is in the process of completing the 1956 membership of a regular committee which will be to study the question [B•T, May 14].

Mr. McLaughlin acknowledged to the ANA meeting that the subject is "ticklish" but stressed that it involves no "crisis." What it boils down to, he said, is this:

"The advertising agency is one of the most vital and important factors in American business today. No one desires to do a single thing which will hamper its creative efforts to continue selling the products and services of the great productive machine we have built up in this country since World War II.



MR. McLAUGHLIN

"The media commission system of compensation, in the minds of many, is not in keeping with this more important position held by the advertising agency of today. If it is possible to develop an improved method of compensation, it can improve the climate so that even greater creativity will result.

"It is a difficult problem to resolve because, when you attempt to arrive at a fee or other basis of compensation by a mere analysis of costs of the various activities within an agency you omit consideration of the things that agencies are essentially in business for—the creation of ideas. It is also difficult to apply the yardsticks of cost accounting to ideas, or even to evaluate ideas in terms of specific dollars.

". . . Advertising is just as much a part of business today as banking and financing. Is it too much to ask to review it—once in 23 years?"

An Answer For All

Mr. McLaughlin made clear that nobody "is expecting an answer or a solution tomorrow morning, even though some do seem to feel a sense of urgency." He continued:

"What we are looking for is an open-mindedness that would lead to a mutually satisfactory solution. I think if advertisers were sure that more agency people were taking a more objective and progressive attitude toward this problem, that, in itself, would provide the calm climate necessary for an intelligent exploration of a difficult question.

"What many people in the advertising business are seeking doesn't seem to be unreasonable, it seems to be simply this: Neither we as clients—nor for that matter many people in our agencies—today think of our advertising agencies as space salesmen.

"Certainly we agree they perform worthwhile services for media, but we think the agencies have evolved into something of far greater importance than brokers of space. We don't think of ourselves as buyers and our agencies as sellers nor do we think of them as employes. We want them to continue as a separate and distinct function of advertising, because, if they simply become another department in the advertiser's organization, it would destroy one of their greatest values—objectivity—an absolutely essential ingredient to their ability to create.

"But, on the other hand, we do not want our advertising agencies to consider they represent media. . . .

"Now advertisers don't necessarily want to change any system if it's the best that can be found. However, they don't think the financial end of our business dealings with agencies should necessarily be governed by the financial arrangements agencies have with media.

Proper Consideration

"Now the road has been cleared to discuss honestly, frankly, and without preconceived notions — calmly — in a businesslike manner, financial relationships without criticism, resentment, or any necessity of feeling unethical. There are many services today for which we compensate our agencies which are in no way involved with their deal with media. Let us examine these, evaluate, and agree to their price, not for the purpose of necessarily reducing the agencies' compensation, but more with the view of seeking a method of compensation that is more in keeping with today's sound business practices.

"It is a complex situation. It's a situation that has grown like Topsy. And sometimes it looks like a Rube Goldberg arrangement. But let's sit down and calmly discuss and study it."

Mr. McLaughlin made plain that "this question of agency compensation, and this, of course, involves the question of buying direct from media at net rates, did not spring into being on the first of February [when the AAAA consent decree was signed] or even last May. It's something advertisers have been thinking about for a long, long time. Actually, many an advertising manager, or director, has been under pressure from his top management for answers that he didn't have, and the recent legal fireworks have again started top managements' queries all over again."

He said the ANA Study Committee which he heads is "not going to attempt to either destory, change or champion any particular method of compensation. Nor are we going to enter into general discussions on the larger area of agency-client relationships . . .

"The new Study Committee has been created for the sole purpose of studying the specific subject of methods of agency compensation, because of the terrific interest currently aroused in the subject by the consent decree. And our work will be confined to this one problem. Of course, the problem must be studied in the light of the effect it has on good and productive client-agency relationships."

Coincident with the Pebble Beach meeting, ANA President West announced that Paul H. Willis, vice president in charge of advertising for the Carnation Co., had been added to Mr. McLaughlin's Special Study Committee.

CBS television has placed a new order with Ampex Corp. for seven additional video tape recorders, it was revealed Thursday by Howard S. Meighan, vice president of CBS-TV Western

Speaking of public service . . .

CBS TELEVISION NETWORK

We feature but a few of our many public service programs

The Port That Built A City And State . . . Through film and live remote pick-ups, Helen Delich, *The Sunpapers* Maritime Editor, depicts the importance and adventure of Baltimore's port and its effect on the state.

Your Family Doctor . . . Medical program that features the preventive aspects of the fight against disease. There are question and answer sessions, film documentaries, and discussions with guests.

Students View The News . . . This program teaches current events on the air. Three children from elementary schools analyze news items from the international, national, local scenes.

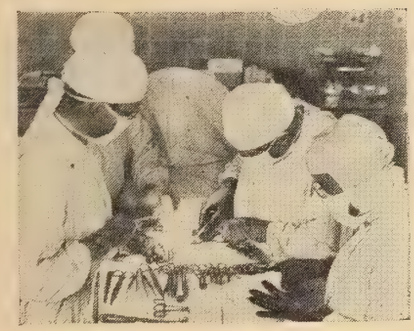
Your City Council Report . . . Women's Civic League conducts this informative series concerning the activities of the Council, that establishes a forum for public discussion of pending legislation.

Election Returns . . . To facilitate fast, complete, and efficient coverage, 5 cameras are employed in remote presentations from *The Evening Sun* newsroom. A staff of experts assures interesting and enlightened reporting.

Calling All Parents . . . Child experts are guests on this discussion program directed to parents in an effort to help them better understand and solve their children's day-to-day problems.

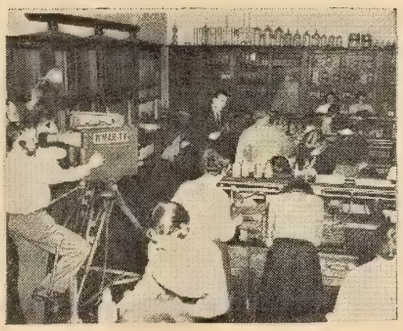
Religious Programs . . . Both network and local programs are included in an inspiring group of six different religious features that are devoted to the Protestant, Catholic, and Jewish faiths.

Network Programs . . . Through CBS, WMAR-TV supplies Baltimoreans with more than ten outstanding public service programs a week, directed to a wide variety of interesting topics.



MEDICINE '56

Illuminating program where eminent specialists in co-operation with the Baltimore City Medical Society try to correct the public's misconception of a number of illnesses.



CHILD IN SCHOOL

Pick-ups of various public elementary and high school classes and sports endeavors. It demonstrates how the classes are conducted and the teaching techniques utilized.



COMEBACK

R. C. Thompson, Director of Vocational Rehabilitation for Maryland, conducts this series that features courageous guests who have triumphed over serious physical handicaps.

On Maximum Power - Televising Color **WMAR·TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

HIGH MAN



on a total pole!

In Baltimore, that's W-I-T-H . . . any way you read radio standings.

- W-I-T-H has twice as many advertisers as any competitor.
- W-I-T-H delivers more listeners per dollar than any competitor.
- W-I-T-H is first by far in out-of-home audience*—and reaches 74%** of all Baltimore homes every week. It's the *popular* station that folks tune in *first* and *automatically.*
- W-I-T-H "pinpointed power" is made-to-order to blanket Baltimore's 15-mile radius at low, low rates—with no waste coverage.
- W-I-T-H is a proven master of "merchandising your advertising."

We could go on—but we think you've already got your answer.

*Hooper Radio Audience Index **Cumulative Pulse Audience Survey

Buy WITH CONFIDENCE

Tom Tinsley
President

R. C. Embry
Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

Div., in an address to the ANA. CBS had previously ordered three prototype Ampex video tape recorders for delivery late this summer. This makes a total of 10 which the network will have in use on the West Coast by the spring of 1957.

The Ampex system provides a practical method of recording tape pictures on magnetic tape which can be played back almost instantly. The new system will replace the current kinescope method of recording television programs, the CBS-TV executive contended.

CBS-TV and the Ampex Corp. put on a demonstration of the Ampex system for a group of 100 national advertisers at the Pebble Beach meeting. It was the first general showing of the Ampex recorder since the system was made public at the NARTB convention in Chicago last month. Mr. Meighan, who led the demonstration of the Ampex video tape recording system said "video tape is just that, it's a tool of television. It has no foreseeable use for theatrical motion pictures."

He added that television tape will have more "usefulness and more flexibility in the television and television advertising field than motion picture film could ever have."

The CBS executive asserted that video tape will be a far cheaper method of recording and will provide better black and white pictures than film.

"We predict," he declared, "it will provide better color pictures than film, and I repeat, it will be far cheaper. I should say it can be cheaper. This is the keynote of this informative commentary."

Mr. Meighan told the advertising group that "in simple terms a tape recorded television program should cost no more than a live television program."

"The Red Skelton show this year, for example, was live 29 times and filmed 10 times," he said. "They were completely comparable shows. It cost $11,400 more per show to film it than to do it live."

Nestle Emphasizes Tv

THE NESTLE Co., White Plains, N. Y., basing an optimistic sales outlook for its Nescafe for use in iced coffee on last summer's test campaign—which showed, among other things, that Nescafe sales in one principal city jumped 24% while other brands dropped 3%—is planning an all-media campaign this summer. Through Bryan Houston Inc., New York, Nestle is planning a summer-long campaign, with emphasis on tv through its *Stage Show* on CBS-TV (also see Nestle-Gleason story, page 44).

AUTOMOBILES IN PHILADELPHIA TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

PHILADELPHIA INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Chrysler Corp.	8	3	39	771
	Chrysler (McCann-Erickson)		1	1	35
	DeSoto (BBD&O)		2	5	170
	Dodge (Grant)		3	18	357
	Imperial (McCann-Erickson)		1	2	69
	Plymouth (N. W. Ayer & Son)		2	13	140
2.	General Motors Corp.	8	3	54	698
	Buick (Kudner)		1	4½	138
	Chevrolet (Campbell-Ewald)		3	19	245
	Oldsmobile (D. P. Brother)		2	29½	301
	Pontiac (McManus, John & Adams)		1	1	14
3.	Ford Motor Co.	2	3	34½	686
	Ford (J. Walter Thompson)		3	24½	355
	Lincoln (Young & Rubicam)		1	1	51
	Mercury (Kenyon & Eckhardt)		2	9	280
4.	American Motors Corp.	1	1	4	158
	Hudson (Brooke, Smith, French & Dorrance)		1	2	79
	Nash (Geyer)		1	2	79
5.	Studebaker-Packard Corp.	1	3	12	108
	Packard (D'Arcy)		1	3½	61
	Studebaker (Benton & Bowles)		3	8½	47

SOFT DRINKS IN WASHINGTON TV

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Coca-Cola (McCann-Erickson)	4	2	12	173

WASHINGTON INDEX (NETWORK PLUS SPOT)

1.	Coca-Cola (McCann-Erickson)	4	4	30½	436
2.	Seven-Up (J. Walter Thompson)	—	1	4	75
3.	Pepsi-Cola (Kenyon & Eckhardt)	—	2	6	74
4.	Royal Crown Cola (Compton)	—	2	3	40
5.	Tru-Ade (Beaumont & Hohman)	—	1	4	3

EXPLANATION

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summaries monitoring for Philadelphia occurred week ending March 23, 1956; for Washington, week ending March 30 (national report) and March 31 (local report).

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

HUDNUT CHARGES TONI WITH COPY WAR

Battle is started as New Quick producer calls news conference, assails rival home permanent firm for allegedly 'lifting' and 'copying' product claims of competitor. Toni denies allegations.

JOEL Y. LUND, president of the Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co., last week charged a chief competitor, the Toni Co. (Division of the Gillette Co.) with "lifting" and "word for word copying" of part of Hudnut's product claims and "advantages previously and exclusively announced by Hudnut." Mr. Lund made his statement at a news conference called by the advertiser and its agency, Kenyon & Eckhardt, last Wednesday at the Biltmore Hotel in New York.

Toni challenged Hudnut's charges against it.

Mr. Lund told the group that the efforts of the Toni Co. to "nullify" Hudnut's current introduction campaign of New Quick home permanent "are beyond the pale of recognized standards of fair competition under our American system of free enterprise."

The alleged similarity in copy approach and phraseology in television and print in both companies' ads was pointed out by Ernest P. Zobian, advertising vice president of Lambert-Hudnut, who also demonstrated with the aid of live models, the claims made by New Quick. According to Mr. Zobian, Hudnut so far has been unable to discover any recent change in the Toni product which might call for the introduction of the current Toni copy theme.

The Godfrey Commercial

Near the end of his talk, Mr. Zobian played a recording of that portion of the Arthur Godfrey commercial mentioned in a letter sent May 14 by William B. Lewis, president of Kenyon & Eckhardt, to Don Paul Nathanson, president of North Advertising, Toni's agency. Copies of the letter were also sent to R. N. W. Harris, president of the Toni Co., and J. P. Spang, president of the Gillette Co.

In the letter, Mr, Lewis stated:

"I have before me a transcript of a commercial made by Arthur Godfrey for Tip Toni in his television program of Wednesday, May 2. In this commercial, he implies, in the following language, that claims being made for the New Quick product of our client, Richard Hudnut, are false:

" 'Now, because of this trend in hair styles, some companies may start trying to tell you that their full size permanents take only half the winding, but don't let anybody fool you. There is a gimmick. They really want you to buy a full-size permanent and use half of it and save the left-over lotion for the next time. But you know left-over lotion is for the birds. That's no good! No matter what kind, it tends to weaken. It gives weak, washed-out waves.'

"This is obviously an attack upon Richard Hudnut, as no other home permanent possesses the described properties or is being advertised in the described manner. The plain import of this commercial is that unused wave lotion left in the bottle of our client may not be used for another wave.

"Mr. Godfrey's remarks followed by only a few days the appearance of advertising on behalf of Tip Toni which is extraordinarily similar to that of Richard Hudnut's New Quick. The first trade showing of New Quick advertisements appeared early in March. In these advertisements, the chief copy points covered certain advantages of the new product, such as the fact that it eliminates 'half the work, half the winding,' and on April 24, Tip Toni ads appeared in the *New York Daily News* and the *New York Journal-American,* using the identical words by New Quick. Incidentally, these print advertisements also included the words: 'left-over lotions . . . give weak, washed out waves.'

"It has been demonstrated to the satisfaction of Kenyon & Eckhardt that the claims made by Richard Hudnut's New Quick can be backed to the limit with complete, scientific data. Specifically, we have proof of the fact that unused waving lotion left in the New Quick bottle may be used to give a second, fully-effective wave—and we also have proof that the new lotion, with the new directions for use, will wave a complete head of hair with half the work and half the winding time.

"We know that you are as anxious as we are to support the ethics of our profession. In this instance, it would appear that your client has made patently false statements regarding the product of our client, Richard Hudnut. In the best interests of our profession, and the best interests of the home permanent business generally, we hope that you and your client will desist from making any further statements of the kind here set forth.

"We are looking forward to an early answer from you to that effect."

Mr. Zobian read the letter to the assembled group of reporters. He said that although they had had no reply from Mr. North to Mr. Lewis' letter, New Quick nevertheless had an answer for Mr. Godfrey and his reference to "our feathered friends." [Mr. Godfrey's statement that "left over lotion is for the birds."] Mr. Zobian thereupon unveiled two live canaries: one had very curly feathers, the other's were smooth. Mr. Zobian pointed to the curly bird and explained "this bird has the New Quick."

Richard Hudnut does not plan to take legal action against the Toni Co., Mr. Lund said at the close of the meeting, but will continue to go ahead with its present advertising theme.

In Chicago Stuart K. Hensley, vice president of the Toni Co., made no direct counter-charges against Lambert-Hudnut, nor did he identify the "competitor" by name. He merely answered the charges concerning origination of the advertising theme for the partial home permanent wave, and stated:

"Toni's record as pioneer and builder of the $100 million home permanent business speaks for itself. We have always strived to offer a product that merits consumer confidence and to avoid any advertising claims that tend to confuse the consumer. This has been the basis of Toni's continued leadership in the home permanent field."

Mr. Hensley indicated Tip Toni home permanent has been merchandised since June 1955 and claimed its advertising stressed the product is intended for use when partial permanents and special hair styles are desired. He continued:

"Actually, the competitor's campaign has been an attempt to adapt this approach to a regular full-sized kit by advocating the use of left-over lotion." By contrast, he claimed, Lambert-Hudnut's advertising did not "distinguish" between partial and full-size permanents.

The Lambert-Hudnut kit, Mr. Hensley suggested, has only enough lotion for one complete permanent while being sold with the representation it contains two waves.

"This is evident on examination of the directions which come with the competitor's kit disclosing that the entire kit must be used for a complete wave," Mr. Hensley asserted.

"The claim of saving work by use of a partial wave is an old one in the industry. The claim by the competitor that its product saves half the work is confusing to the consumer since it does not make it clear that only a partial permanent will result."

The Toni Co. has "discouraged" use of left-over lotions through the years, Mr. Hensley added, claiming that waving lotions tend to weaken when exposed to air and give less effective waves. He cited a recent Arthur Godfrey commercial (which he said Lambert-Hudnut had criticized) which "reiterated" this point and stressed the product's advantage lay in partial permanents and to avoid left-over lotion.

None of Toni Co.'s Chicago agencies were prepared to comment on the Lambert-Hudnut charges. Mr. Hensley is identified with sales brand promotion and advertising.

Colgate Is Reported After Free Time Offers

RADIO and television stations are being solicited by Colgate-Palmolive Co. to give all the time they can—free of charge—in support of a campaign that Colgate is paying magazines to run.

This came to light last week as stations reported receipt of letters from Stuart Sherman, Colgate advertising vice president, enclosing proofs of a two-page magazine ad regarding a box-top campaign for the U. S. Olympic Committee and asking them "with the means at your disposal to acquaint your audience with this patriotic endeavor."

Mr. Sherman was out of town, but another Colgate official confirmed the issuance of the letters and said they were sent to those radio and tv stations on Colgate's current list. One station spokesman observed. "That means the stations will be afraid not to donate time, for fear of losing the Colgate advertising they're now getting."

A spokesman for Colgate later defended the company's move, asserting that the request was not actually for free time but rather for editorial support of a worthy cause, that of the Olympic Committee. Colgate's use of paid-space in magazines, he maintained, was "a different matter" and not to be compared with the request sent to the stations. He said "a number" of stations have indicated they would cooperate.

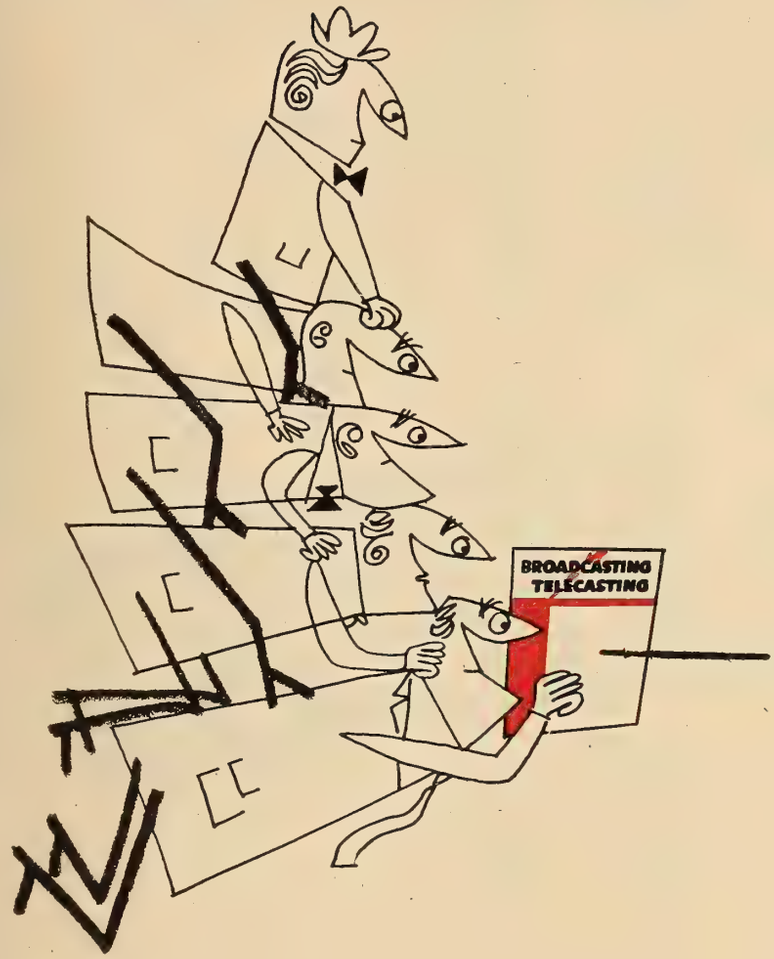
Mr. Sherman's letter told stations that "spot announcements, news items and mention on service programs during May and June will be very helpful. After you have considered this matter, we would appreciate a report from you as to the type and extent of the cooperation you plan to give."

The ads are being run in color, according to Colgate authorities, in *American Weekly* (supplement), *This Week, Parade, Life, Look,* and *Ebony* magazines, and in black-and-white in *American Weekly Magazine, Veterans of Foreign Wars Magazine,* and *Extension, Scholastic Coach,* and four other scholastic publications.

Detroit Ad Agency Revamped; M. P. Patten Forms Own Firm

M. P. PATTEN, president and board chairman of Patten-Gille-Beltaire Inc., Detroit advertising agency, has resigned from the firm and sold his stock to the other two principals, Frank H. Gille and Beverly Beltaire. The agency will henceforth be known as Gille-Beltaire Inc., with Mr. Gille as president and Mrs. Beltaire, executive vice president-treasurer.

The agency was formed in September 1954 when Gille Assoc. joined M. P. Patten Co. and has grown to an annual billing of over $1 million. Mr. Patten plans to form a new agency bearing his name with offices in Birmingham, Mich.



77,440

READERS

every week!

that's why B•T
is the Best
Advertising Value
in the radio and
television field . . .
(ARB Study, April 1956)

McHUGH BECOMES KATZ PRESIDENT

JOHN T. McHUGH, senior vice president and manager of the New York office of Joseph Katz Co., Baltimore and New York, advertising agency, has been named president of the agency, succeeding Joseph Katz, who has moved up to the chairmanship.

Mr. McHugh has been with the agency for the past 24 years.

Harry Kullen, vice president and business manager of production and art, and Roland Brave, vice president and copy account executive, have been made senior vice presidents.

Stanley Blumberg, vice president, has been named copy chief in the Baltimore office, and Charles H. Remsey, copy chief in New York.

Morton L. Salan and William V. Linn, account executives, have been named vice presidents and Gertrude Myers, administrative assistant to the chairman.

Mr. McHugh will remain in the New York office and Mr. Katz in the Baltimore office.

Stolzoff, Meyer Join Grey Adv., New York

JEROME S. STOLZOFF, vice president and account supervisor, The Biow Co., and Edward H. Meyer, Biow account supervisor, last week joined Grey Adv., New York, as vice presidents and account supervisors. The Biow Co. will cease operation June 30.

Mr. Stolzoff joined Biow in 1953 as account executive after tenures with Foote, Cone & Belding, Chicago, and Cramer-Krasselt Co., Milwaukee. He was named a Biow vice president last year. Mr. Meyer began his advertising career with Biow in 1952.



MR. STOLZOFF



MR. MEYER

Three Sponsors Purchase 'Lancelot' NBC-TV Series

WHITEHALL PHARMACAL Div., American Home Products, New York, and Lever Bros. Co., New York, will sponsor, on an alternate-week basis, the *Adventures of Sir Lancelot,* a Sapphire Films presentation made in England set to premiere on NBC-TV Sept. 24 [CLOSED CIRCUIT, May 14].

The program, which will be seen three out of four Mondays, 8-8:30 p.m. EDT, will be the second British-made film series shown in the U. S. using medieval times as its motif. The other is the *Adventures of Robin Hood,* currently seen on CBS-TV, Mondays, 7:30-8 p.m. *Robin Hood* was recently renewed for the 1956-57 season by Wildroot and Johnson & Johnson. Agencies concerned with *Lancelot* sponsorship are J. Walter Thompson Co. for Lever Bros. and Ted Bates for Whitehall Pharmacal.

LATEST RATINGS

NIELSEN

TOP TV PROGRAMS (TWO WEEKS ENDING APRIL 21)

Rank	Program	Sponsor	Agency	Net work	No. of Stations	Day & Time	Total No. Tv Homes (000)
1.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	16,988
		General Foods	Young & Rubicam		157		
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	16,076
3.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	15,971
4.	Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	Wed., 7:30-8:30	15,830
		American Dairy	Campbell-Mithun				
		Derby Foods	McCann-Erickson				
5.	December Bride	General Foods	Benton & Bowles	CBS	182	Mon., 9:30-10	14,602
6.	Perry Como Show	Armour	Tatham-Laird	NBC	81	Sat., 8-9	13,303
		Dormeyer	John W. Shaw		82		
		Gold Seal	Campbell-Mithun		86		
		International Cellucotton Prod.	Foote, Cone & Belding		90		
		Noxzema Chemical	Sullivan, Stauffer, Colwell & Bayles		95		
		Toni	Weiss & Geller		91		
7.	Jack Benny Show	American Tobacco	BBDO	CBS	172	Sun., 7:30-8	13,303
8.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	12,987
9.	G. E. Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	12,425
10.	The Millionaire	Colgate-Palmolive	Ted Bates	CBS	139	Wed., 9-9:30	12,390

	Average Audiences		% of Total Homes Reached		% of Average Audience
1.	I Love Lucy 16,251	1.	I Love Lucy 50.0	1.	I Love Lucy 47.8
2.	64,000 Dollar Question 15,093	2.	Ed Sullivan Show 48.1	2.	64,000 Dollar Question 44.8
3.	December Bride 13,654	3.	54,000 Dollar Question 47.4	3.	December Bride 40.8
4.	Ed Sullivan Show 12,952	4.	Disneyland 46.7	4.	Ed Sullivan Show 38.8
5.	Disneyland 12,776	5.	December Bride 43.6	5.	Disneyland 37.7
6.	Jack Benny Show 12,496	6.	Perry Como Show 39.8	6.	Jack Benny Show 37.3
7.	Dragnet 11,969	7.	Jack Benny Show 39.7	7.	Millionaire, The 36.1
8.	Millionaire, The 11,899	8.	Dragnet 37.8	8.	Dragnet 34.8
9.	I've Got a Secret 11,513	9.	Arthur Godfrey's Scouts 37.8	9.	I've Got a Secret 34.7
10.	G. E. Theatre 11,513	10.	Millionaire, The 37.6	10.	Arthur Godfrey's Scouts 34.7

I've Got a Secret	R. J. Reynolds	William Esty	CBS	170	Wed., 9:30-10
Arthur Godfrey's Talent Scouts	Lipton	Young & Rubicam	CBS	89	Mon., 8:30-9
	Toni	North Adv.	CBS	151	

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TRENDEX

TOP 10 EVENING TV SHOWS (MAY 1-7)

Rank	Program	Sponsor	Agency	Net work	No. of Stations	Day & Time	Ratings
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	39.4
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	38.1
3.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	37.8
		General Foods	Young & Rubicam		157		
4.	$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	Sun., 10-10:30	31.9
		Revlon	C. J. LaRoche				
5.	Hitchcock Presents	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	29.4
6.	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	27.9
7.	Your Hit Parade	Warner Lambert	Kenyon & Eckhardt	NBC	176	Sat., 10:30-11	26.2
		American Tobacco Co.	BBDO				
8.	Do You Trust Your Wife	General Motors-Fridgidaire Div.	Kudner	CBS	140	Tues., 10:30-11	26.2
9	This Is Your Life	Procter & Gamble	Benton & Bowles	NBC	133	Wed., 10-10:30	25.9
10.	Red Skelton	S. C. Johnson & Sons	Foote, Cone & Belding	CBS	79	Tues., 9:30-10	25.8
		Pet Milk Co.	Gardner		96		

M-E Names Snyder to Post

FRANKLIN C. SNYDER, former vice president and general manager of WXEL (TV) (now WJW-TV) Cleveland, has been named vice president and account service director in the Cleveland office of McCann-Erickson agency. Almost simultaneously Russell Jones was added to the Cleveland office as a regional advertising and sales promotion specialist on the Coca-Cola bottling account.



MR. SNYDER

Mr. Snyder opened WXEL-TV in 1949 for the Empire Coil Co. ownership and remained as station manager when the property was purchased in 1955 by the Storer Broadcasting Co. Last October he left the Cleveland station to serve as a consultant in New York City for Westinghouse Broadcasting Co.

Mr. Jones was formerly with Fulham Bros. 4-Fisherman Seafood Co., Chicago, Proctor & Gamble, Foodtown Markets in Michigan, and the Grand Rapids Wholesale Grocery Co.

Florida Citrus Commission Sets $320,000 for Tv Spots

FLORIDA Citrus Commission will spend $320,000 of a $380,000 summer advertising budget for tv spots—67 markets with 275 spots a week—it was announced by the commission last week. The remaining $60,000 will be spent in two magazines, *Saturday Evening Post* and *Better Homes & Gardens.*

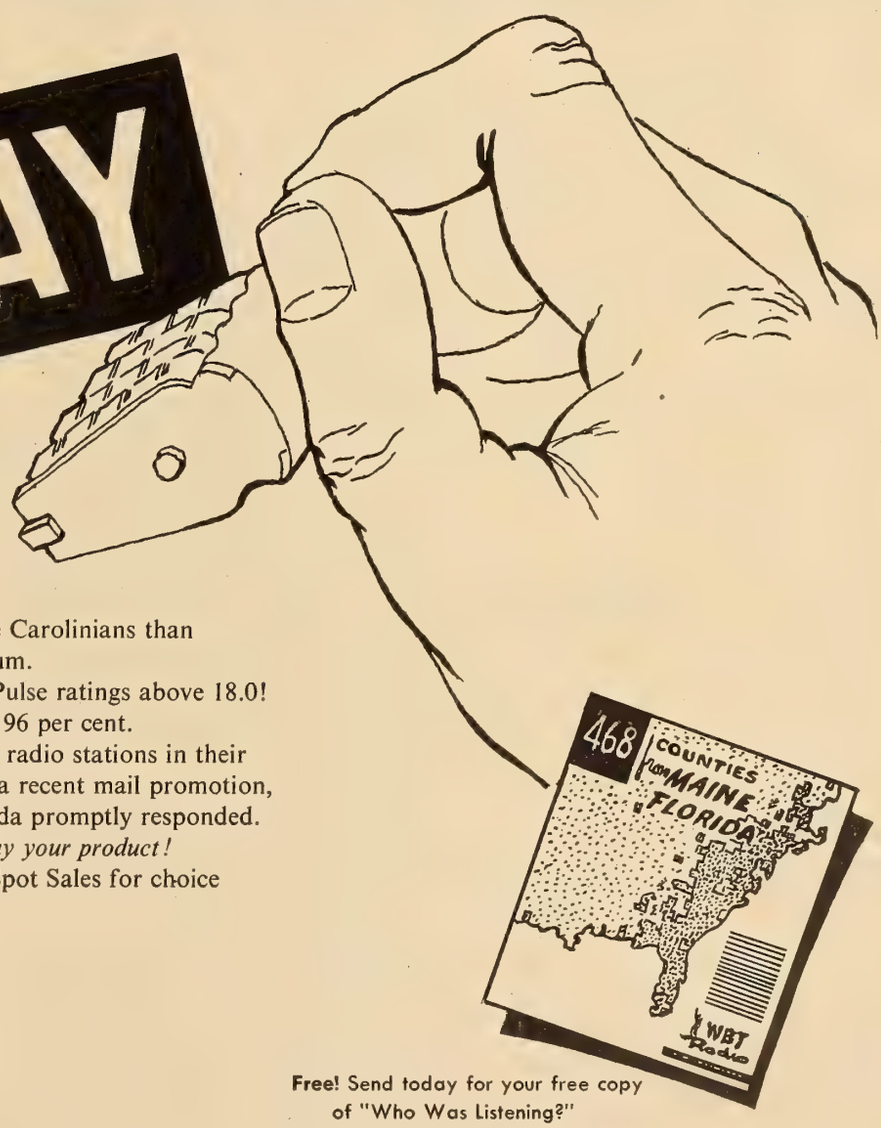
The commission, which will be reorganized June 1 with several new members on the 12-man body, went on record as recommending to the new commission that the Benton & Bowles contract be continued.

Eastman Switches Shows

EASTMAN KODAK Co., Rochester, N. Y., which has switched its *Screen Directors Playhouse* from NBC-TV to ABC-TV, in the Wednesday 9-9:30 p.m. EDT spot, effective July 4, last week announced that it would drop *Playhouse* as of the Sept. 26th telecast. In its place, Kodak will sponsor *The Adventures of Ozzie and Harriet,* currently seen Fridays, 8-8:30 p.m. EDT on ABC-TV, and the network will move the show into the slot vacated by *Playhouse* on Oct. 3.

WHO LISTENS TODAY

MAY 21 1956



Today! WBT Radio reaches more Carolinians than any other single advertising medium.

Today! WBT Radio is getting Pulse ratings above 18.0! Share of audience runs as high as 96 per cent.

In fact, WBT Radio beats local radio stations in their own home counties. And, during a recent mail promotion, 468 counties from Maine to Florida promptly responded.

Who listens? *The people who buy your product!* Call WBT Radio or CBS Radio Spot Sales for choice availabilities . . . today!

Free! Send today for your free copy of "Who Was Listening?" Ned Burgess / WBT Radio / Charlotte, N. C.

WBT Radio

Charlotte, N. C. — Colossus of the Carolinas
Jefferson Standard Broadcasting Company



A RADIO saturation campaign on behalf of California Long White potatoes has been contracted on KLAC Los Angeles with WKMH Detroit, WHK Cleveland, KLIF Dallas and WFBM Indianapolis set to air the spots beginning May 24. Singing commercials are to be used and were recorded by Song Ad Film-Radio Productions for the California Long White Potato Advisory Board, through McCarty Co., Los Angeles. Going over the script for one of the commercials are (l to r) Bill Geisler, McCarty account executive; E. B. Pirtle Jr., Long White secretary-manager; Robert Sande, Song Ads president; Tudy Williams and Ray Linn, vocalists featured on the commercials; Herb Brown, McCarty account executive, and Bill Wood, McCarty creative executive.

IT'LL BE JACKIE GLEASON IN THE SAT. 8-9 CORNER

Nestle's, Buick, CBS and comedian have varying plans for the Saturday night spot. But it appears that Gleason's desire to return to hour live show will dictate final verdict.

HONEYMOONERS were scarce at CBS' New York offices last week where a mass courtship of advertisers and their agencies was under way, all concerned with the future of the Saturday, 8-9 p.m. time slot on CBS-TV.

Although not precisely clear at what point who was courting whom, the purpose was obvious: Clear the aisle for comic Jackie Gleason to reunite with his one-hour live show format of a year ago.

For the last season, Mr. Gleason has been featured in a filmed half-hour program *The Honeymooners.* The series started in the fall in the 8:30-9 p.m. EDT period on CBS-TV, but soon switched to a half hour earlier as *The Perry Como Show* on NBC-TV (8-9 p.m.) progressively cut deeper into the Gleason ratings.

At least one thing was certain, both the network and Mr. Gleason are convinced the filmed series should be dropped in favor of a live show. It is from this point on, however, that the situation becomes complicated.

The Honeymooners is a Jackie Gleason Enterprises Inc. production. So is another half-hour series, *Stage Show,* which is sponsored by Nestle Co. (Nescafe), through Bryan Houston Inc., New York. Buick Motor Div. of General Motors Corp. is the advertiser on Mr. Gleason's show, through Kudner Agency.

Nestle reportedly is not concerned with Mr. Gleason's show as a sponsor but is desirous of backing a program adjacent to it. That it did with *Stage Show.* But if the latter is to vacate the 8:30-9 p.m. spot—or another show is inserted (Nestle has been considering *Oh Suzanna,* a half-hour film series with Gale Storm as the start, for the fall)—Nestle would have to accept another time period.

Meanwhile, Buick was parked at the curb, waiting for the Nestle-CBS decision. The auto company reportedly has been thinking in terms of dropping the Gleason series in preference to sponsorship of an hour-long show. Buick pays about $65,000 for talent and production for each half-hour film with next season's cost per film expected to go to $70,000. Buick has a contract with Mr. Gleason.

Under the Buick-Gleason pact—for two years (1955-56 and 1956-57 seasons)—Mr. Gleason was signed specifically for *The Honeymooners.* The money involved at the time of signing [B•T, Dec. 27, 1954] was put at $7.5 million. Since only one year of the contract will have been fulfilled at the close of this season, presumably the pact would be renegotiated should Buick decide to drop sponsorship.

At the same time, the Electronicam Div. of Allen B. DuMont Labs, which has been filming the show, holds a contract that has a tab said to be above the $250,000 figure for a single season of *The Honeymooners.* CBS, however, reportedly has agreed to absorb costs of nullifying the contract. CBS also has a contract with Mr. Gleason.

The CBS-Gleason contract gives the network exclusive services of the comic at $100,000 per year, whether or not Mr. Gleason works, for 15 years between 1957 and 1972 [B•T, Jan. 10, 1955].

As of late Thursday, negotiations continued.

Summer Fights Planned

GILLETTE Co., Boston, through Maxon Inc., New York, last week announced its intentions to sponsor the *Cavalcade of Sports* simulcasts of Friday night boxing bouts throughout the summer. It will mark Gillette's first year-round sports schedule. All simulcasts will be seen and heard Fridays, 10 p.m., with the exception of August 17 and 24 when the Gillette time periods will be pre-empted to make room for NBC's convention coverage from Chicago and San Francisco.

TV SETS IN 75% OF U.S. HOMES

THREE out of four U. S. households have tv sets, according to a sample survey made in February by the U. S. Census Bureau and released last Wednesday.

The bureau found about 35 million, or 73% of households enumerated in February had one or more sets, an increase of about 10% over the 32 million households with tv receivers last June when the bureau made its last tv set survey. Information obtained in February by the Bureau's Current Population Survey was gathered at the request of the Advertising Research Foundation with the cost underwritten by ABC, CBS-TV, NBC, NARTB and Television Bureau of Advertising. ARF last week noted that a "more detailed analysis of the results" of the latest survey would be released in late June or in July.

Survey Shows Viewer Loyalty To Through-Summer Programs

HILTON & RIGGIO agency has made a study of 15 tv programs that continued through the summer versus 13 programs that discontinued and used summer replacements. The agency came up with the following facts:

1. Less than 3% of the summer audience is new.

2. 39.4% of the viewers watch a specific winter program, while only 19.2% watch the summer replacement program.

3. An average of 31.7% of homes watched 15 programs that carried through the hot weather months, but only 12.2% of the viewers watched 13 shows that featured summer replacements.

Some advertisers may find "summer only" viewers an advantage, H & R stated but most, "we find, want program continuation."

ARB Study Cites Accuracy Of Sample Coverage Survey

IN a special study just released, the American Research Bureau found that a small, carefully selected sample can be used to accurately measure tv station coverage and viewing and that there is a minimum sample size below which results become too erratic for sound use.

Surveys were taken, consisting of 312 interviews, in Pendleton, Ore., and Merced, Calif. The 312 sample was divided into six equal groups of 52, selecting every sixth interview. With this method of selection, all differences between the six samples had to be sampling deviation. The same procedure was then followed for samples of 104, 156 and 208.

At the lowest sample level, a high degree of variation occurred. As the sample became larger, the closeness of the figures increased, until at 208, they became relatively stable, the survey disclosed.

Tv Center Plans Expected

PRELIMINARY plans are expected to be announced this week for a building project on Manhattan's West Side, which proposes a television center as well as a new baseball stadium for the New York Giants. It is envisaged that the venture, reported as a $70 million undertaking, will have a tv center on the north end of the location, which runs from 60th to 72d Sts., and from West End Ave. to the West Side Highway.



ALL SEWED UP!

WSAZ-TV has the audience sewed up in the Huntington-Charleston television market with ALL TEN of the TOP TEN— plus 23 out of the top 25 shows*

1. GROUCHO MARX — WSAZ-TV
2. PERRY COMO — WSAZ-TV
3. THE BIG SURPRISE — WSAZ-TV
4. DRAGNET — WSAZ-TV
5. FIRESIDE THEATRE — WSAZ-TV
6. GEORGE GOBEL — WSAZ-TV
7. TRUTH OR CONSEQUENCES — WSAZ-TV
8. BIG STORY — WSAZ-TV
9. ROY ROGERS — WSAZ-TV
10. FORD THEATRE — WSAZ-TV
11. PEOPLE'S CHOICE — WSAZ-TV
12. ROBERT MONTGOMERY — WSAZ-TV
13. LASSIE — Station B
14. $64,000 QUESTION — Station B
15. PEOPLE ARE FUNNY — WSAZ-TV
16. WATERFRONT — WSAZ-TV
17. MEDIC — WSAZ-TV
18. LIFE OF RILEY — WSAZ-TV
19. LUX VIDEO THEATRE — WSAZ-TV
20. FATHER KNOWS BEST — WSAZ-TV
21. SATURDAY NIGHT JAMBOREE — WSAZ-TV
22. BIG TOWN — WSAZ-TV
23. CAESAR'S HOUR — WSAZ-TV
24. GRAND OLD OPRY — WSAZ-TV
25. LORETTA YOUNG — WSAZ-TV

***and all the top cumulative daytime ratings, too, according to ARB, Feb. 1956.**

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK

WSAZ

TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency.

He's Showing How Much a



PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
PLaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Edison 6-3349

HOLLYWOOD
1750 N. Vine St.
Hollywood 9-1688

SAN FRANCISCO
Russ Building
Sutter 1-3798

Modest Budget Can Buy—
IN TELEVISION



THE Colonel is talking facts and figures to a man with a modest advertising budget . . . and a notion that television is too expensive for *his* company.

The facts are that this advertiser can employ a high frequency technique — especially effective for grocery store products — at figures that average out to less than $100 per week in markets with less than 250,000 sets and run somewhere between $400 and $500 for markets with more than 1,000,000 sets!

Regardless of the size of your budget, we are sure you would find that the Colonel's approach is interesting and that his facts are sound. He'd like very much for you to examine them in the light of your future advertising plans.



Representing VHF Television Stations:

		VHF CHANNEL	PRIMARY
EAST — SOUTHEAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	ABC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	NBC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WDBJ-TV	Roanoke	7	CBS
WTVJ	Miami	4	CBS
MIDWEST — SOUTHWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC-ABC
WCCO-TV	Minneapolis-St. Paul	4	CBS
KMBC-TV	Kansas City	9	ABC
WBAP-TV	Fort Worth-Dallas	5	ABC-NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU—KHBC-TV	Hawaii		
KRON-TV	San Francisco	4	NBC

'Tribune' Advertising Forum To Be May 21-22 in Chicago

ADVERTISING budgets and changes in the areas of communications, consumer preferences and product distribution will be explored by top business leaders at the *Chicago Tribune's* Seventh Annual Forum on Distribution and Advertising in that city today (Monday) and tomorrow.

A series of three panel sessions will be held in the WGN (Chicago) Audience Studio, it was announced last week by Alvin W. Dreier, general advertising manager of the *Tribune*.

In the communications meeting Tuesday, problems of saturation in advertising and challenges posed by similarities in products and services will be discussed.

Consumer panel participants Monday will include Arno H. Johnson, vice president of J. Walter Thompson Co., as moderator, and Edwin W. Ebel, vice president of advertising and consumer relations, General Foods Corp.; William A. Hart, president of Adv. Research Foundation Inc.; Edward C. Von Tress, vice president and executive advertising director, Curtis Publishing Co., and Earle Ludgin, board chairman, Earle Ludgin & Co.

Among panelists on the Tuesday distribution session, with J. Kenneth Laird Jr., president of Tatham-Laird Inc., as moderator, are E. M. Braden, general sales manager, Chrysler Div. of Chrysler Corp., and J. S. Petterson, director of merchandising - advertising sales promotion, Norge Div. of Borg-Warner Corp. Communications panel speakers Tuesday will include James R. Adams, board chairman of MacManus, John & Adams Inc.; Andrew F. H. Armstrong, vice president of Leo Burnett Co.; Melvin Brorby, vice president of Needham, Louis & Brorby Inc.; J. W. Maurer, advertising director, Wildroot Co., and Kenneth J. Ward, vice president, J. Walter Thompson Co.

Philco Enters Home Laundry With $2,755,000 Campaign

ENTRY of the Philco Corp. into the home laundry equipment field was announced Tuesday over a one-hour, closed-circuit telecast to about 25,000 dealers in 100 cities. Details of a $2,755,000 advertising campaign, which will include radio and television, were outlined.

Ray George, vice president in charge of advertising for Philco, reported that the budget has been set to promote the laundry in all media, starting in June and continuing through the end of the year. He observed that of the $4.5 million package for Philco's sponsorship of the political conventions and elections on ABC Radio and ABC-TV this summer and fall, about one-third will be allocated to radio and television messages devoted to the new home laundry items.

The telecast was arranged by the company and its agency, Hutchins Adv., Philadelphia, in association with ABC-TV.

Philip Morris Buys Time For 3-Hour Musical Show

PHILIP MORRIS Inc., through N. W. Ayer & Son, last week contracted with WMOX Meridian, Miss., as origination point for a special three-hour regional country musical festival this Friday, 7-10 p.m.

WMOX, under terms of the agreement jointly signed by Roger Greene, PM's advertising director, and Joseph Carson, WMOX's manager, the station will feed the "Southern Spectacular" to 22 other stations in Mississippi, Alabama and Louisiana.



TO MARK sponsorship by Bulova Watch Co. of *Two for the Money* on CBS-TV, Herb Shriner (r) is presented a Bulova "23" by John H. Ballard, president of the watch company. Sponsorship began on May 5 and represents the firm's first entry into network program tv in five years.

Network Tv Leads Campaign To Be Launched by Paper-Mate

A $1 MILLION advertising campaign, with the bulk tabbed for network television, will be launched May 28 by the Paper-Mate Co., subsidiary of Gillette Co., for its new "Piggy Back" Capri pens.

Plans worked out by Foote, Cone & Belding, Chicago, the Paper-Mate agency, call for an eight-week drive in all media, spearheading its multi-million dollar annual advertising schedule. Tv spots are being purchased in about half a dozen large markets, along with spot radio. Network radio includes simulcasts of NBC's *Cavalcade of Sports* and CBS's *Arthur Godfrey's Talent Scouts* as well as NBC radio's *Truth or Consequences*.

Television properties are *Arthur Godfrey and His Friends*, the *Garry Moore Show* and *Bob Crosby Show* on CBS-TV and *People Are Funny* and *Perry Como Show* on NBC-TV. Gillette and its Toni Co., are participating sponsors on the network radio and tv programs. Paper-Mate hopes to reach an estimated audience of 45 million viewers on tv each week.

Broadcast media will be augmented by newspapers, magazines, and Sunday supplements. Paper-Mate Co. became a Gillette subsidiary late last year. The "Piggy Back" is a new pen with built-in spare refill.

Ideal Signs for Parade

IDEAL TOY Corp., New York, last week signed with NBC-TV to sponsor for the second consecutive year Macy's annual Thanksgiving Day Parade telecast, Nov. 22, 11-12 noon EST. According to Ideal President Ben Michtom, local retailers will be able to buy a 40-second station break in the middle of the hour-long show. The toy company currently participates in 34 local children's programs in 28 cities. Grey Adv., New York, is Ideal's agency.

GE Signs for Summer Show

GENERAL ELECTRIC CO.'s appliance and tv set division, through Young & Rubicam, New York, last week signed to sponsor a series of 10—as yet untitled—30-minute original teleplays in ABC-TV's 9-9:30 p.m. EDT Tuesday time slot, to be vacated by the summer hiatus of Danny Thomas' *Make Room for Daddy*. The new series premieres July 3.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

May 26 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co., through Ruthrauff & Ryan (also June 2, 9, 16, 23, 30).

May 24 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson.

June 2 (9:30-11 p.m.) *Ford Star Jubilee*, "A Bell for Adano," Ford Motor Co., through J. Walter Thompson.

June 7 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp., through McCann-Erickson.

NBC-TV

May 21 (7:30-7:45 p.m.) *Gordon MacRae Show*, Lever Bros., through BBDO (also May 28).

May 21-25 (3-4 p.m.) *Matinee*, participating sponsors (also May 28, June 1, 7-8, 11-12, 19-22, 25-29).

May 21-25 (5:30-6 p.m.) *Howdy Doody* participating sponsors (also May 28-June 1).

May 22 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 24, 29, 31, June 26-28).

May 27 (3:30-4 p.m.) *Zoo Parade*, sustaining (also June 17, 24).

May 27 (4-5 p.m.) *Antarctica: Third World*, sustaining.

May 28 (8-9:30 p.m.) *Producer's Showcase*, "Bloomer Girl," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul, Lefton and Grey.

May 30 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.

June 3 (9-10 p.m.) *Goodyear Playhouse*, "Primary Colors," Goodyear Tire & Rubber Co., through Young & Rubicam.

June 5 (8-9 p.m.) *Milton Berle Show*, Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.

June 9 (9-10:30 p.m.) *Max Liebman Presents*, Oldsmobile, through D. P. Brother.

June 13 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co., through J. Walter Thompson.

June 17 (7:30-9 p.m.) *Sunday Spectacular*, "The Bob Hope Show," participating sponsors.

June 20 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.

June 25 (8-9:30 p.m.) *Producer's Showcase*, "Happy Birthday," Ford Motor Co., Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

June 26 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also June 28).

[Note: This schedule will be corrected to press time of each issue of B•T]



White-tailed Deer

Odocoileus virginianus

Family groups like this help make the far reaches of Michigan a paradise for hunters and vacationists. The proud parents are rusty-red in summer; brownish-gray in winter. Spring-born fawns sport white spots until autumn.

Original sketch by conservationist Charles E. Schafer.

Put your dollars where the people are

Deer are dears but they don't spend a buck for food, drugs, cigarettes or any other product you advertise on radio.

Enjoy the deer when you vacation in Michigan but put your advertising dollars where the people are—on WWJ, first in Detroit in experience, acceptance, and audience-winning personalities.

70 per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1⅓ million cars and spend over $5 billion annually for retail goods.



WWJ AM FM

WORLD'S FIRST RADIO STATION

owned and operated by
THE DETROIT NEWS

NBC Network

• ***National Representatives:*** **PETERS, GRIFFIN, WOODWARD, INC.**

good spot to



be in!

And it's easy to *put yourself* into this picture. Butcher, baker, candlestick maker, you'll get fast results from spot television when you use any of the 12 high-impact stations we represent.

Look what happened with the Continental Baking Company late last year. Their sales of Brown 'n' Serve Rolls in the uranium-rich Salt Lake City area were booming—up 52.5% over the previous year. But Continental figured they could do even better, with the help of KSL-TV. And how right they were! A low-cost schedule of 26 announcements jumped their November-December sales *151% over the same months in 1954!* As Mr. A. N. Rassmussen, Continental's district manager, said at the time: "With results like these you can be sure spot television will continue to be one of our prime buys . . . and KSL-TV heads the list!"

Easy to understand why more than 400 national spot advertisers are currently placing schedules on one or more of the 12 stations (and the regional network) we represent. *Good spot to be in!*



Ask to see our presentation on the effectiveness of Spot Television. Call, write or wire Clark B. George, 485 Madison Ave., New York City 22; PLaza 1-2345.

CBS TELEVISION SPOT SALES *Representing*
WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KGUL-TV Galveston-Houston, KSL-TV Salt Lake City, KOIN-TV Portland, KNXT Los Angeles, and the CBS Television Pacific Network

SPOT NEW BUSINESS

General Foods Corp. (Post Grape-Nuts Flakes and Post Sugar Crisp), Battle Creek, Mich., will launch premium promotion campaign during June and July, using tv spots in major markets and messages on regularly-sponsored tv programs—*Roy Rogers, Fury* and *Mighty Mouse*. Agency: Benton & Bowles, N. Y.

NETWORK RENEWALS

S. C. Johnson & Son (wax), Racine, Wis., set to renew *Robert Montgomery Presents* on NBC-TV (Mon., 9:30-10:30 p.m. EDT) and *The Red Skelton Show* on CBS-TV (Tues., 9:30-10 p.m. EDT). Company is alternating sponsor of each. Agency: Needham, Louis & Brorby Inc., Chicago.

A&A PEOPLE

Carl Sigler, merchandising director, Gordon Best Co., Chicago, named vice president in charge of merchandising. He has also been elected director of Sales Executives Club of Chicago and re-elected director of Merchandising Executives Club of which he is founder.



MR. SIGLER

Fred Klein, associated with The Toni Co. eight years, resigned to join Earle Ludgin & Co., Chicago agency, as vice president and account supervisor.

John J. Poister, supervisor in charge of Alcoa account and contact department director, Tempo Inc., Chicago agency, elected vice president.

William W. Mulvey, member, executive staff, Cunningham & Walsh, N. Y., elected vice president of agency.

Marion Welborn, account executive for five years in L. A. office of The Caples Co., elected vice president.

Hunter Hendee, supervisor on H. J. Heinz account at Maxon Inc., Chicago, elected director of agency.

James R. Bremmer Jr., for 15 years head of his own sales and merchandising firm, to Presba, Feller & Presba Inc., Chicago, as account executive and marketing consultant.

Jerome B. Roscoe, account executive, J. Walter Thompson Co., N. Y., to C. J. LaRoche & Co., in similar capacity. **Richard Eckler,** radio-tv director, Kastor, Farrell, Chesley & Clifford, N. Y., and **Paul Ross,** NBC cooperative program sales department, to radio-tv department, C. J. LaRoche & Co., N. Y. agency. **Celeste Reed Seymour,** supervisor of special promotions, Philip Morris Inc., to LaRoche contact department. **John L. Southard,** new product manager, Vick Chemical Co., N. Y., to LaRoche merchandising dept.

Charles L. Smith Jr., Kal, Ehrlich & Merrick, Washington agency, promoted to account executive. **Florence Sherman** named assistant director of radio-tv department and **Harry L. Merrick Jr.** to manager of direct mail department.

Orville Pickens, formerly chief of bakery research and service, Wilson & Co. (meat, food products), Chicago, to Kitchens of Sara Lee Inc. (cakes), that city, in charge of research and new products department.

NATIONAL TELEFILM LEASES FOX MOVIES, BUYS UM&M IN $6 MILLION-PLUS DEALS

Ten year arrangement with film studio calls for distribution of 52 features to television. Purchase of distributing corporation includes entire short subject library of Paramount Pictures.

IN a flurry of spending that exceeded $6 million, National Telefilm Assoc., New York, last week entered into a 10-year lease arrangement with Twentieth Century-Fox Film Corp. to distribute 52 feature films to television and acquired the total assets of UM&M Corp., New York, including the entire short subject library of Paramount Pictures [B•T, May 14].

The agreement with Twentieth Century-Fox, marking the first time the company has made its feature films available to television, calls for NTA to pay the studio more than $2 million and an undisclosed percentage of the tv exhibition contracts. NTA obtains the exclusive rights to the feature films for 10 years in the U. S. and its possessions, in Canada and to "television stations on the Mexican border."

Ely Landau, NTA president, and Spyros P. Skouras, president of Twentieth Century-Fox, announced news of the transaction simultaneously at the annual stockholder meetings of their respective companies in New York Tuesday. Mr. Landau also announced that NTA officially had assumed 100% stock control of UM&M Corp., a tv film distributing company, for a sum in excess of $4 million. Negotiations for the purchase of UM&M were completed by Mr. Landau and Oliver Unger, NTA executive vice president, with Charles Amory, UM&M president.

Mr. Landau told stockholders that pictures in the Fox library, released theatrically before 1948, include "How Green Was My Valley," "Les Miserables," "The Ox-Bow Incident," "Kiss of Death," "House on 92d Street," "Foxes of Harrow," "Mother Wore Tights" and "My Gal Sal." Mr. Landau indicated that this initial transaction with Fox could be the forerunner of other agreements with the studio for the release by NTA of additional Fox products to tv.

The Paramount short subjects library, which UM&M purchased from Paramount Pictures earlier this year for an estimated $3.5 million, includes film shorts, cartoons, musical shows and specialized presentations produced and released by Paramount before September 1950. They include such features as "Betty Boop," "Little Lulu," "George Pal Puppetoons," and "Noveltoons." NTA also acquires from UM&M distribution rights to various syndicated tv film series, including *Sherlock Holmes, Paris Precinct, New Orleans Police Department, Janet Dean, Registered Nurse* and *Flash Gordon*.

Under the purchase agreement, the Paramount films may be rented for tv use throughout the world and for theatre showings outside the U. S. and Canada. The library has sound tracks in French, Italian, Spanish, German, Japanese and Portuguese, in addition to English.

Mr. Landau said that the sales and administrative personnel of UM&M will be absorbed and integrated into the NTA organization. NTA maintains headquarters in New York and regional offices in Los Angeles, Memphis, Minneapolis, Chicago, Boston and Montreal.

Mr. Landau painted a rosy picture for the outlook of NTA, expressing the view that about $8 million in tv exhibition contracts are expected to result from the UM&M library over the next three to four years. He said that each quarter of NTA's current fiscal year, ending next June 30, has shown a "substantial" increase in gross sales over the previous comparable period, and contended that this growth pattern would rise "substantially" in the next few years.

Loew's May Sell

IN THE WAKE of Twentieth-Century Fox Film Corp.'s lease arrangement with National Telefilm Assoc., reports circulated last week that Loew's Inc. is prepared to release its library of feature films and short subjects to television. Though no details were available, a Loew's spokesman said the company has been considering tv release and has held talks with various tv film distribution companies and with financial syndicates.

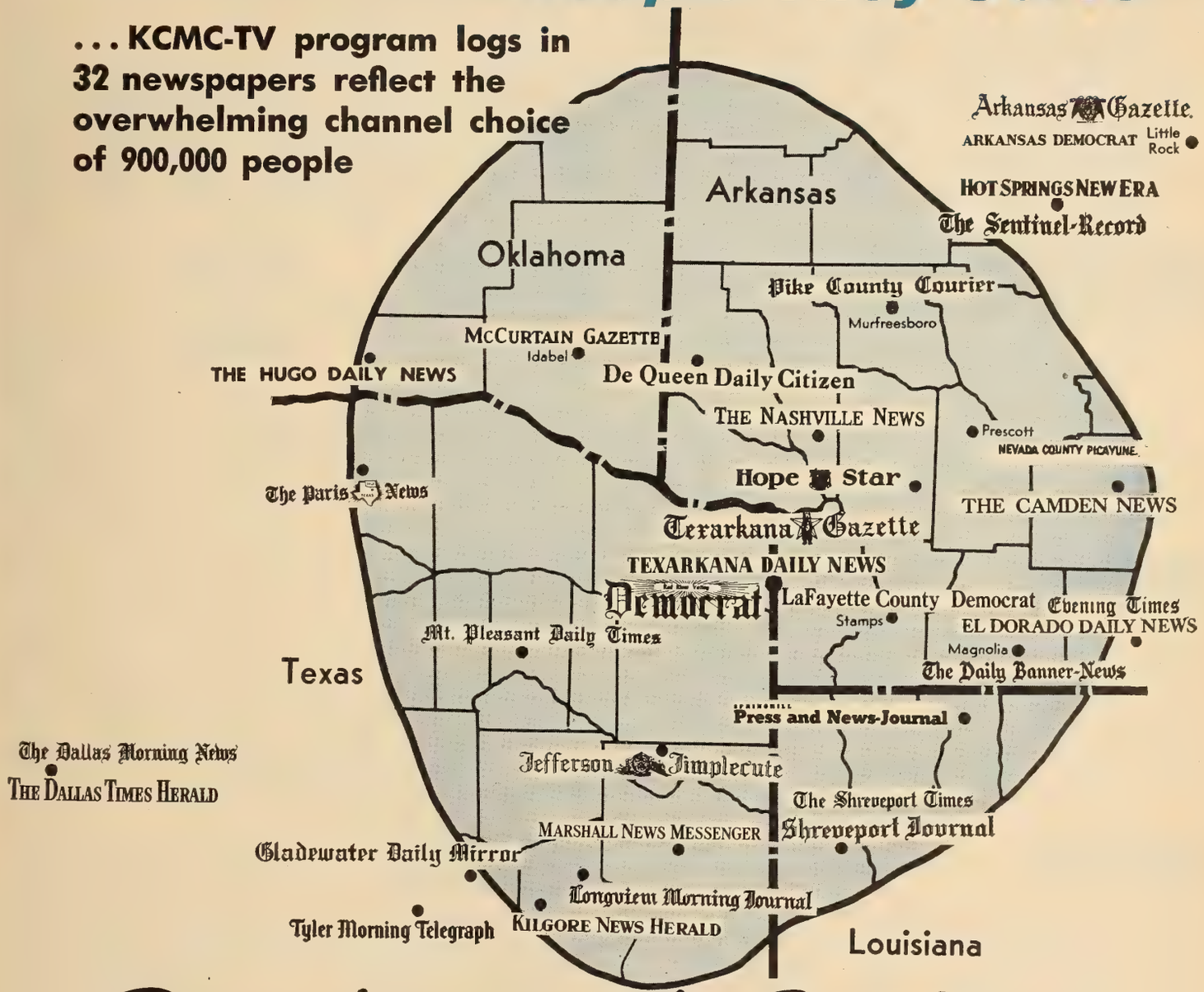
Among those reported to have had discussions with Loew's are NTA and Louis Chesler, Canadian financier, who recently purchased the Warner Bros. library for $21 million through PRM Inc. One source said Mr. Chesler has offered Loew's about $50 million for all rights to some 900 feature films and shorts, but NTA's bid was "considerably lower." The M-G-M library includes such productions as "Broadway Melody," "Anna Christie," "Trader Horn," "Mata Hari," "Grand Hotel," "Mutiny on the Bounty," "The Good Earth," and "The Postman Always Rings Twice." It is understood that Loew's does not plan to include "Gone With the Wind," released theatrically in 1940, in any library it may offer to tv.



ELY A. LANDAU, president of National Telefilm Assoc., addresses the first annual stockholders meeting of NTA in New York City. L to r: Harold Goldman, NTA vice president in charge of sales; Oliver Unger, executive vice president; Don Shack, election inspector; Jack Verschleiver, election inspector; Edythe Rein, vice president; Justin Golenbock, NTA counsel, and Mr. Landau.

These Publishers Know Best the Preferences of the People They Serve

...KCMC-TV program logs in 32 newspapers reflect the overwhelming channel choice of 900,000 people



Powerhouse of the Southwest

SERVING AN AREA OF 25,400 SQUARE MILES

KCMC-TV CHANNEL 6

Texarkana
Texas-Arkansas

MAXIMUM POWER

100,000 WATTS

Represented by
VENARD, RINTOUL & McCONNELL, INC.

WALTER M. WINDSOR
General Manager
RICHARD M. PETERS
Director National Sales & Promotion

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN APRIL

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Desipte all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Star & Story (Official)	Sat.	7:00	WRCA-TV	20.7
2.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	19.3
3.	Death Valley Days (McC.-E.)	Wed.	7:00	WRCA-TV	16.8
4.	Guy Lombardo (MCA-TV)	Thur.	7:00	WRCA-TV	14.2
4.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	14.2
6.	Buffalo Bill Jr. (CBS Film)	Sat.	6:00	WPIX	13.2
7.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	13.1
8.	Rheingold Theatre (ABC Film)	Mon.	10:30	WRCA-TV	11.5
9.	The Goldbergs (Guild)	Thur.	7:30	WABD	11.2
10.	Looney Tunes (Guild)	M.-S.	6:30	WABD	10.1

LOS ANGELES — SEVEN-STATION MARKET

1.	I Search for Adventure (Bagnall)	Thur.	7:00	KCOP	21.4
2.	Life With Father (CBS Film)	Fri.	7:00	KNXT	20.2
3.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	17.8
4.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	17.6
5.	Confidential File (Guild)	Sun.	9:30	KTTV	17.4
5.	My Little Margie (Official)	Mon.	7:30	KTTV	17.4
5.	I Led Three Lives (Ziv)	Sat.	8:30	KTTV	17.4
8.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	16.6
9.	Science Fiction Theatre (Ziv)	Mon.	8:00	KTTV	15.6
10.	Jungle Jim (Screen Gems)	Mon.	6:00	KTTV	15.2

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	23.0
2.	I Led Three Lives (Ziv)	Tue.	9:30	KSTP-TV	21.2
3.	Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	20.4
4.	Annie Oakley (CBS Film)	Sat.	4:30	WCCO-TV	19.8
6.	Buffalo Bill Jr. (CBS Film)	Sat.	11:30am	WCCO-TV	18.3
6.	Cisco Kid (Ziv)	Sat.	8:30am	WCCO-TV	16.9
7.	Wild Bill Hickok (Flamingo)	Sat.	5:30	WCCO-TV	14.9
8.	Celebrity Playhouse (Screen Gems)	Sun.	9:30	KSTP-TV	14.1
9.	Highway Patrol (Ziv)	Thur.	10:00	WCCO-TV	13.4
10.	Laurel & Hardy (Governor)	Sat.	5:30	WTCN-TV	12.3

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	Celebrity Playhouse (Screen Gems)	Thur.	9:00	KOMO-TV	29.4
2.	Highway Patrol (Ziv)	Thur.	7:00	KOMO-TV	29.2
3.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	29.0
4.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	25.5
5.	Judge Roy Bean (Screen Craft)	Mon.	7:00	KING-TV	23.2
6.	I Search for Adventure (Bagnall)	Sat.	7:00	KING-TV	21.1
7.	Superman (Flamingo)	Tue.	6:00	KING-TV	20.0
8.	Champ'ship Bowling (Schwimmer)	Sat.	6:30	KOMO-TV	18.4
9.	Wild Bill Hickok (Flamingo)	Thur.	6:00	KING-TV	17.9
10.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	17.8

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	35.4
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	26.5
3.	Champ'ship Bowling (Schwimmer)	Sat.	11:00	WNBQ	20.9
4.	Cisco Kid (Ziv)	Sun.	5:00	WBKB	16.8
5.	Studio 57 (MCA-TV)	Tue.	10:00	WBKB	16.2
6.	City Detective (MCA-TV)	Fri.	9:30	WGN-TV	15.2
7.	Great Gildersleeve (NBC Film)	Mon.	9:30	WNBQ	14.9
8.	Highway Patrol (Ziv)	Thur.	9:00	WBKB	14.7
9.	D. Fairbanks Presents (ABC Film)	Thur.	10:00	WBKB	13.8
10.	Passport to Danger (ABC Film)	Thur.	10:30	WBKB	13.3

WASHINGTON — FOUR-STATION MARKET

1.	Superman (Flamingo)	Tue.	7:00	WRC-TV	19.4
1.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	19.4
3.	Science Fiction Theatre (Ziv)	Sun.	6:00	WMAL-TV	18.3
4.	Death Valley Days (McC.-E.)	Mon.	7:00	WRC-TV	16.8
5.	Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	15.5
6.	Wild Bill Hickok (Flamingo)	Thur.	7:00	WRC-TV	13.8
7.	Champ'ship Bowling (Schwimmer)	Sat.	6:30	WMAL-TV	13.7
8.	Mr. District Attorney (Ziv)	Mon.	10:30	WRC-TV	13.5
9.	Celebrity Playhouse (Screen Gems)	Tue.	10:30	WTOP-TV	12.5
9.	Count of Monte Cristo (TPA)	Sat.	6:30	WTOP-TV	12.5

ATLANTA — THREE-STATION MARKET

1.	Superman (Flamingo)	Wed.	7:00	WSB-TV	29.2
2.	Racket Squad (ABC Film)	Sun.	7:00	WSB-TV	23.2
3.	Kit Carson (MCA-TV)	Tue.	6:00	WLWA	22.9
4.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	21.8
5.	Grand Ole Opry (Flamingo)	Sat.	7:00	WAGA-TV	18.5
6.	City Detective (MCA-TV)	Sat.	11:00	WSB-TV	17.8
7.	Sheena of the Jungle (ABC Film)	Thur.	6:30	WLWA	17.2
7.	Waterfront (MCA-TV)	Fri.	7:00	WAGA-TV	17.2
9.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	WLWA	16.9
10.	I Led Three Lives (Ziv)	Tue.	7:00	WSB-TV	16.3
10.	Science Fiction Theatre (Ziv)	Tue.	7:00	WAGA-TV	16.3

CLEVELAND — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tue.	10:30	WJW-TV*	28.5
2.	Annie Oakley (CBS Film)	Sat.	6:30	WJW-TV*	23.2
3.	Range Rider (CBS Film)	Sun.	7:00	WEWS	22.9
4.	Racket Squad (ABC Film)	Sat.	7:00	KYW-TV	21.2
5.	Buffalo Bill Jr. (CBS Film)	Sat.	5:30	WJW-TV*	20.3
6.	Secret Journal (MCA-TV)	Fri.	9:00	WEWS	19.8
7.	Badge 714 (NBC Film)	Fri.	7:00	WJW-TV*	18.1
8.	My Little Margie (Official)	Mon.	7:00	KYW-TV	16.0
9.	Kit Carson (MCA-TV)	Sun.	6:30	WEWS	15.1
10.	Follow That Man (MCA-TV)	Fri.	10:30	WEWS	15.0

* WJW-TV was formerly WXEL—Changed to WJW-TV April 16, 1956.

BOSTON — TWO-STATION MARKET

1.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	28.8
2.	Annie Oakley (CBS Film)	Sun.	5:00	WNAC-TV	27.4
2.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	27.4
4.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	26.6
5.	Ellery Queen (TPA)	Fri.	10:30	WNAC-TV	23.9
6.	Wild Bill Hickok (Flamingo)	Tue.	6:30	WNAC-TV	22.6
7.	Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	22.0
8.	Western Marshal (NBC Film)	Wed.	7:30	WNAC-TV	21.1
9.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	20.8
10.	Roy Rogers Feature (MCA-TV)	Sat.	5:00	WNAC-TV	19.4

DAYTON — TWO-STATION MARKET

1.	City Detective (MCA-TV)	Tue.	7:30	WHIO	27.8
2.	Highway Patrol (Ziv)	Thur.	9:30	WHIO	27.7
3.	Man Called X (Ziv)	Fri.	10:30	WHIO	25.0
4.	Stories of the Century (Hollywood)	Sat.	7:00	WHIO	23.5
5.	Gene Autry (CBS Film)	Thur.	7:00	WHIO	19.6
6.	Buffalo Bill Jr. (CBS Film)	Sat.	11:30	WLWD	17.3
7.	Hopalong Cassidy (NBC Film)	Sun.	1:30	WHIO	16.9
8.	Racket Squad (ABC Film)	Tue.	7:00	WHIO	16.3
9.	Annie Oakley (CBS Film)	Fri.	6:00	WLWD	16.1
10.	I Led Three Lives (Ziv)	Fri.	9:30	WLWD	15.8

MARKET-CENTER OF THE RICH
AGRICULTURAL HEART LAND
OF THE GOLDEN STATE



IN FRESNO, CALIFORNIA

KFRE-TV

CBS TELEVISION CHANNEL 12

announces the appointment of

BLAIR-TV

as exclusive national representative effective immediately

One of America's high-income areas, Fresno and the Central California market fill the 350-mile gap between Los Angeles and San Francisco with over a million people.

Besides a big industrial development, here is America's top farm market—producing 95% of the country's wine, 75% of its olives. And its steadily mounting income is not anchored to the corn-hog ratio.

Combining Columbia's fine programs with strong local features, KFRE-TV offers the logical advertising lever to swing more of this desirable market your way.

Video Power 316,000 watts. On the air since May 10.—so phone Blair-TV today and nail-down some of the choice availabilities still open.

CALIFORNIA INLAND BROADCASTING COMPANY
FRESNO, CALIFORNIA

NOW ON THE AIR • TOP POWER, 316,000 WATTS

'Annie Oakley' Sponsors Sign Two-Year Contract Renewal

IN A transaction believed to be unique in the film syndication field, CBS-TV film sales announced last week it has concluded negotiations with two advertisers for two-year national sponsorship of the *Annie Oakley* series, representing a $2 million contract. The sponsors are Carnation Milk Co., Los Angeles, represented by Erwin, Wasey & Co., Los Angeles, and Continental Baking Co., New York, whose agency is Ted Bates Co., New York.

In announcing the sponsorship, Wilbur S. Edwards, general sales manager of CBS film, voiced the view that this is the first time sponsors have committed themselves to a syndicated film series over a two-year period. Mr. Edwards believes it is "the largest single commitment for a program in the history of syndication."

The contract, according to Mr. Edwards, calls for Carnation to sponsor *Annie Oakley* on alternate weeks in 114 markets and for Continental to sponsor the series on alternate weeks in 73 markets, with 57 cities being common markets. In remaining markets, the alternate weeks will be offered to other advertisers.

Mr. Edwards observed that the contract is, in effect, a renewal, as the two companies currently are sponsoring *Annie Oakley* for a one-year period on the same line-up of markets represented in the new pact. The new agreement goes into effect for Carnation in October and for Continental in January 1957. CBS-TV film sales has sold *Annie Oakley* in a total of 167 markets to date.

$6.28 Million Gross Sales Chalked up by Guild Films

GROSS SALES of Guild Films Co., New York, during the fiscal year ended Nov. 30, 1955, amounted to $6.28 million, rising 33⅓% over the previous fiscal year, it was reported last week by Reuben R. Kaufman, Guild Films president.

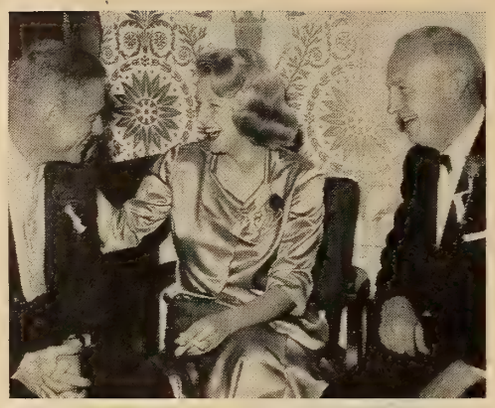
Total net income of the company during the year, according to Mr. Kaufman, was $182,445, included an accrued federal income tax refund of some $62,000. Mr. Kaufman indicated total net income might have been higher, except for the execution of an expansion program in late 1954, "which imposed on the company a very high outflow of cash." The unaudited report for the first quarter of the current fiscal year, he said, shows a profit of about $70,000.

Storer Buys 'Movie Parade'

PURCHASE by Storer Broadcasting Co. of the *Hollywood Movie Parade* package of 104 Columbia Pictures feature films for use on four of its tv stations has been announced by Robert H. Salk, sales director of Screen Gems Inc., New York, distributors of package. The sale to Storer for use on WJW-TV Cleveland, WJBK-TV Detroit, WSPD-TV Toledo and WBRC-TV Birmingham, Ala., raises to 38 the number of stations set to carry the package.

'Calamity Jane' Series Set

AFTER several months of negotiation, Mickey Rooney Enterprises and Screen Gems Inc. have completed a deal whereby a new television series entitled *Calamity Jane* will be produced by the Rooney company for the Columbia tv subsidiary, it was announced last week. Mickey Rooney personally will produce the telefilms. Production on the first of the 39-show series will begin at Columbia Studios about July 1. Mickey Rooney Enterprises will headquarter at the Screen Gems offices.



ROSEMARY CLOONEY, Dick St. John (l), vice president of Guild, Bascom & Bonfigli, San Francisco, and E. L. Volkwein, vice president-advertising manager of Foremost Dairies Inc., discuss the new *Rosemary Clooney Show* at a Hollywood press preview last week. Foremost, through Guild, Bascom & Bonfigli, is sponsoring the half-hour musical variety program, which began last week on 57 stations.

Salt Lake Activities Placed Under MCA-TV Seattle Office

EXPANSION of the Seattle sales office of MCA-TV Ltd. film syndication division into a new district office, with supervision extending to cover Salt Lake City, was announced Friday by Wynn Nathan, vice president in charge of sales. Seattle salesman John Von Herberg was named northwest district manager. He will report to Robert Greenberg, vice president and western sales manager.

Mr. Von Herberg will coordinate activities of the Seattle and Salt Lake City offices. Mr. Nathan also announced the transfer of George Carlson from Salt Lake City to manager of MCA-TV's Boston office, with duties covering all of New England. Will Thomas, MCA-TV trainee at Beverly Hills office, has been assigned to Salt Lake City office with territory to include Montana, Idaho, Utah, Colorado and Wyoming.

'Four Star' Program Sales Hit $1.75 Million in 4 Weeks

SALES on the re-run *Star Performance* library of the original 153 *Four Star Playhouse* programs have reached a figure of $1.75 million in four weeks, it was announced last week by Herman Rush, vice president in charge of sales for Official Films Inc., New York.

Mr. Rush said the gross sales figure "more than equals the dollar value of Official's stock purchase of Four Star Productions" [B•T, Feb. 13]. The library, he added, has been sold in more than 38 markets, including a regional sale to the Budweiser Brewing Co., St. Louis, through D'Arcy Adv., St. Louis, covering 10 major markets. Station sales reported were to WPIX (TV) New York, WBBM-TV Chicago, KNXT (TV) Los Angeles, KGO-TV San Francisco, WCAU-TV Philadelphia, plus other outlets.

Ziv Makes Appointments

THREE-DAY special sales meeting opened in New York last Wednesday for key executives of Ziv television programs. These sessions will be followed by meetings in other cities for divisional sales personnel.

M. J. Rifkin, vice president in charge of sales for Ziv Tv, announced at the meeting that Don Brogdon has been promoted from account executive in the Atlanta office to spot sales manager in that city. New account executives joining the company, Mr. Rifkin said, are John Davidson, Atlanta; John Menaney, New England, and Noah Jacobs, New York.

FILM RANDOM SHOTS

Office du Cinema Francais, devoted to expanding U. S. market for French films, moved to permanent headquarters at 654 Madison Ave., N. Y.

Broadcast Information Bureau, N. Y., has issued its Spring 1956 edition of *Who's Who and What's Where at Tv Film Producers and Distributors,* directory with information on advertisers using tv commercial spot announcements and firms making film spots.

Southern Tv Films Inc. has moved main office from Memphis, Tenn., to Dallas, Tex., at 310 S. Harwood St. Branch office remains in Memphis at new address, 361 S. Second St.

Academy Films, Hollywood, reports building new sound stage, to represent only sound stage in West owned by firm making educational films, according to Academy.

Rambro Productions, L. A., has been formed to make tv shorts and commercials, business films and documentaries. Firm, headed by **Bill Deming,** executive producer, headquarters at 6671 Sunset Blvd.

Transfilm Inc., N. Y., tv film commercial production firm, has opened branch production office in Hollywood.

FILM PEOPLE

Marvin L. Lowe promoted from central division representative to vice president and director of sales for Tele-Pictures Inc., Beverly Hills, Calif., distributor of feature motion pictures for television.

Arthur L. Gray, formerly general manager of WITV (TV) Miami, Fla., and tv writing instructor, U. of Miami, to Reela Films there as general sales manager.

Henry Holt, animator, Walt Disney Productions Inc., Burbank, Calif., to Sarra Inc., tv film commercial studios, Chicago, as client consultant and film director.

Walter Sachs, production supervisor, International Motion Picture Studios, N. Y., to production manager, George Blake Enterprises, N. Y.

Jerome M. Weisfeldt, previously western division manager of Hygo Television Films, N. Y., has joined midwest sales staff of C & C Television Corp., N. Y.

O. R. Bellamy, account executive, Frederic W. Ziv Co., Cincinnati, Ohio, and former general manager, WWSO Springfield, Ohio, and **Albert Seres,** formerly with Westinghouse Electric Supply, Miami, Fla., to Television Programs of America, N. Y., as account executives. Mr. Bellamy will remain in Cincinnati covering Ohio area, and Mr. Seres will cover Florida.

Hal Melone, tv writer, signed by Goodson-Todman to produce *The Web,* half-hour suspense series, for Screen Gems, Hollywood.

Jack Emanuel, film writer-director, named story editor for *Warner Bros. Presents* on ABC-TV.

John Behney, actor who had recently organized Encore Films, Miami, Fla., production firm, died May 10. He is survived by his wife, Jackie Pierce, performer, WTVJ (TV) Miami.

Don Lee's Do-it-yourself Hints

INSTRUCTIONS

HOW TO MAKE MONEY ON THE PACIFIC COAST



Mutual
DON LEE
RADIO
1313 North Vine Street
Hollywood 28, California

Represented nationally by H-R Representatives, Inc.

DON'T MISUNDERSTAND US, WE DON'T RECOMMEND COUNTERFEITING...

We're talking about the best advertising medium on the Pacific Coast—Don Lee Radio.

In a recent survey Dr. Ernest Dichter asked Pacific Coast merchants which radio network, in their opinion, people listen to most—60% said Don Lee.

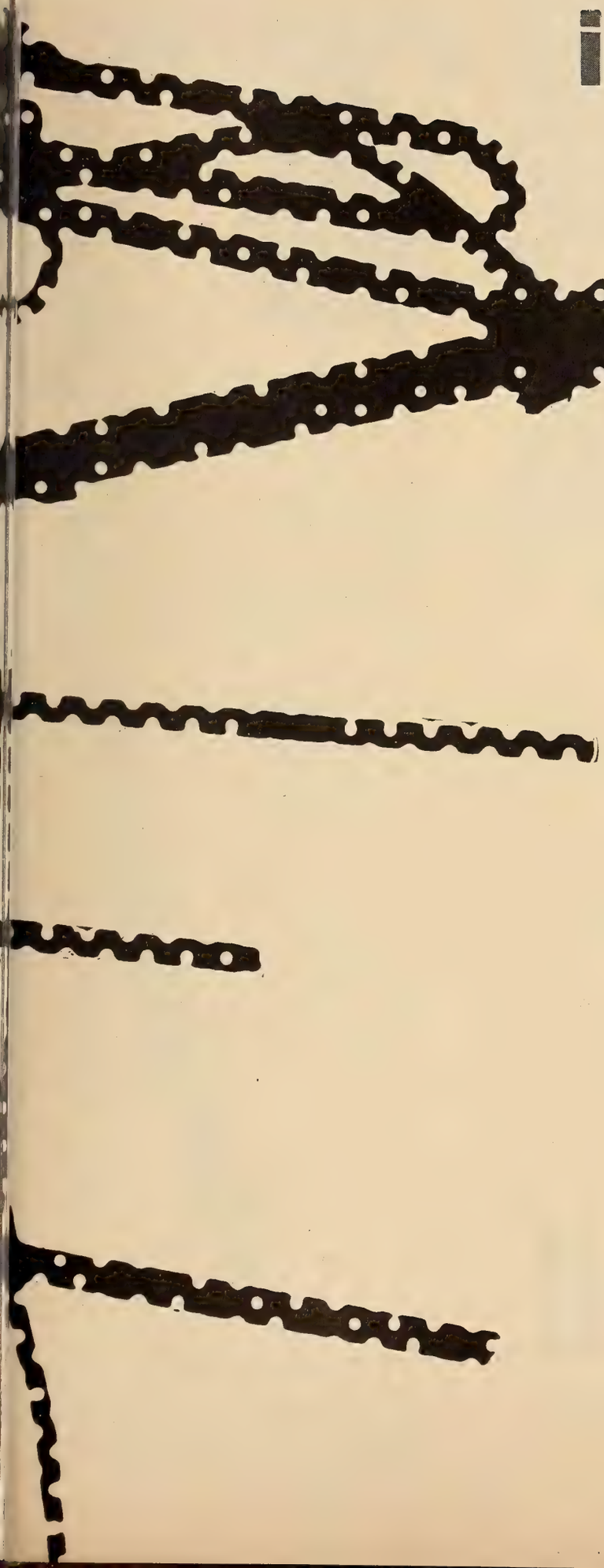
Use the Radio Network both merchants *and* listeners prefer—the nation's greatest regional network—Don Lee.



To make money in the West's two largest most concentrated markets, Don Lee recommends its network key stations, KHJ and KFRC.

DON LEE IS PACIFIC COAST RADIO





in comes the world!

Monday newspaper headlines are made on television's Sunday forums. Every voter can meet his candidates face to face – on television – before he decides how to vote. A Senate hearing on TV achieves the status of No. 1 audience attraction in a nation brimming over with audience attractions. Far-flung places are as accessible as the living room television set. Children experience the world, from fingerpainting to the look of an armadillo, by watching TV.

As television has grown, it has aimed its cameras deeper and longer at the people, the places, the ideas, that give shape and substance to our time.

Television makes it possible for viewers to meet the world's genuinely great minds with such a series as NBC's Conversations with Elder Wise Men. The major intellectual developments of the past fifty years are illuminated in Princeton '56, produced in cooperation with Princeton University. The Project 20 Events cover, in documentary form, the whole dramatic sweep of the 20th Century – and with Nightmare in Red and The Twisted Cross demonstrated the tremendous audience response to this kind of programming.

NBC's plans for covering the Presidential Conventions and Election of 1956 will make it possible for a whole nation to be an immediate and intimate witness to political events.

By enlarging television's capacity for pictorial journalism in depth, for forums and debates, for telementaries and educational programs, NBC participates – fully, richly, regularly – in the lives of America's families.

exciting things are happening on

NBC **Television**

a service of RCA



In 1956 more Flint people are ready to spend more dollars in Flint

Now it's official.* The big, prosperous Flint market is second only to Detroit in Michigan. Right now more than 97,000 families total a record 330,000 ready-to-buy consumers. They're ready and *able to buy* with the Flint per Family Effective Buying Income for '55 at a remarkable $7,181. It looks like a big, bustling future for Flint . . . heart of Michigan Industry . . . largest General Motors plant city in the world. Bigger and better payrolls are on the way from Flint plants of Buick, Chevrolet, Fisher Body, AC Spark Plug, and Ternstedt. That means right now is the best time ever to sell Flint . . . . and WFDF can help you do it. Just call Katz to make the job really easy!

* SM 1956 Survey of Buying Power

Represented Nationally by the Katz Agency

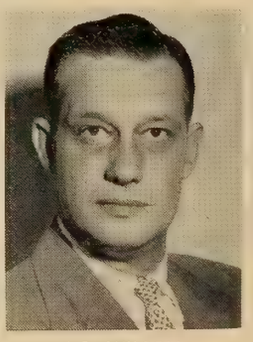
sell it on flint's 1st station WFDF

NBC Affiliate

Associated with: WFBM AM & TV Indianapolis — WOOD AM & TV Grand Rapids — WTCN AM & TV Minneapolis-St. Paul

Wilson Named Sales Manager By INS; Brislin Assists Him

WILLIAM C. WILSON, International News Service southern division business director, Atlanta, last week was named to succeed the late Louis Allwell as INS sales manager. Mr. Allwell died March 29. At the same time, Tom R. Brislin, superintendent of domestic bureaus, was named to an additional post of assistant sales manager.



MR. WILSON

Before joining INS in February last year, Mr. Wilson was with United Press as midwest and southeast sales representative. He was with various southern newspapers before coming to UP in 1941. Mr. Brislin, an INS employe since 1938, started in the news department, switched to the business staff following World War II and was named to his current post in 1951.

New Catalogue for SESAC

IN ORDER to facilitate the selection of musical selections by broadcasters, SESAC Inc., New York, last week began making available to all its station subscribers a new classified and alphabetical catalogue. The compact, comprehensive volume, Sesac said, indexes the station's Sesac library into 54 "easy-to-find" categories, "places at their fingertips" over 5,000 selections of SESAC's "best music in America," and gives such details as number, title, composer, and whether a selection is vocal or instrumental. Also in the package: an artist list, category breakdown and other features that should, according to SESAC, "make it a perfect companion volume to the bridges, moods and themes catalogue."

Theatre Directory Available

THE LATEST EDITION of a book listing items of interest to theatrical producers, *Simon's Directory of Theatrical Materials, Services & Information,* is now available at $2.50 per copy, publisher Bernard Simon has announced. The 100-page book catalogues actors and plays, actor's equipment, stage equipment, playhouse equipment, publicity services, New York stage records, books about the theatre, and items of general information. *Simon's Directory* may be purchased by writing to Mr. Simon at 1674 Broadway, New York 19, N. Y.

PROGRAM SERVICE SHORTS

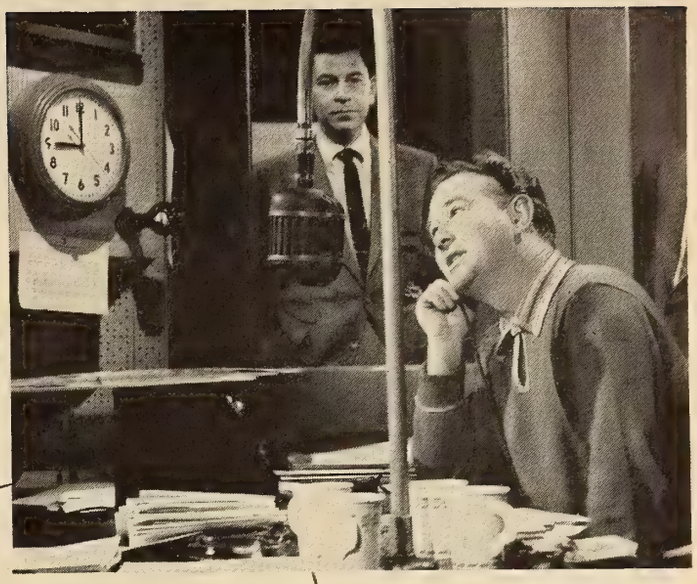
International Visitors Center Inc., N. Y., announces new, creative linguistic department established to aid advertising agencies, radio-tv packaging firms and other media groups to translate foreign language copy.

RCA Thesaurus, N. Y., transcription library, has signed 14 U. S. stations in South, East and Midwest, two stations in Manitoba and Ontario, Canada, and Rediffusion Ltd., Trinidad, British West Indies.

Jewell Radio & Television Productions, Chicago, moved to Suite 17, 540 N. Michigan Ave.

Audio-Video Recording Co., N. Y., has acquired former studios of WMCA New York and recording company at 1657 Broadway, adding 20,000 sq. ft. to present operation. Company serves advertising and recording industries.

An Open Letter to Jack Webb from KMPC



Dick Whittinghill and Jack Webb are shown here in a scene from the May 24 "Dragnet" show, in which Dick plays "Mr. Buckingham," radio disc jockey.

KMPC

The Station of the Stars ★ 5939 Sunset Boulevard ★ Los Angeles 28, Calif.

Dear Jack:

All of us at KMPC join with Dick Whittinghill in saying "thank you" for choosing him to portray an outstanding DJ for your May 24 show on the NBC-TV network.

Dick and "Bender" are highly regarded by KMPC and by scores of thousands of Southern Californians. It is a high compliment to him to have his talents demonstrated across the nation to the millions of "Dragnet" viewers.

All of us look forward with real anticipation to seeing your May 24 "Dragnet" show, with Dick, "Bender" and all their gimmicks.

Again—thanks for singling out Dick Whittinghill as the disc jockey best suited to play this part.

Sincerely,

Roberto. Reynolds

Vice-President and General Manager


beware
PLEASE STANDBY
WE HAVE LOST OUR VIDEO!
TIME
CONTRACT



Should a component failure cause down time on TV transmitting equipment, stations utilizing

S-E TRANSMITTING EQUIPMENT WITH EXCLUSIVE PATCHOVER

can return to the air more quickly and prevent the nightmare of complaint calls from sponsors, agencies, viewers . . . minimize loss of station revenue!

of the telecasting dts*

**down time on transmitting equipment*

The unique Patchover System incorporated in Standard Electronics transmitting equipment enables stations to re-route RF signal the moment an amplifier fails. This system is based on identical impedances at the input and output of S-E amplifiers. The inoperative amplifier can be immediately patched out and the remaining transmitting equipment then connected to the antenna for temporary reduced power operation . . . all in a matter of seconds! Thus, telecasting can continue while amplifier maintenance is performed.

With this system, a station can also utilize an S-E Driver for full power standby service . . . eliminating the need for a costly transmitter line-up solely for standby! And the savings that result from the first time you might be called upon to use Patchover . . . **may more than offset the cost of the entire transmitter!**

There is less likelihood of transmitting failures with superbly engineered Standard Electronics transmitters and amplifiers. Will **you** be prepared should failure occur with your present equipment? Insure your operation against costly air time loss . . . with Standard Electronics Transmitting Equipment—featuring exclusive Patchover. Complete details on request.

HOW PATCHOVER WORKS

WITH AMPLIFIER FAILURE

Dotted line in Fig. 1 shows patch-out of inoperative amplifier Ai. Similar procedure shown in Fig. 2 applies if failure occurs with amplifier Af. The entire diagram shows patch-out procedure in the event both amplifiers should fail; driver is connected to antenna for reduced power operation.

WITH DRIVER FAILURE

Dotted line indicates patch-over procedure called for by driver failure. Patch-over is made from amplifier Ai to the standby driver. Patch-over is done in seconds . . . requires just a screw driver!

standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

VHF TV Transmitters	high band	500 W	10 KW	25 KW	50 KW
	low band	500 W	10 KW	25 KW	50 KW
VHF TV Amplifiers	high band		10 KW	25 KW	50 KW
	low band		10 KW	25 KW	50 KW

285-289 EMMETT STREET
NEWARK 5, NEW JERSEY

CORPORATE HEALTH, GAINS IN RADIO-TV THEME OF AB-PT STOCKHOLDERS MEETING

Broadcasting-movie theatre company now negotiating for loan increases to strengthen cash position, provide for growth in facilities and programming, and for planned heavy investment in color tv.

THEME of American Broadcasting-Paramount Theatres Inc.'s annual stockholders meeting in New York last Tuesday was corporate health hypoed by a bustling radio-tv division.

The meeting, presided over by AB-PT President Leonard Goldenson, revealed a number of significant signposts of the broadcasting-motion picture theatre company. Among them:

• AB-PT is negotiating for increases in its now outstanding loans in a move to strengthen its current cash position. The capital is needed for ABC's growth in facilities and programming and for an anticipated heavy investment in color.

• An increase in net earning for the second quarter is indicated. (Estimated net operating profit of AB-PT for the first quarter was up 34% over the same period of a year ago [B•T, April 23].)

• Statement by Mr. Goldenson that "the most significant development during the past year has been the emergence of the broadcasting division as a sound, rapidly-growing and increasingly-profitable operation with a solid position in an expanding field of activity."

• The payoff is in the making for AB-PT's "major investment" (merger with ABC in 1953) and "risks" because top advertisers are now being attracted to ABC-TV's program roster and still more are committed for the fall.

• ABC-TV stands to benefit "greatly" as tv steadily increases in influence and importance as a factor in social and economic activities. This will be so, according to Mr. Goldenson, because the network "has more remaining time to sell than any other television network."

• There were more advertisers (51) on ABC Radio in the first quarter of this year than in 1951 (34) and they sponsored 53% more program broadcasts. But "smaller units and lower time charges" barred more revenue now than five years ago in radio, although the sponsorship increase shows "an awakened awareness of network radio as an efficient advertising medium and indicates that more and more advertisers will be 're-discovering' it in the future."

Mr. Goldenson reported rating and audience dominance by some ABC-TV shows which, he added, "was not the case in previous years." He also took note of audience acceptance as "growing steadily," of an increase in the number of home hours devoted to ABC-TV programs weekly, and of the boost in the network's share of top advertiser sponsorship. Of the expected cash increase, he said:

"As ABC grows, gaining a greater share than it has today of the expanding television business, its cash requirements will increase. This is so, because increased air time sales are but a synthesis of increased studios, inventory, film stockpiles, receivables and the myriad of things which form a network operation. Moreover, as we get into color television, very large outlays of cash will be required."

In revealing that AB-PT will seek additional cash for its operating funds, Mr. Goldenson noted that the firm's board of directors had stressed the need for a strong cash position ever since the three-year-old merger took place. To illustrate the importance of this "strong cash position," Mr. Goldenson pointed to AB-PT's "arrangements with Walt Disney, which were the turning point in our progress." He indicated the Disney-AB-PT arrangement needed a cash outlay. Mr. Goldenson observed that AB-PT "constantly" replenishes its cash position by "the large amounts of cash from theatre earnings and depreciation."

As he had mentioned in AB-PT's annual report, Mr. Goldenson noted the firm's theatre business currently is not up to last year's level. He said the public is more selective in choosing motion picture fare with tv a factor contributing to this weeding out process; that greater sums of money are being allocated by motion picture producers to high quality features but fewer such pictures are being made; that theatres must pay higher film rentals because of the increased competition for pictures by exhibitors. In answer to a stockholder's question, Mr. Goldenson estimated the current flow of major film productions to be about 250 a year as compared to about 650 issued 10 years ago.

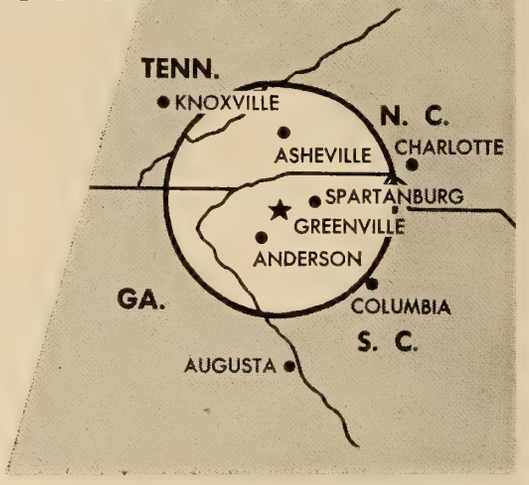
Asked how ABC-TV compares with CBS-TV and NBC-TV in affiliated stations, Mr. Goldenson said he would confine comparative figures to the number of basic affiliates in top markets. ABC-TV, he revealed, has about 70 such stations as compared with an estimated 110 of the other two networks.

He told another stockholder if earnings in-

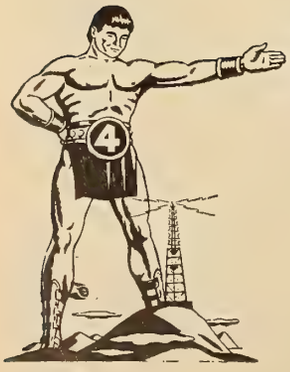
(Continues on page 68)

DOMINANT in this 4-State, 58-County 2-Billion Dollar Market

Here in WFBC-TV's 100 UV/M contour is the South's richest textile-industrial area and its famous mountain vacationland.



Population, Income and Sales from Sales Management Survey of Buying Power 1956. TV Homes from Nielson '53, plus RETMA shipments to date.



"The Giant of Southern Skies"

Population	1,991,700
Incomes	$2,115,295,000.
Retail Sales	$1,467,678,000.
Television Homes	367,230

Here is one of the South's great markets. Compare it with Atlanta, Jacksonville, New Orleans or Miami! Latest PULSE and ARB Reports prove WFBC-TV's Dominance in its coverage area. Write us or WEED for market data, rates and availabilities.

Video—100,000 Watts (FCC MAXIMUM)
Audio—50,000 Watts
Antenna height—1,204 feet above average terrain—2,204 feet above sea level.

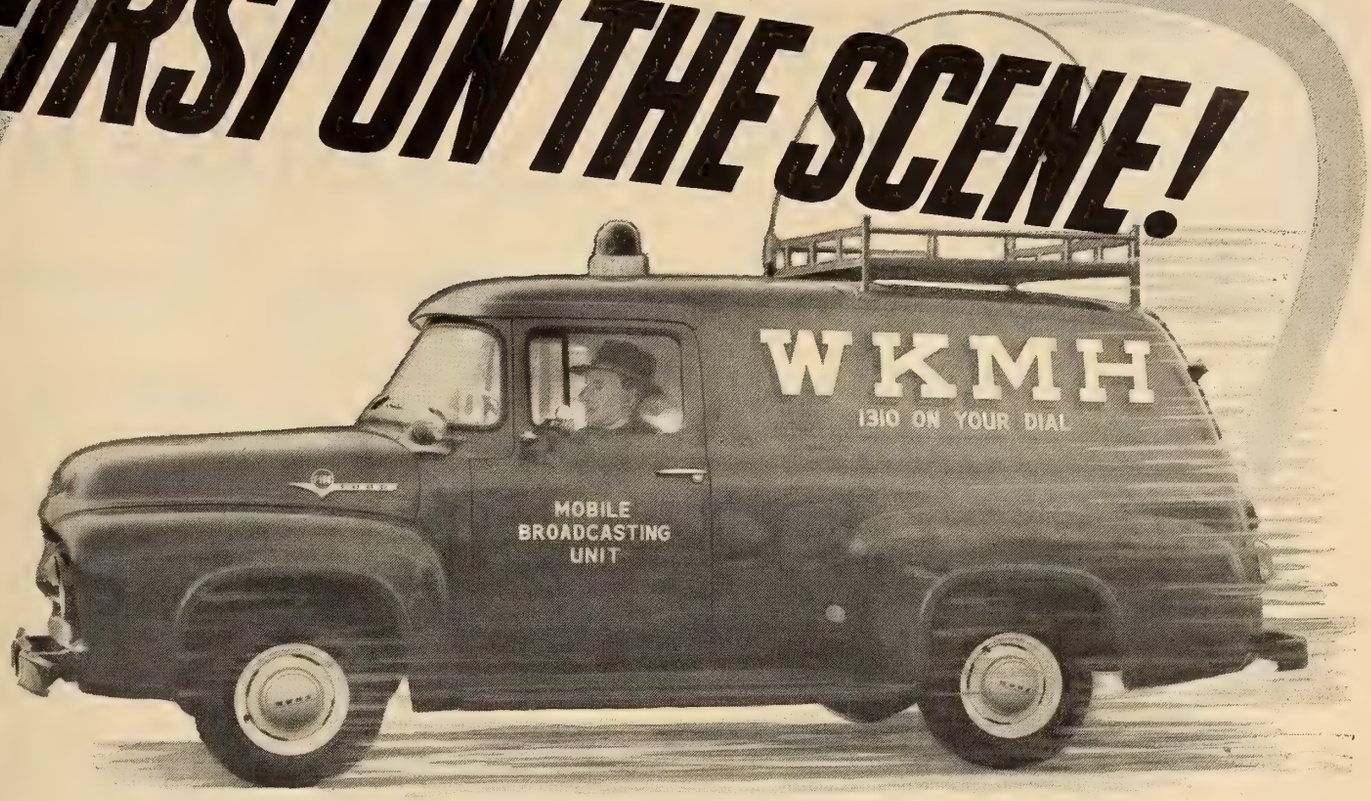
NBC NETWORK

WFBC-TV

Channel 4 Greenville, S. C.

Represented Nationally by WEED TELEVISION CORP.

FIRST ON THE SCENE!





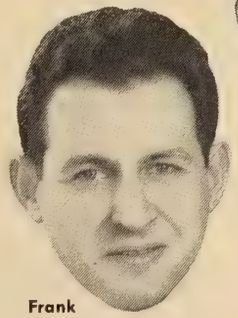
Dick Buller



Mike Perrini



Bates Farrell



Frank Gaal

...WITH 4 WKMH REPORTERS FOR *On-the-Spot* NEWS COVERAGE

WKMH's Mobile Broadcasting Unit is ready for round-the-clock coverage of news, anywhere, anytime! And, its 4 able reporters get the facts FIRST! No wonder Detroit's news-hungry listeners just naturally tune to WKMH for the latest, most accurate news every hour, on the hour!

The Community Stations

KNORR Broadcasting CORP.

WKMH

Dearborn-Detroit

FRED A. KNORR, Pres.

JOHN CARROLL, Mg. Director

Represented by Headley-Reed



WOULD BRICKER CHOKE TV'S BLOODSTREAM?

STANTON SAYS NETWORKS VITAL TO ADVERTISING

A 'STRANGE SPECTACLE' now is being produced in Washington, D. C., according to CBS President Frank Stanton. Star of this fantastic production, says Dr. Stanton, is Sen. John W. Bricker (R-Ohio), who in the past has been one of the most ardent champions of the withdrawal of government regulation of business but who now proposes to regulate private radio and television networks as public utilities. In a speech before the American Marketing Assn. in Philadelphia last Tuesday—at which time Dr. Stanton was presented the 1956 Parlin Award, top AMA honor for "distinguished achievement in the advance of marketing"—the CBS president struck back at Sen. Bricker's proposal, calling it a serious attack on both the marketing and public service functions of television. A condensation of Dr. Stanton's talk follows.

TELEVISION had the good fortune, in contrast to Miniver Cheevy, to have been born just at the right time. So far and fast have we come since then that it is hard for us now to remember that it was still all but impossible only a decade ago to buy a new passenger automobile.

When peacetime production began to resume, its first effort was, in the language of the day, to "refill the pipe lines." Seen in perspective now, this process was quick. So great was the incentive to produce, and so great did the production become, that had it not been for the rise of marketing techniques and researchers to meet it, this country could shortly have been confronted by such an insoluble glut of immovable goods as could have plunged us into acute economic indigestion from which we might not have recovered for years.

But this was precisely what did *not* happen. Many bold innovations were responsible for our increasing ability to produce *and* consume and keep these two processes in step, but none deserves more credit, or has had less, than what went on in the domains of marketing and distribution.

Television played a substantial role in helping market the tremendous output of this country's postwar productive facilities. And as a market-shaping and market-changing force of some considerable magnitude, television rose from a force of virtually zero at the end of World War II to a force embracing six hours a day of the time of 34 million families in the United States 10 years later.

The Growth of An Unfettered Medium

Hand in hand, television has served American business and risen to become a remarkable *social* force in American life. Television has been able to grow, more rapidly than any other industry that I know of, not only because it has, by and large, given the American public what it wants, but more important because it has given to the viewers what they want *without any further payment* once they have bought their sets. It seems to me self-evident that television would not have developed so well or so fast had there been a penny of cost to the owner other than for the purchase and maintenance of his set.

What is significant, and what can be so easily overlooked, is that the marketing function—which is the sole source of television's income—pays not only for the great entertainment programs which the public has come to rely upon and enjoy so much. It also pays for the other programming activities which have given television its social force and status—its functions in the public service. By this I mean its function as a part of the press—its news efforts, its programs devoted to the major issues of the day, its broadcasts devoted to carrying from one end of the country to the other the great events of our daily history, when and as they happen, the functions of education and culture, from opera to Dylan Thomas to Shakespeare to the study of the Constitution and the life of African bushmen.

Television has brought to this nation a wholly new form of journalism—electronic journalism—which gives the people an opportunity to see the great events as they happen, and see the leading protagonists of the main issues of the day, see and hear for themselves first hand, so that they can make up their own minds. This, I submit, is a great instrument of pure democracy existing as a coproduct with the marketing function.

This year—1956—is, in fact, a year of special importance in this area for television. As we approach convention time the news from Washington and elsewhere makes it abundantly clear that television is a focal point in the planning and shaping of the conventions and campaigns this summer and fall.

This year 1956 will be only the second year in television's life—and, in truth, in some respects even the first—in which these events will have fully national, fully professional television coverage available to all of the 99.2% of the people in the United States within range of at least one television signal.

Coping With A Coverage Challenge

Convention coverage this summer will present a very special challenge to television, requiring the most exacting kind of thought and planning, and huge resources in both manpower and dollars. The cost of CBS radio and television convention coverage this year will run to over $5 million. Over 300 members of our networks will be working directly on this giant task. Planning for this year's convention coverage began in earnest in September 1954—23 months before the first "call to order." And because the two conventions are scheduled so closely together in time, and so far apart in space, we will have the unprecedented task of transporting between 10 and 12 tons of delecate electronic gear 2,000 miles by air, having it in working order in San Francisco's Cow Palace 24 hours after the final gavel falls in Chicago.

I find it more than a little ironic that I should feel it even relevant, not alone necessary, to remind ourselves that tasks such as these can *only* be performed by networks and that, if there were no networks in 1956, someone would have to invent them promptly, simply because necessity *is* the mother of invention. I find it ironic, too, to feel it appropriate, at this stage of television's life when networks and their program product have such pervasive impact and such explicit public attention, even to pause for a moment to underscore the obvious truth that *only* networks can provide *live* nationwide television service such as this.

The importance to the marketing function of live and simultaneous nationwide television service needs no emphasis from me to you. Marketing students and practitioners know well the significance of the flexible, simultaneous commercial message at a predictable time and at a predictable place in the program schedule—put there through a simple order which exposes the message to a potential 100 million customers at once. *Only* a network can do this.

And, apart from the commercial message, it is only a network which can provide on a nationwide basis the real magic of television

United Press News Produces!

KLOR Channel 12

OREGON TELEVISION, INC.
915 N. E. DAVIS STREET
PORTLAND 14, OREGON
PHONE BELMONT 4-9721

March 30, 1956

Mr. Hank Minard
United Press Associations
814 Mission St.
San Francisco, California

Dear Hank:

Just a quick note to bring you up-to-date on our news picture during the past several months. We are now getting some very healthy ratings in our news strip, which I am sure can be attributed to the excellent facilities from U.P.. The present package seems to give us a good balance of film and still pictures, and that augmented by the up-to-the-minute wire service, provides a comprehensive picture right up to deadline.

More significant, however, is the fact that we have been able to get national sponsors for all of our news segments. All of whom have renewed for another year.

Keep up the good work.

Kindest regards,

S. John Schile
General Manager

SJS:s

United Press

—its real vitality—the live program, seen by the nation just *as* it happens and just *when* it happens. I do not for a moment deny the entertainment and informative qualities of some film programs. Indeed, some programs require film and are better for it. But good as film programs are, and many of them are very good, it is the live quality that gives television its truest excitement and strongest vitality.

Even more important, it is the networks and their ability simultaneously to communicate events as they happen, and people's thought as they are articulated, which gives to this nation its most effective means of nationwide visual communication in time of national crisis. Network television has brought a cohesion among the people to a greater degree than has existed before. And it has provided the nation with the potential of an incalculable benefit in terms of national interests, for it makes available a means by which, in time of national crisis, we as a nation are afforded a mobility—an ability to turn on a dime—which may even be a condition to survival if we should ever have to meet totalitarianism head-on. For network television has made it possible, and will make it possible, for the people to act promptly and on an informed basis because they *want* to act. And that, I submit, is a far surer way for a nation to respond, a way far more certain of success, than to act without understanding and just because that is the action which some distant, disembodied terrifying voice has ordered.

These are benefits which should and must be preserved. You will agree, I know. Yet I think it important that I urge this point on you this evening. For although I find it hard to believe, these benefits are now being attacked—heavily. We have in Washington at present a strange spectacle. One of the most ardent champions of the withdrawal of government regulation of business proposes now to regulate the private radio and television networks—from transmitter to receiver—as public utilities. A most vigorous advocate of private enterprise, free of government supervision, would now, suddenly, straight-jacket advertisers by formulating new ground rules perhaps affecting program service, station coverage, network affiliation policies and rates. In other words, the marketing of goods and services would be forced into agonizing, artificial economic patterns.

And only yesterday he was quoted by the Associated Press as saying a government "checkrein" may be needed to make sure television networks broadcast unbiased news. According to the story, he cited this as an additional reason why he believes Congress should hold hearings on his bill to put networks under federal regulation.

Sen. Bricker—A Modern King Canute

This gentleman is Sen. John W. Bricker of Ohio, who now appears before the nation as a Twentieth Century King Canute, ready to tell the electronic signals that they must turn back at the edge of town. If he is not moved in his proposals by misinformation, or by ignorance, then we shall have to guess what other motives he may have for his proposed suppression of an essential part of our national communications system. For he would say to you that your marketing efforts must concentrate on *fewer* people rather than *more*—or, alternatively, to deny the fact that more people live in a big city than live in a small town. Sen. Bricker seems unaware that it is the radio and television *networks* that interconnect the nation; that give small towns the same programs as big cities.

The attack on networks is serious. It is serious to the marketing function of television, and it is serious to the public service function. Should the enemies of networks ever succeed in destroying them, a serious deterioration in television programs and national coverage would be a swiftly following consequence. The entertainment function of television could continue, mostly through the use of films. But the live and instantaneous linkage provided by the nationwide networks, whereby Twin Falls and Tampa are in the same bloodstream with Philadelphia and New York, would disappear.

There could be television without networks—but only in the same sense that there would still be banks if the Federal Reserve System were abandoned, or that automobiles would still run even after the destruction of the nation's turnpikes. In a day when our American pride is that our national interconnections are becoming greater and greater; when we are building superhighways and the St. Lawrence Seaway to achieve greater and greater accessibility with one another, the hamstringing of networks would be a monstrously grotesque backward step.

But assuming that this backward step is never taken, I see the growing interdependency of markets and communications as a great and good thing in the future. I feel quite sure that the new mass communications, far from rendering everything bigger and more brittle and harder to manage, are more likely to render things more plastic, better articulated, more understandable, and in many ways will turn many matters away from specialists and *back into the hands of the people.* An era of flexible and closely articulated *de*centralization seems to me to be the era we are most likely to enter. Although "regionalism," as meaning conflicts in tastes and customs, will tend to disappear, "regionalism" as meaning more autonomy for district and local managements is almost bound to increase. The idea that fewer and fewer groups of bigger and bigger moguls will manage the whole country from New York or from Washington is obsolete. The flexibility of democracy must win out, over the rigidity of imposed control at the top.

Tv Networks Spell Progress

Television and marketing, together, are only at the threshhold of their contributions to the American people. For the viewing screen in the living room today can bring back to American politics the spirit of the town meeting, in which all citizens know the looks, the voice, the demeanor of the man who is asking for their confidence. The viewing screen in the living room can bring back to business dealings the intimate face-to-face confrontation, the alibity to demonstrate, the person-to-person simplicity that flourished in earlier days when the lady of the house went out to the peddler's cart to see for herself; when she did not need to take a carriage, or a steam train or an electric street car to a metropolitan trading center, to buffet the crowds of "downtown" and of "Main Street," to come home with a coffee grinder or a broom, or five yards of cheesecloth.

In short, it looks to me as if American life would in some ways resume the aspects of the intimacies of 100 years ago, as opposed to the heavy, unresponsive and, in many cases, arrogant, institutions of the 1880s, 1890s, and the 1900s, when the dominant phrase was "the public be damned" of the monopolist. Politically, I think the "mass meeting" is on the way out—along with torchlight parades and red fire, and the crowds in the street waiting for the magic lantern in the newspaper office to project a hand-drawn slide onto a bedsheet hoisted between two wooden telegraph poles, to tell the public of the day that McKinley was running ahead of Bryan.

And what modern technology adds to this older pattern in our lives—this new simplicity, I would be willing to call it—boils down, in essence, to one great thing: The ability to throw the demagogue or the thug, or the bore, or the snake-oil salesman out of the house, out of consciousness, if he *does* get in there, by a gentle twist on the knob that says OFF.

(Continued from page 64)

crease "very well and strong" throughout this year, it was possible the board would give "favorable consideration" to increasing of the dividend (it was cut from about $2 to about $1 at the time of the AB-PT merger consummation and has since not been increased). In the question-and-answer period, Mr. Goldenson also emphasized that AB-PT's gross "went up" but that expenses "went down" last year, a development he thought unusual in corporate operation—"we watch those expenses like a hawk, I can assure you," declared Mr. Goldenson.

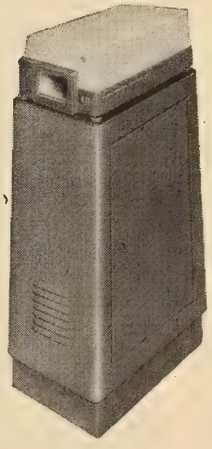
In a rundown on other AB-PT operations, Mr. Goldenson tagged a "good progress" sign on ABC Film Syndication Inc.; "operating profitably" on Disneyland Amusement Park (AB-PT has 35% interest); "improvement in sales and earnings" of Microwave Assoc. (electronics production of which AB-PT has a third ownership); "increase in business" on Technical Operations (research and development—AB-PT has stock interest); "progressing very well" on Am-Par Records, phonograph subsidiary organized by AB-PT last year.

In the formal actions, stockholders approved an amendment to the by-laws reducing the board of directors from 18 to 17, and elected directors for another year. Directors: Earl E. Anderson, ABC vice president; John Balaban, president, Balaban & Katz Corp., AB-PT subsidiary; A. H. Blank, president, Tri-States Theatre Corp., also an AB-PT subsidiary; John A. Coleman, partner, Adler Coleman & Co., brokerage firm; Charles T. Fisher, Detroit



True color... high definition

yours with GPL's 3-Vidicon Color Film Chain



Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain developed and manufactured by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy integration with your present monochrome film layout.

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banker; E. Chester Gersten, New York banker; Mr. Goldenson; Robert H. Hinckley, AB-PT and ABC vice president; Robert L. Huffines Jr., president, Textron American Inc.; William T. Kilborn, president, Flannery Mfg. Co., Robert E. Kintner, AB-PT vice president and ABC president; Sidney M. Markley, AB-PT vice president; Walter P. Marshall, president, Western Union Telegraph Co.; H. Hugh McConnell, insurance executive; Edward J. Noble, AB-PT's chairman of finance committee and chairman, executive committee of Life Savers Corp.; Robert H. O'Brien, AB-PT financial vice president and secretary; Robert B. Wilby, Wilby-Kincey Service Corp., AB-PT subsidiary.

Reelected as officers: Messrs. Balaban, Blank, Goldenson, Kintner, Markley, O'Brien and Wilby.

GERRY ZORBAUGH ABC VICE PRESIDENT

Appointment is unique in network history. Promotions of James A. Stabile, Omar F. Elder, and Muriel H. Reis also announced.

PROMOTION of three ABC executives and election of ABC's first—and the first of any national network—woman vice president was announced last week by ABC President Robert E. Kintner.

The woman vice president is Mrs. Geraldine Zorbaugh, secretary and general counsel, who



MRS. ZORBAUGH



MR. STABILE

in addition to the vice presidency was appointed special assistant to Mr. Kintner. In the other changes, James A. Stabile, ABC vice president, adds the duties of general counsel to that of assistant secretary of American Broadcasting-Paramount Theatres Inc. (ABC's parent organization); Omar F. Elder, assistant general counsel, adds the post of ABC secretary, and Muriel H. Reis, a member of the legal department, becomes assistant secretary.

Mrs. Zorbaugh was formerly with a New York law firm. She joined ABC's legal department in 1943, moved up the legal ranks and in 10 years became ABC's secretary and general counsel. Her husband is Harvey W. Zorbaugh, a New York U. professor and the director of the school's communications art division.

Mr. Stabile, also an attorney, had been associated with William Morris Agency where he handled negotiations and the preparation of radio and tv packages as well as licensing rights for programs and program titles before joining ABC's legal unit in 1951, later becoming administrative manager for ABC-TV's network program department and, in 1954, director of business affairs for the network. He was elected a vice president only last January.

Mr. Elder was assigned to ABC's legal staff in 1947, was named assistant secretary of ABC in 1951 and three years ago was made assistant secretary and assistant general counsel. Formerly with a New York law firm, Mrs. Reis joined the ABC legal staff four years ago.

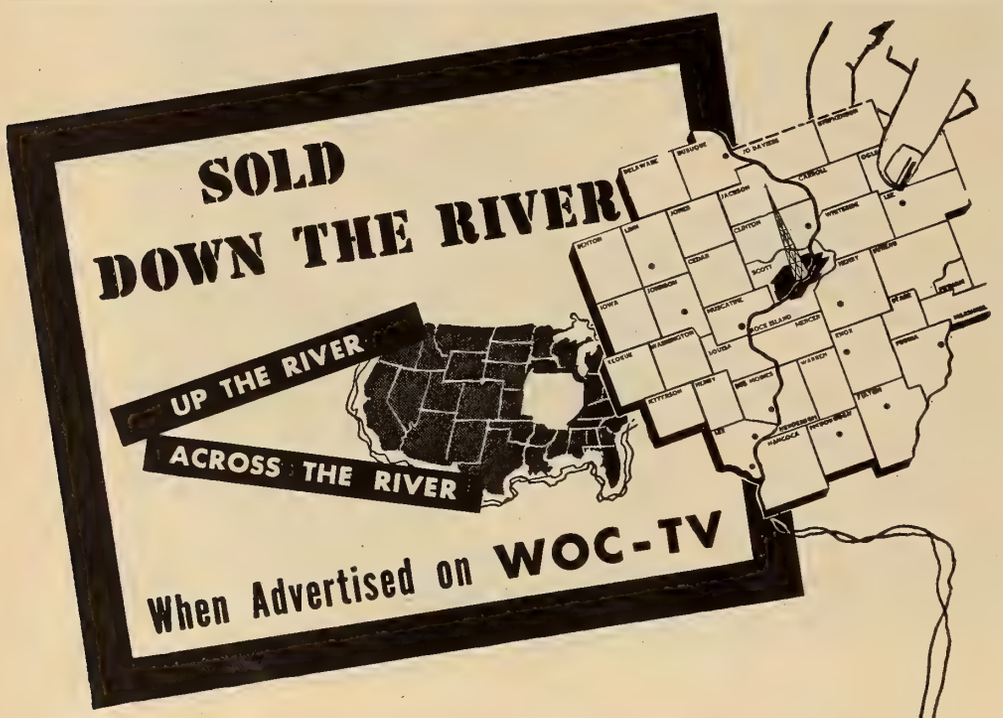
Goldenson Top Earner At AB-PT; Kintner 3d

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres Inc., parent company of ABC, was AB-PT's highest paid officer last year, receiving an aggregate remuneration of $182,214. Robert E. Kintner, ABC president, was third highest paid, receiving $100,000.

Mr. Goldenson's income included $25,000 in expense allowances, while all eight of AB-PT's top officers shared $35,400 in expense allowances. Mr. Goldenson also purchased 50,000 shares of common stock, exercising option warrants during the period from Jan. 1, 1955, through March 27, 1956. The option price was $16.63 per share, Mr. Goldenson buying the stock when the closing price on the exchange was $29.75 per share.

According to a listing made available at AB-PT's stockholders meeting last week (see separate story), Mr. Kintner was shown to own 1,900 shares of preferred and 3,500 shares of common, along with holding stock options for 9,500 common shares. Mr. Goldenson also holds stock options for 25,000 shares of common.

Other highest paid officers: John Balaban, president of Balaban & Katz Corp., $134,900 in aggregate, including $10,400 in expense allowances, and exercise of a stock option purchase of 7,500 shares; A. H. Blank, president,



WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest Peters, Griffin, Woodward, Inc. office.

* 1955 Sales Management "Survey of Buying Power"

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV

Nation-wide favorite...
UNITED AIR LINES
DC-7 NONSTOPS
COAST-TO-COAST

UNITED
AIR LINES



Here's the perfect combination of speed and luxurious comfort and it's provided by United Air Lines. Food, for example, is prepared in United's own flight kitchens. The seats are big and soft and fully reclining. There's a friendly club lounge and for your added convenience on arrival, extra-fast luggage delivery—another United DC-7 exclusive.

4 luxury nonstops daily each way between New York and both Los Angeles and San Francisco...Also deluxe DC-7 nonstops from Chicago to Los Angeles, San Francisco and New York.

Contact your nearest United ticket office or call an authorized travel agent.

local times quoted



You can on film...

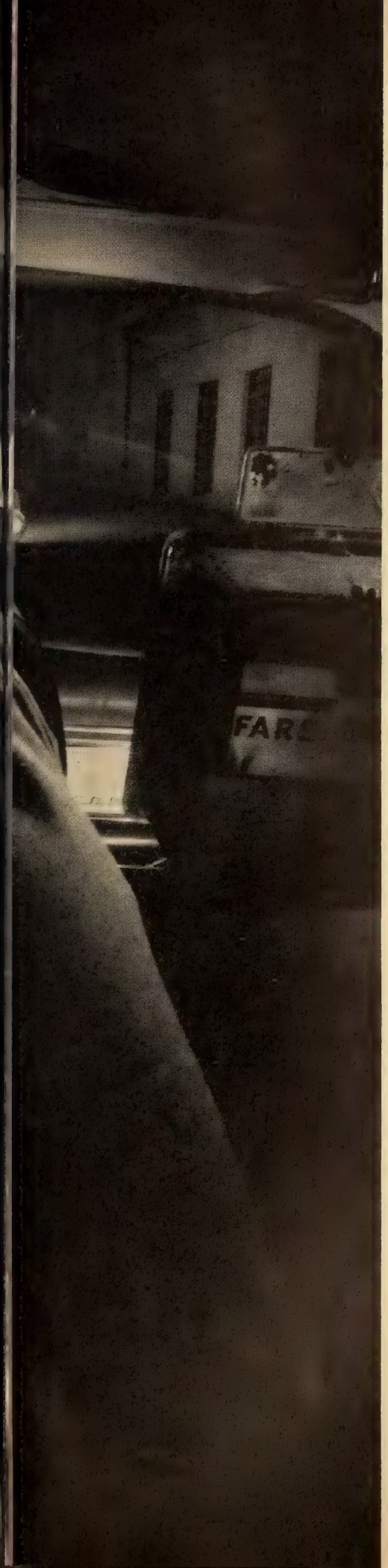
You can get that car—in spite of the darkness—on today's fast films. What's more, you can get it on the nation's TV screens in less time than ever before thanks to these new films and processing techniques. All of this adds more and more to the facility and economy waiting for you . . . when you **USE EASTMAN FILM.**

For complete information write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division	*Midwest Division*	*West Coast Division*
342 Madison Avenue	137 North Wabash Avenue	6706 Santa Monica Blvd.
New York 17, N.Y.	Chicago 2, Illinois	Hollywood 38, California

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional Motion Picture Films,
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.



Tri-States Theatre Corp., $49,005 in aggregate; the late Walter W. Gross, who had been AB-PT's vice president and general counsel, $56,-391 in aggregate, purchase of 12,500 shares of common stock in options exercised; Sidney M. Markley, AB-PT vice president, $41,630 in aggregate and purchase of 400 shares of common stock in options exercised; Robert H. O'Brien, AB-PT's financial vice president and secretary, $53,404 in remuneration, 12,500 common shares in options used as well as holder of 5,600 shares of common, and Robert B. Wilby, president, Wilby-Kincey Service Corp., $37,-204 in aggregate. Listed only were officers of the corporation aggregating $30,000 or more during the year. Directors and officers of AB-PT as a group received an aggregate remuneration of $874,785 in 1955 and exercised options on 114,000 common shares of stock.

Robert H. Hinckley, a director and vice president of AB-PT and ABC, owns no stock in the corporation but holds options for 1,500 shares of common. Mr. Goldenson held 52,450 shares of common stock individually and 250 shares jointly with his wife as of the close of business March 21, 1956 (these holdings are apart from the stock options held). Edward J. Noble, AB-PT's finance committee chairman and former owner of ABC, held 232,528 shares of preferred and 8,949 shares of common. The Edward John Noble Foundation, a charitable trust of which Mr. Noble and Earl E. Anderson, ABC vice president and AB-PT director, are trustees, owns 10,740 shares of AB-PT preferred and 337,304 shares of common. Mr. Anderson individually held 800 preferred and 1,700 common shares.

ABC Challenging CBS, NBC For Network Lead—Kintner

ABC PRESIDENT Robert E. Kintner told a record turnout of the Broadcast Adv. Club of Chicago Wednesday his convictions that ABC-TV will rival CBS-TV and NBC-TV and that ABC "will be the No. 1 radio network within two years." He added: "We believe we're the No. 2 radio network now."

The ABC president commended midwest advertising agencies, pointing out that midwest advertisers now account for over one-third of ABC-TV's current business.

Mr. Kintner traced ABC-TV's progress the past two years, noting growth from 35 million to 80 million "commercial home visits" and an increased reach from an average 70% to 80% of all tv sets. In 1956-57, ABC-TV should hit 85%, he claimed. Ratingswise, during the past three years, ABC-TV has outdistanced both CBS-TV (up 21%) and NBC-TV (down 17%), he claimed.

ABC-TV's objectives, he emphasized, are to establish a competitive programming service from 7-10:30 every week night and to develop programming for advertisers that otherwise might be "too expensive" to finance. Plans for development of morning programming on ABC-TV also were cited by Mr. Kintner.

"We are willing to make time available to advertisers for their own development and we don't believe that 100% of programming on ABC-TV should be controlled by the networks," he asserted. While ABC-TV proposes to offer "elaborate, expensive 90-minute programs" for advertising participations, Mr. Kintner said he foresees a trend toward the return of the half-hour show.

Turning to ABC Radio, he advised BAC delegates "for the good of your clients, attention should be diverted" to it and that radio should be given a "proper hearing." He expressed the conviction that many advertisers who left the aural medium will return and noted a number of small and medium advertisers "without larger budgets" have "looked at radio, bought it and had phenomenal success."

"ABC is in the radio business to stay—and in the network business to stay," Mr. Kintner added.

Committee to Draw Plans For ABC-TV Affiliates Group

A SPECIAL committee appointed last month to draw up organization plans for a permanent ABC television affiliates advisory group will meet May 24 in Kansas City.

The organizing committee is expected to issue a proposed charter and bylaws for the permanent group and to draw plans for testimony which ABC-TV affiliates will present next month to the Senate Commerce Committee. The Senate testimony will defend networks against monopoly charges which have been made before the Commerce Committee.

Meeting at the Kansas City Club May 24 will be Joe Bernard, WGR-TV Buffalo; Don Davis, KMBC-TV Kansas City; Joseph Drilling, KJEO-TV Fresno; Joseph Herold, KBTV (TV) Denver; Fred S. Houwink, WMAL-TV Washington; Harry LeBrun, WLWA (TV) Atlanta; Robert Lemon, WTTV (TV) Bloomington, Ind.; William Walbridge, KTRK-TV Houston —all appointed after a general meeting of ABC affiliates last month [B•T, April 23]. Several other ABC-TV affiliates also are expected to attend, according to Mr. Houwink, acting secretary of the organizing committee.

Dodge Sponsors Another Hour Of Lawrence Welk on ABC-TV

DECKS have been cleared for a new Lawrence Welk series on ABC-TV as Dodge Div. of Chrysler Corp. decided definitely to drop alternate sponsorship of two other network properties. The network was expected to announce the new series momentarily.

Mr. Welk and his orchestra will launch a new hour-long program, aimed at the younger set, in the fall under Dodge sponsorship [CLOSED CIRCUIT, May 7]. Dodge is dropping its sponsorship of ABC-TV's *Make Room for Daddy* and *Break the Bank*, and already has renewed the *Lawrence Welk Show* (Sat., 9-10 p.m. EDT). The new Welk series is expected to begin Sept. 3 or Sept. 10.

Dodge agency is Grant Adv., New York and Detroit. Bert Parks, who conducts *Break the Bank*, is expected to be retained by Dodge in a supplementary non-broadcasting role, it was learned.

Special Holiday Programming To Start May 30 on Mutual

AS a means of dramatizing the areas of the communications field in which radio excels, Mutual plans to institute a programming policy of saluting major American holidays with the entire broadcast day (16 hours) keyed to the particular holiday. MBS last week said this holiday policy will begin with Decoration Day, May 30.

Throughout the broadcast day, spot announcements will be keyed to appropriate Memorial Day messages. All news programs, it is planned, will include the reading of citations of Congressional Medal of Honor winners. From 9-10 p.m., EDT, a special program will be broadcast, including pickups from military installations throughout the U. S. and the world, plus U. S. embassies in various countries. Mutual will air about 20 spot announcements, starting this week, recorded by top service

officers, calling attention to the 16-hour salute to Memorial Day.

The network plans similar observance of Fourth of July, Labor Day, Thanksgiving and Christmas. This programming concept was conceived by Brad Simpson, assistant to the president of Mutual, as a step toward impressing upon listeners of the job that "radio is pre-eminently qualified to undertake."

Rash of Sales Announced For 'Arthur Godfrey Time'

CHUN KING SALES INC. (canned chow mein, frozen Cantonese dinner, shrimp egg rolls and other oriental foods), Duluth, in its first move to network radio, last week signed a 26-week contract with option to renew with CBS Radio for a quarter-hour-a-week segment of *Arthur Godfrey Time*, effective July 3.

Already on CBS-TV's *Garry Moore Show* as an alternate week sponsor of a quarter-hour segment, Chun King said that specialty foods—like its oriental dishes—benefit from "the 'depth' selling techniques" used by Mr. Godfrey and Mr. Moore. The firm's president, Jeno F. Paulucci, also said that Chun King's enormous growth over the past nine years has enabled it to make use of both radio and tv. Agency is J. Walter Thompson Co., Chicago.

Meanwhile, John Karol, CBS Radio vice president in charge of sales, also announced other advertiser activity on the morning Godfrey show.

New to CBS Radio will be the Amino Products Div. (Ac'cent seasoning) of the International Mineral & Chemical Corp. through BBDO, both Chicago, effective July 2 for 52 weekly quarter-hour segments. Two former CBS Radio advertisers will return to the network June 5 and July 5. On the former date, Bauer & Black Div. (Curad plastic bandages) of Kendall Co. will launch a repeat of last year's "successful" summer campaign, through Leo Burnett, Chicago; on the latter date, Manhattan Soap Co. (Sweetheart soap), New York, will pick up both a quarter hour of radio and a quarter hour of tv time per week on the Godfrey show. Agency is Scheideler & Beck, New York.

Other new buys on the radio show: Bristol-Myers Co. (Bufferin and Ban deodorant) through Young & Rubicam and BBDO, and Standard Brands Inc. (Blue Bonnet margarine and Royal puddings) through Ted Bates—all picking up additional quarter hour periods next month.

WAVE RADIO WINS VARIETY AWARD for "Imagination in Programming"!

We've been *going places* for months here at WAVE with "DIAL 970", our new Monitor-Weekday format. With good reason, too, it seems! . . .

VARIETY has just selected WAVE as one of eleven radio and television stations for its 1955-56 Honor Roll! Here are excerpts from VARIETY'S April 18 write-up:

"Programmatically, WAVE came up with a listenable blend of journalism and showmanship, plussed by intensive promotion. MONITOR was previewed last June via a radio spectacular running, naturally, 90 minutes. When later NBC was developing WEEKDAY, WAVE dittoed with elaborate promotion to snare local sales. The heading was DIAL 970, tailoring each program segment to time of day, available audience, staff personalities, sales requirements and promotional opportunities.

"Prime features are WAKE UP WITH WAVE, CAROUSEL (music and facts), ROADSHOW (for moving radios), NIGHTBEAT ('The Pulse of Louisville After Dark'), complete with scooperoo factors — in short, programming to keep radio from sounding like the 'same dull jukebox'."

NBC Spot Sales has all the facts on WAVE's imaginative, award-winning DIAL 970 — radio that's going places and doing things in Louisville, *and exclusive with WAVE!*

WAVE

5000 WATTS • NBC AFFILIATE

LOUISVILLE

NBC SPOT SALES

Exclusive National Representatives

Bill Goodheart to NBC In Executive Capacity

SHOW BUSINESS executive William R. Goodheart Jr., who has been in retirement for the past 13 years, will join NBC in an executive capacity July 1, according to Robert W. Sarnoff, NBC's president.



MR. GOODHEART

Mr. Goodheart retired in 1943 from Music Corp. of America, of which he was a co-founder in 1924, to establish the Goodheart Farms, Eaton, Ohio, which specialized in prize Aberdeen-Angus cattle and Hampshire hogs.

At MCA, Mr. Goodheart was known for his discovery, development and management of top stars in the entertainment field. When he retired, he was MCA's executive vice president.

Mr. Sarnoff said that at NBC Mr. Goodheart will work on all aspects of network operation with Thomas A. McAvity, NBC's vice president in charge of the tv network. With him will come "unrivalled experience in showcasting hundreds of great entertainers and great entertainment features," said Mr. Sarnoff.

Cited by Mr. Sarnoff was Mr. Goodheart's major role in creating many "hits of radio's golden age in the 1930's." Expected, according to the network head, is an added "new excitement and effectivness to NBC's expanding programming organization."

Among the Goodheart radio credits: the program format, *The Magic Carpet*, for Lucky Strike cigarettes, co-starring three different dance bands three nights a week; the Goodrich Silvertown Chord Orchestra with *Burns and Allen; The Jack Benny Show* with George Olsen's orchestra, and the *Ben Bernie Program* from the College Inn, Chicago. He also helped bring to the fore Eddie Duchin, Horace Heidt on the *Pot O'Gold* program, Tommy Dorsey, Benny Goodman, Kay Kyser and Sammy Kaye.

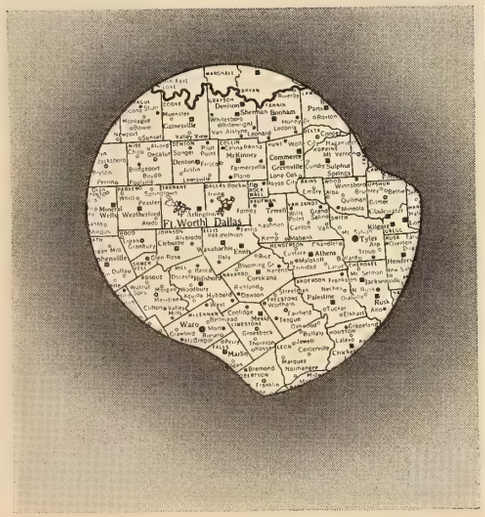
Kovacs to Replace Caesar

A NEW comedy-variety show, starring comic Ernie Kovacs, is slated to replace *Caesar's Hour* during the summer in the Monday, 8-9 p.m. EDT period, starting July 2. The Caesar program starts its hiatus on June 18 and next fall is scheduled to be telecast Saturdays, 9-10 p.m.

it's not difficult to recognize quality...

in Dallas, of course, it's **KLIF**

It's true that KLIF overwhelmingly dominates Dallas 24 hours a day in all three . . . Hooper, Pulse and Trendex. But did you stop to look at the vast AREA that KLIF dominates with its five thousand watts non-directional on 1190 kilocycles? It's big, even for Texas!



KLIF . . . DALLAS
KELP . . . EL PASO
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS

NOEMAC STATIONS
NEWS MUSIC

PLAYBACK

QUOTES WORTH REPEATING

TALK ABOUT RADIO, PAST AND PRESENT

IN RECOGNITION of National Radio Week, three veterans of radio had a nostalgic talk on NBC Radio's *Conversation* May 17. They were Clifton Fadiman, who was moderator of *Information Please* in radio's earlier days and is now host on *Conversation;* Ben Grauer, NBC announcer-reporter, and John Royal, former vice president in charge of programs and now consultant to NBC. Here are excerpts from their conversation:

Mr. Fadiman: Isn't it true, Ben, that radio has a great many advantages over tv just as tv has a great many advantages over radio? Radio has still greater mobility than tv. Twenty-five years ago taking radio in the car or on the seashore or even to the game was a relative novelty.

Mr. Grauer: I remember setting up a set 25 years ago. It was a great adventure, and as a kid I inveigled the father of a girl friend of mine—she spoke to her dad and he said, "All right, let that fellow put in a radio set." In those days it had a big heavy battery. It had three dials and a horn that came out of the back and curled up in the front, and I think I made $20 on the transaction, which was an enormous amount of money for installing this gadget.

Mr. Fadiman: Its place has been taken by television, which is now a great, big horrible mechanism for which you need a built-in engineer by the year. Radio, now, is something that you really carry along with you in the sense that you carry along a watch. Another thing is that radio, because it's an easier form and a less expensive medium to work with, has a kind of informality about it which tv cannot possibly have.

Mr. Grauer: You must be thinking of the mutual experience we've had on NBC's *Monitor* and the ease with which we flopped around from Cairo to Lindy's restaurant or to a bistro here and then out to Chicago and then down to South America.

Mr. Fadiman: Radio has great mobility which tv too can command to some extent. The *Wide Wide World* does a good deal of that, but of course it's much more expensive to get that mobility in tv.

Mr. Grauer: Staggering requirements. As a matter of fact that illustrates something that radio can do which tv can't and won't ever be able to do, and that is jump from one place to another.

Mr. Fadiman: John, would you say that talent in those days established itself a little more slowly and a little more solidly than tv talent does today? Tv talent now, on account of the fact that it's so expensive to handle, doesn't it have to make a big hit right off the reel in order to establish itself?

Mr. Royal: Yes, the casualty list in television is much greater than it was in radio. Amos and Andy had a great trick. They didn't give you too much. They only gave you two or three jokes each 15-minute period they were on and you could sit back in your chair and find them easy to listen to. But when you have to strain sometimes with television you get exhausted a little bit, in my opinion. Now the biggest lack in radio to me is one of the things that made it, and that's music. How much music do you hear on radio except on recordings? How much live music do you find, either pop or classical or semi-classical?

Mr. Fadiman: Well, John, let's come clean. They can't get the best performers because there isn't quite the money in it that there used to be.

Mr. Royal: All right, but all those best performers were once young and they were new, and there's a great amount of young talent around who are singers and who are musicians and what are they going to do with this talent? I would make radio flexible. I would get more music on radio and not all records. Now you might say, "Well, what are you going to do for money?" The cost of putting on musicale in radio is prohibitive because the musician gets more money in radio than he does in the theatre. Well, if you're going to get more musicians to work, they have got to readjust their salary to meet the situation.

Mr. Fadiman: What do you think radio should specialize in at the moment? It can do marvelous things for the listening public. What particularly? It's doing, it seems to me, remarkable coverage of news.



MR. ROYAL



MR. FADIMAN



MR. GRAUER

Mr. Grauer: In fact radio can cover news, fast-breaking news, infinitely better than tv.

Mr. Fadiman: John, if I may be autobiographical, do you think that a show like *Information Please* could go with the present radio public again?

Mr. Royal: Yes, I do, if it were changed around a bit. You'd have to give it a new coat of paint.

Mr. Fadiman: I've got a suspicion that not necessarily that particular show but shows like it might be very successful on radio today because I believe that a certain upper mental level group is listening to radio now rather than to television. Maybe this is just an idea on my part, but I'm merely saying that a great many people who find themselves a bit bored by tv are not bored by radio, have the radio habit and do keep listening to radio and would want better shows.

Mr. Grauer: I think that the big flashy type show is finished on radio.

Mr. Royal: Ben, let me tell you about *Show Boat*. The Thursday night that *Show Boat* was on was one of the greatest nights ever in show business of any kind. There was Crosby, there was *Show Boat,* and I think—

Mr. Fadiman: Vallee.

Mr. Royal: There were three one-hour shows. And this came by accident. It wasn't any great genius on anybody's part that put these three one-hour shows together, and it created as much of a sensation as Berle or any other big television hit at the present day. Well, you would think that the three agencies having these shows would get together and see that there was no conflict, that they would protect that which they had by accident. No, they would cut each other's throat to see who could get the latest song hit first. There was a competitive situation.

Mr. Fadiman: Instead of figuring that each was one third of a great show.

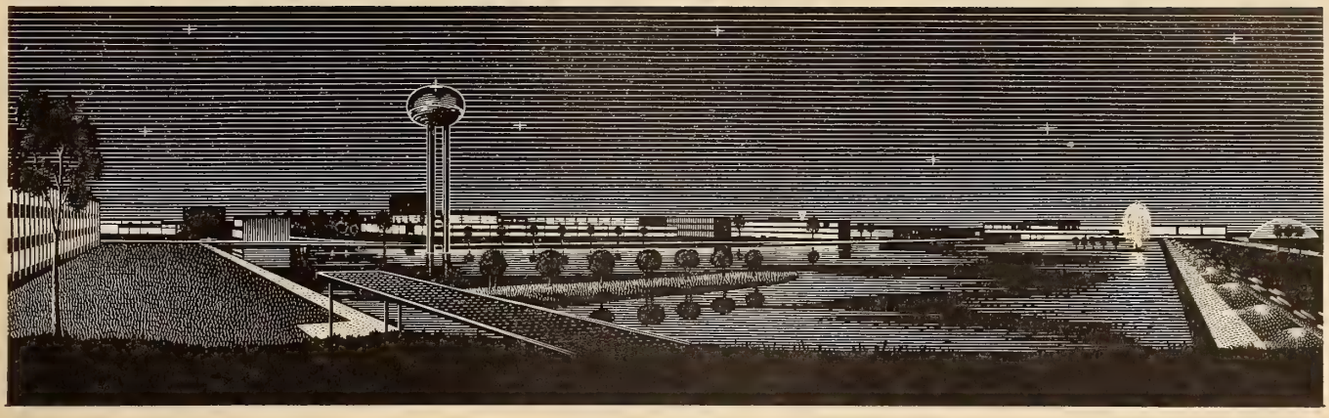
Mr. Royal: That's right. They became a unit. Now the thing that people forget sometimes in all phases of our business is that in creating shows and building shows—I don't care whether it's television or for radio—that you must keep in mind balance. But in radio the man who was on at 9 o'clock didn't care who was on at 9:30, and worried a little bit who was on at 8:30 because they might have used that new song ahead of him; and in radio they kind of killed the goose that was laying a flock of eggs—and they were more than golden.

Mr. Grauer: I'm just thinking we also laid another groundwork at that time. We set patterns which tv is following all the time. The broadcasting system covered for the American public. It gave them these entertainers and so on and they paid by listening to the advertising, but they got, in return, conventions, and elections, and special events.

Mr. Fadiman: It opened up the country to the people who lived in it, and for the first time. We owe all that to radio and tv has merely inherited that.

Mr. Royal: They've embellished a form that radio created.

Mr. Fadiman: Sure. they have done pretty well at it though. Now, John, let's not run down poor old tv.



Left to Right: Main Research Building, Service Building, Manufacturing Development Building (behind water tower), Engineering Building, Styling Building and Styling Auditorium Dome facing 22-acre lake, focal point of GM Technical Center.

At this new Technical Center we welcome the challenge of the future

WE HAVE just dedicated one of the most far-reaching industrial projects ever undertaken by an American business.

It is the vast General Motors Technical Center, built on 330 acres of beautifully landscaped campus northeast of Detroit.

More than four thousand scientists, engineers, stylists and technicians are at work within its twenty-five modern air-conditioned buildings—making it the largest institution in the world devoted to progress in the industrial arts and sciences.

As such, through Research, Engineering and Styling it helps make next year's automobiles, home appliances, Diesel engines and our other products better than this year's models.

Beyond that, at the Technical Center men of inquiring minds are delving into the unknown in search of new materials, new forces, new techniques that will maintain America's technological leadership for generations to come.

Here scientists are rearranging molecules and repatterning alloys to produce sturdier metals, more efficient lubricants, more powerful fuels.

Here engineers are experimenting with ways and means of adapting these discoveries to the production of more useful things for the public.

Here stylists are plotting new designs that will insure greater beauty, comfort and convenience in the shape of things to come.

And the horizons of the Technical Center stretch far beyond the motor vehicle. It has already developed the first successful mechanical heart, a new Centri-Filmer for purifying vaccines, and is engaged in many important humanitarian projects.

Thus equipped, General Motors welcomes the challenge of the future. We hope to open new fields of knowledge that will help to build an even more dynamic and prosperous national economy — and attract more and more young people to technical careers.

in technical progress

GENERAL MOTORS

leads the way

KBAB Now ABC Affiliate

AFFILIATION of KBAB El Cajon (San Diego), Calif., with ABC Radio was announced last week by Norman E. Kay, vice president and general manager of the station, and Edward J. De Gray, ABC director of station relations. KBAB operates with 1 kw on 910 kc.

WSAN Named CBS Affiliate

TO REPLACE WHOL Allentown, Pa., in the CBS Radio lineup after WHOL went off 1230 kc May 9, officials of the network reported that WSAN Allentown, Pa., had been signed as a secondary affiliate and would become a primary affiliate Aug. 12. They said WSAN, which has been an NBC affiliate, would carry programs of both networks until the Aug. 12 switchover. Owned by Lehigh Valley Broadcasting Co., with B. Bryan Musselman as president and general manager, WSAN operates on 1470 kc with 5 kw. Coincidentally with WHOL's vacating 1230 kc, which terminated nine-year litigation, WEEX Easton, Pa., commenced operation on that frequency May 10 with 250 w. WHOL's request for authority to operate as 500-w daytimer on 1600 kc was granted by the FCC [B•T, May 14].

WOAI New ABC Affiliate

WOAI San Antonio, owned and operated by Southland Industries, will join ABC Radio as a basic affiliate next Monday, James M. Gaines, WOAI's vice president and general manager, and Edward J. DeGray, ABC Radio's station relations director, are jointly announcing today (Monday). WOAI, heretofore an NBC affiliate, replaces KTSA as the ABC Radio outlet in San Antonio. WOAI is 50 kw on 1200 kc.

HERE'S



SELLING POWER

IN THE KANSAS MARKET

WIBW is now offering its listeners a whole new concept in radio broadcasting—new sounds, new excitement, new interest, new techniques, new programs! This newness has attracted vast new audiences from every walk of Kansas life.

For advertisers, this means new selling power in the Kansas Market. Your Capper man can give you all the details.

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.



Our 30th Year

Eliasberg to New CBS Post

APPOINTMENT of Jay Eliasberg to the newly-created position of assistant director of research for CBS Television was announced last week by Oscar Katz, CBS-TV director of research. Mr. Eliasberg has been research project supervisor for CBS-TV since February 1955, and previously had been director of media research and statistical analysis for Kenyon & Eckhardt, director of advertising research for Foote, Cone & Belding, director of research for ABC Radio and a member of CBS' research department.

'O'Hara' in for Autry

THE two-week hiatus of William Wrigley Jr. Co. (chewing gum), Chicago, from CBS Radio, following Gene Autry's sudden decision to call it quits on radio [AT DEADLINE, May 14] was to filled starting with last night's (Sunday) 6:05-6:30 p.m. EDT slot with an adventure drama titled *O'Hara*. The program, which has an international adventure background, probably will be switched to another time and day when Wrigley picks the replacement for the *Gene Autry Show*. The sponsor has option to retain the 6:05-6:30 p.m. time slot.

CBS Radio Promotes Davis

LUCIAN C. DAVIS, CBS Radio network program supervisor, Hollywood, has been named manager of network broadcasts, Hollywood, it was announced Wednesday by William Froug, vice president in charge of network programs, CBS Radio, Hollywood. Mr. Davis has been with CBS Radio since 1936, starting as an usher while attending the U. of Southern California, Los Angeles. After his graduation from USC, he worked in various positions and became an associate director in 1941. He served in the U. S. Marine Corps from 1943-46, returning to CBS as a director.

NETWORK PEOPLE

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., delivered principal address at luncheon opening $125,000 fund drive of United Cerebral Palsy Assn. of Chicago. As national board chairman of association, he called for American industry to support research designed to salvage human brain power.

Sylvester L. Weaver Jr., chairman of board, NBC, named to Muscular Dystrophy Assns. of America radio-tv-film committee. Also on committee: **John Charles Daly,** ABC, **Hubbell Robinson Jr.,** and **John Hundley,** CBS; **Ted Cott,** DuMont; **Gordon Gray,** MBS; **Thomas A. McAvity,** NBC; **Seymour N. Siegel,** WNYC; **Joseph M. Sitrick,** NARTB, and **Y. Frank Freeman,** Paramount Pictures.

David Hebb, director, *Indictment,* on CBS Radio. and **Arthur Peck,** supervisor of network operations, CBS Radio, co-authors of book, *Sports Car Rallies, Trails & Gymkhanas,* published by Channel Press.

Ralph Backlund, executive producer, CBS Radio department of public affairs, married to Caroline Hillman Eckel, assistant to editor, *American Heritage* magazine May 18.

Bette Baron Ripley, ABC-TV writer, married to **Ray Diaz,** national program director, ABC Radio, May 3.

NATIONAL TELEVISION SPENDING UP 23% IN FIRST QUARTER OF 1956, TvB SAYS

President Treyz tells Pennsylvania Assn. of Broadcasters that newspapers gained only 8% in the same period, counters statements by ANPA Bureau of Advertising attacking tv.

NATIONAL ADVERTISERS spent 23% more money in network and national spot television in the first quarter of 1956 than in the same period a year ago, while putting only 8% more into newspapers, TvB President Oliver Treyz told the Pennsylvania Assn. of Broadcasters' annual meeting at Pocono Manor last Thursday (see page 80).

Complete financial figures were not given, but it is known that television network gross billings for the first quarter of this year totaled $116,692,520 while national spot expenditures in tv came to $100,209,000, for a total of almost $217 million for the quarter [B•T, May 14].

Mr. Treyz also revealed A. C. Nielsen Co. figures showing network per-program audience gains ranging from 17 to 23% over those of a year ago. Tv circulation in the past 12 months, he said, "has enjoyed its greatest annual growth to date."

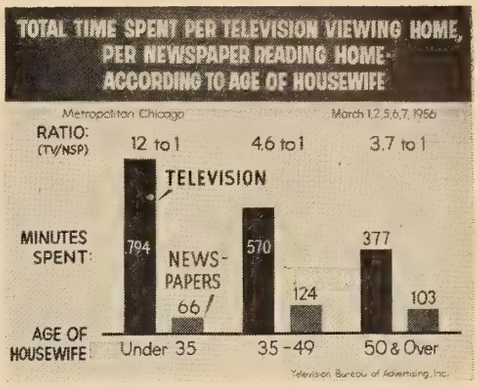
The TvB president tackled newspaper advertising claims specifically, citing both new and previously announced findings in the tv-versus-newspapers study made by Pulse Inc. in Chicago and first unveiled by TvB during the NARTB convention [B•T, April 23]. Some of this as well as additional material also will be shown by TvB this week at a presentation for advertisers and agencies at New York's Waldorf-Astoria Hotel at 9:30 a.m. Tuesday.

Take-off point for Mr. Treyz' Pennsylvania speech was a letter attributed to Harold Barnes of the American Newspaper Publishers Assn.'s Bureau of Advertising. Mr. Barnes was quoted as saying that "the simple, realistic fact is that the value of newspapers to the advertisers is not tied to the severe limitations of the hour or the half-hour. Our dominion is the day—every day. This allows plenty of elbow room and planning room for the advertiser. He controls the time and the place."

While newspaper proponents "have served up some of the most bizzare apple-orange combinations in the history of media competition," Mr. Treyz replied, the Chicago study made for TvB by Pulse measured both television and newspapers "with the identical technique, employing the same kind of arithmetic, and using all the homes and people in the market as a single base." This technique was pioneered, he said, by TvB's research department under Dr. Leon Arons.

The newspaper data gathered in the Chicago study, he asserted, "are just as meaningful as are the television data—because newspapers are read with respect to time."

Among the myths that the Chicago study exploded, he asserted, was that which holds the permanence of newspapers to be a substantial advantage. In the Chicago study—which covered more than 7,000 homes—it was found that "of all references made to individual issues on



The Woman's Time With Media

weekdays, over an 18-hour period, 86% were one-time-only references" [B•T, April 30].

"Consequently," he continued, "if a reader misses an article or advertisement when he reads his newspaper, the chances are against his catching up with the missed item or ad."

Mr. Treyz also disclosed further Chicago-study findings with respect to reading-versus-viewing habits according to age bracket. He said:

"In families where the housewife is over 50, daily newspaper reading totals 103 minutes. Television viewing is over three times greater.

"Where the housewife is from 35 to 49, television's lead is over 4 to 1.

"And in homes where the housewife is under 35, the time devoted to television is 12 to 1 over newspapers.

"This is but the latest in a series of mounting evidence that television's greatest strength lies in the younger, larger, post-war families with more mouths to feed, more teeth to brush,



Now
KBAB is ABC
in San Diego

Listeners in the rich San Diego market will now be hearing established ABC personalities and shows like Lawrence Welk, Don McNeill's Breakfast Club, Blue Ribbon Bouts, Bill Stern, Martin Agronsky and many more. Strong network programing that has terrific local impact!

KBAB El Cajon, 1,000 watts 910 kc
ABC Radio Network

more hair to shampoo, a better market for most things.

"And a market which, being younger, is less habit-ridden, more easily switched to new habits, new brands, new products, whether they be automatic washing machines or fluoride toothpastes.

"Newspapers, conversely, have—in comparison—an old-age bias, which places their selectivity in the least productive part of the American market, whose growth stems largely from the new postwar families and their growing needs and sales potentials."

Mr. Treyz cited Nielsen figures showing that tv circulation gains have boosted the average Monday-through-Friday network daytime program from 2,698,000 viewing homes (January through April) in 1955 to 3,204,000 in 1956, a rise of 19%. Circulation of the average weekend daytime program has gone up from 3,996,000 homes a year ago to 4,904,000 now for an increase of 23%, while circulation of the average evening program has risen from 6,431,000 to 7,545,000 or 17%.

"Never before has there been such an increase in the circulation delivered daytime programs in the short span of a year," He said. "Never before, also, has there been so large an annual increase in nighttime program circulation."

Mr. Treyz conceded that the Chicago study shows newspapers ahead of television on Sunday mornings—but pointed out that tv is ahead in all other periods, usually by substantial margins. He also conceded that the results showed newspapers read by 96% of the homes each day, as against tv viewing by 91% of the homes. But, he added, tv is far out ahead in terms of time spent with the media—9 hours 51 minutes spent per family in watching television each day, as against 1 hour 41 minutes per family per day with newspapers.

Recipe for **SUCCESS!**



To a great basic network (CBS), add a great affiliate network (ABC). Season with a strong array of local programs. Stir in plenty of Promotion and Service. Then add an active, intelligent sales force and a *4-year record of consistent preference ratings in Rochester!*

MIX 'EM ALL TOGETHER and YOU HAVE THE BEST BUY IN ROCHESTER TELEVISION!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY WHEC-TV AND WVET-TV

ROCHESTER, N.Y.

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

PA. BROADCASTERS RETAIN COUNSEL

Legal aid to be hired on full-time basis because of increasing governmental and other non-industry-instigated litigation. Wide range of topics covered at group's gathering.

DECISION to retain full-time legal counsel to represent the Pennsylvania Assn. of Broadcasters in matters brought up by increasing attacks by government and other groups on industry affairs was reached last week by that association's board at the annual meeting in Pocono Manor.

Some 200 delegates attended the Wednesday-Friday sales, programming and management sessions. The theme for the convention was "As Others See Us."

In other board action, plans were initiated to form a PAB-sponsored, statewide network which could go into operation on 1-hour notice to provide coverage of important public service activities. A committee to investigate such a network will be headed by Dave Potter, WNAE Warren.

Speakers from four agencies participated in a panel Thursday morning moderated by Kenneth W. Stowman, WFIL-AM-TV Philadelphia.

Details of how radio and tv campaigns are planned and executed by an agency were described to the PAB by Jayne Shannon, media supervisor of J. Walter Thompson Co., New York. In the course of her talk she noted that "radio's strength is at the local level," after saying "network radio today is delivering little more than circulation. This is not to say that it is a weak buy but only to show why it is more generally considered a supporting medium. There are still many saturation type buys representing good value on the networks but network's biggest value, the pattern of solid sponsor-program identity, has been lost."

Miss Shannon hailed the announcement that Station Representatives Assn. plans release of monthly radio spot expenditure figures [B•T, May 14], saying they should be one of the greatest sales promotion tools for spot radio.

W. Robert Eagan, vice president and director of merchandising for Foote, Cone & Belding, Chicago, told the broadcasters that "you shouldn't be doing merchandising just to impress advertisers and agencies and to keep up with your competition. A sweepstakes is no good unless it sells products. An ad or commercial is useless if it doesn't move merchandise. And all the gimmick media mailings in the world only make money for the post office unless they are planned and executed to sell the product. And the product I'm talking about isn't your station or your network—it's the advertiser's product." He pointed out that his agency expects the individual station to consider merchandising problems in the light of local conditions, not to turn out "rote backing for our advertising."

Scott Keck, assistant director, tv-radio department, Needham, Louis & Brorby, Chicago, spoke on "Orders from Chicago—The Need for Closer Agency-Station Coordination."

A sales panel on "Sales Are Where You Make Them," was moderated by Robert M. McGredy, WCAU-TV Philadelphia. Partici-

We're in full voice again. Our new 435 ft. antenna now carries WOAI's 50,000 watt, clear channel voice to more than a million southwestern families. Thanks for your understanding and patience during our brief period of reduced power. We're glad to be fully serving you again.

WOAI

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate

represented by Edward Petry & Co., Inc.

pants included J. Robert Gulick, WGAL Lancaster; Philip J. Reilly, WLBR Lebanon, and R. Clifton Daniel, WCAE Pittsburgh.

A Thursday afternoon management clinic was moderated by Lester R. Rawlins, KDKA Pittsburgh. Thomas K. Cassel, WATS Sayre, told the delegates "nothing costs so much as a bad salesman." He was followed by Roger W. Clipp, Triangle stations, who said any show worth putting on the air was worth giving a good promotional start, and voiced his belief that merchandising helps clients' sales and therefore helps the station and the medium as a whole. Jim Chambers, WHOL Allentown, discussed programming ideas, while William J. Thomas, WCPA Clearfield, went over personnel problems. A plea that rate cards be made uniform (in content, not in charges) was made by Donald W. Thornburgh, WCAU. He warned against complicated rate structures.

Thursday's luncheon speaker was Oliver Treyz, president of the Television Bureau of Advertising (see page 79). FCC Comr. Robert E. Lee addressed the dinner that night.

SDX Speaker Scores Government Censorship

ABSOLUTE censorship is "securely draped" over the Defense Dept. today and has "spread to all parts of federal government to the great detriment of the interests of the American people," V. M. Newton Jr., *Tampa* (Fla.) *Morning Tribune,* told the Sigma Delta Chi awards banquet in Chicago Tuesday.

Mr. Newton, chairman of SDX's Freedom of Information Committee, emphasized the need for continuing the fight for "the people's right to know" and declared that "a great many people, including some within our profession, believe that a little secret government is all right." He asserted:

"Yet we can no more have a little secret government than we can have a little freedom, a little justice or a little morality."

Mr. Newton was keynote speaker at SDX's awards dinner honoring recipients of 14 distinguished service-in-journalism awards (B•T, May 7, April 23). Sol Taishoff, editor-publisher of B•T, made the presentations, assisted by Spencer Allen, WGN-TV Chicago.

Scoring government officials who "speak out of both sides of their mouths on freedom of information," Mr. Newton expressed doubt "we could find a single federal public servant who has come altogether clean with the people in the matter of facts of government, even though it is the people's business and the people pay his salary."

Mr. Newton, president of AP Managing Editors, traced the growth of censorship the past years from the Truman administration to the present, reviewing SDX's 1955 freedom of information report which cited censorship, "arrogance," "propaganda," and "favoritism" at different government levels.

". . . It isn't difficult to see that we have developed a new philosophy of American government," Mr. Newton declared, claiming the federal official today, with the blessing of the U. S. Attorney General's office, "looks upon government as his private domain" and has "foisted secret government upon the American people." He held that "once absolute censorship is accepted by part of the government, it easily spreads to all of government."

The newspaper profession is "deeply obligated" to fight with all its might "for the absolute principle of freedom of information," Mr. Newton emphasized.

WCDA-B • *ALBANY*
WAAM • *BALTIMORE*
WBEN-TV • *BUFFALO*
WJRT • *FLINT*
WFMY-TV • *GREENSBORO*
WTPA • *HARRISBURG*
WDAF-TV • *KANSAS CITY*
WHAS-TV • *LOUISVILLE*
WTMJ-TV • *MILWAUKEE*
WMTW • *MT. WASHINGTON*
WRVA-TV • *RICHMOND*
WSYR-TV • *SYRACUSE*

Harrington, Righter and Parsons, Inc.
The only exclusive TV national representative
New York
Chicago
San Francisco
Atlanta

NEW VOTE LOOMS ON NARTB FORMAT

Petition from 150 members urges another ballot on at-large director elimination.

A NEW vote by NARTB members on the question of retaining or eliminating the four classes of at-large directorships on the association's Radio Board was virtually assured last week.

NARTB headquarters Wednesday received a petition bearing the names of 150 members and requesting that the question of keeping the at-large director categories be resubmitted for mail balloting. The 150 names were more than the 5% of total membership required under NARTB bylaws for resubmission of a vote to members.

Some 900 members voted last March on the question, with balloting favoring elimination of the at-large directorships by a ratio of about 5 to 4—a close vote by the usual NARTB standards. The at-large directorships are in addition to those elected from the 17 NARTB districts over the country. They involve 2 directorships representing small am stations, 2 for medium ams, 2 for large ams and 2 for fms.

The move to have the at-large directorships question submitted to another vote was generated by the Radio Board's Fm Committee—headed by H Quenton Cox, KQFM (FM) Portland, Ore.—beginning almost immediately after the election last March, by a committee resolution.

Wednesday's petition for resubmission means the Radio Board—meeting June 20-22 in Washington—will stamp formal approval on the election and ballots will be mailed to NARTB members shortly afterward.

Although the previous vote called for elimination of the at-large categories, it was not slated to go into effect until the end of next year's NARTB convention. Accordingly, the Radio Board's membership still stands at 29—representing 17 districts, the 8 at-large classifications and the 4 radio networks.

Members of the Fm Committee who organized the move for resubmission of the directorship to a vote argued that the balloting last March represented less than half of NARTB's membership—currently at 1,984. Fm members felt their representation would be weakened by elimination of the at-large directors, it was understood.

During the vote in March, members received with their ballots statements covering both sides of the question by Dick Brown, KPOJ Portland, Ore., Dist. 17 director, in favor of eliminating the directorships, and John Outler, WSB Atlanta, at-large director for large am stations, against removal of the at-large classifications.

NARTB headquarters said last week it had not been determined what proportion of the names on the petition was represented by fm.

Sullivan Heads N. Y. ATAS

ED SULLIVAN was elected chairman of the New York chapter of the Academy of Television Arts & Sciences at an organizational meeting last week. Other officers chosen were Max Liebman, first vice chairman; Mark Goodson, second vice chairman; Lawrence Langner, treasurer, and William Bratter, secretary.

Those named as heads of permanent committees were: Tex McCrary and Harry Belafonte, membership; Henry White and Faye Emerson, activities; Marlo Lewis and Mark Goodson, awards; Royal Blakeman, legal, and Syd Eiges and Hal Davis, publicity.

KRON-TV'S NEW MERCHANDISING PLAN

FOR DAYTIME ADVERTISERS (before 7:30 P.M.)

*featuring "IN-STORE SPECTACULARS"**

COLORFUL . . . ANIMATED
SALES-PRODUCING



San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4

***Colorful, animated figures that move back and forth on wires elevated above all other merchandise in the store.**

Call the "Colonels" of Peters, Griffin, Woodward, Inc. or Norman Louvau at KRON-TV for complete details of this exclusive new merchandising plan.

RAB SPEAKERS UNDERSCORE RADIO WEEK

Top executives of trade association appear before ad groups from coast to coast.

RADIO ADVERTISING BUREAU'S efforts during National Radio Week were climaxed by a series of talks by the organization's top executives before advertising clubs in widely-separated sections of the country (also see story on individual station participation, page 112). RAB spokesmen were Kevin Sweeney, president; John F. Hardesty, vice president and general manager, and Sherril Taylor, vice president and director of promotion.

Mr. Sweeney told the Kansas City Advertising Club last Monday that "fortuitous changes" have assured radio of "a permanent place among major media." He outlined the changes in radio programming and advertising which shifted the medium from one reaching extremely large percentages of all families to one reaching "smaller but still substantial" percentages of all families almost constantly, and added:

"These changes have assured radio of getting the 'highly important last word' with most people before they go out to shop—regardless of their exposure to other media. Independent studies indicate that regardless of the product purchased, more purchasers are exposed to radio advertising before they buy than any other medium."

The next day, Mr. Sweeney dwelt on the looming importance of out-of-home listening in a talk before the Buffalo Advertising Club. He predicted that within the next decade out-of-home listening "may very well outstrip in-home listening . . . despite a steady growth of in-home listening."

He placed the number of automobiles with radios in working order at 35 million as of May 1. By 1966, he prophesied, personal transistor portables in use will exceed that total, and all radios in use outside the home will top the present total of all radios, which he set at about 127 million.

Mr. Hardesty paid tribute to advertisers who are using radio "creatively" in a talk made last Tuesday before the Los Angeles Advertising Club. He cited the Insurance Co. of North America's sponsorship of *Sing With Bing* last Christmas as "typical of the imaginative use of radio that paid off handsomely in audience, merchandisability and publicity."

On Wednesday, Mr. Hardesty told the Oregon Advertising Club that "a marked interest in personalized listening" has made radio "the most selective of all media for advertisers interested in beaming their messages to a particular segment of the buying public." He explained that an advertiser no longer needs to aim his commercial at an entire community "in the hope that it will infiltrate to the particular group he wants." Programming changes over the past five years, Mr. Hardesty continued, make it "a simple matter for an advertiser to buy into time segments programmed expressly for specific audiences."

Mr. Hardesty told members of the Denver Ad Club on Thursday that the average advertiser could double the effectiveness of his radio advertising if he devoted as much time to the preparation of his commercials as he does to the selection of his time schedules. He cited the importance of radio commercials with originality, pointing out that since the average person listens to about 200 advertising messages daily, a distinctive commercial stands out and is more likely to gain the listener's attention and interest.

Mr. Taylor told the Advertising Club of Norfolk that the first six months of 1956 will mark "the best half year in local and national spot billings in the history of radio." Mr. Taylor asserted that not only are more advertisers using radio than ever before, but more are discovering the importance of "getting a hearing wherever the customer happens to be."

The next day, Mr. Taylor predicted in a talk before the Advertising Club of Miami that new sales and program patterns of network radio in the next five years will contribute to an increase in billings for this medium "even beyond the fondest hope of the most optimistic." He continued:

"The 'psychological block' on the part of national advertisers who have resisted network radio will fade away as these advertisers see success after success, not only of current network patterns, but also of local and national spot radio advertisers, those advertisers who asked for and got low cost sales through the continued use of saturation radio."

On Thursday Mr. Taylor told a group of 75 appliance dealers and broadcasters in Birmingham that radio manufacturers can double the sale of radio sets in the U. S. during the coming year if they use more radio advertising and plan their campaigns with "greater intelligence and originality." He said that more than 14 million radio sets were sold in this country last year, claiming this was accomplished with little radio advertising effort. The automatic consumer demand for "all types of radio sets," he added, points up "the all-important fact that manufacturers and dealers can accelerate the demand for more radios through hard selling and smart copy approaches."

MILWAUKEE'S NEW WISN



PRESENTS

BOB SIEGREST NEWS

10:00-10:15 P.M. DAILY

The *NEW* WISN presents music, news, weather and sports . . . and the cream of the ABC network . . . and everybody's feeling the results!

Bob Siegrest and the News at 10:00 P.M. . . . currently sponsored by E-Z Painter Corp. . . . gives the loyal WISN audience a concise and accurate reporting of the news. Here is local Milwaukee's ONLY award winning newscaster and commentator . . . having won two Freedoms Foundations Awards AND a Christopher Award for radio news reporting. Another GREAT WISN salesman working for you on the *NEW* WISN! Remember, too, WISN has its own news department covering all important *local* news stories!

FOR AVAILABILITIES
call, wire or write
WISN SALES or
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

Basic ABC Affiliate

Milwaukee's First Station WISN 1150 Milwaukee

Overtime Pay Relief Sought for Stations

NARTB last week urged congressional relief from the overtime provisions of the Fair Labor Standards Act for radio and tv stations in markets of 50,000 population or less which are outside large metropolitan areas.

Testifying before the Senate Labor & Public Welfare Committee's Labor Subcommittee, Charles H. Tower, NARTB employer-employe relations manager, said NARTB's proposed amendment would give "much-needed relief" to small-market stations from the technical requirements of the Act's overtime provisions. NARTB is not asking exemption from the minimum wage requirements of the law, Mr. Tower said.

The NARTB official said small-market broadcasters should be exempt from overtime provisions of the Act because:

(1) On account of their size and the nature of their business they have had trouble complying with technical requirements.

(2) Adjustments to overtime requirements are difficult because the broadcaster has a long broadcast day, seven-days-a-week operating schedule, small staff, integration of job functions and creative work.

(3) Most comparable businesses in the same economic environment are not covered by overtime and minimum wage provisions.

(4) Congress intended to exclude from coverage local businesses which do not produce goods or services which flow into "the stream of commerce." Certain categories of newspapers specifically excluded are in direct competition with small-market radio-tv stations.

(5) Small-market broadcasters are engaged in a local product market business and should get treatment accorded to equivalent firms.

(6) Today's economic environment does not speak for spread of employment through such methods as overtime penalties.

(7) The 50,000 market size recommended as a dividing line by NARTB conforms to the practical requirements of small-station operation, recognizes that market size determines the level and structure of revenues and operating costs in local product market industries and sets up a yardstick putting all stations in a market on the same competitive basis as regards wage-hour laws.

(8) The NARTB proposal would affect only 15,000 employes.

(9) NARTB doesn't ask exemption from minimum wages because broadcasting wages, even in small markets, are well above the minimum wage.

Pellegrin Elected President Of New York Radio Pioneers

FRANK E. PELLEGRIN, partner and vice president, H-R Representatives Inc. and H-R Television Inc., station representatives, last week was elected president of the New York chapter of Radio Pioneers. He succeeds BBDO's Frank Silvernail.

Other officers elected at a special meeting Tuesday: Henrietta H. Harrison, consultant, first vice president; Jeff Sparks, United Nations, second vice president; Gordon Gray, WOR New York, third vice president; Arthur Simon, *Radio Daily*, secretary, and Charles A. Wall, Broadcast Music Inc., treasurer.

Political, Sales Problems Highlight Ill. Assn. Meet

POLITICAL broadcasting and sales problems highlighted talks at a meeting of the Illinois Broadcasters Assn. in Springfield May 10.

Leonard H. Marks, partner in the law firm of Cohn & Marks, Washington, urged broadcasters to use common sense in following procedures dealing with commitments on political speeches. He spoke on "Pitfalls and Hurdles Facing the Broadcaster."

The problem of motivation as it applies to station salesmen was explored by Charles Tower, NARTB employe-employer relations director. Discussing "selling is believing," he stressed the importance of good salesmen and how to keep them satisfied with their positions in the station field.

Luncheon speaker Thursday was Dennis Longwell, one of four national "Voice of Democracy" winners. He was introduced by Charles R. Cook, general manager of WJPF Herrin and IBA secretary-treasurer.

Joseph Bonansinga, general manager of WGEM-AM-TV Quincy, and IBA president, presided over the one-day meeting. Gov. William Stratton of Illinois signed a proclamation recognizing National Radio Week.

Wis. Bcstrs. to Hear Karol

JOHN KAROL, CBS radio vice president in charge of network sales, will address the Wisconsin Broadcasters Assn. this Thursday at Milwaukee's Plankiton Hotel on new trends in radio programming and listening.

2½ MILLION NEGROES WITH REAL MONEY

NEW YORK
CHICAGO
NORFOLK
= 18% of U.S. Negro POPULATION
= 26⅓% of U.S. Negro DOLLARS

The Only All-Negro Radio Stations in these Big Areas

WNJR Newark, N J
WBEE Harvey, Ill.
WRAP Norfolk, Va

NOW You Can Reach Them at New Low Cost!

Get the facts about the great Rollins "Single-Track" Plan

ROLLINS BROADCASTING, INC.
Sales Manager: Graeme Zimmer

New York Office: 565 Fifth Ave.
Chicago: 6205 S. Cottage Grove Ave.



Kansas Group Protests Big Seven Radio Fees

THE Kansas Assn. of Radio Broadcasters, meeting in Wichita May 12, passed a resolution opposing the Big Seven Conference rule relating to athletic broadcast origination fees and recommended that this be left to the discretion of individual schools. The present conference rule charges radio stations a minimum of $100 for football and $50 for basketball originations.

Bob Wells, KIUL Garden City, was re-elected president of the association. Other officers elected included Arden Booth, KLWN Lawrence, vice president; Tom Bashaw, KFH Wichita, secretary-treasurer and board member; Thad Sandstrom, KSEK Pittsburgh; Lowell Jack, KMAN Manhattan, and Grover Cobb, KVGB Great Bend, all elected board members. Paul Benning, KARE Atchison, is a holdover board member.

In other actions taken by the group, the Southwestern Bell Telephone Co. and other phone companies were urged to adopt a uniform system of installations for remote radio broadcasts. Mr. Sandstrom cited instances of some stations not being able to make game broadcasts because of wrong connections.

A resolution also was passed requesting that those high schools which "discriminate" against radio stations by charging fees for or actually prohibiting radio broadcasts to either relax their rules or grant the association an open hearing.

Toilet Goods Assn. Meeting Features NBC Telesales Show

TELEVISION'S importance as an advertising medium in the cosmetics and toiletries field was underscored at last week's 21st annual convention of the Toilet Goods Assn. in New York when NBC Telesales staged a special cross-country, closed-circuit telecast for the benefit of more than 1,200 manufacturers and distributors.

As part of the three-day meeting, the 30-minute program last Tuesday picked up rehearsals of NBC-TV's *Home* in New York, *Today* in Atlanta and *Matinee Theatre* in Hollywood. The special show was introduced by Sylvester L. Weaver Jr., NBC board chairman, who addressed the convention in the Waldorf-Astoria Grand Ballroom from Studio 6-B in Radio City. The program was guided by Matthew J. Culligan, NBC-TV vice president and national sales manager. Mr. Culligan also appeared in a special question-and-answer film strip, discussing how tv can be effectively utilized by both large and small toilet goods advertisers.

Other speakers at the advertising session (part of a series of panels on such diverse matters as packaging, management and scientific development) included Howard A. Stone, president of Daniel Starch & Staff, research-rating bureau, Mamaroneck, N. Y., and Willard Pleuthner, vice president, BBDO, New York.

Greene Elected President Of Virginia AP Broadcasters

DON GREENE, newsman at WRAD Radford, has been elected president of the Virginia Associated Press Broadcasters at a meeting in Washington.

Mildred Alexander, women's news director of WTAR-AM-TV Norfolk, was named vice president, and Robert C. Wolfenden, WMEV Marion general manager, was chosen treasurer. Frank H. Fuller, Richmond AP bureau chief, was re-elected secretary.

All the officers were named to the board of directors as were Wendell Siler, WRAD; Clayton Edwards, WTAR; Tom Wright, WSLS-AM-TV Roanoke; Jack Clements, WRVA Richmond; Leo Hoarty, WBOF Virginia Beach, and Al Charles, WAYB Waynesboro.

Mr. Greene, among others, had previously been cited by the VAPB for his news work [B•T, May 14].

Tv-Radio Ad Club Elects Officers in Philadelphia

NEW OFFICERS for 1956-57 have been elected by the Television & Radio Advertisers Club of Philadelphia.

Robert S. Dome of Headley-Reed Co., retiring president of the club, became chairman of the board; Jim Quirk, *Tv Guide,* president; Alan Tripp, Bauer & Tripp agency, vice president; Howard Maschmeier, WFIL Philadelphia, secretary; Mary Dunlavey, Aitkin-Kynett agency, treasurer, and Doris Scheuer, Bauer & Tripp, assistant treasurer

Elected to the board of governors: Herbert Ringold, Philip Klein agency; Charles Vanda, WCAU-TV Philadelphia; Sam Serota, WIP Philadelphia; Thatcher Longstreth, Aitken-Kynett agency; Clyde Spitzner, WIP; Robert Haun, Lewis & Gilman, and Lloyd Yoder, WRCV-AM-TV Philadelphia.

— PROFESSIONAL SERVICES —

B-H Opens Atlanta Office; Marshall Assigned as Manager

CLIFFORD B. MARSHALL has been named by the Blackburn-Hamilton Co., radio-tv-newspaper broker, to head its new office at Atlanta, Ga., the company is announcing today (Monday). Blackburn-Hamilton simultaneously announced the appointment of Jack V. Harvey to its Washington staff.

Mr. Marshall has been with B-H since 1954, serving in the Washington office. Prior to that he was with the United Press business office for 12 years taking time out in 1946-47 to build and operate WGRV Greenville, Tenn.

Mr. Harvey also was with the UP and at the time of his resignation from the wire service was southern division business manager.

Blackburn-Hamilton maintains offices in Washington, Chicago and San Francisco.



MR. MARSHALL



MR. HARVEY

PROFESSIONAL SERVICE SHORTS

Fitzgerald & Cooke, Chicago public relations firm, has moved to Prudential Plaza.

Marshall-Hester Productions Inc., N. Y., has changed corporate name to **The Marshall Organization Inc.** Firm remains at 521 5th Ave. Harriet H. Hester, vice president of old firm, has established **Harriet H. Hester Productions,** 60 Sutton Place South, N. Y.

A PROGRESS REPORT ON THE AMPEX VIDEOTAPE RECORDER

- **Ampex thanks TV Industry for spontaneous acceptance of revolutionary Videotape Recorder**
- **Videotape orders at NARTB show total $5,000,000. All production now on priority order schedule**
- **Station owners urged to place orders now to establish firm order priority**



Phillip Gundy (left) manager of the audio division for Ampex Corp. discussing new Videotape Recorder with Colin M. Selph, president Santa Barbara Broadcasting and TV Corp. KEYT, Santa Barbara, California. Mr. Selph placed the first order for the production model at NARTB show.

A MAJOR TECHNICAL ACHIEVEMENT

Flawless recording and reproduction of television picture and sound on tape is now a reality. After three years of development and testing, Ampex, pioneer manufacturer of magnetic tape recording for the broadcast industry, introduced its new Videotape Recorder. In just a few short weeks its acceptance has been overwhelming. The system, which promises to revolutionize network telecasting, records TV picture and sound on a two-inch tape. Recordings can be made from a direct pickup by the TV camera, network line, microwave relay, or the video output of an off-the-air TV receiver. The tape travels at a speed of 15 inches a second, permitting a 65 minute telecast to be recorded on a 14 inch reel of tape.

OPERATIONAL ADVANTAGES

The new system will overcome present network time differential problems and will allow for better, more economical scheduling. Program telecast time can now be completely independent of origination time. Since magnetic tape requires no processing, it can be rewound and played back immediately. And magnetic tape can be erased and re-used, achieving up to 99% reduction in the cost of materials.

INDUSTRY REACTION

Following the first demonstrations of the Videotape Recorder, major TV network officials gave the new system enthusiastic endorsement and support, ordering prototype models for early fall delivery. Industry-wide significance of the new system is further proved by its overwhelming acceptance at the NARTB show. Over 90 orders totalling $5,000,000 were placed for commercial delivery in early 1957.

ORDERS NOW ON PRIORITY BASIS

So great was the initial demand for the new Ampex Videotape Recorder that orders are now being taken on a priority basis. Delivery from production will be made in the exact sequence in which orders have been received. Price, tentative delivery and conditions for establishing firm order priority will be furnished in response to written, telegraphed or telephoned inquiry.

AMPEX
CORPORATION

934 Charter Street • Redwood City, California

FOUR OUT OF FIVE WITNESSES BLAST TV NETWORKS BEFORE SENATE COMMITTEE

Affiliation contracts, alleged monopoly in network-production of scenery, alleged misrepresentation of coverage by some stations, FCC diversification policies, and other items of business come up in session preceding scheduled appearance of network presidents.

ONE PROPONENT and four opponents spoke out last week on tv network affiliation and other practices in a curtain-raiser to the scheduled appearance of the three network presidents and ABC-TV and CBS-TV affiliates next month before the Senate Commerce Committee on the same subject (see box).

The Senate committee also heard testimony from an Oklahoma area tv station operator who criticized operation of tv satellite stations and accused many metropolitan basic network affiliates of claiming too much coverage and asked that they be required to submit "honest" coverage maps to the FCC; from an unsuccessful vhf applicant in Evansville, Ind., who criticized the FCC's diversification of media policies, and from a Philadelphia radio station operator who wants the FCC to carve out a tv vhf ch. 6-A from the fm band.

During the Monday and Tuesday sessions a number of statements from tv stations and others were entered into the record on network practices, pay tv and deintermixture.

Sen. Thomas A. Wofford (D-S. C.) presided at Monday's half-day session, Sen. Frederick G. Payne (R-Me.) took over the chair Tuesday morning and Sen. John O. Pastore (D-R. I.) Tuesday afternoon. Most of the committee questioning came from Kenneth A. Cox, the committee's radio-tv counsel.



SEN. WOFFORD

The witnesses:

Bill Hoover, vice president - general manager, KTEN (TV) Ada, Okla. (ch. 10), ABC-TV affiliate, on tv satellites and coverage maps.

Representatives of three of the five New York firms which supply scenery for tv shows, theatrical productions, etc., who charged the tv networks with trying to monopolize the scenery business for network shows. They were Peter J. Rotondo, Peter J. Rotondo Co.; David Steinberg, Imperial Scenic Studios, and Lucille Ashworth, Chester Rakeman Scenic Studios.

Wilbur M. Havens, president, WTVR (TV) Richmond, Va. (ch. 6), ABC-TV affiliate, and WMBG and WCOD (FM) Richmond, who accused NBC of interfering with WTVR's programming responsibility, refusing to boost WTVR's network compensation in conformity with increased coverage and finally dropping WTVR affiliation "like a hot potato." He sought FCC restraint on network economic power.

Murray Carpenter, president, WTWO (TV) Bangor, Me. (ch. 2), CBS-TV affiliate, who spoke in behalf of the tv networks and option time, which he felt was vital to the life of a majority of tv stations.

Benedict Gimbel, president, WIP Philadelphia, who urged that the FCC take 6 mc from the fm band to make a vhf ch. 6-A and assign it to WIP in Philadelphia and 53 other U. S. cities.

Henry B. Walker Jr., WGBF Evansville, Ind. (also associated with WTMV East St. Louis, Ill., and WBOW Terre Haute, Ind.), losing competing applicant for ch. 7 Evansville, who criticized the FCC's diversification of media policy as "discriminatory."

Hoover Testimony

Mr. Hoover called on the Senate committee to (1) take "immediate steps" to request the FCC to develop and promulgate "specific rules and regulations" on the satellite operation of tv stations, and (2) "force the development of coverage maps (by tv stations) based on actual coverage to the 100 microvolt contour" of interference-free signal.

Mr. Hoover said large metropolitan basic network affiliates submit coverage maps to the FCC which are "not factual, and in many instances are basically misrepresentations of coverage." These maps, he said, do not show co-channel and adjacent-channel interference from other stations, which actually alters the "perfect circle" of coverage claimed by the big stations.

These "theoretical" coverage maps, although used by the FCC for determination of overlap in duopoly and other cases, are employed by the metropolitan stations as "sales vehicles" and "as a basis for having FCC sanction and approval," Mr. Hoover continued.

The satellite develops, the KTEN general manager said, when a metropolitan basic affiliate finds its signal in a given direction and in a fringe reception area "is being squelched," or is receiving interference from a co-channel or adjacent-channel station.

The big station is not concerned about lack of coverage or service until a local or area station is built and begins to serve the people of that area, Mr. Hoover said. When regional and national advertisers begin to place business on the local or area stations, however, the basic affiliate does become aroused, Mr. Hoover continued.

The basic affiliate then "encourages the development of a second station in the fringe area, and offers, for the public good, to feed his programming to the newly-developed station on a satellite basis." He may charge the advertiser something extra for added coverage and charge the satellite for the programming. "Consequently, all of the profits and revenues that the satellite is able to develop will ultimately be returned to the basic station." The latter thus adds coverage, controls the satellite and "breaks the back" of the competing local station, Mr. Hoover added.

Mr. Hoover said he believed networks in many instances would affiliate with local and area stations were it not for the "tremendous pressure applied to a network by a basic affiliate."

The KTEN executive recommended that FCC rules and regulations be adopted to classify as a satellite any station which "accepts programming, either network, local or film, from another station via any connecting facility, off-the-air pickup, microwave relay, or coaxial cable, in excess of eight hours per week." Such a station would have to operate under specific FCC regulations for satellites, he said.

He admitted that there might be some areas where satellites would prove useful because these areas could not support a full-fledged local tv station.

Day in Court

LONG-AWAITED testimony of the networks on their affiliation and other practices and policies will be heard by the Senate Commerce Committee, beginning June 11, Chairman Warren G. Magnuson (D-Wash.) said last week. ABC-TV and CBS-TV affiliates are scheduled the following week. The lineup:

June 11—CBS President Frank Stanton.
June 12—NBC President Robert W. Sarnoff.
June 14—ABC President Robert Kintner.
June 18—CBS-TV affiliates.
June 19—ABC-TV affiliates.

Rotondo Testimony

Mr. Rotondo charged the tv networks with monopolizing the business of supplying scenery for network tv programs and said the networks also are taking over the program production business from advertising agencies and independent producers.

He said networks should be "divorced" from tv production except for producing sustaining shows and that other obstacles should be removed from the path of the independent designer, producer, scenery contractor and customer.

Steinberg Testimony

Mr. Steinberg said his firm in tv's infancy stage in 1949 grossed $12,895, in 1950 $221,214, in 1951 $294,496, in 1952 $263,224 and in 1953 $345,575. The firm began to notice a change in 1954 when networks began to do all their own work, with volume declining to $215,906, he said.

But 1955 "really told the tale," he continued, with his firm's tv business dropping to $71,437, while figures indicate a total of $31,185 for the first four months of 1956, and much of this from closed-circuit shows.

More and more, he said, the networks are adopting a dominating policy of not selling time slots to sponsors and agencies, but of selling them packaged shows with an allotted time slot "all wrapped in one deal."

Ashworth Testimony

Mrs. Ashworth said her firm did $73,608 worth of business with CBS-TV in 1949, $229,932 in 1950, $276,159 in 1951 and $225,713 in 1952. A trend became evident in 1953, she said, when CBS-TV "went into the scenery business on a large scale and our volume dropped to $134,402." In 1954 business with CBS-TV hit "rock bottom" with a figure of $3,263 and this rose slightly to $9,061 in 1955 "only because the networks found themselves unable to fulfill time commitments on several shows." To date this year, Mrs. Ashworth said, her firm has not been called upon to supply any scenery to CBS-TV.

She belabored ABC-TV and NBC-TV for similar allegedly monopolistic trade practices.

Havens Testimony

Mr. Havens said the Senate committee and the FCC "have a duty" to keep the existing economic power of NBC and other networks "within proper bounds" so networks can't make



Marron Kendrick, President of Schlage Lock Co., tells how

"I locked up 565 guests!"

"Building the luxurious Fontainbleau Hotel in Florida was tightly scheduled — with 565 guests due at the opening!

"Our problems were to create a special lock design, obtain model approvals, and install the locks before the great day. But could our San Francisco plant compete with other firms many hundreds of miles nearer the construction site?

"Yes — thanks to Air Express!

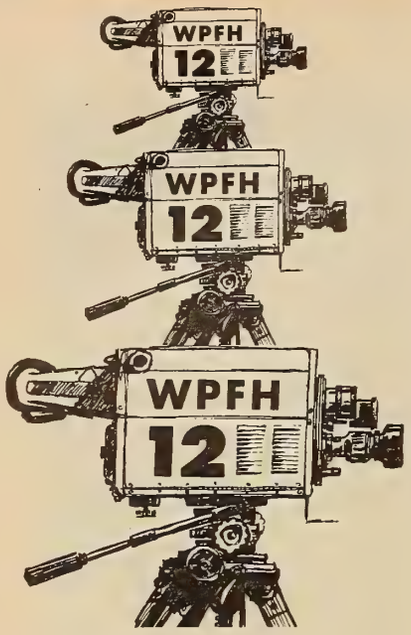
"The designs, the models, and the last-minute changes were all flown Air Express for customer O.K. Air Express service gave us valuable added production time . . . End of story: the locks were in before the first guest!

"Delivering anywhere in the country in a few hours, Air Express is like having a factory in every state. We can bid successfully against *any* competition, no matter how local it is. That's because Air Express, in daily use, has never failed us! Yet, sending most of these shipments Air Express costs surprisingly little. For instance, 10 pounds, San Francisco to Miami, with overnight delivery, costs only $9.54 door to door!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**



LIKE TOPSY
"WE JUST GROW'D"

WPFH Channel 12

Serving Greater Delaware Valley

WE NEVER STOP

As Delaware Valley grows, so does Channel 12, presenting your sales message directly to a receptive audience in a steadily increasing market at low per-viewer cost. First in sports and family entertainment.

The WPFH Area Market

Total Population	5,640,208
Total Families	1,644,948
Buying Income	9,836,277,000
Total Retail Sales	6,365,340,000



Represented by
PAUL H. RAYMER CO., INC.

puppets of stations through program selection and rate determination.

He said FCC should adopt regulations to:

(1) Restrain a network from compelling an affiliate to accept all the network's programs or face loss of affiliation. This can be done, he said, by placing a maximum limit on the percentage of a station's programs from a single outside source, and by preventing a network from terminating an affiliation if the affiliate refuses to accept up to one half-hour of the network's commercial programs in a single option time segment or refuses to accept any network program during non-option time.

(2) Prevent a network from forcing acceptance by an affiliate of a gross network station rate lower than the outlet's national gross rate on spot programs for the same class of time segment, but keeping the rate within the network's customary rate table.

(3) Prevent a network from applying the present "must buy" policy which requires an advertiser to place his program on the network's affiliate in each of these markets instead of selecting a competing non-affiliate in the same market.

The WTVR president described his station's relations with NBC from its affiliation in 1948 to NBC's refusal to renew the affiliation agreement June 1, 1955.

He charged that NBC refused to renew the agreement because (1) WTVR insisted on exercising its own independent judgment as to what NBC programs it should carry and occasionally rejected some NBC programs in favor of others, and (2) WTVR, after increasing its power and coverage, insisted on increasing its network station rate, with NBC objecting "even though we were asking for less of an increase than we were entitled to under NBC's own rate formula."

Mr. Havens said NBC was anxious to keep WTVR as an affiliate while it was the only station in the area, despite the latter's independent stance on programming, but after a second tv station grant was made for the area (WXEX-TV Petersburg-Richmond), "NBC dropped us like a hot potato" and affiliated with the new station. He questioned whether the new NBC affiliation might not have been influenced by WXEX-TV's switch from DuMont to RCA equipment in its construction plans.

He charged NBC with terminating the affiliation without explanation and with using the termination as an "object lesson" to show other affiliates what would happen to a station which "stands up to the network."

When WTVR began carrying some ABC and CBS programs as they became available, NBC took a "dog in the manager" attitude and would not furnish kinescopes of some of the NBC shows displaced for telecast in other time periods, he said.

When the Richmond station completed in 1953 an increase in power and antenna height at a cost of $659,000 and boosted its coverage from 175,000 to 450,000 sets, it asked NBC for a rate increase from $625 to $875 per network hour. Although WTVR had signed a new affiliation agreement after "verbal assurance" the new coverage would be recognized for the rate purposes, NBC waited eight months before finally offering an increase to $800, plus a $75 increase six months later, Mr. Havens said, adding that WTVR "reluctantly agreed." NBC then moved the effective date forward from Sept. 1, 1954, to Oct. 1, 1954, with protection for most advertisers until April 1, 1955. Then NBC switched to the second Richmond station June 1, 1955, leaving WTVR only two months to enjoy the rate increase, he added.

Mr. Havens admitted, under questioning from Mr. Cox, that NBC outlets in Norfolk and Washington might have duplicated part of his claimed coverage for WTVR.

NBC distorted WTVR's set count by carrying the station's set figure at a constant 157,000 from January 1953 to June 1955, Mr. Havens stated, pointing to testimony by an NBC witness during litigation in the U. S. Federal Court at Richmond last January. Mr. Havens said published NBC material discredited WTVR's set circulation, recognition of which "was more important to us than the revenue involved."

Mr. Havens recalled he received a notice on Feb. 10, 1955, of intention from NBC not to renew the affiliation, in which the network said it was sending a "formal notice of renewal" to comply with "legal technicalities" while it considered "revision of some of the terms and conditions" of the contract. The letter said any proposed changes in terms would be discussed with WTVR at the earliest date to "formulate with you a mutually satisfactory basis for continuing the affiliation."

Then, Mr. Havens said, on April 19 an NBC representative arrived in Richmond without prior notice to the station and told him NBC had signed with WXEX-TV Petersburg, which also covers the Richmond area. He said he did not know whether the NBC letter was a "blind" or whether "something happened" between the two dates to cause the switch. He noted that on March 11 WXEX-TV applied for modification of its permit to change from DuMont to RCA equipment.

Committee counsel Cox brought out through questioning that WXEX-TV's application also specified an increase in antenna height of some 350 ft.

NBC wanted WTVR to carry its programs for June and July 1955 because WXEX-TV was not yet on the air, Mr. Havens said, and refused to let WTVR use a local loop, owned by the local telephone company but controlled by NBC, to carry CBS programs. The telephone company had to build another loop for WTVR, he added.

Carpenter Testimony

Mr. Carpenter said the committee should (1) avoid any action which might "tamper with the vitals of networking," and (2) should ask the FCC to "take a careful look at AT&T charges for intercity television service."

Calling himself a "grass roots operator," Mr. Carpenter said networks have done more to develop tv to its present high level than "all the station operators put together and doubled," and that network policies and practices are "demonstrably successful and demonstrably in the public interest." Anyone who proposes changes, he said, should be required to make an "overwhelming showing that his proposals are backed by urgent public necessity and unassailable logic."

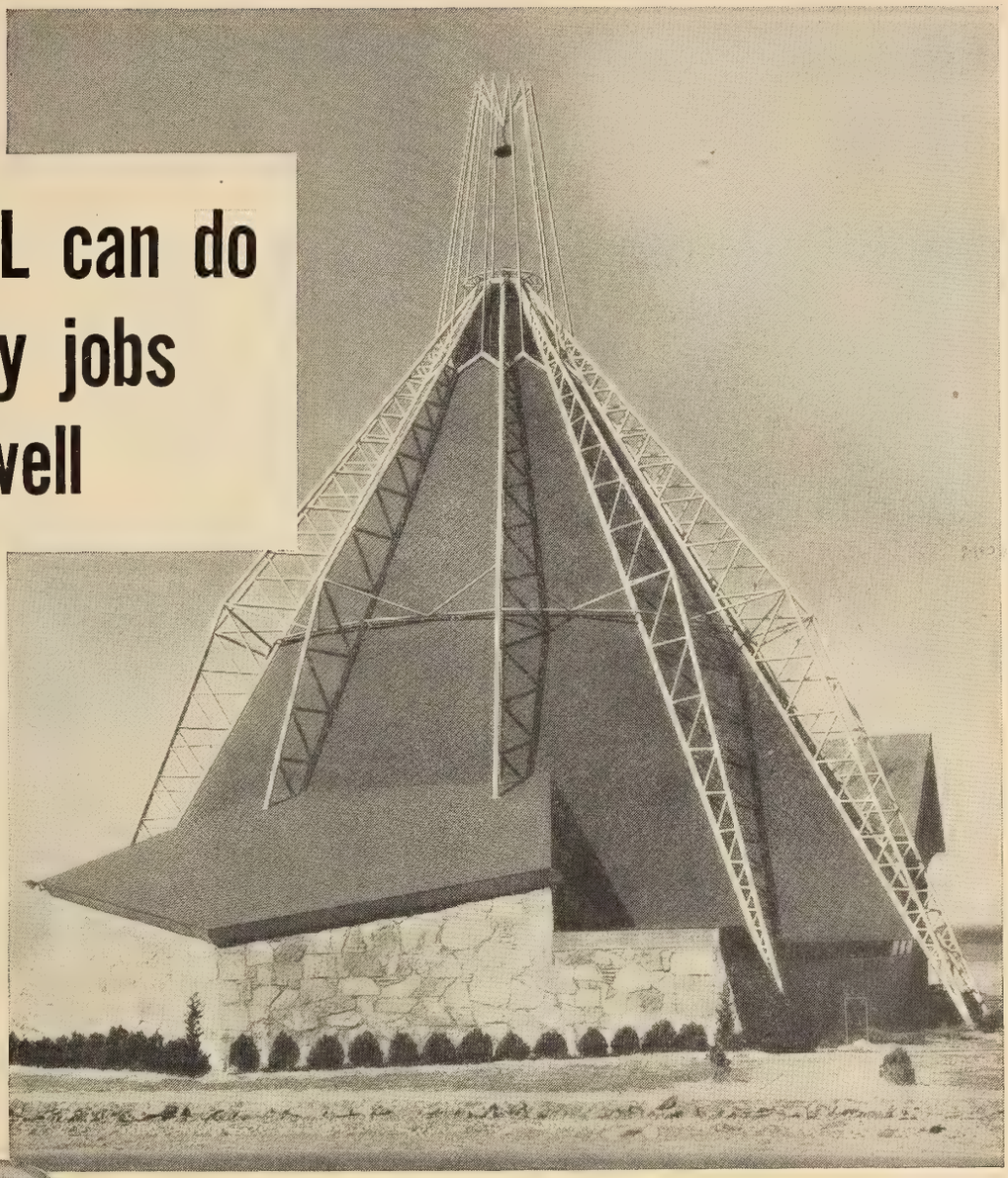
Mr. Carpenter said he was "strongly" in favor of network option time, which he feels is responsible for the growth of network programming in markets not large enough to be classified as "must buys." He cited the increase of programming hours on Bangor's two tv stations. He acknowledged it was the resulting network programs that he felt were in the public interest, not the network practices involved in making them available.

WTWO carried 34 CBS network programs last week, he said, and 13 film programs. Sale of the film programs took a lot of manpower and money, but in the case of the network programs, he continued, CBS "had already done three-fourths of the selling job for us."

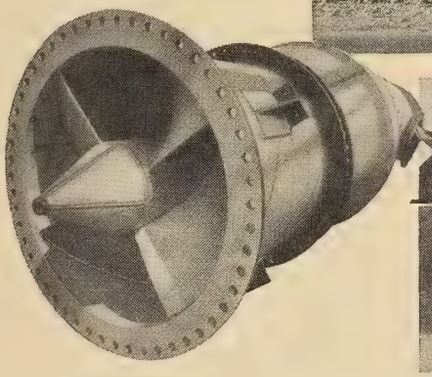
CBS' option time in the top 50 markets makes the program attractive to the advertiser, he said, so the program can be telecast and WTWO added to the list.

Mr. Carpenter, referring to testimony by

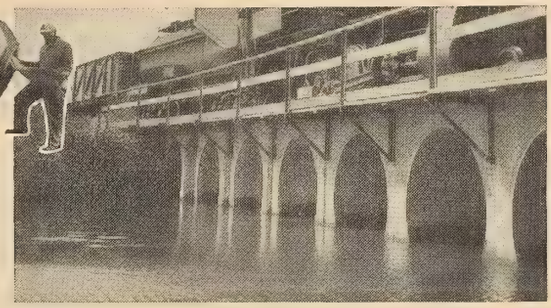
Only STEEL can do so many jobs so well



Homemade Church. A group of members banded together in the oil fields of Oklahoma and built this simple and beautiful church. The 12 delicate trusses are made from steel drill pipe and line pipe. The church seats 300, and it cost only $20,000.



Acid Catcher. This queer-looking device removes sulfuric acid from gases in chemical processing. Because the acid is so corrosive, the catcher is made from USS Stainless Steel. Notice the intricate forming operations done by the skilled fabricators.



Bridge Made From Pipe. This railroad bridge crosses a flood control drainage ditch at Hayward, California. Each bridge section is a piece of concrete *pipe*, reinforced with tough bars made from USS Steel.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trademark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE...AMERICAN STEEL & WIRE and CYCLONE FENCE...COLUMBIA-GENEVA STEEL...CONSOLIDATED WESTERN STEEL...GERRARD STEEL STRAPPING...NATIONAL TUBE
OIL WELL SUPPLY...TENNESSEE COAL & IRON...UNITED STATES STEEL PRODUCTS...UNITED STATES STEEL SUPPLY...*Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 6-1233

SEE the United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

Richard Moore of independent KTTV (TV) Los Angeles against network policies [B•T, April 2], said some of the big-city independent stations might gain if "someone were to throw a monkey-wrench into the network option time machinery. But the same monkey-wrench might foul up the program machinery of hundreds of stations like mine located in smaller and less-favored markets."

Criticizing what he felt to be high AT&T charges for live video connections, Mr. Carpenter said AT&T rates are the same for all stations, big and small, although advertising rates of stations in smaller markets are much less than those of larger markets.



HAVENS WALKER GIMBEL CARPENTER HOOVER

Although the network pays for the interconnections, the high costs of paying line charges to some of the smaller stations might make an intolerable burden on the network commercial traffic destined for a low-rate station and cause a network to think twice about affiliating with it, Mr. Carpenter added.

He said he thought AT&T charges are too high, comparing the smaller costs to a station of operating a studio-transmitter link and charges for the same service by AT&T. Mr. Carpenter felt the problem could be resolved by allowing tv stations to provide their own intercity connection if they wish.

Committee counsel Cox noted the FCC has relaxed its rules in letting stations build their own intercity links.

Gimbel Testimony

Mr. Gimbel presented WIP's proposal for tv ch. 6-A, which would add a new tv channel at the top of the low-frequency vhf channels (1-6), taking 6 mc from the present fm band. According to WIP comments filed in the FCC's current reallocation proceeding, the new ch. 6-A would be added in Philadelphia and 53 other cities.

The WIP executive said the 6 mc could be taken from the fm band without loss of any existing fm service, although some fms would have to occupy new frequencies and a few existing tv stations would have to change to adjacent channels.

He told the committee the proposed ch. 6-A would add 54 new vhfs, can be put to use almost immediately, can be tuned on most present sets, will add new tv service for 30 million people, add a new vhf service in 17 cities, a second vhf in 17 cities and a third in 20 cities. It will provide new network competition, he said, and is in the jurisdiction of the FCC, requires no negotiation with other government agencies, presents no obstacle to any other plan before the FCC and will cause minimum dislocation to existing tv stations. Mr. Gimbel said WIP is submiting a petition to the FCC asking immediate rule-making proceedings to add ch. 6-A.

Walker Testimony

Mr. Walker criticized the FCC's grant of ch. 7 in Evansville to Evansville Tv Inc., terming the grant as "discriminatory and contrary to all policies as previously stated by the Commission to this committee and to the equivalent committee of the House."

He noted the examiner referred to WGBF's past performance record (27 years under present owners) and his statement that "it is perhaps unfortunate that the very facilities whose long and successful operation naturally lays claim to our approval should furnish the basis for our ultimate determination against WGBF."

Sen. Pastore thought the FCC should be called upon to "explain its position" on refusal to grant a tv channel to an applicant in a comparative hearing because he has radio station interests only.

Mr. Walker also cited the Broadcast Bureau's exceptions to the initial decision, praising WGBF's performance and recommending a grant to WGBF. He referred to a B•T article [Nov. 1, 1954] calling the examiner's decision in the Evansville case the *"reductio ad absurdium"* of the FCC's diversification policy.

WGBF has not appealed the final decision on WGBF's petition asking reconsideration of the grant because the FCC action has not been announced officially. The record of appeals to the D. C. Court of Appeals shows the court has "virtually given the Commission *carte blanche* in its power to choose between applicants," Mr. Walker said, indicating he thought an appeal would be futile.

Mr. Walker charged that Rex Schepp, who with his wife owns 55% of Evansville Tv, has applied for and received radio and tv grants elsewhere and sold them. These were tv grants at Phoenix, Ariz, and Paterson, N. J., and an am grant at Phoenix, he said. Sen. Pastore requested that this point, too, be referred to the FCC for explanation.

Statements, letters, or telegrams on network practices, pay tv and deintermixture were submitted by:

American Civil Liberties Union urging a trial of toll tv, subject to certain safeguards.

Helm Coal Co. and four uhf permittees urging deintermixture by deletion of ch. 8 from Lancaster, Pa.

WICS (TV) Springfield, Ill. (ch. 20), urging deintermixture of that market by deletion of ch. 2 from Springfield and adding it in St. Louis or Terre Haute.

WENS (TV) Pittsburgh (ch. 16) urging deintermixture in general and suggesting a fourth commercial vhf be added at Pittsburgh.

WPFA-TV Pensacola, Fla. (ch. 15), and KTAG-TV Lake Charles, La. (ch. 25), asking for deintermixture in the Gulf Coast area.

WQIK-TV Jacksonville, Fla. (ch. 30), urging a comprehensive deintermixture plan for Florida and southern Georgia.

Sen. Homer E. Capehart (R-Ind.), together with 18 letters and telegrams from constituents, urging prompt action for preservation of uhf broadcasting.

All 169 CBS-TV affiliates, resolution made at a meeting of the CBS-TV Affiliates Advisory Board supporting network option time and other network practices and asking that representative affiliates be permitted to testify on these matters at later hearings. (The request was granted and similar permission was given to representatives of ABC-TV affiliates.)

CBS-TV uhf affiliates, resolution opposing regulation of networks and urging instead FCC provision of adequate competitive facilities by June 1.

Rep. Oren Harris (D-Ark.) from KRBB (TV) El Dorado, Ark. (ch. 10), expressing satisfaction with its NBC affiliation and opposing regulation of networks.

Sen. Capehart enclosing a letter from WTHI-AM-TV Terre Haute (ch. 10), CBS-TV affiliate, expressing satisfaction with the station's relations with networks.

Ely Landau, National Telefilm Assoc. Inc., supporting the networks and stressing necessity for additional stations and networks.

Edgar Kobak, WTWA Thomson, Ga., opposing pay tv and suggesting that any hearings on toll tv should also include toll radio.

Hagerty Blasts Suggestion For Debate With Eisenhower

WHITE HOUSE News Secretary James C. Hagerty last week put a quick veto on the idea of letting President Dwight Eisenhower appear on the same platform with the Democratic nominee this fall in a televised debate.

Mr. Hagerty agreed that a Lincoln-Douglas type debate might "enlighten the people and bring the issues more forcefully into focus," but, he said:

". . . It also might raise the candidate of the Democratic Party to the rank of President of the United States—put them on the same level —and I'm not going to do that."

The White House official's statement came during an interview filmed for WDSU-TV New Orleans' weekly *Dateline Washington,* with Ann Corrick, the station's Washington correspondent, as producer-moderator. The film was televised on WDSU-TV from 1:05-30 p.m. CST yesterday (Sunday). Other participants were New Orleans Congressmen F. Edward Hebert and Hale Boggs, Democrats.

Asked by Miss Corrick and Rep. Hebert if the President would be willing to meet the Democratic nominee on the same television program, Mr. Hagerty replied: "I don't know . . . a snap judgment would be—I don't see any reason for it. Both parties under our political system have ways and means of expressing the issues and bringing them to the attention of the American people. . . . That's just shooting from the hip. . . . It's the first time I'd even thought of it."

Group Gets 4th Tv Interest

A FOURTH TV INTEREST for California-Oregon Tv Inc. was approved by the FCC last week when the Commission granted the $30,000 assignment to that group of the construction permit of KFJI-TV Klamath Falls, Ore., ch. 2. The assignor, KFJI Broadcasters Inc. (KFJI Klamath Falls was not involved in the sale), received the ch. 2 permit in December 1954. The station is not yet on the air but is expected to commence operation sometime this summer.

California-Oregon Tv Inc. also holds interests in ch. 3 KIEM-TV Eureka, Calif., ch. 5 KBES-TV Medford and ch. 4 KPIC (TV) Roseburg, both Ore.



And now for the $128,000 question—What is "SCOTCH" a brand name for?

You'll win our thanks (if not a jackpot) by respecting our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape.* Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY

3M COMPANY

ST. PAUL 6, MINNESOTA

TV ALLOCATIONS DECISION SEEN SOON

Commission Chmn. McConnaughey tells Sen. Magnuson some action should be forthcoming in next few weeks. What move will be is unknown with selective deintermixture plan a shambles.

SOME sort of action within the next few weeks.

That is the promise of FCC Chairman George C. McConnaughey in the embogged television allocation proceedings. The statement was made by the FCC chairman in a letter to Sen. Warren G. Magnuson (D-Wash.) last week.

Just what move the FCC will take is far from certain. As of late last week, the Commission's proposed and tentative selective deintermixture plan [B•T, May 14] had fallen apart and the commissioner and staff were laboriously attempting to patch things up.

Last Tuesday the Commission is understood to have split three to three on a proposal for immediate deintermixture as against a recommendation providing for a 10-year transition to uhf for the entire eastern area of the United States [B•T, May 7]. Comr. Edward M. Webster was absent.

The meeting ended with the staff instructed to prepare to (1) close out the allocations proceeding, (2) draft an order deleting the 1952 Sixth Report and Order's table of allocations, and (3) prepare a "declaration of intent" to switch the eastern part of the U. S. (east of a Chicago-New Orleans line) to uhf over a 10-year period.

Deletion of the table of allocations (see editorial "Time to Retire the Sixth Report", B•T, Oct. 31, 1955) would open the way for consideration of applications on a case by case basis—as is done in standard, am broadcasting.

Some commissioners feel that without a long-range solution proposal, the cancellation of the table of allocations would open the door to a rush of applications for vhf drop-in channels to the undeserved demise of uhf.

Underlying this thought is the feeling that within 18 months to two years, an unbiased, scientific development program to improve uhf could be accomplished. This would insure uhf's competitive qualities.

If such a program finds it impossible to upgrade uhf service, this thinking goes on, the Commission would then have to admit the knell of uhf.

Next meeting is set for Thursday of this week.

Comr. Hyde has accepted an invitation for that day to appear at the dedication of new studios at WTTM Trenton, N. J. Whether he will honor his acceptance or forsake it in order to be present at the meeting was unknown as of late last week.

The eagerness of the Commission to wind up what is by now acknowledged to be a messy situation was seen in Chairman McConnaughey's correspondence with Sen. Magnuson. The Senator is chairman of the Senate Commerce Committee, which has been holding public hearings on the television allocations problem as well as other facets of the video industry (see story page 88).

Mr. McConnaughey, replying to an inquiry from Sen. Magnuson, on May 14 stated that the Commission would issue a proposal for "specific" allocation changes and make suggestions regarding a long-range solution "within the next few weeks."

The FCC chairman's statement was prompted by a May 1 letter from Sen. Magnuson referring to the chairman's call for a crash uhf research and development program, made last month at the NARTB Chicago convention.

Sen. Magnuson asked Mr. McConnaughey whether this might mean that the Commission was planning to hold in abeyance a decision on the allocations problem.

Sen. Magnuson said that if this construction of Mr. McConnaughey's remarks was correct, it was an unsound position. He added:

"The Commission has long since decided that uhf must play a vital part in a nationwide, competitive television system, and this is strongly reinforced by the action of the Office of Defense Mobilization in indicating that no additional vhf channels could be made available by the military.

"It would seem to me that the Commission should go ahead with its consideration of changes in the allocations plan and I should hope that some kind of initial decision on this matter laying down policies to be followed in preserving uhf, could be arrived at within a matter of a very few weeks. All the members of the committee have been receiving a tremendous volume of correspondence from not only uhf broadcasters but influential persons in communities now served by uhf, urging the committee to instruct the Commission to take some affirmative action not later than June 1, 1956. While it is quite clear that detailed changes in allocation cannot be made by that time, it would seem to me that the Commission could announce its preliminary conclusions before that date and then institute whatever proceedings may be necessary to implement these policies."

Responding, Mr. McConnaughey declared:

"You suggest that while the Commission clearly cannot accomplish detailed allocation changes by June 1—the date by which a number of parties urge that action be taken—the Commission announce its preliminary conclusions before that date and then institute whatever proceedings may be necessary to implement them. While I cannot predict precisely when the Commission will take action, the highest order of priority is being given the subject, and I am confident that we will be able to take the next step in our proceeding within the next few weeks. As you point out, we will not be able to make *final* allocation changes at this stage in the proceeding, but we will be in a position to issue a proposal for specific allocation changes, as well as suggestions contemplating longer-range solutions to the television problem."

$4.25 Million KGUL-TV Sale Bid Filed with FCC

APPLICATION seeking FCC approval of the $4.25 million purchase of ch. 9 KGUL-TV Galveston-Houston, Tex., by Lone Star Television Corp [B•T, May 14] was filed last week.

Lone Star, 90% owned by the New York investment firm of J. H. Whitney & Co., and 10% by Paul E. Taft, present 40.5% owner and president-general manager of KGUL-TV, is buying 89% of CBS-affiliated KGUL-TV stock from present owners—including screen star Jimmy Stewart, oilman F. Kirk Johnson, banker R. Lee Kempner and attorney V. W. McLeod. Lone Star already owns 1.277% which it purchased earlier this month for $49,388 from the City National Bank (trustee for David M. and Katherine Lynn Cummings). The purchaser also has an option to buy the remaining 10% held by oilman Wesley West at the same $644.20 per share figure it is paying for the other shares. Mr. West bought this 10% interest from Mr. Kempner several months ago for $150,000.

KGUL-TV has 6,000 shares outstanding. Lone Star will have 175,000 shares authorized, of which 135,000 have been issued. The company has a $3,825,000 bank credit with the Bankers Trust Co., New York.

In addition to the stock purchases, Lone Star is also taking over $300,000 in 5% notes held by present stockholders.

Mr. Taft, who will be president of Lone Star, also has an agreement with the new owners to remain as operating head of the station with a two-year contract paying $100 a month plus $100 a day for the actual time put in at the helm of the station. His stock option is for 15,000 shares at $1 per share.

Agreement sets Sept. 1, 1956, as closing date. After that stockholders will receive in addition to the purchase price a pro-rated share of 50% of the net income of KGUL-TV at closing time.

KGUL-TV, which began operating in March 1953, showed a balance sheet as of March 31, 1956, listing $1,214,566 total assets (of which $301,550 were current assets) and total current liabilities of $406,783—including $121,577 due to RCA and $73,175 to General Electric. Long term liabilities were $229,585, all for equipment.

As of March 1, KGUL-TV showed an earned surplus of $112,090, with a net profit after taxes in March of $16,107.50. Depreciated cost of KGUL-TV facilities was set at $923,728.

The $300,000 in notes held by present KGUL-TV stockholders are due to be repaid beginning in January 1959. First payment is set at $75,000, with completion in April 1962.

The Whitney firm has various interests in oil, chemical and other companies. It also owns CBS-affiliated KOTV (TV) Tulsa, Okla., and community antenna systems in Wenatchee, Walla Walla and Richland, Wash., minority interests in community systems in Bloomsburg, Pa., and Winchester, Ky. In previous years it had ownership holdings in community television operations in Morgantown, Clarksburg, Parkersburg and Fairmont, all W. Va., and Williamsport, Pa. The Whitney company also has a $130,000 loan outstanding to WKAB Mobile, Ala. (which at one time had a construction permit for ch. 48 there).

The investment firm—a partnership headed by John Hay (Jock) Whitney—listed total assets of $13,745,300, with notes payable of $235,062, accounts payable and accrued liabilities of $68,422, and a net profit to March 31, 1956, of $3,531,388 (less amounts distributed and distributable).

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Hartford, Conn., ch. 3; San Antonio, Tex., ch. 12; Paducah, Ky., ch. 6.

AWAITING ORAL ARGUMENT: 8

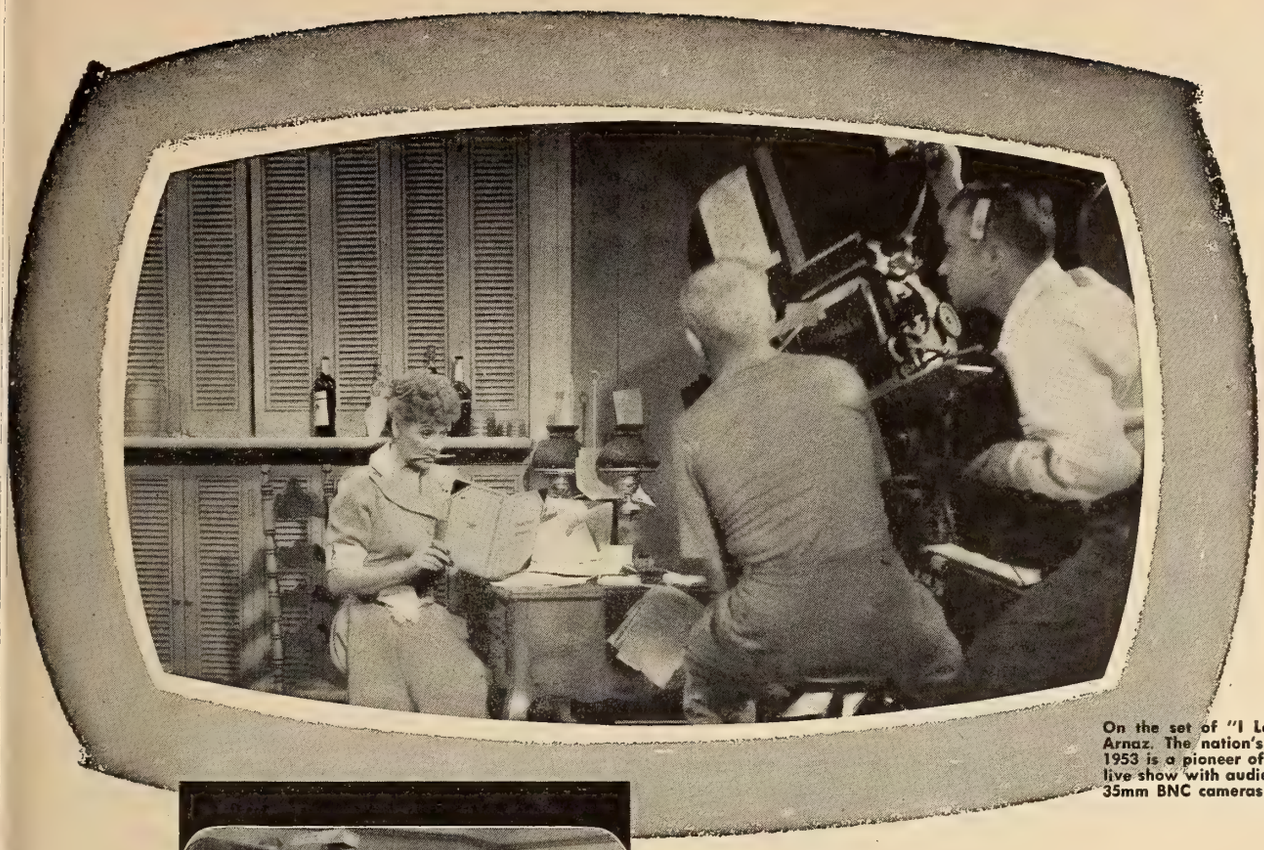
Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

AWAITING INITIAL DECISION: 4

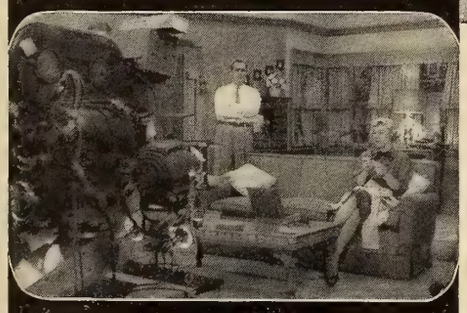
Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 7

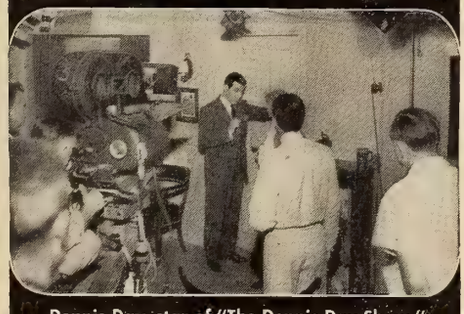
Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich, ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.



On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

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85% of the professional motion pictures shown throughout the world are filmed with a Mitchell



OWNERSHIP LIMIT SOUGHT BY MEASURE

Sen. Bricker's (R-Ohio) bill, identical to House proposal by Rep. O'Hara (R-Minn.), would permit operators to own unlimited number of outlets, but base ownership on percentage of population covered.

A SECOND BILL aimed against tv networks—this time in tv station ownership—was introduced last week by Sen. John W. Bricker (R-Ohio), who gave notice three weeks ago in his report charging CBS and NBC with monopolizing the tv industry [B•T, April 30] that he would propose the measure. (Also see story below.)

Sen. Bricker's bill (S 3859) is identical to a proposal introduced in the House by Rep. Joseph P. O'Hara (R-Minn.) a few weeks ago [B•T, April 23]. Both measures would prohibit the FCC from using any rule setting an arbitrary limit on the number of stations a person may own or hold interest in. Instead, Sec. 307 of the Communications Act would be amended to provide that no person may own or hold interests in tv stations which, in the aggregate, would provide tv coverage or service to more than 25% of the U. S. population.

In an accompanying statement Wednesday, Sen. Bricker said ABC, CBS and NBC have built or bought their present limit of five vhf stations in the nation's top markets, "thus permitting each network to cover from 25 to 40 million persons with its owned stations." Such stations have been obtained as "allegedly necessary adjuncts" to networking, he stated.

The bill would not render unlawful the holdings of any present licensee, he said, adding that NBC's owned stations cover 23% of the U. S. population to make it the biggest such holder.

Sen. Bricker proposed in his bill that an independent operator can have an opportunity to become competitive in size with networks, even though he can't buy the "lucrative stations in the top markets."

Sen. Bricker apparently believes such an independent operator can eventually begin his own network, for he adds at this point: "As a byproduct an independent operator can then become a network operator and thus a competitor of the present networks, thereby making available an addtional source of network program material so vitally necessary to the life of television stations presently without network affiliation."

The Communications Act sets no specific limit to the number of radio or tv stations one person may own or control. The FCC has a rule permitting the ownership of up to five vhfs, plus two uhfs. This rule was contested by the Storer Broadcasting Co. and was overturned by the U. S. Appeals Court for D. C. An FCC appeal to the Supreme Court is awaiting decision by that body.

Control on Network News May Be Necessary—Bricker

A GOVERNMENT "check rein" may be necessary to make sure tv networks broadcast unbiased news, Sen. John W. Bricker (R-Ohio), ranking Republican on the Senate Commerce Committee, said in an interview with the AP last week.

Sen. Bricker said networks, through news commentary and political broadcasts, have a "potential power to mold public opinion" that may require some kind of control. The Ohio Republican is author of a bill (S 825) to place networks under FCC regulation and last week introduced a second bill (S 3859) aimed at limiting network ownership of tv stations.

"I don't want any censorship," Sen. Bricker said. "That would be ten times worse. That's the practice of a monolithic state." So far, he said, the networks generally have been fair in news commentary and in giving political parties equal access to the air.

There is nothing to stop them, however, if they decide to revise their policies, he added.

Sen. Bricker released a report last month charging CBS and NBC with monopolizing the tv industry [B•T, April 30].

Three Am Initial Decisions Handed Down by Examiners

RECOMMENDATIONS that the FCC grant a new am station in Palatka, Fla., deny a bid for an am station in South Bend, Ind., and reinstate a stayed am grant in Milton, Pa., were made last week in three initial decisions, one (South Bend) by FCC Hearing Examiner Basil P. Cooper and two by Examiner Elizabeth C. Smith.

Examiner Smith recommended that Raymac Inc., unopposed applicant, be awarded 800 kc, 1 kw day at Palatka. A previous applicant, Radio Starke (WSTN St. Augustine, Fla.) entered into an agreement with Raymac and withdrew from the hearing. Under the agreement, Radio Starke receives $2,500 and an option to acquire one-third interest in the proposed station, and Raymac has an option to acquire the same interest in WSTN.

In the Milton, Pa., case, Examiner Smith recommended that the Commission reinstate its October 1955 grant of 1380 kc, 1 kw day to Williamsport Radio Broadcasting Assoc. (WARC) and deny the protests of WMLP Milton and WLYC Williamsport. The protestants had charged the grant violates FCC rules on signal overlap and runs contrary to Commission policy on diversification of mass communications media.

In recommending denial of an application of Northern Indiana Broadcasters Inc. (seeking 1240 kc, 250 w at South Bend), Examiner Cooper found that there was not sufficient need for the proposed service to justify a waiver of FCC rules with respect to interference. The examiner found that the proposed operation would cause interference to WHBU Anderson, Ind., and fail to provide adequate nighttime primary service to South Bend, the city sought to be served.

Four New Am Grants Announced by FCC

FOUR new am stations were granted by the FCC last week. Construction permits awarded were:

• Alva, Okla.—Aubrey D. Conrow, 1430 kc, 5 kw unlimited. Mr. Conrow is a research engineer.

• Munising, Mich.—Munising-Alger Broadcasting Co., 1400 kc, 250 w unlimited. Principals are equal partners Charles Symon, part owner of the Munising News Co.; Richard L. Sadak, also part owner of the Munising News Co.; and Richard E. Hunt, sole owner of WCBY Cheboygan, Mich., 79% owner of WPTW Piqua, Ohio, and applicant for tv ch. 4 in Cheboygan.

• Las Vegas, Nev.—Rainbow Inc., 1050 kc, 500 w daytime. Principals are President Donald James Yellen (40%), physicist, and Vice President Joseph J. Marandola (60%), salesman-announcer at KRAM Las Vegas.

• Owego, N. Y.—Harlan G. Murrelle, 1330 kc, 1 kw daytime. Mr. Murrelle is president-director of WOND Pleasantville, N. J., and second vice president-director of WDBF Delray Beach, Fla.

CAN FCC FORBID GRANTS ON 'ECONOMIC' GROUNDS?

Legal aspects of question, and whether Commission should deny such applications if it can, will be debated June 11 in oral argument.

CAN THE FCC legally deny an application for a new station because a grant would cause "economic injury" to an existing station in the same community? And, assuming the Commission has such authority, should, as a matter of policy, that power be exercised?

These questions will be debated June 11 in oral argument involving "economic protests" to am grants in Cleveland, Tenn. (WCLE), and Harlan, Ky. (WKYV). Adopting a Broadcast Bureau recommendation [B•T, Nov. 28, 1955], the FCC has ordered separate briefs and arguments on these two facets of the economic protest dilemma.

The Broadcast Bureau pointed out that much time and expense can be saved if it should be resolved that the FCC cannot, or will not because of policy reasons, deny applications because a new station would so deplete market revenue that the new station and/or existing stations probably would fail.

Of five so-called "economic injury" protest cases (Cleveland, Tenn.; Harlan, Ky.; Laurel, Miss.; Tifton, Ga.; Statesville, N. C.) four grants were upheld by FCC hearing examiners, and in every case the economic protest was denied. In the Tifton case (grant to WTIF), Examiner Hugh B. Hutchison recommended that the grant be withdrawn because of what he called WTIF's "paper" programming proposals [B•T, March 26].

New fuel was added to the fire last week when Robert Keith Jr. filed an application for a new am station (1260 kc, 1 kw day) at Laurel, Miss. A grant to WPWR there was the subject of economic protests by two existing Laurel radio stations, WLAU and WAML. The grant was affirmed last December by Examiner Basil P. Cooper [B•T, Dec. 26, 1955].

An indication of the FCC thinking on economic protests was given early last month in a tv case. In ordering a hearing on a protest by KIVA (TV) Yuma, Ariz., against the grant of ch. 13 Yuma to KYAT (TV) (Wrather-Alvarez), the FCC declared that KIVA stood little chance of prevailing on its economic injury charges even if it can be proved that the Yuma market cannot support two tv stations [B•T, April 2].

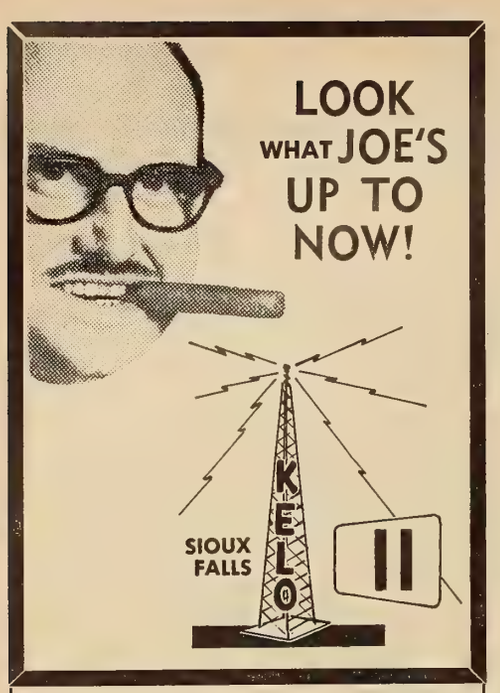
Political Broadcasts Okayed

OVER OBJECTIONS of KFMB-TV San Diego, the FCC last week granted ABC-TV authority to transmit to XETV (TV) Tijuana, Mexico, live coverage of the Democratic and Republican national conventions and election returns. The grant has no bearing on the protest case involving ABC-TV's proposal to feed live tv shows to XETV (TV) on a regular basis. KFMB-TV and KFSD-TV San Diego have objected to the proposed ABC-XETV arrangement.

THE RIGHT PRESCRIPTION



for the ASSOCIATION OF AMERICAN RAILROADS



1,032 FEET!!!

That's how high Joe Floyd's building the new KELO-TV tower. That makes it one of the two highest structures in the Midwest, beaming KELO-TV's picture to a wider market than ever in Minnesota, South Dakota, Iowa and Nebraska. And when you add Floyd's neighboring KDLO-TV, you've got more than 1800 FEET OF TOWERING TV SALESMANSHIP!

THE BIG TV COMBO

KELO



KDLO

78% of South Dakota, plus Western Minnesota, Northwestern Iowa

KELO-TV KDLO-TV

JOE FLOYD, *President*

Evans Nord, Gen. Mgr. Larry Bentson, V. P.
NBC PRIMARY
represented by H-R TELEVISION

House Subcommittee To Hear Local 47 Case

THREE-MAN subcommittee of the House Education & Labor Committee will open a hearing today (Monday) in Los Angeles on operation of the AFM music performance trust fund and the revolt against AFM President James C. Petrillo within Hollywood Local 47. The two-day hearing will be under the chairmanship of Rep. Philip Landrum (D-Ga.). Other subcommittee members will be Reps. Joe Holt (R-Calif.) and James Roosevelt (D-Calif.). The hearing runs through tomorrow.

Among those slated to testify are Local 47 rebel leader Cecil F. Read, Local 47's "ousted" President John te Groen and Recording Secretary Murray Paul. The Read forces took over control of Local 47 from Messrs. te Groen and Paul earlier this year.

Mr. Read and 10 other Local 47 rebel leaders were recommended to be temporarily suspended from the musician's union in a 30,000-word trial report submitted a fortnight ago to the AFM international executive board by referee Arthur C. Goldberg, AFL-CIO special counsel [B•T, May 14]. The international executive board is expected to rule on the trial of the Local 47 rebels at its meeting in New York Tuesday.

FCC Denies WTHT (TV) Request for Extension

LOSS of its ch. 3 construction permit by WTHT (TV) Wilmington, N. C., appeared imminent last week when the FCC, with Comr. Hyde dissenting, refused to extend the time within which construction of the station should be completed. Under WTHT's grant, awarded Feb. 17, 1954, construction was to have commenced within 60 days with completion by Oct. 17, 1954.

WTHT's request for a time extension of its complete-construction deadline was filed in September 1954 and was designated for hearing. In April of last year, FCC Hearing Examiner Basil P. Cooper's initial decision recommended denial of the extension application.

The Commission ruled against WTHT's contention that the purchase of paint, lumber and other materials for the renovation of a building in which the proposed station was to be housed constituted "construction" as authorized in the station's cp. Although WTHT attributed the delay in construction to inability to get a network affiliation, the FCC noted that although WTHT planned a CBS affiliation in its original application, nothing was said about delaying construction until an affiliation could be secured.

Study Staff Meet Postponed

SCHEDULED meeting of FCC's network study staff with a group of television film producers last Wednesday [B•T, May 7] was postponed when several film makers could not keep the date. New meeting date was not specified, but is understood to be toward the end of this month.

The film group includes Screen Gems, TPA, Guild Films, Official Films and Ziv. They are represented by Harry M. Plotkin, former FCC assistant general counsel.

The network staff also met with M. L. (Duke) McElroy, media and research vice president of the Assn. of National Advertisers. Purpose was to schedule a meeting with ANA members, but no date for this meeting was set.

Here's That Big B-5* Smile



WLOL's BIG 5 DISC JOCKEYS

They keep Larry Bentson, top man at WLOL, grinnin' 24 hours a day! He knows they call the tune for a million and-a-half-plus radio listeners. Surveys confirm WLOL's vast popularity—its smart programming of music, news and sports. Start your Northwest sales records smiling with a success campaign on WLOL!

THE TOPPER IN INDEPENDENT RADIO

WLOL

MINNEAPOLIS-ST. PAUL

5000 watts—1330 on your dial

LARRY BENTSON, *Pres.*
Wayne "Red" Williams, *Mgr.*
Joe Floyd, *Vice-Pres.*

Represented by AM RADIO SALES

SINGLE DAY-NIGHT RATE TREND CITED

Station Representatives Assn. report indicates more and more stations have identical day and night rates. Trend is to simpler timebuying procedures.

UNLESS there's reverse English on the trend, the time may be soon at hand when timebuyers can forget the sliderule when it comes to computing nighttime rates vs. daytime costs of radio stations, even in the big cities where stations for the most part stick to premium night rates.

This general conclusion crops up in a report on radio rates that Station Representatives Assn.'s Managing Director Lawrence Webb is issuing to SRA members.

Pointed up in the report is an increased tempo to identical rates, labeled by SRA as "practically identical" in all but the top 40 markets in the country. This, says SRA, compares to an "80% divergence of only a few years ago."

Here are some of the report's findings:

• The day and night near-identity in rates exists in all markets of 100,000 population and under, while one-minute rates generally are from 1 to 3% higher in the evening hours.

• In 137 markets of between 100,000 and 500,000 population, nighttime rates are from 3 to 5% higher than daytime, while one-minute announcements are 3-4% higher at night.

• Premium rates for spot in the nighttime periods exist only in markets about the 500,000 population level with the average 30% above day. Announcements run 14% higher at night.

After a look at a study it made five years ago, SRA has found that the total of nighttime rates at that time for quarter-hour, half-hour and hour periods on radio stations was 70% higher than for the daytime. The increase for one-minutes and station breaks was 79%.

Also supplied in Mr. Webb's report to member stations are figures which show the number of towns and cities with radio outlets increasing in the past five years from 1,193 to an estimated 1,400. According to SRA, most of the new stations are in communities with less than 50,000 population.

Along with its report, SRA released a table showing the number of markets in each population group, partly estimated (designated by letter "E"), and the one-time cost of complete coverage using the highest cost station in each market (at daytime rates) as follows:

Station Places	Population Groups	30-Min.	15-Min.	1 Min.	Station Break
40	500,000 and over	$6,002	$3,964	$1,771	$1,396
46	250,000 to 499,999	3,382	2,240	780	698
91	100,000 to 249,999	4,895	3,205	1,048	934
30E	50,000 to 99,999	1,205	802	258	225
148E	25,000 to 49,999	5,390	3,290	964	842
1045E	Under 25,000	27,736	17,385	4,848	4,092
1400E					

Note: Published package purchase and saturation discounts offer substantial rate reductions from above estimates.

Triangle Stations Adopt New Advertising Standards

A NEW SET of advertising standards, designed to provide a solid framework for advertisers and at the same time protect the public interest, was announced last week for Triangle Publications Inc. stations by Roger W. Clipp, general manager of Triangle's radio-tv division. Triangle stations are WFIL-AM-FM-TV Philadelphia; WNBF-AM-TV Binghamton, N. Y.; WHGB Harrisburg, Pa., and WFBG-AM-TV Altoona, Pa.

In announcing the standards, Mr. Clipp said:

Clean R-F Circuitry for 50kW AM Transmitters

with

Machlett Light-Weight, Forced-Air Cooled

ML-6697 Triode



...built for

Light Weight — Only 29 lbs; no hoists required for tube removal.

Compact Installation — Only one inch vertical lift to remove tube from tube support and cabinet.

Long Life — Basic design similar to Machlett ML-5681 and ML-5682 triodes now giving unprecedented life in television and super-power transmitters.

High Transconductance, High Plate Efficiency, Low Grid Drive, Low Distortion — Achieved through mechanically stable, close spaced elements, plus high filament emission.

Low Terminal Inductance, Cool Terminal & Seal Operation — Achieved through use of large diameter coaxial terminals having large seal and contact area.

Great Mechanical Strength — Provided by Kovar metal-to-glass seals and massive terminal components.

Recommended 50kW Amplifier Tube Complements—

DOHERTY OR LINEAR

Two ML-6697 coaxial triodes

HIGH LEVEL CLASS C

(9.5kV Plate Operation)	*(8.5kV Plate Operation)*
One ML-6697 coaxial triode (final)	Two ML-6427* coaxial triodes (final)
Two ML-6425* coaxial triodes (modulators)	Two ML-6427 coaxial triodes (modulators)

*ML-6425 and ML-6427 tubes, weighing 15 and 20 pounds respectively, are of the same design family as the ML-6697. Water cooled versions of all these types are also available.

MACHLETT

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

"As broadcasters we realize we must ever be on the alert to provide adequate safeguards that serve the interests of our audiences. These standards re-emphasize the fact that radio and tv advertising must meet the high standards of good taste and honesty we demand from our programs."

Triangle's new standards, drawn up by the stations' program, sales and continuity acceptance departments in consultation with the Better Business Bureau of Philadelphia, take in all phases of the commercial message, from the copy desk to the point of sale. Points stressed in the new rules urge sponsors to guard against excessive claims for a product or service; stress good taste in the content of the message, and rule out vagueness or misleading statements concerning prices or availability of merchandise. Mileage limitations must be clearly stated in any offer concerning free delivery.

Triangle also has set up a complaint department, separate and distinct from sales or program departments, at each station. The department will handle any complaints from viewers, and when satisfaction cannot be secured, the case history of the complaint will be filed with the Better Business Bureau, whose complaint department will work in cooperation with the stations'.

The new standards also rule that the person before the camera or microphone must be approved by the Triangle stations in advance and that objectionable "pitchmen" will not be tolerated.

BARTHELMESS NEW WABC GENERAL MGR.

STEWART BARTHELMESS, eastern sales manager, ABC Radio, has been named general manager of WABC New York, succeeding Micheal A. Renault, who has resigned.



MR. BARTHELMESS

Mr. Barthelmess was with the sales promotion department of Packard Motor Car Co. (now Studebaker - Packard Corp.) and Famous Artists Inc., Hollywood, before joining ABC's sales service department in 1950. At the network he has held a number of managerial posts, among them, manager of radio station clearance (1951), manager of sales service (1954) and administrative manager of radio network sales (also 1954).

Mr. Renault will leave the radio-tv field to open a supper club, "Renault's," in Geenwich, Conn., "sometime between the 1st and 15th of June."

Denny Outlines New Rate Card For NBC-Owned Radio Stations

DETAILS of new rate cards for the NBC-owned radio stations were outlined last week by Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, who described them as being geared to "radio's highly successful saturation advertising techniques." The new rate cards are effective June 15.

The rate cards, according to Mr. Denny, spotlight the various announcement plans in high demand by most local and national advertisers. He said the cost of announcements and station breaks are "simply indicated" and discounts are "easily computed" from a common standard discount structure, with all types of announcements combinable for discounts.

Mr. Denny reported that program time rates remain "generally unchanged," although some time periods have been placed in a higher rate classification or are now subject to a higher gross rate.

Described as "simplified" rate cards, they are being issued for WRCA New York, WRC Washington, WMAQ Chicago and KNBC San Francisco. A revised rate card for WRCV Philadelphia, which will embody the same features as in cards for the other NBC-owned stations, now is in preparation and will be issued shortly, Mr. Denny said.

Keese Named Director Of WFAA-AM-TV Dallas

ALEX KEESE, general manager of WFAA Dallas, has been named director of radio and tv properties for the A. H. Belo Corp., owner of WFAA-AM-TV, and Keith Lambertz, WFAA sales manager, has been appointed the station's general manager.



MR. KEESE

In announcing these key appointments last Thursday, James M. Moroney Jr., Belo Corp. treasurer, also said Ralph W. Nimmons would continue as manager of WFAA-TV.

Mr. Keese became associated with WFAA in 1930 as conductor of the station's staff orchestra, advancing from music director to program director to sales manager. He held the latter post four years. He then became assistant general manager for the Taylor-Howe-Snowden radio station group, but returned to WFAA in 1948. In 1950, when WFAA-AM-TV were purchased by the Belo Corp., he was placed in charge of sales for both stations, and in 1952 was made general manager of the radio station.

In addition to the Dallas radio and tv stations, the A. H. Belo Corp. operates the *Dallas Morning News*.



MR. LAMBERTZ



MR. NIMMONS

KNIM Maryville, Mo., Sold

SALE of KNIM Maryville, Mo. (250 w daytime on 1580 kc), by R. Wayne Wilson and associates to L. P. Ware, general manager, ch. 2 KCKT (TV) Great Bend, Kan., for $47,500 was announced last week. Transaction was handled by Allen Kander & Co. and is subject to the usual FCC approval.

MICHIGAN STATIONS BATTLE TORNADOES

RADIO and tv stations in Michigan had ample opportunity to demonstrate their public service value to their communities during National Radio Week as a series of tornadoes swept across the state last week damaging at least three stations and putting one of these off the air for nearly five hours.

WFDF Flint reported to B•T that the center tower of its three-tower antenna array was completely demolished and that its other towers were badly damaged. The station was off the air for 4 hours and 45 minutes because of regular and emergency power failure.

As soon as it was able, WFDF fed NBC's *Monitor* at frequent intervals. Special feeds were made available to stations in Detroit, Grand Rapids, Lansing, Indianapolis, Chicago and other points. Chief announcer Bud Haggart later flew over the tornado and flood-struck area and taped a 20-minute report.

WKMF Flint's programming also was interrupted—but only momentarily as the auxiliary power unit went into operation. The station aired a disaster proclamation by the mayor, who had accompanied station newsmen to the scene of destruction. WKMF completely discarded its regular programming schedule in favor of emergency messages and communications. The station is owned by Knorr Broadcasting Corp., which owns WKMH Dearborn, WKHM Jackson and WSAM Saginaw, all Mich. Reciprocal feeds were set up among the Knorr outlets. The regional Federal Civil Defense office requested permission to use the WKMF's tapes for training and documentary purposes.

WJRT (TV) Flint suffered damage when its tower was blown down and several holes were ripped in the roof. The tv station and its am sister, WJR Detroit, combined efforts to broadcast the latest tornado information. WJR News Editor Jack White and his staff aired semi-hourly news bulletins and special flashes from the weather bureau, radar trackings from the U. of Michigan, Selfridge Air Force Base and other points. WJRT (TV) Program Director Franklin Mitchell and Engineer Howard Towne phoned in eye-witness accounts of tornado damage in Flint.

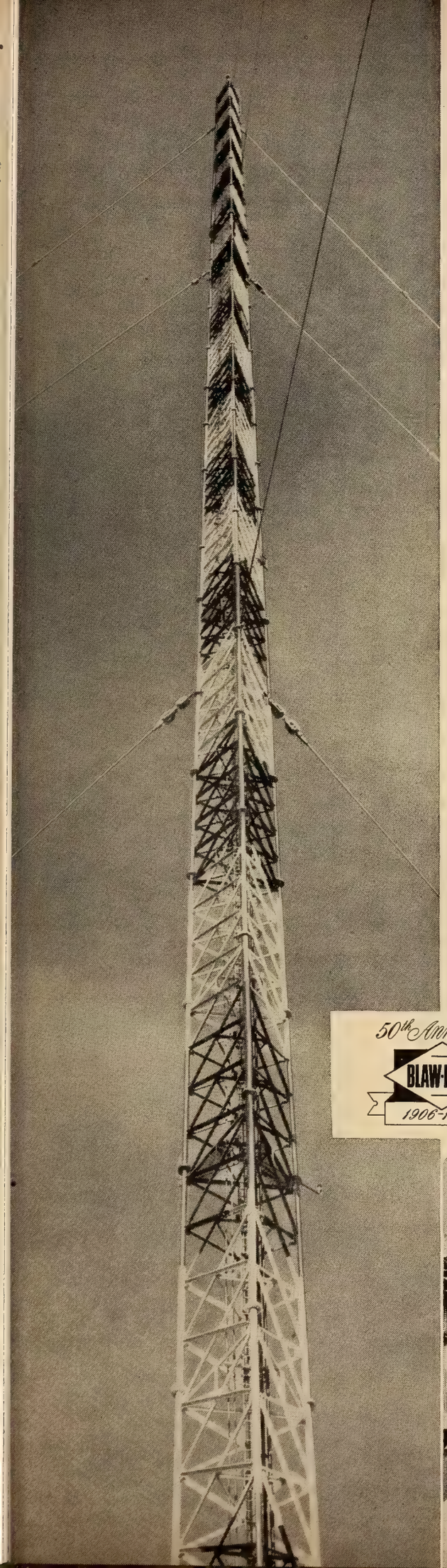
WWJ-AM-TV Detroit News Editor James F. Clark and his six-man staff set up communications with WFDF and broadcast tornado news from the Flint area. Network feeds were made to *Monitor* and all regularly scheduled programs were interrupted whenever necessary to make late announcements. Mobile units were dispatched to stricken areas for on-the-spot statements by victims of the storms.

In Muskegon, according to WKBZ, Program Manager Bill Trap and newscaster Dick Hughes kept listeners apprised of the latest storm developments. Mr. Hughes was temporarily stationed at the Muskegon County Airport weather office.

WOW Tower Demolished By Near-Tornado Winds

THE 478 ft. tower of WOW Omaha, Neb., was blown over last week by winds of near-tornado force. Station Manager Frank P. Fogarty reported that WOW lost two hours of commercial air time before a standby antenna could be put into service.

Mr. Fogarty said bids are being taken on a new tower, but a final decision has not yet been reached as to price, type, or date of erection. W. J. Kotera, WOW director of engineering, is in charge of repair operations.



. . . 1088 foot guyed tower designed for triple service

This triangular, guyed type 1088 foot tower . . . with insulated base and sectionalizing insulators at the 640 foot level . . . does triple duty for WMCT, Memphis, Tennessee.

The lower part of the tower is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation . . . plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

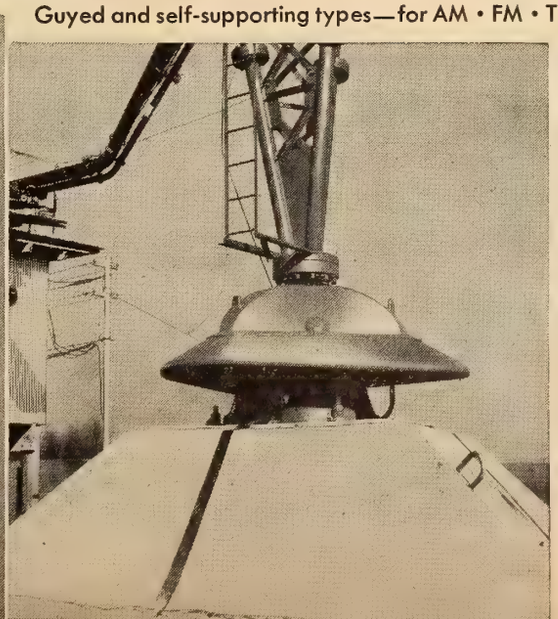
For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

50th Anniversary
BLAW-KNOX
1906-1956

ANTENNA TOWERS

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar



Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.

CASCADE TELEVISION

The BIG 3 for 1 PACKAGE

IN THE PACIFIC NORTHWEST



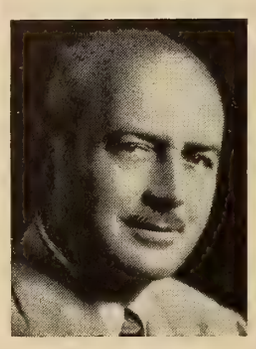
KIMA-TV
Yakima, Wash.
KEPR-TV
Tri-Cities, Wash.
KLEW-TV
Lewiston, Idaho

CASCADE TELEVISION

Contact
WEED TELEVISION
Pacific Northwest: MOORE & LUND

KFMB-AM-TV's Whitney Elected to Vice Presidency

GEORGE WHITNEY, general manager of KFMB-AM-TV San Diego, Calif., has been elected a vice president of Wrather-Alvarez Broadcasting Inc., licensee of the stations, J. D. Wrather Jr., president of the company has announced [CLOSED CIRCUIT, May 14]. Mr. Whitney will continue as manager, a post he has held since November 1, 1953.



MR. WHITNEY

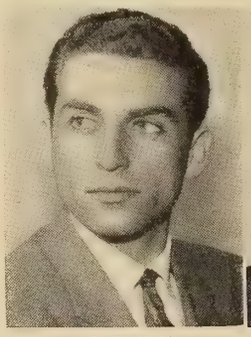
Prior to joining KFMB-AM-TV Mr. Whitney was associated with NBC, the Don Lee Network, KFI and KECA, both Los Angeles, Harrington, Whitney & Hurst advertising agency, and the radio division of Earle C. Anthony Inc.

Grant Representative Firm Bought by Elkins, Stiller

SAN FRANCISCO broadcaster Sam Elkins and his associate, Herb Stiller, have announced their purchase of the W. S. Grant Co., radio-tv station representatives. Mr. Elkins was named president and general manager of the company, which will retain its present personnel.

Mr. Elkins has been active in western advertising circles for about eight years and at one time headed his own agency. He is also familiar with tv film sales and distribution.

Mr. Stiller, named secretary-treasurer under the new management setup, has had 14 years



MR. ELKINS



MR. STILLER

experience in the radio-tv industry as salesman and talent.

W. S. Grant has named Myron J. Bennett as its Los Angeles representative and has indicated plans for opening an additional office in Seattle.

WITI-TV Dedication Today

DEDICATION ceremonies launching operation of WITI-TV Whitefish Bay (Milwaukee), Wis., on vhf ch. 6 will be held by Independent Television Inc. today (Monday). Dedication telecast will be aired at 6:30 p.m., with a one-hour, all-color program at WITI-TV studios in Mequon, Whitefish Bay suburb. Station is represented nationally by Branham Co. and plans to operate as all-color operation, utilizing DuMont Labs Vitascan color equipment.

Sale of KIWW Announced

PURCHASE of Spanish-language daytimer KIWW San Antonio, Tex. (250 w on 1540 kc), by Robert N. Pinkerton and associates from Joe Olivares for $125,000 was announced last week. Mr. Pinkerton and his associates, Edgar Pool and John Gatti, also own KTXN Austin, Tex. Mr. Pool owns 25% of KIFN Phoenix, Ariz. They operate the General Broadcasting Co., Brownsville, Tex., radio sales agency for American and Mexican radio stations. The transaction is subject to FCC approval.

Flynn Heads Political Sales

ADVANCEMENT of Jack F. A. Flynn from account executive to supervisor of political advertising accounts for WPIX (TV) New York was announced last week by John A. Patterson, sales manager. In announcing the appointment, Mr. Patterson said the station "anticipates a heavy volume of business in connection with the fall campaign." Mr. Flynn, he added, "will be solely responsible for this phase of advertising during the coming elections."

Thomas M. Pepperday Dies

THOMAS M. PEPPERDAY, prominent radio-tv pioneeer and former owner of KOB-AM-TV Albuquerque, died Wednesday following a heart attack. He was 69. Mr. Pepperday was born in Brooklyn and served as publisher of the *Albuquerque Journal*. His KOB interests were bought out by former FCC Commissioner Wayne Coy and Time Inc. in 1952.

STATION PEOPLE

Keith L. Andre, formerly manager of WABO Waynesboro, Miss., to WEBJ Brewton, Ala., as general manager.

Lewis H. LaMar, formerly assistant general manager at WNMP Evanston, Ill., to WLBK DeKalb, Ill., in similar capacity. He has been active in broadcasting field for nearly 30 years.

Abe Greenberg, advertising and promotion director, KTLA (TV) Los Angeles, resigned to become vice president in charge of advertising and sales promotion for allied builders, L. A., home remodeling and construction firm.

John W. Reavis Jr., research manager, *Wide, Wide World*, NBC-TV, to KRON-TV San Francisco as merchandising and advertising director.

Ted Anthony, assistant to commercial manager, WJW-TV Cleveland, Ohio, appointed director of promotion and publicity. He has been with station since 1951.



MR. ANTHONY

Allan Kerr, Detroit manager, NBC Spot Sales, to WHUM-AM-TV Reading, Pa., as national sales manager.

Jane Gabellini, production department, WAGA Atlanta, appointed to post of publicity and promotion manager of the station.

Jack Ehrhart, radio newsman, appointed news director of KTLN Denver.

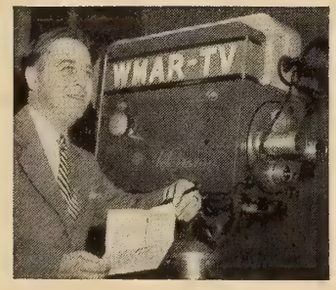
Ralph Painter, photographer. KPHO-TV Phoenix, Ariz., to KOOL-TV there to take charge of producing filmed news.

Jock Laurence, radio newsman for 20 years, to news and special events staff of WRIT Milwaukee.

Basil Heatter, WOR New York, news commentator and son of Gabriel Heatter, to WITV (TV) Miami Beach, Fla., for station's first news commentary show.



"TV VIEWERS WANT TO SEE EVERYTHING -- DU PONT TYPE 930 GIVES US THE CONTRAST RANGE WE NEED"



Mr. David V. R. Stickle, News and Film Director of Station WMAR-TV in Baltimore, Maryland, explains further: "Rapid shooting and rapid processing are a must in our news coverage. Whether it's a horse race at Pimlico or a raging fire in the city, our home viewers want to see *everything* in the picture — and Du Pont 930 provides the image that ideally registers the vital details. We can count on consistently good exposure, proper contrast and excellent tonal gradation. Du Pont 930 Film makes the job easier for our cameramen — permits them to concentrate on the actual picture job without worrying about the limitations of poor weather and lighting conditions.

"The flow of information from our Du Pont Technical Representative has continued uninterrupted for the past nine years," continues Mr. Stickle. "Should something happen today that requires quick attention, I can call Fred Gerretson (Du Pont Representative for the Washington-Baltimore area) and know that he'll be here as quickly as possible to help us over the rough spots. This kind of service can't be beat!"

The same type of service is available for you. Just get in touch with the Du Pont Photo Products sales office nearest you.

SALES OFFICES

ATLANTA 8, GA.	805 Peachtree Building
BOSTON 10, MASS.	140 Federal Street
CHICAGO 30, Ill.	4560 Touhy Ave., Lincolnwood
CLEVELAND 16, OHIO	2950 Center Ridge Road
DALLAS 7, TEXAS	1628 Oak Lawn Avenue
LOS ANGELES 38, CALIF.	7051 Santa Monica Boulevard
NEW YORK 11, N.Y.	248 West 18th Street
PHILADELPHIA 2, PA.	225 South 15th Street
EXPORT	Nemours Bldg., Wilmington 98, Delaware
CANADA:	Du Pont Co. of Canada Limited, Toronto

DU PONT
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

DU PONT MOTION PICTURE FILM

Radio, Tv Set Production Down for First Quarter

RADIO AND TV set production for first quarter of 1956 was slightly under high 1955 totals for that period, according to Radio-Electronics-Tv Mfrs. Assn. Quarterly figures for radio totaled 3,532,243 sets this year against 3,640,144 for same 1955 period. Tv output totaled 1,844,632 sets compared to 2,188,252 in same quarter last year.

March tv output totaled 680,003 sets (of which 82,805 had uhf and 833 had fm tuning), compared to totals of 576,282 in February and 831,156 in March 1955. March was five-week work month. Radio output in March totaled 1,360,113, of which 478,272 were auto sets, compared to total of 1,093,506 sets in February and 1,482,274 in March 1955.

Receiving tube sales totaled 42.5 million units in March. Sales of tv picture tubes totaled 848,055 in March, 2,638,503 in first quarter. Sales of picture tubes in first quarter of 1955 totaled 2,639,428 units.

Figures for first quarter of 1956:

	Television	Auto Radio	Total Radio
January	588,347	519,648	1,078,624
February	576,282	437,611	1,093,506
March	680,003	478,272	1,360,113
Total	1,844,632	1,435,531	3,532,243

Zenith Promises Big News

ZENITH Radio Corp. plans to unveil "the most revolutionary tv development" in its history at its annual national distributor convention in Chicago June 7-8, L. C. Truesdell, Zenith vice president and sales director, announced last week. Distributors will receive a preview of Zenith's 1957 line of television receivers, radios, phonographs and high fidelity instruments. Zenith anticipates "enthusiastic public reaction" and "widespread industry attempts to imitate" the new development, Mr. Truesdell said. Meetings will be held at the Conrad Hilton Hotel and Eighth St. Theatre.

Webster-Chicago Now Webcor

THE NAME of Webster-Chicago Corp., phonograph and tape recorder manufacturer, was changed to Webcor Inc., and Titus Haffa, president, was elected to the company's board of directors in actions taken at a stockholders' meeting in Chicago. Also elected to the board were H. D. von Jenef and Nicholas Malz. Mr. Haffa, who owns controlling interest, also announced he has purchased additional shares in the firm.

MANUFACTURING PEOPLE

Melvin E. Krumrey, assistant manager, customer service department, Shure Bros. Inc. (microphones, acoustic devices), Chicago, to distributor division of Quam-Nichols Co. (loudspeaker and electronic components), Chicago, as assistant division manager.

George G. McConeghy, controller, Langevin Mfg. Co. (amplifiers, power supplies), N. Y., to Allen B. DuMont Labs Inc., Clifton, N. J., as assistant controller. **Lawrence A. Larson,** radio engineer at KUOM Minneapolis, and **LeRoy A. Wallace,** formerly with commercial broadcasting division of RCA Service Co., Atlanta, to DuMont Labs as tv transmitter sales engineers. Mr. Larson will be stationed at Clifton, N. J. and Mr. Wallace at Atlanta. **Robert W. Norcross,** credit manager, Servel Inc., Evansville, Ind., to DuMont Labs as general credit manager.

Robert R. Carlson, assistant purchasing agent, Sentinel Radio Corp., Evanston, Ill., to Crescent Industries Inc. (phonographs, tape recorders), Chicago, as purchasing agent.

Thomas B. Kalbfus, general radio-television sales manager, Westinghouse Electric Supply Co., appointed general sales manager of television-radio division of Westinghouse Electric Corp., with headquarters in Metuchen, N. J.

Colin B. Dale, vice president in charge of research, Webcor Inc., Chicago, resigned to open development lab in Jensen Beach, Fla.

Osmund T. Fundingsland, Sylvania Electric Products Inc., consultant to the Atomic Energy Commission, Sherwood Project at U. of California radiation lab, named to head new Sylvania microwave physics lab at Mountain View, Calif. New plant will deal with advanced study and research in communications and military fields.

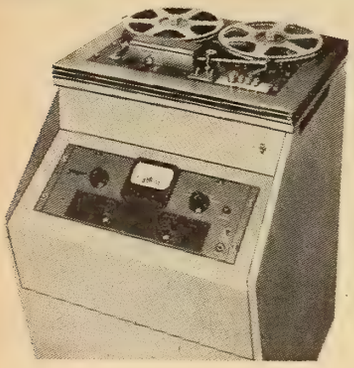
Harry M. Stephey, Philco Corp., Government & Industrial Div., Washington, named manager of government relations.

George D. DeRadio, manager of sales administration, CBS-Columbia, radio-tv set manufacturing division of CBS Inc., to regional sales manager, covering CBS-Columbia distribution in Baltimore, Washington, Richmond, Norfolk, Harrisburg and all of Delaware.

Richard G. Evans, regional manager for Motorola Inc., in Kansas City, Mo., appointed re-

the **PRESTO LOOK...** *different where it counts*

Functionally designed without mechanical or electronic "gingerbread"... precision-engineered without compromise... massively constructed without economizing on components and machined parts... custom-built without short-cuts ... quality-controlled without fail... THAT'S the Presto Look – result of a quarter century's experience as America's leading manufacturer of tape and disc recording equipment.

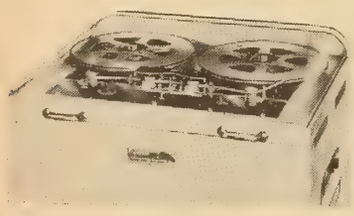


PRESTO 'R' series
PROFESSIONAL TAPE RECORDERS

The ultimate in recorder-reproducer units is the Presto R-11. Three full-track heads. Tape speeds 15 and 7½ ips, with others on special order. Reels sizes 10½" or 7". Exclusive capstan drive with hysteresis motor. Torque-type reel motors. Solenoid-operated, self-adjusting brakes. Variable fast-speed control. Wired for remote control. Complementary A-901 amplifier has separate record and playback channels, single 500-ohm transformer input, 250-ohm low-level mixer, illuminated VU meter, and 500-ohm output with +20 db maximum power.

Model R-11 tape transport mechanism (chassis only) ..... $ 775.00
Model R-11 in carrying case 827.00
Model SR-11 recording console (include R-11 mechanism, A-901 amplifier and CC-2 studio console) 1250.00
Model SA-5 remote control switch 40.00

Write for complete information on the 'R' Series



PRESTO Long-Playing Tape Reproducer FOR BACKGROUND MUSIC

8 hours continuous playback from 14" reels with dual-track operation at 3¾ ips. Fool-proof, trouble-free, economical. Complete assembly includes PB-17A tape playback mechanism, A-904 preamplifier and CC-4 (horizontal) cabinet*.

Complete $996.00

**Cabinets for vertical mounting available*



PRESTO T-68H TURNTABLE UNIT

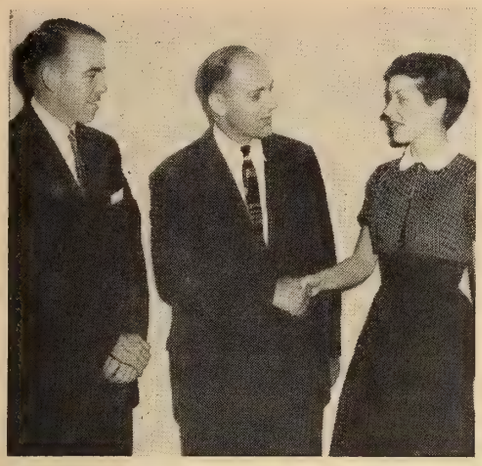
Professional performance combined with maximum simplicity of operation. Beautifully machined 16" cast aluminum turntable for super-smooth, rumble-free operation. Heavy-duty hysteresis synchronous motor to meet all requirements in speed accuracy. Three-idler drive system with interchangeable idler wheels minimizes wear. Single-flick shift, operated in one plane, selects 33⅓, 45 or 78.26 r.p.m. speeds and shuts off motor.

Model T-68H $147.00

Export Division:
25 Warren Street, New York 7, N. Y.
Canadian Division:
Instantaneous Recording Service
42 Lombard Street, Toronto

America's Leading Manufacturer of Tape and Disc Recording Equipment

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY



SARKES TARZIAN (c), electronics manufacturer and owner of WTTS and WTTV (TV) Bloomington, Ind., congratulates U. of Indiana students Richard H. Clester (r) and Sandra McCrory on being named winners of the Sarkes and Mary Tarzian Awards. Consisting of scholarships for study in radio and tv, the awards are presented annually.

gional sales manager for Pennsylvania-Ohio. He succeeds **John Carroll,** promoted to manager of Chicago sales branch.

James Armstrong, CBS, and **Tolbert Hood,** tv-appliance salesman, Georgia-Tennessee territory, to Spartan Div., Magnavox Co., Fort Wayne, Ind., as district managers for central Ohio and Tennessee, respectively.

Nat Rappaport, Navy Bureau of Ships, Washington, named resident field engineer by Engineering Products Div., Radio Receptor Co., Brooklyn, N. Y.

MANUFACTURING SHORTS

Ampli-Vision Div., International Telemeter Corp. (components, cables for antenna systems and closed-circuit tv), L. A., announces appointment of Frank J. Perna Assoc., Phila., as area distributor representative.

Westinghouse Electric Corp., Pittsburgh, Pa., as part of expansion in consumer products field, announces new multi-million-dollar electric appliance development program. Plans call for expansion of engineering facilities in Mansfield, Ohio, to include additional appliance design center and for long-range product development.

Sylvania Electric Products Inc., N. Y., announces it has developed line of special receiving tube types for color television, designed to improve color reception and to introduce improvements in black-and-white reception on color sets. Company is in commercial production of limited quantities of 21-in. color picture tubes and is producing developmental models of a 22-in. rectangular color tube.

Philco Corp., Phila., manufacturing portable tv receivers with 14-in. and 17-in. picture tubes. New sets, housed in aluminum and steel cabinets, will start moving to dealers by end of May.

ORRadio Industries Inc., Opelika, Ala., names Howard C. Elliott Co., Cleveland, Ohio, and J. J. Clancy & Co., Angola, Ind., sales representatives for Irish Brand magnetic recording tape.

Elgin National Watch Co., electronics division, Elgin, Ill., announces new carbon microphone



Advertisement

From where I sit
by Joe Marsh

Doc Nurses a Daydream

It's a treat when I get together with Doc Sherman. *The Clarion* keeps me much too busy—and Doc, well I think he puts in at least sixteen hours a day at the hospital.

But Tuesday—a beautiful day—he and I slipped away for a ride around Turtle Lake. Doc's driving a 1956 humdinger—and it's just like riding on a cloud.

Anyway, at one point Doc slowed almost to a halt. "Used to fish there as a boy, Joe," he said. "Used to sit and imagine myself up on the highway driving a high-powered car. Nowadays, I just sit here and wish I were down there again."

From where I sit, few of us are ever content with the way things are at any given moment. It's human nature. On the other hand, I've been rooting for years that someday everybody *will show enough good American tolerance to respect his neighbor's right to enjoy a friendly glass of beer. When that day comes I assure you that I'll* never *want to change back.*

Joe Marsh

Copyright, 1956, United States Brewers Foundation

built for rugged use in mobile communications. Instrument, C504C, is designed for motorcycle equipment and other outdoor applications with accessory moisture-proof shield. It measures 2⅛ x 1 5/16 in. and weighs 9 oz. Firm has published new catalog, No. 47, showing American line of microphones and phonograph cartridges.

General Electric Co., Schenectady, N. Y., reports it has shipped 34 kw transmitter and four-bay antenna to WAIQ (TV) Andalusia, Ala., educational tv station assigned ch. 2, and 10 kw transmitter to KOAT-TV Albuquerque, N. M. (ch. 7).

RCA, Camden, N. J., reports shipments of color camera to WISC-TV Madison, Wis. (ch. 3); 12-section super turnstile antennas to KERO-TV Bakersfield, Calif. (ch. 10), and WCKT (TV) Miami, Fla. (ch. 7); 50 kw transmitter to WKRC-TV Cincinnati, Ohio (ch. 12), and 50 kw transmitter and 10 kw transmitter for standby to WCKT.

Westinghouse Electric Corp. Radio-Tv Div., Metuchen, N. J., announces new all-transistor pocket radio in unbreakable case small enough to fit into handbag or suit pocket. Dimensions are 6x3⅛x1⅝ ins., and total weight is 15½ oz. New model retails at suggested list price of $69.95. Separate earphones and connections are optional.

Kingston Industries, N. Y., has placed on market new metal reflector said to offer more light without increase of wattage for use in floodlights, stage and store lighting.

Shopper Stopper Co., Sioux Falls, S. D., announces sale of seven Mini-Studio portable radio studios since beginning of national distribution early this year. Stations using equipment are WSGN Birmingham, Ala.; KXLL Missoula, Mont.; WKNY Kingston, N. Y.; WIRJ Humboldt, Tenn.; KFTM Fort Morgan, Colo.; KJUN Redmond, Ore.; WCPA Clearfield, Pa.; KIJV Huron, S. D., and KSOO Sioux Falls, S. D. Firm has added optional extra microphone and turntable channels in 70-lb. system which combines mixer-amplifier with cabinet merchandising display compartment and record playing equipment.

CBS-Hytron, Danvers, Mass., offering new catalog containing reference data for CBS transmitting and special-purpose tubes. Bulletin PA-5 covers small transmitting pentodes, triodes and rectifiers, gaseous voltage regulators and reference tubes, plus other special tubes.



KLFY-TV Lafayette, La., last week ordered a transmitter and other equipment necessary to boost the station's power to 316 kw. Present for the contract signing were (l to r) Tom Declouet, station vice president; George Winston, DuMont Labs; Paul Declouet, KLFY-TV president, and chief engineer Maurice Wynne.



OFFICIALS of three Memphis commercial television stations present checks totalling $30,000, to be used toward getting WKNO-TV, educational outlet of that city, on the air [B•T May 14]. L to r: Hoyt Wooten, owner-manager of WREC-TV; Henry Slavick, general manager of WMCT-TV; John Cleghorn, general manager of WHBQ-TV and Julian Bondurant, president of Memphis Community Television Foundation.

Educational Broadcasters Offer Radio-Tv Scholarships

APPLICATIONS for National Assn. of Educational Broadcasters scholarships—supported by the Ford Foundation's Fund for Adult Education—are currently being accepted by Dr. Harry J. Skornia, executive director, 14 Gregory Hall, Urbana, Ill., the NAEB has announced.

Scholarships, varying in amounts depending on length of the workshop, summer session or regular academic course, range from $75 (one week) to $300 (nine or more weeks), and are open only to employes of educational tv stations or production centers, potential employes, or employes of such facilities not yet on the air. Selection will be made on the basis of radio-tv experience and on the contribution to educational broadcasting likely to result from further study. Applications must be submitted in eight copies and must contain name and qualifications of applicant, recommendation from a superior and the name of the institution desired.

Chicago Board of Education Approves High School Test

THE Chicago Board of Education has approved a request for permission to conduct a 10-day instruction-by-tv experiment in the city's high schools starting May 22.

A second request permitting the city superintendent of schools to ask the Foundation for the Advancement of Education branch of Ford Foundation for a grant covering a similar experiment in junior colleges also was approved by the board.

WTTW (TV) Chicago (ch. 11), non-commercial, educational station, plans to televise instructions in certain physics and mathematics classes for 10 school days, with programs to be received on specially-installed sets in high schools. Instructions will be carried on WTTW at 12:30 and 1:15 p.m.

EDUCATION SHORTS

WKAR-TV E. Lansing, Mich., is making available for public booking sound color film described as first motion picture ever to show operations of a non-commercial, educational station. Titled *On the Air,* 16mm film was produced by WKAR-TV film department.

U. of Oklahoma, Norman, Okla., announces two new radio-tv scholarships covering total general fees donated by Okla. Broadcasters Assn. and KNOR Norman, Okla. Next year's recipients are Jerry Hargis, Okay, Ark., and Kay Ann Cochran, Kingfisher, Okla., both to be seniors.

WKCR-FM New York, last week concluded one-week trial broadcasting preliminary to projected operation during next academic year. Station requires FCC approval for license that will guarantee full-scale operations next fall by Columbia U. Radio Club, Monday through Friday, 7 p.m.-midnight, and Sunday, 8-11 p.m. WKRC-FM will operate on 89.9 mc with 10 w.

EDUCATION PEOPLE

Vice Adm. Harold M. Martin (USN Ret.), former chief of Naval Air Technical Training with headquarters at Millington, Tenn., to education station WKNO-TV Memphis, Tenn., as managing director. **William S. Orr,** engineer, WMCT (TV) Memphis, Tenn., to WKNO-TV as engineer in charge of maintenance and studio operation.

Pat Cranston, formerly head of Tele-Am radio-tv production firm, Fort Worth, Tex., and daughter of George Cranston, station manager, WBAP Fort Worth, appointed assistant professor in communication department, U. of Washington, Seattle.

Hartford N. Gunn, director of operations, WGBH-FM-TV Boston, educational stations, appointed assistant general manager.

Troy Crowder, Ferris Institute, Big Rapids, Mich., named publications editor for Educational Television & Radio Center, Ann Arbor, Mich.

Claire Distelhorst, radio-tv department staff, Indiana U., Bloomington, appointed women's director of university radio and television service, succeeding **Mrs. Negia Gilpin Hampton,** resigned.

MORE TV ASKED FOR WEST CANADA

Private organizations tell Royal Commission of willingness to launch commercial tv enterprises.

MORE TELEVISION stations for western Canadian cities were urged by various organizations at Winnipeg when the Royal Commission on Broadcasting opened its hearings there last week. Several organizations told the commission that there should be an independent regulatory body and some said that the Canadian Broadcasting Corp. should only produce programs, not operate stations.

The Red River Tv Assn., a group of Winnipeg businessmen, told the commissioners it was prepared to finance a second station in Winnipeg. The Winnipeg Chamber of Commerce, Manitoba Federation of Labor and the City of Winnipeg also pressed for a second tv station in Winnipeg. To which R. M. Fowler, commission chairman, commented that cities without a tv station should first be looked after before any city was given a second station.

"There's nothing special about living in Winnipeg, Vancouver or Toronto that should give them an extra choice while some areas don't have tv," Mr. Fowler said.

Labor and university groups in Winnipeg urged that CBC maintain its control over broadcasting in Canada. One university group called for nationalization of all radio and tv facilities and at the same time asked for the divorce of CBC regulatory and operating authorities. Artistic groups, including the Winnipeg Symphony Orchestra, asked for more use of Canadian talent on tv and radio programs.

Chairman Fowler, after hearing various suggestions from citizen and agricultural groups, said that some change in CBC financing should be made. One of the commission's jobs is to find a solution to the CBC's financial problems.

Labor groups are planning to lash out at independent stations, judging by advance information on the brief to be presented by the National Assn. of Broadcast Employes. They will show that while there are some unorganized stations which pay well and have good working conditions, the broadcasting industry generally, in their opinion, is notorious for insecurity of employment, substandard working conditions and low wages. The brief will suggest closer CBC supervision of independent stations.

Radio Production Managers Discuss Problems in Canada

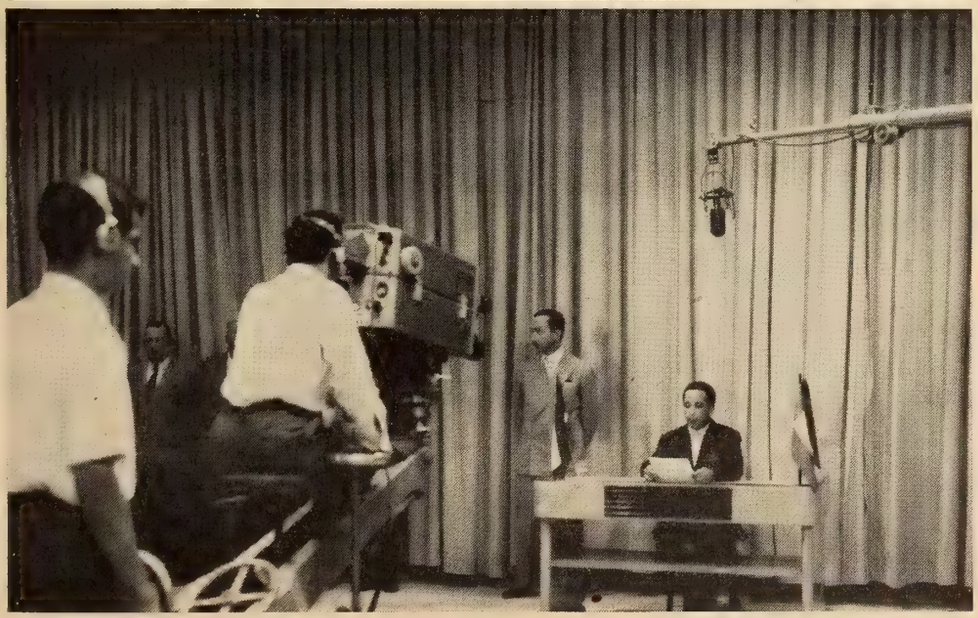
RADIO production managers from 16 cities across Canada gathered in Hamilton, Ont., a fortnight ago to exchange ideas and discuss problems of radio programming in a production managers convention. Representatives were from stations affiliated with all Canada Radio Facilities Ltd.

Highlights of the session were workshops held in the radio theatre of CKOC on the third day, where the production managers put into effect ideas and suggestions of the previous two days.

Speakers included Joseph Connelly, vice president in charge of programming for WCAU Philadelphia, and Stuart Armour, economic adviser to the president of the Steel Co. of Canada, Ltd.

Canadian Tv Set Sales Down

TELEVISION set sales in Canada during the first three months of 1956 were down from the similar period in 1955, totaling 144,273 sets at $43,308,322 compared to 166,462 sets last year. Sales took a decided drop in March to 37,813 sets, as compared to 53,946 in February and 52,514 in January. Regionally, most sets were sold in the province of Ontario, 54,582, with 38,557 in Quebec province, 11,736 in British Columbia, 10,270 in Alberta, 9,480 in Manitoba, 7,807 in Nova Scotia, 4,912 in New Brunswick and Prince Edward Island, 4,556 in Saskatchewan and 2,373 in Newfoundland.



H. M. King Faisal II delivers his annual birthday message May 2 to the people of Iraq over the just-opened facilities of the Arab world's first television station in Baghdad, Iraq. Standing besides the King is Crown Prince Abdul Illah (l). Using British equipment, the tv outlet is staffed with Iraquis, under the supervision of A. Vance Halleck, former NBC color tv production manager. Mr. Halleck holds the position of educational tv advisor to the Iraq Ministry of Education, which was made possible under an International Cooperation Administration grant.

MEMO: TO TIMEBUYERS, ACCOUNT EXECS

RE: SOUTHERN COMFORT ONE HUNDRED PROOF

"Hardly anyone was on the lot last night when Jackson started the commercial about the pickup trucks. But within 15 minutes, they were driving in bumper-to-bumper and we sold the two he advertised, and another. That's what I call action!"

The speaker? Ralph Peck, leading used car dealer among the more than a dozen in the area. This is the alert businessman who doubled his sales force since advertising on WROV and now averages better than 125 cars a month!

Who's this cat, "Jackson"? He's the combination showman-salesman you'll find hibernating publicly 12 months a year on WROV, Roanoke's only full-time Music, News and Sports station. He's the Jack who tangled more than 20,000 local homes on incoming phones with a simple ticket giveaway. He's selling Philco applicances and Muntz television; Carlings Ale; furniture from Phelps Armistead, leading furniture house; and of course cars from Auto Exchange, leading used car lot. And the selling's done at *night*, too!

If you want to give your clients this kind of Southern Comfort in sales, with the promise distilled into 100% Proof of Performance, pour some of their budgets into WROV, where more local retailers advertise than on any other station!

Represented by
BURN-SMITH CO., INC.

ad MAN'S BEST FRIEND 1240 ON YOUR DIAL

WROV

Burt Levine, Pres.

ROANOKE, VIRGINIA

Red Radio Stations Increase Propaganda Broadcasts 10%

RADIO MOSCOW and other communist radio stations stepped up their international radio propaganda broadcasts last year by 10% over their 1954 output, according to information gathered by the U. S. Information Agency. This figure is three times the 1948 programming from these sources.

The USIA said the communists broadcast 1,673 hours of propaganda per week in 1955, as compared with 1,522 hours per week in 1954, and 528 hours in 1948. Chief communist target last year was western Europe, which had 44% of the propaganda barrage aimed at it.

Programs designed to lure back escapees from behind the Iron Curtain were increased 60% over the 1954 figures. In its analysis of the communist programming, USIA indicated that broadcasts to Latin America had increased 55% last year over the prior year's total and that the North American output was boosted 11%—to 186 hours in 1955—entirely by Soviet satellites in both English and satellite languages.



OFFICERS, past officers and board members of the Inter-American Assn. of Broadcasters at a dinner meeting May 9 in New York. L to r: Seated, Julio Menadier, Chile, director general; Goar Mestre, Cuba, past president; Ricardo Vivado, Chile, president; Emilio Azcarraga, Mexico, past president; Dr. Ramon Bonachea, Cuba, past director general, and standing, board members Orlando Satelo, Costa Rica; Gilmore Nunn, United States; Dr. Luis de la Rosa, Mexico; Ramon Quinones, Puerto Rico, and Malcolm Neill, Canada.

Goldenson, Shupert Survey European Television Markets

EUROPEAN TV markets will be surveyed by AB-PT President Leonard H. Goldenson and George Shupert, president of ABC Film Syndication. In an announcement last week in New York, it was noted the two executives will visit with "leading television executives in England and on the continent."

Mr. Goldenson and Mr. Shupert sailed from New York on Wednesday, the day following an AB-PT stockholders meeting presided over by Mr. Goldenson. At the meeting, Mr. Goldenson reported that ABC Film Syndication "is presently surveying the foreign market." [Also see story, this issue.] He told the stockholders that "with television steadily expanding to many foreign countries and areas such as western Europe, South America, Japan and Australia, the market for American-made television films should increase substantially over the next several years and should offer additional revenues for the properties now handled by ABC Film Syndication, as well as the properties expected to be acquired in the future."

CBC Plans New Studios

TWO NEW television studios are being built by Canadian Broadcasting Corp. at Toronto and Montreal, and additions to CBC tv quarters at Winnipeg and Halifax are to be started soon.

The studios at Toronto and Montreal will be the largest of the numerous studios used by CBC in those two cities. At Toronto, a three-story building will be erected this summer with the main studio 88 x 68 x 40 ft., with space on the second floor for a telephone switchboard. At Montreal, a five-story building is being added to the present CBC building on Dorchester St. with a studio 94 x 70 x 30 ft. on the second floor. The third floor will be devoted to video, audio and lighting control rooms and announcing booths.

Canadian Agencies Merge

TWO CANADIAN advertising agencies, McConnell Eastman & Co. Ltd., and Stewart-Bowman-Macpherson Ltd., have merged under the name of McConnell Eastman & Co. Ltd., with headquarters at London, Ont. J. E. McConnell is president of the joint operation, with Ewart Macpherson and Walter M. Kerr as vice presidents. McConnell Eastman, founded in 1903 at London, Ont., has offices at London, Toronto, Montreal, Winnipeg, and Vancouver. Stewart-Bowman-Macpherson was founded at Vancouver in 1935 and has offices there, at Winnipeg, Calgary. Edmonton and Toronto. The merged company will have seven offices across Canada.

FC&B Opens Toronto Office

FOOTE, CONE & BELDING will open a Toronto, Ont., office in June, occupying space at 80 Richmond St. W., being vacated by Ruthrauff & Ryan. Harry Hutchins, Canadian vice president of the agency, will manage the office.



WE'RE CROWING AGAIN!

Over the wonderful things SESAC subscribers are saying about those great Rock 'n' Roll arrangements by—

The Eddie Safranski Orchestra . . .

"Our turntables are beginning to Rock 'N' Roll with SESAC transcriptions of Eddie Safranski's Orchestra!"

Paul Reidy
WFIG
Sumter, South Carolina

"Best Rock 'n' Roll this station has ever heard. Keep sending more like it. And you can quote me, too!"

Art Stokes
WJMC
Rice Lake, Wisc.

"One of our Rock 'n' Roll authorities here . . . thinks this is a terrific job!"

George Carroll
KSDB-FM
Manhattan, Kansas

sesac 475 FIFTH AVE. NEW YORK 17, N. Y.

Celebrating Our 25th Anniversary

Producers of the Famous Sesac Transcribed Library

Guatemala City's First Tv Station Goes on Air May 15

GUATEMALA CITY saw its first television broadcast last week when commercial station TG-BOL went on the air May 15, inaugurating a four-hour nightly program for the estimated 5,000 receivers in the mile-high Latin American city and environs.

Station is managed by Mario Bolanos, radio station owner and RCA distributor. Others associated in the ownership of the outlet are J. C. Wilson Jr., Pan American Airways director in Guatemala; A. Frank Katzentine, owner of WKAT Miami Beach, Fla.; Paul A. Porter, former FCC chairman now in private law practice in Washington, and a group of Guatemalan citizens. The station is operated by the private group, under the control of the Guatemalan Ministry of Communications.

Survey Results Published By South German Radio

SOUTH GERMAN RADIO has published a survey conducted by Institut fuer Demoskopie, independent German market research organization, that contains the following results on commercial radio:

Commercial segments in SGR's generally non-commercial broadcasts reach a daily high of 20% of the total potential audience in the 1 p.m. slot. At 7:15 a.m., the percentage is 17%; 7:30 a.m., 15%; 1:30 p.m., 16%; 2 p.m., 11%.

Compared with the preceding year audiences of commercial segments neither grew nor declined.

Advertisers feel that larger audiences could be reached by sponsored programs, but there is very little chance that any of the radio organizations would switch to the latter practice or even devote larger segments out of the schedule to spots, it was reported.

ITA Audience Expanding

MORE than 92,500 homes are being added monthly to the number reached by England's commercial tv service, with the total put at 1,080,000 as of the end of April, according to Associated Television Ltd., which quotes field research findings of Television Audience Measurement Ltd. Figures are for the London and Midland areas and were made before the inauguration of the new Manchester transmitter, which went on the air as England's third commercial television station early this month.

11 Stations Join BBM

ELEVEN INDEPENDENT radio stations have joined the Bureau of Broadcast Measurement, Toronto, in the past month, bringing membership to 137 out of 160 independent stations in Canada. The first 1956 BBM coverage surveys were mailed to stations in eastern Canada late in April, and surveys of other parts of Canada will be completed soon. BBM will start its national time period audience survey of selected top markets for its member stations later this year.

INTERNATIONAL PEOPLE

George Skelton to sales staff of CJLH-TV Lethbridge, Alta.

Neil McDonald to publicity director of CKCO-TV Kitchener, Ont.

NEMS-CLARKE'S

ACCESSORY UNIT

TYPE 121

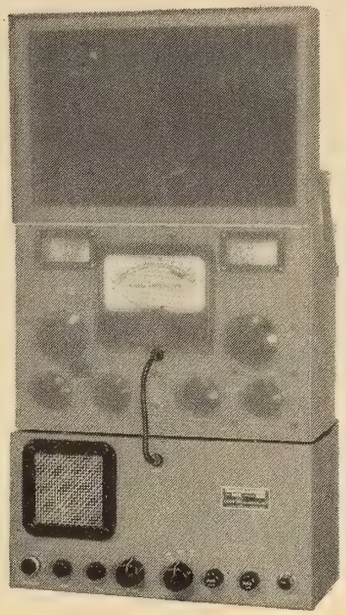
- **Provides an output for the operation of a 1 milliampere recorder**
- **Provides an acoustic output (panel mounted speaker) to eliminate need for headphones**
- **Provides a source of power for operation of the 120D over long or continuous periods**

The Model 121 Accessory Unit is designed as a companion unit to the 120-D field intensity meter (also the WX-2A, WX-2B, WX-2C and WX-2D).

The principal function of the 121 is its ability to operate 1 milliampere recorders of the Esterline Angus type to give a permanent record of field strength. This may be at a fixed remote location where commercial power is available or for mobile operation, in which case a 6 volt storage battery is used for power. Filament and plate power for the 120D's receiver is available; however it is still necessary to have reasonably good batteries installed in the 120D for regulation and filtering purposes.

The 121 can also be used as a general purpose recording and monitoring amplifier when a high input impedance is desired and 5 volts D.C. signal available.

For further information write Dept. J-1



NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND



. . . located in the Classified section of *the* newsweekly for radio and television; delivers "help wanted" signal with 500 kw wallop; channels "situation wanted" spots to exactly right market of more than 77,000 B•T readers.

For personnel, jobs, equipment, services or stations to buy or sell, tell everyone that matters via the *Classified* pages of Broadcasting • Telecasting.

WAAM TV Channel 13 BALTIMORE, MD.
AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.
New York, Atlanta, Chicago and San Francisco
TOP POWER 316,000 WATTS

'56 SLOAN AWARDS PRESENTED IN N. Y.

NARTB's Harold Fellows presents plaques for traffic safety promotion to CBS Radio; WTTM Trenton, N. J.; KONO San Antonio, Tex.; KDPS Des Moines, Iowa; WTVJ (TV) Miami, and six commercial sponsors.

NETWORK, station and sponsor recipients of the Alfred P. Sloan public service radio-tv awards for traffic safety promotion were announced and presented plaques in New York last Tuesday.

NARTB President Harold E. Fellows presented the awards to winners in behalf of the Alfred P. Sloan Foundation, sponsor of the awards administered by the National Safety Council, at the eighth annual awards dinner in the Waldorf-Astoria Hotel.

Recipients were CBS Radio (national network sustaining category); WTTM Trenton, N. J. (1 kw or less sustaining); KONO San Antonio, Tex. (over 1 kw sustaining); KDPS Des Moines, Iowa (non-commercial, educational); WTVJ (TV) Miami, Fla. (tv station sustaining), and six commercial sponsors.

CBS Radio, KDPS, KONO and WTVJ (TV) were second-time winners in the eight-year history of the awards competition. Eligibility was based on the National Safety Council's 1955 Public Interest (non-competitive) awards, announced a fortnight ago [B•T, May 7].

Six winning advertisers were R. J. Reynolds Tobacco Co. (national tv commercial category); Standard Oil Co. of Indiana (regional radio network commercial category); Chevrolet Motor Div. of General Motors Corp. (national radio network commercial category); Sears, Roebuck & Co., Bakersfield, Calif. (under 1 kw radio station commercial category); Schafer's Bakeries, Detroit, Mich. (tv station commercial category), and Auto Specialties Mfg. Co., St. Joseph, Mich. (over 1 kw radio station commercial category). Chevrolet and Standard Oil won awards previously.

In presenting the awards, Mr. Fellows spoke of the broadcast media's efforts to promote traffic safety and thus help reduce the slaughter on the highways.

Mr. Fellows said tv can do "a fine job" in reaching particularly the 24-year-old and younger age groups "with a dramatic and appealing campaign on highway safety" and that radio "can do an even better job—because of its mobility and because of its acknowledged appeal to young people of this age." On behalf of the radio-tv industry, Mr. Fellows pledged renewed efforts "in concert with the good work of the other media of the nation to beat down the most tragic statistic in America today—a statistic of death and destruction that dishonors our national character."

WTMJ-AM-TV, WXIX (TV) Presented Council Awards

WTMJ-AM-TV and WXIX (TV) were principal winners of Milwaukee County Radio & Television Council awards for the best locally-produced programs the past year.

Out of 12 awards presented a fortnight ago, WTMJ captured three for radio programs and WTMJ-TV five for tv shows. WXIX was cited for three public service tv programs. The remaining television award was presented to WISN-TV.

The council comprises 79 organizations which work together for better local programming. A total of 872 individuals, representing 10,000 organizational members, voted for the best local radio and tv programs. Dr. Ella C. Clark, Marquette U., is chairman of the awards committee.

WTMJ-TV also won a special citation for *America Elects a President,* produced in cooperation with Wisconsin State College, Milwaukee.

Ten to the Shore

TEN EMPLOYES of WKNB-AM-TV New Britain, Conn., have been chosen by their fellow employes to receive free vacation accommodations for themselves and their families at a New Hampshire lake resort for one week. Balloting was based on good attendance, conscientious and dependable handling of duties, loyalty, interest in the welfare and progress of the station and cooperation with the station and fellow workers. This is the second year the plan has been in operation.

The winners were four engineers, two radio program department people, two from administration, one from tv programming and one from tv sales.

CBS' Smith Wins Award

HOWARD K. SMITH, chief European correspondent of CBS News, has been named to receive the 1956 Better Understanding Award by the English-Speaking Union, New York, for contributing to greater Anglo-American amity. Other broadcast winners included Mr. & Mrs. Clifton Utley, WMAQ and WTTW (TV) Chicago; Charles Herring, KING-TV Seattle; Bernard Buck, WNYC New York, and Mr. & Mrs. Phil Alampi, WRCA New York.

AWARD SHORTS

Don Kelly, disc jockey, WLOL Minneapolis-St. Paul, received special commendation from Minneapolis and Henenpin County chapter of Red Cross for "outstanding service in public information."

WBT-WBTV (TV) Charlotte, N. C., staffers received four awards from Charlotte Junior Woman's Club for achievement in "Community Betterment with Emphasis on Youth." Those cited: Alan Newcomb, WBTV; Bill Ward, WBT-WBTV; Jeanne Alexander and Jim Patterson, WBT.

Fran Allison, star of ABC-TV's *Kukla, Fran and Ollie,* cited by National Conference of Christians and Jews for helping "to further justice and understanding among all peoples."

Aaron Beckwith, vice president of MCA-TV Film Syndication Div., N. Y., honored by his alma mater, Syracuse U., for "distinguishing himself and the University with his outstanding contribution to the television industry."

Taylor Grant, newscaster, WRCV-TV Philadelphia, received plaque from local Veterans of Foreign Wars naming him "Outstanding Citizen of the Year."

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

William H. Sylk, president, WPEN Philadelphia, awarded United Community Campaign citation for station's contribution to fall drive.

KEX Portland, Ore., and Program Manager **Mel Bailey** cited by Oregon Educational Assn. in association's first award to commercial station for outstanding contributions to education.

KNXT (TV) Hollywood given certificate of appreciation for "outstanding public service" by State of California Franchise Tax Board.

WKRC-TV Cincinnati, Ohio, received certificate of appreciation from Cincinnati recruiting district of Second Army for "invaluable assistance to the District in setting a recruiting record."

WCTC New Brunswick, N. J., awarded certificate of appreciation by First Air Force, Mitchell Field, N. Y., for station's support of reserve program.

KRLD-TV Dallas-Fort Worth, Tex., and local **Council of Catholic Men** presented with 1956 National Catholic Action Award for *We Believe* series.

Jimmy Wakely, KNX Hollywood-Columbia Pacific Radio Network personality, received public service award from Hollywood Boy's Club.

Winners in annual Scholastic Teacher National Film and Filmstrip Awards included for first time two sponsored tv film programs carried originally on NBC-TV—"Macbeth" and "Richard II" (both on *Hallmark Hall of Fame*) and subsequently made available to schools in kinescope form. Winners were judged by usefulness in high-school English and social studies classrooms.

ABC received Department of Defense Reserve Award for "outstanding contribution" to reserve program.

WNYC New York, municipally owned and opcrated station, given award of merit in the 1956 Parade of American Music by National Federation of Music Clubs for station's 17th annual American Music Festival. WNYC's music director, **Herman Neumann,** honored by N. Y. State Federation of Music Clubs for "service to the cause of fine music."

General Electric Co.'s "The Story of Light," 10-minute Technicolor film soon to be available for tv, produced by Transfilm, given 1956 Scholastic Teacher Sponsored Film Award.

KWK-TV St. Louis, received plaque for participation and assistance in military "Toys for Tots" campaign from U. S. Marine Corps Reserve Units.

Sam Levenson, to become m.c. of CBS-TV *Two for the Money* in June, presented with 1956 achievement award of League for Emotionally Disturbed Children.

WGAN Portland, Me., received National Federation of Music Clubs award of merit for special program of American music.

Jerry and Jimma Strong, disc jockey team, WMAL Washington, presented with Washington Animal Rescue League's first annual award for efforts to help homeless dogs.

Bill Stout, newsman, KNXT (TV) Hollywood, received George Washington Carver Award of Merit from Carver Memorial Institute for efforts in behalf of human welfare and racial understanding.

Mary Merryfield, editor of *Radio Journal* program on WMAQ Chicago, given World Understanding Award for 1955 by Chicago Council on Foreign Relations.

WSTC Stamford, Conn., received Citation for Outstanding Service from Conn. Society for Crippled Children & Adults for help in 1956 Easter Seal campaign.

KSTV Stephenville, Tex., won district radio award of Bosque Soil Conservation District for support of soil conservation program.

Ted Mack, m.c. of *The Original Amateur Hour* on ABC-TV, received DeMolay Plaque from former President Harry S. Truman, honorary grand master of order. Award was for service to youth.

WDRC Hartford, Conn., and station account executive **Mike Boudreau** given merit award by Hartford Advertising Club for presentation and format of Shearson-Hammill market news show.

WDRC received Citation for Outstanding Service from Conn. Society for Crippled Children & Adults for Easter Seal campaign support.

KLZ-AM-TV Denver awarded plaque by Colo. Optometric Assn. for "outstanding service in the field of visual care . . . KLZ-TV has made television viewing easy on the eyes through their transmission of exceptionally clear pictures and excellent engineering practices."

Wells Fargo Bank, San Francisco, sponsor of *The Point of Law* on KCBS San Francisco, received first annual award of Bar Assn. of San Francisco for "outstanding contribution" to administration of justice.

Wayland Fullington, program director, WIRE Indianapolis, received award from Butler U. chapter of Alpha Epsilon Rho, honorary radio fraternity, for "programming of good taste and variety."

ABC cited for "outstanding service to the cause of inter-American cooperation" by Pan American Union, general secretariat of Organization of American States.

Scott Paper Co., Chester, Pa., sponsor of *Father Knows Best* on NBC-TV, received annual radio-tv award from American Mothers Committee in recognition of "wholesome family life depicted." Show is handled by Screen Gems Inc., N. Y.



"This time I won't be back, boss —he's a KRIZ Phoenix advertiser."



Jim Burke, KMBC-KFRM Special Events Director, has something extra special in his nightly feature "Showtime." Platters and patter—interspiced with celebrity interviews—create a New Sound that is drawing new listeners.

LISTION the New Sound of

KMBC-KFRM

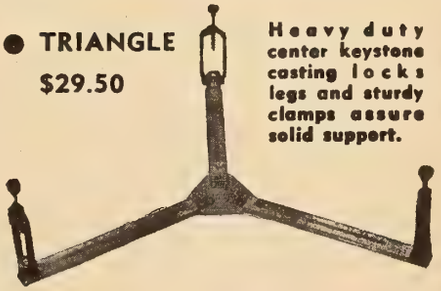
The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of* **Kansas City**
KFRM *for the State of Kansas*
1st *in the Heart of America*

CAMART
TV TRIPOD SUPPORTS

● **TRIANGLE**
$29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.



● **CAR-TOP CLAMPS**

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00



THE CAMERA • MART INC.
1845 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART

RADIO WEEK GETS HEAVY PARTICIPATION

Industry groups kick off enthusiastic programs to mark first commemorative week in eight years. Top local and national government officials join in promotion.

PARTICIPATION in last week's National Radio Week was varied and widespread, following the kickoff by government and industry officials, including President Eisenhower [B•T, May 14]. Even New York's Times Square was temporarily changed to National Radio Square.

Co-sponsors of the first "week" strictly for radio in eight years were NARTB, Radio Advertising Bureau, Radio Electronics Tv Manufacturers Assn. and the National Appliance & Radio-Tv Dealers Assn.

Summary of Radio Week activities reported to B•T follows:

NBC distributed a 20-second animated film for use on tv stations promoting NRW. The film was given heavy play on NBC owned stations and was offered free to affiliates. In addition, NBC owned stations devoted 100% of radio availabilities and 35% of tv availabilities to NRW promotion during the entire week. NRW was featured on several network radio programs and *Today, Home* and *Tonight* on television.

WRCA New York selected "Miss New York Radio" to preside over the station's special features. She was given a radio for every room in her home and appeared on local and network programs. The NBC-owned outlet also toured various radio installations during the week and featured other phases of the industry. Al (Jazzbo) Collins oraginated his daily disc jockey show from the information booth of NBC Studios in Rockefeller Center. Programs on WRCA-TV also payed tribute to the important role of radio in the everyday American's life.

FCC Chairman George C. McConnaughey and NARTB President Harold E. Fellows made tape-recorded NRW statements for use on WRC Washington. A special "Pioneers in Radio" show was broadcast Wednesday night and many other WRC programs saluted NRW. WRC-TV honored the nation's radio stations with demonstrations of old and new radio equipment, shown on WRC-TV local programs. All WRC-AM-TV newspaper and trade paper advertising during the week called attention to the observance, as did the ads of many other stations.

The Board of Commissioners of the District of Columbia issued an official proclamation in honor of the week urging "citizens to take note of the achievements of radio broadcasting and to salute the men and women of this great industry." The proclamation was sent to Ben Strouse, general manager of WWDC Washington and president of the Maryland-D.C. Radio & Tv Broadcasters Assn.

Nine prominent Maryland citizens recorded one-minute spots for use by Baltimore radio stations, which cooperated in the promotion of NRW. Disc jockeys addressed the students of six Baltimore high schools on "Radio—As a Career, As a Vital Force in the Community," and station executives addressed various civic clubs during the week. The Enoch Pratt Library and downtown stores promoted NRW with window displays. Stations cooperating included WBAL, WBMD, WCAO, WCBM, WFBR, WITH, WSID, WTOW, and WWIN. WITH also conducted several tours of clubs and organizations through the station.

WILY Pittsburgh gave away a radio every hour for eight hours last Friday. All listeners had to do to become eligible for one of the General Electric table models was to send in their names.

Mayor's Proclamation

Representatives of Philadelphia radio stations called on Mayor Richardson Dilworth and were presented with an official proclamation, which was received by Benedict Gimbel Jr., president-general manager of WIP and chairman of the Radio Week committee of the Philadelphia Radio & Tv Broadcasters Assn. "I know of no group," the mayor said, "that has responded more readily or fully in the public interest than have Philadelphia's radio stations. The results of their efforts have proved beyond any doubt that radio is, as it always has been, an effective force in the life of the community."

Massachusetts Gov. Christian A. Herter presented a proclamation in honor of NRW to Harvey J. Struthers, WEEI Boston general manager and president of the Massachusetts Broadcasters Assn. The governor's proclamation was recorded and sent to the 54 member stations of MBA for broadcast last week.

WKNE Keene, N. H.'s participation included on-the-air promotions, special programs and interviews and a display in the window of a downtown record store. The display enabled pedestrians to hear WKNE and see the volume and word picture on an oscilloscope. The station received awards during NRW from the American Legion, YMCA and Red Cross.

Nashville Mayor Ben West designated Church St. in Nashville as "Radio Lane" in honor of NRW. Both Mayor West and Tennessee Gov. Frank Clements issued proclamations citing the contributions radio has made to the cultural, economic and technological development of society. Harvey L. Glascock, WKDA Nashville vice president-general manager, presented the mayor a radio and Jack DeWill, WSM Nashville president, presented the governor a transitorized portable set.

WROL Knoxville held a "King for a Week" contest in which listeners were urged to name their favorite WROL disc jockey. The author of the best 25-words-or-less letter received a portable radio-phonograph and the disc jockey named by the winner received a portable radio. Writers of the best letters advocating each of the stations' other three disc jockeys also received portables. WROL personalities voted on were Art Metzler, Bill Johnson, Carl Williams and Hal Durham.

In addition to the contest and a heavy on-the-air-promotion, two WROL secretaries paraded Knoxville's business district daily in special costumes, carrying portables and signs reminding shoppers of the immediacy of radio.

Fred Haseltine, WRNL Richmond, Va., disc jockey, marked NRW by comparing a 1922 Model 5 Radiola with a modern all-transistor portable. The two sets are similar in that they are both battery powered, he pointed out. The Radiola worked, *too.*

Tom Hicks, WDSU New Orleans vice president in charge of programming, received a special proclamation from Mayor deLessups S. Morrison in honor of NRW. The mayor also taped a special NRW message, which was made available to all New Orleans radio stations.

Betty Becker, WOWO Fort Wayne, Ind., "Radio Girl for 1956," toured the Westinghouse station's coverage area giving away portable sets during NRW. There was one catch to being awarded the portable: The home visited must have been listening to WOWO at the time Miss Becker knocked on the door. A teaser campaign was aired the week before NRW warning listeners that the "Radio Girl" was coming.

Emphasis was placed on the "essential need that radio fulfills in community activities through round-the-clock offerings of news, entertainment and information" during NRW by Detroit radio stations. Don DeGroot, WWJ assistant general manager, headed a committee which planned the event. Mayor Albert E. Cobo issued an NRW proclamation and changed Detroit's Washington Blvd. to "Radio Row." Several mobile units were located on the boulevard with broadcasts originating from them during the week. Stations cooperating included WJBK, WXYZ, WJR, WKMH, WJLB, WWJ and CKLW Windsor, Ont.

WWJ visited homes during the week as part of the station's participation and recorded interviews for later broadcasts. WWJ personalities Bob Maxwell, Faye Elizabeth, Jim DeLand, Fran Harris and Budd Lynch reminded listeners to "K-R-O . . . Keep the Radio On."

Radio's role as a "working medium" was demonstrated during NRW by members of the WSAI Cincinnati sales staff. Harold O. Parry, Howard Eicher, Gittee Bortz and Eric Bose donned coveralls and made calls on agencies and clients to demonstrate that "radio *covers-all* the market."

Gordon Ball, RCA representative, presented an RCA-Victor transistor portable radio to Wichita, Kan., Mayor H. D. Lester in cere-



monies proclaiming NRW to Wichita citizens. Mayor Lester praised local KANS and the radio industry for "their outstanding and continuing contributions to the welfare and entertainment of the American people."

A news story, telephoned from Russia directly to WKY Oklahoma City studios, highlighted that station's NRW celebration. The story was sent by Dick John, WKY newsman accompanying a group of Oklahoma farmers and cattlemen on a three-week tour of Russia, which was arranged by WKY Manager P. A. Sugg [B•T, Jan. 23].

The new Admiral sun-powered radio was demonstrated on WBAP-TV Ft. Worth's *Texas Living* to point up NRW. Al Medica, Admiral national representative, and Jack Crump, local distributor, showed how the radio receives its energy from the sun.

California Gov. Goodwin J. Knight taped a proclamation at KROY Sacramento announcing the state's support of NRW. Gov. Knight stated, "I am confident my fellow Californians will join me in expressing gratitude and appreciation for the positive and dynamic contributions which radio has made toward assisting all Americans toward the realization of fuller, happier and richer lives."

KGFJ Hollywood used recorded announcements made by civic and entertainment figures, saluating the station and broadcasting as a whole, in conjunction with NRW.

Oregon Gov. Elmo Smith asked citizens of his state to give tribute to the radio industry during NRW. In issuing a special proclamation, the govenor cited radio's contribution to the welfare and security of the state and nation as a vital mass communications medium. To commemorate the occasion, James A. Mount, president of the Oregon State Broadcasters Assn., presented Gov. Smith with a transistor portable set.

KGKO ROCKS SALES RECORDS

SPOT announcements aired by KGKO Dallas, Tex., are credited by Norge Div. of Borg-Warner Corp. with a significant role in the record sale of 156 Norge products within 40 hours in a local department store. The "Rock-Around-the-Clock" promotion was launched by Duke Doyle's store and based on Norge's "Sellathon" plan for moving merchandise during both daytime and evening hours. KGKO aired spot invitations to the "Sellathon" direct from the store during the evening hours, stimulating traffic for ranges, freezers, air-conditioners and refrigerators. The radio campaign for the "Rock-Around-the-Clock" sale was supplemented by full-page advertisements in Dallas newspapers.

CANADIAN WIVES RADIO FANS

A FOLDER titled *For the First Time—the Public Confessions of a Group of Traveling Salesmen and a Number of Grocers' Wives* has been distributed by the Broadcast Advertising Bureau, Toronto, Ont. It gives facts and figures about daily listening by a group of grocers' wives and traveling salesmen, based on a survey for BAB by Gruneau Research Ltd., Toronto. Statistics show that wives listen to radio far more than their grocer husbands believe and that most traveling salesmen listen to their car radios while on the road.

Pick-a-Fan

WHEN THE LIST of faithful fans of radio personalities is compiled, somewhere near the top will be the name Carrie Mosley. She has attended the *Pick-a-Pocket Show* emceed by Jim Shelton, WIBC Indianapolis, Ind., five times a week for over eight years. Mrs. Mosley has become so closely associated with the programs after attending over 2,000 of them that she receives fan mail from other radio listeners.

PUREX RUNNING TV CONTEST

PUREX Corp. Ltd., sponsor of *Big Surprise* on NBC-TV (Saturday, 7:30-8 p.m. EDT), is running a grocery tie-in contest through Aug. 4 using posters and shelf markers to call attention to displays of all Purex products and the *Big Surprise* contest entry blanks. Mercury and Ford automobiles as well as 760 other prizes will be given to contest winners. Agencies are Weiss & Geller and Foote, Cone & Belding.

OVERTIME FOR MR. DOODY

NBC-TV has announced a new half-hour time period of the *Howdy Doody* show for Saturdays at 10-10:30 a.m. EDT, starting June 16 [B•T, April 23]. The program will remain in its current period (Mon.-Fri., 5:30-6 p.m. EDT) through June 1.

COLLINGWOOD DAILY SHOW SET

A NEW 10-minute, mid-day, across-the-board news program, *Charles Collingwood with the News,* will make its debut on CBS-TV May 28. The program, to be seen Mon.-Fri., 1-1:10 p.m. EDT, will "utilize CBS News' world-wide staff of correspondents and special CBS Newsfilm reports," the network said last week.

USIA READIES 5-LANGUAGE SHOW

REPORT FROM AMERICA, a monthly documentary dealing with all phases of American life, is being produced by the U. S. Information Agency, under the direction of NBC, for distribution to European and Latin American countries. The 30-minute programs are being filmed with English, French, Italian, Spanish and Portuguese sound tracks. The English version has already been aired on British Broadcasting Corp. facilities and foreign language versions are expected to be ready for distribution by the middle of next month.

Outlets in France, Italy, Brazil, Cuba, Mexico, and Argentina have indicated interest in the programs.

MOTHER-TO-MOTHER ON WKAP

WKAP Allentown, Pa., broadcast greetings on Mother's Day weekend from one mother to another in the form of taped messages by the governor's wife, the mayor's wife and wives of station personalities.

$53,752,000 IS A LOT OF HAMMERING!



THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

Make your space reservation now for the Telecasting Yearbook.

It guarantees you a prominent position in Television's One-Book Reference Library.



Proof Deadline June 15
Final Deadline July 1

Survey-Conscious?

February ARB again shows WHBF-TV the Quad - City Favorite; WHBF Radio ranks first 52 out of 72 quarter hours among the 5 stations according to Pulse. Ask Avery-Knodel for figures.

CBS FOR THE QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/4 MILLION PEOPLE
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

WCHL EXPLOITS RIVAL MEDIUM

COOPERATION among media plus cooperation among advertisers can result in increased revenues all around, WCHL Chapel Hill, N. C., has demonstrated. WCHF carries tv program listings each day at 5:55 p.m. with the feature sponsored seven days a week by a local set dealer using co-op funds from the manufacturer. The show sells tv service as well as sets to the point that the sponsor has hired a new man to handle increased service calls.

MORE EXOTIC MUSIC ON WNYC

THE latest move in WNYC New York's drive to expose New Yorkers to music from abroad was made last week when the municipally owned and operated am-fm station scheduled *Radio Italiana Symphony*, a series of concerts by the Turin (Italy) Symphony Orchestra of RTI (Radio Televisione Italiana). Other series planned for the summer months include transcribed programs from Sweden, Japan, Germany and Chile.

WPTR TURNS WOLF LOOSE

LITTLE RED RIDING HOOD, in opera hose, accompanied the Big Bad Wolf as he deplaned at the Albany, N. Y., airport. It was the climax of a long teaser campaign of promises that "The wolf is coming!" on WPTR to introduce its new disc jockey, Bob Wolfe. Mr. Wolfe, greeted by a band, Marine guard of honor, WPTR microphones and a crowd of the curious, kept on his mask for a few days while he made appearances before local clubs and on WPTR shows.

THROWAWAYS: $1 EACH

A PROMOTION STUNT in which Bob Sticht, of WTIX New Orleans, tossed one dollar bills from a three-story downtown building in that city landed the disc jockey in jail—but he didn't stay long. Approximately 1,000 fans came to his rescue, offering contributions of from one to five dollars to go his bail.

Mr. Sticht last week told B•T the "throw-away" was a WTIX-financed "publicity stunt to promote me." He said he climbed atop the building and at first tossed the bills over a ledge while keeping himself hidden from view, later came into view and shouted to passersby below: "Take this old money, we don't want it."

He started tossing the bills at about 5 p.m. and continued for about 45 minutes (to the extent of approximately $200) as the audience below grew in size.

Traffic policemen, trying to keep the afternoon rush crowd moving, had their hands full. They finally called a squad car and took the disc jockey to the police station, where he was booked for disturbing the peace.

WTIX kept reports of the incident on the air and listeners were urged to go to police headquarters and bail out Mr. Sticht. The nearly 1,000 persons that showed up were given I.O.U.'s (later redeemable for cash at the radio station) for their contributions.

WTVJ (TV) OPENS AUTO MOVIE

TWO remote trucks from WTVJ (TV) Miami offering moviegoers a chance to "see yourself on tv" were the top attractions at the opening of the North Dade Drive-In theatre there. The station promoted the opening with on-the-air spots for two weeks and presented an hour program, featuring its top personalities, at the opening-night ceremonies. The promotion attracted a first-night audience of 750 automobiles. WTVJ and the new movie are under the same ownership.

KIDS' SPECTACULAR FOR NBC-TV

EITHER a 90-minute or two-hour musical version of "Jack and the Beanstalk" by writer Helen Deutsch and composer Jerry Livingston is set for this fall as a *Producer's Showcase* spectacular, NBC has announced. The exact date, full cast and producer-director are to be named at a future date.

NEW GODFREY SHOW TODAY

A NEW celebrity interview show, *This Is Kathy Godfrey*, was to premiere on CBS Radio today (Monday) at 11:30-11:45 a.m. EDT, replacing *Make Up Your Mind*, a panel show starring George Skinner. Miss Godfrey drops her Saturday afternoon *Kathy Godfrey Show*, also on CBS Radio, effective this week.

WITH FINDS TEENAGE FANS

WITH Baltimore took its latest listeners survey into local high schools, where it found that tomorrow's listeners also seem to be tuned to the medium today. Of 1,000 students, 86% listen to the radio mornings, 79% in the afternoon and 57% in the evening. Nearly all students, 97%, live in multiple-radio homes and 93% have their own personal radios.

ROAD WEATHER ON WMGM

AS a service to summer motorists, WMGM New York, in cooperation with the Automobile Club of New York, this week will begin broadcasting up-to-the-minute traffic reports and road conditions during weekends and special holidays. The club will use its plane, two-way radio system and traffic-charting equipment to gather and send lastest information to WMGM, which will broadcast it as soon as possible.

FATHER RIGNEY ON WBKB (TV)

WBKB (TV) Chicago has signed the Very Rev. Harold W. Rigney, missionary survivor of Red China prisons, for an exclusive 13-week series designed to further his "Freedom Crusade" to free communist prisoners, it was announced Tuesday by Sterling C. Quinlan, ABC vice president of the station. Father Rigney will start the series of telecasts June 7 in the slot (Thurs., 7-7:30 p.m. CDT) vacated for the summer by ABC-TV's *Life Is Worth Living* with Bishop Fulton J. Sheen.

Father Rigney's program will be made available for local commercial sponsorship along the lines of Bishop Sheen's arrangement with Admiral Corp., according to Mr. Quinlan. Choice of advertiser will be subject to Father Rigney's consent, with the priest receiving 25% of any revenue realized by the station. Kinescopes will be made available to interested networks and stations.

KDAL-AM-TV TEACHER'S TEACHER

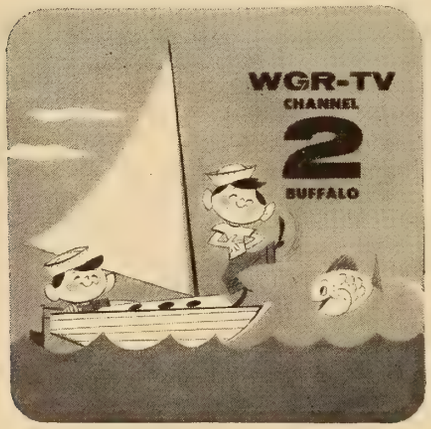
KDAL-AM-TV Duluth, Minn., joined 65 local firms on Business-Education Day last month in the Duluth Chamber of Commerce project to acquaint 900 school and university instructors with business and its relationship to education. The stations played host to 30 teachers during the day, conducting tours, talks and discussions. It was KDAL's fourth year of participation in B-E Day.

WSGN ENLISTING U.S.M.C. UNIT

WSGN Birmingham, Ala., is in the midst of one of its biggest public service efforts to date: a six-week campaign to enlist 24 men in a WSGN-Marine Reserve Platoon. As of the first of the month the station has been saturating the air with information about the reserve corps and the summer camp program. As each man enlists, the news is aired and he is given a souvenir recording with a box of gifts. When the two-dozen leave for training, WSGN will go with them for complete coverage of life in reserve camp.

VANS PROMOTE SHOW SWITCH

WHEN Eleanor Hempel's *Little Schoolhouse* switched from KTTV (TV) Los Angeles to KABC-TV there, KABC-TV promoted the event in the most logical way. It swathed a fleet of Lyon Van & Storage Co. trucks in ten-foot banners reading: "We're Moving *Little Schoolhouse* to Channel 7." Smalley, Levitt & Smith agency handled the truck promotion with KABC-TV.

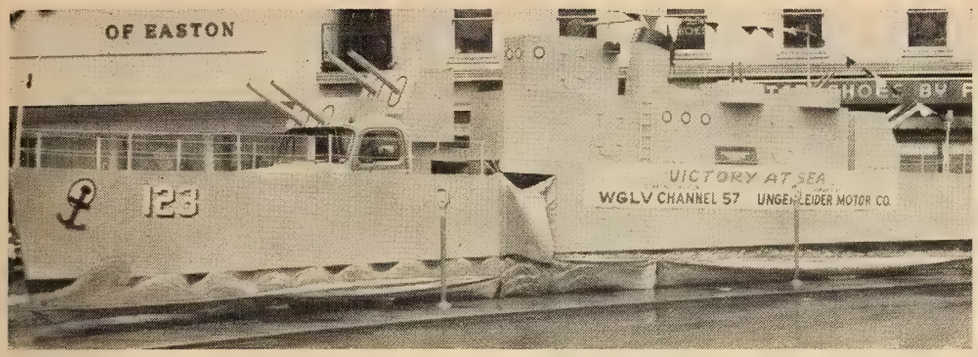


Sales-men Extraordinary in Western New York

WGR-TV BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

'FREE SAMPLE.
An issue of the monthly Clipper is yours to use without cost. You can create sparkling layouts for printed matter with scissors and paste pot. No obligation. Address . . .
MULTI-AD SERVICES, INC.
Box 806-0 Peoria, Illinois



THIS BATTLESHIP float dropped anchor in downtown Easton, Pa., to advertise the opening of the *Victory at Sea* series on WGVL-TV Easton. The Navy Recruiting Branch cooperated in the program launching.

SEARCH SUCCEEDS ON WCAU-TV

ONE of the largest promotions ever put behind a syndicated film property deluged WCAU-TV Philadelphia with 17,782 votes in its "Search for Susie the Secretary" contest. The nine-week promotion coincided with the station's March 5 launching of *Susie,* Television Programs of America series starring Ann Sothern, as a Monday-Friday early evening feature. It included newspaper ads, plugs on all local live originations and 75% of air promotion spots; tie-ups with Gimbel's store, Remington Rand and American Airlines for promotion and prizes, "localized" tapes by Miss Sothern for air promotion and appearances by local leaders serving as judges. Charlotte Goodman, a Philadelphia secretary, got a week's visit to Hollywood, a wardrobe, and luggage as grand prize winner.

PHENOMENON SEEN ON CBS-TV

CBS-TV claimed last week that the largest number of persons ever to view a no-hit, no-run game saw this feat over the network's *Baseball Game of the Week* May 12. CBS-TV estimated that 15 million viewers were tuned in to the weekly baseball presentation, asserting that "never before in the history of the diamond sport have as many people witnessed a no-hit, no-run game . . ." Dodger pitcher Carl Erskine pitched the masterpiece against the New York Giants.

WATV (TV) HAT OFF TO N. J. FIRM

IN a salute to the 150th anniversary of the Colgate-Palmolive Co., WATV (TV) Newark last Wednesday presented a special one-hour, amateur talent show, *Partners in Progress* (9:30-10:30 p.m. EDT). The program was arranged to honor Colgate-Palmolive, a leading New Jersey industrial company with plants in Jersey City.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

WETB RECORDS ROBBERY TRY

AN UNUSUAL set of circumstances last fortnight enabled WETB Johnson City, Tenn., to broadcast a tape recording of an attempted holdup a day ahead of the papers and then get publicity in the Sunday paper on a scheduled rebroadcast of the dramatic report. After being tipped on a possible robbery, a WETB newsman joined the police arresting party. His tape recorder, concealed under the bushes, with whispered narration and nature's own nighttime sound effects, caught all the drama of the tense wait, climaxed by gunfire and a racing motor as the bandit tried to escape. The tape was edited to a 20-minute broadcast in time to air Saturday morning, a day before the newspaper account appeared.

CREWS PROMOTE WTVJ (TV)

EVER VIGILANT to act on any promotion opportunity available, WTVJ (TV) Miami, Fla., has worked out a simple way to add viewers to its local news shows and at the same time to get mention in civic meetings. Whenever a station cameraman films a meeting, he hands a printed card to the speaker or chairman stating, "The news event just filmed by WTVJ's news cameraman is tentatively scheduled to be shown on . . ." and following are names of the station's shows with boxes for the cameraman to check whichever applies.

PERSEVERANCE PAYS

RON BAILIE, KOVO Provo, Utah, disc jockey, sat down at the microphone one Monday morning and didn't leave until 2:56 a.m. the next Friday morning when a doctor persuaded him to quit while he was five hours ahead of the record held by Steve Sorenson of KSPO Spokane, Wash.

The marathon, broadcast from the window of an appliance store, brought a record number of buyers in for the store's marthon sale and inspired not only area-wide interest but calls from the entire West and Canada. A "Horn Honker's Club" developed when the disc jockey asked auto listeners to signal by honking twice. Response—some of it in the form of complaints—was such that the club has been sold as part of Mr. Bailie's regular program.

Co-sponsors of the marathon included a clothing store, which outfitted Mr. Bailie, a cafe to feed him, a movie theatre, plumber, drug store, jewelers, auto dealer, photographer and others, all actively participating in the promotion.

NO FOOLIN'



KXOB, Stockton,
has changed its name
to
K JOY
DIAL 1280
"The SMILE on your DIAL"
REPRESENTATIVES:
San Francisco - Los Angeles
McGAVREN QUINN CO.
Elsewhere
JOHN E. PEARSON CO.

BMI
MILESTONES
for June
BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the June package commemorates a special event of national importance:
"LIBERTY—SO DEARLY BOUGHT"
NATHAN HALE
BORN: June 6, 1755
"FATHER OF THE STARS AND STRIPES"
(Francis Hopkinson)
FLAG DAY—June 14, 1956
"FATHERS' DAY"
June 17, 1956
"FASHION THRU THE AGES"
(Cavalcade of Style)
June 24, 1956
"TWO WEEK VACATION WITH PAY"
(An American Institution)
June 30, 1956
"Milestones" is available for commercial sponsorship—see your local stations for details.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



EQUAL TIME FOR SCHOLARS

WFOB-AM-FM's 'I. Q. LEAGUE' Honors Top Students

DESPITE the fact that WFOB-AM-FM Fostoria, Ohio, carries an exceptionally heavy schedule of area high school basketball and football games, it has not lost sight of the fact that "schools, after all, are for education."

The station currently is completing its first year of a weekly program, *I. Q. League,* designed to give recognition to students for their classroom achievements, which all too often have gone unnoticed and unmentioned.

Working with school officials, WFOB Manager Mel Murray developed an "I. Q. Team" at each of 17 high schools in Wood County, with each team being composed of a senior, junior, sophomore and freshman.

Three quiz games, lasting 30 minutes each, are played each Saturday on the program, which has all the basic elements of a spelling bee—plus a few new wrinkles.

Above: The Haskins, Ohio, high school team mulls over an answer on I. Q. League.

The first question is directed at the senior member of a team. If he answers it correctly, he receives three points for his team and three points for his individual total. If he cannot answer the question, then he may confer with his teammates. Should the correct answer be forthcoming from the conference, the team receives one point and the individual to whom the question was originally directed gets one point. However, if the question is not answered correctly, it is passed on to another team. Succeeding questions go to junior, sophomore and freshman members of teams, and each participant individually is asked three questions during a game. Ten seconds is the maximum time allowed to determine an answer.

Weekly cash awards of five dollars are presented top scorers, and at the end of the school year, a scholarship at Bowling Green State University, Bowling Green, Ohio, will go to the high school senior with the biggest number of points.

In addition, the two top teams for this year — Troy-Luckey and Pemberville high schools — will receive trophies, furnished jointly by the station and the sponsors, at their "scholastic banquets" during the month of May.

Sponsors of the program are from the small towns where the schools are located, according to the WFOB manager.

"These are the banks, the grain elevators, the drug stores that form the commercial enterprise of these small communities," he explained. "When these institutions were asked to participate, they were requested to give us no 'hard-sell' commercials but merely to state that they have helped sponsor the program and express their pride in bringing this service to their areas."

The various sponsors of the program have been so impressed with the public response to *I. Q. League,* that all of them have indicated they'll resume sponsorship next season.

The program has been a comparatively inexpensive one to produce, Mr. Murray, who serves as quizmaster, pointed out. The greatest single expense is for questions prepared by an out-of-county school teacher from textbooks and scholastic tests made up by the State of Ohio.



MR. MURRAY

"I would like to hasten to suggest," he added, "that anyone wishing to use the *I. Q. League* idea should seek my permission, as I would like to keep some type of uniformity of programming and scoring, should stations ever desire to expand the program to statewide competition. If we all have the same type of rules, it should be easier to broadcast intersectional competition."

RAB DETAILS COFFEE RESULTS

THE role radio advertising played in boosting Chock Full O' Nuts coffee from an unknown brand to a position of leadership in the New York market within nine months is detailed in a four-page folder released last week by RAB.

Titled "Radio Turns 3 Strikes Into a Hit," the folder describes the copy approach used for Chock Full O' Nuts in an attempt to counteract three marketing disadvantages—high cost of the coffee, its odd name, and its newness in the field. Robert Kirchbaum, radio-tv copy director for Grey Advertising, New York, agency for the company, is quoted as saying that the budget for Chock was "infinitesimal," compared to budgets for other major brands and "we diverted what originally was intended for television into radio with the idea that we could make a big splash in one medium, rather than little pinpricks in two or three."

STATIONS HELP CULL BEAUTIES

AS MISS America preliminaries get under way in states and localities, air media are covering, and in some cases initiating the events. In California, broadcasting history will be made June 24 when for the first time the Miss California Contest will be televised. Pageant officials have granted exclusive live tv coverage rights to KNTV (TV) San Jose, Calif. Montana, under the leadership of KXLF-TV Butte, has already selected its entrant. Miss Marjorie Edmundson defeated her competitors before the KXLF-TV cameras, in the station-sponsored finals for the state beauty title.

Southwest Daytime Regional

$150,000.00

Major market profitable independent can be purchased with 30% down, balance over 4 years. Valuable real estate. 1956 transmitter. Combination operation.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

Station Authorizations, Applications
(As Compiled by B•T)

May 10 Through May 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through May 16

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,843	2,843	236	393	105
Fm	532	533	45	25	1

FCC Commercial Station Authorizations
As of April 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,844	520	175
Cps on air	28	14	314
Cps not on air	118	13	114
Total on air	2,872	534	489
Total authorized	2,990	547	603
Applications in hearing	157	2	131
New station requests	275	6	29
New station bids in hearing	101	0	96
Facilities change requests	141	5	31
Total applications pending	872	54	288
Licenses deleted in April	1	3	0
Cps deleted in April	0	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through May 16

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	336	95	451[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	117	311	628[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	987	337	774	550	1,325[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,047	337	808	577	1,383[5]

[1] 167 cps (32 vhf, 135 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS

Helena, Mont.—Peoples Forum of the Air, vhf ch. 10 (192-198 mc); ERP .410 kw vis., .205 kw aur.; ant. height above average terrain minus 152 ft., above ground 183 ft. Estimated construction cost $22,450, first year operating cost $7,200. Post office address 1306 11th Ave., Helena. Trans. location Helena. Geographic coordinates 46° 35′ 24″ N. Lat., 112° 00′ 59″ W. Long. Trans. Alder, ant. GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Robert Silliman & Assoc., Washington. Peoples Forum of the Air is licensee of **KXLJ Helena** and is 17.17% owner of **KXLF-TV Butte, Mont.** Principal stockholder is Z Net Inc. (98%), management and financing company, owner of **KXLL Missoula, Mont., KXLF Butte, KXLK Great Falls, Mont.,** and **KXLQ Bozeman, Mont.** Station will operate as satellite to KXLF-TV. Filed May 14.

Missoula, Mont.—Western Montana Assoc., uhf ch. 21 (512-518 mc); ERP .538 kw vis., .269 kw aur.; ant. height above average terrain minus 634 ft., above ground 208 ft. Estimated construction cost $15,870, first year operating cost $7,200. Post office address P. O. Box 1503, Missoula. Trans. location Missoula. Geographic coordinates 46° 52′ 36″ N. Lat., 114° 00′ 47″ W. Long. Trans. Alder, ant. GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Western Montana Assoc. is licensee of **KXLL Missoula** and 8.88% owner of **KXLF-TV Butte.** Principal owner is Z Net Inc. (98.8%), management and financing company, owner of **KXLL Missoula, KXLF Butte, KXLK Great Falls, Mont.,** and **KXLQ Bozeman, Mont.** Station will operate as satellite to KXLF-TV. Filed May 14.

APPLICATION AMENDED

Bowling Green, Ky.—Sarkes Tarzian Inc.'s application for new tv amended to make ant. changes. Amended May 11.

Existing Tv Stations . . .

ACTIONS BY FCC

KBID-TV Fresno, Calif.—Granted mod. of cp to change trans. and studio location; change ERP from 186 kw vis., 97.7 kw aur., to 11.48 kw vis., 6.16 kw aur., and make changes in DA. Granted May 10.

KFXJ-TV Montrose, Colo.—Granted mod. of cp to change ERP from .204 kw vis., .102 kw aur., to .616 kw vis., .308 kw aur.; change type ant., and make other equipment changes. Granted May 10.

WBUF-TV Buffalo, N. Y.—Granted mod. of cp to change ERP from 398 kw vis., 200 kw aur., to 724 kw vis., 362 kw aur.; correct geographical coordinates, and install DA. Granted May 10.

WITI-TV Whitefish Bay, Wis.—Granted temporary authority to operate on commercial basis for period ending Aug. 29. Granted May 4.

APPLICATIONS

KSBW-TV Salinas, Calif.—Seeks mod. of cp (which authorized new tv) to change ERP to 240 kw vis., 120 kw aur.; change trans. location to Fremont Peak, 10 miles northeast of Salinas; change type ant., and make other equipment changes. Filed May 11.

WXYZ-TV Detroit, Mich.—Seeks cp to install new ant. system and make minor equipment changes. Filed May 16.

KXLF-TV Butte, Mont.—Seeks cp to make changes in facilities of existing tv: change ERP to 65.14 kw vis., 32.57 kw aur., change trans. location to Mountain Peak, 3.23 miles east of Butte; change type ant., and make other equipment changes. Filed May 15.

KICA-TV Clovis, N. M.—Seeks mod. of cp (which authorized new tv) to change ERP to 30.34 kw vis., 16.37 kw aur.; change trans. and studio location to 10th & Sycamore Streets, Clovis, and make minor ant. and equipment changes. Filed May 11.

WHEN-TV Syracuse, N. Y.—Seeks mod. of cp (which authorized replacement of expired cp) to change ERP to 316 kw vis., 190 kw aur., and make other equipment changes.

WCYB-TV Bristol, Va.—Seeks mod. of cp (which authorized new tv) to change ERP to 70.8 kw vis., 42.5 kw aur.; change trans. location to Rye Patch Knob, Cherokee National Forest, 11 miles south-southeast of Bristol; change type ant., and make other equipment changes. Filed May 16.

APPLICATION AMENDED

WHBF-TV Rock Island, Ill.—Amended to correct coordinates; change aur. ERP to 70 kw; change type ant., and make other equipment changes. Amended May 14.

New Am Stations . . .

APPLICATIONS

Ormond Beach, Fla.—C. H. Packham, 1380 kc, 1 kw D. Post office address 314 Garden Lane, N. W., Atlanta 9. Estimated construction cost $17,800, first year operating cost $36,000, revenue $40,000. Mr. Packham is regional manager of Lamson Corp. (conveyors). Filed May 16.

Winter Garden, Fla.—E. D. Covington Jr., 1330 kc, 500 w D. Post office address 2422 Coventry St., Lakeland, Fla. Estimated construction cost $9,889.34, first year operating cost $24,000, revenue $30,000. Mr. Covington is vice pres.-33.3% stockholder of **WONN Lakeland.** Filed May 16.

Laurel, Miss.—Ole Miss. Radio, 1280 kc, 1 kw D. Post office address 339 Ellisville Blvd., Laurel. Estimated construction cost $14,215, first year operating cost $36,000, revenue $40,000. Sole owner **Robert M. Keith Jr.** is partner-50% owner of **WBKH Hattiesburg, Miss.** Filed May 14.

Kearney, Neb.—Elbert M. Gallemore Sr., 1460 kc, 5 kw D. Post office address 3303 F Ave., Kearney. Estimated construction cost $19,000, first year operating cost $32,000, revenue $60,000. Mr. Gallemore holds construction-contractor interests. Filed May 16.

Martin, Tenn.—Jones T. Sudbury, 1410 kc, 1 kw D. Post office address 215 N. 10th St., Blytheville, Tenn. Estimated construction cost $20,400, first year operating cost $40,000, revenue $45,000. Mr. Sudbury is local commercial manager of **KLCN Blytheville.** Filed May 16.

Bellevue, Wash.—Bellevue Broadcasters, 1330 kc, 1 kw D. Post office address P. O. Box 838, Bellevue. Estimated construction cost $23,364, first year operating cost $55,000, revenue $65,000. Principals include partners **R. Kemper Freeman** (83.34%), business interests, and **Mrs. Florence G. Hayes** (16.66%), nurse. Filed May 15.

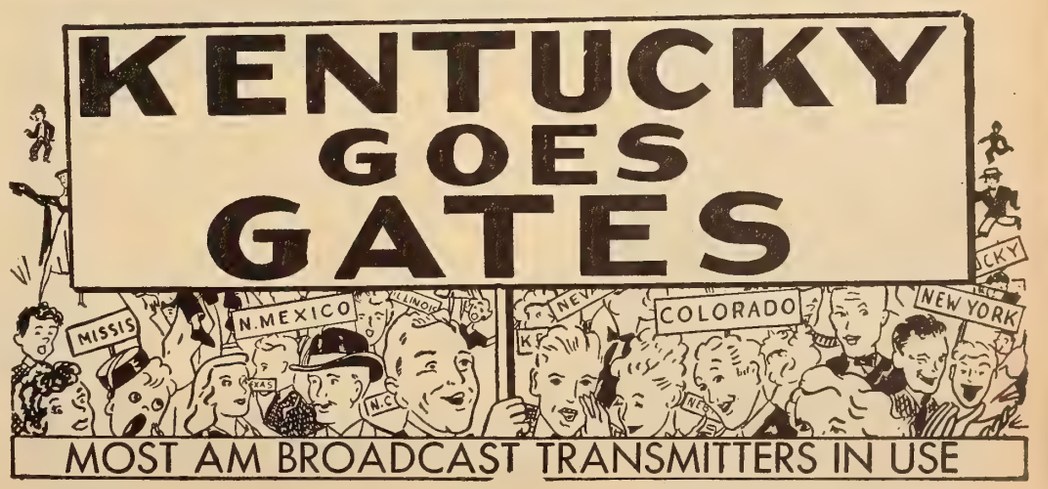
APPLICATIONS AMENDED

Ridgecrest, Calif.—Indian Wells Radio's application seeking cp for new am to be operated on 1220 kc, 1 kw D, amended to change frequency to 1360 kc; change ant.-trans. location, and increase ant. height. Amended May 14.

Golden, Colo.—Golden Radio Inc.'s application seeking cp for new am to be operated on 1250 kc, 500 w D, amended to increase power to 1 kw and install DA-D. Amended May 16.

Homestead, Fla.—J. M. Pace's application seeking cp for new am to be operated on 1430 kc, 500 w D, amended to make changes in ant. system (increase in height). Amended May 16.

Plant City, Fla.—Denver T. Brannen's application seeking cp for new am to be operated on 1570 kc. 250 w D, amended to change frequency to 910 kc; change power to 1 kw; change trans. and studio location to corner of McKenzie Ave. and 15th St., Panama City, Fla., and change station location to Panama City. Amended May 15.



Existing Am Stations . . .

ACTIONS BY FCC

WIPC Lake Wales, Fla.—Granted permission to sign off at 7 p.m. for months of May, June, and July. Granted May 8.

WLRP New Albany, Ind.—Granted permission to sign off at 7 p.m., CDT, through Sept., except for special events when station may operate up to licensed sign-off time. Granted May 10.

KCIL Houma, La.—Application seeking cp to change frequency from 1490 kc to 1480 kc; increase power from 250 w to 500 w N, 1 kw D; install DA-2, and change ant.-trans. and studio location dismissed at request of attorney. Action May 11.

WKLZ Kalamazoo, Mich.—Granted permission to sign off at 6 p.m. during months of May through Sept. Granted May 10.

KAWL York, Neb.—Granted permission to sign off at 7 p.m. weekdays and 6 p.m. Sundays for period ending Aug. 31. Granted May 8.

KMIN Grants, N. M.—Granted mod. of cp to change ant.-trans. and studio locations, make changes in ant. system, and make changes in ground system. Granted May 8.

WGR Buffalo, N. Y.—Granted authority to transmit baseball games played in Offerman Baseball Stadium, Buffalo, to **CFCF** and **CKAC Montreal, Canada**. Granted May 11.

WCHO Washington Court House, Ohio—Granted permission to sign off at 7 p.m. for period ending August, except for special events when operation may continue to licensed sign-off time. Granted May 8.

WHLP Centerville, Tenn.—Application seeking transfer of control of licensee corporation to **William J. Carrigan** and **Sara West Carrigan** returned at request of attorney. Action May 15.

WKTF Warrenton, Va.—Granted mod. of cp to change ant.-trans. and studio location. Granted May 8.

WNIX Springfield, Vt.—Granted permission to sign off at 6 p.m., EDST, for period May 1 through Oct. 28. Granted May 8.

APPLICATIONS

KGMS Sacramento, Calif.—Seeks mod. of cp (which authorized change in hours of operation, change to DA-2 and change studio location) to change studio location. Filed May 11.

WDSR Lake City, Fla.—Seeks cp to change ant.-trans. and studio location; make changes in ant. (increase height), and make changes in ground system. Filed May 11.

WORZ Orlando, Fla.—Seeks cp to change from employing DA-2 to DA-N. Filed May 16.

WBOP Pensacola, Fla.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location. Filed May 11.

WCRV Washington, N. J.—Seeks cp to increase power from 250 w to 500 w. Filed May 16.

WVET Rochester, N. Y.—Seeks authority to transmit programs from Red Wing Stadium, Rochester, to **CKAC Montreal, Canada**. Filed May 11.

WFNC Fayetteville, N. C.—Seeks cp to make changes in DA-D pattern. Filed May 16.

KBOM Mandan, N. D.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 15.

WCHA Chambersburg, Pa.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 15.

KUTI Yakima, Wash.—Seeks cp to change frequency from 900 kc to 980 kc. Filed May 16.

APPLICATIONS AMENDED

WDOS Oneonta, N. Y.—Application seeking cp to change frequency from 1400 kc to 730 kc; increase power from 250 w to 500 w; change hours of operation from unl. to D; change ant.-trans. location, and erect new ant. (increase in height), amended to change site 32 miles north-northeast of present site (no change in description). Amended May 11.

WHOT Campbell, Ohio—Application seeking cp to increase power from 250 w to 1 kw, install DA-D, amended to make changes in DA system.

Call Letters Assigned

KDQN DeQueen, Ark.—Radio DeQueen, 1390 kc, 500 w D.

KOWL Bijou, Calif.—Robert Burdette, 1490 kc, 250 w unl.

WBBN Perry, Ga.—Gateway Bcstg. Co., 980 kc, 500 w D.

WSRW Hillsboro, Ohio—Highland Bcstg. Co., 1590 kc, 500 w D.

KOLY Mobridge, S. D.—Mobridge Bcstg. Corp., 1300 kc, 1 kw D.

KHEM Big Spring, Tex.—Homer McKinley, 1270 kc, 1 kw D.

New Fm Stations . . .

APPLICATION

Chicago, Ill—de Hann Hi-Fi Inc., 95.5 mc, 10 kw unl. Post office address 1655 W. 79th St., Chicago. Estimated construction cost $15,000, first year operating cost $27,600, revenue $36,000. Principals include Pres. **James de Hann** (80%), hi-fidelity equipment and records dealer, Vice Pres. **Abel J. de Hann** (4%), attorney, and Secy. **Dorothy de Hann** (16%), housewife. Filed May 11.

Existing Fm Stations . . .

ACTIONS BY FCC

KRIM (FM) Portageville, Mo.—Cp cancelled, pending application for license dismissed. Call letters deleted. Action May 15.

WALD-FM Walterboro, S. C.—Granted request to cancel license of fm station. Granted May 7.

Ownership Changes . . .

ACTION BY FCC

KCMC-AM-FM-TV Texarkana, Tex.—Granted transfer of negative control to **Camden News Pub. Co.** for $39,429. Granted May 11.

APPLICATIONS

KBTM-TV Jonesboro, Ark.—Seeks transfer of control to Central-South Sales Company for $6,500. Principals are Pres. **John T. Griffin** (45%), pres.-56.5% stockholder of Tulsa Bcstg. Co., pres.-57.66% stockholder of **KOMA Oklahoma City**, chm. of board of Oklahoma Television Corp. **(KWTV [TV] Oklahoma City)**, which is 50% owned by KOMA Inc.; Vice Pres **James C. Leake** (45%), vice pres.-3.6% stockholder of Tulsa Bcstg. Co., vice pres.-2% stockholder of KOMA, vice pres. of Oklahoma Television Corp.; and Secy.-Treas. **Bryan Mathes** (10%), secy.-treas.-minority stockholder of Tulsa Bcstg. Co., KOMA and Oklahoma Television Corp. Filed May 15.

KVIP (TV) Redding, Calif.—Seeks assignment of permittee partnership to Shasta Telecasting Corp. Corporate change.

WKKO Coca, Fla.—Seeks assignment of license **James H. Sawyer** for $81,000. Mr. Sawyer is 40% owner of **WABR, WEAL-TV Orlando, Fla.** Filed May 16.

WHIE Griffin Ga.—Seeks assignment of license to Gateway Broadcasters Inc. for $90,000, including liabilities of $10,235.83. Principal is 100% owner **John A. Boling**, owner of **WHBO Tampa, Fla.** Filed May 16.

KGNO Dodge City, Kan.—Seeks transfer of control to **Juliet Denious**, co-executor of estate of **J. C. Denious**, deceased. Filed May 15.

WKIC Hazard, Ky.—Seeks assignment of license to Mountain Bcstg. Service for $57,761.86. Principals are Pres. **Fred B. Bullard** (40.98%), 33.3% stockholder of **WKIC**; Vice Pres. **Mrs. Ruby D. Cisco** (40.98%); and Treas. **Robert S. Mansfield** (16.40%), assistant manager and sales director of WKIC. Filed May 16.

KDUZ Hutchinson, Minn.—Seeks assignment of license to North American Bcstg. Co. Corporate change. Filed May 11.

KNIM Maryville, Mo.—Seeks assignment of license to KNIM Inc. for $47,500. Principals are Pres. **Leslie P. Ware** (96%), pres.-principal stockholder of **KLPW Union, Mo.**, partner of **KGHM Brookfield, Mo.**; Vice Pres. **C. Willard Max** (2%), vice pres.-minority stockholder of KLPW, and Secy.-Treas. **Ruth A. Ware** (2%), secy.-treas.-minority stockholder of KLPW. Filed May 11.

KORK Las Vegas; KOLO Reno, Nev.—Seek transfer of control to Donrey Operating & Trading Co. Corporate change. Filed May 14.

KAKJ (TV) Reno, Nev.—Seeks assignment of cp to Tower Telecasting Co. for $10,000 and further consideration of 50 shares of common voting stock in Tower. Principals are Pres. **Edward J. Jansen** (51%), pres.-minority stockholder of **KRAM Las Vegas**; Vice Pres. **K. Jack Rudd** (10%), public accountant; **Truman B. Hinkle** (10%), secy.-treas.-18% stockholder of KRAM; and Boulder City Bcstg. Co. (9%), licensee of KRAM. Filed May 16.

KAKC Tulsa, Okla.—Seeks transfer of control to **Lester Kamin** for $115,000 in cash and assumption of liabilities. Mr. Kamin is owner of Kamin Adv. Agency, Houston, Tex., pres.-20.5% stockholder of Southland Bcstg. Co., licensee of **WMRY New Orleans** and **KCIJ Shreveport, La.**, pres.-33.3% stockholder of CKG Television Co., permittee of **WCKQ (TV) New Orleans**, and is stockholder in Southland Television Co., applicant for ch. 12 at Shreveport. Filed May 11.

KQV Pittsburgh, Pa.—Seeks transfer of control to **Earl F. Reed** and **Irwin D. Wolf Jr.**, voting trustees. Filed May 15.

WHBT Harriman, Tenn.—Seeks assignment of license to Folkways Bcstg. Co. for $80,000. Principals are Pres. **William R. McDaniel** (40%), director of public relations and news director of **WSM-AM-TV Nashville, Tenn.**; Vice Pres. **Ernest Tubb** (40%), self-employed entertainer working out of WSM, and **Hank Snow** (20%), self-employed entertainer working out of WSM. Filed May 14.

KSWA Graham, Tex.—Seeks assignment of license to **Clay E. Thompson Jr.** and **Harland V. Newsom** d/b as Southwestair. Change is to partnership status with Mr. Thompson holding 88.8% and Mr. Newsom 11.12%. Filed May 11.

KCBD Lubbock, Tex.—Seeks assignment of license to Bryant Radio & Television Inc. for $110,000. Bryant Radio & Television is owner of **KCBD-TV Lubbock**. Principal owners are **Caprock Bcstg. Co.** (65%), licensee of KCBD, and **J. D. Leftwich** (20%), business interests. Filed May 14.

KWNW Wenatchee, Wash.—Seeks assignment to Wenatchee Broadcasters. Assignment is to provide **E. M. Stires**, employee of station, with opportunity to obtain 20% interest for $15,000. This is financial interest only, not a voice in management. Filed May 16.

APPLICATIONS RESUBMITTED

WCER Charlotte, Mich.—Resubmits application seeking assignment of cp to Eaton County Bcstg. Co. Resubmitted May 11.

WSEV Seviersville, Tenn.—Resubmits application seeking transfer of negative control to James McAfee, Resubmitted May 14.

Hearing Cases . . .

INITIAL DECISIONS

Palatka, Fla.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of application of Raymac Inc., for new am station to operate on 800 kc, 1 kw, D, in Palatka, subject to condition that this action is not deemed to be approval of transfers or assignments contemplated by option agreement of March 17. Action May 14.

South Bend, Ind.—Hearing Examiner Basil P. Cooper issued initial decision looking toward denial of application of Northern Indiana Broadcasters Inc. for new am to operate on 1240 kc, 250 w unl., in South Bend. Action May 16.

Milton, Pa.—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward reinstating and affirming Commission's Oct. 5 grant to Williamsport Radio Bcstg. Associates Inc. for new am station (WARC) to operate on 1380 kc, 1 kw, D, in Milton, and denying protests of **WLYC Williamsport** and **WMLP Milton**. Action May 14.

OTHER ACTIONS

Laurel, Miss.; Flint, Mich.—FCC changed date from June 4 to June 5 for oral argument on proceedings are **WPWR Laurel, Miss.**, and **WJR Detroit**, for mod. of cp of station **WJRT (TV) Flint**. Action May 10.

Salt Lake City, Utah—FCC granted protest and petition for reconsideration filed by **KLUB Salt Lake City** to extent of designating for hearing application of Dale R. Curtis for new am station (KWIC) to operate on 1470 kc, 1 kw D, in Salt Lake City, and consolidated same with hearing already ordered on Curtis application on protest by **KVOG Ogden**; amended issues set forth in May 3 Memorandum Opinion and Order; dismissed as moot KLUB's request for postponement of effective date of March 7 grant to Curtis and ordered oral argument before Commission en banc, to be held at time and place to be designated in subsequent order, protestant present argument to support his request that following issue be included in evidentiary hearing in this proceeding: To determine whether frequency other than 1470 kc is available for allocation for

(Continued on page 124)

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Write or Wire

DISK JOCKEY TRAINING CENTER

301 Commonwealth Building

Houston, Texas

SPECALIZING IN

NEGRO PERSONNEL

RADIO

Help Wanted—(Cont'd)

Salesmen

Excellent spot financially and otherwise for proven salesman with sales manager ambitions (or sales manager) for Kansas City best independent. Box 546G, B•T.

Salesman for top-rated station in one of the first thirty markets. If you are in a smaller market with limited income but a good record let us hear from you. If you are in a major market with a top record but no future, write today. We back everything we offer with the case histories of every salesman selling today in our multiple station operation. A tremendous opportunity awaits the right man, all because of an expanding organization with ever increasing billing. Write Box 589G, B•T.

Are you a salesman-announcer who wants a chance at fulltime sales or a salesman restricted by poor program and rate policies or excessive competition? Like to join an on-the-ball station with no local radio competition and only one daily paper. Large city in western Pennsylvania. Jewel of an opportunity for somebody who can recognize a good thing when he sees it. Start on the money road. Send complete resume, including sales record and present earnings, photo. All replies strictly confidential. Box 594G, B•T.

Experienced, aggressive . . . radio time salesman. Guarantee plus commission. This job offers a good sound living for a man willing to work. Contact Dan Markham, Sales Manager, KOPR, Rodio Butte, Montana.

Top-notch kilowtt southern city over 100,000 offers $6,000 year guarantee. Right man can earn $10,-000. Successful radio sales record "must". Recent photo, references, full details first letter. WMSC, Columbia, S. C.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Girl disc jockey. Age 21-30. Good voice. Must be attractive. Air and traffic work. Outstanding station. Send full length picture-snapshot and complete information to Box 448G, B•T.

Solid selling personality DJ for major Ohio market. If you're plenty sharp, we'll pay. This is the first station in audience in the area. One of America's outstanding independents. Prefer man with voice gimmicks and sharp sense of production. If you're the right one, a tremendous promotional organization is behind you. Send tape, photo, background with first reply. Box 548G, B•T.

Personality, bright disc jockey for top indie in major market. Salary open. Box 550G, B•T.

Far west kilowatt seeking good voice, hard-working announcer. Opening also affiliated tv. Send tape, resume, references. Box 555G, B•T.

Midwestern daytimer needs experienced staff announcer who can do a good job on a "programmed" heavily commercial schedule. Normal staff, program director and three fulltime men. Average, or slightly above average pay with opportunity to thoroughly learn good local radio from long-time radiomen. We do not need DJ or personality types, but must have good basic announcer with at least a year's experience. Send full resume with references. Tape will be requested for serious consideration. Box 570G, B•T.

WFAR, Farrell, Pa. 1000 watts. Salary open. Rush tape, resume. Box 580G, B•T.

Need steady combination announcer-disc jockey in combo operation. Sports with chance for some play-by-play helpful. Excellent working conditions, above average earnings, with good chance to advance. Send details and tape to KGFW, Kearney, Nebraska.

Wanted: Announcer-salesmen, experienced. Base salary plus liberal commission. Excellent future, insurance program, 5000 watt station. Reply references. Photo, complete information, Merle H. Tucker, Radio Station KGAK, Gallup, New Mexico.

RADIO

Help Wanted—(Cont'd)

Announcers

KIUP, Durango, Colorado is trying to locate an announcer or sports announcer, David E. Hill, might be working in Texas or Tennessee, however, would appreciate hearing from any station that might employed him. All answers confidential. KIUP, P.O. Box 641, Durango, Colorado.

Announcer wanted. Some sales experience preferred. Contact KLAD, Box 230, Klamath Falls, Oregon.

Network fulltimer needs announcer-copywriter with play-by-play experience. Six day week. Prefer a Texan. Vacation plan. KNET, Palestine, Texas.

Announcer-first phone combo man, very little engineering. Late shift request show. Must be good because show is sold out and we want to keep it that way. Free hand to good novelty man. Should be able to handle classics and news for same reason. Send tape. salary needs and resume to Fred Epstein, KSTT, Davenport, Iowa.

Announcer with experience in news-reporting, news-writing, and copywriting. Immediate opening! Solid station in small market—northeastern California! We prefer personal interview. KSUE, Susanville, California.

Announcer with phone to be chief. $100. Rush tape and letter to Manager, KXGI, Fort Madison, Iowa.

Responsible staff announcer. One year minimum experience. Send tape and full letter to Manager KXGI, Ft. Madison, Iowa.

Wanted Experienced announcer to fill first vacancy on staff in 2½ years. Must have ability to put commercial across and handle own controls. Applicant must contribute to station's leadership through responsible air work. We are proud of job we are doing for area and want man who will continue and improve our position. Operation based on top facilities and cooperative, competent staff. Applicants to submit fifteen minute tape, recent photograph, detailed letter, be available for personal interview. Contact Vern Williams, General Manager, WCLO, Janesville, Wisconsin.

Announcer with control board experience. Knowledge of hillbilly music. Paid vacations and six holidays. Contact Manager. WCOJ, Coatesville, Pa.

Wanted: Two experienced announcers. One must know hillbilly music. Good salary and pleasant working conditions. Phone, write or wire. Nathan Frank WHNC, Henderson, N. C.

Announcer with limited experience willing to learn. Must like small town independent operation. Opening August 1st. Send tape and background to WIFM, Elkin, N. C.

Need immediately: Chief engineer-announcer. Ideal working conditions—40 hour week—paid vacation—experience not necessary—starting salary $70.00 per week. Call or write Manager, WLMJ, Jackson, Ohio.

Morning man. Experienced; to handle news, telephone-show, run board. Send tape, resume, picture and salary requirements. Independent daytimer. WLOI, Box 385, LaPorte, Indiana.

Technical

Wanted: Negro engineer, 1st class license. Some announcing but no experience required. Fine opportunity for advancement. Box 447G, B•T.

First class engineer with some experience to locate in Biddeford, Maine, five miles from Old Orchard Beach. Send complete resume and salary requirements with application to Chief Engineer. Box 577G, B•T.

Chief engineer for well established thousand watt net affiliate in western Pennsylvania. Possible opportunity for tv also. Station has tv license. Send complete job history, photo and salary requirements. Box 593G, B•T.

Chief engineer—announcer, 250, small southeastern market. Salary commensurate ability. Box 598G, B•T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW, Alliance, Nebraska.

RADIO

Help Wanted—(Cont'd)

Technical

KWAT, Watertown, S. D., needs first class license combo man. Send specific to Ross E. Case.

Need immediately, 1st class engineer. WPRY, Perry, Florida.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

Programming-Production, Others

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Prefer experienced male or female. Let's exchange details. Friendly town of nine thousand. Progressive station. We have references, send yours. Box 162G, B•T.

Wanted—razzle dazzle program director who knows successful metropolitan, independent radio. An excellent opportunity for an idea man with know-how for building ratings; finding and holding good talent. Send complete details. Box 321G, B•T.

Top independent station in large northeastern metropolitan area, needs on the air newsman. Good salarly. Age, experience and tape at once. To start immediately. Box 474G, B•T.

Continuity girl with ability, personality to service accounts for outstanding station. Box 535G, B•T.

Radio help wanted—programming, production, other fulltime newsman to prepare and air local newscasts for Yankee-Mutual 250w in New England. Box 556G, B•T.

Top station in highly competitive market needs writer. Top salary to person with talent. Submit samples of both "production" and "straight" copy, along with brief biog. Box 586G, B•T.

Newsman—1st class phone license—for Wichita's No. 1 Hooperated station, news bureau. Only ambitious, experienced, dependable, mature individuals will be considered. Include personal history and tape in application. Jim Setters, News Director, Radio Station KWBB, P. O. Box 468, Wichita, Kansas.

News director: Station maintains top local news coverage. Experience in gathering and writing a necessity. Salary depends on experience and capability. Solid citizens only—no drifters. Send complete information, samples of work and tape to: Program Director, WLEC, Sandusky, Ohio.

Situations Wanted

Managerial

Proven sales and studio management, no high pressure. Versatile, energetic, civic minded. Ten years engineer, announcer, program 35, family. Seek general management position. Worked Rockies, desire return Rockies or southwest. Consider others. Box 539G, B•T.

Broadcast executive. Capable, mature. 13 years radio-tv experience, continuity through sales and management. Family man, 37. Prefer west. Will consider lease. All inquiries answered promptly. Now located San Francisco. Box 547G, B•T.

Desires Eastern market. Have 14 years in associated field. Now sales manager in tv. Responsible family man. Hard worker. Box 553G, B•T.

Manager—chief engineer. Presently employed as chief engineer, desires advancement and more responsibility with reasonable remuneration. 26 years experience all phases broadcast industry. Not a chair warmer but a hustler. Excellent character and technical references. Box 563G, B•T.

Top salesman ready to move-up. Desires commercial manager's job with progressive metropolitan station. 10 years successful selling. Experienced all phases radio sales. 34 years. Married, one child. Box 592G, B•T.

Manager, 10 years radio, all phases including eight management. Outstanding sales, promotion, news. Versatile. Excellent references. Presently employed. Prefer midwest or west. Family man, 38. Box 600G, B•T.

Manager/sales manager: Solid result producer. Figures to prove it; P & L's to prove it; owner's personal statements to prove it. $18,000 salary in 1955. Present sales results make lead pipe cinch $20-25,000 salary in 1956. Five years former owner took his profit and sold station, retiring. He'll testify. Present owner will confirm $100,000 ninety day sales increase if negotiations warrent. Documented proof of experienced quality managerial-sales record in exchange for square encompassing security association. Civic, community minded family man. Stability and permanency holds priority over big earnings. Negotiations confidential. Box 602G, B•T.

Salesmen

Salesman, announcer, copywriter. Five years experience. Successful sales record. Excellent voice. Top references. Available immediately. Box 581G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

DJ-copywriter, 34, seven years experience. Tape, resume, continuity specimens. Box 470G, B•T.

Top commercial DJ, classicial, popular music. Mature, reliable, college degree, vet. Want to locate eastern seaboard area. 1st phone. Box 481G, B•T.

Experienced employed announcer-DJ. Must relocate in east. Good references. Box 492G, B•T.

Announcer. 12 months experienced. Strong on music, news, commercials. Control board operation. Box 530G, B•T.

First phone combo. Have handled chief engineer's job but prefer emphasis on announcing or PD. Prefer station programming to adult audience. No hillbilly, rock and roll, or religious stations please. Easy relaxed DP and authoritative news. $100 minimum. Box 532G, B•T.

Hillbilly—western disc jockey. Know records, farm programs, news, experienced, live, western show announcer, musician. 3rd ticket. Box 544G, B•T.

Calling California. Available June. Three years experience. Married. First phone. Box 551G, B•T

Announcer. Six years experience. Now program director small market Family. Non-drinker Southwest. Box 559G, B•T.

Attention major markets: Smooth casual night DJ. Know music, artists. Excellent on news. 11 years experience. Box 564G, B•T.

Big frog, little pond. Want larger pond. Unique voices, presentation. Box 567G, B•T.

Experienced announcer, currently employed, looking for immediate change, excellent reasons. Prefer evening shift. Box 571G, B•T.

Experienced announcer, voice not network, but I can give you the top teen-age personality show in your market. Box 572G, B•T.

First class phone. Only interest, announcing. If pay is right, will go anywhere. Indie and network experience. Currently in market of over one million. Box 574G, B•T.

Hi! Looking for half a comedy DJ team? Or a breezy, low-pressure morning or late night man? Versatile, experienced, employed. Box 576G, B•T.

Experienced announcer, versatile deejay. Smooth commercial delivery. Now available, tape. Box 579G, B•T.

DJ personality, staff, some experience. Strong in news, sports, board, musician. Excellent references. Go anywhere. Box 582G, B•T.

Staff announcer, strong news, smooth DJ, light but good experience. Much potential. Vet. Tape, travel. Box 583G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 584G, B•T.

Announcer, salesman, experienced. SRT graduate. Excellent commercial contacts. Formerly manufacturer's sales manager. Single 33. Box 585G, B•T.

Announcer, exceptional versatility. Personality DJ, play-by-play all sports. 5 years experience. $100 minimum starting salary. Box 587G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Negro announcer, DJ, limited experience. Rythmblues, pop, special events. Will travel. Box 588G, B•T.

Available—announcer, experienced. Left industry due to health. Feeling great and will only be satisfied back in radio or television. Experienced —all phases of broadcasting. Box 591G, B•T.

Announcer. Young, married, wants to relocate Atlantic Coast or midwest. Broadcasting school graduate. Box 597G, B•T.

1 year radio-television experience L. A. area. College grad. Employed. Good on news, music, commercials. Top references. Available immediately. Relocate Bob Carroll, 1310 W. 81st Place, Los Angeles, California.

Announcer, newscaster, deejay. Commercial experience; AFRS. College. Radio School. References. Draft exempt. 24, family. Negro. Voice has no dialect. Ed Love, 2505 Morton, Parsons, Kansas. Phone 2066-R.

PD, news, announce, traffic, publicity . . . 5 years all-around radio experience . . . want position L. A., California, radio, tv. Will be in L. A. early June. Tape, references. Write: Dave MacNeill, WCRB Boston 54, Mass.

Experienced announcer-deejay studing for first phone, seeks progressive station. Married, reliable. Vet. Now employed 5kw. Lou Swanson, 305 Pargoud Drive, Monroe, Louisiana.

Call the Naitonal Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C., for trained announcers, continuity writers, sportscasters, newsmen, disc jockeys. (DEcatur 2-5580).

Technical

Engineer—250 watts to 50,000 wattts experienced, desire relocate responsible position. Box 543G, B•T.

Tape recording's my business. Field, studio, production editing, also announce. Box 569G, B•T.

Above average announcer and chief engineer. Copywriter. Now employed four station market. Sound good on air and can keep your equipment in top shape. Your man if you have smooth running operation without turnover. Desire change for advancement. $100. 40 hours. Veteran. Sober. Single. Twenty-four. Box 590G, B•T.

Chief engineer available June 1st. Personality DJ. No straight announcing. Service accounts and sell. Years of seasoned technical and administrative experience. Interested only in 1st rate southern station of good reputation. Finest technical and character references. Box 601G, B•T.

Programming-Production, Others

Newsman, former California resident currently employed eastern radio, seeks reportorial and staff announcing post in west. Gathers, writes, presents all phases of news. Top-quality DJ, commercial, staff work. Theatrical, narrative experience. College graduate. Resume and nonreturnable tape available. Box 433G, B•T.

(Continued on next page)

Can YOU use an extra $150 a month?

Here's the secret

Announcers-$75 a week; Engineers-$75 a week

BUT

1st phone COMBO men—$110 a week

Look at it this way: You can make more money if you replace two men. What's more, it's a good deal for the station also because ONE employee at $110 a week is better than TWO at $75 a week each. The result—*we have many more jobs than we can fill* coming in every day from stations all over the country. Think about it—can you afford to do without that extra $150 a month? Can you afford NOT to get an FCC license?

New residents classes begin June 11 and June 19. Correspondence courses begin at any time.

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

1st Phone in 12 weeks
Over 90% of our fulltime resident students get a 1st class FCC license in 12 weeks or less. Correspondence students finish at their own pace.

Write today for details

GRANTHAM SCHOOL OF ELECTRONICS Desk 2-G

821 19th St., N.W., Washington 6, D.C. OR 5910 Sunset Blvd., Hollywood 28, Calif.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Production man, specializing elaborately tapes spots. Currently PD, 5kw network. Box 568G, B•T.

Radio farm director-news director or combination. Am now assistant farm director at leading midwest station. 20 years radio experience. Strong on country music shows, MC work, and general announcing. Excellent recommendations. $6,500 annual minimum. Don Hopkins, 1114 South 1st Avenue, Sioux Falls, South Dakota.

TELEVISION

Help Wanted

Announcers

Far west, 200,000 sets, top voice, experienced, hard worker. Send tape, experience, references. Box 555G, B•T.

Southeast vhf needs good staff announcer and news editor. Send full resume, photo and tape. Box 575G, B•T.

Staff announcer-copywriter wanted by leading Michigan tv station. Immediate opening. Good working conditions, insurance hospitalization other employee benefiits. Personal interview absolutely necessary. Phone Charles Lynch, Kalamazoo, Michigan, 5-2101 for appointment. Experienced men only.

Technical

Television and radio technical personnel. Midwest metropolitan city. Good salary and other benefits. State education, experience, draft status, and enclose snapshot. Box 409G, B•T.

Television maintenance engineer, experienced DuMont equipment. Major southwestern station. Apply Box 484G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Aggressive midwest newspaper owner television station wants active list job applications for rapidly opening positions. Announcers, on-camera specialist; directors, floor men. Photograph and where applicable voice tape required. Box 440G, B•T.

Women's director to handle women's shows. Vhf, middlewest. Good salary to right person. Send resume tape. Must have photo or snapshot. Box 445G, B•T.

Experienced continuity writer for large eastern network affiliate. Foward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

Experienced tv photographer to handle news and commercial work. Should be experienced with 16mm processing. Major southwestern vhf. Reply Box 595G, B•T.

Experienced cameraman for program department of large eastern network affiliate. State salary requirements along with resume. Box 604G, B•T.

Situations Wanted

Managerial

Sales manager—highly successful record two stations, presently employed, family man, stand rigid investigation. Interested in progressive vhf. Box 537G, B•T.

Sales manager-assistant General Manager—3 years tv sales manager. 6 years radio sales and management. Strong on national, regional, and local sales. 34 years old. Excellent references. Presently employed. Box 596G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

News-sports announcer—7 years experience radio-television; college graduate; presently employed. Family man will locate permanently for right offer. Ed Murphy, 2326 Okalina Avenue, Winston-Salem, N. C.

Technical

Plan relocating, prefer Rocky Mountain or SW area. Presently chief of vhf. Experienced radio and tv construction. Desire construction with permanent future. Box 533G, B•T.

Transmitter position wanted by am chief. Recently complete tv engineering course. Southeast or southwest prefered. Box 534G, B•T.

Studio supervisor, TD, first phone, thoroughly experienced in all phases of operation and maintenance. Presently employed, 29, married, willing to locate anywhere. Permanent position only. References and resume on request. Box 540G, B•T.

First phone, second telegraph, ship radar, ham. DeVry graduate wants start in radio or television. Edward Johnson, 2880 Iowa, Royal Oak, Michigan.

Programming-Production, Others

Man at the crossroad. What direction shall he take? Seasoned broadcaster; more than 10 years radio, 4 years tv; covering programming, promotion, film-buying, public relations, air work and creative writing. Would like to sell, create programs, or serve a stable radio or tv organization in any capacity they consider most useful to them. Mature judgment; administrative experience; responsible family man. Box 417G, B•T.

Tv-director—excellent background all types of shows—including some network, 5 years in the business—all areas considered. Box 541G, B•T.

Producer-director-photographer available immediately, experienced, references, age 28, married. Box 542G, B•T.

Experienced in creating, writing, producing, directing commercials on small tv station. College graduate, married. Box 560G, B•T.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Stations

Fulltime station in leading southern city. Annual volume close to $150,000. Price $150,000 with easy terms to responsible party. Box 603G, B•T.

Top 100 market radio station; low frequency, above average power; priced below costs at $300,000. Paul H. Chapman Co., 84 Peachtree, Atlanta.

National Park area. Less than one hour from an internationally famous tourist mecca, main entrance. Single station market. One of the most beautiful districts in the entire southwest. Diversified economy. Requires $25,000 cash down. State your finances and affiliations. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern fulltime affiliate grossing $135,000, asking $150,000. One-third down. See John Hanly.

Two southeastern 1kw daytimers; grossing about $45,000. Asking $45,000, with $20,000 down. See John Hanly.

Southwestern station on ten year lease currently netting $20,000 to $25,000. Could do much more immediately. Requires six months advance at $1,800 per month. See John Hanly.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1737 De Sales St., N. W., Washington, D. C.

Equipment

Slightly used DuMont dual image orthican camera chain with all accessories including sync generator. Also have latest Raytheon slightly used microwave system. This will make ideal setup for remotes. Big bargain! Box 573G, B•T.

One WE 506-B2, 10kw fm transmitter. Also 1 WE cloverleaf antenna. 500 feet 3 1/82 transmission line. 485' self supporting tower with all lighting equipment. Excellent for tv, fm. Equipment in good condition and operating. Best offer. Box 578G, B•T.

One—type 86-A-1 (M 1-11216-B,-C) RCA limiting amplifier—used—in good condition. F. T. Wilson, Manager, Radio Station KGNB, New Braunfels, Texas.

General Electric TT6D high channel tv transmitter—visual power 5kw. Aural power 2.5kw. Good condition. Available immediately. Contact Chief Engineer, WOR, New York.

Presto 6N turntable and disc cutter with 500ohm cutting head and Fairchild 500ohm playback. New condition. $450 or best offer. Fidelity Sound Co., Box 2023, Macon, Georgia.

WANTED TO BUY

Stations

Qualified party interested in purchasing 250 to 1000 watt day or fulltime operation. East or middlewest. Population of 50,000 or better. Replies kept confidential. Box 452G, B•T.

Interested acquiring all of control of small station in Virginia or Carolina. Write fully, in confidence, to R. P., Jr., P. O. Drawer #3-A, Richmond, Va.

Stations wanted. Private sales. Ralph Erwin, Broker of Theatres, Radio and Television properties, 1443 South Trenton, Tulsa.

Equipment

Used fm modulation and frequency monitor. State condition, make and price. Box 468G, B•T.

Used 1kw am transmitter. Must be in top condition and suitable to remote. State best price. Box 566G, B•T.

Needed: 2-200' guyed radio towers, 2-sets phasing equipment, 1250' of 1⅝" trans. line and ground wire. Please send full particulars and price in first letter. KWWL, Waterloo, Iowa.

Used RCA, Raytheon or Federal tv microwave link, tv master monitor or whatever you have—quote lowest price. Carl Butman, National Press Bldg., Washington, D. C.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 2-E, 821 19th Street, N.W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

Home study or residence course in staff announcing, newscasting, copywriting, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

SERVICES

Offering movies for television portraying north African life and political events. Write Box 406G, B•T.

RADIO

Help Wanted

Managerial

RADIO AND TELEVISION SUPERVISOR

Challenging position with Chicago education-research organization open for Radio and Television Supervisor to plan and produce broadcasts from commercial and educational stations.

Bachelor's degree required plus two years experience in writing or producing in programs for radio or television.

Excellent employee benefits and opportunity for personal and professional growth. Please send resume and salary requirements to

Box 557G, B•T

Announcers

DISC JOCKEY

Are you a disc jockey who can pull top ratings on a progressive station? Write sending tape, resume and letter immediately to C. L. Minkle, KWTX, Waco, Texas.

Programming-Production, Others

ATTENTION

PROMOTION MANAGERS

There are several immediate openings for experienced promotion managers. Two jobs are in California; three more are open in the middlewest. Send full particulars, picture or snapshot (these will not be returned) and expected starting salary. Your application will be held in strictest confidence.

Box 531G, B•T

RADIO

Situations Wanted

Managerial

ATTENTION OWNERS

Highly successful and experienced Manager with eleven years in medium and small markets is seeking managerial opportunities. I'm presently General Manager of a kilowatt independent AM-FM operation, in a city of 20,000, grossing $125,000 despite the fact that the government has rated the area as a "depression area".

I began as an announcer, worked up through P.D., Asst. Mgr., and Sales, and for the past five years I have been managing. I'm no floater since all eleven years have been with just three stations. Have held present position for three years and am on best of terms with ownership.

Present income is $10,000. Age 31, family man, with best references from all employers for ability, integrity and character.

Box 396G, B•T

FOR HIRE

Two radio and TV Sales Executives, presently employed by one of nation's best known stations in top 20 markets. Both men are tops in sales and earnings in market, with total of 35 years' experience in radio and TV sales under one management. Desire for change due to absentee ownership of station which retards decisions on policy. These two men can manage or sell radio or TV. Interested in connection in Florida or Gulf Coast—other locations considered. Will sacrifice present excellent income to work in station where management is aggressive, alert, and anxious to increase sales.

These men have aided in programming and rate planning, establishment of station policy, and desire same opportunity in new connection. These men must be well paid consistent with results produced. Can give present employees as reference. Both men are family men, well known and liked in their community, and can be great asset to any station. If you need two aggressive, honest, sincere men, write full particulars to

Box 599G, B•T

Situations Wanted

Announcers

MORNING MAN LOOKING FOR BETTER JOB FOR BETTER PAY

Top show with a twist, plus mid-morning women's show that sells (adaptable to TV). Looking for challenge in competitive market. 10 years radio—3 years tv experience, including production, directing & film. Top references, background plus business ability. Write for details to

Box 536, B•T

DISC JOCKEY

I AM ONE OF THE NATION'S TOP FIFTY DISC JOCKEYS AND TOP RATED INDIE PROGRAM DIRECTOR. AM LOOKING. HARD WORKER. BETTER THAN BEST REFERENCES. ALL OFFERS CONSIDERED.

BOX 561G, B•T

TELEVISION

Help Wanted

Stations

TV SALESMAN WANTED

Top-Flight salesman wanted for Northern Ohio's leading TV station. Excellent opportunity for aggressive man. High earning potential. Send complete resume to

Box 562G, B•T

Programming-Production, Others

TELEVISION STATION PROMOTION MANAGER

Needed at once: Top-Flight, indefatigable Sales Promotion-Publicity Director for network-owned midwestern television station. The man we want has boundless energy and creativity, and a broad background in promotion, publicity, merchandising and audience research. The job offers a good salary plus a running start in a big, promotion-minded organization. Send complete information on yourself to

Box 519G, B•T

FOR SALE

Equipment

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Full Facilities. We've been broadcasting with it up until 3 weeks ago!

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Stations

STATIONS WANTED

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VERN KING ENTERPRISES
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Equipment

WANTED TO BUY EQUIPMENT

Used, low-hours, 10kw FM transmitter, must be in good condition; antenna with 6 to 8 gain tuned to approx. 100mc; 300′ of 3⅛″ transmission line; automatic dehydration unit; G.E. monitor. Give details. Write

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INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
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Reservations Necessary All Classes
Over 1700 Successful Students

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

FOR THE RECORD

(Continues from page 118)

am with power of not less than 500 w D, at Salt Lake City, and if so, why such facilities should not be specified instead of 1470 kc. Action May 11.

Quincy, Wash.—FCC, upon consideration of so much of petition for rehearing filed by R. E. Darwood, et al., as requests stay of effective date of order directing them to cease and desist their tv "booster" operation in Quincy, postponed effective date to date not more than 30 days after issuance by Court of Appeals of final decision disposing of appeal in case of C. J. Community Services, Inc., v. FCC. Action May 10.

NARBA Notifications . . .

Notification of new Cuban radio stations, and of changes, modification and deletions of existing stations, in accordance with Part III, Section F, of North American Regional Bcstg. Agreement, Washington, D. C., 1950.

Cuba Change List #2 **April 5, 1956**

540 kc

CMJJ Camaguey, Camaguey—(Assign. of call letters), 0.25 kw ND unl. Class II.

1480 kc

CMHX Fomento, Las Villas—(Change in location), 0.5 kw ND unl. Class III.

1560 kc

CMDO Banes, Oriente—(Assign of call letters). 0.25 kw ND unl. Class II.

Routine Roundup . . .

May 10 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

WKXY Sarasota, Fla.—On examiner's own motion, and with consent of parties to proceeding re application of WKXY, ordered that hearing will be conducted on May 29, in lieu of June 4 as originally scheduled. Action May 9.

By Hearing Examiner Elizabeth C. Smith

Clarksburg, W. Va.—Ordered that prehearing conference will be held May 16 re application of Ohio Valley Bcstg. Corp. for new tv station (WBLK-TV) to operate on ch. 12 in Clarksburg, and application of News Publishing Co., Wheeling, W. Va., and **WSTV Inc. Steubenville, Ohio,** to transfer control of Ohio Valley Bcstg. Corp. Action May 8.

By Hearing Examiner Herbert Sharfman

Grand Prairie, Tex.—On oral request of Broadcast Bureau, and without objection by other parties, ordered that further conference scheduled for May 15 at 10:00 a.m. is rescheduled for 2 p.m. on same date re am applications of Grand Prairie Bcstg. Company, Grand Prairie. Action May 9.

By Hearing Examiner Thomas H. Donahue

KVI Seattle, Wash.—Granted motion for extension of time from May 14 to May 21 to file requested findings of fact and conclusions in ch. 7 proceeding, Seattle. Action May 9.

By Hearing Examiner H. Gifford Irion

Colorado Springs—Manitou Springs, Colo.—Ordered that parties in am proceeding involving applications of Taylor Bcstg. Co., Colorado Springs, and Garden of the Gods Bcstg. Co., Manitou Springs (both Colo.), will exchange all exhibits in their affirmative cases on May 21 and that formal conference will be held on May 31. Action May 8.

Hazard, Ky.—Ordered that hearing scheduled for May 14 is continued to June 15 re am application of Perry County Bcstg. Co., Hazard. Action May 9.

Bernard and Jobbins Bcstg. Co., Gilroy, Calif.—Denied petition to change location of hearing from Washington, D. C., to San Francisco, Calif., re its am application. Action May 9.

By Hearing Examiner Annie Neal Huntting

Elizabethtown, Pa.—Upon informal request for advancement of prehearing conference and informal consent thereto by all parties involving applications of Musser Bcstg. Co., Elizabethtown, Pa., et al., ordered that prehearing conference is advanced from May 11 to May 10 at 2:00 p.m. Action May 9.

Colonial Bcstg. Co., Elizabethtown, Pa.—Denied petition for addition of issue in proceeding re its am application, Musser Bcstg. Co., Elizabethtown, and Radio Columbia, Columbia, Pa. Action May 9.

May 11 Applications

Accepted for Filing
Modification of Cp

KTYL Mesa, Ariz.—Seeks mod. of cp (which authorized increase in D power) for extension of completion date.

WBOP Pensacola, Fla.—Seeks mod. of cp which authorized new am) for extension of completion date.

WKXY Sarasota, Fla.—Seeks mod. of cp (which authorized change in frequency, installation of DA-D) for extension of completion date.

KWWL Waterloo, Iowa—Seeks mod. of cp (which authorized increase in N power and changes in DA-N) for extension of completion date.

WSM-TV Nashville, Tenn.—Seeks mod. of cp

(which authorized changes in existing tv) for extension of completion date.

Renewal of Licenses

KCBD-TV Lubbock, Tex.; KLTV (TV) Tyler, Tex.

Renewal of Licenses Returned

KSAM Huntsville, Tex.—(Not signed by applicant); **KVWC Vernon, Tex.** (Not filed in applicant name and Form 323 not signed).

Remote Control

WAGF Dothan, Ala.; KRFO Owatonn, Minn.

May 14 Decisions

BROADCAST ACTIONS

By The Broadcast Bureau

Actions of May 11

WSAY Rochester, N. Y.—Granted license covering cp which authorized increase in power and change to DA-N.

WPAG-TV Ann Arbor, Mich.—Granted extension of completion date to 10/10/56.

Following were granted authority to operate trans. by remote control: **WACF Dothan, Ala.,** while using non-DA; **KRFO Owatonna, Minn.; WPHB Tyrone, Pa.**

Actions of May 10

KLEX Lexington, Mo.—Granted license for new am station.

WKCR-FM New York, N. Y.—Granted authority to operate trans. by remote control.

Following were granted extension of completion dates as shown: **KHPL-TV Hayes Center, Neb.,** to 11/21/56; **KRLD-TV Dallas, Tex.,** to 12/2/56; **WEHT Henderson, Ky.,** to 9/15/56; **WBRE-TV Wilkes-Barre, Pa.,** to 9/1/56; **WFAM-TV Lafayette, Ind.,** to 7/24/56; **KVOX Moorhead, Minn.,** to 7/1/56; **WJJL Niagara Falls, N. Y.,** to 9/10/56.

Actions of May 9

WMUB Oxford, Ohio—Granted extension of completion date to 6/1/56.

KDOK Tyler, Tex.—Granted authority to operate trans. by remote control.

WJBF Augusta, Ga.—Granted cp to make changes in ant.

WFMS Indianapolis, Ind.—Granted extension of completion date to 8/8/56.

Actions of May 8

KATZ St. Louis, Mo.—Granted license covering cp for change in hours of operation from D to unl., using 1 kw, and installation of DA-N.

KENL Arcata, Calif.—Granted license for new am station.

KALL Salt Lake City, Utah—Granted license covering cp for change from DA-2 to DA-N, and operate trans. by remote control while employing non-DA.

WTON Staunton, Va.—Granted license covering cp for change in frequency to 1240 kc.

WKLC St. Albans, W. Va.—Granted license for new am station.

WENC Whiteville, N. C.—Granted license covering cp for change in frequency, increase power, and change hours of operation.

Following were granted authority to operate trans. by remote control: **WCOS Columbia, S. C.; WCAZ Carthage, Ill.; WHIO Dayton, Ohio,**

Following were granted extension of completion dates as shown: **KXLA Pasadena, Calif.,** to 8/21/56; **WMBR-TV Jacksonville, Fla.,** to 12/1/56.

Actions of May 7

WCOS-FM Columbia, S. C.—Granted authority to operate trans. by remote control.

May 14 Applications

Accepted for Filing

Renewal of Licenses Returned

KRCT Baytown, Tex. (Incomplete); **KCTI Gonzales, Tex** (Incorrect name); **KRWS Post, Tex.** (Incomplete).

Remote Control

WAGF Dothan, Ala.

May 15 Applications

Accepted for Filing

License to Cover Cp

WDDT Greenville, Miss.—Seeks license to cover cp which authorized new am.

KTOO Henderson, Nev.—Seeks license to cover cp which authorized new am.

WPVL Painesville, Ohio—Seeks license to cover cp which authorized new am.

KATI Casper, Wyo.—Seeks license to cover cp which authorized new am.

Modification of Cp

KBAK-TV Bakersfield, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 10.

WXEL (TV) Boston, Mass.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WMAL-TV Washington, D. C.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Sept. 30.

KLRJ-TV Henderson, Nev.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 3.

WXTV (TV) Youngstown, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 2, 1957.

KDLO-TV Florence, S. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 6.

Remote Control

WWKS (FM) Macomb, Ill.

Renewal of Licenses

KWOE Clinton, Okla.; KASA Elk City. Okla.; KFST Fort Stockton, Tex.; KOCA Kilgore, Tex.

May 16 Decisions

ACTIONS ON MOTION

By Commissioner Robert T. Bartley

Irwin, Pa.—Granted joint petition by applicants and intervenor for indefinite extension of time to file exceptions to initial decision in Irwin, Pa., tv ch. 4 proceedings. Action May 10.

Broadcast Bureau—Granted petition for extension of time to May 18 to file response to petition by Laurel Television Co., Laurel Miss., to enlarge issues in tv proceeding. Action May 14.

Broadcast Bureau—Granted petition for extension of time to May 18 to file exceptions to initial decision in am proceeding on applications of Miners Bcstg. Service, Inc., Ambridge, Pa., and Louis Rosenberg, Tarenton, Pa. Action May 14.

By Hearing Examiners James D. Cunningham and Jay A. Kyle

WGTH-TV Hartford, Conn.—Directed parties in proceeding on application for assignment of cp of station WGTH-TV from General-Times Television Corp. to CBS Inc. to appear for prehearing conference on May 16. Action May 11.

By Hearing Examiner Hugh B. Hutchison

WKMF Flint, Mich.—Gave notice of prehearing conference on May 18 in proceeding on application of WKMF. Action May 14.

By Hearing Examiner Herbert Sharfman

Pachuta, Miss.; Laurel, Miss.—On request of applicants, continued further prehearing conference from May 16 to May 24 in proceeding on applications of **WCOC-TV** Pachuta and Laurel Television Co., Laurel, for ch. 7. Action May 14.

By Hearing Examiner Elizabeth C. Smith

Rochester, N. Y.—Ordered that grant of motion to strike certain evidence as irrelevant to issues in proceeding on applications of **WHEC** and Veterans Bcstg. Co., Inc., Rochester, (ch. 10), encompasses following portions of transcript: Line 25, page 261; all of pages 262-272; lines 1-5, page 273; all of pages 653-663; and line 1, page 664. Action May 11.

May 16 Applications

Accepted for Filing

License to Cover Cp

KEOK Fort Dodge, Iowa—Seeks license to cover cp which authorized new am.

WTBQ Cumberland, Md.—Seeks license to cover which authorized change in ant.-trans. and studio location and to make changes in ant.

WCAT Orange, Mass.—Seeks license to cover cp which authorized new am and to specify studio location as Brookside Rd., Orange.

WBAP-FM Fort Worth, Tex.—Seeks license to cover cp which authorized changes in licensed station.

Modification of Cp Returned

KURA Moab, Utah—Application seeking mod. of cp (which authorized new am) for extension of completion date returned. (Unnecessary).

Renewal of Licenses

KBKI Alice, Tex.; KFJZ Ft. Worth, Tex.; KEAN Brownwood, Tex.; KAND Corsicana, Tex.; KLEN Killeen, Tex.; KSFA Nacogdoches, Tex.; KRIG Odessa, Tex.; WOAI San Antonio, Tex.; WHRM (FM) Madison, Wis.

UPCOMING

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

May 21: BMI Clinic, Columbus, Ohio.

May 21-24: 1956 Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 21-22: Chicago Tribune Distribution and Advertising Forum, studio theatre of WGN, Chicago.

May 23: BMI Clinic, Grand Rapids, Mich.

May 24: Organization meeting, ABC-TV affiliates advisory group, Kansas City.

May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

May 25: BMI Clinic, Milwaukee, Wis.

JUNE

June 4: BMI Clinic, Caldwell, Idaho.

June 6: BMI Clinic, Great Falls, Mont.

June 8: BMI Clinic, Detroit Lakes, Minn. (Note: tri-state clinic for North Dakota, South Dakota, and Minnesota).

June 10-12: Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 11: BMI Clinic, Salt Lake City, Utah.

June 11-15: Senate Commerce Committee to hear tv networks on affiliation policies.

June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.

June 13: BMI Clinic, Sheridan, Wyo.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

June 14-16; Md.-D. C. Radio & Tv Broadcasters' Assn., Commander Hotel, Ocean City, Md.

June 15: BMI Clinic, Estes Park, Colo.

June 15-17: Executive Board, American Women in Radio & Tv, House O'Charm, Detroit.

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

June 28-29: N. C. Assn. of Broadcasters, Nags Head, N. C.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Patriotism and Fair Play

SOMETIME soon you may notice magazine ads for a U. S. Olympic Committee fund raising campaign sponsored by Colgate-Palmolive Co. We hope you will not hear or see commercials for this project on the air.

The magazine ads have been purchased in many national publications by Colgate-Palmolive at regular rates.

Radio-television commercials have been solicited free.

Unfortunately, this is not a new gambit. Broadcasters have often been asked to supply free promotion for causes which were buying printed space.

The galling part of the Colgate-Palmolive free-time request was that it went to stations in the form of a letter to which were attached proofs of the fully paid-for, double-truck magazine ads. The letter asked stations "to acquaint your audience with this patriotic endeavor." Colgate-Palmolive suggests the use of spot announcements, news items and mention on service programs during May and June, the months in which the paid magazine campaign is running.

Not only does the company seek such free promotion but it requests a report from stations "as to the type and extent of the cooperation you plan to give."

Now perhaps a fund-raising campaign for the U. S. Olympic Committee is indeed a "patriotic endeavor." If so, we appeal to 100% patriotism of all concerned.

Let Colgate-Palmolive donate the copy, the art and the engraving plates to the magazines; let the magazines donate their space; let radio and television donate their time.

It puts a strain on the patriotism of broadcasting to know that in the cause for which it is asked to serve at no reward the magazines are mercenaries and Colgate-Palmolive their willing paymaster.

What Price Politics?

THE free time request of Colgate-Palmolive is brash enough, it would seem, but it is really quite modest by comparison with the bite that Rep. Percy Priest (D-Tenn.) would put on television.

Rep. Priest has introduced a bill that would require all television stations and networks to give to each candidate for President and Vice President one half-hour of time per week during September an hour of time per week during October and one hour in November preceding the election.

We wonder if Mr. Priest has stopped to figure the value of the gift he is soliciting.

If not, we suggest he examine these illuminating facts:

An hour of prime evening time is worth around $100,000 on a full network. A half-hour is worth around $60,000. (We are quoting rates for prime time because we have never heard of a candidate who sought a less desirable period.)

Hence four half-hours on all three networks would be worth about $720,000 in September, four hours would be worth $1,200,000 in October, and the hour in November would be valued at $300,000. That adds up to a total of $2,220,000 free time which Mr. Priest's bill would give each candidate.

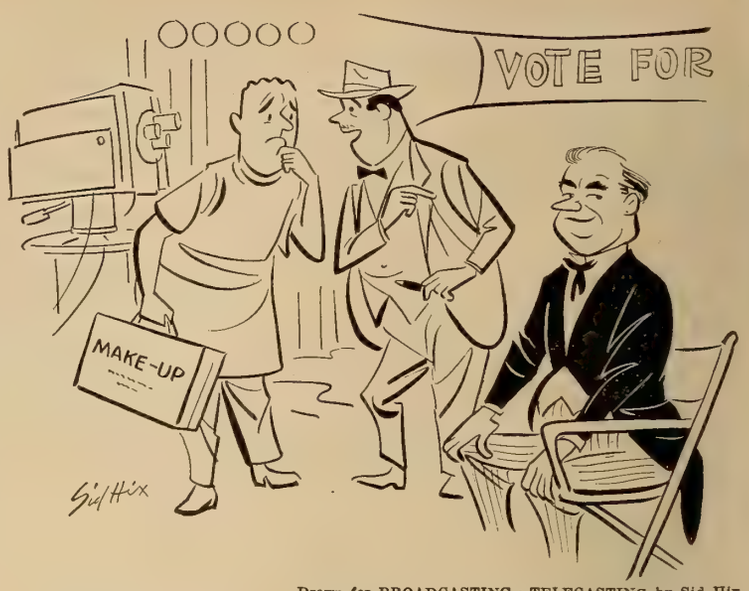
But there will be a minimum of four candidates qualified to receive this gift under terms of Mr. Priest's bill. Four times $2,220,000 is $8,880,000, which should be regarded even by a congressman as a lot of money.

Of course, that would not be the whole price. Independent stations would be forced to kick in time too. The total television contribution to presidential and vice presidential candidates probably would run better than $9 million.

This is the monetary price which Rep. Priest wishes television to pay for certain minor advantages that both radio and television would receive in other parts of his proposed amendment to the political broadcasting section of the Communications Act. (No need here to go into the more sinister aspects of toying with freedom.) These other parts would relieve broadcasters of the necessity of providing equal time to all candidates, including those of splinter parties who have no chance whatever at the polls.

Some enlightened broadcasters had hoped that the amendment would be confined to the relief from the present obligation to give equal facilities to every candidate. Now that Mr. Priest has attached a ridiculous price tag to that relief, he may expect the universal opposition of broadcasters.

The present laws governing political broadcasting are so inane that they contain the potential of driving broadcasters to the booby hatch. Mr. Priest's amendment would drop them off at the poor house on the way.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Can you do something to give him a more straightforward look?"

Apples and Apples

ALL BRANCHES of marketing—advertisers, agencies and media—will welcome the announcement that dollar figures for radio spot business are to be issued on a regular monthly basis, starting in July. Station Representatives Assn. is to be commended for this essential first step in providing data on spot radio which, added to the spot television figures inaugurated last month by Television Bureau of Advertising, now completely fills what has long been the biggest gap in advertising statistics.

In applauding the announcement which Adam. J. Young Jr., SRA president, appropriately made at the opening of National Radio Week, broadcasters should not feel that the whole job is done. SRA's figures will permit, for the first time, comparisons of the total spot radio business, month by month, with the total dollar volume of other media for the same month and with its own volume for the preceding month and for the same month of the previous year. But SRA has undertaken to report only the total dollar figure for spot radio, with no breakdown by individual advertisers such as TvB is providing for the sponsors of spot campaigns on television.

SRA makes a notable contribution to radio—and to all advertising—in supplying information that has been wanting for more than 20 years. It is not in any way to disparage this accomplishment that we urge that the effort continue for means of making available full information on spot radio expenditures of each user of the medium.

Getting Out the Vote

A TEST program undertaken by the broadcasters of Davenport, Iowa, this week may trigger the biggest "get out the vote" effort yet in this presidential campaign year.

Concerned over the apathy displayed in primaries thus far held this year, the American Heritage Foundation, whose business is good citizenship, appealed to NARTB for help in getting citizens to register so that they may vote in November. Joe N. Sitrick, NARTB's information director, got together with Ralph L. Evans and Ernie Saunders of WOC-AM-TV to coordinate the pilot campaign to get Davenport's citizens to register by May 25 for the upcoming June 4 primary. It is a mass community appeal to enlist volunteers in every block in the city to call on their neighbors to get them properly registered.

In 1952 the nation's broadcasters were credited with bringing out the biggest vote in history—60% of those qualified had registered and voted. If the Davenport formula works, the Heritage Foundation proposes to espouse it nationally. We have no doubt that the job will be done, effectively and handsomely.



Why KPRC-TV Has Houston's Largest News Staff

Houston people possess an unsurpassed thirst for news. To meet this demand, KPRC-TV has built Houston's only complete TV news service. National and regional news rolls in over five AP wires. A live-wire newsreel staff affords fast, first-hand blanket coverage of local events, backstopped by on-the-spot reporters who edit all news for Houston appeal. No wonder Houstonians look to KPRC-TV *first for news.*

KPRC-TV
HOUSTON
CHANNEL 2

JACK HARRIS, Vice President and General Manager

JACK McGREW, National Sales Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE

the WINNER



Hawaii

1st in TV audience

most powerful all-island network

KONA-TV 60 KW
KMVI-TV 30 KW

PULSE 1956 all-island survey

represented by NBC SPOT SALES

MAY 28, 1956

35c PER COPY

BROADCASTING TELECASTING

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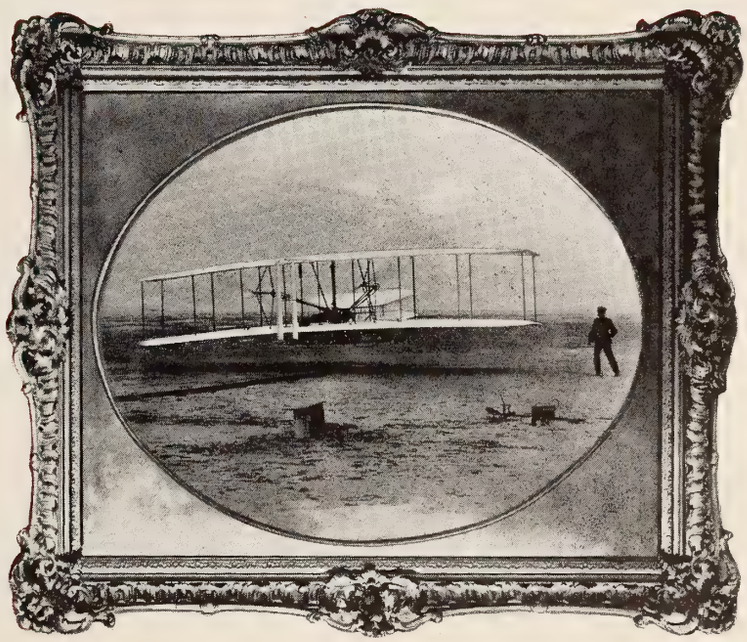
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25TH year

THE NEWSWEEKLY OF RADIO AND TV

60 seconds is all it takes...



For centuries man tried unsuccessfully to fly. Yet, in less than 60 seconds of staying aloft with their heavier-than-air machine, the Wright Brothers made history. Mankind was no longer earthbound. Today, to get *your* sales campaign off the ground and winging—whether you're selling transportation . . . for a time-saving business trip to the North, or a flying vacation plan to the South—or any other service . . . 60 seconds is all it takes on Spot Radio.

Spot Radio costs *less* to reach *more* of *your* potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of *your* choice.

60 seconds—or *less* is all it takes to sell *more* with the right, bright buy—Spot Radio.

WSB . . . Atlanta . . . . . NBC
WFAA* . . Dallas, Fort Worth . . . . . NBC, ABC
WIKK . . Erie . . . . . NBC
KPRC* . . Houston . . . . . NBC
WJIM . . Lansing . . . . . NBC, ABC
KARK . . Little Rock . . . . . NBC
WISN . . Milwaukee . . . . . ABC
KSTP . . . Minneapolis, St. Paul . . . . NBC
WTAR . . Norfolk . . . . . CBS
WIP . . . Philadelphia . . . . . MBS
WRNL . . Richmond . . . ABC-MBS
KCRA . . Sacramento . . . . . NBC
WOAI* . San Antonio . . . . . NBC
KFMB . . San Diego . . . . . CBS
KMA . . . Shenandoah (Iowa) ABC
KTBS . . Shreveport . . . . . NBC
KVOO . Tulsa . . . . . NBC
ABC . . . Pacific Radio Regional Network

* Also represented as key stations of the TEXAS QUALITY NETWORK.

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THE ORIGINAL STATION REPRESENTATIVE

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WTVR EXCELS

IN COVERAGE

Operating on **CHANNEL 6 WTVR** is the only station in the Richmond area authorized to operate in the **PREFERRED LOW-END OF THE VHF BAND.** No other station in this area can equal **WTVR's WIDE AREA COVERAGE.**

WTVR EXCELS

IN FACILITIES

CHANNEL 6 with **100,000 WATTS** is operated from one of the highest self-supporting antennas in America, **1049 FEET ABOVE SEA LEVEL.** There is no higher elevation in the Richmond area, and only WTVR can assure coverage from its antenna located in the heart of the City of Richmond. WTVR is the only station in this area which has studio facilities in Richmond. In short "The South's First TV Station" is **RICHMOND'S ONLY TV STATION WITH COMPLETE RICHMOND FACILITIES.**

WTVR EXCELS

IN PROGRAMS

WTVR LEADS IN THE LATEST PULSE SURVEY ACROSS THE BOARD. No station in this area equals it. In one day WTVR produces more local programs, starting at 7 a.m. each day, than all other stations in this area combined. And remember, WTVR programs require no antenna to be received.

WTVR EXCELS

THROUGHOUT THE DAY--IN EVERY WAY

Represented Nationally by Blair Tv, Inc — Affiliated With ABC-TV Network.



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



wgal-tv

LANCASTER, PENNA.

NBC AND CBS

Among the television markets foremost in the manufacture of apparel and related products, the Channel 8 Multi-City Market ranks sixth, based on production figures for America's top 100 counties (*SALES MANAGEMENT "Survey of Buying Power" —May 10, 1956*) Apparel manufacturing is just one of the many widely diversified industries which make the WGAL-TV Channel 8 market of first importance in your advertising planning.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York Los Angeles
Chicago San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit®

NBC UNDER GLASS • Booz, Allen & Hamilton, management consultants which has figured prominently in number of top-level reorganizations in broadcast field, is back surveying NBC operations. Last time BA&H appraised NBC was 1949 and far-reaching changes ensued.

B•T

FCC OFFICIALS were jubilant over Supreme Court's ruling that FCC has power to set numerical multiple ownership limits on stations. But, they were also somewhat wary of pending Congressional legislation (led by Sen. Bricker [R-Ohio]) which would prohibit limitation by numbers but would put ceiling on ownership through people covered (not more than 25% of U. S. population). In fact, there is some feeling that Commission might rather revise multiple rules than have Congress make changes according to pending bills.

B•T

PROTECTIVE SOCIETY • About 100 vhf stations have indicated intention of attending June 1 meeting in New Orleans to devise plans for organization to "assist Congress and the FCC" in coping with tv allocations problem. Their preliminary effort will be in direction of overall engineering study looking toward provision of maximum service without downgrading allocations through reduction of standards. It is understood that preliminary discussions will center around long-range study of tv coverage. Invitations for session were sent by Harold Gross, WJIM-TV Lansing, with P. A. (Buddy) Sugg, WKY-TV Oklahoma City, and John H. DeWitt, WSM-TV Nashville, also prominently identified with organizational effort, which got underway during NARTB convention in Chicago last month. Several committees will meet prior to June 1 session, at which WDSU-TV New Orleans, through Executive Vice President-General Manager Robert D. Swezey, will be host station.

B•T

NAME of George E. Sterling, former member of FCC, has arisen as possible engineering consultant to proposed vhf protective group. If organization is agreed upon (and affirmative action is expected) it's presumed legal counsel also will be retained along with engineering counsel and that offices will be established in Washington. Advisory counsel to date has been Reed T. Rollo, Washington resident partner of Kirland, Fleming, Green, Martin & Ellis. Mr. Sterling, now residing at Peaks Island (Portland), Me., retired from FCC in September 1954 and is handling limited consulting practice. He had participated actively in drafting of Sixth and Final Tv Allocations Report.

A QUESTION OF QUESTIONS • While there's no indicated opposition to President Eisenhower's nomination of Comdr. T. A. M. Craven for seven-year term on FCC, one or two flares have been sent up in this presidential election year which might indicate more than casual interrogation of Mr. Craven by Senate Commerce subcommittee, particularly in light of fact that he served one seven-year stint on FCC (1937-44). Questions which might arise: Should Democratic Senate confirm an Eisenhower appointee (even through he's a Democrat) this late in the session? Should an engineer be appointed rather than lawyer or broadcaster? Mr. Craven is odds-on favorite for quick confirmation, however. (See story page 75).

B•T

BIG TEN has evolved novel approach on filmed football coverage for fall, with plans to sell package to key station in each state within its conference area. Described as "states's rights" concept, plan actually would permit live feeds of film series to other outlets, with release date of prints less than 24 hours after game played. Key or feed stations also would have right to resell film to non-interconnected facilities.

B•T

RENEWAL REVISIONS • Another long stride toward realistic revision of FCC broadcast license renewal forms has been taken with imminent appointment of staff level committee of FCC to meet with Broadcasting Committee of Advisory Council on Federal Reports to draft proposals for FCC and Budget Bureau consideration. FCC Chairman McConnaughey, it's learned, agreed to move after consultation with Advisory Council Committee, comprising David Cohn, Bureau of the Budget staff executive; Ben Strouse, WWDC Washington, chairman of committee, and other members. Changes would be in direction of revision of criteria on program balance as well as modification of "counting spots" requirements, whether out-and-out commercial or public service.

B•T

ANNOUNCED White House opposition to Johnston federal retirement bill last week cast shadow over administration's proposal for executive pay raise bill, which would boost FCC commissioners' salaries from present $15,000 to $19-22,000 area. Chairman Olin D. Johnson (D-S. C.) has stated there should be "reciprocity" and has indicated he won't press for action on executive pay raise bill unless his retirement measure is given administration blessing or is passed over White House opposition. Congressional and judicial salaries were boosted at last session but independent agencies and cabinet-subcabinet executives were shunted to this session. President Eisenhower has placed executive pay raise bill on his "must" list of 28 priority measures.

TV PORTABLES • Inside trade reports are that top 10 set manufacturers will devote 70% of 1956 production to portable tv sets in $100 and below range. GE alone, it's understood, plans to manufacture in excess of 1 million units, while Admiral has announced intention of producing 600,000 sets.

B•T

EMPHASIS on portable tv sets, with necessarily low profit margins, does not help effort toward all-band tv sets, according to informed trade opinion. Conversely, it's felt that color will get increased play because of higher prices per unit, but this does not necessarily mean that color sets will be produced on an all-band basis. Fact that several manufacturers (Stromberg-Carlson, Capehart, latter sold) have dropped out of tv set manufacture, may mean that they and other manufacturers are awaiting more favorable color market. It's predicted that several other manufacturers may also curtail or shut down production temporarily. (See story page 98.)

B•T

CO-SPONSORS • Lever Bros., New York, in addition to half-hour alternate-week sponsorship of *Sir Lancelot* on Monday nights on NBC-TV starting in fall, will also co-sponsor *On Trial* with Campbell Soup Co. (see story, page 96), Fridays 9-9:30 p.m. BBDO, New York, is agency for both accounts.

B•T

PONDS Hand Cream, New York, co-sponsor of NBC-TV Friday night period with Campbell Soup Co., relinquishing its time (which Lever has picked up) but is expected to co-sponsor Impact *three out of four weeks.* Impact *will probably land in Monday 9-9:30 p.m. period on NBC-TV. J. Walter Thompson Co., New York, is agency.*

B•T

MORE RADIOS • New estimate on nation's radio set total is currently in preparation and due to be issued by Radio Advertising Bureau in next few weeks. It's expected to show around 126 to 127 million radios in good working order, gain of 5 to 6 million in past year.

B•T

NBC-TV reportedly set to announce sale of more than $1.1 million worth of participations on Today *(Mon.-Fri., 7-9 a.m. EDT) sometime this week. It is understood that Grove Labs (Fitch shampoo and 4-Way cold tablets), St. Louis, through Harry B. Cohen Adv., N. Y., has bought 124 participations and B. C. Remedy Co. (headache and neuralgia powder), Durham, N. C., through N. W. Ayer & Son, New York, has bought 149 participations on eastern network of* Today.

The April Telepulse reports 13 of the top 15 shows on WISH-TV

The April ARB reports 22 of the top 25 shows on WISH-TV

Reconfirming that... in every television market there is one dominant station... in Indianapolis, that station is

WISH-TV

channel **8**

CBS TELEVISION

at deadline

FILM FIRMS ACCUSED BY NBC ORGANIZE; CALL NEWORK CHARGES 'SMOKE SCREEN'

FOUR of five film firms, charged by NBC as being connected with broadcaster Richard A. Moore's attacks on tv network practices (see story, page 27), Friday announced formation of Assn. of Television Film Distributors. ATFD —comprised of Official Films, Screen Gems, Television Programs of America and Ziv Television Programs—simultaneously labeled NBC allegations as smokescreen to obscure the "hopeless" competitive tv disadvantage of local and regional advertisers with national competition. Mr. Moore, also on Friday, denied any sinister background to his March 26 testimony before Senate Commerce Committee.

Spokesman for fifth film company named by NBC, Teleradio Pictures, said his company was not associated with new ATFD "in any formal way," so far as he knew.

NBC Friday had released text of document it is filing with Senate Commerce Committee in reply to Moore charges, and in which it said Mr. Moore was representing five film companies while ostensibly appearing in behalf of KTTV (TV) Los Angeles.

ATFD declared that "the real point of Mr. Moore's testimony, obscured by NBC's smokescreen, is that local and regional advertisers are at a hopeless disadvantage with respect to the large national competitors in reaching the public on equal terms, namely during peak viewing hours. He also stated that independent tv stations were unable to acquire sufficient quality filmed programs because the market for independent film producers is unofficially restricted by existing network practices.

"Specific remedies to these problems, which affect the entire economy, were proposed by Mr. Moore and subsequently by Sen. John Bricker of Ohio. Instead of making any constructive contribution to the solution of these problems, NBC throws up a smokescreen by issuing an unwarranted and irrelevant claim that any change in the *status quo* will destroy all television," said the ATFD.

"The four companies attacked by the NBC statement," ATFD pointed out, "are now responsible for a total of 17 regularly-scheduled sponsored network film programs. To suggest, as NBC has, that the film companies seek the destruction of television network structure is an absurdity tantamount to stating that the film companies wish to commit economic suicide.

"In attacking the quality of film programs, NBC is also criticizing its own program structure. NBC's present network schedule includes approximately 16 half hours of filmed shows each week out of a total of 21 hours of peak evening viewing time. In addition, NBC, through its wholly-owned subsidiary, also distributes film shows, among which is a substantial backlog of feature motion pictures.

"NBC's attack on the television film industry is not supported by public reaction to film programs. National Nielsen reports from November 1955 through March 1956 reveal that never less than 7 of the top 10 television programs were produced on film.

"The NBC accusation that the film companies, with their investment of millions of dollars in production facilities, with their record of creative achievements in programming, with their list of awards for public service and with their stature in all the television communities of the nation, are 'film-come-latelies' is not supported by the facts. The companies under attack have been supplying tv entertainment to the nation since before the advent of national television networks, often at great financial loss to themselves as their contribution to the advancement of the medium.

Mr. Moore said Friday:

"Soon after the FCC established its network study committee, KTTV took the lead in focusing attention upon the restrictive practices of the network companies which deny competitive opportunity to others. Acting on its own and at its own expense, KTTV presented its views to the Senate Committee on Interstate Commerce at the committee's request.

"We are delighted, however, that many companies who are victims of the network restraints have already made common cause with us or have indicated their agreement with our conclusions.

"KTTV, as was its right, has consulted with film distributors and other television stations and several of us have come together for the purpose of common research, both factual and legal. From the outset, KTTV has advised the staff of the network study committee and the Senate Interstate Commerce Committee of this community of interest and activity. Apparently, these facts, which have been referred to often in the trade press, seem sinister to NBC, which apparently expects that the victims of its restraints should lick their wounds separately, privately and passively."

Four Arraigned in Chicago On Bait Advertising Charge

FOUR PERSONS, including two advertising agency executives and head of automobile sales agency, were arraigned Friday on bait advertising charges following return of indictment by Cook County (Ill.) grand jury. Indicted were Irving Rocklin, head of Rocklin Irving & Assoc.; Ira Segall, agency copywriter; Irwin Cole, president of Cole-Finder Inc., auto dealer, and automobile salesman.

Indictment and arraignment stemmed from Better Business Bureau probe, which charged bait advertising on tv commercials aired Feb. 25 and 27. Offers were made on WNBQ (TV) Chicago.

Esty, General Mills Sever

WILLIAM ESTY Co., N. Y., announced Friday resignation after four-year association with General Mills account. Agency handled Soft-a-Silk, O-Cel-O Div. and cereal-Sugar Jets with approximate $2 million advertising budget. General Mills spokesman told B•T products would be reassigned among current agencies: Dancer-Fitzgerald-Sample, N. Y.; BBDO, N. Y.; Tatham-Laird, Chicago, and Knox-Reeves, Minneapolis.

• BUSINESS BRIEFLY

KID'S TIME • Three "kiddie spectaculars," man-sized but primarily for youngsters, to be sponsored on ABC-TV by International Shoe Co.'s Friedman-Shelby branch, St. Louis. Ninety-minute black-and-white shows are scheduled Aug. 25, Oct. 6 and Dec. 8 from 11 a.m. to 12:30 p.m. Program from St. Louis Zoo is slated as inaugural. Agency: D'Arcy Adv., St. Louis.

CAKE MIX SPOTS • Dromedary Div. of National Biscuit Co. (cake mix), N. Y., using one-minute transcribed spots on radio in approximately 20 markets starting May 30 and continuing through end of November. Ted Bates, N. Y., is agency.

LOOKING SOUTH • Robert Otto & Co., international advertising agency, reportedly "very interested" in tv film adventure series for placement in Latin American markets. Though client's identity was not revealed, it's understood to be one of large U. S. food manufacturers seeking to expand South American operations.

MAIL POUCH LOOKING • Chas. W. Hoyt Co., N. Y., planning to launch early morning, 13-week radio spot campaign in Midwest for Mail Pouch Tobacco Co., Wheeling, W. Va., on or about June 18. Agency currently looking for availabilities on 40 stations.

COFFEE CAMPAIGN • Hills Bros. (coffee), San Francisco, starting four-week radio spot announcement campaign early in June in about 15 markets through N. W. Ayer & Son, N. Y.

TEA TIME • Tetley Tea, N. Y., starting radio spot campaign June 11 in North in series of four and two-week flights for 26 weeks; in South effective June 4 for 15 or 16 weeks. Agency: Ogilvy, Benson & Mather, N. Y.

BEER BUY • Liebman Breweries' (Rheingold beer) eastern and western divisions to sponsor *Code Three,* ABC-TV film syndication property, in about 20 markets starting in October for 52 weeks. Foote, Cone & Belding, N. Y., is agency.

KVSM San Mateo, Calif., Bought by Intercontinental

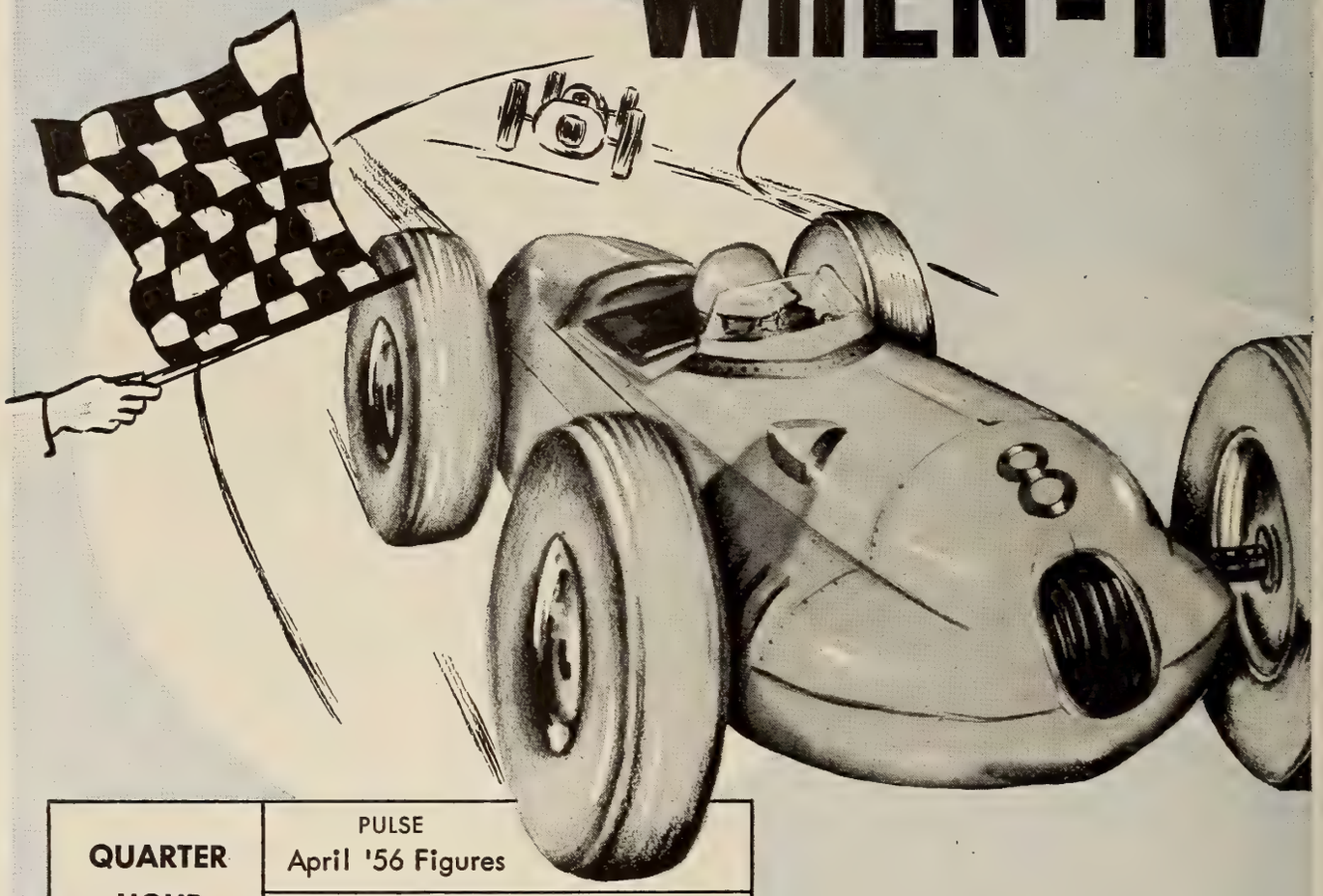
SALE of KVSM San Mateo, Calif., by Mr. and Mrs. Les Malloy for $400,000 to Intercontinental Broadcasting Corp., subject to FCC approval, announced Friday. Intercontinental comprises John D. Feldman, owner of KDON Monterey, Calif., Arthur B. Hogan, president, Alfred Zugsmith Corp., west coast radio-tv station brokers which handled the sale; Alfred Zugsmith, Edward Muhl, James Pratt, and Melville Tucker, all Universal Pictures executives; Bert Kooden, Lockheed Aircraft executive, and Frank Oxarart, executive vice president, Alfred Zugsmith Corp.

Messrs. Zugsmith, Muhl and Oxarart own KRKD Los Angeles and have application to purchase KITO San Bernardino, Calif. Mr. Hogan has bid to buy KFOX Long Beach, Calif. [AT DEADLINE, May 21].

There Can be Only **ONE** *Leader*

In Central New York it's . . .

WHEN-TV



QUARTER HOUR FIRSTS	PULSE April '56 Figures
	WHEN-TV 211
	Competition 83
	Ties 2

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO RADIO	KCMO TV	WHEN RADIO	WHEN TV	KPHO RADIO	KPHO TV	WOW RADIO	WOW TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

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MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

Indianapolis, New Orleans Cases in Oral Arguments

CHARACTER and financial qualifications, respectively, shared spotlight Friday in oral arguments before FCC on hotly-contested Indianapolis ch. 13 and New Orleans ch. 4 tv cases.

In Indianapolis argument (initial decision favored Mid-West Tv Corp., recommended denial of Crosley Broadcasting Corp., WIRE and WIBC, both Indianapolis), attorneys for Broadcast Bureau and losing applicants charged hearing examiner committed error by striking from record matters relating to non-payment of federal and state income taxes between 1941 and 1946 by banker George Sadlier, Mid-West principal. Mr. Sadlier's tax troubles, on which he paid penalties, reflect adversely on Mid-West as tv licensee, attorneys said.

Three-way battle for New Orleans vhf channel was narrowed to two in hearing when examiner ruled James A. Noe & Co. (WNOE) failed to establish basic financial qualifications. Examiner (not considering WNOE in comparative analysis) recommended ch. 4 grant go to *Times-Picayune* (WTPS) in preference to Loyola U. (WWL) on basis of color plans and proposals to program to outlying communities. Significance of these criteria was attacked in oral argument by Broadcast Bureau, Loyola and WNOE.

WNOE attorney said that as combined net worth of Mr. Noe and partner in tv venture was in excess of $2 million it would be reasonable to assume they could afford to construct and operate proposed tv station (Mr. Noe also owns KNOE-AM-TV Monroe, La.). Opponents and Broadcast Bureau maintained that WNOE's financial ability was issue in hearing, that despite sufficient notice and opportunity to establish basic financial qualifications, WNOE failed to do so.

Mission Gets Final Grant For San Antonio Ch. 12

FCC issued final decision Friday granting San Antonio, Tex., ch. 12 to Mission Telecasting Corp., 50% owned by KONO-AM-FM that city. It denied Walmac Co. (KMAC and KISS [FM] San Antonio) for lack of financial qualifications. It also relieved Mission of any culpability in activities of private investigator, charged as impersonating Federal officer but acquitted in court. Decision upholds examiner's recommendations last year [B•T, June 20, 1955]. Grant brings to three number of vhf outlets in San Antonio. They are KENS-TV on ch. 5 and WOAI-TV on ch. 4. Both are operating. Also operating is ch. 41 KCOR-TV.

Wants More Ad Scrutiny

SENATE Appropriations Committee Friday put Federal Trade Commission on notice it expects increased effort in monitoring radio and tv advertising for "bait" and other misleading commercials. Committee acted on recommendation of Sen. Warren Magnuson (D-Wash.), who heads appropriations subcommittee which held hearings on Independent Offices Appropriations Bill, which carries 1957 budget funds for FTC. Bill went to Senate floor Friday.

House Bill Would Split Hill Recording Facility

MOVE to split Joint Senate-House Recording Facility (which at moderate cost tapes and films campaign speeches and other programs by congressmen for use on home radio-tv stations) was indicated in bill reported Friday by House Appropriations Committee, providing blanket funds to set up separate House facility. Present equipment and funds would be divided equally, Senate setting up its own establishment.

May 16 testimony by House Clerk Ralph Roberts before subcommittee, released Friday, indicated Senate is agreeable. Mr. Roberts said several House members have objected to present setup.

Mr. Roberts recently fired Helen Coar, facility's studio director, on grounds she and her husband, Robert J., facility coordinator, operate identical private business in nearby Virginia. No action has been taken on Mr. Coar, Senate employe.

Related proposal (H Res 509) by Rep. Eugene McCarthy (D-Minn.) would require facility to provide free to each congressman one hour of tapes and 15 minutes of tv film monthly during each session.

Food Freezer Plan Ads Cited for Misrepresentation

RENAIRE food and home freezer plans were cited by Federal Trade Commission Friday on 12 counts of alleged false advertising and misrepresentation in national radio-tv and newspaper promotions. Firm's customers do not get food at wholesale, FTC complaint charged, and participants in "Renaire Plan" in no case would save enough over a reasonable length of time to "pay for a tv set, remodel a home, pay for a vacation, buy an automobile or pay for a freezer."

FTC also attacked Renaire representations as to certain exclusivity-of-product statements and alleged expertness of some of its employes.

Parties are granted 30 days in which to file answer to complaint. Hearing is scheduled July 17 at Washington before FTC hearing examiner.

SCBA Names 1956 Officers

SOUTHERN CALIFORNIA Broadcasters Assn. Friday announced new officers for 1956. Lloyd Sigmon, KMPC Hollywood, named chairman and Howard Gray, KGIL San Fernando, named vice chairman. John Hansen, KABC Los Angeles, is secretary and Selma Kirchner, KGFJ Los Angeles, treasurer. Elected to board are Herb Comstock, KAVL Lancaster; Calvin J. Smith, KFAC Los Angeles; Ernest O. Spencer, KWIZ Santa Ana, and Bert West, KNX Los Angeles.

Favor Radio-Tv Coverage

CAPITOL Hill radio-tv correspondent Joseph McCaffrey said Friday his poll of House members on whether they favor opening House committee proceedings to radio and tv shows 2-1 support for radio-tv coverage in about 200 replies received so far. Of "yesses," five qualify it to radio only, saying tv is "too disruptive."

PEOPLE

ELECTION of four new vice presidents will be announced today (Mon.) by Foote, Cone & Belding, Chicago. They are: **JAMES CAMERON,** account supervisor; **JOHN RIGOTTI,** research director; **EDWARD TOLLEFSON,** production department manager, and **CURTIS BERRIEN,** copy group supervisor.

HUGH STANLEY HOLE, executive producer for radio-tv on Gillette Safety Razor account, Maxon Inc., to Van Praag Productions, tv film commercial packager, as head of new Hollywood office.

EDGAR B. STERN JR., president of WDSU Broadcasting Corp., New Orleans, appointed chairman of public relations advisory committee, United Community Funds & Councils of America, James A. Linen, publisher of *Time* and president of UCFC, is announcing today (Mon.).

More Ups Than Downs In ABC-TV Auto Accounts

WITH Chevrolet Div. of General Motors Corp., through Campbell-Ewald, Detroit, renewing *Crossroads* (Fri., 8:30-9 p.m.) on ABC-TV, network spokesman said Friday that automobile business will be increased on ABC-TV next season. Boxscore: Studebaker-Packard has dropped *Tv Readers Digest* (half hour weekly); Dodge has dropped 15 minutes weekly via *Break the Bank* and half-hour weekly via Danny Thomas' *Make Room for Daddy*. This adds up to 1 hour, 15 minutes weekly. Picked up by network, however: Dodge's additional one hour per week for *Welk* show; Ford Motor Co.'s sponsorship of *Ford Theatre*, half-hour per week, which when combined with Chevrolet's half-hour per week renewal and one-hour weekly renewal by Dodge of original *Welk* show, mean total for next season comes to 3 hours weekly, compared to this season's 2¾ hours weekly, a gain of quarter-hour per week. This, according to spokesmen at ABC-TV, defies alleged general trend of network tv cutbacks by top automobile makers.

'Paid-Plug' Firm Folds

ADOLPHE WENLAND & Assoc., Hollywood, prominent in radio-tv giveaway prizes and "paid-plug" promotion [B•T, May 21], closed for business pending settlement of claim filed by major creditor, Los Angeles city marshal on premises told B•T Friday. Firm also defendant in petition for involuntary bankruptcy filed in U. S. district court by three former employes Ben Brown, Charles Stuart Keilus and Lester Cohen. Trio has opened new firm at 8278 Sunset Blvd. under name of Brown, Stuart & Lester to engage in similar "product promotion."

USIA Money Clears Senate

SENATE voted $115 million for United States Information Agency 1956-57 operations Friday. This is $20 million less than requested by Pres. Eisenhower, but $5 million more than House voted. Measure now goes to joint conference to iron out differences between House and Senate appropriations. Passage in Senate came after Democratic Majority Leader Lyndon B. Johnson assured members there would be full investigation of USIA activities. This will be done by Senate Appropriations Subcommittee headed by Sen. Johnson. Proposed $115 million appropriation for 1957 compares to $85.3 million for 1956.

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President

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EDITOR & PUBLISHER: Sol Taishoff
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BUREAUS
NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

Editorial
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AGENCY EDITOR: Florence Small
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NEW YORK FEATURES EDITOR: Rocco Famighetti
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MIDWEST NEWS EDITOR: John Osbon
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HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas

Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

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In

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all other stations

in

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Monday through Friday

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Station C (Network)	3.6
Station D (Network)	3.3
Station E	2.9
Station F	.8
Station G	.5

(April ARB)

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...and how we love it!

Here's why—in 58 out of 60 quarter-hour periods between 3:30 and 6:30 p.m. (Mon. thru Fri.) WNDU-TV has the *top-rated** programs.

What's more—over half the *top-rated* weekday programs between 3:30 and 11:30 p.m., both network and local, are *now* on WNDU-TV.

These gains reflect the pronounced success of WNDU-TV in all rating periods. More proof that your advertising dollar does a better job in the South Bend-Elkhart market with WNDU-TV... for full details call Meeker today!

*Source: ARB February 8-14

Represented Nationally by MEEKER TV NBC

WNDU·TV
CHANNEL 46

THE STEVENSON-KEFAUVER 'DEBATE'

A DEBATE—or discussion—we've always understood, has two sides to a given question. Because of seemingly unanimous agreement between the two principals, the most apt description of last Monday's much-heralded (by ABC-TV) telemeeting between Sen. Estes Kefauver (D-Tenn.) and ex-Gov. Adlai E. Stevenson (D-Ill.) would be "a chat."

There they sat—two otherwise-vociferous opponents for the Democratic nomination for President—in the studios of WTVJ (TV) Miami, spending most of the time concurring with each other on the various "hot" items submitted to them by moderator Quincy Howe and behaving less like tooth-and-nail politicians than like courtly gentlemen, agreed on one thing: that the G.O.P. "big business or big-what-have-you" administration has got to go. The only grounds for "mild" disagreement were provided by Mr. Stevenson's feelings on H-bomb testing and Sen. Kefauver's feelings on Mr. Stevenson's feelings on Sen. Kefauver's "absenteeism." What little acid there was, was applied by a feather.

So far as tv is concerned, it was a most unusual experience. It might have deluded some viewers into thinking—or hoping—that campaigning has taken on a new look of "love thy fellow candidate." We doubt that it has. Last week's tv chat might have been revolutionary in scope, but certainly, not so much as to revolutionize the art of politicking.

Produced as a special event by the ABC Department of News & Public Affairs, May 21, 10-11 p.m. EDT from WTVJ (TV) Miami, directed by Marshall Diskin. Moderator: Quincy Howe.

THIS IS KATHY GODFREY

FOR THE busy housewife who looks forward to a relaxing few minutes each morning with her pick-me-up cup of coffee, the new CBS Radio show *This Is Kathy Godfrey* is excellent listening. If each program measures up to the standards of the first (May 21) our housewife will become a regular listener.

Miss Godfrey has planned her new show to be a program of ideas, friendly and inspiring, to give the woman at home enjoyment, as well as understanding. She accomplished this last Monday with her guests: Ilka Chase, who gave her candid opinions on appearance, clothes (assuring the ladies that all women can be fashionable, for "taste counts more than money"); Babe Didrikson Zaharias, whose indomitable spirit was fully brought out in a telephone interview from her hospital room, and NYC Postmaster Robert Schaffer, who described an exhibit of paintings done by postmen in their spare time.

In bringing to the housewife these interesting opinions and bits of information, *This Is Kathy Godfrey* appears to be a valuable addition to radio's morning programming.

Production costs: Approximately $4,500.
On CBS Radio, Monday-Friday, 11:30-11:45 a.m., sustaining.
Producer-director: Stan Davis; writer: Jay Johnson; researcher: Lee Wallace; hostess: Kathy Godfrey.

CHILD BEHIND THE WALL

THE PROBLEM of the emotionally disturbed child, what is being done about it and what more should be done to prevent these mentally ill children from becoming adult inmates of institutions and to turn them into normal, useful citizens, was dealt with forcefully in "Child Behind the Wall," May 20th telecast of the *March of Medicine* series.

The appalling lack of facilities, trained personnel and money needed to care for these unfortunate children was presented in straightforward statements bluntly delivered by top state officials, who minced no words in calling on the audience to rectify today's sorry situation. What can be done and is being done where proper people and plant are provided was shown in several filmed case histories, presented by the doctors in charge.

So skillful was the whole presentation that what might easily have been a depressingly morbid picture of how bad things are became instead an encouraging progress report that, while not glossing over the seriousness of the present, showed what the future may bring if the public is willing to work and vote and pay to bring it about. Here is tv adult education at its best.

Sponsored by Smith, Kline & French Labs in cooperation with American Medical Assoc. through Doremus Eschelman, on NBC-TV, May 20, 5:30-6 p.m. EDT.
Writer: Lou Hazam; narrator: Ben Grauer; technical director: Hank Kolkerts; designer: Theodore Cooper; film director: Gordon Hessler; producers: Bill Eiman for Smith, Kline & French and Doris Ann for NBC; director: Craig Allan.

THE GABBY HAYES SHOW

IN THIS new Saturday afternoon juvenile series on ABC-TV, bewhiskered Gabby Hayes is a combination teller of tall tales, master of ceremonies for a condensed Western film and salesman of Popsicles to the under-six set for whom these programs are apparently intended. It seems doubtful that anyone beyond the age of six would sit through more than one of these programs, for the main attraction, the Western story, is edited with no attempt to retain any plot line, just plenty of action. Gabby, however, is as usual thoroughly professional and just as enjoyable to viewers of all ages in all three capacities. He even whittled as if it was for real.

Production costs: Approximately $10,000.
Sponsored by Joe Lowe Corp. through Paris & Peart, New York, on ABC-TV, Sat., 5:30-6 p.m. EDT.
Producer-director: Joe Clair.

THE MAURICE CHEVALIER SHOW

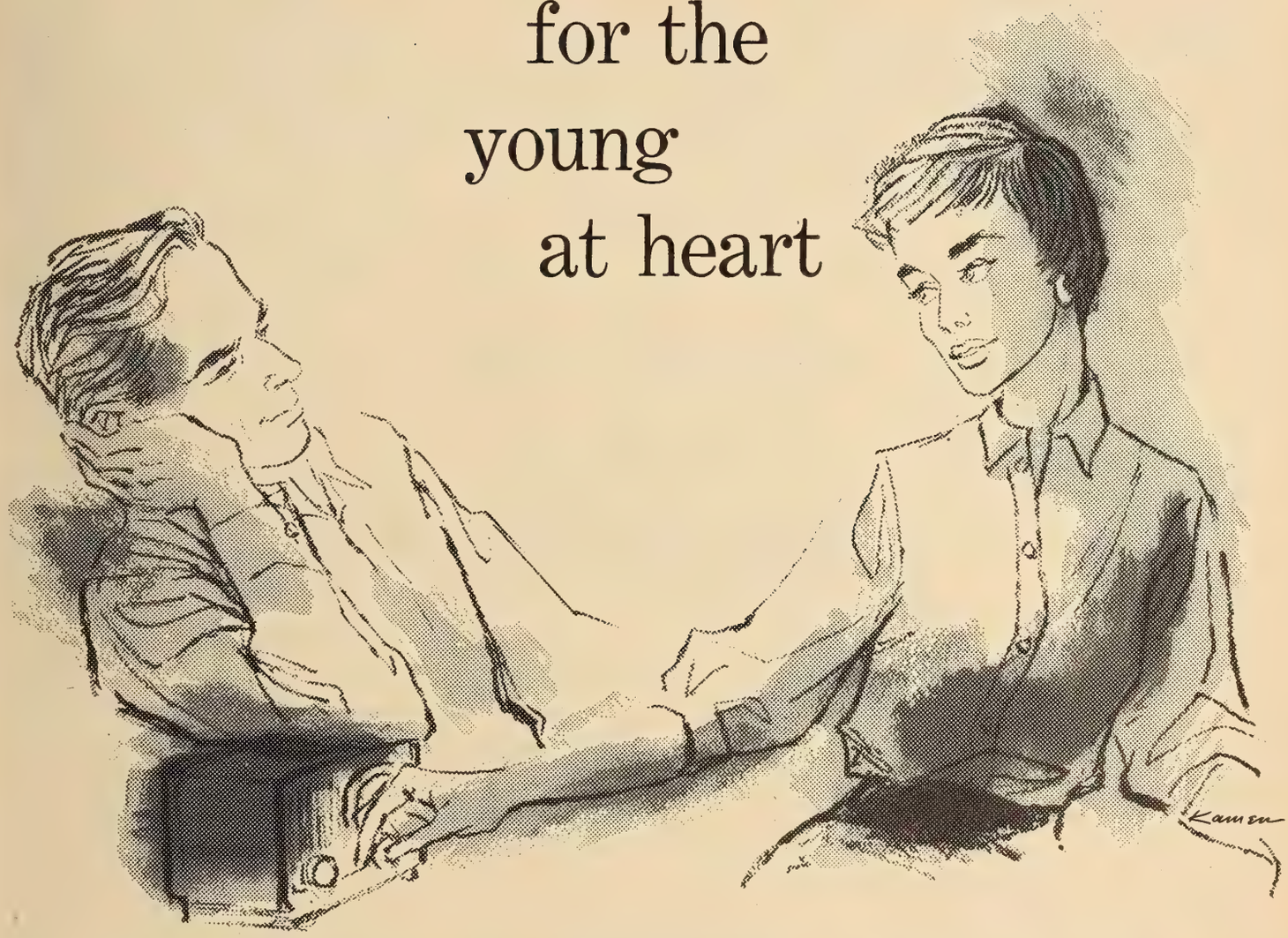
CHEVALIER surpassed himself in his last 90-minute appearance on NBC-TV. If ever a foreigner left (as M. Chevalier declared was his intention to do right after the show) with an audience in the palm of his hand, it surely was the man in the straw skimmer.

Mr. Chevalier's contagious gaiety demonstrated another big advantage tv has over the theatre. In one's own home it's possible to sing and whistle with the master—"On the Avenue," "La Vie en Rose," "Bridges of Paris," and other favorites. On the other hand, you don't mind keeping still to hear about "A boy and a girl sitting on a park bench, kissing in public because they were French," or to find out about Barcelona from Mauricio, the Spanish dancer.

Supporting talent, Roger Price and his Droodle drawings, Stanley Holloway and his British monologues, Chita Rivera and Polly Bergen, kept up a spirited pace while the master caught his breath between numbers. The modern music of Michel Legrand, brassy and fast, had a proper Gallic touch in the nostalgic accordion.

All these, arrayed around the star, provided a balanced and wonderfully pleasing show, a

the radio station for the young at heart



KLAVAN & FINCH • JERRY MARSHALL • HAL MOORE • BILL HARRINGTON • WILLIAM B. WILLIAMS • ROY ROSS • DICK SHEPARD • LONNY STARR

ART FORD • JACK LAZARE • BOB HOWARD • HENRY WALDEN • JOHN DALE

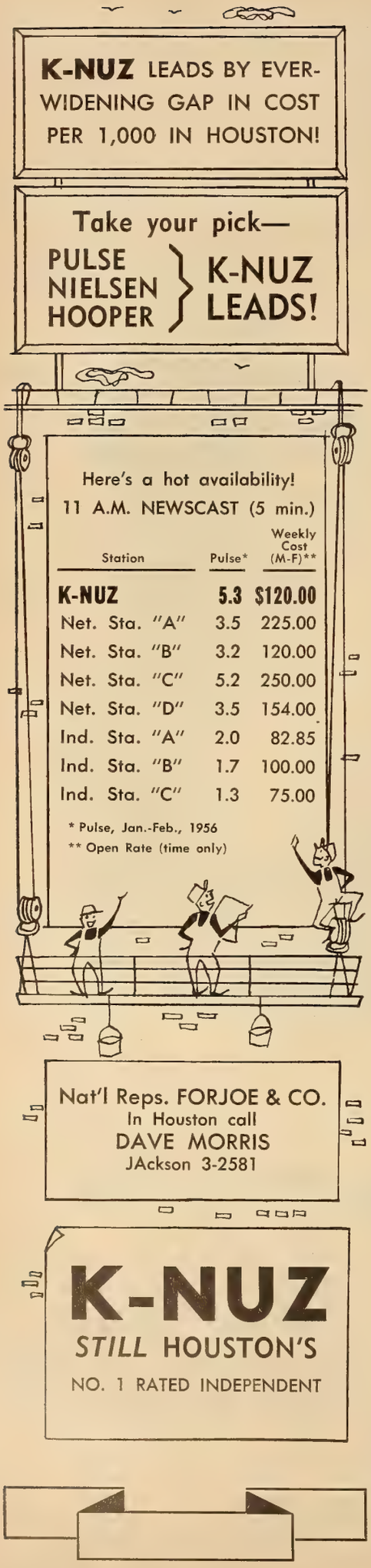
WNEW

Enjoyable music . . . *complete* news and weather . . . 24 hours a day

1130 on your radio dial

One of a series of advertisements appearing in the NEW YORK DAILY NEWS *and the* JOURNAL-AMERICAN . . . *to attract more and more listeners to the most popular radio station in the world's greatest market.*

Represented by SIMMONS ASSOCIATES, INCORPORATED



show that seemed to belong to the star and not to the producer as sometimes happens. It was in truth *The Chevalier Show*, and if the gods are kind, there will be many more to come.

Production costs: Approximately $200,000.
Sponsored in color and black-and-white by U. S. Rubber Co. through Fletcher D. Richards Co.; Lewis-Howe Co. through Dancer-Fitzgerald-Sample Inc.; American Radiator & Standard Sanitary Corp. through BBDO, and Maybelline Co. through Gordon Best & Co.
Producer-director: Max Liebman; associate producer-director: Bill Hobin; writers: William Friedberg, Neil Simon; choreography: Felisa Conde; costumes: Paul duPont; scenic design: Frederick Fox; music director: Charles Sanford; orchestral arrangements: Irwin Kostal; choral director: Clay Warnick; choral arrangements: Mr. Warnick and Mel Pahl; NBC supervisor: Hal Janis.

CAMERA THREE

WCBS-TV New York's *Camera Three*—currently seen on 49 CBS-TV affiliates these Sunday mornings—celebrated its third birthday last week. It did so by launching a two-part series on "Freedom and Restraint," the first program being a discussion on the Fifth Amendment, the second (yesterday) a dramatization of Plato's "Crito."

As a full treatment of the "fifth," that of moderator James Macandrew and guest C. Dickerman Williams, partner in the New York law firm of Maclay, Morgan & Williams (and author of the *Fordham U. Law Review*'s "Problems of the Fifth Amendment,") left a lot unsaid. The fault was hardly that of Mr. Williams, whose train of thought seemed to be continually derailed at every thoughtful juncture by Mr. Macandrew's many—often pointless—questions.

Yet, despite the obvious flaws of this "prepared-ad libbed" discussion, progress *was* made. Those televiewers who bothered to sit indoors before their tv screens on a bright spring Sunday morning, heard "the fifth" explained to them as a package of safeguards to individual freedom, rather than as a mere dodge for use by blackbearded anarchists and communists.

Production costs: Approximately $5,000.
Broadcast sustaining on CBS-TV, Sun., 11:30 a.m.-12 noon EDT, originating from WCBS-TV New York.
Producer: Lewis Freedman; director: Clay Yurdin; writer: John McGiffert; moderator: James Macandrew; narrator: Jim Parker; guest: C. Dickerman Williams; production supervisor: Clarence Worden; advisory consultant: Dr. Edward C. Bowen, N. Y. State Dept. of Education.

BOOKS

THE GOLDEN HAM, A Candid Biography of Jackie Gleason, by Jim Bishop. Simon & Schuster, N. Y., 298 pp. $3.95.

THIS IS a book that should have come out around the time last year when Madison Ave. was sadly shaking its collective head, mumbling, "but is he *really* worth $12 million?"

Whether he was—or still is, today, in the face of a plummeting Nielsen—is not the case here; what is, is that as subject material for an "unauthorized biography," Mr. Gleason is worth his weight in gold—every last pound of him.

Mr. Bishop, whose last year's *The Day Lincoln Was Shot* showed his talent for critical evaluation of events, this time uses this same talent on Mr. Gleason. For 298 pages, Mr. Bishop probes beneath the comedian's expensively-draped epidermis with all the finesse of a Park Ave. neuro-surgeon, exposing to public view all the vital parts that make Jackie run. Little wonder Ralph Kramden's alter ego is said to have winced as he read the galley proofs.

COLOR TELEVISION—SIMPLIFIED THEORY AND SERVICE TECHNIQUES, by Electronic Education Unit, Philco Corp., Philadelphia. 164 pp.

THE THEORY, design, transmission, reception, installation and service of color television receivers are covered in this new textbook, written and prepared by Philco's Electronic Education Unit under the direction of Richard D. Hershey and edited by Donald G. Fink, former editor of *Electronics* and now director of research for Philco. Prepared specifically for the electronic serviceman, the textbook begins with a review of black-and-white tv, progresses to colorimetry, the measurement and analysis of color, and describes transmission and reception methods and standards for color tv before beginning its detailed description of the circuitry of a color tv receiver and its cathode ray assembly and the matters of adjustments, alignment and installation needed to insure perfect reception. The book contains 288 illustrations, more than 100 in color.

MY FIRST 10,000,000 SPONSORS, by Frank Edwards. Ballantine Books, 101 Fifth Ave., New York 3, N. Y. 185 pp. $2.

NEWS ON THE AIR, as seen by one newsman-commentator who was there in February 1925 when WHAS Louisville broadcast bulletins of the attempts to rescue Floyd Collins from a Kentucky cave and who today is news commentator on WTTV (TV) Bloomington, Ind., is the theme of this highly personal and equally entertaining account of the author's adventures on and off the air. The title comes from Mr. Edwards' newscasts on MBS, on which he was introduced as "sponsored by the 10 million men and women who make up the membership of the American Federation of Labor . . ."

THE TECHNIQUE OF ACTING, by F. Cowles Strickland. McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y. 306 pp. $5.95.

IF PRACTICE makes perfect, the aspiring actor who follows faithfully the guidance given in this book by Mr. Strickland, of Stanford U's department of speech and drama, should be well on the road to success. For essentially *The Technique of Acting* is an exercise book, filled with exercises which "must be practiced regularly over a long period of time if the student is to derive any benefit from them," the author says in his foreword. "The system of training proposed in this book is designed to help the actor give an intelligent and competent performance, even when inspiration is lacking, and—equally important—to show him how to use an inspiration when he is fortunate enough to have one.'

RADIO ELECTRONICS, by Samuel Seely. McGraw-Hill Book Co., 330 W. 42d St., New York 36, N. Y. 487 pp. $7.

THIS basic textbook, which emphasizes the physical and mathematical analyses of the essential practices and circuits in radio communications, is designed to provide an understanding of the fundamentals underlying the broad field of communication. The author is professor and head of the department of electrical engineering at Case Institute of Technology.

MEMO: TO TIMEBUYERS!

Are YOU up to DATE?

Are you aware of *TODAY'S* story in the important Northeastern Pennsylvania television market? Do you know that WILK-TV now *leads the field?* Do you know that complete saturation of this top dollar market is IMPOSSIBLE . . unless you use WILK-TV. We've worked hard with top programming, promotion and sales know-how. *NOW* . . ARB has *proven* our leadership.

Here are the results of the ARB 15 county regional survey, (March 25th thru March 31st, 1956). Here is the rating story for the valuable time period from 5 P.M. to 11 P.M.

FIRST PLACE QUARTER HOURS

WILK-TV 71

STATION "B" 65
STATION "C" 32
STATION "D" . . . . 1 (tie)

★ COVERAGE . . .

WILK-TV reaches better than 85% of the 314,984 TV sets in its coverage area. With WILK-TV, you reach nearly *2 million* with an annual spending power of over *4 billion dollars!* WILK-TV reaches more cable subscribers than any other local TV station! This *IS* Coverage!

★ POWER . . .

WILK-TV speaks with PERFORMANCE! ONE MILLION sales-packed watts carry your message to ALL the rich Northeastern Pennsylvania market area. From Reading to New York state . . . from Lock Haven to New Jersey . . . they're watching WILK-TV!

LEADERSHIP . . . COVERAGE . . . POWER!

NOW . . . more than ever . . . WILK-TV gives you TOP AUDIENCE at LOW COST per THOUSAND! GET THE FACTS!

AVERY-KNODEL, INC.

★ NEW YORK ★ CHICAGO ★ LOS ANGELES
★ SAN FRANCISCO ★ ATLANTA ★ DALLAS

WILK-TV

WILKES-BARRE
SCRANTON

Affiliated with the ABC-TV Network

NEW IN MILWAUKEE

WITI-TV

INDEPENDENT ALL-COLOR CHANNEL

6

NOW ON THE AIR

You can buy full color time in the Milwaukee market for less than you'd pay for competitive black and white.

Enhance your product or boost your service with compatible color and get added impact. Class A, VHF availabilities.

Channel 6 gives Greater Milwaukee the most colorful reception for her.

600,000 TV SETS

SPECIAL NOTICE:

WITI-TV is the world's first Vitascan color station pioneered and developed by Dumont and WITI-TV. Vitascan color sets new standards in the television industry with its greater clarity depth and balance in reception for both color and conventional black and white sets. You'll be well received in Greater Milwaukee

Get in touch with the Branham Co., our national representatives!



OPEN MIKE

Important Stake

EDITOR:

Thank you for the timely and powerful editorial support of our efforts to get every American to register and vote [B•T, May 21]. The terrific voter apathy which exists throughout the land makes this a tougher problem to lick than it was in 1952, but we certainly share your feeling that if it is to be done, radio and tv are the means for doing it.

There is every indication that the industry intends to give this campaign full support, for broadcasters are aware that as citizens and as businessmen in a free enterprise system, they have an important stake in the outcome.

Joseph M. Sitrick, Pub. Mgr.
NARTB, Washington, D. C.

Mazeltov

EDITOR:

Thanks for the story on our new setup [B•T, May 21]—it's stylish to do it and we did it. And we think it's a move in the right direction.

One thing hasn't changed, and that's the noise I've been making till now. I'm still at it—swinging and hollering as usual.

Here's a big mazeltov to you, too—on the fine magazine you're bringing out!

Joseph Katz, Chairman of the Board
Joseph Katz Co.
Baltimore, Md.

[EDITOR'S NOTE: "Mazeltov" means "congratulations."]

Ardent Subscriber

EDITOR:

. . . Now that I'm heading away from Madison Ave., your magazine will become even more important to me. It's a wonderful way to keep abreast of the fast-breaking developments in this business. You will have an ardent subscriber as general manager of KCBS.

Henry Untermeyer, Sales Mgr.
WCBS New York

[EDITOR'S NOTE: Mr. Untermeyer on June 4 becomes general manager of KCBS, CBS-owned station in San Francisco (B•T, May 14).]

Broadcasting Yearbook

EDITOR:

The BROADCASTING YEARBOOK is a rich store of information, which I am already finding useful, especially since the situation in radio has been in such question recently.

Here at Young & Rubicam we are making a definite effort to increase the interest in and use of radio.

W. E. Matthews, Executive Asst. to Director of Media Relations
Young & Rubicam, New York

Paid Programs, Free Sets

EDITOR:

Subscription tv as a plan is based upon a fallacious principle: the idea that Americans, by and large, would pay for programs, that is, pay beyond the investment for sets, antenna, electricity and other items. Pay-as-you-go tv would result in great interest on the part of the public in movies, which at this time are technically superior.

Those who would gamble with the American public's investment in home sets have overlooked the fact that television has not yet reached the stage mechanically—picture size, clarity, and other features—that would merit competition with the motion pictures. There is still another fact: the "stealing" of the air and of the current investment in tv would stop

KABC & KABC-TV

THE ABC STATIONS FOR AMERICA'S

NUMBER ONE COUNTY IN RETAIL SALES

LOS ANGELES

ANNOUNCE THE APPOINTMENT OF

THE KATZ AGENCY, INC.

AS NATIONAL ADVERTISING REPRESENTATIVES

EFFECTIVE JUNE 1, 1956

FOR INFORMATION ON KABC & KABC-TV

Call or wire one of these 8 Katz Agency offices:

New York 22, 477 Madison Avenue, PL 9-4460
Chicago 1, 307 N. Michigan Avenue, Central 6-7343
Detroit 26, Penobscot Bldg., Woodward 3-8420
Atlanta 3, 1321 Fulton Bank Bldg., Jackson 5-1637
Kansas City 6, Bryant Bldg., Victor 7095
San Francisco 4, Russ Bldg., Sutter 1-7434
Los Angeles 5, 3325 Wilshire Blvd., Dunkirk 5-6284
Dallas 1, 2006 Bryan Street, Riverside 4036

WILS

BUILDING AUDIENCE CONTINUALLY

DOCUMENTED BY C. E. HOOPER, INC.

37.1% AUDIENCE INCREASE SINCE 1955

Michigan's Liveliest Station

LEADS IN 51 OUT OF 52 QUARTER HOURS

March 1956 Share of Audience
"MONDAY THRU FRIDAY"

7 AM TO 12 Noon	WILS 48.8	NET. STA. B 24.4	NET. STA. C 18.7
12 Noon TO 6 PM	WILS 61.8	NET. STA. B 16.3	NET. STA. C 14.4
6 PM TO 8 PM	WILS 48.7	NET. STA. B 23.3	NET. STA. C 22.9

CALL

VENARD RINTOUL McCONNELL INC.



MUSIC • NEWS • SPORTS

LANSING • 1320 kc

further development of present experimentation and investment.

Subscription tv would open the way to "socialized" tv: it would be an easy move for the government to reach into a medium that would be so controlled anyway. . .

I might say that my opinions are not based upon "sour grapes" attitude. The kind of program I have been promoting—*The National Milk Bowl*—is actually one that the public would pay for willingly on subscription tv. I do feel that, if the pay tv group is sincere, they will supply free tv sets to all of their potential customers, tv sets which have been constructed to give real competition to the motion pictures themselves.

Eugene C. Weafer, Executive Dir.
The National Milk Bowl
Bryan, Tex.

Uhf Acceptance

EDITOR:

We've had much favorable comment on Frank Beatty's well-written article, "Where Vhf Isn't, It Isn't Missed," in your May 7 issue. This has confirmed the strong acceptance by the general public and by the advertisers of uhf in northern Indiana and southern Michigan. Here's hoping that all of the taboos of recent years against uhf have been laid to rest.

I know that every agency man in America read the article but I'd still like to buy 1,500 reprints of it to send out as a WSJV promotion . . .

Paul C. Brines, Dir. of Bcstg.
WSJV (TV) Elkhart, Ind.

EDITOR:

Because of traveling commitments, this is the first opportunity I have had to commend you for the article which appeared in the May 7 issue of B•T. It was a well done piece and I am sure it will help to dispel some hazy thinking relative to uhf.

Incidentally, from your article, I gained many interesting bits of information myself about the South Bend-Elkhart market.

(Rev.) Edmund P. Joyce, C.S.C.
Exec. Vice Pres., U. of Notre Dame
(WNDU-TV) Notre Dame, Ind.

EDITOR:

I want to congratulate you on your two very fine articles on uhf television. Not only are they very, very interesting but certainly very timely.

Harry Tenenbaum, Vice Pres.
KTVI (TV) St. Louis, Mo.

[EDITOR'S NOTE: B•T's two articles on uhf-only markets, "Where Vhf Isn't, It Isn't Missed," May 7, and "Hill Country Uhf," May 14, have been reprinted individually as four-page brochures. Copies of either article are available at $10 per 100.]

'Riley' in Seattle

EDITOR:

. . . The April ARB report for Seattle-Tacoma gives *Life of Riley* an average rating of 34.9, which gives it the number one position in the market by a considerable margin.

I assume it was left out of your listings [B•T, May 21] on the assumption on somebody's part that the program is on the network in that market. It is, as a matter of fact, syndicated there, as it is in many other markets outside the network sponsor's area . . .

Frederick Jacobi, Mgr. of Publicity
NBC Television Films
New York City

[EDITOR'S NOTE: ARB said that in compiling the information it did not find either Seattle or Tacoma on a list of markets, supplied some time ago by NBC, in which *Riley* is syndicated, and therefore assumed it was networked in this instance. There was no argument about *Riley's* getting a 34.9 rating in Seattle-Tacoma.]

Wisconsin Merger

EDITOR:

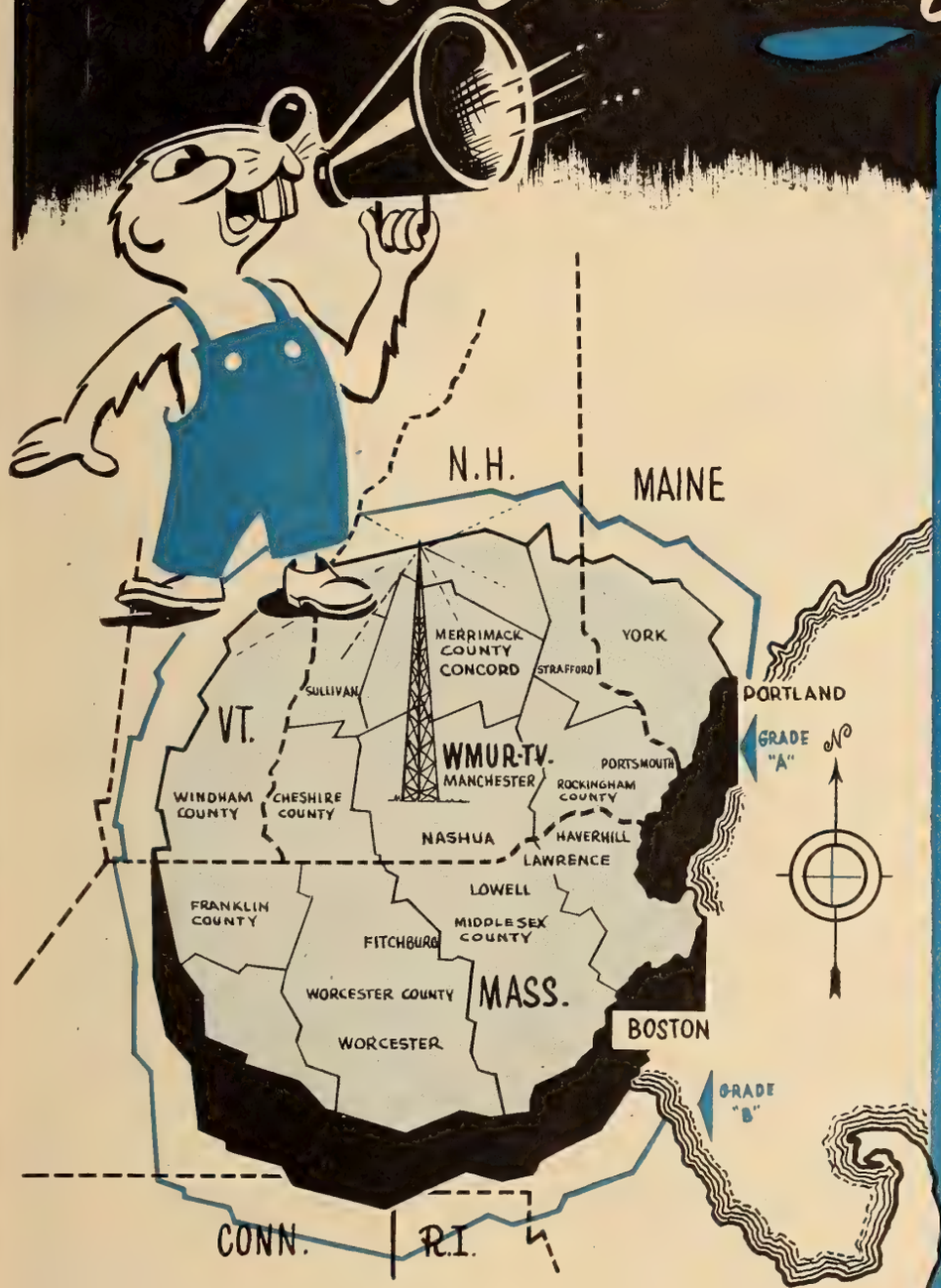
A remarkable thing happened at WEMP this month. We "merged" with our Waukesha competition, WAUX. But this is one merger that won't have to be approved by the FCC for there were no contracts to be signed other than a marriage license. Our continuity director, Marylou Lenken, married a WAUX salesman, Bob Shanahan. And, as if this weren't complicated enough, he is the brother of our afternoon disc jockey, Tom Shanahan.

Hugh K. Boice Jr., Gen. Mgr.
WEMP Milwaukee, Wis.



BRIDE, GROOM AND BOSSES (l to r): Mig Figi, general manager, WAUX Waukesha; Charles Williams, commercial manager, WAUX; bridegroom Robert D. Shanahan, WAUX sales executive; bride Marylou Lenken Shanahan, continuity director, WEMP Milwaukee; Hugh K. Boice Jr., WEMP general manager, and Tom Shanahan, WEMP disc jockey, who also is the bridegroom's brother.

You'll be Sold too!



ABC TV PRIMARY
CBS SUPPLEMENTARY

WMUR-TV

CHANNEL 9 IN NEW ENGLAND

MANCHESTER, NEW HAMPSHIRE

FORJOE TV
IS SOLD ON WMUR-TV COVERAGE!

Unduplicated network programming in over a million homes!

FORJOE TV
IS SOLD ON WMUR-TV'S LOW COST!

The lowest rate in the country for stations with comparable number of viewers!

FORJOE TV
IS SOLD ON WMUR-TV'S SALES PUNCH!

901 local advertisers are, too! And their unsolicited testimonials prove the impact!

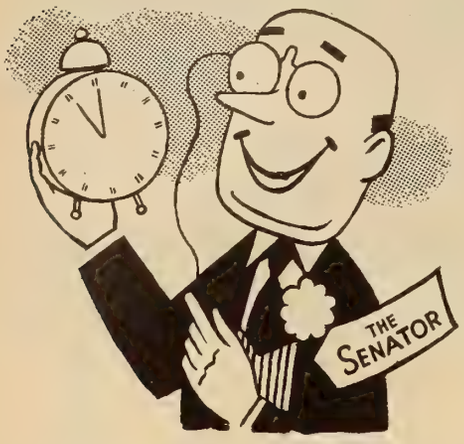
AND

FORJOE TV Inc. CAN SELL YOU!

GET THE FACTS TODAY! CALL ONE OF THESE FORJOE-TV OFFICES:

New York	Seattle
Chicago	Los Angeles
San Francisco	Atlanta
Dallas	Philadelphia

WEEKEND VIEWERS STAY UP LATE FOR "3-STAR THEATRE"



Here's the record of "Three Star Theatre," on KCRA-TV, presenting big-name, late evening feature films that dominate the Sacramento market!

Average Rating: 13.7*

Average Share of Audience: 79.3%

"THREE STAR THEATRE" is seen at 11 p.m. Saturday, following "Hit Parade" (33.5 lead-in) and at 11 p.m. Sunday (24.1 lead-in).

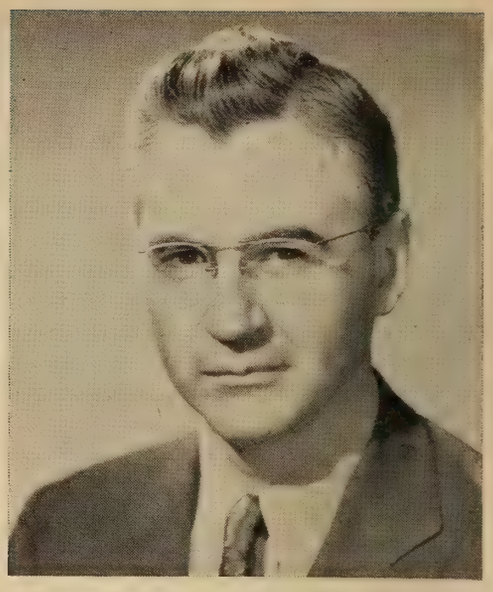
YOUR PETRY MAN KNOWS all about "Three Star Theatre" on KCRA-TV. Give him a call about participations.

* Sacramento Television Audience ARB: February 8-14, 1956

KCRA-TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
represented by Edward Petry & Co.

our respects

to JOHN PRATT TAYLOR



"A RARE combination of administrator, engineer, writer and expert in advertising and sales promotion. . . ."

Thus reads, in part, a citation made to John Taylor in 1952 when he received the RCA Victor Award of Merit, the highest that RCA makes among its salaried employes. Mr. Taylor, who bears the impressive title of advertising and sales promotions manager for RCA commercial and defense electronics products, was cited particularly for "extraordinary service" to RCA.

"Extraordinary" is an apt word for John Taylor. Both inside and outside of RCA, men who have known him over a long stretch of years—a stretch that in some cases goes back through a quarter-century of radio—will tell you that this summary excerpt from the 1952 citation, accurate though it is incomplete.

They will tell you, for example, that he is one of radio's master salesmen and that the proof of this talent extends from the 1930's when John Taylor, then like radio in the formative days of his career, "equipped" many of the most important stations in the country today. They will tell you that, along with being an engineer, he is especially expert in a number of difficult engineering subjects, such as uhf and color television, for instance. Others will cite his ability as an editor. At least one man, who has had occasion to work closely with Mr. Taylor although not himself employed by RCA, says he quite often is amazed by the range of the man's knowledge and interests. It is his considered opinion that there are few advertising men, at the most, who possess Mr. Taylor's all-around radio-tv knowledge.

These are things that those who know him will tell you. The official biographical files on him are surprisingly skimpy. For Mr. Taylor is also a modest man. He shuns personal publicity.

The 1952 citation does fill in significant parts of the picture:

"While guiding the advertising and promotion of a bewildering variety of product lines, Mr. Taylor also found time to continue editing *Broadcast News*, a magazine of such excellence and authority that it compares favorably with the best professional publications in the field; and, furthermore, to inaugurate a second periodical, *Communications News*, which gives promise of equally high standing.

"In a field where exhibitions and trade shows are of great importance, John Taylor has proved himself a master exhibitor. His ingenuity and sense of showmanship made possible the participation by his department in an unusual number of exhibits.

John Pratt Taylor was born in Williamsport, Pa., on Sept. 1, 1906, son of Edward and Bertha Pratt Taylor.

He has been an active participant in the electronics and broadcast fields since his graduation from Harvard U. in 1929 with a degree in electrical communication. His early interest in this field led, soon after his graduation, to participation in the development and testing of some of the earliest broadcast transmitters. He became a member of the staff of W2XAF, often described as first of the high-powered transmitters that made shortwave communications history.

He also displayed in those days the quality of industry that still marks him. He joined RCA in November 1930 as an engineer in the Camden (N. J.) plant—meanwhile continuing his education with postgraduate courses at Union College (1930) and the U. of Pennsylvania (1931).

During 1930, Mr. Taylor was assigned to the broadcast transmitter sales department, where he began a long association with members of the broadcasting field. From 1938 to 1941 he was field representative for RCA broadcast transmitter sales in the southwest district.

In 1941 an important new area of electronics —that of high-frequency heating—beckoned to him, and for the next three years he took part as a sales engineer in pioneering efforts to apply this outgrowth of radio wartime manufacturing processes.

Broadcasters today generally associate Mr. Taylor with the advertising and sales promotion of RCA radio and television broadcast equipment, which he has been supervising for the past 13 years. Less well known to them is the fact that these activities represent only a part of the Taylor package. Simultaneously, he also has supervised the advertising and sales promotion of RCA's broad lines of electronic products for commercial and military applications. As advertising and sales promotions manager for RCA commercial and defense electronics products—to which full title and responsibilities he was named in 1955—he is as widely known in the industrial, defense, communications and theatre fields as in radio-tv.

Moreover, as editor of *Broadcast News*, an RCA publication with wide circulation in the industry, he has won a name as one of the most dedicated diggers for facts in the business.

Mr. Taylor is married to the former Ethel Larned of Schenectady, N. Y. They have two children, Edward L. and Dorothy Jane. He lives at Haddonfield, N. J., where he practices —to near perfection, according to many visitors —his prime hobby of gardening, with azaleas as his specialty.

He is a member of the Institute of Radio Engineers, the Acoustical Society and the American Society for Metals.



Edward Petry & Co., Inc.

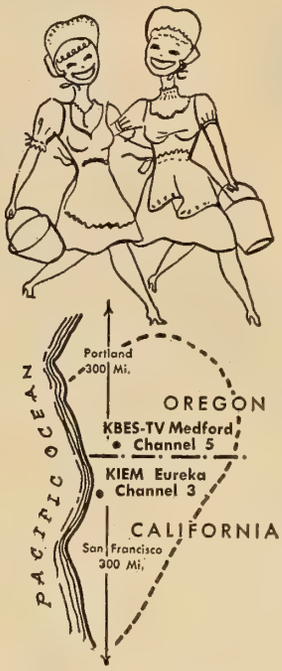
AS EXCLUSIVE NATIONAL REPRESENTATIVES

NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS



THE CALIF.-ORE. TV TWINS

. . . bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.



the *Smullin* TV Stations

KIEM CHANNEL **3** Eureka, Calif.

KBES CHANNEL **5** Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

two markets one billing

MARKET FACTS

POPULATION	324,745
FAMILIES	106,908
TV FAMILIES	65,023
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

CBS

for CALIF.-ORE. TV TWINS call DON TELFORD
Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

or ask HOAG-BLAIR national representatives

NEW YORK • CHICAGO • DETROIT • JACKSONVILLE • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • BOSTON • SEATTLE



JODY CALDWELL

on all accounts

HAVING a background of station and on-air experience in both radio and television is a significant help to the work of an agency timebuyer, according to Jody Caldwell, media director of the Carl Falkenhainer Agency, Los Angeles.

Carl Falkenhainer founded his agency two years ago, after three decades as an executive and marketing consultant in the retail drug and related fields. Therefore, it is only natural that Mrs. Caldwell finds herself placing radio-tv business for accounts familiar in the corner drug store and requiring heavy point-of-sale merchandising in addition to regular consumer advertising in mass media like radio-tv.

Topping her list is the Southern California Pharmaceutical Assn., representing 1,300 independent retail stores, whose extensive radio-tv advertising is part of a total marketing package sold by the association to national manufacturers. Under this plan, she buys time to promote such products as Paper-Mate pens, Schick electric shavers, Anahist, Charles Antell Inc., Tartan (McKesson & Robbins), Mystik Tape, St. Joseph aspirin and Zotox, a poison ivy remedy of Zotox Pharmacal Co.

Born Jody Green in Bartlesville, Okla., Mrs. Caldwell wanted to become another Katharine Cornell so she went to New York and studied serious drama for several years at various professional schools. She did summer stock and then opened her own school at Bartlesville in 1940. Two years later she joined the announcing staff of KVOO Tulsa and in 1944 switched to WWVA Wheeling, W. Va., where she did copy writing, retail contact and other advertising chores in addition to announcing.

She went to Los Angeles in 1946 to work for Howard Hughes Productions and soon became Mrs. William T. Caldwell. She left Hughes in 1947 to keep house and plan for the arrival of Debby, the Caldwells' only child. By 1951 she was anxious "to get back in business" and joined KFI-TV Los Angeles as sales secretary. Subsequently changing to part time work, Mrs. Caldwell "helped out" at Irwin-Los Angeles Adv. and Telemount Productions.

By 1954 she was back to fulltime work as media director and timebuyer for Noel Lent Adv., Los Angeles, and early last year switched to her present position with Falkenhainer.

Her husband is in charge of customers' relations for the electronic division of Rheem Mfg. Co. The Caldwells have their own home in North Hollywood where "I try to keep down the volume on my husband's hi-fi system," she says.

You Get Maximum Coverage

In Southeast New England

Only With WJAR-TV

NBC

Contact WEED Television or

CHANNEL 10 PROVIDENCE, R. I.



GREATEST IN THE NATION!

Only WCCO Radio Delivers

56.1%

Share of Audience!

WCCO Radio's stature as the Northwest's 50,000 watt giant is greater than ever. Fact is, its 56.1 per cent share of audience in the Minneapolis-St. Paul market is a national record. This 56.1 per cent is the largest share captured by any station in any of the 27 major markets currently measured by the A. C. Nielsen Company. It's the result of unmatched program popularity and enormous power which carries your sales message throughout 109 primary counties in four Northwest states. Check with WCCO Radio or CBS Radio Spot Sales for full details about this record-making buy!

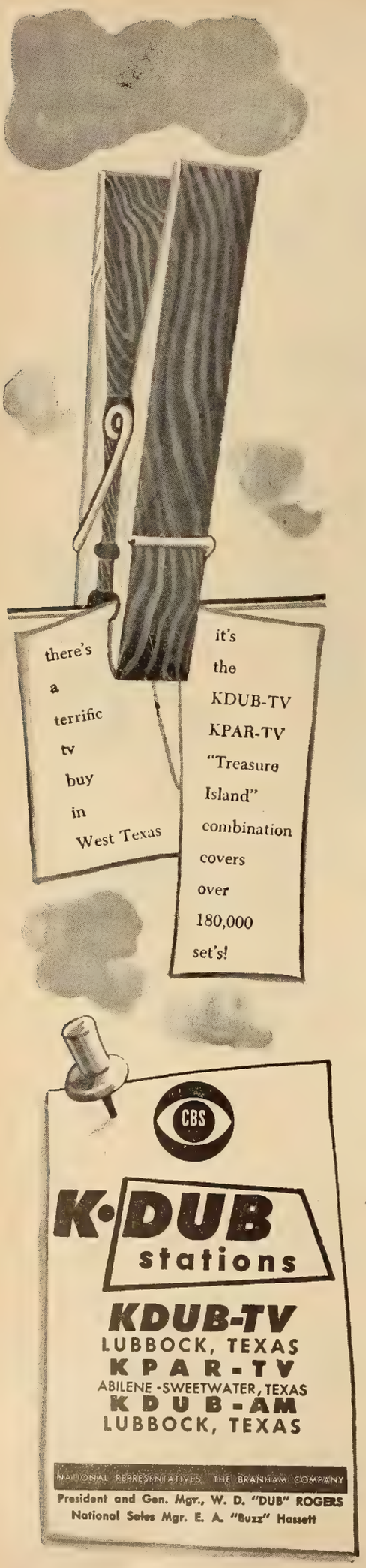
More People Listen to WCCO Radio Than All Other Minneapolis-St. Paul Stations Combined!

WCCO Radio	**56.1%**
Station B	**9.3%**
Station C	**8.2%**
Station D	**8.2%**
Station E	**7.5%**
Six other stations	**10.7%**

Nielsen, March 1956, total station audience, total day, seven-day week.

WCCO Radio

The Northwest's 50,000-Watt Giant
Minneapolis - St. Paul
Represented by CBS Radio Spot Sales



—IN THE PUBLIC INTEREST—

Houston Handles ROA Drive

BRYAN HOUSTON Inc., New York, last week was appointed "volunteer agency" for The Advertising Council's "Religious Overseas Aid" drive. Sponsors of the campaign are the Church World Service (National Council of Churches of Christ U. S. A.), Catholic Relief Services-National Welfare Conference and the United Jewish Appeal-Synagogue Council of America. All-media backing is planned for the campaign, to be coordinated by Palen Flagler, advertising director of J. P. Stevens, one of the accounts serviced by the Houston agency.

$10,000 for Olympic Team

MORE than $10,000 was raised to aid the 1956 U. S. Olympic team in a telethon by four commercial television stations in central Michigan and Michigan State U.'s educational station.

Staged in MSU's ice arena, the telethon originated over the facilities of WKAR-TV, the university's station, with WKNX-TV Saginaw, WJIM-TV Lansing, WTOM-TV Lansing, and WWTV (TV) Cadillac, carrying the program.

WTIC Fosters Scholarship

A $1,000 SCHOLARSHIP—part of an award to WTIC Hartford by the Thomas A. Edison Foundation last winter in recognition of the station's "service to youth in the community" —was made Thursday to a 17-year-old high school student. The award will be used towards a college education in electrical engineering.

According to Paul W. Morency, president of the Travelers Broadcasting Service Corp., which owns and operates WTIC, the WTIC-Edison Scholarship Committee selected the engineering field because it felt the grant thus keeps with the foundation's efforts to fill a critical shortage of able scientists.

'They Counted on Radio'

NARTB is distributing a 15-page booklet describing the role of commercial radio in disaster warning, control, interpretation and relief during the 1955 tornadoes. The pamphlet carries praise for broadcasters in the form of letters to NARTB President Harold Fellows from the chief of the U. S. Weather Bureau, F. W. Reichelderfer, and the chairman of the American Red Cross, E. Roland Harriman. Title: "When Disaster Threatened . . . They Counted on Radio!"

Heat on Gamblers

AN INVESTIGATION by the news bureau of WKY-AM-TV Oklahoma City is credited with leading to a crackdown on gambling syndicates in that community by local police.

The police campaign began after WKY-TV newsman Ralph Combes checked the Internal Revenue Bureau and discovered 40 gambling stamps in Oklahoma City. Inquiries were made of the police department, which then released a statement to the effect that it planned to drive the bookies out of business.

Subsequent news stories using Mr. Combes' gambling-list information triggered a raiding campaign two days later.

The $250,000,000 Give-Away Show!

by Harold F. Walker



A Quarter of a *Billion* Dollar Market is available in the Memphis Negro Trade Area! Naturally, the $250,000,000 Question is: HOW YOU can get in on the cash award? Here's the answer. WDIA's 50,000 watts and consistent top-ratings control, almost to monopoly, Negro consumer contact in this section of the South.

SPECIALIZED MARKET

There is, within WDIA's radius, a total of 1,237,686 Negroes—nearly 10% of the entire Negro population of the United States. They will earn in excess of a quarter of a billion dollars in 1956, and they will spend 80% of their income on such commodities as coffee, detergents, drug supplies, and soft goods. WDIA is meeting this specialized market with customized sales promotion for name-brand merchandise, such as:

Carter's Liver Pills, Borden, Maxwell House Coffee, Cheer, Kellogg, and Colgate Dental Cream.

SPECIALIZED STATION

WDIA can channel your sales messages directly to ready-made, loyal audiences, because this 50,000 watt station is operated exclusively for Negroes. Programs feature only Negro talent—announcers, MC's disc jockeys, musicians, and home economists. Listeners, with a quarter of a billion dollar pay check, feel that WDIA is their station. They respond to Negro stars with racial pride and support products, which they represent, with stout fidelity.

MARKET DEVELOPMENT

Moreover, this market potential is just developing. As industry moves more and more rapidly to this section, Negroes become a stronger integral factor in the expanding economy. They are evolving a social consciousness, elevating their standard of living, constantly buying more and better goods.

MARKET FOUNDATION

The market foundation is, already, an established order. WDIA can sell your consumer goods over radio programs that offer more opportunities than a Give-Away Show. You ask the questions, we furnish the answers on how to win your share of a $250,000,000 Market. Send your name and address, on your letterhead, today. We will mail to you irrefutable facts and figures, along with your bound copy of, "The Story Of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

SOLD OUT

ON KTTV-TV – LOS ANGELES...
FULLY SPONSORED BEFORE THE FIRST TELECAST!

104 FINE FIRST RUN FEATURE FILMS
"HOLLYWOOD MOVIE PARADE"

Presented by



SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF
COLUMBIA PICTURES CORP.
233 WEST 49 ST., NEW YORK 19, N.Y.

....and these great stations are also on the way to full sponsorship of "HOLLYWOOD MOVIE PARADE"!

KOB-TV—Albuquerque, New Mex.
WBRC-TV—Birmingham, Ala.
WTTV-TV—Bloomington, Ind.
KIDO-TV—Boise, Idaho
WJW-TV—Cleveland, Ohio
WBNS-TV—Columbus, Ohio
KOA-TV—Denver, Col.
WJBK-TV—Detroit, Mich.
KFJZ-TV—Ft. Worth, Tex.
KFRE-TV—Fresno, Cal.
KGBT-TV—Harlingen, Tex.
KTCA-TV—Honolulu
KPRC-TV—Houston, Tex.
WDXI-TV—Jackson, Tenn.
KCMO-TV—Kansas City, Mo.
KLAS-TV—Las Vegas, Nev.
KARK-TV—Little Rock, Ark.
WHAS-TV—Louisville, Ky.
KMID-TV—Midland, Tex.
WCCO-TV—Minneapolis, Minn.
WLAC-TV—Nashville, Tenn.
WDSU-TV—New Orleans, La.
WCBS-TV—New York, New York
WOW-TV—Omaha, Neb.
WCAU-TV—Philadelphia, Pa.
KOOL-TV—Phoenix, Ariz.
KDKA-TV—Pittsburgh, Pa.
KCRA-TV—Sacramento, Cal.
KUTV-TV—Salt Lake City, Utah
KFSD-TV—San Diego, Cal.
KRON-TV—San Francisco, Cal.
WARM-TV—Scranton, Pa.
KREM-TV—Spokane, Wash.
WSYR-TV—Syracuse, New York
WSPD-TV—Toledo, Ohio
KAKE-TV—Wichita, Kan.
KSDY-TV—Wichita Falls, Tex.

IT CAN HAPPEN TO YOU!

Big or Small...A Plan For All!

104 **52** **26**

Pick The Package That Fits Your Needs!

SINGLE RUN **2-3-4 RUNS** **LIBRARY DEAL**

WPTF FACT SHEET

THE MARKET



WPTF NCS COVERAGE MAP

2,955,000 People with $2,249,749,000 Retail Sales

	NCS Coverage		NCS Coverage
Population	2,955,000	General Merchandise	307,297,000
Families	693,900	Furn. H. H. & Radio	124,226,000
Effective Buying Income	$2,912,255,000	Automotive	484,295,000
Farm Gross Cash	864,679,000	Gas Stations	177,069,000
Retail Sales	2,249,749,000	Lumber, Bldg., Hdw.	187,011,000
Food Sales	458,272,000	Drugs	61,601,000

* Source: Sales Management Survey of Buying Power, May 10, 1956.

HOMES USING RADIO

	6AM-12N	12N-6PM	6PM-12M
1955	22.6%	24.4%	24.1%
1956	25.2%	27.0%	26.6%

* Source: Area PULSE Covering 32 Counties

Radio Listening Up 10% Over Last Year

SHARE OF AUDIENCE

Leading Stations—Monday thru Friday

Stations	6AM-12N	12N-6PM	6PM-12M
WPTF	35%	35%	40%
Regional Net	14	12	11
Station "A"	5	6	6
Station "B"	6	4	5
Misc. (58 stns)	40	43	38

* Source: Area PULSE Covering 32 Counties

WPTF Has More Than Double the Listeners of Its Nearest Competitor, a Regional Network

FOUR-YEAR TREND

WPTF Share of Audience

Year	6AM-12N	12N-6PM	6PM-12M	Average
1953	31%	30%	33%	31.33%
1954	32	32	35	33.00%
1955	35	36	37	36.00%
1956	35	35	40	36.67%

* Source: Area PULSE Covering 32 Counties

WPTF's Share of Audience Keeps on Growing!

WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives

BROADCASTING TELECASTING

May 28, 1956 Vol. 50, No. 22

NBC CHARGES FILM INTERESTS ARE BEHIND NETWORK ATTACKS

Two months ago, on March 26, independent tv broadcaster Richard A. Moore, in testimony before the Senate Commerce Committee, loosed an all-out attack on network television option time and must-buy requirements (B•T, April 2).

Last Friday, NBC returned Mr. Moore's fire. In a 42-page "Statement of Facts" supported by 16 exhibits, that network filed with the committee its defense of those two arrangements. The document preceded by 18 days the first formal network testimony on the subject: CBS President Frank Stanton will appear on June 12, NBC President Robert W. Sarnoff on June 14 and ABC President Robert E. Kintner on June 15.

First and most telling salvo of the NBC answer was a charge that Mr. Moore, ostensibly representing independent KTTV (TV) Los Angeles, of which he is president, is in reality in league with a group of film syndication firms: Ziv Television Programs, Television Programs of America, Official Films, Screen Gems and RKO Teleradio Pictures. It further charged that these and other film interests were seeking to destroy the network structure so that they could flood U. S. tv stations with their product, the various syndicated film series and Hollywood feature films.

In passing, NBC also took note of other interests out to intrude on the television programming industry, including the advocates of pay-as-you-see television. It classified these interests as seeking to exploit the developed tv circulation which was pioneered by the networks at the cost of great monetary loss which only recently has begun to be regained.

The Moore testimony had suggested that FCC regulations be amended to prohibit the option time and must-buy arrangements, saying they (1) restrict the tv licensee from exercising its own judgment in programming in the public interest, (2) restrict advertisers, large and small, from using tv on a freely competitive basis, (3) restrict creative talent from presenting its products on tv and (4) restrict unaffiliated stations from presenting "the finest possible programming."

NBC's statement dealt in detail with all facets of Mr. Moore's arguments, and threw in a comprehensive explanation of the entire network concept and structure for good measure. The most significant parts of that statement are reproduced below and on the next seven pages.

THE attack on option time and the policy of selling a basic network is an attack on the very foundation of the network system. Those who call for the elimination of these procedures make the pretense that they are proposing only a few minor adjustments in the network operation. Such "adjustments" would be as minor as cutting off the current from a tv set, on the claim that this would improve the picture.

Who is levelling this attack on the fundamentals of the network service? It is not the viewing public, or the affiliated stations, or the national advertisers—all of whom derive great benefits from this service.

The attack on option time and the basic network policy ostensibly comes from the president of KTTV Inc., the licensee of an unaffiliated television station in Los Angeles, who testified at length before this committee on the alleged "restraints" involved in these network procedures.

His testimony falls into clearer perspective in the light of the undisclosed interests for whom he was speaking when he testified before this committee.

We understand that Mr. Moore's presentation was part of an organized campaign previously agreed upon and financed by a group of film syndicators and related interests, whom Mr. Moore served as treasurer and to whom he has made periodic progress reports. We futher understand that this film group had a series of meetings, agreed upon the retainer of counsel who represented Mr. Moore at his appearance before this committee, and consulted together on the network attack to be made through Mr. Moore.

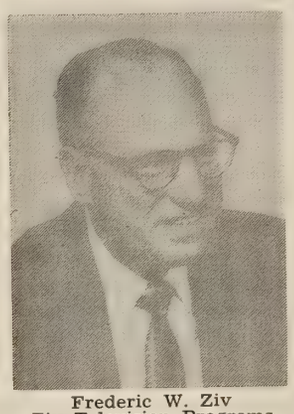
Among the members of this film group were Ziv Television Programs Inc., Television Programs of America Inc., Official Films Inc., Screen Gems Inc., and General Teleradio Corp. (now RKO Teleradio Pictures Inc.). The first four companies just named are television film syndicators; one of them—Screen Gems—is owned by Columbia Pictures, a major Hollywood motion picture producer. The fifth company, RKO Teleradio Pictures, is part of the RKO motion picture organization with principal interests in Hollywood film production.

We do not know how many other film or related interests have become associated with this group; but if the committee desires to obtain further information on the matter, Mr. Moore is undoubtedly in a position to supply such information at the committee's request.

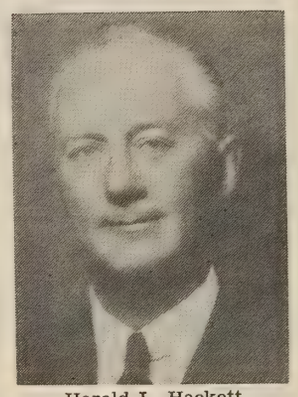
If this film group should succeed in undermining the network system, the great national service provided today by three intensely competitive television networks would ultimately be reduced to the lowest common Hollywood denominator. The wealth of fine entertainment, educational and cultural programs available in the diversified schedules of the networks would be replaced by a continuing flow of stale and stereotyped film product.

In this connection, it should be emphasized

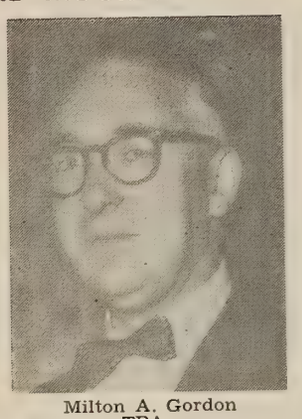
ARE THEY IN THE SHADOWS BEHIND MOORE?



Frederic W. Ziv
Ziv Television Programs



Harold L. Hackett
Official Films



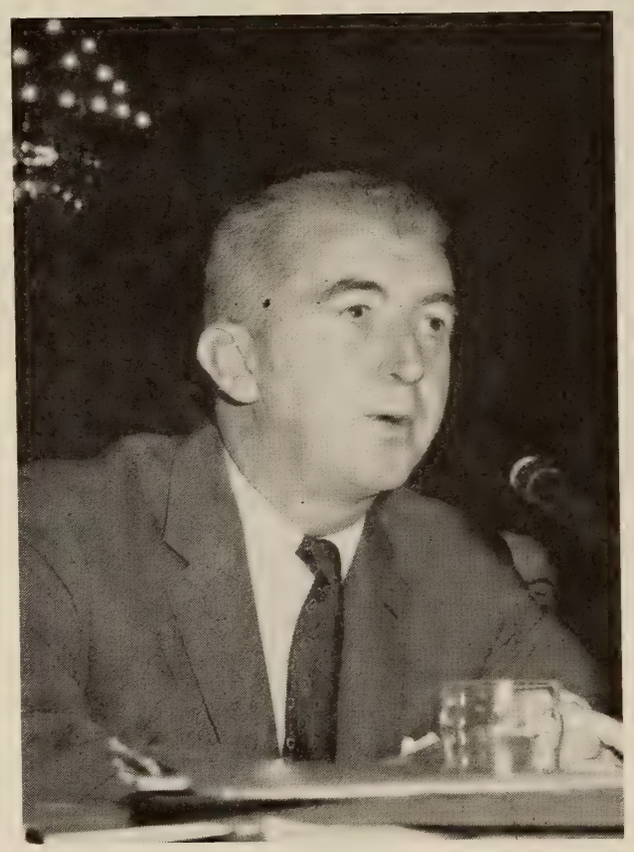
Milton A. Gordon
TPA



Ralph Cohn
Screen Gems



Thomas F. O'Neil
RKO Teleradio Pictures



KTTV (TV) President Richard A. Moore was backed by a Harvard lawyer when he testified before the Senate Commerce Committee March 26 that network option time and must-buy agreements are in violation of the antitrust laws. NBC, in its rebuttal to the Moore testimony, says he also had these five major film syndication companies in his corner, but not in evidence, at the time.

that tv film syndicators, such as those represented by Mr. Moore, are by no means the only interests seeking to profit by displacing the network system of national broadcasting.

A wide variety of promoters and financial traders are now entering the television field with masses of old Hollywood film backlog which the motion picture studios are selling to them in bulk packages. Now that television has been developed to a national system serving 37,000,000 homes, these promoters and financial traders are looking to this new public communications medium as a source of quick profit from reruns of the old Hollywood movies, most of which have outlived their theatrical usefulness. To obtain such profit, they must force huge amounts of television time for thousands of these movies; and the disruption of the network service offers an inviting route to achieve this objective.

The Hollywood backlog recently released aggregates 1,888 old Hollywood features, and 4,072 movie shorts. These have been released to television for a total of well over $42,000,000.

Over and above this recent release of movie backlog are more than 7,500 old Hollywood features already in the hands of tv distributors.

In addition, among the transactions in current negotiation is the release for television use of the M-G-M backlog of 770 feature films and 900 shorts. According to press reports, a value of at least $50,000,000 has been placed on this package.

The foregoing totals over 10,000 full length feature movies, moving into the television market. These, together with the movie shorts now in syndication would absorb *all* the broadcast time of a station operating 16 hours daily for more than three years running. Moreover, the amount of film available for television is constantly increasing and is not reduced through use.

A third group of film and related interests seeking to exploit the national television system are the proponents of pay-as-you-see television. Their purpose is to chain television to a coin box; and although, like the film syndicators, they disavow any intention to supplant the network service, their efforts—if successful—could so disrupt the network system that it could not continue the type of free programming which has made television the vital force it is in American life.

There are various associations between the promoters acquiring the Hollywood backlog for television and the pay-as-you-see promoters. For example, C&C Television, which has acquired the RKO backlog from RKO Teleradio Pictures (a member of the Moore group), is headed by Mr. Matty Fox, associated with Skiatron, a leading advocate of pay-as-you-see television, which has also testified before this committee.

These film interests and financial traders, if successful in their designs on television, could reap a mountain of profit from the molehill of their contribution to the broadcasting art. But if they achieve their objectives, the American public and the vital new industry of television will be the twin losers.

The networks, which are under direct or indirect attack from these various groups, are the same networks which in 30 years have provided the basis for the creation of three great industries—first radio, then black-and-white television, and now color television.

It was the networks which developed the facilities and skills and undertook the financial risks of building a national television program service—not the film-come-latelys or the promoters with Hollywood backlogs in their portfolios. While the networks were chalking up annual losses of millions of dollars to develop the new medium, the film interests withheld their product from it; and turned to television only after it had been built by others.

Since then, the film syndicators have been expanding rapidly in television. With Mr. Moore as their spokesman, they are now seeking to expedite this expansion by asking the government to create artificial vacuums in the network service—so that they can move in and occupy the field.

FROM 1947 through 1954, the NBC television network was substantially in the red on a cumulative basis. Indeed, it was only last year —in 1955—that the cumulative operating results of the NBC television network first showed a profit.* And even before this point was reached, NBC had undertaken—and is now actively pursuing—a major and costly new development: the development of color television.

The nationwide audience created by the network service has provided the base for all forms of television advertising: not only national network advertising, but also national spot advertising, used by regional advertisers and by some national advertisers for selected-market campaigns; and local advertising, used by manufacturers and retailers operating within a single market area. All three forms of television ad-

* Also illustrative of the risks and costs of the network business is its high break-even point, reflected by the ratio of net income to sales. The net income of the NBC television network for the nine years 1947-1955 was 0.4% of its net sales over that period. For the year 1954 the network's net income was 1.1% of net sales, and for 1955 it was 3.4%. The Federal Trade Commission and Securities & Exchange Commission have reported that, for all United States corporations in the size classification in which NBC and the other network companies fall ($100,000,000 or more of total assets), the ratio of net income to net sales of the same nine year period was 6.9%, and that for the years 1954 and 1955 the ratio was 6.5% and 7.4% respectively.

vertising have flourished. Indeed, national spot and local television advertising volume has had a rate of growth almost precisely parallel to the rate of growth of network advertising volume.

With the television base established by pioneering networks, a new market was opened for Hollywood film. As stated before, the foundation of the Moore position is that film production and syndication for television are being suppressed by the network service furnished to stations under option time arrangements; on this foundation, his film group constructs a series of other alleged restraints—against affiliated stations, unaffiliated stations and advertisers.

The fact is that television film production and syndication are doing a record business. The film syndicators themselves predict an even greater expansion in their production and sales in the coming year.

The huge expansion in the number and earnings of Hollywood television writers, as officially reported by the Writers Guild of America, also reflects the booming condition of television film production:

> "According to WGAW records, the highest number of television writers employed during any week in February 1955 was 79. Records for February 1956 show 276.
>
> "The 1955 figures were exclusive of the networks, with whom the Guild did not at that time have a contract, but included the major studios and independents then active.
>
> "As comparison the number of writers writing for the major film television subsidiaries in February 1955 was 34; this February, 80. The number of writers writing for independent film television producers in February 1955 was 45; this year, 129.
>
> "Television writer income shows a corresponding increase: for the 10 months ending Jan. 31, 1955, gross earnings, as reflected in dues paid, were $1,441,500. This past 10 months these earnings were $4,583,500 or an increase of $3,142,000 in writer income for a partial year on the West Coast" (*WGAW News*, March 1956).

Why Films Go on Networks

Mr. Moore cites several instances in which KTTV was unsuccessful in obtaining a new film series for use only in Los Angeles because a network or national advertiser had bought the series for use on a nationwide basis. The simple economic facts of the syndication business, rather than any network practice, provide the reason for KTTV's inability to get such programs. The producer of a film series will always prefer to sell it initially to a national advertiser or a network, and subsequently to syndicate on a market-by-market basis, because an initial national sale generally covers production cost and eliminates the producer's risk.

If there is any prospect of decrease in the production of *new* film for television syndication, it will not be the result of any aspect of network operations; but rather, the result of the release to television of huge masses of Hollywood backlog, referred to previously.

Over and above the many thousands of movie films recently released to promoters for television, and the further Hollywood backlog for which distributors are negotiating—plus the 9,000 half-hour film programs made for television syndication—the syndicators use film program series which have completed their network broadcast. For example, a substantial number of film series, which were broadcast on networks during the past season—and were not renewed because they did not make the grade—are now going into syndication. In addition, the inventory of film for syndication is not reduced through use, but is progressively increased through "reruns."

With this plethora of film for television, there is the most active jockeying for television placement of film product.

The film syndicators represented by Mr. Moore are acting as the spearhead in a direct attack on the network system. They want to create a vacuum in the existing service so that they can fill it with their product. If they succeed, they may see it filled—not by their own product—but by repeated re-runs of Hollywood feature films. The accumulated product in Hollywood's vaults—most of it musty and outdated—would hit television with the impact of a tidal wave. The American viewing public would literally drown in a celluloid sea. This likelihood is given added reality by the huge sums at stake in the trading of Hollywood backlog from motion picture studios to promoters to tv distributors.

In the play and byplay for additional film profits from television, the public interest in an expanded television service would be submerged, if the network system is dismantled at the instance of film syndicators and traders. The disruption of the structure of live networking would mean the death of a national communications service of great range and vitality, with rival film interests fighting over the remains of the television system, which would shrink in scope and public value to a tiny fraction of its potential.

In any event, as regards the specific issues raised before this committee by the Moore presentation, the record is clear that the availability of film programs for use by television stations and advertisers on a non-network basis is *not* being suppressed by the network service. The facts show, on the contrary, that existing television usage of syndicated film is so active and widespread that it has stimulated continued expansion in this field.

With the demolition of the basic charge of suppression of television film production and distribution, the structure of the Moore argument falls apart. The essential nature of option time agreements and the propriety of the basic network policy in providing a national network service will be discussed in the following sections.

THE propriety of option time agreements between networks and stations is specifically covered in the Chain Broadcasting Regulations adopted by the Federal Communications Commission in 1941 after protracted hearings, and upheld by the Supreme Court in 1943.

The range of discretion provided for stations to reject network programs offered in option time, as provided by the regulations and the contracts, is a far cry from the Moore claim that by virtue of option time, "all affiliated stations are compelled to broadcast during certain periods, whatever programs the network company offers, and only those programs."

The regulations also were carefully designed to prevent stations from optioning too much of their time to networks. Thus, the regulations divide the broadcast day into four segments, all determined in terms of local time at the station.* Stations are prohibited from granting options to networks on more than three hours of time in any one of these segments. Thus in Class A time, which generally is from 6-11 p.m., a network may not and does not option more than three out of the five hours. Again, the facts do not support the Moore claim that virtually all of the "prime viewing hours" are subject to network option.

The particular hours subject to network option are specified in the affiliation contract. The hours specified in NBC contracts vary from time zone to time zone, since the option arrangement is designed to provide for simultaneous national broadcast, cutting across the four time zones. Generally, NBC options three hours in each of the morning, afternoon, and evening segments—or nine hours out of the total broadcast day of its affiliated stations. It has never optioned time in the 11:00 p.m.-8:00 a.m. segment. The Moore statement that networks option 12 hours of time a day is simply not true.

Stations Want Affiliation

Nobody requires any station to enter into an affiliation contract with a network. Stations seek network affiliation because of the great values they obtain from the network service. The affiliation relationship involves mutual undertakings on the part of the network and the station. For example, among the obligations which NBC undertakes in its affiliation contracts are the following:

a. NBC undertakes to furnish the station with a variety of sponsored and unsponsored programs. The NBC network schedule consists of about 80 hours of programming a week. NBC's talent and production cost of this programming currently averages $1.5 million a week. NBC assumes these costs, furnishes the programs to stations and takes the risk of recovering such costs from sales to advertisers. If these costs are not recovered, NBC alone bears the loss.

b. NBC undertakes to provide the interconnections which link the station to others on the network so that the programs can be simultaneously broadcast on a nationwide basis by its affiliates, at the time periods for which the programs are designed. NBC leases from the telephone company almost 14,000 miles of intercity circuits on a regular basis for its television network, with a total annual cost for all circuits of over $14 million. The existence of such a facility for simultaneous broadcasting, as implemented by the option time arrangements with stations, provides an incomparable means for instantaneous, simultaneous, country-wide communications in times of national emergency.

c. NBC undertakes to share with the station, under an agreed formula, the revenue from the sale of time for sponsored network programs carried by the station. NBC assumes the function of selling network time and programs to national advertisers in competition with magazines, newspapers and other national advertising media. The price charged the advertiser for this time consists of the network rates for each station, aggregated for the total number of stations which the advertiser uses for the particular network program.

On its part, as indicated before, the affiliated

* These segments are 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m., and 11:00 p.m. to 8:00 a.m.

HE'LL TESTIFY



PART II of NBC's rebuttal to the Moore anti-option time testimony will come June 14 when President Robert W. Sarnoff appears as a witness before the Senate Commerce Committee.

BRICKER, STANTON EXCHANGE REBUTTALS

SEN. John W. Bricker (R-Ohio) last Wednesday issued a reply to CBS President Frank Stanton's charge that the Ohio Republican seeks "suppression" of the tv networks [B•T, May 21]. Dr. Stanton penned a reply of his own a few hours after Sen. Bricker's letter was made public Thursday (see sidebar).

Sen. Bricker said he was releasing the letter to "clear the record" concerning "misleading and outright false statements" made in Dr. Stanton's speech to the American Marketing Assn. The Ohioan also wrote the *New York Herald Tribune's* John Crosby, taking the radio-tv columnist to task for describing Sen. Bricker's bill (S 825) for FCC regulation of networks as "malarkey" and criticizing his recent report, "The Network Monopoly."

Dr. Stanton, in his reply, stated he was encouraged to learn that it was not Sen. Bricker's intention to suggest public utility regulation of networks. He then proceeded to point out why he thought the senator's feelings must inevitably lead to such regulation.

The Bricker letter to Dr. Stanton:

"Dear Mr. Stanton:

"A condensation of your recent speech before the American Marketing Assn. which appeared in the May 21 issue of BROADCASTING • TELECASTING magazine has been called to my attention.

"From a reading of that speech it would appear you feel I am opposed, *per se,* to the operation of radio and television networks and am unaware of their considerable cultural, economic and national interest value. Your speech implies I propose federal regulation of networks as a means to put them out of business.

"Nothing could be further from the truth. I am an ardent advocate of freedom from regulation except when it is proved such regulation is in the public interest. I am well aware of the importance of networks and do not propose their 'suppression'—to quote your term.

"However, the use to which the public airwaves is put assuredly is a matter of concern to the public interest. Federal guardianship of networks does not connote 'suppression.'

"Your speech further states I seek to regulate 'private radio and television networks—from transmitter to receiver—as public utilities.' No recommendation for regulation of radio and television networks as public utilities was included in my recent report on 'The Network Monopoly.' It does not follow that federal regulation of networks is synonymous with regulation as a public utility.

"At present the FCC has regulatory authority over individual stations through its licensing functions and in other ways. But such stations are not regulated as a public utility nor does the FCC attempt to decide rates, as is done in the case of a public utility.

"On the other hand, networks are not licensed by the Commission, which thus finds itself in the anomalous position of having some directive control over individual stations but no licensing authority over what is agreed is the all-important network operation.

"I believe it is in the public interest to provide for the licensing of radio and television networks and to vest in the FCC statutory authority to enforce the stated objectives of the Congress, particularly with regard to the development of local stations.

"Freedom of the networks from regulation has brought about an economic picture I find extremely disturbing. It is not a healthful condition for two networks and their owned stations to account for approximately one half the net income of the entire television industry. There are other disturbing parts of the picture discussed in my report."

TEXT of reply sent by Dr. Frank Stanton to Sen. Bricker late Thursday:

"My Dear Senator Bricker:

"The text of your May 23 letter to me, as released to the press today, has been reported from Washington.

"It is encouraging that you say that you are not opposed to networks, that you recognize 'their considerable cultural, economic and national interest value,' that you do not propose regulation 'as a means to put them out of business,' and that you do not seek to regulate networks as public utilities.



SEN. BRICKER DR. STANTON

"I have difficulty in reconciling the statements in your letter with the implicit and explicit thrust of your report, 'The Network Monopoly.' In that report you devote major attention to an analysis of network profits and to the profits of network affiliates. You charge that these profits are 'exorbitant.' You state specifically on page six 'that the figures cited herein on revenue, income and profits are but one link in the chain of facts which demand regulation of the networks to assure proper equity in the industry.'

"It seems to me that in this respect your report most clearly looks toward regulation which in fact would equate networks with public utilities. I do not understand how regulation of networks explicitly designed to achieve what you believe to be a more equitable distribution of 'revenue, income and profits' can be accomplished by a mere licensing function, confined, as you suggest, to the same kind of 'guardianship' as now obtains in licensing individual stations. Control of 'revenue, income and profits,' to me is synonymous with public utility regulation.

"Similarly, the major attention in your report of the networks' affiliation practices, to the rates stations charge for network programs and to 'access' by stations to network programming, all seem inevitably to mean that these are factors which underlie your proposal to regulate networks.

"If you propose to have the FCC regulate a station's network rate, regulate to whom networks will provide network service and regulate on which specific stations specific programs will be placed, it would appear to me that you are advocating regulation of networks as public utilities. I believe that your report itself compels the conclusion that regulation not at all dissimilar from public utility regulation is, whether you intend it or not, what is contemplated.

"Other recent statements by you confirm this conclusion. Your public statement on the record in the course of the current hearings of the Senate Interstate & Foreign Commerce Committee that there should be regulation 'from transmitter to receiver' and your recent statement to the Associated Press of May 13 that an added reason for the passage of your bill to regulate networks is to provide a 'check rein' on television networks' handling of news and controversy, further justify the conclusions in my American Marketing Assn. talk.

"But in any event, you have explicitly suggested regulation of networks as *public utilities.* On March 26, 1956, you stated (pages 1656-7 of the current 'television inquiry' hearings before the Senate Committee on Interstate & Foreign Commerce):

"'Now, if you are going to charge them (networks) with a public interest, I do not see why the ordinary public utility rules should not apply to that just the same as it does to any other public utility . . . . the (networks') power is so great that I think if ever there were a duty for the government to exercise public utility regulation, and it is an essential responsibility of the federal government in this case because of crossing state lines, it should be in this industry. I can't see any other answer to it.'

"I am persuaded, and I hope to be able to persuade you when I appear before the committee, that the perhaps inadvertent result of the enactment of your proposals would indeed be to suppress and possibly destroy networks. It is reassuring to learn now that this is not your intention."

station undertakes to broadcast in designated periods of option time the sponsored programs offered to it by NBC, subject to its right to reject any such programs for any of the reasons which have been previously detailed.

These are the basic elements of the obligations assumed by a network and a station in their affiliation relationship. None of these network obligations is assumed by film syndicators.

The option time arrangement is the basic undertaking of a station in its network relationship. The destruction of that arrangement also would destroy the network-affiliate relationship on which the network system rests.

The Content of Network Programming. Network programming is distinguished from syndicated programs in that it is: An overall *service,* covering the full range of audience interests, and not a series of unrelated shows; furnished on a regular daily schedule; developed under public interest standards, since the networks themselves are licensees of a limited number of the stations carrying the network service, and based on the technique of *live* presentations.

The latter characteristic makes use of television's special quality—the feature which distinguishes it from all other media: its immediacy and ability to communicate events as they are happening. This attribute is indispensable for certain presentations, such as special event coverage, actually programming and sports, and its spontaneity gives added values to many other types of programs.

Live programming on a national basis is

possible only through networking. Networking, in turn, requires interconnection facilities and a program clearance arrangement with stations which is accomplished by option time. Without the network service, television would shrink from a national communications system to a film transmission mechanism, supplemented by locally produced shows.

Live programs accounted for 88.1% of the total program hours on the NBC network schedule for the typical week of March 18-24, 1956. By contrast, KTTV's schedule for a similar week consisted of only 9.8% live programming, with an additional 15.9% combined live and film and 74.3% completely film.

The network program service is not only unique in the four broad characteristics just listed, but in its individual elements, which also require the networking procedures which are under attack by the film group. These elements include:

(1) *A visual news service in which outstanding reporters and analysts collect, present and interpret the news on a nationwide and worldwide basis.* To provide this daily news service, which is a basic source of information to the public, NBC has its own news organization with a staff of over 250, including commentators, reporters and cameramen working out of NBC foreign offices in London, Paris, Rome, Bonn, Tokyo, Hongkong, Taipeh, Singapore and Cairo. This news organization shoots almost 2.5 million feet of news film a year. The annual cost of this news operation exceeds $3 million. Film syndicators provide no such service to stations and the public.

(2) *Coverage of special events of national importance.* Networks are the only program organizations which, as part of their overall service, undertake to furnish stations with live coverage of important public events such as the political conventions and national election campaigns, addresses by the President and national leaders, the presidential inauguration, and congressional hearings; or with comprehensive live sports coverage of leading sports events, including the World Series, the major football classics, championship fights, the principal golf matches and tennis tournaments.

(3) *Significant cultural and public affairs presentations on a national basis, for which networks assume the costs and furnish to stations whether or not they are sponsored.* As distinguished from film syndicators, networks furnish stations with programming produced at the networks' cost as a public service, such as nationally broadcast religious series. Other examples in the field of information and culture are series like *The Search* or *Adventure* on CBS; NBC's *Elder Wise Men* series—which has brought a nationwide audience face-to-face with such outstanding personages as Herbert Hoover, Robert Frost, Wanda Landowska, Pablo Casals, Nehru, Sean O'Casey, Bertrand Russell; or the NBC Opera Theater series, including original works specially commissioned by NBC. The Opera Theater has cost the network over $2.5 million to date in presenting opera performances on television without a sponsor.

(4) *The innovation of new program forms and techniques which have tremendously enlarged the value of television to the public.* Film syndicators are program merchants, not program experimenters. Their product falls largely into the standardized pattern of the half-hour drama, adventure, situation comedy or western series. While this type of program has a place in the television service—and is included as one of many elements in the network schedule—it must be recognized that the principal program experimentation and development in television—the type of presentations which have opened new and broader horizons for the medium—have come from the networks, which have undertaken the risks and costs of program innovation. To cite a few examples from the NBC service:

The Spectaculars. This program form did not exist in television until it was created by NBC in 1954. It consists of 90-minute live special entertainment events, with each series scheduled once every four weeks, so that the individual productions can have the benefit of maximum creative attention, long and thorough preparation and the participation of outstanding talent who are only occasionally available. The results have been such presentations as Sadler's Wells Ballet in "The Sleeping Beauty"; Shakespeare's "Taming of the Shew" and Shaw's "Devil's Disciple," both with Maurice Evans; "Heidi," "Babes in Toyland," and "Alice in Wonderland"; Robert Sherwood's "Petrified Forest"; "Cyrano de Bergerac"; Katharine Cornell in "The Barretts of Wimpole Street," and Mary Martin in "Peter Pan." NBC has thus far presented about 70 major productions of this type. They have given the whole television medium a broadened scope and value.

The Telementaries. This is another form developed by the networks. *Victory At Sea,* a 26-episode history of the Navy, with a specially-commissioned symphonic score by Richard Rodgers, is one example. Others are the treatments in depth of a given subject like "Three, Two, One, Zero," on the atomic bomb; "Nightmare In Red," a history and analysis of Russian communism; "Assignment India," and the "Twisted Cross," which documented the rise and fall of Nazi dictatorship—major contributions to public informattion, furnished in many cases on an unsponsored basis, at NBC's cost.

The Network Service Shows. Network program series like *Home* and *Today,* each costing several million dollars a year, would not have been developed by any other program source and scarcely could be produced by any organization other than a national network. *Home,* an hour-long program each weekday, presents national authorities dealing with homemaking, health news, child care, fashions, family management and new products. *Today,* scheduled two hours daily, five days a week, is a more general news and information show, keeping viewers current on national and international affairs and the forthcoming events of the day; reviewing books, plays and movies, and presenting the leading personalities of our time.

Wide Wide World. This novel program series takes a nation-wide audience around the country—and to neighboring countries—with *live* cameras, so that viewers can look in on America's ways of life and activities while they are happening. A single program, like the one of May 13, 1956, covering the U. S. Armed Forces, takes several months of planning and preparation; involves the participation of a number of affiliated stations in different parts of the United States; requires as many as 75 live television cameras, and costs as much as $150,000. It is possible only with live networking.

The Structure of Network Programming. The foregoing has dealt with special characteristics of network programming from the point of view of *content.* It is similarly distinctive in its *structure.* This structure—a schedule of consecutive programs related to each other in a planned sequence—also makes option time arrangements necessary, so that the values of the program structure can be preserved—subject to any station's veto of any program in its market—as it is broadcast nationally over multiple outlets.

The planning of the network program structure has as its objective the scheduling in each period of the type of program—and the particular program within the general type—which will be most effective, in the light of the programs which precede and follow it, the competing programs of other networks, and the type of audience available at the time.

Sources and Responsibility for Network Programming. The decision on what specific programs shall go into which time periods programmed by the network cannot be delegated to the many different program sources on which the network draws. To do so would turn over to others, who have an individual interest only in a particular program or time period, the responsibility for organizing the overall network schedule.

Although the network must itself decide on the development, selection and organization of its program structure, many of its programs come from organizations and individuals outside the network itself. This is desirable, in order that a network service, running over 80 hours a week of widely diversified programming, will have the benefit of as many different creative talents as possible.

In NBC's case, more than half of the programs in its schedule are produced by a variety of outside organizations.

It is obvious, as Mr. Moore states, that there may be programs not on the air, which, if given

Moore Answers Bricker, Repeats Blast at Networks

ANSWERS by Richard A. Moore, KTTV (TV) Los Angeles, to questions asked by Sen. John W. Bricker (R-Ohio) during Mr. Moore's testimony before the Senate Commerce Committee March 26 [B•T, April 2] have been submitted.

Taking 45 typed pages to answer 50 questions asked by Sen. Bricker sympathetic to Mr. Moore's testimony charging tv networks' "time option" and "must buy" policies violate antitrust laws, the KTTV president described KTTV's former relations with CBS and elaborated on his March 26 testimony.

Mr. Moore said network affiliates can't individualize programs for fear of losing affiliation; option time has helped CBS and NBC get an edge on ABC through shortage of outlets; affiliates telecast virtually 100% of network programs; networks profit on purchase-and-resale of shows; national advertisers have no alternative but to deal with networks; same for independent producers; networks are timebrokers for sale of time to stations they don't own, getting up to 70% commission.

He added that station's local programming responsibilities are pre-empted by distant network executives; advertising agencies could not gain the same powers networks now have if "option time" and "must buys" were eliminated, and that this elimination would precipitate an "upward spiral" of program quality; it might also help uhf in making more programming available; if new regulations would make possible enough quality programs, small-market stations might exist without network through lower costs.

If program sources had equal access to distribution, existing denial of programs to certain stations would be overcome, Mr. Moore said. He doubted elimination of "option time" and "must buys" would lead to government rate regulation for stations, since rates are imposed where there is protection from competition, while the Moore proposals would introduce free competition.

public exposure, might be more attractive than certain programs which are on the air. This truism applies to every entertainment medium, and it would apply to television even if networks did not exist. The appeal of a program cannot be finally tested until it is on the air, and there are always more potential programs than can be broadcast. The networks themselves screen thousands of program ideas, auditions and possibilities, from which the programs of the future are developed. Each network, in fierce competition with the others, strives for hits, and together, they are giving the public the finest program service available in the world.

The Economics of Network Programming. The provision of this network program service in a highly competitive industry is an undertaking requiring huge financial commitments for talent and program development. The network provides a regular volume of programs whether or not they are sponsored. It takes the risk of obtaining sponsorship on a basis which ultimately will recover the costs of the programming. And when the popularity of an established program or performer declines, the network has to absorb the costs of the long-range commitment it may have had to assume to obtain the program or performer in the first instance.

Accordingly, the significant financial dimension in the network business is money at risk—not just capital employed in the conventional sense, but it addition to that, the financial commitments for talent, program properties and the other elements for which networks must commit on a long-term basis.

$100 Million at Risk

In the case of the NBC television network, money at risk may often exceed $100,000,000—only a minor part of which is represented by investment in physical properties. Commitments of this magnitude are the concomitant of developing and maintaining—on a regular, continuing basis—a unique national program service of great scope and diversity, which offers such values to the public and the medium.

Another distinguishing aspect of the network program operation is reflected by the fact that the NBC television network's revenue from program sales falls far short of meeting the network's program costs. This is true because a network—unlike any other organization supplying programs to stations—furnishes costly unsponsored programming from which it obtains no revenue; engages in expensive program development and experimentation at its own cost; maintains programs on the air to build audience pending sale; and furnishes important program services which are designed for use by limited-budget advertisers on a "participation" basis, and which are seldom sold out.

The ability to provide a program service of the type just described depends on the networks' ability effectively to conduct their related advertising operation—the sale of comprehensive national circulation; and this in turn depends on option time arrangements, which make it possible for a national advertiser to turn to a network, and *in one transaction,* buy the national circulation to be generated by a given program over a multiplicity of affiliated outlets in markets the advertiser desires to cover.

Network advertisers want simultaneous broadcasts of the program they are sponsoring—indeed that is one of the main reasons why they use networks. Indeed, the sale of national advertising opportunities furnished by the simultaneous nationwide broadcast of a program *is the specialized advertising function* filled by a network. In conducting this advertising function, a network competes with every other network and all other national media for the patronage of national advertisers.

This competition is vigorous and intense. Within the network field, it has in the past year resulted in the development of a third television network as a major competitive force. Once ABC undertook the costs and risks of developing an overall program service of value to stations and national advertisers, its volume of business in terms of sponsored hours, billings and profits has rapidly increased, and in a number of periods, it now has competitive superiority in audience.

Competition for the national advertiser's dollar is no less intense as among networks and other national media. Network television is far behind magazines and newspapers in national advertising volume. National advertising volume for network television in 1955 was $520 million, as against national advertising of $724 million for magazines and $750 million for newspapers. And the latter two long-established media have continued their growth during the years of television's expansion.

In order to compete effectively for the national advertiser's patronage, networks maintain extensive sales organizations supported by a myriad of specialized supporting services. In NBC's case, the television network sales organization has grown from a staff of 10 people in 1947 to 201 in 1955. This sales operation is also assisted by a Planning and Development Dept. which each year has undertaken a fundamental research project on the advertising effectiveness of television as a medium. These NBC television research studies, each costing over $250,000, have given new impetus to the development of all forms of television advertising. Their results have been made available to the whole broadcasting industry—to other networks, stations, advertisers and their agencies, independent program producers, and film syndicators.

No matter how aggressive and thorough a network's sales operation may be, it would be unproductive if the network could not give the national advertiser some assurance that it is capable of delivering what he wants to buy and *can* buy from other national media: national exposure of his sales message.

The stations affiliated with networks recognize that they are able to bring to the public a well rounded high-quality program service because of the network-affiliate relationship and its essential ingredient of option time.

The high percentage of clearance by stations for network service in option time, upon which Mr. Moore places so much emphasis, is neither sinister nor surprising. Such clearance simply reflects the stations' recognition of the unusual values of the program service furnished by the network, in terms of audience attraction, the strengthening of the stations' standing in their communities, and the economic benefits to it. The Moore group acknowledges these values but asserts that some network programs are "inferior" to available non-network shows. This is, of course, a matter of judgment, and it is the station's judgment that is operative.

The film group represented by Mr. Moore catalogues various non-network programs which obtained higher local audience ratings than a number of network programs in the same market; and from this, it is argued that the affiliate is being "restrained" from carrying "superior" non-network programs. The illustrations used in no way support such a conclusion, because:

a. The non-network programs cited for their superiority were in most cases carried by network affiliates—the very stations claimed to be "restrained"; and

b. The network and non-network programs compared were broadcast at different time periods, against different competing programs, and with different preceding and following programs—factors which strongly influence audience ratings.

Although the percentage of clearance for network programs in option time is high, there are many cases where an affiliate exercises its judgment to carry a syndicated film show in such time. An analysis has been made of the 11 syndicated programs cited by the Moore group, to determine the extent to which they were carried in evening option time by network affiliates in the 48 markets listed. The results are set forth in the following tabulation:

Program (Cited by Moore)	Affiliates Carrying Program In Evening Option Time	Other Time	Total	% Carrying In Evening Option Time
Death Valley Days	6	12	18	33%
Highway Patrol	19	25	44	43
Waterfront	8	17	25	32
Dr. Hudson Journal	9	19	28	32
Science Fiction Theatre	17	24	41	41
Cisco Kid	10	24	34	29
Long John Silver	3	13	16	19
Superman	7	37	44	11
Search for Adventure	2	1	3	67
Confidential File	7	17	24	29
Amos and Andy	5	18	23	22
Total	93	207	300	31%

As appears above, in 44 of the 48 markets, *Highway Patrol* was carried by network affiliates, and in 19 of these cases it was carried in network option time. Another syndicated film series, *Science Fiction Theatre,* was carried by network affiliates in 41 of the 48 markets and 17 of these affiliates carried the program in evening option time. All told, 31% of the broadcast time devoted by affiliated stations to carrying these syndicated programs was evening time subject to network option.

It is clear from the foregoing that affiliated stations are not, as Mr. Moore claims, deprived of their freedom of action by option time arrangements.

Option time is the clearance procedure agreed upon between a network and affiliated stations whereby the network program service, consisting of a planned and organized program structure, can be simultaneously broadcast over multiple facilities across the country. This is the essence of network service to national advertisers, stations, and the public.

For national advertisers, option time provides the means for obtaining from a network the collective national circulation generated by a specified network program series, which is broadcast at a designated time for which the advertiser has contracted, over multiple outlets which he has ordered across the country for the specified time period and program series. No network advertiser has objected to the option time policy. Without it, the network system would disappear as an effective medium for national advertisers.

For affiliated stations, option time enables making orderly provision for receiving from networks a daily volume of programming which provides the stations with their principal audience attractions; builds their audence; increases the value of their time; gives them network revenue directly; and also gives them highly saleable adjacencies from which they obtain national spot and local advertising revenue.

No affiliated station has objected to the option time principle. On the contrary, stations eagerly seek affiliations with networks, and the option time agreement is the heart of the affiliation relationship.

In urging the elimination of option time, the



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WXEX-TV

NBC-TV Basic Network — Channel 8

*Service contours of stations considered are for maximum power and tower calculated from information on file with FCC, and based on latest available ARF figures. Station B now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers *57% more* TV homes than does Station B.

Tom Tinsley, President **Irvin G. Abeloff, Vice Pres.**

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

film group represented by Mr. Moore proposes that in lieu of this arrangement, stations could enter into contracts with networks to carry a specified program in a specified time period "for firm periods, such as 13, 26, 39 or 52 weeks." Of course, if affiliates entered into such contracts for all network programs, the end result would be the very result which this film group seeks to destroy, but with enormous administrative complications, involving hundreds of separate contracts a year between a network and each of 200 stations on changing lineups ordered by advertisers and with no advance potential for clearance on the basis of which the sponsor commits his advertising.

For the public, option time makes possible a responsible, diversified and carefully organized network program service on a national basis, including a world-wide news service, great live programs and major public events. Live programs constitute the bulk of NBC's total program service and embody the essential attribute of television, which distinguishes it from all other communications media.

THE BASIC NETWORK SALES POLICY. Under this sales policy, NBC establishes a minimum unit of purchase by advertisers, in order to provide against fragmentized use of its national network facilities. This minimum purchase unit consists of a group of "basic" stations, selected on the basis of objective economic criteria described below. Beyond this minimum station group, an NBC advertiser has complete choice in the selection and purchase of almost 150 optional affiliated stations, which provide valuable supplementary coverage and additional penetration of the national market.

Mr. Moore claims that the basic network policy represents an agreement between a network and stations "whereby each station agrees to withhold certain desirable time periods from sale to any advertiser unless the advertiser agrees to purchase equivalent time on all stations throughout the country who are parties to this agreement."*

This is sheer fantasy. The designation of an affiliate as a basic station is not a matter of agreement between NBC and any station, or between NBC and anyone else. It is a sales policy, arrived at by NBC alone, on the basis of objective standards of market size and economic value.

These facts in themselves destroy the whole elaborate argument that the basic network policy represents a "collective agreement not to deal" on the part of the stations among themselves and with the network.

The following summarizes the background and evolution of NBC's basic network policy:

Since NBC provides a national program service desired by all its affiliates, it would be preferable if its minimum purchase unit for advertisers were the full network. This would assure that all sponsored programs would be available to all affiliated stations, and through them, to the total television population. But such an extreme requirement would not be feasible as an advertising matter because:

1. It would put the NBC network at a disadvantage in competing with such national media as Sunday supplements, newspapers, etc.
2. Marketing problems of many national advertisers do not require such complete and intensive coverage as would be provided by the full network.
3. The cost of the full network would be too large for various national advertisers to whom network television would be advantageous.

On the other hand, if there were *no* minimum network purchase requirement at all, the national character of NBC's service could be atomized, with the result that network programs could be withheld from a majority of the television-equipped public at the instance of a sponsor with limited distribution and an advertising operation designed for national scope might be used on a restricted basis that would be uneconomic in meeting the network's costs of providing a national interconnected service.

On these considerations, NBC decided on what it believes to be a reasonable "middle road," through a sales policy which designates a realistic minimum station list to be ordered by the network advertiser. This minimum list is the basic network. The NBC basic network now includes 56 stations in major markets.

The attack on the basic network policy in effect argues that networks, which are national advertising media, should be forced to provide regional or selected-market advertising. That is the precise function of national spot television, and it serves that function well. To impose this alien function on national networks would artificially limit their service; endanger their economy; reduce their effectiveness as national advertising media, and be injurious to the public.

National networks—like national magazines—do not lend themselves to use by advertisers with regional distribution or by national advertisers for special, selected-market campaigns. In the television field, as in the print field, there is a full range of suitable advertising forms for these advertisers, and they use these forms successfully and extensively. This has been indicated by the data previously cited on the rapid growth of national spot billings.

It is also demonstrated by the first of a continuing series of national spot surveys released by the Television Bureau of Advertising on April 16, 1956, covering the last quarter of 1955. For that period, the survey shows that national spot television had gross time sales of $103,872,000, and was used by over 3,000 advertisers. This compares with gross time sales on all networks of $116,336,797, to 247 differ-

* Mr. Moore's further claim that ABC has no basic network policy (and that accordingly such policy cannot be essential in network operation) is not in accordance with the facts. The ABC basic network policy is in terms of a minimum dollar purchase, including the ABC-owned stations, as follows: "Advertisers are required to purchase a minimum cleared gross for station time equivalent to $50,000 per Class A hour. Advertisers are required to order as part of the applicable minimum the five ABC-owned stations . . . and any other ABC-owned stations added during the effectiveness of this rate card."

HOW NBC'S LAWYERS STATE THE CASE

NBC's brief, prepared by its attorneys, Cahill, Gordon, Reindel & Ohl, New York, and filed with the overall network statement, differed, point-by-point, with a brief prepared for KTTV (TV) Los Angeles' Richard A. Moore by Harvard U. Law School Prof. Donald Turner and presented with Mr. Moore's testimony and additional remarks by Dr. Turner.

Defending option time and NBC's must-buy requirements as necessary for its very survival, the NBC brief made these points:

I. FCC made an exhaustive consideration of the public interest and the Sherman Act before it issued the Chain Broadcasting Regulations "now under attack" and the Paramount and Griffith motion picture cases have "nothing to do with this matter." Regarding the "rule of reason" by which the Sherman Act is interpreted, it is necessary in determining whether a restraint is unreasonable, and hence unlawful, to examine the industry in which the restraint occurs to find whether it is in furtherance of a reasonable business purpose.

II. To advertise on a national scale by tv, NBC (1) must option time on affiliates to provide simultaneous exposure throughout the country; (2) must require advertisers to buy national circulation during the optioned time in the form of a basic minimum of 56 stations in order to be a national network; (3) must present a full program, sponsored or not, to affiliates to maintain a network of stations with broad circulation.

As a radio network entering tv, NBC trod where the movie industry was afraid to tread and to achieve a national network had to secure a minimum audience (through option time) and national circulation (through must-buy stations).

III. Option time is not an unreasonable restraint of trade.

A. It's not illegal *per se* (as claimed by Dr. Turner). The Paramount Case, if it held "block booking" to be illegal *per se*, did so only because of copyrights of properties involved. These bear no relation to option time because (1) NBC sells nothing to stations, but buys time for programs the station may veto; (2) there is no tie-in of one program with another for acceptance; (3) no copyrighted material in a program is being licensed to stations, for instead the network pays stations for broadcasting sponsored programs containing the copyrighted material.

B. Option time is essential to a network and if a network is in the public interest, so is option time. A network must have a daily schedule of time on which to depend or otherwise it will have no assurance of circulation and nothing to sell to national advertisers. Reasons for option time are so pressing (and of limited nature) that "it cannot be held violative of the Sherman Act."

C. Option time is reasonable. A network can option only 60% (21 hours) of a station's 35 hours of Class A time weekly and this option has many limitations. Non-network program supplies can option time, too, and one reason they don't is that NBC affiliates prefer NBC programs.

IV. NBC's basic must-buy policy is not an unreasonable restraint of trade.

A. It's not comparable to the Griffith case because (1) most NBC basic affiliates are in markets with competing stations and there is no monopoly of an audience in one market to gain an outlet in another; (2) NBC charges advertisers for "one homogeneous thing—a nationwide audience," while the Griffith situation involved gaining a competitive advantage for aggregating theatres and bargaining for them as a group, with each theatre showing different films at different times.

B. NBC's top quality shows could not be presented without national circulation. NBC uses 56 must-buys out of 200 affiliates.

C. A basic network is reasonable. NBC is a national network, not a regional, and cannot be expected to make regional advertising deals available. "Networks are simply a medium for those desiring national coverage. Those desiring less have many paths open to them."

ent advertisers. These facts demonstrate the absurdity of a claim that advertisers are foreclosed from using television for regional or selected market campaigns, or that spot television cannot effectively operate because of the national network service.

So far as the practical requirements of *national* advertising are concerned, they normally involve advertising exposure going well beyond the basic network. The advertisers who use NBC's network facilities generally desire and order many more affiliated stations than are included in the basic group. Currently, the facilities ordered by NBC advertisers for sponsored evening programs average 129 stations, although the basic network, which represents the minimum purchase unit, consists of only 56 stations.

There is no merit to the claim that the basic network policy forecloses small-budgeted national advertisers from use of the network medium. Although NBC's minimum *facilities* unit is designed to provide basic national coverage, its *purchase* units are so varied that they make network television advertising available to all types of national advertisers, regardless of the size of their budgets.

Thousands to Millions

For example, on the NBC network, national advertising can be bought in forms ranging from a single advertising message costing a few thousand dollars to annual sponsorship of a color spectacular series at a cost of over $4,000,000 with every gradation between these extremes, to fit any budget or requirement of national advertisers.

The actual use made by advertisers of this national medium reflects this range and diversity of opportunity. In 1955, the advertiser with the smallest expenditure on NBC was Edison Chemical Co., which bought one announcement in *Home* for $6,700; the advertiser with the largest expenditure was Procter & Gamble, which spent $11,000,000 for a number of NBC daytime and evening programs.

A great variety of small companies with national distribution have used and are currently using network television for low cost campaigns. Through the use of this medium, they are increasing their markets and enlarging their operations.

In 1955, the composition of national advertisers on the NBC television network broke down into the following categories, in terms of their gross time expenditure on the network:

Expenditure	Number of Advertisers
Under $50,000	58
$50,000-$99,990	38
$100,000-$249,000	42
$250,000-$499,999	25
$500,000-$999,999	17
$1 million or more	51
Total:	231

The foregoing puts to rest the claim that the basic network policy has the effect of confining network television to the advertising giants. NBC's television network sales patterns are deliberately designed to democratize the advertising use of the medium for all national advertisers.

Although NBC's interconnection costs represent only one of the many elements in its fixed cost structure, they illustrate what could result from the elimination of the basic network sales policy. NBC leases intercity circuits which make possible the interconnection of 176 stations. These circuits are generally leased under monthly contract in a minimum unit of eight hours a day, seven days a week, which represents the most economical way for NBC to buy the service from the telephone company.

If NBC could not establish a minimum facilities purchase requirement, presumably it would have to accept the business of an advertiser who wanted to buy only 10 or 15 stations, with revenue to the network which would not even meet its interconnection costs. This is like arguing that *Life* magazine should be forced to sell advertising at one-quarter of its established rates to an advertiser whose distribution is limited to one-quarter of the country, and who wants to buy the circulation *Life* furnishes in that quarter only.

Perhaps a closer parallel in the media field is the Sunday supplements, such as the Metro Sunday Magazine Network, which acts as sales representative for national advertising in Sunday supplements published locally by a group of newspapers. The relationship between Metro and its "affiliated" newspapers has some marks of similarity to that between a network and its affiliated stations, with the significant difference that Metro provides *only* the advertising, and is not responsible for the editorial material in the supplements; whereas a network undertakes the provision of a costly program service to its affiliates, as well as the development of advertising in that service.

Despite the fact that it does not have the fixed cost of producing the supplement, Metro operates under a "must buy" policy in the sale of national advertising in these supplements. In its case, the minimum purchase requirement is a supplement in each of 26 "Basic Group" cities, out of the total Metro group of 30 supplements in 27 cities. The *Los Angeles Times*, published by the owner of KTTV, is a "basic" ("must-buy") affiliate of Metro.

Apart from its advertising and economic justification, NBC's basic network policy serves an important public interest function in assuring that sponsored programs of great public value, which NBC has equipped itself to furnish to a nationwide audience, will be available at least to a majority of that audience*; and assures against the possibility that an advertiser could, by limiting the number of stations he orders, confine the program to a minority of the public.

It is curious that there should be an attack on this sales policy by those who purport to speak for the public interest. Indeed, it is because such a policy cannot, as a practical matter, go *far enough* in providing for the availability of sponsored network programs in additional smaller markets, that NBC developed two plans to help affiliates in such smaller markets obtain network sponsored programs which they needed and wanted, but for which they were not ordered by the network advertiser. Until these plans were adopted, the normal practice in network broadcasting was to furnish sponsored programs only to stations ordered by the program sponsor. Accordingly, where the advertiser ordered a relatively small number of stations in addition to the basic group, many communities were deprived of access to the program.

Under the first of these plans—the NBC Program Service Plan established in September 1954—various NBC sponsored programs, with the network commercial announcements deleted, are made available, as a service to optional affiliates which are not ordered by the sponsor. These smaller-market stations have eagerly welcomed this additional network service. As a result of it, they have been able to furnish their communities with popular network shows, which they otherwise would not have received. This in turn has increased television circulation in their markets and has made them more effective elements in the national television system.

A related procedure to make more network sponsored programs available to smaller-market affiliates is provided by NBC's Program Extension Plan, adopted in October 1955. Under this procedure, NBC established a group of some 50 "optional" affiliated stations which were most in need of additional programming. Under the plan, a network advertiser may order these stations at reduced costs by virtue of a "dividend" system, the cost of which is borne by NBC.

These plans have brought about a notable increase in network programs for smaller-market affiliates which had great need for such programs. NBC's action in developing these plans was applauded by the stations and by government leaders.

The proposal of the film group to outlaw the basic network policy would foster the opposite results—the withdrawal of network service from many communities at the dictate of any advertiser who sought to use a national medium for restricted coverage.

Conclusion

Option time and the policy of selling a basic network involve no unreasonable restraints.

They are necessary and proper procedures in conducting a national network service.

The network service has been the basis for the development of television to its present scope, and is now the basis on which the new industry of color television is being created. It has been and is the source of television's outstanding contributions to the public. Without an effectively operating network system, there could be no live programming or special event coverage on a national basis; the country's television source would be limited to local programs and film.

Adoption of the film group's proposals would have the effect of supplanting a vital, diversified and responsible service by a flood of standardized film programs and old Hollywood movies. The result would be a contraction of the scope and usefulness of television and a grave disservice to the public.

* The NBC basic network now covers 80% of all U. S. television homes.

PROBE DATES RESET FOR NETWORK HEADS

RESHUFFLING of dates was announced last week for the appearance of the three radio-tv network presidents in June before the Senate Interstate & Foreign Commerce Committee.

Kenneth Cox, special committee radio-tv counsel, also announced the names of two NBC-TV affiliates who will speak on behalf of that network the following week.

CBS President Frank Stanton, originally scheduled to testify June 11 [B•T, May 21], will appear instead the following day, June 12. NBC President Robert W. Sarnoff, scheduled to testify June 12, was moved to June 14, and ABC President Robert Kintner, originally set for June 14, was rescheduled to June 15.

The changes were made so Sen. John W. Bricker (R-Ohio), ranking committee Republican, can be present at all three sessions. Sen. Bricker could not be present on June 11 because of a firm commitment to attend a meeting that day of Ohio GOP delegates to the San Francisco convention.

The two NBC-TV affiliates, Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and Joseph L. Floyd, KELO-TV Sioux Falls, S. D., will testify June 20. CBS-TV and ABC-TV affiliates, representatives not yet named, will appear June 18 and 19, respectively.

Edward Breen, KQTV (TV) Fort Dodge, Iowa (ch. 21), last week offered to testify before the Senate group. Mr. Breen did not indicate the specific subject or position he would take.



"want to bat yourself 1.000?"

"Then try that big league team up there in Maine, like all these sharp young radio and TV buyers keep saying!" Smart counsel from Al Schacht, baseball's famous clown-prince-turned-*restaurateur*, who delivers a great pitch at his East 52nd Street dugout in New York. A big favorite with his fans from Madison Avenue.

"No curve about it," he says. "The best nine in Maine are those pay-off counties around the Bangor home-plate. Half-a-billion retail sales tucked right in their back pocket! And the hottest double-play combination to cover 'em is WABI radio and WABI-TV. Got the bleachers packed with 432,000 customers, all hollering for more!"

Al knows what he hears — and he hears a lot these days. When it's three and two, and you're looking for the big one, the wise timebuyers know you can always count on WABI radio and WABI-TV to belt out the winning run on your product. Get your advertising out of the sandlots and play it big league up in Maine!

wabi AM TV

Represented by: George P. Hollingbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

CHESTERFIELD'S $12 MILLION AD ACCOUNT MOVES TO M-E

Cigarette account leaves Cunningham & Walsh on Aug. 1. Addition will put McCann-Erickson's annual radio-tv billings over $200 million.

LIGGETT & MYERS (Chesterfield regular and king size cigarettes and institutional), New York, will move after a 37-year-old association with Cunningham & Walsh, New York, to McCann-Erickson, New York, effective Aug. 1. The shift of the approximately $12 million advertising budget for Chesterfield's regular and king size cigarettes, follows the April 1 transfer of L&M filter cigarettes from C&W to Dancer-Fitzgerald-Sample, New York.

Chesterfield currently sponsors *Dragnet* on NBC-TV, *Gunsmoke* on CBS-TV and CBS Radio, *Warner Brothers Theatre* on ABC-TV, as well as the Red Sox baseball games on radio and television. Chesterfield also uses a major radio and television spot announcement campaign.

Cunningham & Walsh ranked 17th in radio and television billing [B•T, Dec. 12, 1955] with its combined radio-tv at $17 million during 1955.

In an interoffice memo last Thursday, however, John Cunningham, C&W's president, who had notified his staff that "tomorrow, Liggett & Myers will announce the appointment of McCann-Erickson to handle the advertising of Chesterfield cigarettes," added that, "nobody here, who is engaged in servicing the 39 remaining accounts, need have any undue concern." He continued:

"While we regret the loss of Liggett & Myers' business, we are today a much bigger and much stronger agency—in both billing and personnel—than we were when we started Cunningham & Walsh just six years ago."

Cunningham & Walsh is the successor to Newell-Emmett, New York, which also had handled the Liggett & Myers account. In fact, the account started with Newell-Emmett on April 1, 1919.

The appointment of McCann-Erickson by Liggett & Myers puts the agency in an overall billing class of well over the $200 million mark.

Terrence Clyne, vice president in charge of radio-tv department and plans board chairman, will be management officer on the Liggett & Myers account.

When Is Spot Tv Used?

HOW ARE advertisers' allocations for spot television divided between daytime and evening time?

TvB took a look at its spot billings data for the last quarter of 1955 and the first quarter of 1956. Its findings were described to New York agency and advertising people last week (see story, page 62) as follows:

"We find that during the last six months, 35% of all the money spent for spot television time was spent during the day; 56% was spent for night, and an additional 9% was spent for late night television. These figures reflect to some extent the types of products now using spot television and their interest in reaching women or men or both together."

TvB's six-month findings with regard to type of commercial sponsorship were almost identical with those for the final quarter of 1955 [B•T, April 30]. For the six-month period, TvB reported, 44% of all expenditures for spot television time was spent for announcements; 12% for ID's; 22% for participations, and 22% for programs. "This, too," the bureau's presentation said, "illustrates the flexibility of spot in giving an advertiser the precise amount of commercial time he wishes in the market he wishes and at the time he wishes."

Nathanson Answers Hudnut 'Copy' Charge

DON PAUL NATHANSON, president of North Adv. Inc., has vigorously denied claims by William B. Lewis, president of Kenyon & Eckhardt Inc., that the Toni Co. copied part of Lambert-Hudnut's campaign to introduce New Quick home permanent [B•T, May 21].

Mr. Nathanson said, May 18, that a personal letter from Mr. Lewis, containing charges against Toni Co. advertising, was used as a "springboard to a promotional news conference" by Lambert-Hudnut.

In a letter to Mr. Lewis, he scored the fact that Mr. Lewis' letter had been circulated to the trade before he (Nathanson) had had an opportunity to reply.

Mr. Nathanson said North and Toni were "most disturbed" at outset by current Hudnut New Quick advertising, feeling it "would confuse the consumer and harm the home permanent industry." He said they felt Tip Toni advertising was "necessary if for no other reason than to distinguish between 20 curl and full-size permanents." He said he felt Hudnut did not so distinguish, save in post-purchase package directions.

He charged that Hudnut campaign theme few years ago was "out and out attack upon self-neutralizing permanents and definitely was a setback to the home permanent industry." Mr. Nathanson admitted it's "always difficult" to trace origin of advertising idea but added, "Toni's concern over using left-over lotion should be no news to you," having been "so static" since 1944. Avoidance of using such lotion, he added, was "basic reason for launching of Tip Toni last June" and preceded Hudnut campaign by nine months.

4A Advertiser Unit Silent On Compensation Review Pleas

THE GROWING TIDE of advertiser speeches calling for a review—at least—of the media commission system of compensating advertising agencies was studied without public comment last week by the advertiser relations committee of the American Assn. of Advertising Agencies.

A spokesman said it would be "premature" for the committee to comment now regarding either its own deliberations or the views that have been expressed by several leading advertiser executives, who feel that agency compensation should be more an advertiser-agency matter than one between agencies and media [B•T, May 21].

There were indications that some statement might be forthcoming later, however. The 15-man committee, headed by Harry Harding of Young & Rubicam, New York, and William Marsteller of Marsteller, Rickard, Gebhardt & Reed, Chicago, met Wednesday in New York. Other meetings will be held, but exact date for the next session has not been set.

The group is a regular committee of AAAA, but officials said some time ago when the provocative issue of agency compensation methods began to arise that "a vigorous and thorough inquiry into all phases of this subject" would be its "primary assignment."

AAAA members and leaders contend the commission system is "the sparkplug of the agency's creative contribution" and "has in every way proved its worth."

The board of directors of the Assn. of National Advertisers, on the other hand, claims that the function of agencies has changed materially and recommends that advertisers individually review the situation with their agencies, definitely considering compensation to be "a prime responsibility of the advertiser." ANA also has set up a special committee under Kraft Foods Sales and Advertising Director James B. McLaughlin to study the problem.

Mahoney to C&W From B&B

EDWARD H. MAHONEY, vice president in charge of tv commercial production and executive producer on the Procter & Gamble account, Benton & Bowles, New York, last week was appointed vice president in charge of radio-tv for Cunningham & Walsh, New York. The move becomes effective this Friday.



MR. MAHONEY

With B&B since 1949, Mr. Mahoney had been instrumental in making such clients as General Foods Corp. and Norwich Pharmacal Co. tv-active. Before joining Benton & Bowles, he was an executive with the International Bank for Reconstruction & Development in Washington and a consultant art director for Louis de Rochemont Productions.

Geyer Adv. Elects Two V.P.'s

DONALD J. SLATTERY Jr. and Robert P. Wilson, both account executives at Geyer Adv., New York, have been elected vice presidents, Sam M. Ballard, president, announced last week.

Mr. Slattery came to Geyer in 1948 from Lennen & Mitchell (now Lennen & Newell) as a copywriter. Mr. Wilson, with Geyer since 1952, formerly was account executive with W. Earl Bothwell & Co., which merged with Geyer at that time.



MR. SLATTERY MR. WILSON



The American Broadcasting Company

announces the appointment of

BLAIR-TV

as national representative for

WABC-TV NEW YORK
KGO-TV SAN FRANCISCO

EFFECTIVE JUNE 1, 1956

Two ABC-owned television stations—
WBKB Chicago and WXYZ-TV Detroit
—have been represented since 1952 by

BLAIR-TV

Radio-Tv Ad Skirts Relatively Clean

DESPITE widespread criticism of radio and television for carrying so-called "misleading" advertising, a report issued by the Assn. of Better Business Bureaus shows that in 1955 both radio and television lagged far behind newspapers in the number of advertisements requiring contact with advertisers or referrals to authorities.

The report noted that of 396,504 complaints made by consumers during 1955, a total of 19,618 required contact with the advertisers or referral to authorities. With respect to this latter figure, ABBB said, 17,829 advertisements appeared in newspapers; 474 on radio and 356 on television.

The association said that of advertisements on television necessitating advertiser contact or referral to authorities, the leaders were: home appliances (66), used cars (36), furniture and floor coverings (31) and new cars (25). On radio, the list was headed by new cars (87), followed by home appliances (84), used cars (32) and radio, television and music sales (24).

During 1955, the report said, 9,346 spot announcements were carried on radio, acquainting the public with the activities of the Better Business Bureaus. The story of ABBB also was told during the year by means of about 600 tv spot announcements and 524 mentions on radio programs and 328 announcements on tv programs, the association said.

C-P Returns to CBS Radio; Sleep-Eze Makes Record Buy

COLGATE-PALMOLIVE is returning to network radio next September, purchasing time on three CBS Radio daytime shows under a 52-week contract that will gross approximately $1.5 million for time and talent. In another buy involving CBS, Sleep-Eze (sleeping pills), Long Beach, Calif., bought its largest block of time on that network.

The Colgate programs involve sponsorship of 10 units weekly of 7½ minutes each, of *Backstage Wife, Our Gal Sunday* and *The Second Mrs. Burton.* C-P, whose last appearance on CBS Radio was in 1954 when it sponsored three programs, will use the shows to plug Colgate dental cream, Ad, Ajax and Fab.

The advertiser recently cancelled three daytime, Monday-Friday, shows on NBC-TV [CLOSED CIRCUIT, May 14], reportedly to devote its budget to its other television sponsorship and to spot tv.

CBS Radio also signed Sleep-Eze for three daytime serials, effective June 4. The new purchase represents that firm's largest schedule ever on CBS Radio, according to John Karol, CBS Radio vice president in charge of network sales. The contract provides for an alternate weekly schedule of seven 7½-minute segments every two weeks on *Young Dr. Malone, Road of Life* and *Romance of Helen Trent.*

Mr. Karol also reported the return to CBS Radio of still another advertiser, Phillips Packing Co. (canned pork and beans, franks and soups), Cambridge, Md. The firm will sponsor effective May 29 three five-minute segments weekly on *Wendy Warren and The News* on a southern hookup of stations. The last time Phillips sponsored a show on CBS Radio was in 1937.

Agencies involved in Colgate-Palmolive's buys are Ted Bates & Co., William Esty & Co., Bryan Houston and Lennen & Newell. M. B. Scott, West Hollywood, Calif., is the agency for Sleep-Eze. Marketing & Advertising Assoc., Philadelphia, is Phillips' agency.

COFFEE IN SAN FRANCISCO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Maxwell House (Benton & Bowles)	2	1	4 2/3	123
2.	Sanka Instant (Young & Rubicam)	1	1	1	50
3.	Borden Instant (Doherty, Clifford, Steers & Shenfield)	1	1	1 1/3	33
3.	Nescafe (Bryan Houston)	1	1	2	33
5.	Chase & Sanborn Instant (Compton)	1	1	1	7

SAN FRANCISCO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Maxwell House (Benton & Bowles)	2	3	15	291
2.	Hills Brothers (N. W. Ayer)	—	3	20	172
3.	M.J.B. Instant (BBDO)	—	3	12 1/2	153
4.	Nestle Instant (McCann-Erickson)	—	3	4 1/2	54
5.	Folger (Brooke, Smith, French & Dorrance	—	1	5	47
6.	Sanka Instant (Young & Rubicam)	1	1	1	41
7.	Nescafe (Bryan Houston)	1	1	2	35
8.	Borden Instant (Doherty, Clifford, Steers & Shenfield)	1	1	1 1/3	27
9.	Yuban (Benton & Bowles)	—	1	3	19
10.	Schilling (Beaumont & Hohman)	—	1	4	11
11.	Chase & Sanborn Instant (Compton)	1	1	1	5

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For** further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred week ending April 13, 1956.

GE Expands 'Warner' Buy

GENERAL ELECTRIC Co.'s sponsorship of *Warner Bros. Presents* (ABC-TV, Tuesday, 7:30-8:30 p.m. EDT) will be expanded next season when GE's Lamp Div. joins the Housewares and Radio-Tv Div.'s as alternate week backers of the film program. Meanwhile, starting July 3, the Appliance & Tv Receiver Div. of GE will sponsor part of the Warner show.

The GE Lamp Div. purchases—through BBDO, Cleveland, and Grey Adv., New York—will fill the void created by the departure of Monsanto Chemical Co. (detergents), St. Louis, alternating sponsors this past season. The latter's agency is Needham, Louis & Brorby, Chicago. The other sponsor of *Warner Bros. Presents* is Liggett & Myers Co. (Chesterfield cigarettes), New York, through Cunningham & Walsh.

M-E Moves L. A. Office

THE LOS ANGELES office of McCann-Erickson Inc. has moved to larger quarters for the second time in two years. The agency has leased the entire 13th floor of the new Tishan Bldg. at 3325 Wilshire Blvd. The Southern California headquarters covers 16,300 sq. ft. and includes 40 private offices, a television theatre, conference room, model kitchen, lounge, library and general offices.

Announcing a FOURTH Blackburn-Hamilton Company office in ATLANTA





CLIFFORD B. MARSHALL

NATIONWIDE, PERSONALIZED SERVICE

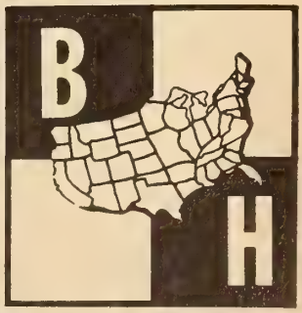
Radio and television are keeping pace with the thriving Southland—where industry and agriculture are setting the tempo for national growth. Blackburn-Hamilton Company, acknowledging the expanding need for its pioneer services, has opened offices at 1101 Healey Building in Atlanta, under the direction of Clifford B. Marshall.

Mr. Marshall's talents as salesman, negotiator and appraiser are well known to the Southern broadcasting community—where he has traveled for twelve years. He will welcome an opportunity to serve you.

BLACKBURN-HAMILTON COMPANY

• NEGOTIATIONS • FINANCING • APPRAISALS

• RADIO • TELEVISION • NEWSPAPER BROKERS



1 **WASHINGTON, D. C.**
JAMES W. BLACKBURN
JACK V. HARVEY
WASHINGTON BLDG.
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JACKSON 5-1576-7

3 **CHICAGO**
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TRIBUNE TOWER
DELAWARE 7-2755-6

4 **SAN FRANCISCO**
WILLIAM T. STUBBLEFIELD
W. R. TWINING
111 SUTTER ST.
EXBROOK 2-5671-2

CHILDREN'S TV LOYALTIES PINPOINTED

BBDO's client research analyzes viewing by age group and sex. Throughout all categories, 'Disneyland' has greatest general appeal.

THE magic of Walt Disney's *Disneyland* continues to be the strongest fascination for children tv viewers. And, according to BBDO findings, next loyalties are shared by canine capers of *Rin Tin Tin* and *Lassie,* along with the heroics of *The Lone Ranger.*

A study of children's viewing habits has been completed by the research department of BBDO, New York, under the supervision of Ben Gedalecia, director of research. The findings reveal a growth in taste according to age and sex. The survey covered 25 shows the children watched frequently or occasionally.

The survey was conducted through BBDO's National Children's Panel, a new consumer research facility which BBDO has established for research in the children's market. The panel included 3,397 families with children up to 18 years. Actually, there were 7,524 children on the panel. The study was made specifically for the use and benefit of BBDO clients.

The survey discovered that the favorite show of children under the age of six is *Disneyland.* Vying closely for second place in audience viewing is a group of eight shows—*Ding Dong School, Howdy Doody, Lassie, Lone Ranger, Mickey Mouse Club, Pinkey Lee, Rin Tin Tin* and *Super Circus.*

Among children six to eight years old *Disneyland* is still first, *Rin Tin Tin* is second while *The Lone Ranger* holds third position.

Captain Midnight and *Robin Hood* begin to come into their own among the six to eight group, while *Lassie* and *Mickey Mouse Club* continue among the favorites.

Evening viewing also shows an increase for such shows as *Jack Benny, Our Miss Brooks, Ozzie and Harriet* and *The Perry Como Show.*

In the nine to eleven age group *The Lone Ranger* replaces *Mickey Mouse Club* in the group of four leading shows. *Disneyland* continues as leader, *Rin Tin Tin* is second and *Lassie* a close fourth.

The late evening shows *Your Hit Parade* and *The $64,000 Question* gain a substantially larger audience from this group, where bedtimes have been extended.

In the 12 to 14 age group a "general change in taste becomes apparent. Although *Disneyland* remains first, it is closely followed by *The $64,000 Question.* Still very popular are *The Lone Ranger* and *Rin Tin Tin* but *Your Hit Parade* has now become one of the favorites.

You Bet Your Life now appeals to as large an audience as *Lassie.*

Perry Como and *Eddie Fisher* both attract more viewers than *Robin Hood* but as in the previous case, the audience is more constant for the adventure serial.

Among youngsters from 15 to 18 years of age the "adult" taste begins to appear: "There is a marked increase in preference for shows which have general appeal and a sharp drop in shows with specifically a children's orientation."

This age group's four leaders include *Your Hit Parade, The $64,000 Question, Perry Como Show* and *Disneyland,* in that order, with *You Bet Your Life* a close fifth.

Eddie Fisher and Jack Benny all reach larger audiences than previous favorites like *Rin Tin Tin* and *Lone Ranger.*

As for differences in sex, the survey discovered that more boys than girls watch *Captain Midnight, The Lone Ranger, Rin Tin Tin* and *Robin Hood.* Although the differences are not very great, they also seem to be more of an audience for *Mickey Mouse Club* and *Disneyland. Lassie* also has a slightly higher appeal for boys, as have *Super Circus* and *Zoo Parade.* The four top shows for boys are *Disneyland, The Lone Ranger, Rin Tin Tin* and *Lassie,* in that order.

In comparing boys and girls, one thing was clear in the survey: girls definitely like shows featuring popular music more than boys do. The audiences for Bob Crosby show, Eddie Fisher, Perry Como and *Your Hit Parade* are considerably larger.

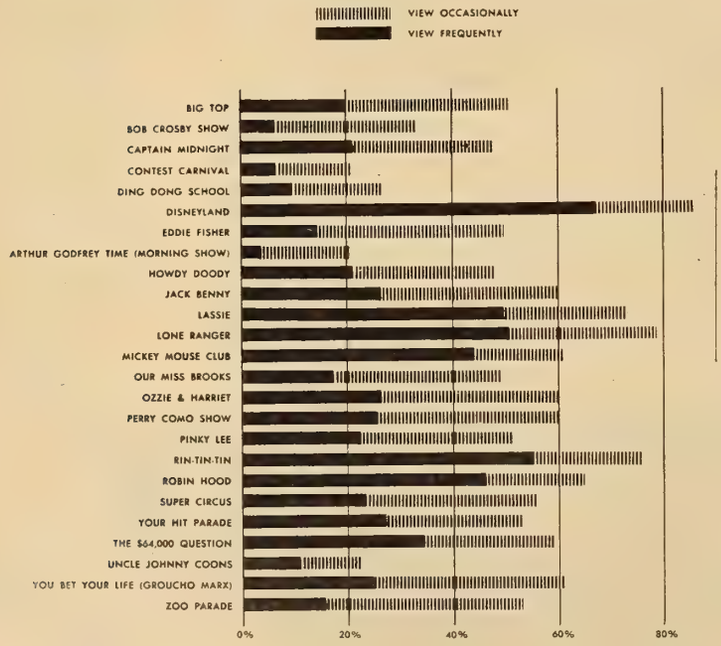
Situation comedies like *Ozzie and Harriet* and particularly *Our Miss Brooks* have a greater girl than boy appeal.

In the morning both Arthur Godfrey and *Ding Dong School* attract a higher proportion of girls. In the evening this is true of *$64,000 Question.*

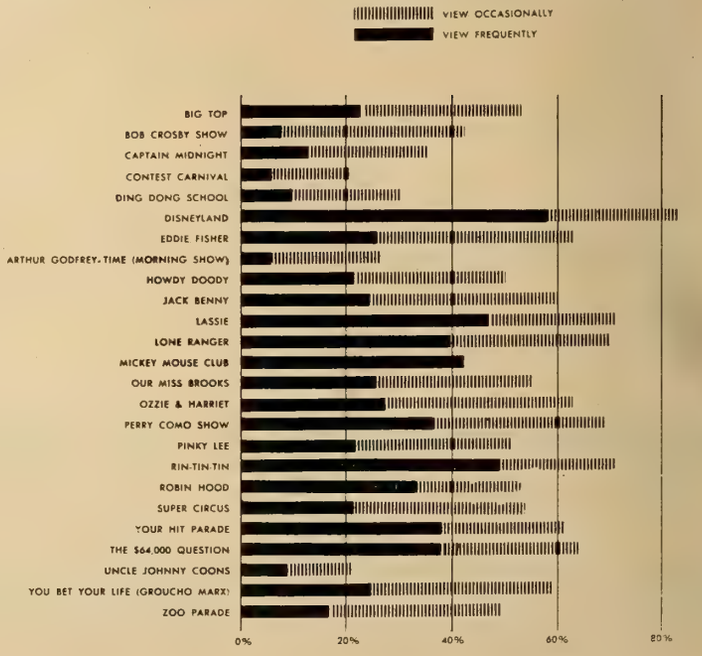
Generally the adventure serials which are so attractive to boys do not have a similar strong appeal for girls.

Disneyland is first, but there is a tie for second between *Lassie* and *Rin Tin Tin.* Second among boys, *The Lone Ranger* is a close fourth among girls, and Perry Como is right up there also.

WHAT THE BOYS WATCH



WHAT THE GIRLS WATCH



Television Enters Homes; Movie Take Goes Down 25%

MOTION PICTURE theatre box office take has decreased 25% since 1947—the year of the large-scale advent of television, according to a report contained in the May issue of the Commerce Dept.'s *Survey of Modern Business.*

The report, which is concerned with shifts in spending habits in the U. S., does not draw any conclusion as to what influence tv has had in cutting box office receipts at movie theatres.

It does, however, say that "the relatively small increase in recreation expenditures since 1947 has been due mainly to the postwar decline in motion picture theatre admissions, which are the largest single item in the group.

"Recreation services excluding motion picture theatres rose more than total consumption expenditures between 1947 and 1955; radio and television repair were particularly important in this movement.

"Motion picture theatre admissions reached a peak of $1.7 billion in 1946, almost 2½ times the amount spent in 1929. A steady decline through 1953 followed by a rise in 1954 and 1955 had reduced these expenditures almost 25%."

KIRO SEATTLE...
FIRST IN PUBLIC SERVICE!

NEW YORK HERALD TRIBUNE

Top Peabody Award

The committee gave high praise to CBS Station KIRO, in Seattle, Wash., in presenting the "Radio Public Service" award to its president, Saul Haas. The citation read: "Since 1948, Station KIRO has broadcast a community development program entitled 'Democracy Is You'. In co-operation with the University of Washington, the station has developed community rehabilitation programs in a unique and effective manner.

"This program has received national and international recognition as an unusual method in focusing community attention upon a wide range of social and economic community problems. The introspective development of these problems has in many cases produced solutions of a far-reaching and permanent nature. Recently in the struggle between the Free World and the communist ideology, KIRO has made the services of the director of this program available for Far Eastern areas, including Japan, Taiwan and the Philippines. The extension of this technique on a community, national and international basis is radio public service of the highest and most distinctive quality."

• Broadcasting in the Public Interest has always been the basic operating policy at KIRO; Seattle, Washington.

• Recognition of this service to the community as the best in the Nation is summed up in the comments of the committee (reproduced here) in naming KIRO for the top "Radio Public Service" award — a fact well known to KIRO listeners in Seattle and the Pacific Northwest.

• Wise advertisers know the power of such high principled policy and performance.

• For complete information and availabilities on — this 50,000 watt, CBS station — 710 kc. call:



PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives

NEW YORK
250 Park Avenue
PLaza 1-2700

DETROIT
Penobscot Bldg.
WOodward 1-4255

ATLANTA
Glenn Bldg.
MUrray 8-5667

CHICAGO
230 N. Michigan Ave.
FRanklin 2-6373

FT. WORTH
406 W. Seventh St.
EDison 6-3349

HOLLYWOOD
1750 N. Vine St.
HOllywood 9-1688

SAN FRANCISCO
Russ Building
SUtter 1-3798

TV NETWORK BUYS AND BUYERS

Top 10 Tv Network Advertisers During February, 1956

1.	Procter & Gamble	$3,257,762
2.	General Motors	1,675,552
3.	Chrysler	1,649,155
4.	Colgate-Palmolive	1,585,573
5.	American Home Prods.	1,406,477
6.	General Foods	1,166,339
7.	R. J. Reynolds	1,049,082
8.	American Tobacco	994,777
9.	Gillette	931,379
10.	General Mills	908,707

GROSS TIME SALES LAST FEBRUARY TOTAL OVER $37 MILLION

GROSS time sales by the tv networks in February of this year ran $6 million ahead of the totals chalked up in February of 1955. According to a compilation of Publishers Information Bureau figures, the February 1956 gross was $37,191,571, as compared to $31,135,540 recorded for February 1955.

Among groups showing increases were automotive-auto equipment-accessories, food-food products, drugs-remedies, soaps-cleansers-polishes and toiletries-toilet goods. Other leading product categories such as household equipment-supplies and smoking materials held their own.

Procter & Gamble as usual stepped out in front as the No. 1 network tv spender with its gross time purchases at $3,257,762 in February nearly twice the amount of the runner-up, General Motors Corp. GM and Chrysler (in the third spot) each were ahead of its spending of a year ago February by about a half-million dollars. Colgate-Palmolive, second in the top ten in February 1955, was fourth in the listing, although last February it spent more that it did for the corresponding month of last year.

The same leading 10 network tv advertisers appeared in the listings this year's February and same period last year except for American Home Products, which spent over $1.4 million, replacing Lever Bros. American Home, placing fifth in the list, also was the top time purchaser on the tv networks in the drugs and remedies field in February.

The tv networks had nearly $11.5 million more in gross billings for the January through February period as compared to the same period of 1955.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR FEBRUARY AND JANUARY-FEBRUARY 1956, COMPARED WITH 1955

	February 1956	Jan.-Feb. 1956	February 1955	Jan.-Feb. 1955
Agriculture & Farming	$ 32,697	$ 65,091	$	$ .....
Apparel, Footwear & Access.	287,429	562,449	329,844	595,120
Automotive, Auto Equip. & Access.	4,830,716	10,305,603	3,238,592	6,744,372
Beer, Wine & Liquor	544,697	1,096,193	499,832	1,001,006
Building Materials, Equip. & Fixtures	248,095	415,328	72,889	130,523
Confectionery & Soft Drinks	854,344	1,731,004	740,848	1,616,414
Consumer Services	35,580	98,793	120,591	297,837
Drugs & Remedies	3,063,268	6,253,184	1,808,559	3,762,394
Food & Food Products	7,262,118	14,566,911	6,597,719	13,457,527
Gasoline, Lubricants & Other Fuels	340,854	714,570	344,298	760,439
Horticulture	.....	.....	.....	4,746
Household Equipment & Supplies	2,382,084	5,044,063	2,669,759	5,558,162
Household Furnishings	206,190	406,642	222,376	467,666
Industrial Materials	780,727	1,590,536	628,055	1,146,993
Insurance	346,119	766,369	139,224	348,213
Jewelry, Optical Goods & Cameras	389,545	673,509	372,558	791,342
Office Equipment, Stationery & Writing Supplies	315,822	694,345	585,151	1,173,724
Publishing & Media	108,756	207,181	90,593	148,949
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	649,575	1,495,880	793,127	1,669,583
Retail Stores & Direct by Mail	.....	.....	10,392	10,392
Smoking Materials	3,571,397	7,128,377	3,262,286	6,650,035
Soaps, Cleansers & Polishes	4,569,990	9,138,714	3,187,674	6,640,976
Sporting Goods & Toys	31,398	73,344	4,464	17,856
Toiletries & Toilet Goods	6,054,021	12,517,241	5,082,438	10,899,450
Travel, Hotels & Resorts	41,400	103,230	34,560	86,445
Miscellaneous	244,749	440,631	299,711	618,171
TOTALS	$37,191,571	$76,089,188	$31,135,540	$64,598,395

Source: Publishers Information Bureau

LEADING TV NETWORK ADVERTISERS IN PRODUCT GROUPS DURING FEBRUARY 1956

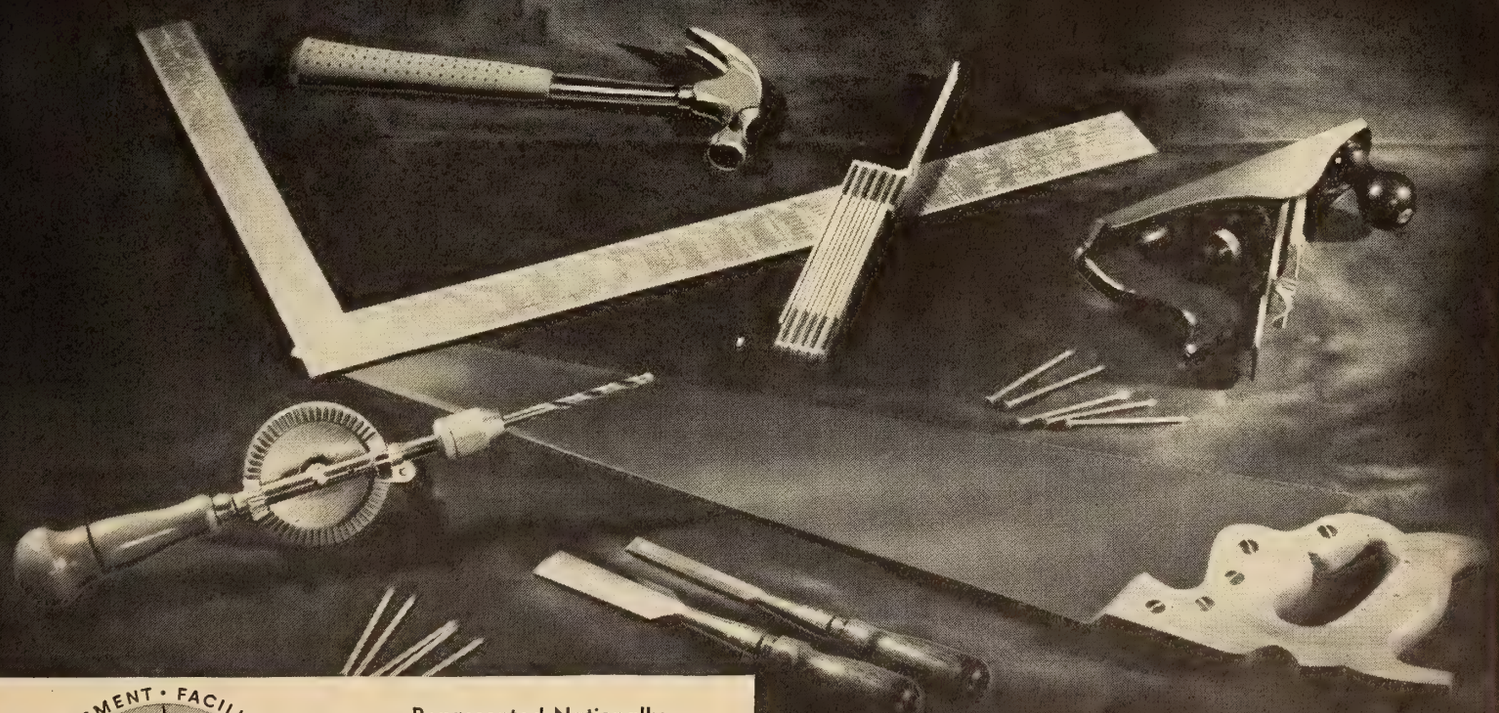
Ralston Purina Co.	$ 32,697
Knomark Manufacturing Co.	109,197
Chrysler Corp.	1,649,155
Joseph Schlitz Brewing Co.	194,427
General Electric Co.	92,076
The Coca-Cola Co.	386,989
Western Union Telegraph Co.	35,580
American Home Prods. Corp.	1,339,004
General Foods Corp.	1,166,339
Gulf Oil Corp.	164,988
.....	.....
Scott Paper Co.	446,264
Armstrong Cork Co.	144,455
Aluminum Co. of America	165,240
Prudential Ins. Co. of America	242,004
Eastman Kodak Co.	213,015
Hallmark Cards Inc.	107,464
Time Inc.	49,740
Columbia Broadcasting System	193,726
.....	.....
R. J. Reynolds Tobacco Co.	1,049,082
Procter & Gamble Co.	3,012,848
Mattel Inc.	31,398
Colgate-Palmolive Co.	1,172,847
Pan-American World Airways	41,400
Armour & Co.	62,795

if you're building a market . . .

you need tools . . . tools that will do the best possible work and the quickest!

WGY's 35 years of leadership provide you with the best sales tools in Northeastern New York and Western New England—where listeners prefer WGY 3-to-1 over the nearest competing station.* If you're building a market in the Great Northeast, it will pay you to study WGY's rich 33-county market area, including the important tri-cities of Albany, Schenectady and Troy.

*Alfred Politz Research Survey.



MARKET • MANAGEMENT • FACILITIES • PROGRAMMING • PUBLIC SERVICE

Represented Nationally
by Henry I. Christal Co., Inc.

WGY

A General Electric Station

KATZ PITCHES DAYTIME FOR CIGARETTES

New presentation by station representation firm points out that cost-per-thousand smokers is less in daytime television than advertisements on evening shows.

NOTE to cigarette manufacturers and their agencies: You're missing a lot of sales by not getting into daytime spot television.

This is the point of a presentation prepared by The Katz Agency, station representation firm, to sell cigarette advertisers on the advantages of using daytime tv, an area they have left largely untouched up to now.

Along with the presentation, unveiled last week, the Katz firm has developed a new formula for determining the number of actual smokers a cigarette advertiser reaches with his television dollar. As pointed up in the Katz study, the formula demonstrates that daytime television can be just as good as nighttime in terms of reaching people who buy and smoke cigarettes.

The formula translates "total viewing audience" into "a reasonable approximation" of the number of actual smokers who are viewing a given program. It was worked out by the Katz sales development unit, under Saul Rosenzweig, as a yardstick to show tobacco advertisers how daytime tv announcements stack up —in both cost and impact—against nighttime announcements.

Based on tobacco industry figures, the formula has been discussed with—and apparently accepted by—most of the leading cigarette advertisers, Mr. Rosenzweig reported.

The concept starts with the tobacco industry's estimate that 60% of the nation's males and 40% of the women are smokers. These estimates are then applied to television viewing patterns. In daytime, it is estimated that the adult audience statistically consists of one woman and one-sixth of a man per set. Using the 40% "smoker factor" for women and 60% for men, this reduces to 0.48 smoker-viewers per set in the daytime. At night, assuming one male and one female viewer per set, the smoker-viewer total is one (0.4 women and 0.6 men).

To get the "smoker rating" of an announcement or program, as well as its "cost per thousand smokers," the formula applies these "smoker factors" to total ratings and cost. As an example, Katz cited 15 daytime ID's a week on WSAZ-TV Huntington, W. Va. They cost $180 and had, in the period measured, an ARB total weekly rating of 234.9.

Multiplying this total weekly rating by the daytime smoker-factor (0.48) produces a weekly "smoker rating" of 112.7. To get the daytime cost per thousand smokers, the weekly smoker rating is multiplied by the number of tv sets in the area, and the product is then divided into the cost per week. In the WSAZ-TV example, this came out to $0.27 per thousand smokers.

By the same formula, the cost of three well-rated nighttime cigarette ID's on the same station—which also cost $180 per week—was shown to be $0.38 per thousand smokers, or 11 cents more per thousand.

Mr. Rosenzweig projected this method of comparison on a national scale and found average evening once-a-week shows getting 22.4 ratings, and Monday-through-Friday daytime programs for adults averaging 9.4. This translates to a "smoker rating" of 22.4 at night, 4.6 in daytime. Cost factors were than applied on the theory that on most television stations 15 daytime ID's per week cost approximately the same as 3 nighttime ID's per week. The result was a total smoker rating of 67.2 at night, 69.0 in daytime.

The point, Mr. Rosenzweig noted, is that "the same dollars deliver more smokers with daytime ID's than a nighttime campaign. Daytime ID's are in much greater supply and the opportunity now exists to buy better-than-average ratings. Evening television, with considerable programming and announcement business, is much tighter."

The Katz presentation summarizes the "qualitative advantages of such a daytime schedule" as follows:

". . . Sheer mass of repeated impact on the large daytime segment of viewers.

". . . Relative dominance during daytime as compared with your competitors.

". . . The special appeal of increased cigarette smoking to women.

". . . Immediacy of daytime television to shopping hours of women."

The presentation takes the daytime-versus-nighttime comparison a step further. On each of six stations high-rated nighttime ID's are compared with daytime ID packages of equal or less total cost; in most cases the daytime "smoker rating cost" is shown to be less, sometimes by considerable margins.

As another example, the presentation figures the cost of a campaign using 15 daytime ID's per week in 64 markets (including the Katz-represented stations and, in most cases, the highest-priced stations in the market). These markets, it was pointed out, cover 36,700,000 tv homes and the campaign would cost $18,754 a week on a 26-week basis. Figuring an average daytime rating of 9.4, the cost per 1,000 home impressions would come to 36 cents—or, in terms of smoker-viewer impressions, less than 80 cents per thousand.

As a variation on the 15 daytime ID per week plan, Katz also is recommending a plan encompassing 10 daytime ID's and five late at night (after 11 p.m.) to catch the late-show viewers. Using the same 64 stations in the daytime ID plan, this variation would cost $21,-831 a week.

LATEST RATINGS

PULSE

TOP 20 REGULARLY SCHEDULED ONCE-A-WEEK SHOWS

(Month of April)

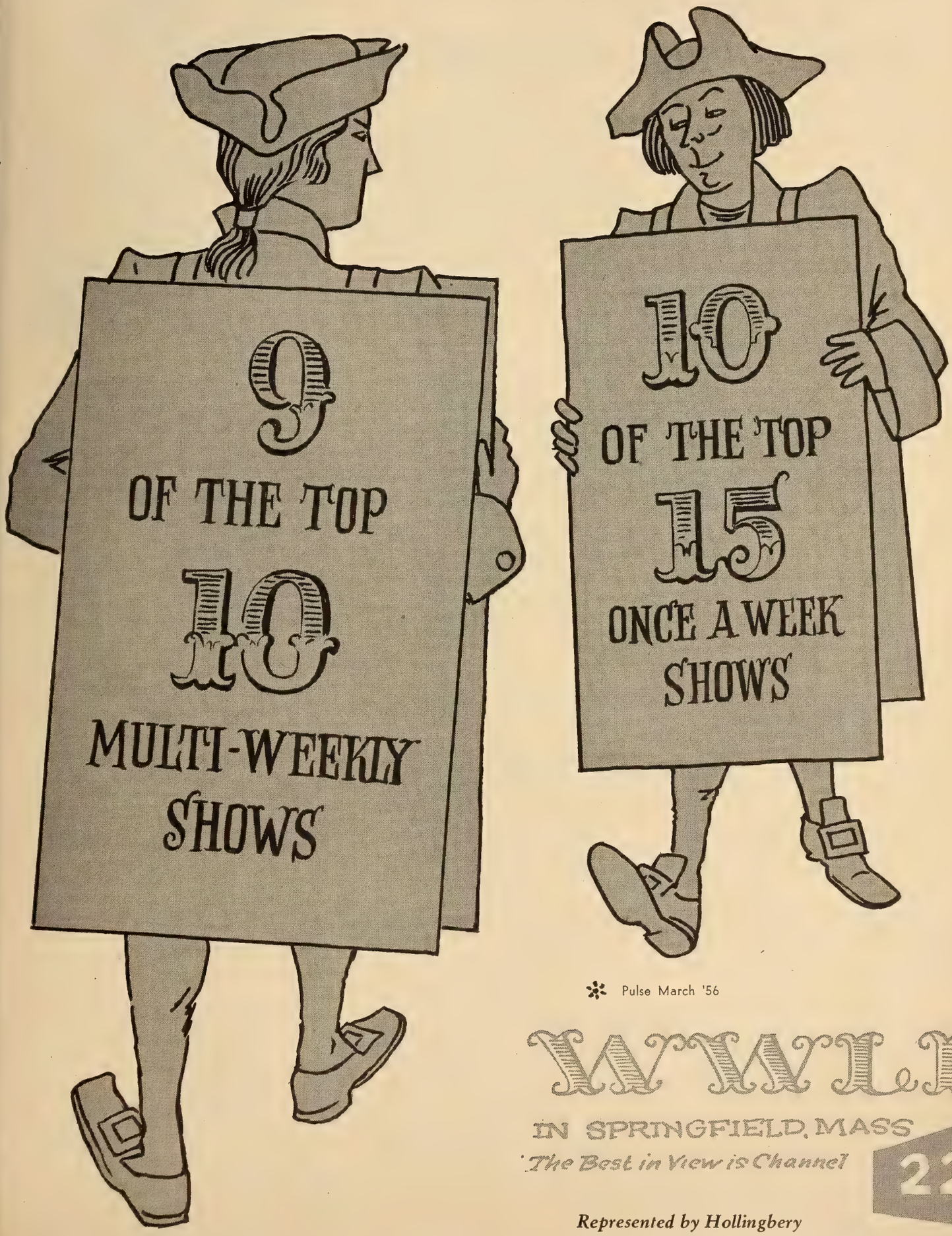
Rank	Program	Sponsor	Agency	Network	No. of Stations April	No. of Stations March	Day & Time	Rating April	Rating March
1.	$64,000 Question	Revlon	BBDO	CBS	165	164	Tues., 10-10:30	45.4	46.1
2.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	186	Sun., 8-9	44.3	45.9
3.	I Love Lucy	Procter & Gamble	Biow	CBS	155	154	Mon., 9-9:30	40.2	41.8
		General Foods	Young & Rubicam		157	154			
4.	Groucho Marx	DeSoto	BBDO	NBC	157	157	Thurs., 8-8:30	36.3	36.9
5.	Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	178	Wed., 7:30-8:30	34.8	34.4
		American Dairy	Campbell-Mithun						
		Derby Foods	McCann-Erickson						
6.	Jack Benny	American Tobacco	BBDO	CBS	172		Sun., 7:30-8	33.4	
7.	Climax	Chrysler	McCann-Erickson	CBS	162	162	Thurs., 8:30-9:30	32.9	33.9
8.	Perry Como	Armour	Tatham-Laird	NBC	81	81	Sat., 8-9	32.8	34.6
		Dormeyer	John W. Shaw		82	82			
		Gold Seal	Campbell-Mithun		86	86			
		International Cellucotton Prod.	Foote, Cone & Belding		90	90			
		Noxzema Chemical	SSC&B		95	95			
		Toni	Weiss & Geller		91	91			
9.	Jackie Gleason	Buick Div. of General Motors	Kudner	CBS	187	187	Sat., 8-8:30	31.5	31.3
10.	December Bride	General Foods	Benton & Bowles	CBS	182	181	Mon., 9:30-10	31.4	30.7
11.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	169	Thurs., 8:30-9	30.2	29.7
12.	$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	110		Sun., 10-10:30	30.1	
		Revlon	C. J. LaRoche						
13.	What's My Line	Jules Montenier	Earle Ludgin	CBS	70		Sun., 10:30-11	29.1	
		Remington Rand	Young & Rubicam		111				
14.	Fireside Theatre	Procter & Gamble	Benton & Bowles	NBC	132	132	Tues., 9-9:30	28.4	
15.	Burns & Allen	Carnation Co.	Erwin Wasey	CBS	148	148	Mon., 8-8:30	28.0	28.7
		B. F. Goodrich	BBDO		142	142			
16.	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	170	Wed., 9:30-10	27.2	28.7
17.	This Is Your Life	Procter & Gamble	Benton & Bowles	NBC	133	133	Wed., 10-10:30	27.2	27.7
18.	Playhouse of Stars	Schlitz Brewing	Lennen & Newell	CBS	125		Fri., 9:30-10	26.9	
19.	Producer's Showcase	RCA	Kenyon & Eckhardt	NBC	97		Mon., 8-9:30	26.6	
		Ford	Kenyon & Eckhardt						
20.	Lux Video Theatre	Lever Brothers	J. Walter Thompson	NBC	129	129	Thurs., 10-11	26.5	27.5

TOP 10 REGULARLY SCHEDULED MULTI-WEEKLY SHOWS

Rank	Program	Sponsors	Agency	Network	No. of Stations April	No. of Stations March	Day & Time	Rating April	Rating March
1.	Mickey Mouse Club	Segmented Sponsors		ABC	94	94	Mon.-Fri., 5-6	19.9	19.5
2.	Guiding Light	Procter & Gamble	Compton	CBS	113	113	Mon.-Fri., 12:45-1	12.1	11.6
3.	Search for Tomorrow	Procter & Gamble	Biow	CBS	125	125	Mon.-Fri., 4-4:15	10.8	11.1
4.	Love of Life	American Home Prod.	Ted Bates	CBS	153	153	Mon.-Fri., 12:15-12:30	10.3	10.1
5.	Valiant Lady	General Mills	D-F-S	CBS	97	97	Mon.-Fri., 12-12:15	9.9	9.6
		Toni	North Adv.		71	71			
		Wesson Oil	Fitzgerald		99	99			
		Scott Paper	J. Walter Thompson		70	70			
6.	News Caravan	Plymouth	N. W. Ayer	NBC	116	116	Mon.-Fri., 7:45-8	9.8	9.3
		R. J. Reynolds Tob.	Wm. Esty						
7.	Arthur Godfrey	Participating Sponsors		CBS	99	99	Mon.-Thurs., 10-11:30	9.7	
8.	Eddie Fisher	Coca-Cola	McCann-Erickson	NBC	107	107	Wed., Fri., 7:45-8	9.7	
9.	Big Payoff	Colgate-Palmolive	Wm. Esty	CBS	121	121	Mon.-Fri., 3-3:30	9.3	9.6
10.	CBS TV News	Whitehall	D-F-S		121		Mon.-Fri., 6:45-7	9.2	
		Amer. Tobacco	SSC&B	CBS	75				

We don't know about the rest of the Country but . . .

In Springfield, Mass. it's WWLP Ch. 22 and NBC programming that rate high.



Pulse March '56

WWLP

IN SPRINGFIELD, MASS

The Best in View is Channel 22

Represented by Hollingbery

AN ADVERTISING SUCCESS STORY

TOYS AND TELEVISION: PAYING PARTNERSHIP

HOW can the $1.3-billion-a-year U. S. toy industry—that does 78% of its actual business and 89% of its advertising in the 10-week pre-Christmas season—get more mileage out of the television dollar?

This question was posed earlier this year to more than 3,000 toy dealers coast-to-coast by one of the country's largest doll manufacturers, American Character Doll Co., New York.

In a questionnaire mailed to the nation's toy dealers in advance of the annual Toy Fair in New York in March, ACD asked them what they thought about television. Specifically: what—if any—sort of tv advertising they had done in 1955, how much of it, how frequently, whether it was supported by other media and what the sales results had been. To assure what ACD called "an equitable response," it offered an award, the Television Toy Merchandising Award Gold Plaque, to the dealer who used television most "wisely . . . with creativity, planning and productivity."

Within days of the initial mailing, the first completed forms trickled in. "They were still arriving by the bagfull by the time we were to make the awards," Bernard J. Schiff, ACD's advertising and sales promotion manager, told B•T. Out of 3,000 questionnaires dispatched, the firm received a 25% return. From these, 15 were chosen for serious consideration by the judges—NBC's Merchandising Director Murray Heilweil, Sidney Rubin, director of CBS-TV Enterprises, and John Eckstein, ABC's advertising and sales promotion director. Out of the 15, three top winners were picked:

• DEPARTMENT STORE: Denver Dry Goods Co., Denver. Store in 1955 sponsored a 26-week live program series on KOA-TV, supported by an all-media campaign. Sales increased 18.5%.

• RETAIL CHAIN STORE: Darling Distributing Corp., New York. A 44-store enterprise, Darling's sponsored two local daytime kiddies' programs on WABC-TV and WOR-TV, supported them with premiums, newspaper campaigns and in-store celebrity appearances, saw its televised items jump 200% in sales, its over-all sales 53%. President I. M. Weintraub reported 37,581 children "pulled into the store" by one premium alone, said "we had to call in the cops to keep the crowds orderly."

• INDEPENDENT STORES: Orr's Bookshop, Wichita, Kan. Orr's sponsored local and syndicated film programs and participations on KAKE-TV and KARD-TV in addition to buying heavy spot, and despite its gain of only 5%, was picked because it used "frequency."



SHARI LEWIS demonstrates ACD's Sweet Sue Doll on one of the film commercials that firm offers free to dealers.

What, exactly, did the TVTMA contest prove? According to Herbert Brock, ACD's executive vice president, "it told us that tv is the only effective medium through which we toy people can reach the ultimate consumer—the child in the 2-10 age group. He makes up 87% of the entire toy market. He initiates the purchase by 'asking Daddy.' Furthermore, "what child regularly reads the *Ladies Home Journal?*"

Mr. Schiff added: "It also showed us that the dealers are deluding themselves by staying in print and out of tv. They seem to be scared of tv. They think time costs a fabulous amount of money. Well, we now have visible proof that it doesn't. There's no jucier carrot to hold in front of them than their competitors' sales charts after television. . . ."

Will they see the carrot? "Not all will," thinks Mr. Schiff. "Trouble is that most dealers depend on the tremendous *free* publicity their wares have been getting on tv, thanks to the shrewd promotion value of merchandising franchised items (see box). Frankly, we're to blame for that ourselves."

Illustrating his point, Mr. Schiff said that since television's advent, toy promotion has followed more or less a three-step procedure:

"First the manufacturer pitches woo at television. He purchases rights from networks or packagers to reproduce or name his items after well-known tv fixtures. Then, he promotes that item—for nothing, if at all possible—by plugging it on audience participation shows like they're doing right now on CBS-TV's *Jack Paar Show*. Should that work and result in kids rushing into stores saying, for instance, 'I saw Tinker Bell on television,' he knows he *has* something. Only then will he prod his dealer into buying time. It's a long courtship. Too long. We aim to shorten it a bit with these re-

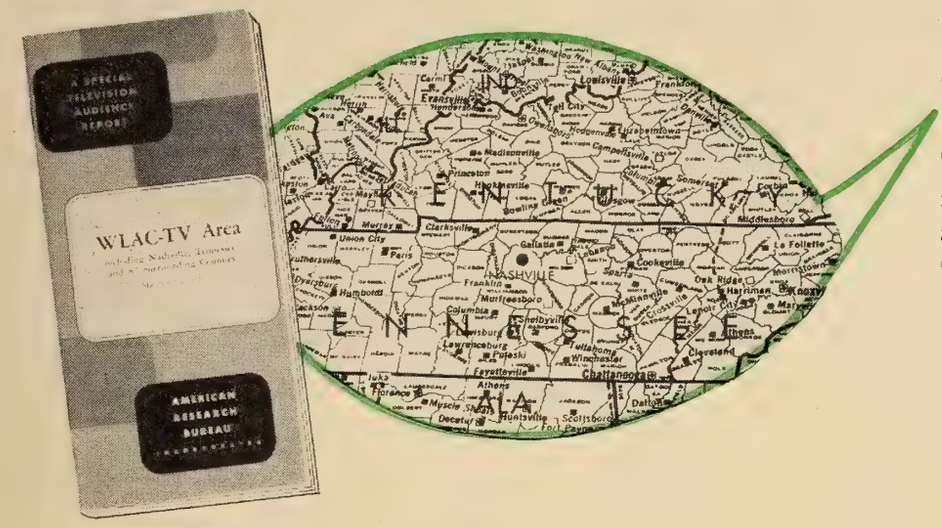
THE CUSTOMERS ARE TUNED TO TV

AMERICAN Character Doll Co. is not alone in having become particularly video-conscious. Other large firms—Ideal, Lionel, Trans-o-Gram—urged on by the industry's two trade groups, the Toy Guidance Council and the Toy Mfrs. Assn., are all aware that television, properly used, provides the best means of reaching the 28.5 million families currently in the $4,000-a-year income bracket who can logically afford toys. They know too that each year brings another bumper crop of babies, that the U. S. Census Bureau estimates this year's "crop" to be four million. Finally, they realize that the six million youngsters reaching the age of five this year will constitute the highest "consumer number" in toy manufacturing history.

The TGC alone spends well over $1.5 million a year on institutional advertising. Last fall, it allocated $300,000 to a series of 13 telefilms featuring Paul Winchell and Jerry Mahoney for local station-dealer distribution [B•T, Aug. 15, 1955]. To David Taylor Marke, TGC's educational director, the money is well-spent. "We're not promoting mere baubles," he says, "but aids and stimulants to social development and education."

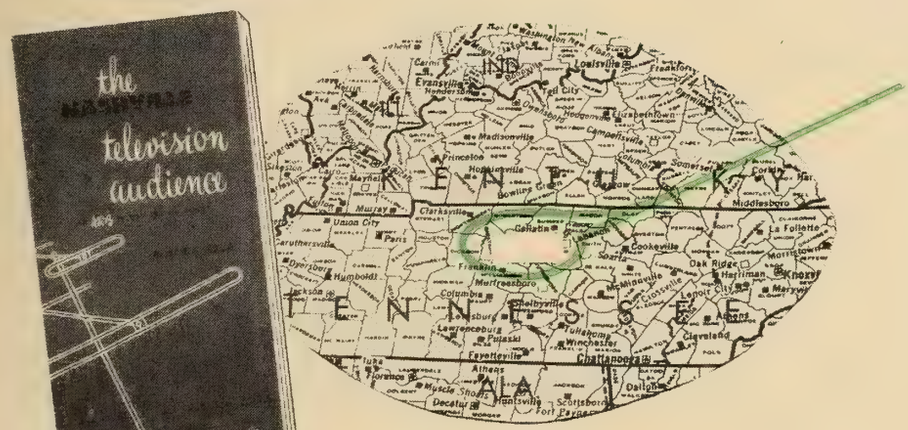
Another industry-wide practice that utilizes tv at a nominal cost but with fantastic results is that of buying franchises from networks or package firms (see main story). A list of shows or personalities lending their names to toy manufacturers would read like a telescoped program schedule: Roy Rogers, John Cameron Swayze, Pinky Lee, Steve Allen, Jackie Gleason, *Disneyland, Mickey Mouse Club, Capt. Kangaroo, Today, Annie Oakley, Winky Dink and You, Dragnet, I Love Lucy, Wyatt Earp, Davy Crockett, Ramar of the Jungle, Ding Dong School, Mr. Wizard, Mr. Peepers, Howdy Doody* and *What's My Line?*—to name just a few. ACD, which manufactures life-size and miniature dolls that walk, dance, cry, sob, wet their pants, has found franchising, backed with bought time, can be a boon to business. It manufactures items directly tied to *Capt. Kangaroo, Ding Dong School* and *I Love Lucy;* at one time, capitalized on *Annie Oakley, Pinky Lee* and *Mr. Peepers,* the latter program now off NBC-TV permanently.

Get the whole audience picture



100% TV HOMES

This 87-county area, surveyed in ARB's Area Report (March 8-14, 1956), puts WLAC-TV 'way out front.



20% TV HOMES

This home-county area, surveyed in Nashville Report (March, 1956), puts WLAC-TV 'way out front. It represents 20% of the tv homes in our viewing area.



Sell the city . . . and the Whole Area!

with

WLAC-TV Ch 5

NASHVILLE, TENN.

The South's Great Multi-Market Station

CBS Basic Required

T. B. Baker, Jr.
Executive Vice-President and General Manager

Robert M. Reuschle
National Sales Manager

The Katz Agency
National Representatives

ports," Mr. Schiff said, waving a sheaf of completed questionnaires.

It took ACD "some time" to realize the inherent selling power of television, says Milton A. Weiss, president of Webb Assoc., its agency. Before forming his own agency last fall, he had serviced the account at Sterling Adv., New York.

In 1946—10 years ago—ACD spent its entire yearly advertising budget of $11,000 in print. Today, with business tripled, it plans to spend close to $750,000 on advertising, 85-90% in tv. Following its 1952 participating sponsorship of the Thanksgiving Day Macy Parade telecast, it first was left unconvinced about television, quickly changed its mind when an overflow of orders forced it to open a second plant. In 1953, it spent $250,000 "just convincing our retailers that tv time didn't run into the millions," persuaded them to buy spots on 45 high-rated local shows throughout the U. S. In 1954, it practically discarded print advertising for tv spot, the following year bought into NBC-TV's *Pinky Lee Show* and spent an additional $85,000 "pre-selling" Pinky's faithful flock as far ahead as June, although the NBC-ACD contract did not go into effect until September. That year, it also sponsored the syndicated *Little Rascals* ("Our Gang") film on KING-TV Seattle, KTRK (TV) Houston and KWK-TV St. Louis; local shows on KSL-TV Salt Lake City, WABD (TV) New York, KTTV (TV) Los Angeles and KGO-TV San Francisco.

According to Webb's Mike Weiss, 1956 will account for ACD's heaviest tv spending to date. It is providing free, one-minute open-end filmed announcements by Shari Lewis (see photo page 48) to its dealers as an incentive to buy local time adjacent to highly rated network programs. It plans to capture what Mr. Weiss calls "the wasted audience," by sharing sponsorship on several forthcoming network programs with Remco Toys, Newark, manufacturer of electric toys for boys.

ACD also plans to allocate funds to provide an "advisory tv board" to local dealers who don't know enough about tv.

Recently, Columbia U. announced that ACD had established an annual $2,500 Dr. Frances Horwich Scholarship for Advanced Child Pedagogy (named for Miss Frances of NBC-TV's *Ding Dong School*). Asked about that, Herb Brock commented laconically, "I love kids. They buy my toys. I also love Miss Frances. She motivates 'em."

It would not be immodest to say, Mr. Schiff points out, that Miss Frances & Co. have more than just "motivated" the youngsters. "In fact," he says, "television has put us on the map." ACD, which five years ago was eyeing its budget nervously, now maintains a luxurious suite of executive offices in Manhattan, two factories, showrooms and, this spring, plans to add to its operations a multi-million dollar five-story factory in Brooklyn—its third.

"As you see," Mr. Schiff declared, "We've stopped pitching woo at television. We're happily married now, but that won't stop us from revealing the 'secrets' of our courtship to our competitors." He adds, "by the way, that'll be *all* we'll tell them."

HOW TWELVE USED TV TO BOLSTER TOY SALES

TELEVISION spot or program sponsorship?

These stores used one or the other or both "wisely" in the eyes of the TVTMA jury (see story) and thus merited particular consideration in the final tally. Out of the 12, only one-third gave station call-letters:

• THE HOBBY SHOP, Savannah, Ga.—President I. G. Osterweil reported that after only seven weeks of a 13-week sponsorship of its own, live, 30-minute Santa Claus workshop program, "nearly the whole toy department was sold out." Store, which asked Savannah youngsters to write Santa, c/o The Hobby Shop, reported 5,000 replies and 25% sales increase over the previous year.

• PUNCH 'N JUDY TOYLAND, Dayton, Ohio—President Sherm Caplan has been using spot tv in Class A time for several years; backs up all his campaigns with newspaper ads showing toys displayed via tv the night before and changes window layout as frequently as tv spots. Result: 20% sales gain.

• BREWSTER'S, Tulsa, Okla.—President Bill Brewster has put tv to work "consistently" since 1950. Sponsored eight of the TGC's Winchell-Mahoney films; bought 15 five-minute Class A spots and participated in a "90-minute kids' spectacular." Tied in window displays with TGC films, reported a 28% sales hike.

• BURDINE'S INC., Miami, Fla.—Buyer R. L. Binney of this department store (branches in Miami Beach, Ft. Lauderdale and Palm Beach) reported an unusual eight-day closed-circuit store-wide tie-in with Owens-Corning Fiberglass Co.'s "1955 color cavalcade" touring the U. S. last winter. Utilized WTVJ (TV) staff personalities to beam toy demonstrations to 51 color sets scattered throughout the four outlets. Notched 15% sales increase "particularly due to color tv," says Mr. Binney, "which shows off merchandise to a terrific advantage."

• MAXWELL'S TOYS & RECORDS, Detroit—Owner Herb Maxwell bought saturation spot campaign back-to-back with WWJ-TV's pick-up of the *Pinky Lee Show*. A 13% store-wide sales gain was reported, 80% jump in American Character Doll Co. sales (which sponsored the program).

• HILLMAN'S, Columbia, S. C.—Proprietor O. S. Hillman created a 15-minute "commercial" built around toy-shop motif, invited local children to partake in show, backed audience participation with full-page newspaper ads, reported 10% new business.

• SOLWAY'S FURNITURE CO., Cincinnati—Advertising Manager John C. Tines for past three years has been integrating commercials on total of 23 local programs, supporting all in both store ads and radio-tv listings page, tied in window displays, said sales jumped 5%.

• TOYLAND, Amarillo, Tex.—Owner Art Knorpp Jr. used a live horse as "giveway," premiums and toy prizes in supporting his 13-week *Dixie Dice Review* (station unnamed). Also backed show with saturation spot campaign of 60- and 30-second duration; on Saturdays, used star of show as "salesman," reported 100% sales increase for 1955.

• SIBLEY, LINDSAY & CURR, Rochester, N. Y.—Says Buyer Alfred Larter: "Thank you, Miss Francis!" Dr. Horwich, who brought NBC-TV's *Ding Dong School* to WHAM-TV last fall, accounted for a 6.3% sales jump at SL&C's toy department. Store also bought intensive spot schedule over WVET-TV and WHEC-TV, identified store items shown on video with a "tv tag special."

• TRIPLETT'S TOY TOWN, Des Moines—President Charles Triplett sponsored KRNT-TV's *Don Bell's Boys' Town* throughout the year, blanketed Des Moines with picture postcards of Don and unidentified dog, asked recipients to name dog and appear on show. Also participated in Macy's Thanksgiving Day Parade on KRNT-TV, set up store booth at local home and flower show, gave away dolls, invited touring bandleaders and vaudeville acts on show, reported 30% business gain. Plans to launch 30-minute audience participation show on WHO-TV this spring.

• PARK AVENUE VARIETY STORE, Memphis—Partner R. F. Hamilton is a firm believer in buying spots adjacent to *Pinky Lee* and other "expensive shows" on WMCT (TV) for little money. Reported "substantial gain" over 1954.

• McKELVEY'S, Youngstown, Ohio—Picked because of her "maverick approach," Ad Manager Vera Friedman tried the "adult approach," bought late Sunday night spots in post-midnight movie, appealed strictly to parents and reported "good results."

Survey Reveals How Children Affect Purchases by Family

A SURVEY of 213 families revealed that commercials on children's programs seem to play an important part in the purchasing patterns of the family. Conducted by Dr. Myron S. Heidingsfield, chairman of marketing department, Temple U., Philadelphia, the study found that children between three and six years old make important demands upon the family purchases.

Candy, soft drinks and foods were found to have the greatest impact, with many purchases made to accede to the children's requests. It was also found that repeat purchases were made at a later date.

A copy of the complete study will be available shortly and may be obtained by writing Dr. Heidingsfield at Temple U.

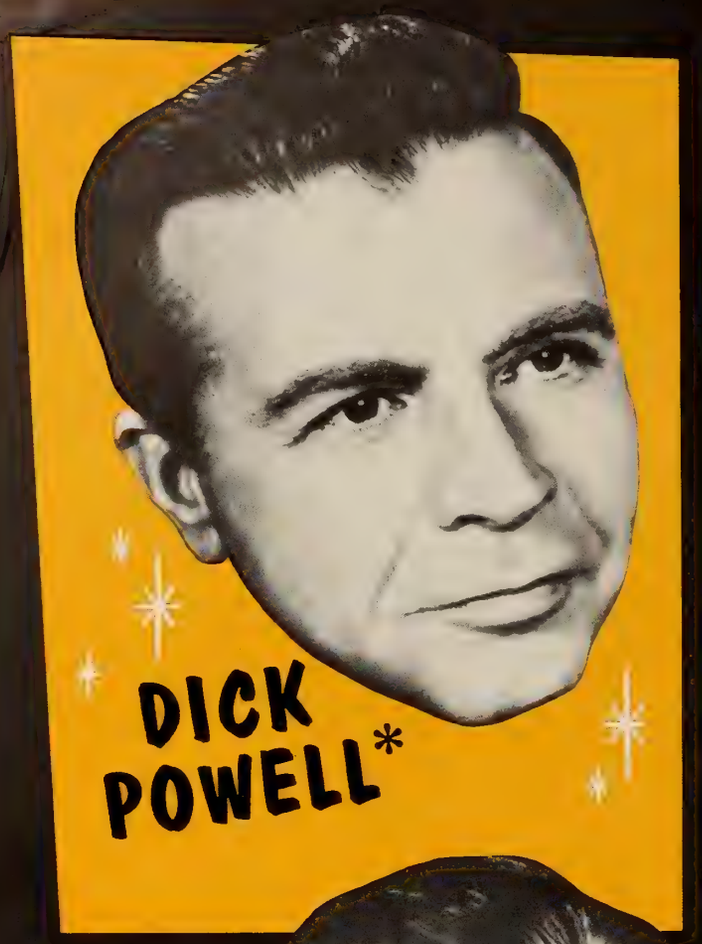
It's a Rough Business...

Searching for oil in Saudi Arabia is a rough business. ARAMCO oil explorers have to outwit treacherous sand areas where sand dunes 30 to 100 feet high, with no predictable pattern, block the movement of equipment. In the spring, crews are hampered by sand storms and intense heat forbids summer field exploration.

But the search for more and more oil goes on and on in an effort to satisfy the world's constantly increasing demand.

ARABIAN AMERICAN OIL COMPANY
DHAHRAN, SAUDI ARABIA • NEW YORK, N.Y., U.S.A.





DICK POWELL*



DAVID NIVEN*



CHARLES BOYER*



IDA LUPINO*

and guests

plus

RONALD COLMAN • MERLE OBERON • JOAN FONTAINE

Thomas Mitchell, Broderick Crawford, Angela Lansbury, Frank Lovejoy, Joanne Dru, Edmond O'Brien
and over 30 other top stars!

*FROM THE FAMOUS "FOUR STAR PLAYHOUSE"

the most flexible package in TV syndication!

STAR PERFORMANCE

1 to 5 Complete Series
to be programmed the way you want them!

QUANTITY
153 half-hour programs!

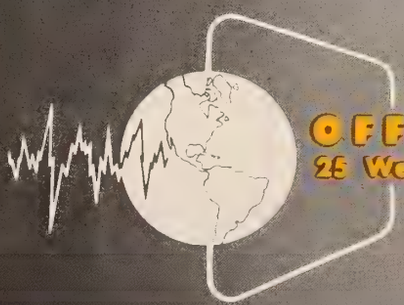
QUALITY
Produced at top budget by FOUR STAR PRODUCTIONS, INC.
Plus— Entire cost over $5,000,000!

FLEXIBILITY
Drama – Mystery – Comedy – Romance – Intrigue
Equals— 1 to 5 times a week!

SUCCESSFUL
Four smash years on CBS Network for Bristol-Myers, Singer Sewing Machines and Parker Pen. Winner of 4 National Awards!

PROGRAMMING
Flexible programming – "Strippable" Across-the-board or as many as 5 separate, weekly programs!

phone
wire
write
the man
from Official
today!



OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N. Y.
Plaza 7-0100

Representatives in:
Beverly Hills – San Francisco – Minneapolis – Chicago – St. Louis – Boston – Atlanta – Philadelphia





WTCN
is on the map!

*One of Minnesota's 10,000 Lakes Officially Dubbed "Lake WTCN"**

For the first time in history a radio station has a lake named after it! This recently discovered, sparkling blue lake nestling in the heart of Minnesota's lakelands has been officially named "Lake WTCN" by the Minnesota Conservation Commission. Such unusual recognition was bestowed in appreciation of WTCN's spirited public service contributions to Minnesota conservation.



***P.S. The fishing's "outstanding" at Lake WTCN!**
Miller Robertson, General Manager of WTCN congratulates Stu Mann, WTCN Outdoor Editor, on the discovery of "Lake WTCN."

WTCN *"The Station of the Stars"*

Represented Nationally by the Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

MINNEAPOLIS—ST. PAUL
1280 kilocycles 5,000 watts ABC Network

'TRIBUNE' FORUM PROBES SALES AND DISTRIBUTION

CONSUMER sales must increase from the present $260 billion to $390 billion by 1966 to support estimated American production of $570 billion, Arno H. Johnson, vice president and research director of J. Walter Thompson Co., told the *Chicago Tribune*'s seventh annual Forum on Distribution and Advertising last week.

Mr. Johnson provided figures covering "discretionary spending," income groups, educational changes, home building and age group characteristics. He noted that 50% of homes were built in an era "when there were no tv or radio sets in homes."

Mr. Johnson presided over a panel on consumer changes, first of three sessions comprising the two-day forum in the WGN Chicago audience studio [B•T, May 21]. Walter Kurz, *Tribune* advertising manager, expressed belief that advertising, marketing and distribution changes are more important in furthering the standard of living than "many technological gains" of this decade. He opened the forum Monday.

Discussing consumer changes the past 15 or 20 years, Morton Bodfish, president and board chairman of First Federal Savings & Loan Assn., pointed out that luxuries of years ago are necessities today. He cited radios, particularly portables, appliances and automobiles.

Edward C. Von Tress, vice president and executive director of advertising, Curtis Pub. Co., felt electronic media "can do much to help young adults better spend their leisure time." He said communications already had accomplished much in this direction.

Report that the Advertising Research Foundation is doing a buying study on heavy goods purchases was given by William A. Hart, Foundation president.

J. Kenneth Laird, president of Tatham-Laird Inc., told a product distribution panel Tuesday that the consumer never was more receptive to new products and services and the business man never more willing to invest in distribution than at the present. He described the situation as the national vs. the store-controlled brand and locking of horns by giant retailing and giant manufacturing.

E. B. Braden, general sales manager, Chrysler Div. of Chrysler Corp., asserted that "sharp dealings and phony advertising" which has plagued the automobile industry stemmed from a battle of wits between auto dealers and customers who sold used cars in trade. He added:

"But now they are finding better response to better advertising. It got so that nobody believed the ads any more."

Andrew F. H. Armstrong, vice president of Leo Burnett Co., claimed a new interest in advertising creativity after emphasis on research and analysis. He suggested creative people take old ideas and synthesize them into new ones.

'Ford Theatre' to ABC-TV

ABC-TV ANNOUNCED last week that the *Ford Theatre* dramatic series will be carried on the network on Wednesday, 9:30-10 p.m. EDT, starting in October under the sponsorship of the Ford Div., Ford Motor Co., Dearborn, Mich. The series, produced and distributed by Screen Gems Inc., currently is presented over NBC-TV (Thursdays, 9:30-10 p.m. EDT). The agency is J. Walter Thompson Co., New York.

Atlanta Offices Grow

McCANN-ERICKSON Inc. officially opened its Atlanta office last week, with Marion Harper Jr., agency president, presiding over a reception for station representatives and other guests. In other agency expansion plans there, it's learned, Kenyon & Eckhardt Inc. is expanding its Atlanta office to about 20 people around June 15. Jack Shannon, account executive in the K&E Chicago office, will be branch manager, it's reported. Russ Paulson, J. Walter Thompson Co., San Francisco, moves to K&E Atlanta to handle Pepsi-Cola in the southeast.

Warner-Lambert Replaces MJ&A With NC&K

WARNER-LAMBERT Pharmacals Inc., New York, has appointed Norman, Craig & Kummel, New York, to handle its advertising, effective immediately, for its Sportsman line and four new leading toiletry products. The Sportsman line had been handled previously by David J. Mahoney Inc., which recently was absorbed by MacManus, John & Adams.

With acquisition of this account, Norman, Craig & Kummel's overall billing by the end of 1957 will have increased tremendously, more than double the billing the agency lost in January when the $6 million Revlon account moved to BBDO and C. J. LaRoche. NC&K's billing for 1956-57 will be in the neighborhood of $24 million or more. In the past four months, the agency has gained, in addition to the Warner-Lambert products, Speidel watchbands, the Democratic National Committee and Hudson Pulp & Paper Co.

Admiral, Seeds Part

ADMIRAL Corp., Chicago, is shopping for a new advertising agency after the set manufacturer and Russel M. Seeds Co. jointly announced the termination of their association, effective "in the near future." Involved is a $17 million advertising account for Admiral radio-tv receivers and white goods.

NETWORK NEW BUSINESS

Ralston Purina Corp. (Ry-Krisp, Wheat and Rice Chex), St. Louis, through Guild, Bascom & Bonfigli Inc., San Francisco, will sponsor *Bold Journey*, new tv film series on exploration to premiere on ABC-TV, July 16. Show replaces *Twilight Theatre*, sustaining feature film program.

Aluminum Ltd. of Canada through J. Walter Thompson Co., N. Y., has renewed subscriber sponsorship of *Omnibus* when show resumes in fall on ABC-TV. Scott Paper Co. and J. P. Stevens & Co., also co-sponsors when show was on CBS-TV, have not announced future plans.

ABC-TV *Masquerade Party*, currently seen Wednesdays, 9-9:30 p.m. EDT, under alternate week sponsorship of Pharmaceuticals Inc., through Edward Kletter & Assoc., N. Y., and Knomark (Esquire boot polish) Mfg. Co., through Emil Mogul, N. Y., gets new time and two new sponsors next month. Starting June 30, *Masquerade Party* will be seen Saturdays, 10-10:30 p.m. EDT, under alternate-week sponsorship of Olin Mathieson Chemical Corp. (Lentheric), N. Y., through Grant Adv., N. Y., and Emerson Drug Co. (Bromo Seltzer), Baltimore, through Lennen & Newell Inc., N. Y.

Quaker Oats Co., Chicago, through Lynn Baker Inc., N. Y., signed to sponsor two-hour Tournament of Roses Parade in Pasadena, Calif., Jan. 1 on CBS-TV. Parade precedes annual Rose Bowl football classic.

Allstate Insurance Co., Chicago, which has been sponsoring *Sports Today With Bill Stern* on ABC Radio on alternate days, Mon.-Fri., 6:30-6:45 p.m. EDT, expands its sponsorship tonight (Monday) to five nights weekly as show reverts to 10-minute program. Lineup now calls for Les Griffith's news capsule from 6:30-6:35 p.m., with Bill Stern show following. Christiansen Adv., Chicago, is Allstate's agency.

NETWORK RENEWALS

General Electric Co., Schenectady, N. Y., renewed, effective Sept. 19, sponsorship of *20th Century-Fox Theatre* on CBS-TV, alternate Wednesdays, 10-11 p.m. eastern time. Young & Rubicam, N. Y., is agency.

Lipton Products Div. of Lever Bros. Co., longtime Arthur Godfrey sponsor, has renewed *Arthur Godfrey's Talent Scouts* effective June 25. Lipton—which has backed Godfrey Monday night show on CBS Radio since July 1947—will sponsor Godfrey simulcasts on alternate week basis for 52 weeks, on behalf of Lipton tea, soups and Frostee desserts. Other sponsor, Toni Co. (Gillette Co. Div.), Chicago, entering eighth year with Mr. Godfrey by renewing show effective June 25, through North Adv., Chicago. Young & Rubicam is Lipton's agency.

SPOT NEW BUSINESS

J. D. Jewell Inc. (chicken processor), Gainesville, Ga., using spot radio saturation announcements schedule in 35 markets. Agency: Crawford & Porter Adv. Inc., Atlanta, Ga.

Borg Fabric Div., George W. Borg Corp., Delavan, Wis., through Douglas D. Simon Adv., N. Y., will use television spots in approximately 35 markets, beginning in fall.

AGENCY APPOINTMENTS

Englander Co., Chicago, appoints North Adv. Inc., that city, effective July 1. Account moves from The Biow Co., N. Y., which ceases operation June 30. Firm will conduct intensive national advertising campaign to introduce new airfoam mattress and matching box spring.

Pepsodent Sales Ltd., Toronto, appoints Needham, Louis & Brorby of Canada Ltd. for Lifebuoy shave cream and Lypsul lip salve.

George Muehlebach Brewing Co., Kansas City, Mo., appoints Grant Adv. Inc., Chicago.

Servisoft Inc. (soft water equipment), division of George Getz Corp., Rockford, Ill., appoints Erwin, Wasey & Co., Chicago.

Formfit Co. (women's apparel), Chicago, appoints MacManus, John & Adams of Canada Ltd. as its Canadian advertising agency.

Lily-Tulip Cup Corp., N. Y., appoints Grey Adv., to handle advertising for entire line of paper products, effective immediately. Former agency was Al Paul Lefton Co., N. Y.

Sheraton Corp. of America, Boston, names BBDO for Sheraton Ltd., firm's Canadian branch. Combined domestic and Canadian account will be handled by BBDO Boston and Toronto offices.

Bond Stores Inc., N. Y., account formerly handled by The Biow Co., N. Y., which ceases operation June 30, to Joseph Katz Co., N. Y., for all stores except in California.

Anderson, Clayton & Co. Foods Div. (Mrs. Tuckers shortening, Meadolake margarine) being resigned by Crook Adv., Dallas, Tex. [B•T, April 30] to Bryan Houston Inc., N. Y., effective Aug. 1. Appointment is in addition to others recently made to D'Arcy, McCann-Erickson and Paris & Peart.

A. E. Masten Co., Pittsburgh brokerage and investment banking firm with W. Va. and Pa. branches names Sykes Adv. Inc., Pittsburgh.

A&A PEOPLE

Perry Schofield, advertising consultant since Jan. 2 and before that, vice president and copy chief, Lennen & Newell, to Bozell & Jacobs Inc., N. Y., as national creative director.

Martin Koehring, creative director, and **Eugene J. Cogan,** media director, Marschalk & Pratt Div. of McCann-Erickson Inc., N. Y., elected vice presidents of agency. Mr. Koehring, who joined M-E early last year was transferred in April to M&P Div. Mr. Cogan has been M&P's media director since 1951.

Harvey M. Manss, formerly vice president and director, Sterling Drug Co., to Dancer-Fitzgerald-Sample, N. Y., as vice president and member of creative plans board.

Kenneth C. Ring, vice president and manager of Chicago office of Wesley Aves & Assoc., appointed executive vice president of agency at headquarters in Grand Rapids, Mich.

John W. Hull, account executive, Rippey, Henderson, Kostka & Co., Denver agency, elected partner.

Milton Schneyr named executive vice president, State Pharmacal Co. (All-in-One reducing capsules), Chicago. **Boris T. Elia** to treasurer and **Allen Hirschfield,** formerly with Fortune Sales Inc., Chicago, to State as vice president in charge of sales.

Folke Lidbeck, art director, C. J. LaRoche & Co., N. Y., named vice president in charge of art department, succeeding **Gene Davis,** resigned to become art director of *Good Housekeeping* magazine. **Caesar Ferri,** LaRoche art department, appointed department manager.

Ronald C. Bradley, vice president and account supervisor, Doherty, Clifford, Steers & Shenfield, to Ted Bates & Co. as vice president and account executive on Colgate-Palmolive Co.

J. D. Hungerford, James H. Cobb and **William G. Whitney** elected assistant vice presidents of American Airlines, N. Y.

Robert E. Clark, formerly assistant director of advertising, Norge Div. of Borg-Warner Corp., Chicago, to Fuller & Smith & Ross Inc., Chicago, as account executive.

Margie Thomas, Doremus & Co., N. Y., appointed assistant time buyer in radio-television division.

Sherman B. Shiller, former manager of creative research, Lennen & Newell, N. Y., to Franklin Bruck Adv., N. Y., as marketing and research director.

Ruth Gardner, advertising director, Harry P. Leu Inc., Orlando, Fla., industrial distributor, named to succeed **Helen A. Holby** as director of club services, Advertising Federation of America, N. Y. Miss Holby is retiring June 30 after 38 years of service.

Julie Norris, Needham, Louis & Brorby Inc., Chicago, promoted to film program buyer.

Sanford Semel, producer-director of WCPO-TV Cincinnati since 1953 and previously tv production assistant with Harry B. Cohen Adv., N. Y., named tv producer-director for Mogul Co., N. Y.

Algrid Pearson, formerly in merchandising and sales promotion department of Sears, Roebuck & Co., appointed assistant copy chief at Waldie & Briggs Inc., Chicago.

George Johnson, R. L. Polk & Co., Detroit agency, to Warner & Todd, St. Louis, on creative staff and agency plan board.

PLAYBACK

QUOTES WORTH REPEATING

RADIO VS. NEWSPAPERS

Mayor Paul Goebel of Grand Rapids, Mich., addressing Michigan Assn. of Radio & Tv Broadcasters:

NEWSPAPERS do the best they can to inform people on the issues. But people will take the time to listen [to radio] where, it seems, they will not take the time to read newspaper accounts.

THE FIRESIDE CHAT

At last week's presidential news conference, President Eisenhower was asked whether he had considered reviving the "fireside chat" initiated by President Roosevelt. New York Times *correspondent James Reston commented in that paper:*

AT NO TIME since the end of the last war has there been a greater need than now for a presidential explanation of the background of the terrible dilemmas facing the people and their government . . .

President Eisenhower has tried to deal with [major questions] from time to time in the press conference, but it is so sensitive and dangerous . . . that the element of risk in extemporaneous questions and answers is almost too great . . .

The carefully prepared, informal report to the people by tv and radio, however, raises no such dangers. It can be controlled and directed to the mood of the time, and could add materially to the people's understanding and knowledge.

WHILE GETTING'S GOOD

Bruce Eels, western division vice president of Television Programs of America, warning that local advertisers are freezing themselves out of television advertising but still can win their share of limited availabilities if they act now, last week told the Hollywood Advertising Club:

TV is to advertising what the atomic bomb is to modern warfare . . . no advertising medium has ever meant so much in terms of actual business survival.

You can't add another hour in tv like you can add another page in the print media. If television continues on its present path there will be virtually no time franchises left for local advertisers to buy. Local advertisers will block themselves out of the one greatest selling medium now available, one which will be even more powerful and more indispensable to survival as color tv makes its slow but inevitable progress.

BOUQUET & BRICKBAT

A. J. Goetz, advertising manager of American Safety Razor Co., before Pennsylvania Assn. of Broadcasters:

MY COMPANY believes in radio. What's more, we believe in radio to reach and sell men. And we back our belief with dollars. I guess that in the past several years we have spent as much money in radio as in any other medium. In fact, for some of our fine products we have spent more in radio than in any other medium.

Why? Well, certainly not because you folks have sold us. As a matter of fact, you don't even call on us. Have you sold our agencies? Well, perhaps. But, of all the agency men I know, only one is filled with missionary zeal—and he happens to be an ex-salesman for a radio station. Does your main advertising pre-dispose us to buy? Hardly. Most of it hits the circular file almost immediately on arrival. Have you done a superior merchandising job? Not to my knowledge. Why then do we continue to invest big dollars in radio? I think it's because some of us haven't yet lost sight of radio's ability to produce mass audience at low cost. But the fact that we haven't is scarcely any credit to you folks.

PICKING ONE'S COMPANY

R. M. Budd, advertising director, Campbell Soup Co., before Pennsylvania Assn. of Broadcasters:

IN the selection of broadcast media, the advertiser obviously faces the responsibility for editorial choice—the program material designed to win an audience. With the magazines, the editors handle it for him. He buys (or does not buy) an editorial "association" for his advertising. With the warm intimacy of the radio or television set, and the assumption of editorial responsibility by the advertiser, he must come to some very clean-cut conclusions as to the type of editorial matter he wants associated with his company and with its advertising. No man can truly advise on this—each must decide what is or is not for the company he represents.

Walter S. Burr, producer at Chicago Film Studio, to Leo Burnett Co., same city, as tv film producer.

Thomas F. Brennan, copy chief, Maxon Inc., N. Y., to Geyer Adv., N. Y., as copy group head.

Jane Marcher, formerly head of advertising and publicity, B. Blanc & Co. Dept. Store, L. A., appointed fashion coordinator at North Adv. Inc., Chicago.

Richard Ermoian, formerly with Henri, Hurst & McDonald Inc., Chicago, to creative staff of Campbell-Mithun Inc., that city.

Iris Litt, copywriter and former staff writer for women's magazines, to Lawrence C. Gumbinner Adv., N. Y., in copy department.

Sy Lieberman, formerly study director, U. of Michigan's Survey Research Center, to Kenyon & Eckhardt, N. Y., in research department.

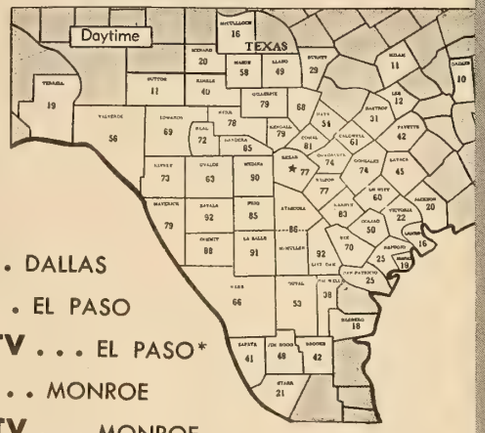
Arnold Copeland, formerly owner of his own art studio, to Kudner Agency, N. Y., as art director for sales promotion.

Mrs. Jean Brown, copy supervisor, The Biow Co., N. Y., to Lennen & Newell, N. Y., in similar capacity.

An unveiling in San Antonio . . .

KTSA

Like our provocative San Antonio beauty on your right, they're taking a new look at KTSA . . . Watch the San Antonio ratings because NOEMAC music and news began on KTSA Monday, May 21 . . . and KTSA blankets all South Texas with 5,000 watts, non-directional daytime on 550 kilocycles and a fine, broad pattern at night . . . *Watch the ratings in San Antonio!*



KLIF . . . DALLAS
KELP . . . EL PASO
KOKE-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
*In operation soon



Firm Takes Option On Republic Control

THE BEVERLY HILLS investment banking firm of Cantor, Fitzgerald & Co. has taken an option on 650,000 to 800,000 shares of Republic Pictures Corp. for 60 days, it was disclosed last week. This would give the firm a working control of the major movie studio and its television subsidiary, Hollywood Television Services Inc. Total stock outstanding in Republic is two million shares.

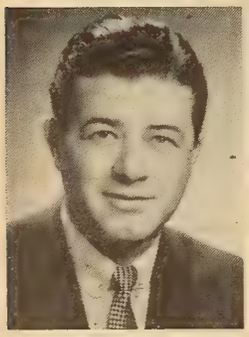
There has been considerable speculation as to whether Cantor, Fitzgerald & Co. will use the stock option for its own investment or for outside interests. Reports have included the names of Hans Dittisheim, Wall Street financier, Hecht-Lancaster Co. and Howard Hughes, but the investment firm refuses to disclose the details. President B. Gerald Cantor is in the East on other business.

Purchase price of the Republic stock will be $12.50. The stock has been selling on the market at about $8.75.

Cantor, Fitzgerald proposes to purchase the stock of Republic President Herbert J. Yates and his associates. Mr. Yates and Earl R. Collins, Hollywood Tv Service president, were in New York last week, reportedly on this matter. One spokesman for Cantor, Fitzgerald was optimistic that the option would be exercised and said that if the deal goes through, the studio's theatrical films and tv production would be expanded. He denied speculation that Republic would be transformed into an all-television lot.

TPA Sets Up New Division; Walt Plant to Be in Charge

CREATION OF a sixth sales division for Television Programs of America to cover the central area of the U. S. is being announced today (Monday) by Michael M. Sillerman, executive-vice president who has named Walt Plant to manage the new unit.



MR. PLANT

The newly-established central division, Mr. Sillerman stressed, will not affect the midwestern division, which continues under the direction of Leon Bernard, who is responsible for TPA sales in Pennsylvania, Western New York and Ohio. Mr. Plant will supervise activities of the central division, covering Kentucky, Kansas, Indiana, Michigan and Illinois, except for Chicago. TPA maintains a separate Chicago division, of which W. R. (Pat) O'Brien is manager.

Other TPA divisions and their managers are: New York City, William Fineshriber Jr. (vice president); western, Bruce Eels (vice president); eastern, Hardie Frieberg (vice president).

Mr. Plant is being promoted to his new post from TPA's eastern division, in which he has been an account executive. Mr. Sillerman said the new division will have a field force of about 10 men, adding that the names of several new account executives for the unit will be announced in conjunction with a TPA sales clinic scheduled to open on June 4. Mr. Plant and the central division staff will headquarter in the TPA Chicago office.

A Thorough Sale

NATIONAL TELEFILM ASSOC. promotional gambit at the recent NARTB convention apparently paid off in more ways than one. NTA reported last week that its exhibit, featuring a glittering electric theatre marquee, a box office and side lobby posters to promote its Selznick catalogue of feature films, has been sold to WREX-TV Rockford. Joseph Baisch, general manager of WREX-TV, purchased NTA's "TNT" package, including the Selznick films during the convention, and inquired about buying the exhibit. The transaction was completed after the convention, according to NTA, and the display is on its way to WREX-TV for use during the station's feature film presentations to introduce titles of the program and to announce coming attractions.

Kling Film Division, North American Merge

MERGER of Kling Film Enterprises west coast studio operation and North American Film Corp. under a new corporate organization, Kling California Inc., was announced last week by principals of the two companies.

Under the new setup, Edgar B. Yuhl and Robert W. Larsen, partners in North American, become president and executive vice president, respectively, of Kling California and Robert Eirinberg, Kling president, will serve as board chairman. Messrs. Yuhl and Larsen will be operating heads.

The merger does not affect Kling Film Enterprises Inc.'s Chicago operation, which Mr. Eirinberg will continue to head as president. KFE is a subsidiary of Kling Studios Inc., which becomes the parent company of Kling California.

Kling California will combine production commitments of Kling and North American for tv commercials, industrial films and production of three half-hour television films. Kling California will concentrate on production without relying on studio rentals to keep its plant working, it was explained, although space will be rented out to a "minimum" of tenant producers.

Formal operation of Kling California was launched Tuesday at the Kling lot (formerly the Charlie Chaplin studios) at Sunset and LaBrea Aves., Hollywood, with Messrs. Yuhl and Larsen transferring from North American headquarters at Sunset and Gardener.

Kling Enterprises Quintet Forms La Brea Productions

FIVE MEN, presently with Kling Enterprises, Hollywood, are moving Friday from that firm to form their own company, La Brea Productions Inc., to be located at 915 N. La Brea.

Gail Papineau, production head of Kling, becomes president of La Brea Productions. Those also leaving are James Baumeister, secretary-treasurer; Richard Lundy, art director and manager of animation; Henry J. Ludwin, producer-director of live action film commercials and films for industry, and Don Sheppard, creative director.

The company's facilities will include three sound stages, animation, cutting and editing rooms.

Pillsbury Pays $500,000 For 'Opry' in 119 Markets

IN A TRANSACTION involving an estimated $500,000 in gross sales, Pillsbury Mills Inc., Minneapolis, last week signed for the *Grand Ole Opry* tv film series in 119 markets throughout the country, starting in August. Agency for Pillsbury is Campbell-Mithun, Minneapolis.

Negotiations were completed by Arthur Lund, vice president of Campbell-Mithun, and Sy Weintraub, executive vice president, and Charles McGregor, Chicago manager of Flamingo Films, distributor of the series. The contract is a renewal of an existing agreement with the number of markets largely expanded, effective this summer. Pillsbury currently sponsors *Opry* in 30 markets. With the Pillsbury purchase, *Opry* will begin the fall season with a minimum of 200 markets, according to Mr. Weintraub.

The series is co-produced by Flamingo Films and WSM Inc., Nashville. A new cycle of 26 half-hour films for *Opry* currently is being produced on location in Nashville under the supervision of producer-director Al Gannaway.

FILM SALES

Television Programs of America, N. Y., reports sales in Australia of *Susie, Ramar of the Jungle* and *Fury* series to Amalgamated Television Service of Sydney and General Television Corp. of Melbourne, and *The Count of Monte Cristo* to Television Corp., Sydney.

Ziv Television Programs, International Div., N. Y., has sold package of 100 episodes of *Yesterday's Newsreel* dubbed in French, to government - owned, Radiodiffusion - Television Francaise and to Radio Tele-Monaco and Tele-Luxembourg, commercial outlets.

Sterling Television Co., N. Y., has sold *Movie Museum* to Tampa Hardware Co. and Herbert Construction Co. for showing on WTVT (TV) Tampa, Fla., WOR-TV New York and WKRC-TV Cincinnati.

CBS-TV Film Sales, N. Y., reports sale of CBS Newsfilm five-day-a-week news service to KOOL-TV Phoenix, Ariz., WBTV (TV) Charlotte, N. C., WBTW (TV) Florence, S. C., and Radio Belgrano, Buenos Aires.

Guild Films, N. Y., reports 10-market sale of *The Frankie Laine Show* to WTOC-TV Savannah, Ga., KAVE-TV Carlsbad, N. M., WBRZ (TV) Baton Rouge, La., KSWS-TV Roswell, N. M.; KWJG-TV Fort Wayne, Ind., KOOK-TV Billings, Mont., WSTV-TV Steubenville, Ohio, CBLT-TV Toronto, CMBF-TV Havana and KTTS-TV Springfield, Mo.

FILM PEOPLE

Robert Kirsten, N. Y. manager of Walt Disney *Mickey Mouse Newsreel,* named director of operations and promotion for Sterling-Movies U. S. A., N. Y., division of Sterling Tv Co. devoted to distribution of industrial and public service films.

Lee Stone, account executive, Schram Adv., Chicago, appointed account executive in Chicago office of CBS-TV Film Sales.

Bill Bryan, former producer of his own program on various L. A. radio stations, named account executive of Song Ad Film-Radio Productions, Hollywood.

George Dunning, head of his own animated film studio in Canada, to film animation staff of UPA, N. Y.

A New Service By Old Hands

Our company has never sought work in the Appraisal field, primarily because our first interests have been to serve buyers and sellers of radio and television properties.

There now seems to be a growing need for such work by station owners, their banks or attorneys, regardless of whether a sale is contemplated.

We have often made evaluations on request, and are prepared to qualify in Federal and State courts as to expert testimony.

Our organization has been expanded to handle Appraisals on a highly confidential basis. The charge for this service will be most reasonable.

ALLEN KANDER
and Company
Negotiator
For the Purchase and Sale
of Radio and Television Properties

60 EAST 42 STREET, NEW YORK . . . . . MURRAY HILL 7-4242

1701 K STREET, N.W., WASHINGTON . . . . . NATIONAL 8-3233

35 EAST WACKER DRIVE, CHICAGO . . . . . RANDOLPH 6-3688


HERE IT IS!
Philco
PHILCO
PHILCO

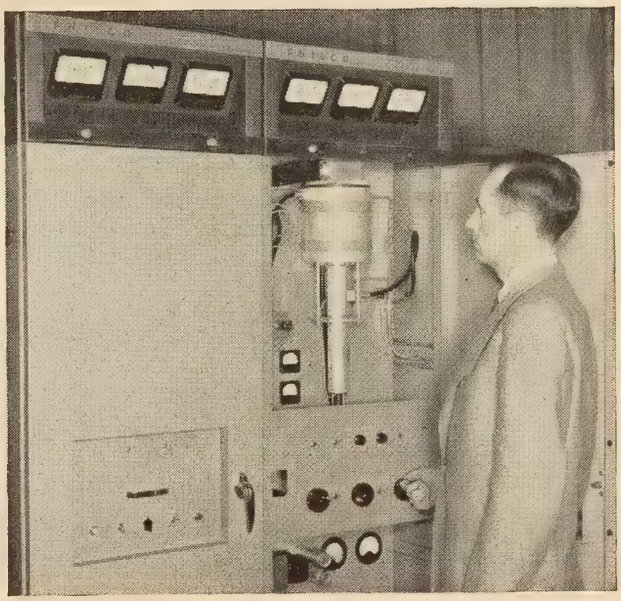
Low-Power TV Broadcast Transmitter

THE perfect answer to the recent FCC ruling which permits low-power operation of TV broadcast stations. This tested and proved Philco transmitter incorporates advanced design circuitry. A crystal controlled exciter feeds picture and sound outputs to a 20-watt linear amplifier which, in turn, drives a final power amplifier . . . *150 watts peak output visual and 75 watts aural!*

Complete Low-Cost TV Station "Package"

This new transmitter is the "heart" of Philco's compact, economical TV station package . . . including film and live pickup cameras, switching and monitoring facilities. And . . . Philco also offers an *entirely new Microwave* for relaying programs from remote sources ! Write Dept. BT for complete information.

- ★ **Exciter utilizes conventional receiving tubes.**
- ★ **150 watts visual . . . 75 watts aural.**
- ★ **Compact . . . occupies minimum floor space.**
- ★ **Economical to operate.**
- ★ **Available for VHF and UHF channels.**



PHILCO CORPORATION

Government and Industrial Division

Philadelphia 44, Pennsylvania

In Canada: Philco Corporation of Canada Ltd., Don Mills, Ontario • In Europe: Philco Corporation, Paris, France

PHILCO Famous for QUALITY the World Over

TvB SPOTLIGHTS GAINS BY TELEVISION

Presentation in New York before 1,300 advertiser and agency people shows that television now gets 56% of Carnation budget with appropriation split 60-40 between network and spot.

A "TYPICAL" leading advertiser today puts approximately 56% of its four-major-media advertising budget into television—more than into the three other major media combined—and splits its tv appropriation about 60-40 between network and spot.

Those are the allocations of the Carnation Co. as cited last week by Television Bureau of Advertising in an overall television presentation to some 1,300 agency and advertiser people, described by TvB as the largest group of advertiser and agency executives ever assembled for a single presentation.

"We say that Carnation is a typical advertiser," TvB President Oliver Treyz told the audience that crowded into the Grand Ballroom of New York's Waldorf-Astoria Hotel for the showing, "only because its four media allocations approximate a composite of all leading national advertisers and also because Carnation's television budget between spot and network is close to that of all tv advertisers."

Using figures supplied by the Carnation Co., he traced the company's four major media allocations since "pre-television" days as follows (the percentages relate to each medium's share of the amount allocated to the four major media, not to the company's total budget for all advertising):

"In 1946, Carnation invested 61% of its budget in radio, 18% in magazines and 21% in newspapers. These data are from company records and reflect actual expenditures, media and production costs included.

"While television was not a factor in 1946, it accounted for 28% in 1951, forging ahead of newspapers and magazines, but not both of them combined.

"This year—1956—Carnation will invest 9% in radio, 18% in magazines, 17% in newspapers—and in television, 56%, or more than the three other major media combined."

Of the expenditures in tv, Carnation will place 60% in network and 40% in spot.

Mr. Treyz also cited news accounts of a Procter & Gamble stockholders meeting which quoted P&G Chairman Richard Deupree as saying last month that his company will increase its use of all types of advertising this year, with particular emphasis on television.

"Here, indeed," Mr. Treyz said, "is a meaningful endorsement of television from its leading advertiser, the advertiser most experienced in its use, which in the six months ending March 1956 invested $28,912,000 in television advertising for station facilities alone—program and production costs not included. P&G's growing use of television is typical of the vast majority of the leading advertisers."

The Carnation and P&G plans were only a part of the TvB presentation, which in large measure incorporated and brought up to date information that TvB had outlined at its session in Chicago during the NARTB convention and at the Pennsylvania Broadcasters Assn. meeting at Pocono Manor [B•T, April 23, et seq.].

Norman E. (Pete) Cash, TvB vice president, presided over the session. Donald H. McGannon, president of Westinghouse Broadcasting Co., introduced the presentation, which was conducted by Mr. Treyz with the assistance of TvB operations director Gene Accas.

Many Requests

Mr. Treyz said later that TvB had received a large number of agency requests for special repeat showings for the benefit of specific clients and that the response from both agencies and advertisers was such as to demonstrate "that we're on the right track."

Similar showings are also planned for Los Angeles and San Francisco in early July, and a new presentation is slated in Chicago in October.

Last week's presentation traced the rise of tv billings to the point where television wrested first place in national advertising away from newspapers in 1955 ($785 million vs. $750 million). It also reiterated TvB's estimates that national advertisers spent 23% more in network and spot television in the first quarter of this year than they did in the same quarter of 1955, as compared to a gain of 8% reported for newspapers.

The findings of TvB's special tv-vs.-newspapers study in Chicago (in which respondent homes were found to spend nine hours 51 minutes a day with tv as against one hour 41 minutes a day with newspapers); Nielsen figures showing average audience gains in the past year (17 to 23% per program in the case of network shows), and highlights of TvB's new quarterly reports on television spot expenditures also were spelled out.

Introducing the presentation, WBC's President McGannon described television as "a new dimension in creativity." He said he was "not quite sure" whether TvB "was formed for the benefit of broadcasters or for the benefit of advertisers—although its efforts today would indicate that the advertiser himself receives a substantial measure of benefit from the bureau." Mr. McGannon spoke in the place of TvB Chairman W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., who was unable to attend.



RTNDA ATTACKS 'TIME' FOR ANTI-TV ARTICLE

Magazine story chastises tv newsmen and their practices, charges them with asking 'vapid,' 'often planted' questions of people in news. Terms their manners as being 'haughty.'

TIME magazine was taken to task by the Radio-Television News Directors Assn. last week for a "news story," headlined "The Evil Eye," which blistered "an interloping Johnny-come-lately—the tv newsman with his heavy equipment, hot lights, and haughty ways."

"It seems inconceivable," RTNDA President Harold Baker of WSM Nashville, Tenn., wrote to *Time* Managing Editor Roy Alexander, "that a publication of such stature would degrade itself with an unbalanced and totally misleading editorial in the guise of news."

The *Time* article, running more than a column in the May 21 issue, said tv newsmen and cameras "win priority almost everywhere"; that politicians prefer "separate conferences on tv, which affords them not only direct contact with the voter but tame, often planted, questions"; that other newsmen are pushed around by tv men, and that—quoting *New York Times* Midwest correspondent Richard Johnston—tv turns a news conference from "an attempt to get at the real news into staged nonsense."

"Apart from crowding, heat and noise," the *Time* article said, "experienced newsmen bristle at tv's vapid questions, often designed only to get a commentator into the act. . . . When the skilled questioning by a reporter brings a reply that makes news, tv gets the benefit; the news can be telecast long before the reporter can get his story into the paper."

In his letter to Mr. Alexander, RTNDA President Baker said:

"In view of the article, it may be a surprise to you that television reporters are the first to admit that there are shortcomings and inconveniences in their methods of news coverage. Tremendous strides have been made toward overcoming those and, with other technical advances in the near future, we feel certain that pencil and paper news-gatherers will find little cause to grumble about tv obtrusiveness.

"But this still has not answered your blanket condemnation of television reporters themselves. We admit that, in our field, just as in newspapering, we have reporters who are discourteous and who may sometimes ask ridiculous questions. These are not monopolies of either medium. Happily, though, they are in the minority among both television and newspaper reporters.

"As *Time* points out, many television reporters are former newspapermen and, as such, they most certainly must retain the objectivity and skill that they had when their efforts were pointed toward the printed word. There are other very good reporters in tv who did not serve an apprenticeship in the newspaper field. Of course, it is unnecessary to point out that, through innuendo and selected gripes of disgruntled persons, you have done a disservice to those capable tv newsmen and to your readers.

"For a long time, our industry has been working with newspapers, press photographers, and others in the field of freedom of information and toward solution of mutual problems. It would indeed be unfortunate if, through vicious attacks by one against the other, the growing understanding and cooperation would be destroyed. It would be a tremendous blow to freedom of the press, which—it must be recognized—includes radio and television."

Time's parent, Time Inc., is itself a telecaster, owning KLZ-AM-TV Denver outright, 80% of KTVT (TV) and KDYL Salt Lake City, and 50% of KOB-AM-TV Albuquerque.

RAB Committee Adds Five Prior to Promotion Meeting

APPOINTMENT of five new members to Radio Advertising Bureau's plans committee was announced last week in advance of the committee's meeting Friday in New York with RAB President Kevin Sweeney and Vice President-General Manager John F. Hardesty. The meeting was held to discuss sales and promotion activtities to be launched July 1.

The five new members include Henry B. Clay, KWKH Shreveport, La.; Victor C. Diehm, Vic Diehm Assoc. stations; Robert F. Jones Jr., WFBR Baltimore; Lewis H. Avery, Avery-Knodel, station representative, and Adam Young, Adam Young Inc., also a representative firm. Messrs. Young and Avery replace Eugene Katz, The Katz Agency, and Robert D. C. Meeker, Robert Meeker Assoc., who served their two year terms as station representative members on the committee, which is composed of station, network and representative executives.

Other committee members who were to attend the meeting, in addition to Donald W. Thornburgh, WCAU Philadelphia, the unit's chairman, were Jules Dundes, CBS, New York; Robert Hitchens, NBC, New York; Alex Keese, WFAA Dallas; Winslow Leighton, WSNY Schenectady, N. Y.; Robert J. McAndrews, KBIG Los Angeles; William McGuineas, WGN Chicago; Richard Puff, MBS, New York; Don Searle, Farm and Home Radio, Denver; Dean Shaffner, ABC, New York; F. C. Sowell, WLAC Nashville; Ben Strouse, WWDC Washington; Owen F. Uridge, WQAM Miami, and Walter Wagstaff, KIDO Boise, Idaho.

Code Violations To Be Topic Of NARTB D.C. Session

VIOLATION of NARTB Tv Code recommendations by specific code subscribers will be a main topic on the agenda of the Television Code Review Board during its meeting at NARTB headquarters in Washington June 5-6, G. Richard Shafto, WIS-TV Columbia, S. C., said last week.

Mr. Shafto said the Tv Code affairs staff has contacted the offending stations and asked them for information on their current advertising policies along with any planned revisions of policy which would eliminate code violations. "These responses will be studied, together with other pertinent exhibits, at the meeting," Mr. Shafto said.

Possible affiliation of tv film producers and distributors with the Tv Code also will be reviewed by the Tv Code board. This plan would allow film producers and distributors to subscribe to the code on an associate basis, whereas, the code currently is restricted to operating tv stations and networks, according to Mr. Shafto.

Amendments to the code, relating to advertising sections or clarification and strengthening of the document's present language, will be considered.

NARTB COMPLETES FOUR COMMITTEES

NARTB last week announced four newly-constituted NARTB Board committees. The committees and members for the ensuing year:

Television-Finance: William Fay, WHAM-TV Rochester, N. Y., chairman; Campbell Arnoux, WTAR-TV Norfolk, Va.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; C. Howard Lane, KOIN-TV Portland, Ore., and Ward L. Quaal, WLWT (TV) Cincinnati.

General Fund Finance: William D. Pabst, KFRC, San Francisco, chairman; Mr. Arnoux; Mr. Fay; Mr. Fetzer; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Robert B. Hanna, WGY Schenectady, N. Y.; Alex Keese, WFAA Dallas; Herbert L. Krueger, WTAG Worcester, Mass., and John M. Outler, WSB Atlanta.

By Laws: Mr. Quaal; chairman; Joseph E. Baudino, Westinghouse Broadcasting Co.; George H. Clinton, WPAR Parkersburg, W. Va.; Payson Hall, Meredith Publishing Co., Des Moines; Robert L. Pratt, KGGF Coffeyville, Kan., and Robert O. Reynolds, KMPC Los Angeles.

Membership: Kenneth L. Carter, WAAM (TV) Baltimore, and J. Frank Jarman, WDNC Durham, N. C., co-chairmen; Mr. Baudino; William Holm, WLPO LaSalle, Ill.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Robert T. Mason, WMRN Marion, Ohio; James H. Moore, WSLS Roanoke, Va.; W. D. Rogers, KDUB-TV Lubbock, Tex.; Ben Sanders, KICD Spencer, Iowa, and Harold P. See, KRON-TV San Francisco.

Nebraska Broadcasters Assn. Names Chapin New President

RICHARD W. CHAPIN, general manager of KFOR Lincoln, is the new president of the Nebraska Broadcasters Assn. He was elected at the 22d annual meeting of the association a fortnight ago in Omaha.

Other new officers are David W. Young, general manager of KSID Sidney, named vice president, and Gordon C. (Bud) Pentz, general manager of KWBE Beatrice, secretary-treasurer.

Directors are Gene Ackerley, KCOW Alliance, retiring president of the association; Ken Titus, KMMJ Grand Island; John Mitchell, KGFW Kearney; A. James Ebel, KOLN-TV Lincoln; Bill MacDonald, KFAB Omaha, and Frank Fogarty, WOW-AM-TV Omaha.

Hollywood Adv. Club Elects

THE Hollywood Advertising Club last week elected the following to its board of directors: James T. Aubrey Jr., general manager of KNXT (TV) Los Angeles; Jack F. Brembeck, promotion manager, KABC-TV Los Angeles; Robert Sande, president, Song Ad Film-Radio Productions; George Allen, business manager, Hollywood office of Guild, Bascom & Bonfigli; Vic Rowland, Capitol Records Inc., and Jerry Cahill, Hollywood Mat Service.

Schwartz Heads Calif. AP

THE California Associated Press Tv & Radio Assn., meeting May 19 in San Francisco, elected Barney Schwartz, KPRL Paso Robles, state chairman. He succeeds Ray Wilson, KFMB-TV San Diego news director. Sam Zelman, KNXT (TV) Los Angeles, was named vice chairman. Certificates of merit also were presented to 52 stations during the meeting (see story, page 100).

Fm Broadcasters Group Now Formally Organized

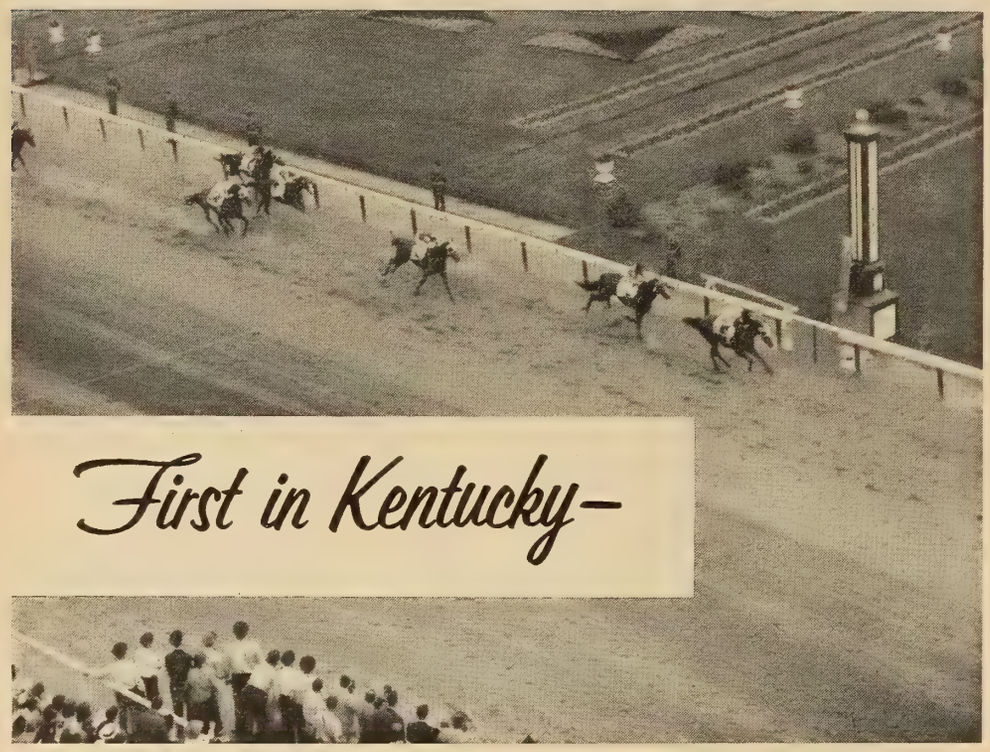
FORMATION of Fm Broadcasters—a national organization to preserve "the band of frequencies assigned to fm broadcasting by the FCC"—was announced last week (Monday) by a five-man organizing committee.

Incorporation of the fm protective group followed a resolution, calling for the new organization, adopted at the fm sessions during NARTB's Chicago convention. Independent of NARTB, it will represent the fm industry in protecting fm interests before the FCC or Congress. Fm Broadcasters began with a nucleus of 40 fm station operators after the resolution.

The organizing committee: Merrill Lindsay, WSOY Decatur, Ill.; Calvin J. Smith, KFAC Los Angeles; Ben Strouse, WWDC Washington; E. A. Wheeler, WEAW Evanston, Ill.; Gardiner G. Greene, Browning Labs Inc., Winchester, Mass.

The committee pointed out that fm's biggest single problem is the threat that part of the fm band may be taken for other uses, noting certain tv groups have suggested in the FCC's current reallocations proceedings that part of the fm band be assigned to vhf tv.

Temporary address of the new group: 8800 Brookville Rd., Silver Spring, Md., telephone Tuckerman 2-7600. General counsel, Leonard H. Marks, Cohn & Marks, Washington law firm.



"The Blue-Chip Buy in the Bluegrass State"

Romance and glamor aside, there's one Kentucky institution you can't afford to miss. It's WAVE-TV, *first by far,* in Kentucky and Southern Indiana television.

First In CHANNEL — Brilliant Channel 3!

First In COVERAGE — Effectively serves 173,000 more TV families than Louisville's second station!

First In PROGRAMMING — The best from NBC and ABC, plus topnotch local shows!

First In ADVERTISING — Carries more local and national advertising, year in and year out, than Louisville's other TV station!

First ON THE AIR — More and better experience, by more than a year!

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY
Affiliated with NBC & ABC

NBC SPOT SALES
Exclusive National Representatives

NARTB Radio, Tv Boards To Elect Heads June 20-22

CHAIRMEN and vice chairmen of NARTB's Radio and Television Boards will be elected at the semiannual meeting of the association's Board of Directors at Washington's Mayflower Hotel June 20-22, NARTB said last week.

The Tv Board will meet Wednesday (June 20), the Radio Board Thursday (June 21) and the full Board Friday (June 22).

Three NARTB Board committees also will meet—the Tv Finance Committee and the General Fund Finance Committee will meet Tuesday afternoon (June 19) and the Bylaws Committee June 20. Also on Tuesday a morning indoctrination session will be held for newly-elected members of both boards.

BMI Vice President Burton Re-elected RTES President

ROBERT J. BURTON, BMI vice president, was re-elected president of the Radio & Television Executives Society, New York, last week. Other officers elected: Merle S. Jones, CBS-TV executive vice president, first vice president; Robert Leder, vice president and general manager, WOR New York; second vice president; Claude Barrere, BMI's eastern director for tv, secretary, and Bernard Goodwin, president of DuMont Broadcasting Corp., treasurer.

Elected for two-year terms to RTES' board: Kenneth Bilby, NBC vice president-public relations; Maggi Eaton, sales account executive, Radio Reports Inc.; Norman Glenn, president-publisher, Sponsor Publications Inc.; Geraldine Zorbaugh, ABC vice president and special assistant to president, and Norman Gluck, vice president, United World Films. Continuing on the board for another year: Don McClure, director of film, International Latex Corp.; Frank Pellegrin, vice president-secretary, H-R Representatives; Roger Pryor, vice president in charge of radio and tv, Foote, Cone & Belding, and Sam Slate, WCBS New York program director.

Advertising Has No Plateau, Rogers Tells Waco Meeting

SPEAKING before the Waco (Tex.) Advertising Club last week, W. D. (Dub) Rogers, president of KDUB-AM-TV Lubbock, Tex., defined advertising as "a positive antidote to despair, the one ingredient of our economy which acknowledges no plateau."

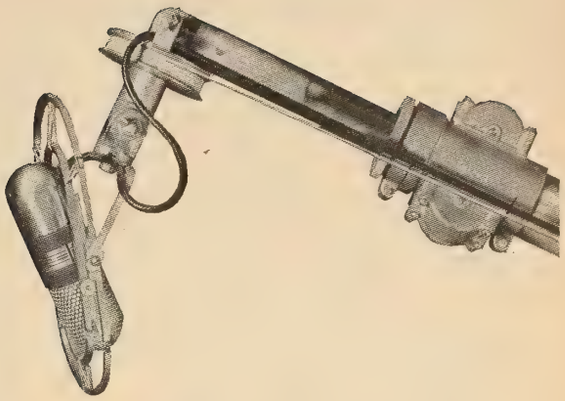
He called upon all who create, sell or use advertising to resurvey constantly the position which this profession bears to the prosperity of the nation. To illustrate the positive power of advertising, Mr. Rogers recalled that even the most useful inventions sold very slowly before the era of modern advertising.

Auto Audience After 9 A.M. Most Ready to Buy—Boorom

INCREASED value to an advertiser of making an advertising impression on the radio automobile audience between 9 a.m. and 5 p.m. was stressed last week by Warren J. Boorom, Radio Advertising Bureau promotion manager, in a talk before the Advertising Club of The Mohawk Valley in Utica, N. Y.

Mr. Boorom contended that an impression made between 9 a.m. and 4 p.m. is worth "five impressions during the 7-9 a.m. period," explaining that the on-the-way to work automobile audience drops out of the potential customer class for hours, while motorists on the road during the day are in a position to make a buying decision and act on it.





Eyes and Ears of a GOOD CITIZEN

You don't *declare* yourself a good citizen. That distinction is something you earn—through faithful service to your community's needs and aspirations.

Ask our fellow citizens in Dayton! WHIO-TV has become the recognized forum for Dayton's civic efforts. Dayton turns first to WHIO-TV for programs in the public interest—just as Dayton's civic leaders come to us first for airtime in support of their most important causes.

This identification with civic causes has won WHIO-TV a unique place in the hearts of a great community. It has established, throughout our broadcast period, a listening preference and an audience loyalty which we make every effort to continue to deserve. WHIO-TV is represented nationally by the George P. Hollingbery Co.

WHIO-TV

supports these and other worthy organizations

Air National Guard
Armed Forces enlistment
U. S. Savings Bonds
Red Cross
Civil Defense
Community Chest
Social Security
Montgomery Co. Ministerial Ass'n.
Dayton Council on World Affairs
U. S. Air Force
Goodwill Industries
Veteran's Administration
Salvation Army
Muscular Dystrophy
Fire Prevention
State Highway Department
Blood Drive
Navy Drive
Cancer Drive
Cerebral Palsy Campaign
Save-A-Life Campaign
YMCA
YWCA
Dayton Division of Health
Boy Scouts
Public School Activities
Marine Enlistment
Internal Revenue Department

WHIO-TV also schedules regular public service features such as the weather and market reports; and scheduled public services included regularly in participating programs throughout the day.

whio-tv
CBS

Channel 7 DAYTON, OHIO
ONE OF AMERICA'S GREAT AREA STATIONS

COURT UPHOLDS FCC OWNERSHIP RULE; COMMISSION OVERRULED IN FLINT CASE

Highest U. S. court sides with Commission's right to have numerical cutoff on multiple ownership. Appeals Court orders WJRT (TV) Flint, Mich., comparative hearing reopened and hears reargument of FCC grant of ch. 10 in Sacramento, Calif.

THE FCC won a major victory—and lost a significant battle—in last week's court decisions.

The Supreme Court upheld the Commission's right to establish a numerical cutoff on multiple ownership of stations.

The D. C. Circuit Court of Appeals reversed the Commission in the WJRT (TV) Flint, Mich., case, ordering that the Flint comparative hearing be reopened.

And, also before the appeals court, McClatchy Broadcasting Co. reargued the Commission's grant of ch. 10 Sacramento, Calif., to what is now KBET-TV there.

HIGH COURT RULES LOWER BODY ERRED IN STORER CASE RULING

THE right of the FCC to establish numerical limitations on broadcast station ownership by one person or company was upheld by the U. S. Supreme Court last week.

The high court ruled a lower court erred in deciding the Communications Act required that an applicant must be given a hearing before an application could be denied—even though the applicant owned the limit in tv stations.

In upholding the FCC's right to promulgate multiple ownership rules, the Supreme Court remanded, by a vote of seven to one, the Storer case to the Appeals Court in Washington. The majority opinion was written by Justice Stanley Reed. Justice John M. Harlan dissented in part, but concurred in the result. Justice Felix Frankfurter dissented.

The hearing requirement does not prohibit the FCC from establishing rules governing multiple ownership, Justice Reed wrote. The Commission may adopt a rule, and if an applicant thinks he can persuade the Commission the rule should be waived or amended, the FCC can then prescribe a hearing, he said.

The Supreme Court's decision is considered likely to spur congressional action on pending bills which would prohibit the FCC from adopting numerical limitations on ownership by single entities. There are four bills before Congress which would amend the Communications Act to proscribe numerical ownership but which would limit the number of stations to be owned by a single person or company to the number which would cover no more than 25% of the U. S. population.

These bills have been introduced by Sen. John W. Bricker (R-Ohio), senior Republican on the Senate Commerce Committee, and Reps. Joseph P. O'Hara (R-Minn.), Carl Hinshaw (R-Calif.) and John V. Beamer (R-Ind.). They are, respectively, S-3859 and HR-10,524, 10,733 and 10.756.

Sen. Bricker, in discussing this phase of his attack on tv networks, stated he thought it would aid in loosening the alleged domination [B•T, April 30].

Overlapping Regulation

In referring to the apparent conflict between the hearing section of the Communications Act and the multiple ownership rules, Justice Reed said:

". . . We cannot interpret Sec. 309 (b) as barring rules that declare a present intent to limit the number of stations consistent with a permissible 'concentration of control.' It is but a rule that announces the Commission's attitude on public protection against such concentration. The Communications Act must be read as a whole and with appreciation of the responsibilities of the body charged with its fair and efficient operation. The growing complexity of our economy induced the Congress to place regulation of businesses like communication in specialized agencies with broad powers. Courts are slow to interfere with their conclusions when reconcilable with statutory directions. We think the multiple ownership rules, as adopted, are reconcilable with the Communications Act as a whole. An applicant files his application with knowledge of the Commission's attitude toward concentration of control."

After referring to the Supreme Court's 1941 decision upholding the chain broadcasting regulations, which called attention to the necessity for flexibility in the FCC's Rules, Justice Reed went on:

"That flexibility is here under the present Sec. 309 (a) and (b) of the FCC's regulations . . . We read the act and regulations as providing a 'full hearing' for applicants who have reached the existing limit of stations, upon their presentation of an application conforming to Rules 1.72 and 1.81, that sets out adequate





The American Broadcasting Company

announces the appointment of

JOHN BLAIR
& COMPANY

as national representative for

WABC NEW YORK
KGO SAN FRANCISCO

EFFECTIVE JUNE 1, 1956

Since 1952, another ABC-owned radio station—WXYZ Detroit—has been represented by . . .

JOHN BLAIR & COMPANY

COMPARATIVE NETWORK AM SHOWSHEET

© 1956 by Broadcasting Publications Inc.

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	Wrigley News	TWA Walter Winchell	Monitor
6:15	Paul Harvey News	Wm. Wrigley TBA (191) R	Seeman Bros. Tomorrow's Front Page (6:15-6:25) John Price News	Meet the Press
6:30	It's Time	Liggett & Myers Gunsmoke	Mutual Benefit Bob Considine	
6:45	The Evening Comes		Les Paul	
7:00	Weekend News	Jel-Sert Viceroy) Edgar Bergen Show (200)	General Tire Sports Time	
7:15	Show Time Review		"By the People"	
7:30	George Sokolsky			
7:45	It's Time		Pan American Panorama	
8:00	Valentino			
8:15	Henry Milo Travel Talk S			
8:30	Co-op America's Town Meeting	News	Hawaii Calls Lutheran Hour (Repeat)	Monitor *
8:45		Toni Our Miss Brooks (202)		
9:00	Overseas Assignment	P. Lorillard Two For The Money (203)	Lutheran Hour Report	
9:15	Lifetime Living S	News	Bill Hillman	
9:30	It's Time	Mitch Miller Show S	World Traveler	
9:45	Sammy Kaye		Manion Forum Dean Clarence Manion	
10:00	It's Time	Sports	Co-op Keep Healthy	
10:15	Erwin Canham	News	Wings of Healing	Billy Graham Evangel. Assoc. Hour of Decision (Split Network) and *Monitor *
10:30	Dick Hayes Sings	Face the Nation		
10:45	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum
11:00	Texaco News	News		
11:15 PM	Moods in Melody	Dance Orchestra	Wings of Healing	Hour of Decision (Split Network) and * Monitor *

MONDAY

	ABC	CBS	MBS	NBC
	No Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
	Bill Stern	No Service		
	No Service	Delco Batteries Lowell Thomas (198) R	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Kools (196) Amos 'n' Andy Music Hall	Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Philip Morris (194) Bing Crosby	Dinner Date	No Network Service
	Mysteries	Am. Oil Ed. R. Murrow (82)	American Home Prod. Gabriel Heatter	Miles Labs. & (S) News of World 166
			Les Paul Here's Hollywood	One Man's Family *****
	American Music Hall	Jack Carson Show S	True Detective Mysteries (Participating)	Gen. Motors Henry J. Taylor
	Firestone Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (160) R	John Steele	Boston 'Pops' Orchestra
	American Music Hall	Chevrolet News	Esso Reporter	Bell Telephone Telephone Hour (185) R
	ABC News	My Son Jeep	Bob & Ray	
	Best Bands of the Land	Yours Truly Johnny Dollar	Behind the Iron Curtain	
	News	Capitol Cloakroom	Reporters' Roundup	Contrsts In Music (Eastman School Orchestra)
	Vandercook, CIO	Eric Sevareid S	Esso Reporter	News-Frederick
	The 3 Suns	Dance Orchestra	Jazz Roost	Chet Huntley Net. Part.
	News		Virgil Pinkley	Music Program
	Martha Lou Harp		Distinguished Artists Series	All Star Parade of Bands
	Songs by Dini	CBS News	Mutual Reports The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Allan Jackson	Stand by with Bob & Ray	No Network Service
	All State Bill Stern	No Service		
	No Service	Delco Batteries Lowell Thomas (199)	Les Paul Sports Kraft News	Sun Oil & Co-op 3-Star Extra (34)
	CIO-AFofL Edw. P. Morgan	Carter (23) Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Philip Morris CBS Columbia Bing Crosby	Dinner Date	No Network Service
	Mysteries	Ed. R. Murrow Co-op	Gabriel Heatter	Miles Labs. & (S) News of World *****
			Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family ***
	American Music Hall	Jack Carson Show S	Treasury Agent (Participating)	RCA Network Participations Dragnet
	News S			
	American Music Hall	Suspense	Squad Room	Network & Local Participations "X Minus One"
	Admiral News		Esso Reporter	B&W News
	American Music Hall	Chev. News (198)	Bob & Ray	
	ABC News	My Son Jeep	Dateline Defense	(June 5) Politics & Primaries (June 12, 19, 26)
	Best Bands of the Land	Yours Truly Johnny Dollar	The Army Hour	Biographies In Sound
	News	Campaign '56		
	Vandercook, CIO	UN Report	Esso Reporter	News-Frederick
	The 3 Suns	Eric Sevareid S	Jazz Roost	Chet Huntley Net. Part.
	News	Dance Orchestra	Virgil Pinkley	Music Program
	Take Thirty S		Dance Time	Nightlife with Nordine
	Singing with the Stars	CBS News	Mutual Report The News	No Network Service
	Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

WED

	ABC	CBS
	No Service	Allan Ja
	Bill Stern	No Ser
	No Service	Delco Ba Lowell T (199
	CIO-AFofL Edw. P. Morgan	Carter Amos 'n' Music (198
	Co-op Quincy Howe	Philip M Bing Cr
	Mysteries	Am. C Ed. R. M (82
	American Music Hall	Jack Ca Show S
	News S	
	American Music Hall	FBI In & Wa
	News	Chev. News
	American Music Hall	My Son J
	News S	Yours Tr Johnny D
	Best Bands of the Land	Washing the World
	News	
	Vandercook, CIO	Eric Seva
	Pabst Fights	Dance Orchest
	Singing with the Stars	CBS Ne
	Sports Report S	Dance Orchestr

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Art of Living
9:30	It's Time		Christian Ref. Church Back to God (268)	Voice of Prophecy Inc. Voice of Prophecy (Split) *Monitor
9:45	Prophecy, Inc. Voice of Prophecy (99)	Church of the Air		
10:00	Texaco News	Chev. News (161)	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel S	E. Power Biggs S		
10:30	Texaco News	Invitation to Learning S	Voice of Prophecy (307)	
10:45	Negro College Choirs S			
11:00	It's Time	News	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review	Washington Week (Sustaining)	First Church How Christian Science Heals	Monitor * 8 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:30	Texaco News	World Affairs	Northwestern U Review S	
11:45	The Christian In Action S	Salt Lake City Tabernacle S		
12:00 N	No Net Service	Chevrolet News	As I See It Frank Kirkpatrick	
12:15 PM		Fabulous Dorseys S		
12:30	It's Time		Bill Cunningham Co-op	
12:45	Front & Center	Guy Lombardo Orchestra S	First Church How Christian Science Heals	The Eternal Light
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Les Paul Front Page Exclusive	Monitor *
1:15			Merry Mailman	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	No Network Service
		No Service	Easy Does It	
	Sterling MWF My True Story Park & Tilford	Arthur Godfrey (Participating)	Cecil Brown	Weekday **
	When A Girl Marries (165) (Participating)		Footnotes To Medical History	
	Doan Pharmco. Whispering Streets (224) (Participating)		Guest Time	
	Paging the News S		Kraft News	
	Your Happy Holiday		Johnny Olsen Show	
	Presenting: Franchot Tone	Make Up Your Mind S	Kraft News	
	Presenting: Constance Bennett	Wrigley Howard Miller (144)	Story Time	
	Valentino	Hazel Bishop Gen Foods (190) Wendy Warren	Queen for a Day Participating	
	Luncheon at Astor	Backstage Wife	Kraft News	
	Sunshine Boys	Carter (185) Corn Prod. (74) Helen Trent	A. Ladd's Modern Moods	
	How To Fix It	Our Gal Sunday S	No Service	
	No Network Service	Corn Prod. Road of Life (61)	Co-op Cedric Foster	No Network Service
	Co-op Paul Harvey	P&G Oxydol Ma Perkins (138)	Mutual's Music Box	
	Co-op Ted Malone			

SATURDAY

	ABC	CBS	MBS	NBC
		Co-op News	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
	Co-op No School Today	Farm News		
		St. Louis Melodies		
		Garden Gate		
	Table Products Inc.	Chev., A. Jackson		
	It's Time	D-Con (20)	Kraft News	
	Moppets and Melodies	Galen Drake S	Conference Call	
		Sleep-Eze (175)	TBA	
	ABC News*	News	Kraft News	
	The Inner Circle	Robt. Q. Lewis	For Parents Only	
	It's Time	Realemon (198)		
	All-League Clubhouse S	Renuzit (200)	Musical Wheel of Chance	
		Jel-Sert (203)		
		Tums (198)		
		Miler (197)	Les Paul	
	ABC News	Chev., Jksn. (183)	Kraft News	
	World Tourist	Romance S		Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
	101 Ranch Boys S			
	American Farmer S	Liggett & Myers Gunsmoke (199)	Magic of Music	
		Asphalt (200) Weather on Hwys		Monitor *
	ABC News	Chev., Jksn. (185)		
	Navy Hour S	City Hospital	Teenagers USA	Allis-Chalmers Home Hour (Central Sta's)

D A

	ABC
1:30 PM	Texaco N
1:45	Pilgrima
2:00	Healing W Inc. Dr. Oral Ro
2:15	
2:30	Dr. Wya Wings of H
2:45	
3:00	Pan Ameri Union S
3:15	It's Tim
3:30	Dr. Billy Gr Hour of De (229)
3:45	
4:00	
4:15	Gospel Best Old-Fashio Revival Hr.
4:30	
4:45	
5:00	Holiday for String S
5:15	Texaco, Wee
5:30	Goodyear Greatest St Ever Told
5:45 PM	

SUNDAY

MBS	NBC
...d by With ...b & Ray	No Network Service
...Les Paul	Sun Oil & Co-op 3-Star Extra (34)
...Sports	
...aft News	
...on Lewis Jr.	Alex Drier Man on the Go Co-op
...inner Date	No Network Service
...ner. Home ...riel Heatter	Miles Labs. & (S) News of World (168)
...Les Paul	One Man's Family *****
...e Hollywood	
...ngbusters ...rticipating)	RCA & Realemon Puritan Network Participations Truth or Consequences
...rime Files ...Flamond	Air Time Starring G. MacKenzie
	B&W News
...so Reporter	DeSoto Plymouth Dealers, You Bet Your Life (191)
...ob & Ray	
...Airmen ...of Note	
...Family ...Theatre	Duet In Rhythm
...so Reporter	News-Frederick
...azz Roost	Chet Huntley Net. Part.
...rgil Pinkley	This Is Moscow
...Sounding Board	TBA
...itual Reports ...The News	No Network Service
...N Radio Review	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
	No Service		
Bill Stern			
No Service	Delco Batteries Lowell Thomas (199)	Les Paul	Sun Oil & Co-op 3-Star Extra (34)
		Sports	
		Kraft News	
CIO-AFofL. Edw. P. Morgan	Kools, Carter Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
Co-op Quincy Howe		Dinner Date	No Network Service
Mysteries	Philip Morris Bing Crosby	Gabriel Heatter	Miles Labs. & (S) News of World (168)
	Co-op Ed. R. Murrow	Coca-Cola Co. Eddie Fisher Show	One Man's Family *****
American Music Hall	Jack Carson Show S	Official Detective (Participating)	B & W Realemon Puritrn Network Participations People Are Funny
News S			
American Music Hall	21st Precinct S	Crime Fighters	The Goon Show
Mayflower News	Chevrolet News	Esso Reporter	News-Don Pardo
American Music Hall	My Son Jeep	Bob & Ray	American Adventure
News S	Yours Truly Johnny Dollar	Dance Time	
Best Bands of the Land	Leading Question	Co-op State of the Nation	Conversation
ABC News			
Vandercook, CIO	Eric Sevareid S	Esso Reporter	News-Frederick
The 3 Suns	Dance Orchestra	Jazz Roost	Chet Huntley Net. Part.
ABC News		Virgil Pinkley	CarlingCons.Club
Front & Center		Dance Time	Jane Pickens Show
Singing with the Stars	CBS News	Mutual Reports The News	No Network Service
Sports Report S	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Stand by With Bob & Ray	No Network Service
	U.N. on the Record S		Richard Harkness Co-op
Bill Stern			
No Service	Delco Batteries Lowell Thomas (199)	Les Paul	No network Service
		Sports	Sun Oil Co-op 3-Star Extra (34)
		Kraft Five Star	
CIO-AFofL. Edw. P. Morgan	Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
Co-op Quincy Howe		Dinner Date	No Network Service
Mysteries	Philip Morris CBS Col., Russell Bing Crosby	Amer. Home Gabriel Heatter	Miles Labs. & (S) News of World (168)
	Am. Oil Ed. R. Murrow (82)	Les Paul	One Man's Family *****
American Music Hall	Jack Carson Show S	Here's Hollywood	
News S		Counterspy (Participating)	National Radio Fan Club
American Music Hall	CBS-Radio Workshop	City Editor	
Mayflower News	Chevrolet News	Esso Reporter	NBC Jab Clinic
American Music Hall	My Son Jeep	Bob & Ray	
News S	Yours Truly Johnny Dollar	American Travel Guide	National Radio Fan Club
Best Bands of the Land	So They Say	Disc Date	
News			News from NBC
Vandercook, CIO	Eric Sevareid S	Esso Reporter	
The 3 Suns	Dance Orchestra	Jazz Roost	Gillette Boxing
ABC News		Virgil Pinkley	Sports Digest
Indoors Unlimited		Dance Time	Bayuk & Sustaining Meet the Champs
Songs By Dini	CBS News	Mutual Reports The News	No Network Service
Sports Report	Dance Orchestra	U N Radio Review	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Weekend News	News	John T. Flynn	
Pan American Union	Saturday at the Chase	The Mariner's Album	
It's Time		Report from Washington	
Co-op Sports Afield With Bob Edge	Summer in St. Louis	Dinner Date	
		Kraft, News	
Sports Kaleidoscope	News	Les Paul	
At Easo	Juke Box Jury	Pop The Question	
Casa Noro Morales			
It's Your Business		Inspiration Please	Monitor *
ABC News	Chevrolet News		
Dancing Party S	Saturday Night Country Style	True or False	
		Musical Caravan	
	Sports		
	Camels Rock 'n' Roll Party (113)	I Ask You	
	Basin Street Jazz	Lombardeland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
	Sports		
Vandercook, CIO	News S		
The 3 Suns		Renfro Valley Barn Dance	
Lawrence Welk Army Show	TBA		Monitor *
Statler Orchestra	News	Hardy Burt Comments	
	Dance Orchestra	Dance Time	

6:00 PM
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00
9:15
9:30
9:45
10:00
10:15
10:30
10:45
11:00
11:15 PM

TIME

SUNDAY

CBS	MBS	NBC
Woolworth Hour (200)	Lutheran Hour (479)	Monitor *
News		
	Music from Britain	
World Music Festival		The Catholic Hour
Music on a Sunday Afternoon		
News (S)	Bandstand USA	
phalt (200) ther on Hwys		
Trout (188) rolet News		
ndictment		
Fort Laramie		
phalt (200) eather on Hi ways		
	Sports Final	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Toni Carter Corn Prod. Dr. Malone	Luncheon with Lopez	No Network Service
	P&G Duz Guiding Light (137)	Kraft News	
No Network Service	TuTh Mrs. Burton	Mutual Matinee	
	M* Brighter Day		
	Toni & Bristol-Myers Nora Drake (198)	(MTuTh) Military Band (W) Rich'd Hayes (F) Salute to the Nation	
	Lever—MF (198) Aunt Jenny		
The Martin Block Show	Houseparty† (183) R	Bandstand USA	Weekday **
		(MTuWF) Bandstand USA (Th) Dick&Diane	
			P&G Right to Happiness
Manhattan Matinee	Chef Boy Ardee Galen Drake	Mutual Reports	Sterling Drug Widder Brown ****
			Doctor's Wife
Treasury Bandstand	No Service	Mutual Matinee with Dan McCullough	P&G Pepper Young's Family Miles Woman In My House
	News		
Musical Express			World of Nordine
Ebony & Ivory		Bob & Ray	Dr. Norman Vincent Peale
Gloria Parker	No Service		
Wall St. Final (Harris, Upham)		Les Paul Gen. Sports Time Kraft News	TBA

SATURDAY

ABC	CBS	MBS	NBC
It's Time	Man Around The House (S)	Teenagers USA	
Shake the Maracas	Adventure in Science		
Texaco News	News S	Kraft News	
	String Serenade	Fifth Army Band	
	Dance Orchestra	Lucky Pierre	
	News S		
Texas Co. Metro. Opera	Richard Hayes Army Show	Country Jamboree	
	Dance Orchestra	Sports Parade	
	News S		
	Dance Orchestra		
Pop Concert		Co-op Stand-By Sports	
The World Tourist	Dance Orchestra		
	News S	Kraft News	
Dinner at the Green Room S	New Orleans Jazz	Standby Sports	Monitor *
Make Way for Youth		Kraft News	
		Les Paul	

May 28, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (S)

† Houseparty.

3-3:15 p.m. MWF Lever—Th. Sunsweet. Tues. Campana.

3:15-3:30 p.m., Fri. Dole. Thurs. Kasco. Th. Gen. Motors — Allen Jackson.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

* G. Drake Sleep-Eze—10:55-11 a.m., Sat.

Football Roundup, starts Sats., 2-6 p.m., beginning Sept. 17.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

NBC—

* **Monitor:** Network & Local Participations: Warner-Lambert, Quaker State, RCA, Barbasol, Miller Brewing, Hazel Bishop, Bell Telephone

** **Voice of Prophecy** and **Hour of Decision** are broadcast at 9:30-10:00 a.m. and 10-10:30 p.m., respectively, in each area of the country in terms of local time.

Monitor feeds the remainder of the network during these periods.

*** **Weekday:** Net and Local Participations American Molasses, Warner-Lambert, Miles Lab, Bell Telephone, Sterling Drug, Park & Tilford, Realemon-Puritan, General Foods

**** **Young Widder Brown:** Network Participation on Friday only.

***** **One Man's Family:** Network & Local Participations: Viceroy, Realemon-Puritan

MBS—

Queen For A Day—Seeman Brothers (M-F)

Series B—8:30-9:00 p.m. North American Accident Insurance (M-F); Brown & Williamson (M-F); American Home Products (M-F); Curtiss Candy Co. (M.); Myopone (M-F).

reasons why the rules should be waived or amended. The act, considered as a whole, requires no more."

The decision concluded that the Commission is not bound to provide a full hearing on all such applications.

"We do not think Congress intended the Commission to waste time on applications that do not state valid basis for a hearing," it read. "If any applicant is aggrieved by a refusal, the way for review is open."

Both Justices Harlan and Frankfurter dissented on the ground that Storer was not a "person aggrieved" and thus had no standing to bring the suit. Justice Harlan added, however, that since the majority agreed Storer did have standing, he concurred with their decision.

The Commission's multiple ownership rules provide that no single entity may own more than seven am, fm or tv stations. In television, no more than five of these stations may be in the vhf band. At the time the case was brought, the tv ownership rule held that five stations was the limit.

They also include under this rule that ownership of 1% or more in a station shall be counted in determining the number of stations under common ownership.

The duopoly rules—by which a single person or company may not own more than one station in the same market—was not involved in this litigation.

The genesis of the multiple ownership case was 1953 when Storer Broadcasting Co., which then owned the permissible five television stations, applied for ch. 10 in Miami, Fla. The FCC refused to accept this application. Storer filed an appeal against the multiple ownership rules and won the circuit court decision. The appeals court said that before an application can be denied, a hearing must be given. The FCC appealed this ruling to the Supreme Court. The case was argued before the justices last March [B•T, March 5].

At present Storer owns the maximum number of television stations—WGBS-TV Miami, WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WBRC-TV Birmingham, WJW-TV Cleveland and KPTV (TV) Portland, Ore. The Miami and Portland stations are uhf outlets.

Earlier this month, Storer asked the FCC for permission to buy ch. 3 KSLM-TV Salem, Ore., and move the channel into Portland as a substitute for its ch. 27 outlet there [B•T, May 7].

APPEALS COURT ORDERS FLINT CH. 12 CASE REOPENED

THE Flint, Mich., ch. 12 case was ordered reopened last week when the U. S. Court of Appeals in Washington overruled the FCC and sustained the appeals of unsuccessful applicants WFDF Flint and W. S. Butterfield Theatres Inc. against the FCC's approval of the move of WJRT (TV) Flint to a new transmitter site.

The court's decision was by a two-to-one vote, with Circuit Judges David L. Bazelon and Walter M. Bastian the majority assenting and John A. Danaher dissenting.

At issue was whether the Commission's 1954 grant of Flint's ch. 12 to WJR Detroit should be reassessed in the light of that station's proposal to move its transmitter site from 23 miles southeast of Flint to 20.5 miles northwest of that city. An application to make this shift was filed 10 days after the FCC affirmed its grant to WJR and was approved by the Commission without a hearing.

The unsuccessful applicants appealed this to the court. At the same time other stations filed a protest against the modification of the construction permit. A hearing on this protest is scheduled to begin June 5.

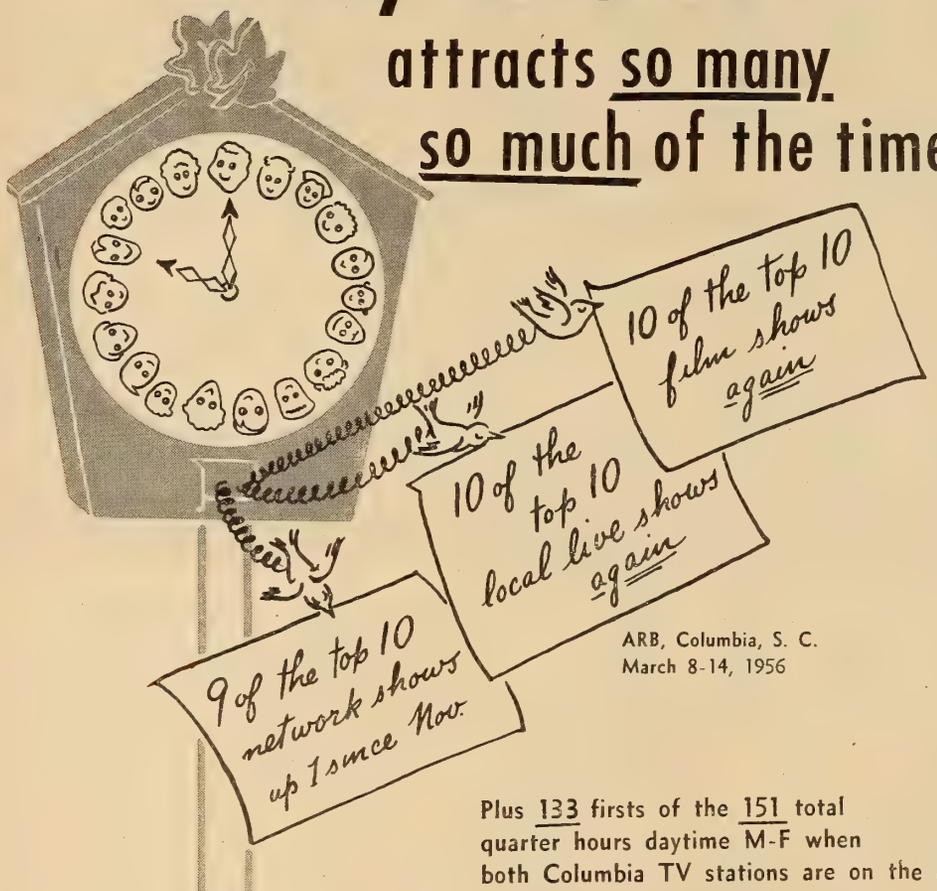
Essence of the court's decision, written by Judge Bazelon, was that the case was still within the jurisdiction of the FCC when the transmitter change was proposed. This move, it declared, was sufficiently a departure from WJR's original proposal so that additional hearing was necessary. Although the Commission had dismissed the objections to the transmitter relocation as being generally not significant enough to review its original grant, the court, in essence, asked: "How can you tell unless you've had a hearing?"

The court held the changes proposed by WJRT—transmitter site move, antenna height change, program structure revisions, studio location modification—were significant enough to put into question the choice of WJR in the original comparative hearing.

In discussing the fact that WJR allegedly withheld notice to the FCC of its contemplated changes until the Commission acted on the unsuccessful applicants' petitions to reopen the hearing, Judge Bazelon pointedly declared that the court was not expressing any opinion on whether WJR's "late revelation of its changed situation reflects upon its character and fitness as a licensee." This is up to the Commission after it considers the evidence in the reopened hearing, he said.

The court majority held the Flint case was similar to the Beaumont ch. 6 case in which the appeals court had held the Commission must reopen that hearing because of the changed status of winning KFDM Beaumont. There KFDM entered into an option agreement

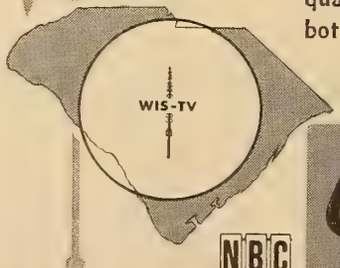
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COLUMBIA, SOUTH CAROLINA
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WBEN	Buffalo (CBS)	*Buffalo Evening News*
WGAR	Cleveland (CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit (CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford (NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City (NBC)	*Kansas City Star*
KFI	Los Angeles (NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville (CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee (NBC)	*Milwaukee Journal*
WGY	Schenectady (NBC)	*General Electric Company*
WSYR	Syracuse (NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester (CBS)	*Worcester Telegram-Gazette*

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with W. P. Hobby (KPRC-AM-FM-TV-*Houston Post)* whereby he would acquire a 32.5% interest in the ch. 6 outlet. This agreement was made after the final decision was issued but before the FCC had acted on a KRIC Beaumont petition for reconsideration. The FCC asked the Supreme Court to review this ruling but that tribunal refused [B•T, May 7].

Judge Danaher held the Commission's final grant to WJR was based primarily on the diversification issue and therefore the changes proposed by WJRT could be considered minor. He also had dissented in the Beaumont case.

FCC ACCUSED OF A 'JAUNDICED EYE' IN CONSIDERING SACRAMENTO CASE

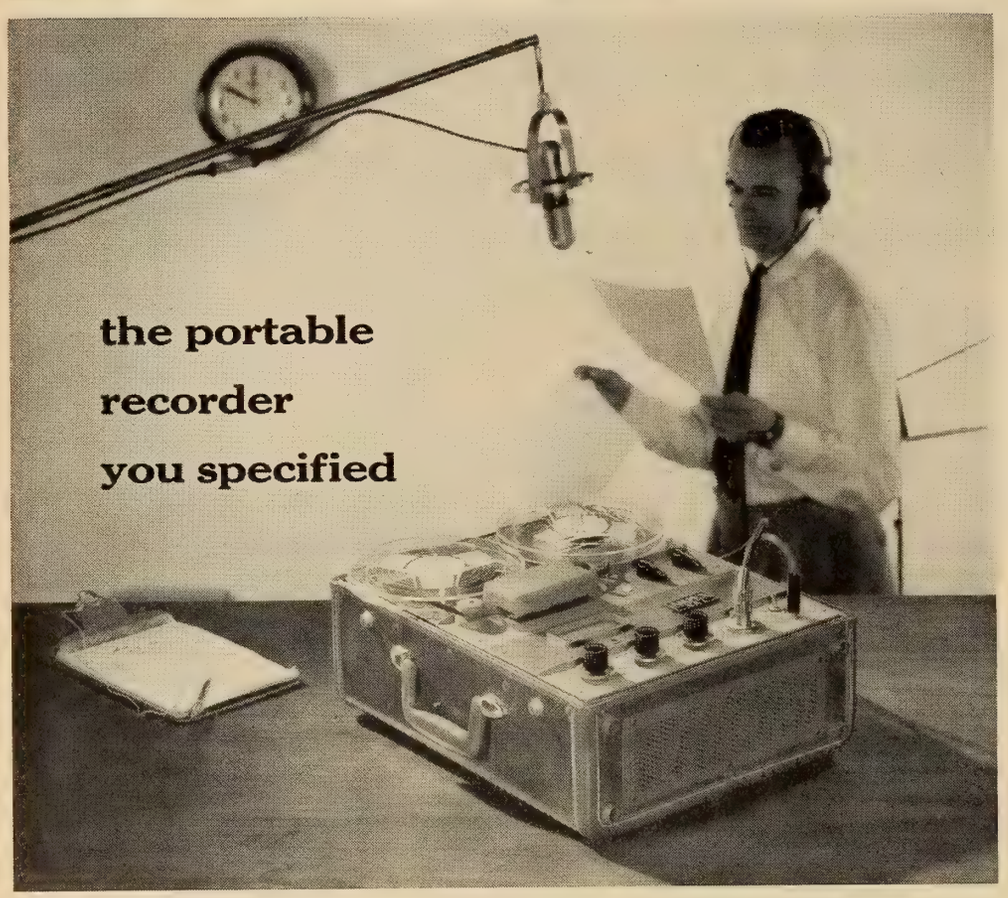
THE FCC was accused of looking at the application of McClatchy Broadcasting Co. for Sacramento ch. 10 with a "jaundiced' eye because of its newspaper connections. The charge was made last week before a three-judge panel of the U. S. Court of Appeals in Washington where the California tv case was re-argued.

The ch. 10 grant was made last year to Sacramento Telecasters Inc. (KBET-TV) after the Commission reversed an examiner's finding in favor of McClatchy. The Commission ruled McClatchy's newspaper and other broadcast interests were detrimental to its case. McClatchy owns the *Sacramento Bee, Modesto Bee* and *Fresno Bee,* and KMJ-AM-TV Fresno, KFBK Sacramento, KBEE (FM) Modesto, KOH Reno and KERN-AM-FM Bakersfield. Its purchase of KBOX Modesto is pending FCC approval.

McClatchy appealed the FCC's final grant to its opponent, and early this year the Court of Appeals upheld the Commission's decision. It said the Commission had the power to make a choice—provided its decision was not arbitrary or capricious [B•T, Jan. 30].

Last week's reargument consolidated the appeal from the original grant and the FCC's refusal to permit McClatchy to be heard on a request for rehearing based on KBET-TV's application to move its transmitter from Pine Hill to Logtown. FCC granted this move without a hearing and McClatchy asked the court to force the Commission to reopen the Sacramento ch. 10 case because of this. McClatchy implied fraud on the part of KBET-TV.

The argument was before the same panel of judges which rendered the January affirmation of the FCC's action—Circuit Judges Wilbur K. Miller, Charles Fahy and Walter M. Bastian. Arguing for McClatchy was Thomas H. Wall; for the FCC Asst. General Counsel Richard A. Solomon, and for KBET-TV J. Roger Wollenberg.



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17 'Imbalance' Cases Renewed by FCC

A SLATE of 17 stations whose applications for renewal of licenses have been under FCC consideration since November 1955 due to purported program "imbalance" was wiped clean last week. All 17 applications were granted with no comment.

In November and December the Commission reverted to crack-down form in withholding license renewals from stations (big and little) pending explanations of alleged overcommercialism and lack of balance between commercial and sustaining programs. The Broadcast Bureau was instructed to send letters demanding an accounting. Since the FCC made no comment in granting the renewals, it is assumed that the stations satisfactorily explained their positions or changed their program schedules to meet Commission criticism.

Involved were the following stations:

WAPL Appleton, Wis.; WATK Antigo, Wis.; WBBM-AM-FM Chicago, Ill.; WBEV Beaver Dam, Wis.; WCFL Chicago, Ill.; WEAU Eau Claire, Wis.; WEDC Chicago, Ill.; WEMP-AM-FM Milwaukee, Wis.; WGES Chicago, Ill.; WGEZ Beloit, Wis.; WHFC Cicero, Ill.; WHVF Wausau, Wis.; WIND Chicago, Ill.; WKRS Waukegan, Ill.; WMOK Metropolis, Ill.; WOKW Sturgeon Bay, Wis., and WPEO Peoria, Ill.

Airport Owner Sues to Stop KGUL-TV Galveston Antenna

AN airport owner, three miles from the new 1,200-ft. KGUL-TV Galveston, Tex., antenna site, has sued to stop the ch. 9, CBS-affiliated station from completing its new antenna or for $250,000 in damages.

The suit was filed by Perry Brown, owner of the Clover Field Airport in nearby Pearland, in Brazoria County District Court. In his complaint, Mr. Brown claimed that he has spent about $150,000 to improve his airport, and that the airport would be unusable if the antenna is built.

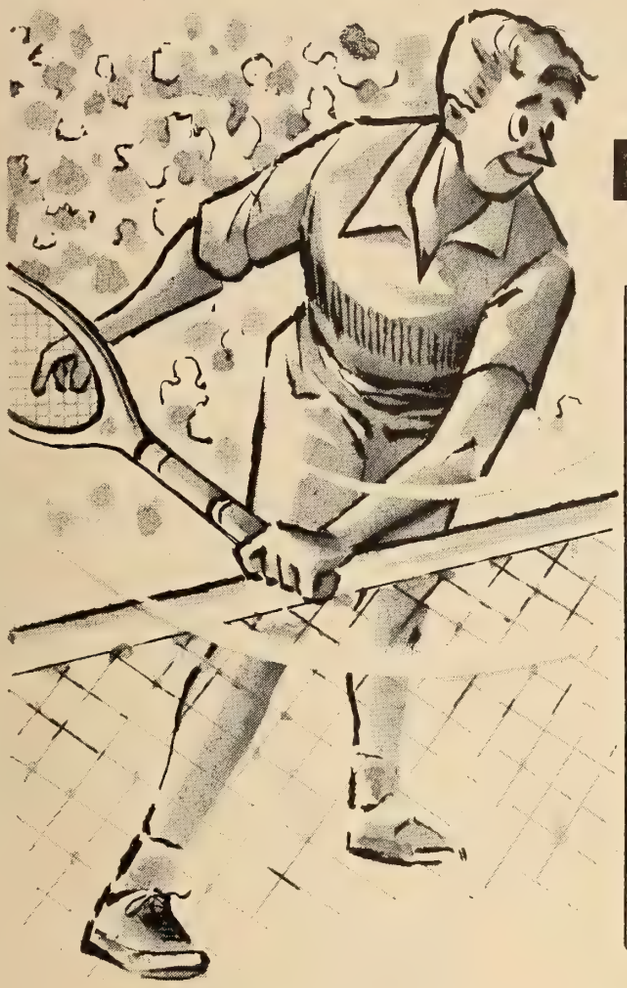
KGUL-TV received both airspace panel approval and FCC authority to build its new antenna, although ch. 13 KTRK (TV) Houston objected in both instances.

The ch. 9 station has been sold, subject to FCC approval, to J. H. Whitney & Co. for an overall total of $4¼ million [B•T, May 14, 21]. Paul E. Taft, present 40.5% owner and president-general manager, would remain as 10% owner.

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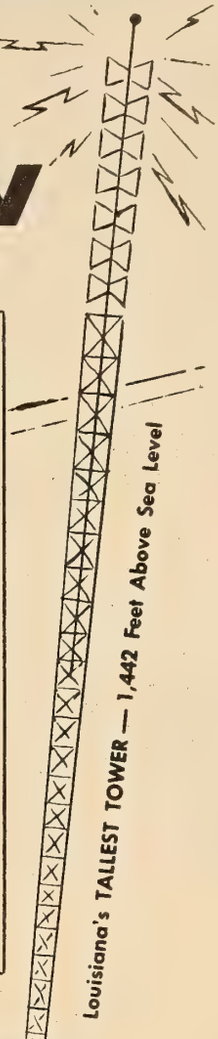


28 OF THE **30** SHOWS

64% of the night-time audience

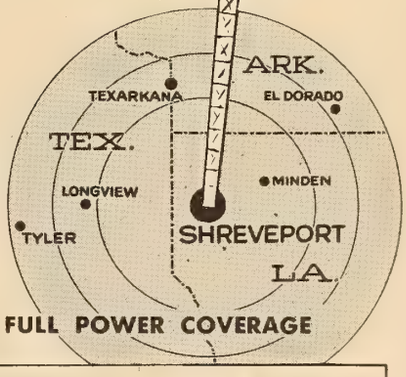
79% of the weekly morning audience

64% of the weekly afternoon audience



KSLA-TV LEADS in 143 out of 168 nighttime quarter hours.
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CRAVEN'S TV OPINIONS, CIRCA 1946, HAVE FAMILIAR RING 10 YEARS LATER

Back before the television ball got rolling, FCC nominee advocated single band service, much along lines many are now considering in view of competition for scarce v's and difficulties in abundant uhf.

T. A. M. CRAVEN, President Eisenhower's nominee for a seven-year term as an FCC commissioner, apparently had the long view on television allocation as far back as 1946.

It was then, during the first postwar television allocations proceeding, that Comdr. Craven questioned the efficacy of vhf television—plumped hard for a one-band service in the uhf.

Appearing in behalf of Cowles Broadcasting Co. (he was then its vice president in charge of engineering), Mr. Craven warned the Commission that there wasn't enough space in the "low band" to permit a nationwide, competitive tv system and urged the use of 40 channels, each 13 mc wide, in the 480-1,000 mc band.

In opposing the recommendations of the Radio Technical Planning Board for a vhf system, Comdr. Craven expressed the doubts of many engineers that a vhf allocation could provide the kind of competitive national service deemed requisite for the United States.

His points were that vhf would permit too few channels, that spacing (200 miles co-channel) would permit not more than five stations per channel below 100 mc throughout the country, that the proposed 525 lines was low definition, and that the gamut between lowest frequency and the highest frequency would make receiver design difficult.

One of the factors that troubled Comdr. Craven then was the crowded condition of the 50-400 mc band. Aviation had a large chunk of that space, he declared, and there was need for fm and facsimile services.

By using 400-1,000 mc for television, Comdr. Craven estimated that there would be sufficient space for 40 channels, each of which would be 13 mc wide. He also suggested a 200-mile co-channel separation.

This would permit a high definition service in which "we can have as many tv stations as we have am stations along the congested eastern seaboard," Comdr. Craven said.

"Unless the proper allocation of radio space to television is made by the Commission," he said, "all three of these points—number of channels, number of stations per channel and receiver limitations—add up to a severe restraint upon the competition which will exist in the television field."

Strongly urging the Commission to make a specific allocation for tv somewhere between 400 mc and 1,000 mc, Mr. Craven added:

"We believe that anything which tends to retard commercial television in these high bands much beyond the advent of television operating on pre-war standards below 300 mc would create an extremely hazardous situation with respect to competition between the two services . . ."

Later on, he urged a one service television system. "I think it would be much better for us to operate only on one system," he said, "and not have to make the expense of a capital investment as well as the extra operating expense to operate two systems at the same time."

In discussing Cowles' plans, Comdr. Craven announced that Cowles was planning to put an experimental tv station in Washington to operate on 750 mc, using 525 lines for color, 735 lines for black-and-white using a 13 mc channel. Transmitter was to be furnished by Westinghouse and receivers by Zenith.

As an interim proposal, Comdr. Craven suggested that television be assigned to the 60-108 mc band, using 6 mc wide channels. However, he warned, this space must be used ultimately for fm and facsimile and for other services.

The FCC finally allocated 13 tv channels, 6 mc wide, between 44 mc and 216 mc—but not in a contiguous band. Ch. 1 (44-50 mc) was deleted from television service in 1948 due to interference with mobile services with which it was supposed to share space. Fm was assigned to the 88-108 mc band and the uhf band was reserved for future tv expansion. In 1952, uhf channels were incorporated into the tv allocations table. They run from 480 mc to 890 mc.

Tv on 65 Channels

Last year, when the FCC asked for comments on how it might revise the 1952 Sixth Report and Order and table of allocations, Comdr. Craven in his own name submitted suggestions based on obtaining the most stations in the most communities.

Specifically he recommended that tv be established on 65 channels, using 54-90 mc, 174-216 mc, and 470-782 mc.

Referring again to the ideal of receiver compatibility, he declared:

"If the television receiver manufacturing industry is unable to assure the future marketing of receivers . . . the only course open to Congress and the FCC would be to accept the limitations imposed by the use of only the few number of channels which can be made available in the vhf portion of the radio spectrum."

He suggested that blocks of frequencies be assigned to communities in order to encourage antenna "simplicity."

Comdr. Craven also recommended lower co-channel separations. These would be, according to his document, 160 miles for both vhf and uhf in Zone 1 (vs. present 170 miles vhf and 155 miles uhf); and 190 miles in the rest of the country for both vhf and uhf (compared to 190-220 miles for vhf and 175-205 miles for uhf, both in Zones 2 and 3). He advocated keeping the present 60 miles adjacent separation mileage.

By protecting the highest powered as well as the lowest powered station in a community, Comdr. Craven estimated that the radius of stations in Zone 1 would be about 40 miles, while in the rest of the country it would be 60 miles.

He also advocated a block of 10 frequencies for educational television.

He expressed grave doubt that the Commission would be successful in securing additional vhf channels from the military services. This was borne out when the Office of Defense Mobilization announced about a month ago that no vhf frequencies were available [B•T, April 16].

Comdr. Craven also recommended that the

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Craven Up June 7

HEARING on President Eisenhower's nomination of Comdr. T. A. M. Craven to be an FCC commissioner [B•T, May 21] is scheduled for June 7 before the Senate Commerce communications subcommittee (Sen. John O. Pastore [D-R. I.], chairman).

The hearing will take place in Room F-41 of the Capitol. The recommendations of the subcommittee will be reported to the full Senate Commerce Committee at its regular June 13 meeting.

Unanimous approval is expected. At week's end no opposition had been made to Senate Commerce personnel.

table of allocations be deleted when a national television framework was established.

In an illustration of how he would assign channels, Comdr. Craven submitted a table of allocations which deintermixed 61 out of the top 73 markets. Only 12 of the top 73 cities would be intermixed under Mr. Craven's plan—all the others would be either all vhf or all uhf.

Bill Would Legalize Boosters

REP. J. ERNEST WHARTON (R-N. Y.) has introduced a bill (HR 11,165) under which the FCC would be directed to provide for licensing tv boosters and vhf translators. The measure is similar to one introduced earlier this month by Rep. Don Magnuson (D-Wash.) [B•T, May 7].

FCC OPENS GATES ON TV TRANSLATORS

WITH the official authorization to use translators in bringing tv service to remote areas—announced by the FCC last week—the possibility of hundreds and even thousands of pipsqueak tv stations furnishing video to hamlets and cross-roads communities throughout the nation seems at hand.

The Commission's action — coming after three months of consideration following its Jan. 17 proposal—permits the establishment of translators anywhere needed. The only significant obstacle is that a translator station not interfere with any existing service.

The new service is scheduled to become official July 2.

By its action, the Commission legitimized the dozens of re-radiator operations which have come into being in the wide-open spaces of the Northwest.

The new stations will not, however, utilize the same techniques.

Under the new regulations, translators may be established under certain non-interference conditions. They will be permitted to pick up and rebroadcast any tv signal. The top 14 uhf channels (chs. 70-83) must be used by the translator. Equipment may be operated with remote control devices with power limited to 10 w (up to 100 w radiated power). The translator may not originate programs (just rebroadcast the signals of "mother" vhf or uhf stations). They will have their own call letters. More than one translator will be approved for individual communities in the interest of bringing multiple services to viewers. Hours of operation are unfixed and there will be no limit on the number of translators which may be owned by the same interest.

The Commission denied recommendations which would have permitted translators to use either vhf or uhf radiation. It also turned down suggestions that on-channel boosters be established (this is an issue in another proceeding, it said). Opposition to the establishment of translators because of competition to community tv service was brushed aside as unfair to potential remote area viewers. The Jerrold suggestion to use translators to beam the remote signal to a central point in a community, from whence the signal would be delivered to viewers via cable, also was turned down as raising questions of policy that the Commission said it was not ready to answer. So was the recommendation that translators be permitted to utilize subscription tv operations.

The charge that translators should be restricted so they do not compete with regular tv stations was passed on the assumption that that problem could be dealt with on a case by case basis.

Establishment of the new service was sparked by the growing number of unlicensed repeaters established by small communities in the Northwest. These were declared illegal by the FCC and cease and desist orders were issued to close them down. The orders were stayed pending the establishment of the translator service.

Translator equipment is expected to cost about $1,000.

The new rules were made part of Part IV of the Commission's regulations (Subpart G).





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They may also know that the kids will do anything he says—from singing a song to brushing their teeth or eating their cereal.

They may even know that children are always asking their mothers to buy something they have seen on television.

But what advertisers may not know is that a new research study recently completed by Eugene Gilbert and Company shows that 3 out of 5 children who regularly watch "Captain Kangaroo" go shopping with their mothers an average of three times a week.

It adds up to a pretty compelling picture for the advertiser who would like to have this kind of attention focused on his product.

This bewitching children's program now has a 73% higher rating than its closest network competition and is available at a 49% lower cost per thousand. Joining forces with this great early morning leader might just turn out to be the secret sales weapon you need.

CBS TELEVISION



Multiple-City Plan Draws Split Opinion

SOME 30 suggestions, about evenly divided pro and con, were received at the FCC by last Wednesday, deadline for comments on proposed rule-making on multiple-city identification by tv stations. Practically all responses which favored dual-city identification suggested modification of the proposal put forth by the Commission, while opponents were equally unanimous in unqualified disapproval.

Instigators of the rule-making proposal, WVEC-TV Hampton-Norfolk, Va., and ch. 6 WDSM-TV Superior, Wis.-Duluth, Minn., seeking to locate studios in both cities under the FCC table of assignments which assigns channels to hyphenated communities, supported the proposed rule-making with particular respect to their own situations.

WDSM-TV said that in determining whether it would be in the public interest for a tv station to serve and identify itself with more than one city, the key decisional factor should be hyphenation; however, WDSM-TV allowed, other cities not fitting the hyphenated test might also qualify for dual-city identification where a sufficient community of interest exists.

Opposing WDSM-TV's contention, but not altogether against the dual-city proposal, was ch. 3 KDAL-TV Duluth-Superior, which declared that hyphenation was designed only as an assignment tool, not as a determination that a community of interest exists. KDAL-TV cautioned that dual identification should not be authorized in a state different from where a station's main studio is authorized.

KFSD-TV San Diego went the out-of-state proposal one better and suggested that foreign stations be prevented from identifying themselves with U. S. cities. KFSD-TV noted that XETV (TV) Tijuana has frequently referred to itself as a San Diego station.

The majority of those favoring some sort of rule-making felt that general approval would be harmful and that each situation should be handled on a case-to-case basis. Ch. 43 WICC-TV Bridgeport, Conn., was joined by others in expressing the fear that unless precautions were taken, the way would be open for large stations to identify themselves with nearby smaller markets.

KTNT-TV Tacoma, Wash. (ch. 11), backing the proposal, received support in a recommendation that dual-city identification be authorized only when a station's signal strength to both cities is at least equal.

In addition to the previously mentioned stations, the following lined up in favor of qualified rule-making: WLEV-TV Bethlehem, Pa.; KGUL-TV Galveston, Tex.; KTVX (TV) Muskogee, Okla.; WOPI Bristol, Tenn.-Va., losing applicant for ch. 5 there; KTVW (TV) Tacoma, Wash.; KOVR (TV) Stockton, Calif.; KFRV (TV) Green Bay, Wis.; KTRE-TV Lufkin, Tex.; KARK-TV Little Rock, Ark., and KRON-TV San Francisco.

Opponents of the plan charged that it would tend to subvert the table of assignments and permit tv to occupy a "hybrid role." No need for rule-making exists, they said, and the result can only be harmful. The following stations voiced their opposition to the proposed rule-making: WCOV-TV Montgomery, Ala.; KLIX-TV Twin Falls, Idaho; KGW-TV Portland, Ore.; WFIE (TV) Evansville, Ind.; WSEE (TV) Erie, Pa.; KBTV (TV) Denver, Colo.; WKLO-TV Louisville, Ky.; KING-TV Seattle, Wash.; WNAO-TV Raleigh, N. C.; KCMO-TV Kansas City, Mo.; KPHO-TV Phoenix, Ariz.; WHEN-TV Syracuse, N. Y.; WOW-TV Omaha, Neb.; WTVP (TV) Decatur, Ill.; KVOO-TV Tulsa, Okla., and KTRK-TV Houston, Tex.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 12

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Hartford, Conn., ch. 3; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4.

AWAITING ORAL ARGUMENT: 6

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 7

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich, ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

Ike Commends Comr. Webster For 'Distinguished Career'

PRESIDENT Eisenhower commended FCC Comr. Edward M. Webster for his "long and distinguished career" in accepting his decision to retire at the end of his current term as an FCC commissioner. The President wrote:

"I congratulate you on the opportunity which has been yours, and I am confident that in the years ahead you will continue to find much satisfaction in the knowledge of the contributions you have made in your fields of endeavor.

"When you retire you will carry with you not only my appreciation of your years of worthwhile service, but also my very best wishes for your welfare and happiness in the days ahead."

Mr. Webster wrote the President that he had decided not to seek reappointment when his term expires June 30. He referred to his almost 50 years of military and government service and declared that he felt "the time has come for me to step aside and let others assume the responsibilities in the field of telecommunications that have been entrusted to me."

A retired U. S. Coast Guard commodore, Mr. Webster has served on the FCC as assistant chief engineer and as a commissioner since 1947. He has been an independent politically.

It is understood that he may engage in private practice as a consulting engineer.

Five New Am Grants Announced by FCC

FIVE new am grants were announced by the FCC last Thursday. Construction permits were awarded to:

• Wynne, Ark.—East Arkansas Broadcasters Inc., 1400 kc 250 w unlimited. Principals include President Thompson B. Murray Jr. (5%), auto dealer; Vice President J. L. Shaver Jr. (2.5%); Secretary-Treasurer Raymond O. Raley (45%), retail store owner, and William W. Meriwether (10%), retail hardware interests.

• Old Saybrook, Conn.—Long Island Radio Corp., 1420 kc, 500 w daytime. Principals are equal partners, President Joseph P. Trantino (33.3%), program director at WMMW Meriden, Conn.; Vice President Vivien N. Trantino, and Secretary Nathan L. Dubin, dentist.

• Marysville, Kan. — Marshall Transmitter Inc., 1570 kc, 250 w daytime. Principals are President Andrew J. E. Grauer (43.6%), announcer-salesman at KWBE Beatrice, Neb.; Vice President Walter Herman Schwarz (3.1%), ceramics business owner; Secretary-Treasurer Janice Velva Grauer (6.2%), and Bryon Everett Guise (15.6%), owner of weekly *Marysville Advocate.*

• Ortonville, Minn.—Tri-State Broadcasting Co., 1350 kc, 1 kw daytime. Principals are equal owners, President James D. Kaercher, former newsman at WCCO Minneapolis and presently assistant editor-advertising manager of weekly *Ortonville Independent and Graceville* (Minn.) *Enterprise;* Vice President Donald P. Egert, employe of KVSD Vermillion, S. D.; Secretary Warren McCormick, employe of KWAT Watertown, S. C., and Richard S. Schultz, engineer at KWAT.

• Marshall, N. C.—Harold Thoms, 1460 kc, 1 kw daytime. Mr. Thoms owns WISE-AM-TV Asheville, N. C., 75% of WEAM Arlington, Va., 25% of WCOG Greensboro, N. C., 25% of WAYS Charlotte, N. C., and last week filed an application for an am in Sylva, N. C.

FCC Says 'Play Marko' Violates Lottery Laws

THE bingo-type television program *Play Marko* was declared a lottery last week when the FCC notified the Caples Co., the Chicago advertising agency which distributes the programs, that *Marko*'s presentation over the facilities of a broadcast station would be in contravention of Sec. 3.656 of the Commission's rules.

The FCC's letter was in response to a request for a declaratory judgment sought by the Chicago agency in 1955. The FCC refused to issue such a judgment. Last week's letter was the Commission's response to the issue.

Explaining its stand, the Commission said the three elements of a lottery under the FCC Rules and U. S. Code Section 1304 are ". . . prize, chance, and consideration." It is clear, it said, that the lottery elements of chance and prize are present in the *Play Marko* format. The Commission also declared it believed that there exists the additional element of consideration sufficient to constitute a lottery. This determination, it said, is based upon the apparent necessity that all or most persons who desire to participate in *Marko* go to a store or other establishment where the products of its sponsor are sold in order to obtain *Play Marko* cards.

Both KTLA (TV) Los Angeles and WGN-TV Chicago carried the program until May 1955, when the FCC, in a letter to KTLA, declared its belief that the show violated the lottery laws. Capless said the action caused numerous other tv stations to cancel the program or refuse to take orders for it.

Caples filed a suit in the U. S. District Court in Washington seeking to restrain the Commission from issuing show cause orders declaring *Play Marko* a lottery. Caples said in part, ". . . the finding . . . that *Marko* was a lottery and violated (U. S. Code) Section 1304 was made *ex parte* [one sidedly] and without a hearing or notice to the plaintiff [Caples] or to the television stations telecasting *Marko* and was without foundation either in law or in fact."

The court, however, refused to go along with Caples, dismissing the case on the grounds that the Commission had issued no legal, official action against *Play Marko.*

CONELRAD SLATES NATIONWIDE TESTS

TWO nationwide Conelrad exercises—which will involve all broadcast stations in the U. S.—are scheduled to take place in the next two months, it was learned last week.

A country-wide test of Conelrad alerting equipment will occur at 11:30 a.m. EDT, June 16. A similar regular public demonstration—involving the entire Conelrad operation—is scheduled at 4:10 p.m. EDT, July 20.

The internal June 16 test, required by the Dept. of Defense, is for the purpose of checking alert equipment at military and government installations. The exercise will consist of all stations discontinuing normal programs and announcing station call letters, cutting off transmitter carrier for five seconds, returning to the air for five seconds, cutting carrier off again for five seconds and then returning to the air with a 1 kc tone for 15 seconds.

Stations will be permitted to join the test operation anytime beginning five minutes before 11:30 to five minutes after that time. This will permit participants to utilize station ID time, obviating the need to interrupt programs.

This is the first time all broadcast stations have been asked to participate in the alert equipment test. Previously, also in June of each year, only stations officially affiliated in the Conelrad program participated. Key Conelrad stations have been holding this type of test twice weekly for the past several years.

The July 20 demonstration will require all participating stations to switch to 640 kc or 1240 kc, with fm and tv stations going off the air for 15 minutes during the test.

The dates and hours of the two tests were chosen by the FCC after checking with about 75% of the stations involved, it was said.

In 1957, according to Conelrad officials, an all-encompassing alert equipment test will involve almost 1 million transmitters. This exercise will include not only all broadcast stations, but also those of the non-broadcast services—amateurs, military, government, taxicab, trucking, railroad, etc.

Conelrad is a method of maintaining broadcast service on the air without enemy planes being able to use the frequency of individual stations for navigational purposes. This is accomplished by having each station in a cluster broadcast news and information for the civilian populace intermittently.

FCC Okays $1.5 Split Sale Of Twin Cities' KEYD-AM-TV

THE $1 million-plus "split" sale of KEYD Minneapolis-St Paul and its ch. 9 sister station, KEYD-TV [B•T, April 9], was among the station sales approved by the FCC last week.

The Commission granted assignment of the KEYD stations from Morris Baker and associates to United Tv Inc. (Seymour Weintraub, president) for $1.5 million and the agreed-to, subsequent sale of KEYD (1440 kc, 5 kw day) to Robert Purcell, managing director of the twin-city stations, and James A. McKenna Jr., Washington, D. C., attorney, for $100,000. KEYD has been on the air since 1948, KEYD-TV since January 1955.

Mr. Weintraub, Flamingo Pictures president, last week purchased WKBS Mineola (L. I.), N. Y., from Key Broadcasting System Inc. (Lee Hollingsworth, president), for $116,500. Sale is subject to FCC approval. WKBS operates on 1520 kc, 250 w daytime, and has been on the air since 1948.

Complaints About Tv Ads Sift Through to White House

WORD of a considerable volume of White House mail said to be complaining about some tv commercials—their length and "taste"—has belatedly leaked from an informal discussion that White House News Secretary James Hagerty had May 4 with radio-tv newsmen.

Mr. Hagerty mentioned in passing, in response to a query on how White House mail was "running," that letters regarding offensive commercials had come to official attention. The matter was not discussed further although in at least one case a memo was sent to New York headquarters apprising the network's heads of what was said.

The informal meeting was one which Washington newsmen hold with the news secretary at six months to a year intervals to discuss problems pertaining to accurate coverage of the federal government. No transcript of the conversation was made and Mr. Hagerty was out of the country and unavailable for comment.

Newsmen at the meeting: Ted Koop, CBS director of news and public affairs, Washington; Lew Shollenberger, CBS director of special events, Washington; Robert Hurleigh and Jack Gertz, director and assistant director, respectively, of Washington operations for MBS; Julian Goodman, NBC director of news and special events for Washington, and Richard Rendell, ABC director of news for Washington.



Michigan's Biggest Sport Feature!

BASEBALL PLAY-BY-PLAY

ALL DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

Cash in on this popularity
from early Spring to late Fall!

Save up to 15%
By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.
Jackson Broadcasting & Television Corp.

Represented by HEADLEY-REED

Get the Jack out of Jackson on

WKHM

JACKSON, MICHIGAN

Fred A. Knorr, President
John O. Gilbert, Managing Director
Jackson Broadcasting & Television Corp.

KNORR Broadcasting Corp. Affiliate

ALLOCATIONS PLAN DOESN'T REACH VOTE

PROPOSAL by Chairman McConnaughey that the tv table of allocations be dropped—proposed at last Wednesday's meeting on tv allocations—was seconded by Comr. Doerfer but never got to a vote. Too many qualifications and objections, it was understood.

Basic objection, it is believed, was that this action should not be taken unless at the same time the present mileage separations are reaffirmed. This touched off a morning-long wrangle which ended only when the commissioners dispersed for lunch.

Next meeting is scheduled to be underway today, with another approach heading the agenda. This, it is understood, will be a suggestion that the FCC issue a "declaration of intent" to make the eastern part of the United States all uhf—over a 10-year transition period. This has the backing of some segments of the Commission, it is said.

WTOB-TV Winston-Salem Seeks Ch. 8 Drop-in There

WTOB-TV Winston-Salem, N. C., citing its continuing losses in uhf operation in almost three years of face-to-face competition with ch. 12 WSJS-TV there (both began in September 1953), last week asked the FCC to drop in channel 8 at Winston-Salem. WTOB-TV indicated that if it could switch from its present ch. 26 to 8, it would be in a better competitive position. Winston-Salem Broadcasting Co., WTOB-TV licensee, also holds a grant for ch. 29 Richmond, Va. (WOTV [TV]).

WTOB-TV said that its losses ($101,910 in 1954, $79,492 in 1955) have forced the station to reduce its hours of operation and curtail its service. ABC advertisers (WTOB-TV is an ABC affiliate) have indicated a preference for delayed programs on "fringe" area vhf stations as against a regular network show on the Winston-Salem affiliate, WTOB-TV told the Commission. The vhf drop-in could be accomplished, WTOB-TV said under ABC's recommendations on revision of overall tv allocations [B•T, Dec. 19, 1955].

John G. Johnson, WTOB-TV general manager, is president of the Committee for Competitive Tv, which is active on Capitol Hill on behalf of uhf.

Southwestern Wants FCC To Deintermix Fort Smith

UNSUCCESSFUL in its attempt to purchase ch. 5 KNAC-TV Fort Smith, Ark., Southwestern Publishing Co. (Donald W. Reynolds interest) last week asked the FCC to transfer the ch. 5 Fort Smith allocation to Fayetteville, Ark., making Fort Smith an all-uhf community.

Fort Smith is now allocated chs. 5 (KNAC-TV, not yet on the air), 16 (available educational), 22 (operating KFSA-TV, owned by a Southwestern subsidiary) and 39 (available). Fayetteville has two allocations (both vacant), chs. 13 (educational) and 41.

Southwestern pointed out that KFSA-TV, a uhf "pioneer" (on the air since July 1953), is just now beginning to operate above the "break-even" point, but is in danger of being destroyed by the proposed operation of KNAC-TV.

Southwestern's proposed purchase of KNAC-TV from American Tv Co. was approved in an FCC hearing examiner's initial decision, but was the subject of oral argument on a protest by "The Citizen's Group for Two Television Stations in Fort Smith" [B•T, March 19]. The KNAC-TV sale contract expired April 1, before final FCC action, and American Tv Co. said the contract would not be renewed and that it (ATC) intended to construct the station.

Four Enter Consent Decrees In 15% Commission Litigation

CONSENT DECREES have been entered in the last four cases in the Justice Dept.'s civil antitrust litigation against the 15% advertising agency commission and "recognized" agency lists, Attorney General Herbert Brownell said last week. The decrees, entered Tuesday in the Federal District Court in New York City and accepted by both sides, involved Publishers Assn. of New York City, Associated Business Publications Inc. and Periodical Publishers Assn. of America, all New York, and Agricultural Publishers Inc., Chicago.

Similar consent decrees, prohibiting uniform fees and "recognized" agency lists, were accepted in February by American Assn. of Advertising Agencies and in April by American Newspaper Publishers Assn.

FCC Budget Bill Moves Up

THE Senate Appropriations Committee Thursday reported out S 9739, raising the $7.8 million FCC fiscal 1957 budget appropriation approved by the House to $7,828,000, the extra $28,000 for a monitoring station at Douglas, Ariz. The figure includes $41,000 for the FCC's network study. The bill, if passed by the Senate, will go to a joint congressional conference committee to resolve Senate and House differences.

WBC Opposes Daytimers In Fixed-Hour Petition

WESTINGHOUSE BROADCASTING Co. last week joined in opposition to a Daytime Broadcasters Assn. petition seeking fixed hours for daytime station operation. The proposal has been opposed by the Clear Channel Broadcasting Service and various regional and clear channel stations.

Sky's the Limit

THE CELESTIAL HOPES of the Air Transport Assn. came crashing to earth last week when the FCC denied that group's request to reconvene a tall-tower tv hearing aboard an Eastern Airlines plane. ATA, in arguing that a proposed 1,993-ft. WSLA (TV) Selma, Ala., tower would constitute a hazard to air navigation, asked the presiding FCC hearing examiner, H. Gifford Irion, to elevate the WSLA case for a first-hand glimpse of the tower-site. ATA said it would pay all expenses. The examiner, well-grounded in Commission practices, denied the motion, claiming such an order was outside his jurisdiction [B•T, Jan. 30].

The Commission, upholding the examiner, relied upon Broadcast Bureau and WSLA arguments that since there is no tower to view, there is no misunderstanding as to the nature of the evidence. ATA, the FCC said, didn't present sufficient evidence to warrant an airborne hearing. Comr. Lee dissented, indicating he might have liked to go along for the ride.

World Releases Series On U. S. Political Race

AS tie-in programming for the national political conventions in August, the World Broadcasting System last week released to member stations a 13-week series of half-hour programs titled *The People Choose*, which re-creates outstanding U. S. presidential campaigns.

Pierre Weis, general manager of World, said the programs are designed for three local commercials as well as opening and closing sponsor credits, and may be broadcast as participating features, starting this week.

The series spotlights significant campaign issues, political songs and slogans of historic campaigns. Mr. Weis added that World has prepared an extensive promotional campaign for the series, including teaser spot announcements, ad mats for local sponsor use and special sales pieces.

'Bob and Ray' Leave WINS To Form Packaging Firm

AFTER little Piels, big bells (cash-register type) toll.

This seemed to be the new chapter for Bob Elliott and Ray Goulding, the voices of Harry and Bert Piel (animated tv commercial for Piel's Bros. Beer, Brooklyn, N. Y.), who have announced an end to their association with WINS New York, an independent, effective last Friday. "Bob and Ray," whose Mon.-Sat., 6-9:30 a.m. program has been a metropolitan New York standby for over two years, now will team up with Young & Rubicam copywriter Ed Graham to form Goulding-Elliott-Graham Productions Inc., a packaging firm for radio-tv commercials, early next month.

Mr. Graham—creator of Bert and Harry—meanwhile, has submitted his resignation to Young & Rubicam, effective June 30.

The firm, which will open its doors "sometime between the 1st and 15th of June," according to Bob and Ray's personal representative, John H. Moses, will cover all fields of broadcast commercials. President of G-E-G productions will be Mr. Graham, with Messrs. Goulding, Elliott and Moses, vice presidents. Mr. Moses also will be the firm's general manager.

Although Bob and Ray's WINS broadcasts will be cancelled, Mr. Moses said, the team's daily MBS shows as well as its week-end chores on NBC's *Monitor* will continue.

'Lonesome Gal' Files Suit

CHARGING the RCA record division and RCA Victor Distributing Corp. have infringed upon her trademark of "The Lonesome Gal," Jean King has filed a $6 million damage suit against the companies in U. S. District Court at Los Angeles. Miss King said she has spent large sums since 1947 to promote her title in radio and the recording field and alleged that the defendants in January issued recordings using the name of "Lonesome Gal, Lurleen Hunter." She asked $5 million general damages and $1 million punitive damages.

PROGRAM SERVICE SHORTS

WRAD Radford, Va., which tape-recorded last words of Sen. Alben Barkley before he died of heart attack at Washington & Lee U., April 30, is negotiating with Town Hall Inc. for inclusion of WRAD tape in Columbia album on Barkley being prepared by Town Hall. Station furnished its news tape to NBC, 35 radio stations and former Pres. Harry Truman who requested copy.

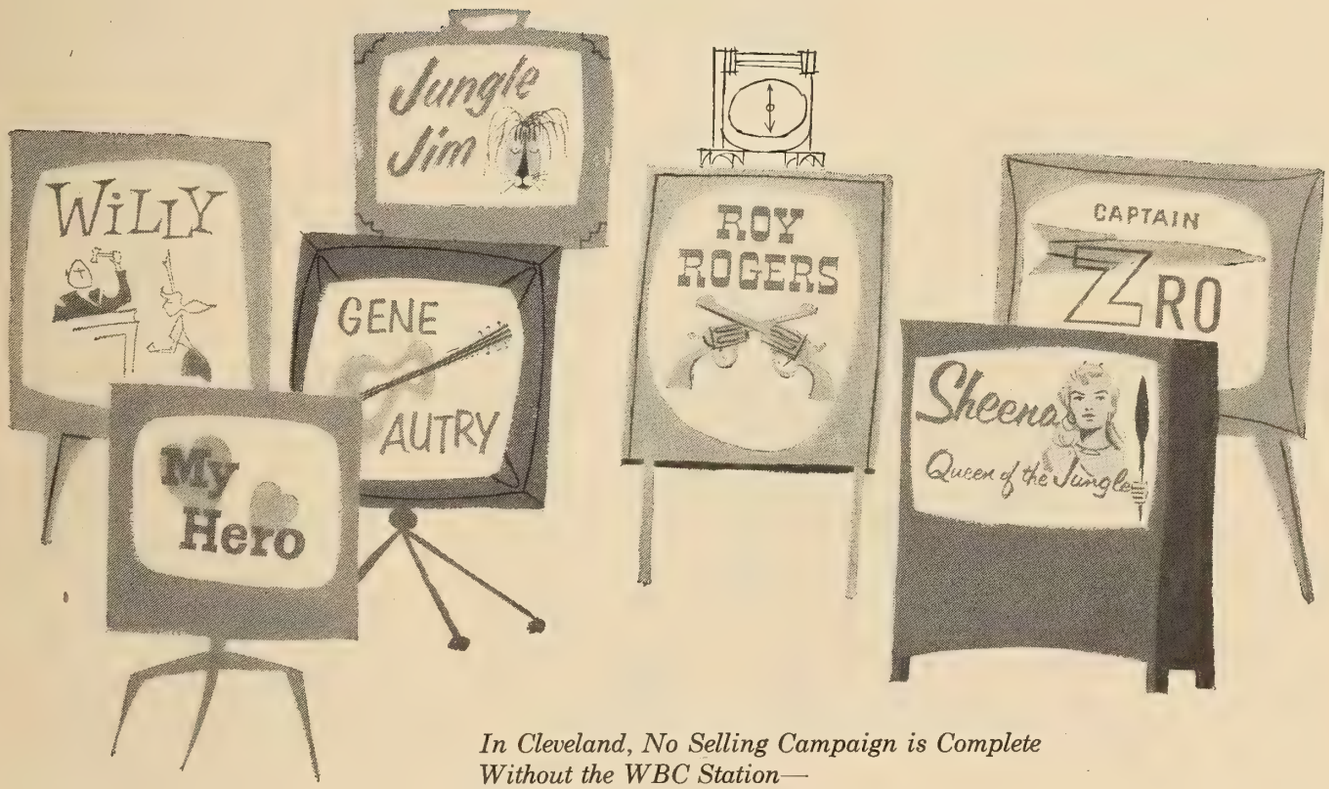
SIX O'CLOCK ADVENTURE

Our new "Six O'Clock Adventure" strip is bound to get you sales action in the rich Northern Ohio Market. It delivers half-a-million sales impressions, nightly.

Look at the time rating (6-6:55 pm)—14.8, 5-day average, and with peaks as high as 16.5. That's 65% more audience than its closest competition—and with 60% adult audience, at that!

The program features: "Sheena of the Jungle," "Jungle Jim," "Gene Autry," "Captain Z-Ro," "Roy Rogers," "My Hero," with Robert Cummings, and "Willy," starring June Havoc. First run in the Cleveland market.

Time on this new strip is going fast. In fact, it was 60% sold out the first week on the air. For information, call Albert P. Krivin, Sales Manager for KYW-TV, at CHerry 1-0942, or A. W. "Bink" Dannenbaum, WBC General Sales Manager, MUrray Hill 7-0808, New York.



In Cleveland, No Selling Campaign is Complete Without the WBC Station—

KYW 3 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	BOSTON—WBZ-TV
PITTSBURGH—KDKA	PITTSBURGH—KDKA-TV
CLEVELAND—KYW	CLEVELAND—KYW-TV
FORT WAYNE—WOWO	SAN FRANCISCO—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WBC

TRIANGLE MAKES 4TH PURCHASE IN YEAR, BUYS WNHC-AM-FM-TV FOR $5.4 MILLION

Sale of New Haven, Conn., outlets makes Annenberg interests among top in ownership. Firm's outlay for stations in past 12 months is nearly $12 million.

SALE of WNHC-AM-FM-TV New Haven by Aldo DeDominicis and Patrick Goode and associates to Triangle Publications Inc. (*Philadelphia Inquirer*-WFIL-AM-FM-TV Philadelphia) for $5.4 million was announced by Mr. De Dominicis Friday.



MR. GOODE



MR. DeDOMINICIS



MR. CLIPP



MR. ANNENBERG

In its fourth station purchase in a year, Triangle (Walter H. Annenberg and family), is acquiring the pre-freeze ch. 8 ABC-TV New Haven outlet which has been the only vhf station in the rich mid-Connecticut area for almost five years. WNHC-TV also is supplementary CBS-TV. The am station, on ABC, operates on 1340 kc with 250 w fulltime.

The purchase, subject to the usual FCC approval, gives Triangle its fifth television and radio property. Triangle owns, in addition to the WFIL stations, WNBF-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa.; WLBR-TV Lebanon, Pa. (subject of a protest hearing), and 50% of WHGB in Harrisburg, Pa.

Acquisition of the WNHC properties would place Triangle in the top bracket of station ownership—all accomplished in the last year under the direction of Roger W. Clipp, general manager of Triangle's radio and television division. The Binghamton stations were acquired for $3 million in May 1955; the Altoona properties for $3.5 million last January, and the Lebanon uhf outlet for $115,000 plus obligations of $125,000 last November. The latter approval has been suspended pending the outcome of a protest hearing.

All of the stock of the WNHC stations would be transferred to Triangle. Messrs. DeDominicis and Goode are principal stockholders, each with about 42% ownership.

It is understood that Mr. DeDominicis will receive $25,000 a year for five years as consultant, while Mr. Goode and his brother Michael will each receive $10,000 a year for 10 years as consultants. The transaction was handled by Howard Stark, New York. The application is due to be filed this week. No staff changes are contemplated.

Patrick Goode is president of Elm City Broadcasting Corp., licensee of the WNHC stations. His brother Michael is public relations director. Mr. DeDominicis is general manager and secretary-treasurer. The same principals also own WHAY New Britain.

WNHC is leading the protest against FCC approval of the sale of uhf stations WGTH-TV Hartford to CBS and of WKNB-TV New Britain to NBC. These sales have been set for hearing, with WNHC required to bear the brunt of proving its charges that the network purchases would lead to monopoly [B•T, May 14]. Conferences on these hearings, however, have been postponed in the light of the sales transactions.



WITI-TV Officially Opened; Uses DuMont Vitascan Color

THE FIRST STATION to make use of DuMont Vitascan color system went into operation last Monday (May 21) with official opening of WITI-TV Whitefish Bay (Milwaukee) on vhf ch. 6.

The station, licensed to Independent Television Inc., went on the air with a full-hour color dedication program featuring WITI-TV executives and local officials. WITI-TV is programming about 56 hours each week, with live shows (weather, news, children's fare), slides and films transmitted in color during the 4:30 p.m.-12 midnight schedule. Bulk of programming consists of full-length motion pictures and half-hour tv film series.

Principals in WITI-TV are Jack Kahn, president; Stanley Glen, president of Rhea Mfg. Co., vice president; Lawrence Fleischman, treasurer; Sol Kahn, Milwaukee attorney, secretary; and the following directors: Col. William Roberts, member of the Washington law firm of Roberts & McGinnis; Arthur Fleischman, Fleischman Rug & Carpet Co.; Robert Strauss, former publisher of *Omnibook* magazine; Max Osnos, president of Sam's Dept. Store.

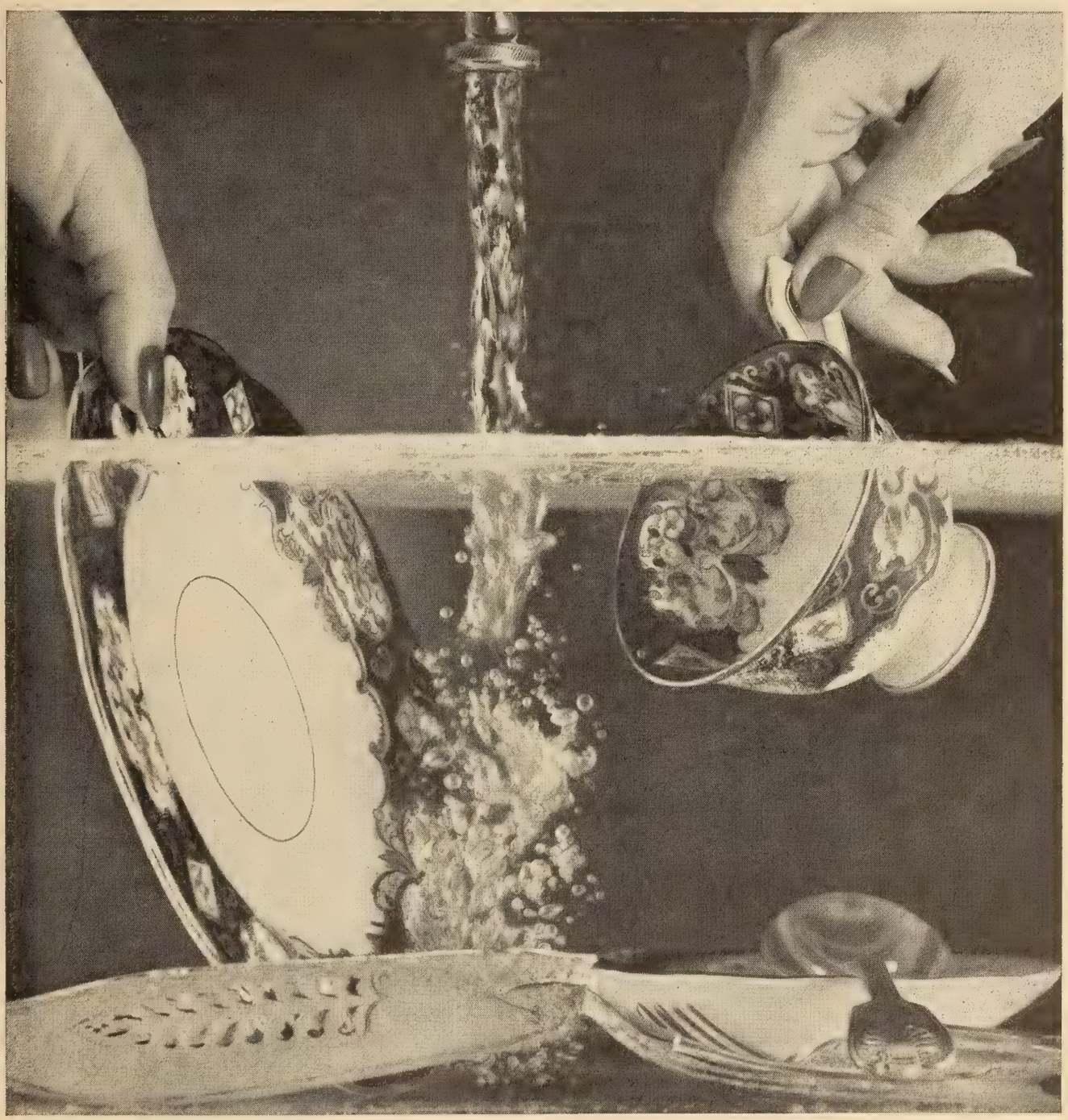
J. I. Meyerson, former national sales representative of the Time-Life radio-tv properties, is general manager of WITI-TV.

KNX-CPRN Moves Wilkins

FULTON WILKINS, assistant general manager of KNX Los Angeles and the Columbia Pacific Radio Network, has been named eastern sales representative of KNX-CPRN, it was announced by Donald M. Ross, KNX-CPRN general sales manager. Mr. Wilkins succeeds Ralph Glazer, who was named account executive in the New York office of CBS Radio Spot Sales.

ESSO RESEARCH works wonders with oil

How oil helps make your dishwashing easier



In ten short years, a revolution has occurred in ways to clean dishes. No more scrubbing or dull film! Now dishes really sparkle – and so do the eyes of happy housewives. Detergents make the difference, and an essential ingredient of most of them is made from oil. By making your everyday living our everyday job, **ESSO RESEARCH** *works wonders with oil!*

ESSO

New KTHS-KTHV (TV) Home Holds Dedication Ceremonies

KTHS-KTHV (TV) Little Rock, Ark., held a formal open house last week as part of the dedication of its new combined radio-tv building. The ceremonies were aired during a 1½ hour telecast on the ch. 11 outlet. Over 6,000 people toured the new facilities in the first three hours they were open.

U. S. Senator from Arkansas, J. William Fulbright spoke briefly and cut the ribbon officially opening the doors of the building. Dedication speeches were made by B. G. Robertson, general manager of the stations; Clyde E. Lowry, secretary of the Arkansas Television Co. (the station licensee), and chairman of the board of the National Equity Life Insurance Co., and K. A. Engel, Arkansas Television president and publisher of the *Arkansas Democrat*. Arkansas Gov. Orval Faubus and Secretary of State C. G. Hall later put in televised appearances.

Twenty-eight out-of-state advertising agency executives were present at the ceremonies, having been invited by the stations and treated to a series of dinners, tours, and other festivities.

Agency personnel present from New York were: Frank B. Kemp, Compton Adv.; Frank Silvernail, BBDO; Thomas Comerford, Young & Rubicam Inc.; William Kennedy, Ted Bates & Co.; Lucy Kerwin, Kenyon & Eckhardt Inc.; Paul Clark, McCann-Erickson Inc.; Henry Cleef, McCann-Erickson; Gerald T. Gibson, Doherty, Clifford, Steers & Shenfield; Rose-Marie Vitanza, Carl S. Brown Co.; Marjorie Scanlon, Kudner Agency; James Watterson, Lambert & Feasley Inc.; William D. Smith, Lennen & Newell Inc.; Arthur Pardoll, Foote, Cone & Belding; Wally L. Rusher, Esso Standard Oil Co.; Walter Teitz, Dancer-Fitzgerald & Sample; Herbert Stott, Harry B. Cohen Adv.; Ann Janowicz, Ogilvy, Benson & Mather Inc.; Paul J. Douglas, J. Walter Thompson Co.; Lee Currlin, Benton & Bowles Inc., and Newman F. McEvoy, Cunningham & Walsh Inc.

Those from Chicago were: Genevieve Lemper, Foote, Cone & Belding; Eloise Beatty, Leo Burnett Co.; Robert Thurmond, J. Walter Thompson; Harvey Mann, H. W. Kastor & Sons Inc.; Roberta Landers, John W. Shaw Agency, and Robert Jolly, Geoffrey Wade Adv.

Marian Manzer came from Campbell-Mithun's office in Minneapolis, and Paul Girard from the Tracy-Locke Co., Dallas.



PLANS for dedication ceremonies of the new building housing studios and offices of KTHS-KTHV (TV) Little Rock, Ark., are discussed by directors of the Arkansas Television Co., licensee of the tv station. L to r, seated, William H. Bronson, chairman; K. A. Engel, president; standing, B. G. Robertson, secretary; Clyde E. Lowry, treasurer, and Henry B. Clay, executive vice president. The dedication took place last week.

$210,000 Giveaway

WDGY Minneapolis-St. Paul and KOWH Omaha, Neb., Mid-Continent Broadcasting Co. outlets, are each offering $105,000 in cash to one person in their markets. This is believed to be the largest single prize offered in the radio-tv industry.

The twin contests are to begin at 12:01 a.m. on June 7 and close at midnight, June 16. Clues as to the whereabouts of the bank drafts will be broadcast in rhyme twice daily at unannounced times to progressively narrow the area of search. Should either bank draft not be found by deadline time, the amount of prize money will be reduced to $500 and the station will proceed to give increasingly obvious clues until someone finds the hiding place.

Todd Storz, Mid-Continent president, said the drafts will be hidden in a "readily-accessible spot" within a 10-mile radius of each station. The drafts will be placed not more than 15 ft. above, nor more than five feet below ground level, he said, and will be hidden in spots which are accessible to the public, without charge, 24 hours a day.

Other Mid-Continent stations are WHB Kansas City and WTIX New Orleans. It has an application pending for the purchase of WQAM Miami.

WTRI (TV) Re-Hires Staffers In Plans for Return to Air

IN PREPARATION for return to the air of WTRI (TV) Albany (ch. 35) on June 15, William A. Riple, general manager, has announced re-employment of several former key staffers and purchase of 82 feature films from National Television Assoc., New York. WTRI (TV) suspended operations in January 1955 after 11 months on the air.

Returning staff members, Mr. Riple said, are Fred Shavor, who has been program manager of WPRO-TV Providence for past year and who will assume the same position at WTRI (TV), and Joe Kiley, recently with WPRO-TV, who will become producer-director for the station. Mr. Riple also announced addition to the staff of Al Strauss, film editor, and Herb Gindele, account executive.

Mr. Riple said 82 features purchased from NTA consist of films never shown before in Albany-Troy-Schenectady area. Current plans are to resume operations with live and film programming for two weeks, until station's affiliation with ABC-TV begins on July 1, according to Mr. Riple.

KTSA Goes Independent

KTSA San Antonio, Tex., recently-acquired by the NOEMAC chain, last week dropped its ABC and Mutual affiliations to operate as an independent [B•T, May 21]. The six other stations in the group also are independents. Charles D. Lutz continues as general manager of KTSA under the new owners and Don Keyes, formerly with KLIF Dallas, has been named program director.

WBC Names Bascom Eastern Sales Manager

PERRY B. BASCOM, director of tv sales, WOR-AM-TV New York, has been named to fill the five-month vacancy of eastern sales manager at Westinghouse Broadcasting Co., WBC General Sales Manager Alexander W. Dannenbaum Jr. is announcing today (Monday).

Mr. Bascom replaces John F. Hardesty, who left WBC Jan. 2 to join Radio Advertising Bureau as vice president.

In his new post, Mr. Bascom will work with WBC's sales representative, Peters, Griffin, Woodward Inc., and the Katz Agency, as well as individual sales managers.

WOW Puts Radio Promotion On the Road Around U.S.

A MARATHON showing of a new, pro-radio, pro-WOW Omaha slide presentation to advertiser and agency people throughout the country was launched by WOW Radio Sales Manager Bill Wiseman last week in New York.

At five consecutive luncheons at the Stork Club, Monday through Friday, he showed it to a total of about 350 agency and client people. This week he will spend in making individual showings to others in New York. Then he's taking it on the road, with presentations scheduled for other agency and advertiser representatives around the country in the next few weeks.

The presentation, which shows the advantages of radio over other media and points up the advertising values of WOW and its service area specifically, was prepared by John Blair & Co., WOW sales representatives, in collaboration with Mr. Wiseman and other WOW authorities.

Fire-Damaged WEAR Gets Quick Transmitter Service

WEAR Pensacola, Fla., whose entire transmitting plant was destroyed in a disastrous fire, was speedily put back on the air last week through fast cooperation in shipment of a new transmitter.

Howard Decker of Gates Radio Co.'s Atlanta office reported the urgent need for the equipment at 4:35 p.m. last Monday. A new Gates 1,000-w transmitter was loaded at company headquarters in Quincy, Ill., and was on its way by chartered truck at 8:30 p.m. the same day, arriving in Pensacola late the following day (May 22).

KGW Appoints Eichhorn

JOHN H. EICHHORN, assistant to the vice president and general manager of KING-AM-TV Seattle, last week was appointed station manager of KGW Portland, Ore., succeeding James Mount, who has resigned effective May 31.



MR. EICHHORN

Mr. Eichhorn had been with KING as commercial and station manager for several years. Before that he had been sales manager of KIRO Seattle, entering the radio field in 1944.

"I read Ad Age from page one to the back cover"

says **LARRY L. MACK**
President
Slenderella International



LARRY L. MACK

"Ad Age not only keeps me posted on current events in the advertising world, but gives me a keen insight into the psychology and significance of advertising. I take it home so that I can read it leisurely from page one right through to the back cover. Several ideas have emerged out of this which I have successfully put into practice in my own business."

Mr. Mack founded the first of his chain of slenderizing salons in 1948. Previously, he had been sales manager of a financial firm, paymaster aboard the carrier Bataan during the war, and had attended Drury College, Missouri University and Harvard Graduate School of Business Administration.

Slenderella has had a phenomenal growth. From five salons in 1951, it had jumped to 120 by 1956, with eight new ones being opened monthly. Present locations include Paris, Zurich, Honolulu and Toronto besides U. S. cities, and 1956 schedules call for new salons in Dusseldorf, Amsterdam, Brussels, Milan, Rome and Caracas.

Advertising Age gets cover to cover readership from most of the sales, advertising and marketing executives who are important to you. For keeping posted, for getting sharp insights into current markets and marketing, for a wealth of ideas to be adapted and developed, Ad Age is vitally important—not only to those who *activate* important media decisions, but to those who *influence* these decisions.

Slenderella International, for example, is carrying an advertising budget of $2,000,000 this year. Its schedule includes newspapers and magazines, with spot broadcast accounting for a substantial part of its advertising efforts and growth. In his radio time, Mr. Mack leans towards "friendly" personalities on various stations, while his tv spots feature interviews between Eloise English, his executive vice president, and wives of famous movie stars.

Consistent, intensive readership of Ad Age like Mr. Mack's is a "must" for most top advertising and marketing executives in national advertising companies. It's a Monday morning-Monday evening habit with most agency executives, too, as indicated by its nearly 9,000 paid-subscriptions among advertising agencies. With this quality of readership permeating throughout its unmatched 32,561 ABC paid-subscriptions representing 124,000 total readers, Advertising Age **is a most powerful medium available for swinging broad**cast decisions your way in 1956.



important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

KTLA (TV) Completes Move To Sunset Blvd. Headquarters

KTLA (TV) Los Angeles has completed moving its studios from 721 N. Bronson Ave. to 5800 Sunset Blvd., Hollywood. KTLA has been partially operating from the Sunset lot since 1955.

Final phases of the move were accomplished in an overnight operation without the station losing any air time.

KTLA's old studios, on Bronson Ave. will revert to Paramount Pictures, the station's parent company.

WICC Publishes New Rates

ADJUSTMENT in certain rates and time classifications goes into effect June 1 at WICC Bridgeport, Conn., according to Manning Slater, vice president and commercial manager. The rate changes will amount in general to a 20% increase in the daytime rate (6:30-10 a.m.) and a 20% reduction in nighttime (7-10 p.m.), while the period 10 a.m.-7 p.m. will go up about 10% in rates. The new policy follows WICC's withdrawal from the Yankee Network and MBS.

Under the new rate card (No. 18), Class A time changes from 6:30 a.m.-noon to 6:30 a.m.-10 a.m., with the one-minute announcement upped from $25 to $30. Class B includes all other time periods, with nighttime Class B rates changed to bring the 7-10 p.m. period under a cut from $18 to $12 for one-minute announcements, and a 10-midnight reduction from $12.50 to $10 for one-minute announcements.

McCarthy to Join Gerity

RESIGNATION of James E. McCarthy as dean of the College of Commerce of Notre Dame U., effective June 1, was announced last week.



MR. McCARTHY

Mr. McCarthy will become vice president in charge of education and public service programs for the Gerity Broadcasting Co. (WNEM-TV Bay City, Mich.; WPON Pontiac and WABJ Adrian, Mich.) and also will establish his own management-consultant business in the midwest.

Mr. McCarthy has been dean of the Notre Dame College of Commerce since 1926. Upon his resignation, Mr. McCarthy will become dean emeritus of the college.

KFRE-TV to Go Full-Time

KFRE-TV Fresno, Calif., will expand to full schedule operation June 5, Ed Frech, station manager, announced last week. He said the ch. 12 outlet will sign on at 6:55 a.m. and broadcast until midnight. KFRE-TV, a basic CBS affiliate, went on the air May 10, operating with maximum power of 316 kw. Mr. Frech stated early reception reports from about 90 cities in central California indicate excellent coverage over a 100 mile area north, west and south of the station's transmitter location.

WNBQ (TV) Color Clinics Open to All Sponsors, Agencies

WNBQ (TV) Chicago is throwing open its color orientation clinics to all agencies and their clients for product tests, it was announced Tuesday by Floyde E. Beaston, sales manager of the NBC-owned station.

Needham, Louis & Brorby Inc. was the first agency to avail itself of the opportunity to observe product demonstrations on color television. A number of advertisers, including Swift & Co., Armour & Co., Peter Hand Brewing Co., Coca-Cola and Libby, McNeill & Libby, are participating in the clinics, launched last March before WNBQ began all-color operation.

Agencies and clients conduct color and lighting tests on products, packaging, trademarks and other visual aids during the sessions, held in cooperation with WNBQ's engineering, programming and production facility staffs. Sessions are conducted each Wednesday, 3-5 p.m.

Products are placed before color cameras under actual studio conditions and agencies and clients may observe the demonstrations on conventional monochrome and color tv monitors.

KDAY Announces Plans For New L. A. Studios

KDAY Santa Monica, Calif., has announced plans for the building of new studios and offices in Los Angeles. It will be the first independent radio station to have facilities in its own building in Los Angeles.

Construction of the contemporary-design building at the northwest corner of Sunset Blvd. and Sweetzer is to begin June 15, according to J. D. Funk, president, and George A. Baron, vice president and general manager of the 10 kw station.

Each of the three studios is to be an individually-supported, sound-proof area. The front of the building will consist of a series of indirectly-lighted, ceramic veneer recessed panels forming a pictorial pattern.

McGavren-Quinn Co. Opens Chicago, New York Offices

McGAVREN-QUINN Co., San Francisco and Hollywood representative firm, has opened offices in New York and Chicago. New York offices are at 33 West 42nd St. and Chicago offices are at 612 North Michigan Ave.

Jack Davis will serve as eastern manager, it was announced last week by Daren McGavren, the firm's president. At the same time Mr. McGavren announced that McGavren-Quinn has taken over representation of KTRB Modesto, Calif.; KSRO Santa Rosa, Calif.; KONE Reno, Nev., and KTOO Las Vegas, Nev.

Coming: 'Sports Showcase'

A NEW SPORTS SHOW to be entitled *Sports Showcase* and to be programmed each night Monday-Friday in the 11-midnight slot, is slated to make its appearance on WATV (TV) Newark, N. J. The new program, featuring interviews with prominent sports figures, film highlights, and other sports features, will originate from Al Schacht's New York restaurant, beginning May 28. Co-host will be Max Kase, New York sports editor, and Dr. Joyce Brothers, the psychiatrist who won $64,000 on the CBS-TV program, *The $64,000 Question*, for correct answers on boxing. Jerry Gross is the producer and Joe Roberts the executive producer.



The Best Beat In Broadcasting Is SESAC's Great Jazz Series

Dick Maltby . . . Eddie Safranski . . . Billy Butterfield . . . Lou Stein . . . Stan Freeman . . . Skitch Henderson . . . Will Bradley . . . Tony Mottola . . . Jimmy Abato . . . Stan Webb

These are just a few of the great jazz artists who are yours in the SESAC Library's famous Series "N" . . . a jazz series that brings you "the best music in America" from the

SESAC TRANSCRIBED LIBRARY
(now also available in sections)

sesac 475 FIFTH AVE. NEW YORK 17, N. Y.

Celebrating Our 25th Anniversary

Justice Dept. Digging Into Philadelphia Rates

POTENTIAL charge that Philadelphia radio stations conspired to maintain rates was in the making last week in Philadelphia—after 10 Quaker city standard broadcast outlets and the Philadelphia Broadcasters Assn. were served with subpenas by U. S. marshals.

The subpenas, requested by the anti-trust division of the Dept. of Justice, asked for documents and correspondence from 1952 concerning rate fixing, rate maintenance, charges in rates at a fixed time, agency recognition standards, standard contract form for political broadcasting, standard advertising contracts, fixing of salaries for employes and talent, standard policies regarding department store or chain store advertising, use of uniform standards for broadcasts, filing of information on rates and contracts with a central office.

The stations were ordered to furnish this information to a Philadelphia Grand Jury June 4.

At issue, it is believed, is the Philadelphia Broadcasters Code adopted by the Philadelphia Broadcasters Assn. last year. This was a pledge not to cut card rates. The PBA is headed by William Casky, WPEN Philadelphia. Also involved, it is understood, is a joint telegram sent by Philadelphia commercial managers to Dancer-Fitzgerald-Sample in response to its wire last year asking radio stations to inform the agency what its lowest rate was for a prospective advertising campaign. The response was said to declare that the stations maintained their rate card tariffs. WCAU Philadelphia was not a signatory to this wire, it was learned.

The subpenas were served on WIP, WIBG, WRCV, WJMJ, WPEN, WCAU, WFLN, WHAT, WTEL and WFIL. There is some question whether WRCV is accountable, since it only recently was taken over by NBC from Westinghouse. Under NBC's ownership, it is not a member of the PBA.

The PBA met last Wednesday to consult with attorneys. It was the consensus, it was reported, that the Grand Jury would find little ammunition in its investigation to provide the basis for an official suit.

Fast—and in Color

ANTICIPATING the day it will be using color for local news programs, KIMA-TV Yakima, Wash., reports that it is turning out colored news film in 49 minutes, nearly half the 90 minutes recommended by experts.

The process is the result of experiments by Robert H. Horn, the station's chief photographer, who says that he was "pleasantly surprised" with the good quality film produced. For nearly three years, KIMA-TV's photo department has been processing its own black and white film in only 15 minutes.

Mr. Horn is satisfied that the speed gained in processing is well worth what loss there may be in permanency of the print. To accomplish the fast processing, washing time is cut from 23 to four minutes, shortstop time of two minutes is cut in half as is the fixing time of four minutes. Drying is speeded up with a combination of heat and forced air in a tank specially constructed by the KIMA-TV photo department.

Fm Music Selections Listed By Philadelphia Newspaper

AS THE RESULT of a survey by the *Philadelphia Daily News* which shows that "an overwhelming number of residents of the Greater Philadelphia area own fm receivers or combination am-fm sets," the newspaper now is listing fm music selections on its radio pages.

The *News* survey found that almost 70% of those who have access to fm stations listen to them both during the day and in the evenings.

The newspaper also set another precedent among Philadelphia papers last week by highlighting "Tv Tips for Tonight" on its front page two-minute news summary, giving top television shows the same placement as top news stories printed in the Quaker City's only daily tabloid.

Rose Joins Blair

JOE ROSE has been appointed business manager of John Blair & Co., national radio representatives, effective Friday, it was announced last week by John Blair, president. Mr. Rose, who has been a certified public accountant with the firm of Touche, Niven, Ailey & Smart in Chicago, will make his headquarters in New York.

Ore. Democrats Pick Holmes

ROBERT D. HOLMES, general manager of KAST Astoria, won the Democratic nomination for governor of Oregon in that state's primary election May 18. Mr. Holmes will run against incumbent GOP Gov. Elmo Smith in the fall.



Cash Registers are Singing in the WBRZ Area because:

POPULATION IS UP **84%**

EFFECTIVE BUYING INCOME IS UP **100%**

FOOD STORE SALES ARE UP **209%**

—Sales Management's area growth ratings, 1945-1955

NBC-ABC

Represented by Hollingbery

$899,481,000.00 spendable dollars

from OIL, GAS, CHEMICALS, SULPHUR, INDUSTRY, AGRICULTURE

—and only one TV station completely covers this rich heart of Louisiana



Power: 100,000 watts

Tower: 1001 ft. 6 in.

WBRZ Channel **2**

BATON ROUGE, LOUISIANA

KCBQ San Diego Plans Glass Studios, Offices

KCBQ San Diego, of the Bartell group, plans to display its broadcast activities to the public 24 hours a day behind the glass walls of a $200,000 studio and office building, construction of which will start next month.

Larry Buskett, KCBQ general manager, said the building will be completed by early November. The independent station operates on 1170 kc with 5 kw.

Kitchen Joins Hollingbery

APPOINTMENT of Ernest W. Kitchen as an account executive in the Boston office of John Blair & Co., radio station representatives, effective Friday, is being announced today (Monday) by John Blair, president. Mr. Kitchen, currently an account executive for WHDH Boston, previously was manager of the premium merchandising division of Robert F. O'Brien Co., sales and merchandising consultants.



MR. PATTYSON MR. KITCHEN

Mr. Blair also announced that Bruce G. Pattyson, manager of the Boston office since July 1953, will specialize in spot television sales for Blair-Tv, national representative of television stations.

REPRESENTATIVE APPOINTMENTS

WTRI-TV (ch. 35) Albany, N. Y., which returns to air July 1 as ABC-TV affiliate, appoints Venard, Rintoul & McConnell, N. Y., national representative. Station is owned and operated by Stanley Warner Corp., parent of Cinerama Inc.

WGTC Greenville, N. C., and **WVOT Wilson, N. C.,** name Devney & Co., N. Y., for national sales.

REPRESENTATIVE PEOPLE

Robert F. Jones, Adam J. Young Inc., N. Y., to the Branham Co., N. Y., as member of radio sales staff.

Alan Ewald, radio-tv research supervisor for NBC Spot Sales, named administrator of represented stations.

Peter F. Yaman, WABC New York account executive, to Young Television Corp., N. Y., station representative, in similar capacity.

Ralph Glazer, eastern sales representative, KNX Los Angeles, to CBS Radio Spot Sales, N. Y., as account executive.

REPRESENTATIVE SHORTS

Young Television Corp., N. Y., tv station representative, reports more than double tv business volume for this year's first quarter over last year. Tv volume is up 129%, while radio volume at Adam Young Inc., radio station representative, rose 24%.

VARIED FARE MARKS NATIONAL RADIO WEEK

One hour of silence by four Duluth, Minn., area stations stresses importance of aural medium. NBC presents excerpts of recorded highlights of 30 years of network broadcasts.

PERHAPS the National Radio Week observance with the most impact was the promotion of all Duluth, Minn., area stations. Without any advance notice of any type, they remained silent for one hour (7:30-8:30 a.m.) to begin the week's celebration.

The mass shutdown was held to impress upon area residents the important part radio plays in their everyday lives. Participating stations were KDAL, WEBC and WDSM Duluth-Superior and WKLK Cloquet, Minn.

Hundreds of phone calls were received by all four stations from listeners who usually wake up by clock radios. Radio repair shops were swamped with sets that worked perfectly and local garages reported a flood of motorists seeking repairs on their car radios. Civil Defense authorities were notified beforehand to forestall any public alarm.

Further reports on National Radio Week promotions [B•T, May 21, 14] were reported as follows:

With H. V. Kaltenborn narrating, NBC presented excerpts of recorded highlights of 30 years of NBC broadcasts in a 55-minute program during NRW called *Recollections at 30.* Included were an eye-witness description of the bombing of Manila, news flashes on the electrocution of Bruno Richard Hauptmann, the scuttling of the German *Graf Spee,* announcement of the attack on Pearl Harbor, the declaration of war against Japan, and an eye-witness description of action in the Korean War.

In the political field there was part of a Huey Long broadcast, Mr. Kaltenborn's 1948 election-night prediction of the defeat of President Truman by Thomas E. Dewey and Mr. Truman's subsequent mimicry of Mr. Kaltenborn. Ben Grauer, veteran announcer, presented part of a Walter Damrosch program on music, played an excerpt from Arturo Toscanini with the NBC Symphony and replayed his own description of the final Toscanini broadcast.

There were bits of two soap operas—*Just Plain Bill* and *One Man's Family*—and parts of quiz shows of radio's earlier days, including *Pot O' Gold, Truth or Consequences* and *Quiz Kids.* Other shows excerpted included an Arch Obeler drama; Fred Allen's quiz-show take off called *Break the Contestant, Baron Munchausen, March of Time,* Little Jack Little, *Kraft Music Hall,* Ben Bernie, *Amos 'n' Andy* and *Fibber McGee & Molly.*

Hayes Talk

Arthur Hull Hayes, president of CBS Radio, appeared on the network's *News of America* program and provided an appraisal of radio's future. Mr. Hayes contended that radio is "greater now than it has been at any time in its 34-year-old history," pointing out that thus far in 1956 the sale of radio sets is higher than in 1955, when 14 million sets were sold. He cited two "outstanding attributes" of radio: Its immediacy and its "companionability," meaning that radio "can move with the listener from room to room or from coast to coast."

WOKO Albany, N. Y., recorded a message from the mayor proclaiming NRW "as a tribute to the people of our community engaged in the radio broadcasting industry" and to an industry "which has provided immeasurably, information and entertainment for the cultural edification of our community." The station made the recording available to other Albany radio outlets.

WTSV Claremont, N. H., and local members of the radio industry were honored by the Kiwanis Club at a special meeting "for the role they are playing in making democracy work through championing freedom of expression."

WBTN Bennington, Vt., decorated a window in the Vermont Bank & Trust Co., carrying out the "Radio Is Exerywhere" theme.

Tying in its NRW promotion with Armed Forces Day, WNHC New Haven, Conn., moved its broadcast activities to a house trailer located on the city's main intersection. Sidewalk interviews were held, keyed to give an indication of how many radios each home possessed and the type of programs preferred. The answers indicated that the average home contains three radios, with the kitchen the most popular room.

Bay State Resolution

A resolution adopted by the Massachusetts State Senate May 18 commended the radio industry as a whole, including specifically members of the Boston local of the American Federation of Television & Radio Artists for "remarkable achievements" and "contributions in promoting the happiness and the welfare of the people." A scroll of the resolution was presented to the Boston local of AFTRA and was accepted by Richard Tucker, WBZ Boston, local AFTRA president.

WILY Pittsburgh gave away a radio every hour for eight hours May 18 and now is conducting a contest among agencies and newspaper personnel asking them to guess the number of entries received for the free radios. A General Electric portable will go to the closest guess.

Originating from the studios of WPTF Raleigh, the North Carolina Assn. of Broadcasters sponsored a statewide two-hour program May 20, "Operation Radio—1956," with material furnished by over 50 stations. The program was written and edited by Add Penfield, WBIG Greensboro, and J. B. Clark, WBT Charlotte. All tapes were edited and compiled by Dan Griffin, WBIG. Jefferson Standard Life Insurance Co. picked up the tab for the cost of preparing and originating the program.

"Radioactive Wednesday" was the highlight of WAJR Morgantown, W. Va.'s NRW celebration. Celebrities and advertisers ran the station for the day, with Miss West Virginia, Carolyn Miller, conducting a disc jockey show.

KROC Rochester, Minn., ran a contest to find the oldest working radio in Rochester, with a clock radio going to the winner. In addition, several downtown stores displayed NRW windows and the station's personnel made speaking appearances during the week before various civic clubs.

NRW was launched in Kansas City by Kevin Sweeney, Radio Advertising Bureau president, who spoke to the local Advertising & Sales Executives Club. Mr. Sweeney closed NRW in Cleveland, addressing the local Ad Club on "The Second Miracle." Mr. Sweeney said that radio is the "salvation" of small and middle-sized advertisers who must "do a big advertising job with relatively little money."

Seven Cleveland radio stations (WHK, WGAR, KYW, WERE, WJW, WDOK and WSRS) participated in a NRW contest in which

more than half*

of all TV Towers over 1,000 feet

BEAR THIS IDECO PLATE

...and so do hundreds of other radio and TV towers, all over the world.

Just a year ago we reported "Over 40% of all TV towers over 1,000 feet tall are towers by Ideco." TODAY OVER 50% are labelled "Built by Dresser-Ideco Company."

MORE TALL TOWERS have been built by Dresser-Ideco than by all the other tower companies combined!

No, we're not bragging just to inflate our own ego. Rather, we're reminding you of that very essential intangible in your tower job . . . peace of mind . . . the feeling of complete security that is yours when you deal with the leader. Your confidence is well placed in Dresser-Ideco's *proven ability* to design, fabricate and construct the tower you need . . . whatever the height, whatever the antenna and wind load requirements.

All the way from knowledgeable counsel in early planning, through to a complete final inspection . . . you can place your trust in the world's most experienced tower engineers.

So when you're ready to push up for greater coverage . . . or when you're planning a new station . . . come to Dresser-Ideco. Write us, or contact your nearest RCA Broadcast Equipment representative.

**Tower height data from TV Factbook, Spring, 1956*

IDECO®

DRESSER-IDECO COMPANY

One of the DRESSER INDUSTRIES

COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.



Tallest Man-Made Structure in the World . . . 1572' Ideco tower for KWTV, Oklahoma City, Okla.

Typical Self-Supporting Tower . . . 649' Ideco tower for WATE-TV, Knoxville, Tenn.

Tall or Short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" Keeps You on the Air

the winner won an all-expense-paid trip for two to Bermuda. Eight consolation prizes of portable radios also were awarded. One of the consolation winners reported a total of 18 radios in his home.

Illinois Governor William G. Stratton issued a proclamation in behalf of NRW at the annual meeting of the Illinois Broadcasters Assn., meeting in Springfield.

Moscow on the Air

In observance of NRW, WNDU South Bend, Ind., tried to penetrate the Soviet Union's Iron Curtain May 18—and was partly successful. Lamont McLoughlin, station's newsman, placed a transoceanic telephone call to Nikolai Bulganin, Soviet Union premier, as Dr. John M. Fizer, Iron Curtain escapee, stood by to conduct the interview in Russian. Marshall Bulganin was not available and the call was switched to his secretary, who promised to relay station's questions for his consideration later. While the questions went unanswered, WNDU tape recorded the phone conversation and aired it that evening.

KFAB Omaha used its four mobile units to plug NRW, plus heavy on-the-air promotion. Each of the mobile units carried signs boosting radio's outstanding features.

A booth, featuring a complete control room, at the Greater Enid Home Show highlighted the NRW activity of KGWA Enid, Okla. During the four days of the home show, KGWA originated 26 hours of programming from the booth and attracted 19,983 visitors in the city of 36,017.

Fred Wolf, WXYZ Detroit disc jockey, moved his "Wandering Wigloo" house trailer to downtown Detroit for NRW originations. Mayor Albert E. Cobo designated Washington Blvd. as "Radio Row" in honor of radio's week.

KMOX St. Louis, which gave away portable radios to boost NRW, received 251,038 pieces of mail in seven days as a result of the promotion.

Naraweguan (National Radio Week Guest Announcers) was the theme of the KWAT Yankton, S. D., observance. Over 100 sponsors and their employes appeared on programs during NRW. Upon completion of their air time, they were presented with a Naraweguan award. The station secured proclamations signed by the mayors of all the towns in a nine-county area surrounding Watertown, which were published in the daily and weekly newspapers of the area.

KOTA Rapid City, S. D., used a different promotion for every day of NRW, beginning with the selection of KOTA's "Mother of the Year." The week was highlighted by a free "KOTA Radio Dance Jamboree" in the City Auditorium. In addition to the regular daily promotions, the station sent a red rose each day of NRW to all persons hospitalized in Rapid City.

Colorado Springs Mayor Harry C. Blunt issued a NRW proclamation and made KRDO personalities "honorary" city officials. Disc Jockey Wes Bradley was named "Commissioner of Comedy," Sports Director Jack Finlayson "Honorary Sports Chief" and night disc jockey Frank Van Vleave "Honorary Night Mayor of Colorado Springs."

KNBC San Francisco asked listeners to participate in NRW through a public service project and a letter-writing contest on "Why I Like Radio." An appeal for old radios for boys and girls cared for by Community Chest agencies was made on local shows, with the U. S. Marine Corps Reserve picking the radios up and putting them into working order. The station devoted all available spot announcements to NRW.

Floyd Wynne, KFLW Klamath Falls, Ore., commercial manager, spent two months preparing a 40-minute tape recording of outstanding radio news events and period music over the past 30 years, which was used in that station's NRW promotion. The tape was first played when Mr. Wynne spoke to the local Lions Club to kick off the week set aside for radio.

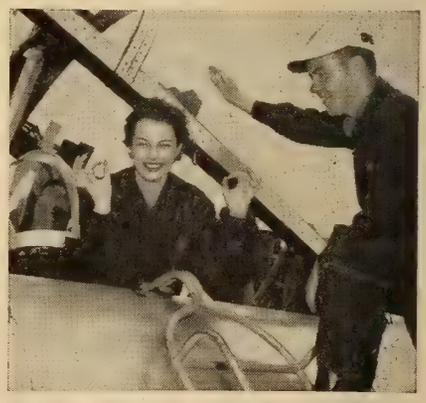
Wheeling Wheeldon

DELVINA WHEELDON, housewife and WCKY Cincinnati, Ohio, women's personality, flew in an Air Force F-94 jet aircraft at 830 miles per hour—through the sonic barrier. She is the first civilian woman passenger to ever fly through the barrier, station Promotion Manager Robert M. Fleming has reported.

The trip was made as part of Mrs. Wheeldon's campaign to rid mothers of their fears regarding their sons' entrance into the air arm and jet training.

Mrs. Wheeldon felt "this would permit me to talk woman-to-woman from actual experience and reassure them by an account of all the safety factors and precautions involved." The Air Force granted her request, giving her a four-day round of lectures and practice in the use of oxygen masks and bail-out equipment.

The Air Force is going to use her commentary as part of its 26-program series being prepared in observance of the USAF's "decade of security through global air power," with emphasis on the Continental Air Defense system.



WCKY Cincinnati women's personality DelVina Wheeldon displays a grin of confidence after riding in an Air Force F-94 jet airplane piloted by Lt. Robert Kline through the sonic barrier at 830 miles per hour. Mrs. Wheeldon was trying to allay the fears of mothers whose sons may get into jet flying.

Mrs. Wheeldon is also preparing a 13-program series in cooperation with the Air Force's Continental Air Command for use by WCKY. The AF plans to use her series as a pilot study in preparing locally-originated programs in behalf of the air arm in other cities. A local women's personality in each city will do each series.

For a real Sales KNOCKOUT in the Detroit area

CKLW-TV channel 9

325,000 WATTS

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

CKLW radio 800 kc

50,000 WATTS

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE MARKET!

Adam Young

Television Corporation

National Rep.

Guardian Bldg., Detroit

J. E. Campeau President

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



MEN* Fully clothed, 1 inch heels

HEIGHT	5'3"	5'4"	5'5"	5'6"	5'7"	5'8"	5'9"	5'10"	5'11"	6'	6'1"	6'2"	6'3"
Small Frame	119-128	122-132	126-136	129-139	133-143	136-147	140-151	144-155	148-159	152-164	157-169	163-175	168-180
Medium Frame	127-136	130-140	134-144	137-147	141-151	145-156	149-160	153-164	157-168	161-173	166-178	171-184	176-189
Large Frame	133-144	137-149	141-153	145-157	149-162	153-166	157-170	161-175	165-180	169-185	174-190	179-196	184-202



WOMEN* Fully clothed, 2 inch heels

HEIGHT	4'11"	5'	5'1"	5'2"	5'3"	5'4"	5'5"	5'6"	5'7"	5'8"	5'9"	5'10"	5'11"
Small Frame	104-111	105-113	107-115	110-118	113-121	116-125	119-128	123-132	126-136	129-139	133-143	136-147	139-150
Medium Frame	110-118	112-120	114-122	117-125	120-128	124-132	127-135	130-140	134-144	137-147	141-151	145-155	148-158
Large Frame	117-127	119-129	121-131	124-135	127-138	131-142	133-145	138-150	142-154	145-158	149-162	152-166	155-169

Checked your weight lately?

If you are one of the many millions of Americans who've gained unneeded pounds, consider these facts:

1. At ages 20 and over, men and women who are considerably overweight have a mortality rate about 50 percent higher than their "trim" contemporaries.

2. High blood pressure occurs more than twice as often in overweight people as in thinner people.

3. Studies show that 85 percent of adult diabetics were overweight at the onset of their disease.

So, it's evident that excessive poundage burdens more than your two feet. In fact, overweight can impair the function of many vital organs and hence is associated with many life-shortening conditions.

On the other hand, if you reduce . . . *and keep your weight down* . . . you should increase your chances for long life and good health. You will certainly look and feel better . . . and have greater stamina, too.

Yet, some quick-reducing diets may be almost as bad for your health as the constant stress of overweight. It is wise, therefore, to avoid all diets unless they are prescribed by your doctor.

So, when you plan to reduce, start with a visit to your doctor. He will determine your desirable weight . . . and, most important, he will give you a sound, balanced, varied diet that everyone needs whether reducing or not.

If you are overweight and want to reduce surely and safely, these "do's and don't's" may help you:

Do say "no" to all high-calorie foods . . . rich desserts, gravies, sauces and social-hour tidbits.

Do exercise moderately as this will keep you in trim and help burn up unneeded calories.

Don't use any "reducing drugs" except on your doctor's recommendation.

Don't give a second thought to second helpings . . . no matter how tempting they may be.

Don't expect immediate good news from the scales. In fact, rapid weight loss may be harmful. One or two pounds a week is a safe, sensible rate of weight loss.

* *Desirable weights for men and women of ages 25 and over based on numerous Medico-Actuarial studies of hundreds of thousands of men and women.*

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

STATION PEOPLE

Lincoln A. Mayo, sales and production manager, WJMS Ironwood, Mich., and Indianhead Network, appointed commercial manager, WBSE Hillsdale, Mich. **Ray Wells,** chief announcer, WJMS, to WSTR Sturgis, Mich.

Philip Fuhrman, formerly with ABC and DuMont networks, to WBMS Boston as sales and promotion manager.

Carl Q. Anderson, formerly chief engineer of KGLN Glenwood Springs, Colo., and recently with KOA-AM-FM-TV Denver, to Western Slope Broadcasting Co. (KREX-AM-TV Grand Junction, Colo.) as operations manager of KFXJ-TV Montrose, Colo., to go on air sometime next month as KREX-TV satellite.

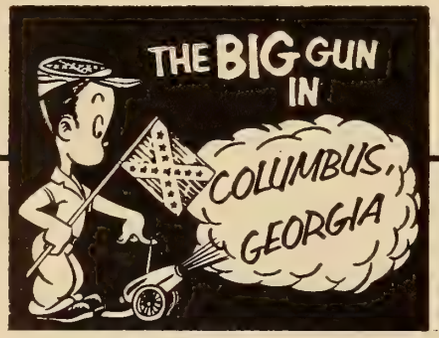
Jerry Merritt promoted from assistant chief engineer to chief engineer at WICS (TV) Springfield, Ill. He succeeds **Bazil O'Hagan,** resigned to join WNDU-TV South Bend, Ind., in similar capacity.

David L. Waite, news and sports director, WFOR Hattiesburg, Miss., to WDAM-TV Hattiesburg as assistant operations manager and sales service director.

Joel L. Levy, continuity and promotion director, WKNY Kingston, N. Y., to same post at WKNY-TV.

Ronald C. Beck, member of CBS-TV's program promotion staff, named assistant sales promotion manager of WCBS-TV New York.

Phil Sheridan, morning personality, WFIL Philadelphia, appointed assistant program director.



...In The 11-County Core of Our Coverage Area—

Pulse* Proves Audiences Prefer

WRBL-TV CHANNEL 4 CBS ABC

*Area Telepulse, Nov. 1955

Share of Audience

DAYTIME		NIGHTTIME	
WRBL-TV	64	WRBL-TV	62
Station B	27	Station B	27
Misc.	9	Misc.	11

The top 48 weekly and multi-weekly shows are on WRBL-TV

CALL HOLLINGBERY CO.

Charles K. Bibby, announcer, WEAM Arlington, Va., to WWDC Washington as assistant program director, succeeding **Norman Baum,** now program director of WEBB Baltimore.

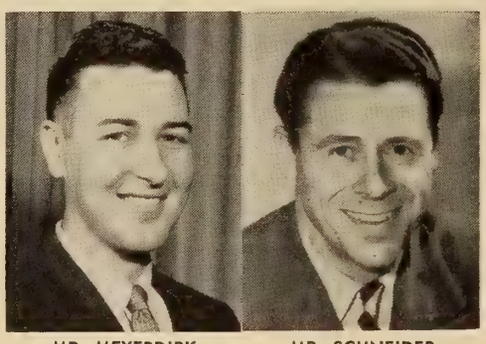
Taylor G. Benson, news staff, WISN-TV Milwaukee, named to head WISN radio news department.

LeRoy V. Bertin, promotion and sales development director of WNBF-AM-TV Binghamton, N. Y., resigned to join United Insurance Co., Detroit, in executive capacity.

John Supple, former Cleveland, Ohio, real estate dealer, to sales staff, WGAR Cleveland.

G. Spender Prankard, account executive, Moloney, Reagan & Schmidt, newspaper representative firm, to WABC-TV New York, as account executive.

Sam B. Schneider, home and farm director, KVOO-AM-TV, named marketing-promotion director. **Carl Meyerdirk,** associate home and farm director, appointed to succeed Mr. Schneider as home and farm department head.



MR. MEYERDIRK MR. SCHNEIDER

Marge Given, formerly with KWWL Waterloo, Iowa, to WLBK DeKalb, Ill., as continuity chief.

Milo Townes, program director, WSRS Cleveland, Ohio, to WHK Cleveland, for twice weekly program.

Dick Barrett, disc jockey, WTVB Coldwater, Fla., to KHMO Hannibal, Mo.

Bob Conners, disc jockey, WJET Erie, Pa., to WGR Buffalo, N. Y.

Norm Serles, former director, WHAM-TV Rochester, N. Y., returned to station in same capacity.

Bill Miller, WMON Montgomery, W. Va.; **Frank Starling,** program director, WBCR Christiansburg, Va., and **Stewart Yarbro,** WCEF Parkersburg, W. Va., to WKNA Charleston, W. Va., as disc jockeys. **Tom Gause,** Star Newspapers Inc., Washington, N. C., to WKNA as head of new local news bureau.

Joseph P. Cullinane, publicity director, WBZ-AM-TV Boston, to WEEI Boston as sales promotion manager.

Allen Wannamaker, vice president and general manager, WBIG Greensboro, N. C., elected president of Advertising Club of Greensboro.

Edward M. Tink, maintenance supervisor, WLAC-TV Nashville, Tenn., appointed chief engineer. **Thomas W. Patterson,** engineering staff, named maintenance supervisor.

Michael Sands, business manager, WGBB Freeport, N. Y., named program director. **Syl Reilly,** entertainer and radio personality, appointed director of public service programming.



ROBERT PETERSON, general manager of the Hotel Cleveland, Cleveland, Ohio, signs for a summer saturation spot campaign over KYW-AM-TV there on behalf of the Hotel Corp. of America. The hotel chain's spot campaign, said to be the first use of Cleveland radio-tv by a hotel or hotel chain, will be aimed at traveling motorists and will emphasize the advantages of a Cleveland stopover. Witnessing the contract-signing are Albert P. Krivin, KYW-TV sales manager (l), and Dick Woodruff, radio-tv manager, Griswold-Eshleman Co., Cleveland advertising agency. Hotel Corp. of America will use a radio-only campaign on two other Westinghouse stations, WBZ Boston and KDKA Pittsburgh.

Ernie Ashley, formerly sports and news director to WOWO Fort Wayne, Ind., appointed program director of WCOL Columbus, Ohio. He succeeds **Gerald MacFarlane,** resigned, and also will head station's sports department.

Mel Pinsel, account executive, WBBM Chicago, father of girl, Monica Allison, May 9.

James R. Croy Jr., 68, one of founders of WMTR Morristown, N. J., died May 13 after long illness. He was active in station operation until his death.

Bernard Rosen, director, WTVJ (TV), father of boy, Randy Allen, May 8.

Bill Maloney, sales staff, KXOK St. Louis, Mo., father of girl, Kathleen Ann.

Jeanne Edwards, performer, WTRF-TV Wheeling, W. Va., married May 19 to **Robert Kaiser,** staff director.

Malcolm M. Romberg, 53, engineering technician at WBBM Chicago for 17 years, died in Presbyterian Hospital May 12.

Jack Ellsworth, program director-disc jockey, WALK-AM-FM, Patchogue, L. I., father of boy, Glenn.

Pat Marrinan, production manager, KHJ-TV Los Angeles, father of girl, Marcella, May 16.

Tom Clark, announcer, WTAP-TV Parkersburg, W. Va., married to **Barbara Watson,** station continuity director.

Don V. Shoemaker, promotion manager, KFAB Omaha, father of girl, Kay Ann, May 17.

TV FILMS CAN'T AFFORD LIVE MUSIC WITH FUND FEES, HOUSE GROUP TOLD

Witnesses at Los Angeles hearing of House subcommittee on musicians trust fund testify that royalty fees exceed payment to musicians. Alleged dictatorial powers of Petrillo in spotlight.

CONGRESSIONAL inquiry into proposed copyright law revisions to give musicians a property right in a recording (single record, transcribed radio show or tv film) and a more intensive investigation of the reasons why tv film producers are using so many foreign sound tracks were held forth last week as possible further developments to spring out of a House subcommittee probe in Los Angeles of the AFM music performance trust fund.

The alleged dictatorial powers of AFM President James C. Petrillo held the spotlight of the Los Angeles hearing Monday and Tuesday by a subcommittee of the House Labor and Education Committee, which heard testimony from both factions within Hollywood AFM Local 47, currently split by an intra-union dispute over Mr. Petrillo's policies governing the AFM trust fund [B•T, Feb. 27, *et seq.*]. Much emphasis was placed upon the individudal musician's lack of a voice in his own economic affairs and his inability to do anything about it under Mr. Petrillo's "absolute" authority.

The subcommittee, under the chairmanship of Rep. Phil M. Landrum (D-Ga.), also includes Reps. James Roosevelt (D-Calif.) and Joseph F. Holt (R-Calif.). It has under consideration further hearing into the AFM trust fund policies and practices in both New York and Washington at a later date. The probe is to be a part of the full committee's overall investigation of union trust funds and welfare plans throughout the U. S. to determine if restrictive legislation is desirable.

Cecil F. Read, vice president of Local 47 and leader of the anti-Petrillo faction, told the subcommittee that legislation is needed in six specific areas where abuses by Mr. Petrillo and the AFM International Executive Board have occurred. These include "arbitrary executive powers, diversion of strike funds, no collective bargaining rights, evasion of trust fund restrictions of the Taft-Hartley law, discrimination in taxes and assessments and protection of musicians' 'performance rights'."

Mr. Read is among 11 rebel leaders of Local 47 who face temporary expulsion from the union under charges brought against them by pro-Petrillo officers of the local. The punitive action was recommended by Arthur J. Goldberg earlier this month as referee in their trial before the AFM [B•T, May 14]. Mr. Goldberg is special AFL-CIO counsel in Washington.

Mr. Read said Sec. 1 of Article 1 of the AFM constitution provides that Mr. Petrillo "is authorized and empowered to promulgate and issue executive orders which shall be conclusive and binding upon all members and/or locals; any such order may, by its terms . . . (b) may annul and set aside" the constitution and bylaws "or any portion thereof . . . and substitute therefor other and different provisions of his own making." The witness said Mr. Petrillo used this "absolute" authority as late as 1954 at a Miami meeting of the IEB when he caused the bylaws to be amended specifically to empower the IEB with authority to change the bylaws of a local union when it so desired.

Rep. Roosevelt later described Sec. 1 of Article 1 as "the most undemocratic example of power given to one individual that I have ever seen. You individual musicians might win [a reform] at the AFM convention, but Petrillo could still overrule you after the convention."

The Local 47 rebel leader called for legislation modifying both civil and criminal statutes to prohibit "the misuse or diversion of funds, assessments, taxes or contributions collected for specific purposes, such as welfare, pension, unemployment, strike benefit, etc., to other purposes."

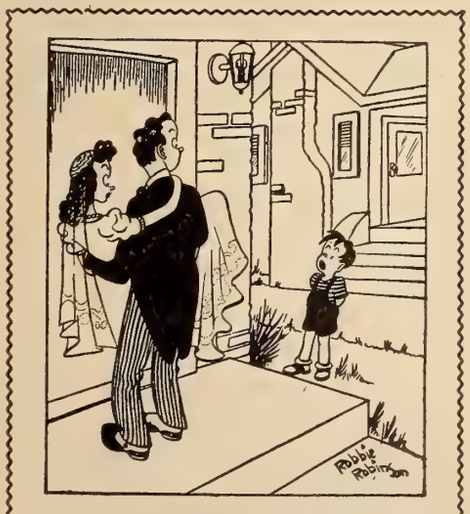
Says Musicians 'Forgotten'

Requesting amendment of the Labor Management Relations Act of 1947 (Taft-Hartley) to require that any collective bargaining agreement negotiated by the certified bargaining agent be submitted to the members affected for their ratification, Mr. Read pointed out that the musician is the "forgotten man" in these negotiations. All other unions in the industry pass contracts back to their members for approval except AFM, he said, and AFM members have only a nominal role in "advising" officials what they want, virtually all "suggestions" going unheeded.

When it gets down to the crux of the issue, Mr. Read testified, "only two people" settle on the terms of an AFM pact. These are Mr. Petrillo and the key employer representative. In a hypothetical example of a network negotiation which has reached an impasse, Mr. Read said "Mr. Petrillo and Brig. Gen David Sarnoff, RCA board chairman, take a walk down the hall and when they come back Mr. Petrillo announces the terms of the agreement" binding on all musicians.

Mr. Read testified he wants legislation "prohibiting any strategem or device of evading the provisions of the Labor Management Relations Act defining the nature and purposes of welfare funds which may lawfully be collected from employes or by 'voluntary contributions' from employers." He charged that employers in motion pictures, tv film transcribed radio and phonograph recordings are required to make "so-called 'voluntary contributions' . . . as a condition precedent to employment of musicians" and therefore these "are actually compulsory" contributions to the trust fund.

In the case of using live musicians on tv



"—and I just heard KRIZ Phoenix advertising baby carriages."

Survey-Conscious?

February ARB again shows WHBF-TV the Quad - City Favorite; WHBF Radio ranks first 52 out of 72 quarter hours among the 5 stations according to Pulse. Ask Avery-Knodel for figures.

CBS FOR THE QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/4 MILLION PEOPLE

WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

NOW in Kansas
MORE SEE
NBC
ON CHANNEL 3

40% OF KANSAS POPULATION
PLUS 8 OKLAHOMA COUNTIES
TOTAL RETAIL SALES
$1,198,145,000
TOWER HEIGHT 1,070 FEET
MAXIMUM POWER 100,000 KW
COVERAGE 1,033,000

all this and
COLOR, too!

Wm. J. Moyer, *General Manager*
Don Sbarra, *Sales Director*

Channel 3
KARD-TV
WICHITA • KANSAS
Edward Petry & Co., Inc.

films, the agreement requires payment of 5% of total package cost of network station time for each showing, he said. Mr. Read noted the 5% royalty in each instance is larger than the single payment the musicians receive for scoring the film. The result of this exorbitant extra cost, he charged, is to force tv producers to use recorded foreign music and no live musicians except when absolutely necessary to the program format.

Aside from the 5% royalty, the trust fund now gets $25 for each musician who played in an original movie film when it is "re-scored" for release to television. Up until June 1955, the musicans personally got this extra payment.

Mr. Read testified that since then, Local 47 members have lost $2.5 million in extra payments which now will go into the trust fund as the result of large numbers of movies being released to tv. The musician is the only one who fails to receive re-run benefits from such films, Mr. Read said, noting that actors, writers, producers and directors get extra pay.

He requested legislation "to create and enforce residual property rights in musical performances which shall be protected by copyright and other laws comparable to the creation and protection of other artistic property." Mr. Read said, "it is imperative that there be legislative prohibition against 'bargaining away' any musical performance rights of individual musicians without the full consent and approval of the musicians affected."

Mr. Read emphasized to the subcommittee he does not oppose the trust fund in principle, but only policies for collecting the money put into it and certain aspects of the way it is used. He protested use of the money to pay "hobby" or part-time musicians for public concerts rather than to aid truly unemployed musicians who are attempting to devote their fulltime to music.

Rep. Holt commented that the "common culturehood of all America actually is involved, not just a musician problem."

Several times he said he holds employers equally responsibile for the music situation and at the conclusion of the hearing asked Mr. Read why tv producers were so "reluctant" to testify. Mr. Read answered, "Because they know if they do anything to offend Petrillo they have no place else to go for music except to him. It's the same for the individual musician."

John te Groen, Local 47 president "ousted" by the Read faction but stayed by Mr. Petrillo, told the subcommittee he has opposed the 5% royalty on films "all along" and took steps to have it removed but was not successful. He said he still intends to attempt to have it changed.

He testified Mr. Petrillo and other members of the IEB have since personally told him they made a mistake last June when they diverted the $25 re-scoring (movies to tv) payments from the individual musician to the trust fund.

Phil Fischer, AFM international movie studio representative headquartered at Local 47, told the subcommittee a series of 39 tv shows would involve about $3,900 for recorded music while live music would cost about $39,000 and the 5% royalty on programs using live would bring this cost to $78,000. He said the 5% royalty doesn't affect employment because producers remained silent in 1954 at a Chicago meeting when Mr. Petrillo asked them if they would guarantee to hire one piano player if the 5% were removed.

Contending repeal of the Lea Act and modification of Taft-Hartley would aid the musician, Mr. Fischer cited the "big money" made by many broadcasters under their FCC grants and observed they have "some responsibility" to the public regarding live music. He read a prepared statement praising Mr. Petrillo's leadership.

Maury Paul, Local 47 recording secretary also removed from office in the dispute but saved by Mr. Petrillo, told the subcommittee that if it were not for the Lea Act there would be much more live music on the air.



ASKING: Reps. Roosevelt, Landrum & Holt

ASKED: Local 47's Read

Temporary Ouster of Rebels Recommended by AFM Board

THE International Executive Board of the American Federation of Musicians last week adopted substantially all of the recommendations of referee Arthur J. Goldberg [B•T, May 14] and ordered the expulsion from the union of Cecil F. Read and ten followers who led a revolt in Los Angeles Local 47.

At the same time AFM President James C. Petrillo granted the request of the Read faction for postponement of the expulsion order, pending the determination of expected appeals to the federation's annual convention which opens in Atlantic City on June 11.

If the convention sustains the disciplinary actions of the board, Mr. Read, vice president of Local 47, will be deprived of membership in the union for one year and denied elective or appointive office for two years after reinstatement. The ten members of the Read faction, the IEB ruled, are expelled for one day. Mr. Read's return to union membership after one year is contingent upon his conduct during the period of suspension.

The revolt in Local 47 stemmed largely from an order issued by Mr. Petrillo last summer assigning motion picture royalties to the Music Performance Trust Fund. An anti-Petrillo group within Local 47, whose membership provides music for a large majority of motion pictures, protested the ruling. The revolt took shape when Local 47 ousted John te Groen, president, and Maury Paul, recording secretary.

The IEB last week directed Local 47 to make full restitution to Mr. te Groen and Mr. Paul for salaries and expenses "unlawfully withheld from each of them."

The board made some deviations from Mr. Goldberg's report: The ten Read followers will not suffer loss of insurance, death or other benefits customarily contingent upon continuity of membership; they will not lose membership in other locals of the federation, and they will not be required to pay initiation fees when and if they return to full membership. With respect to Mr. Read, the board cited "the grave nature of his infractions" and ruled that "considerations" shown to the ten members will not apply to him. It added that when and if Mr. Read applies for re-instatement, the board will explore the possibility of granting him the "considerations" given to his supporters.

"We are not going to take this lying down. We have started to prepare our appeal to the AFM national convention at Atlantic City in June," Mr. Read said Thursday.

Writers Threaten Strike Unless Agreement Is Reached

THREAT of a strike against the major tv networks was made by the Writers Guild of America, West, unless there is a satisfactory working agreement on film television by June 4, union members have voted. A similar move was approved by the Writers Guild of America, East, in New York.

Negotiations were resumed last Thursday in Hollywood between the Guild and the three tv networks in an effort to avert the strike. Both sides flew New York representatives to the West Coast last week to join with local officials in the talks.

Although it is understood the networks will agree to a contract comparable in many ways to the one concluded with the tv film subsidiaries of major movie studios, the Alliance of Television Film Producers and other independent producers, there are two issues reportedly unsettled. These are non-exclusive working terms and separation of rights for certain writers. The writers claim they want to be free to accept other assignments while their material is under network consideration and because it may be rejected they also want to retain certain residual rights distinct from that of staff writer.

The guild has called a strike rally the evening of June 3 at the Beverly Hilton Hotel unless the issues in conflict are settled by that time.

Transcription Fees Eased

NEW DISCOUNT structure covering fees for group singers of transcribed jingles on live radio shows in the Los Angeles area has been announced by Claude L. McCue, executive secretary of American Federation of Tv & Radio Artists there, in a move to encourage greater use of radio commercials, especially on multi-weekly shows such as newscasts and sports commentaries. Covering singing groups of three or more performers, the discounts operate on a 13-week basis, with fees amounting to 100% of the live program charge for a single show, 30% each for 14-26 times and 10% for all above 157th use. The discount plan is valid until Nov. 15, 1956.

FM NETWORK PLAN OUTLINED BY RKO

Pending FCC approval of purchase, WGMS-FM will be key station of 'good music radio network' group situated along the East Coast.

RKO Teleradio Pictures Inc., last week, in filing for FCC approval of its purchase of WGMS-AM-FM Washington, D. C., formally outlined its plans for an fm "good music radio network" to be keyed from WGMS-FM [B•T, April 9].

The network is to be a daily, fulltime service based on the present good-music format being aired by WGMS-AM-FM. Programs are to be fed to a chain of east coast fm stations from Virginia to Maine via through-the-air fm relays and high-fidelity telephone cables linking the stations.

RKO-owned WOR-FM New York and WNAC-FM Boston will carry the programs with affiliations being offered in intervening cities, Mutual affiliates getting first refusal. WIP-FM Philadelphia and WPJB-FM Providence, R. I., have expressed interest in affiliating.

In its application, RKO said successful operation of an fm good music network in the East will lead to furnishing service to other parts of the country. WGMS-FM has operated a limited network, but has experienced difficulty in getting regular cooperation from independent stations between New York and Washington.

WGMS-AM will operate separately from the fm outlet and will carry a number of MBS network programs.

NBC-TV Now Drafting Spectaculars for Fall

PATTERN of spectaculars to be presented on NBC-TV in the fall season was taking shape last week and a new series of public affairs programs was on the drawing board.

According to the network's plans, the schedule of Sunday night color spectaculars will be revised and a color spectacular series will be added as Friday night offerings.

On Sundays, spectaculars will continue in the 7:30-9 p.m. NYT period every fourth week as they have for the last two seasons on NBC-TV. But that hour now will be reserved for color shows which have family appeal while the more adult shows will be slotted for 9-10:30 p.m. Six 90-minute Sunday shows are set so far, three aimed for the family hour and three others, including "Dial M for Murder" and "Man and Superman," both starring Maurice Evans, designed for the later hour. Sponsor of the series—*Hall of Fame*—will be Hallmark Cards Inc. Two more programs may be added to the Sunday series. On Fridays, a new series every fourth week in the 8:30-10 p.m. period is planned and will rotate producers, including Fred Coe, Max Liebman and Worthington C. Miner. NBC-TV also has slated spectaculars Saturdays, 9-10:30 p.m., and Mondays, 8-9:30 p.m., as carried in the past season.

The new public affairs series is called *Telescope*. Present plans envision 11 programs, with no single producer handling more than three of the shows, of which Benjamin K. Park, director of NBC public affairs, will be the executive producer. Production cost of each program in the series is expected to be $100,000 or more.

The programs will be filmed and telecast in color generally on alternate Sundays (4-5 p.m.), beginning Sept. 23. In the blueprint are the following types of programs: a report on medical developments; a history of Paris in relation to the life and times of actor Maurice Chevalier; a report of techniques and methods by which presidential candidates are selected; a spectacular on science; a study of the earth's crust, and various other subjects including the school crisis, Southeast Asia, developments in aviation, the Cold War and a profile on a national figure.

Houwink Chairmans ABC-TV Affiliates

FRED S. HOUWINK, general manager of WMAL-TV Washington, D. C., was named chairman of the new ABC-TV Affiliates Advisory Committee at the group's organization at a meeting last Thursday in Kansas City, Mo.



MR. HOUWINK

Harry LeBrun, general manager of WLWA (TV) Atlanta, was appointed vice chairman; Joseph F. Hladky, executive vice president of KCRG-TV Cedar Rapids, Iowa, secretary, and Joseph Drilling, vice president-film buyer of KJEO-TV Fresno, Calif., treasurer.

An organizing committee of nine men, named when the ABC-TV affiliates met during the NARTB convention in Chicago in April [B•T April 23], set up bylaws for the new ABC-TV Affiliates Advisory Committee and under these bylaws became the organizing board of governors, to serve in this capacity until the entire ABC-TV affiliates group has another meeting and elects a board. These nine men include Messrs. Houwink, LeBrun, Hladky and Drilling and Robert Lemon, WTTV (TV) Bloomington, Ind.; Willard E. Walbridge, KTRK-TV Houston, Tex.; Donald Davis, KMBC-TV Kansas City; Joseph Bernard, WGR-TV Buffalo, N. Y., and Joseph Herold, KBTV (TV) Denver.

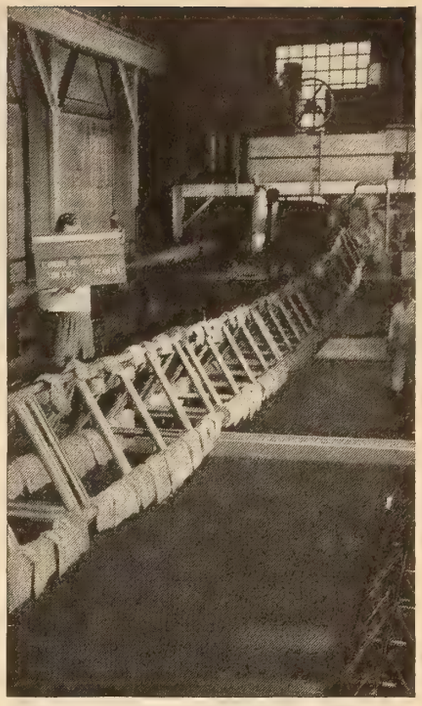
Assisting in the meeting at Kansas City were J. W. McGough, WTVN-TV Columbus, Ohio, and Harold Hough, WBAP-TV Fort Worth, Tex.

The committee was described by Chairman Houwink as a "grass roots organization—formulated to improve service to the public.

"The organization will have the opportunity to improve this service through advice to the ABC Network and to relevant government agencies," he said.

Two subcommittees were set up during the meeting. The first will represent the ABC-TV affiliates in testimony before the Senate Commerce Committee, beginning June 19, on basic network practices. The second subcommittee





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Each tower design is subjected to rigorous tests such as shown in the above photo. Progressive hydraulic pressures are applied simulating tower compression loading to determine the "buckling" point. Bags of lead shot are placed along vertical members to simulate maximum wind loadings. Every type of stress to which a tower might be subjected in actual service, is applied to Stainless tower designs with more severity than will ever be encountered in service.

Stainless literally "destroys" towers to make sure that the customer will be assured of absolute dependability!

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DEMOCRATIC presidential hopefuls Sen. Estes Kefauver and Gov. Adlai Stevenson as they appeared on the monitor during the debate of campagn issues on ABC Radio-Tv last Monday from Miami, Fla. The 10-11 p.m. EDT program was moderated by Quincy Howe.

is designed "to serve the needs of the FCC Network Study Group."

"Our first order of activity will be to testify before the Senate Committee," said Mr. Houwink. "As soon as it is convenient thereafter, it is the organization's objective to meet with ABC officials to set up a procedure for advising them on certain mutual problems."

The organizational setup for the ABC group is subject to full ABC-TV affiliate membership vote—which is to be taken by mail.

'Trial' Set for NBC-TV; Is Based on Actual Cases

IN one of the first definite Friday night commitments made by NBC-TV for the 1956-57 season, *On Trial*, a series of 30-minute filmed dramas based on actual and sometimes famous court cases, has been scheduled 9-9:30 p.m. EST, three out of four Fridays. Campbell Soup Co., through BBDO, New York, will sponsor the new series, narrated by Joseph Cotton, produced by Collier Young and written by Larry Marcus and Don Mankiewicz. Fordyce Enterprises, headed by Mr. Young, is filming the shows in Los Angeles.

On Trial will replace the current season's *Big Story*, sponsored by American Tobacco Co. (Pall Mall), New York, through Sullivan, Stauffer, Colwell & Bayles. *Big Story* will return, an NBC spokesman told B•T Thursday, at "another time." The three-out-of-four week schedule has been set to make room for a "spectacular" which, too, NBC-TV said, hasn't yet been firmed up.

ABC-TV Feels Debate Boost for Television

ABC-TV feels it got in a good lick for television in its precedent-setting telecast of the "discussion of issues" last Monday night between Adlai Stevenson and Sen. Estes Kefauver (D-Tenn.), both aspirants for the Democratic presidential nomination.

Several senators think so, too, among them Senate Majority Leader Lyndon B. Johnson (D-Tex), Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, Sen. Clinton Anderson (D-N. M.) and Sen. John L. McClellan (D-Ark.). But Rep. John V. Beamer (R-Ind.) called the broadcast "Democratic propaganda" and asked equal time for the GOP.

ABC Vice President Robert Hinckley, Washington, said any such GOP request—for time on the same basis—would find favor at ABC. ABC, he said, will be glad to put President Dwight Eisenhower on the same platform with Senate Minority Leader William Knowland (R-Calif.), considered a GOP contender in some states. ABC would even put the President on with Lar Daly, if requested, Mr. Hinckley said. Mr. Daly is seeking the GOP nomination on the America First ticket.

Mr. Hinckley noted that ABC is glad to have started the ball rolling on televised debates between candidates—an accomplishment he believes no other medium can perform so well.

Sen. Magnuson called the ABC-TV telecast an "outstanding job," and said he hopes it is the first of many such programs carried by ABC-TV and its affiliates. He termed it a "history-making" step in broadcasting.

Republican National Chairman Leonard Hall described the telecast as a "flop," but said the GOP National Committee is asking ABC-TV for equal time.

Discounts Offered Sponsors Of ABC-TV Special Programs

POTENTIAL advertisers of the special live, hour-long shows to begin next fall on ABC-TV are being offered special discounts if purchases fall within four requirements set by the network.

Involved in the tentative list of shows are: *Ballet Ballads*, slated for November. *Metropolitan Opera* (December), *The General's Other Son* (January), *The Young and the Beautiful* (February), *Take a Giant Step* (March), *By Jupiter* (April), *Metropolitan Opera* (April), and *Playboy of the Western World* (May).

Most of the shows carry a $100,000 tag as the approximate commissionable package price. Exceptions are the operas, which are priced at about $130,000 each, and *By Jupiter*, which is at the $150,000 level.

To an advertiser who buys all eight of the one-shot programs, the network would permit a 27½% discount in place of all other discounts and rebates; for the non-ABC advertiser purchasing individually, 10%; for a half sponsorship of any of the shows, 7½%, and for a third sponsorship of any one of the eight, 5%. Additional discounts can be earned by an advertiser who is on ABC at the time of the special program by combining the one-shot purchase with his regular program.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

May 24 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson.
June 2 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co., through Ruthrauff & Ryan (also June 9, 16, 23, 30).
June 2 (9:30-11 p.m.) *Ford Star Jubilee*. "A Bell for Adano," Ford Motor Co. through J. Walter Thompson.
June 7 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp., through McCann-Erickson.

NBC-TV

May 28 (7:30-7:45 p.m.) *Gordon MacRae Show*, Lever Bros., through BBDO.
May 28-June 1 (3-4 p.m.) *Matinee*, participating sponsors (also June 7-8, 11-12, 19-22, 25-29).
May 28-June 1 (5:30-6 p.m.) *Howdy Doody*, participating sponsors.
May 28 (8-9:30 p.m.) *Producer's Showcase*, "Bloomer Girl," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul, Lefton and Grey.
May 29 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 31, June 26-28).
May 30 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.
June 3 (9-10 p.m.) *Goodyear Playhouse*, "Primary Colors," Goodyear Tire & Rubber Co., through Young & Rubicam.
June 5 (8-9 p.m.) *Milton Berle Show*, Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.
June 9 (9-10:30 p.m.) *Max Liebman Presents*, "Holiday," Oldsmobile, through D. P. Brother.
June 13 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co., through J. Walter Thompson.
June 17 (3:30-4 p.m.) *Zoo Parade*, sustaining (also June 24).
June 17 (7:30-9 p.m.) *Sunday Spectacular*, "The Bob Hope Show," participating sponsors.
June 20 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.
June 25 (8-9:30 p.m.) *Producer's Showcase*, "Happy Birthday," Ford Motor Co., Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

[Note: This schedule will be corrected to press time of each issue of B•T]



NBC-TV Sets Anchor Team For Forthcoming Conventions

ESTABLISHMENT of a three-man anchor team to collect and disseminate news for NBC-TV at Democratic and Republican conventions in Chicago and San Francisco, respectively, was announced last week by William R. McAndrew, director of NBC News.

The three-man team—composed of Chet Huntley as coordinator, Dave Brinkley as running commentator and Bill Henry as summaries newscaster—will be stationed at NBC's "TV-One" center to be set up in Chicago's International Amphitheatre and in San Francisco at the Cow Palace. Mr. McAndrew said some 30 commentators, reporters and analysists will cover political contests for NBC-TV and NBC Radio. On radio, Pauline Frederick will serve as hostess and Ned Brooks will deliver running commentaries.

Western Slope Network Incorporation Announced

THE WESTERN SLOPE Radio & Television Network, to engage in all forms of radio, television, and facsimile transmission, has been incorporated in Colorado, Rex Howell, a director of the new corporation, has announced. The network will maintain sales offices in Grand Junction, Glenwood Springs, Montrose, and Durango, Colo.

The other directors are: Jerry Fitch, KGLN Glenwood Springs; Pat O'Brien, KIUP Durango; Roy Adamson, secretary-treasurer of the Western Slope Broadcasting Co. (KREX-AM-TV), Grand Junction, and Carl Q. Anderson, KFXJ Montrose, and satellite KFXJ-TV.

Additional satellite stations are planned in other communities in the section known as the Western Slope which encompasses the area west of the Rocky Mountains to the Wasatch Range in Utah.

A Western Slope Radio Network, as an association, operated for a short time as a joint sales agency in the past, but the new entity has broader scope.

ABC Radio Promotes Harris

ADVANCEMENT of Leslie A. Harris from account executive to eastern sales manager of ABC Radio was announced last week by Don Durgin, vice president in charge of ABC Radio. Mr. Harris, who joined ABC Radio in October 1951 as a presentation writer in the sales development and research department, was appointed an account executive in May 1952. Previously, he had been with NBC as senior statistician in radio network sales.



MR. HARRIS

WNAB Joins Yankee Network

WNAB Bridgeport, Conn., joined the Yankee Network last Thursday as Yankee's official affiliate in Bridgeport, it has been announced. WNAB operates on 1450 kc, with a power of 250 w. Negotiations for the move were finalized by George W. Steffy, Yankee vice president; John Ellinger, WNAB general manager, and Harold Thomas, WNAB president. The station is now affiliated with ABC.

Scoop's Ace

THAT select group of golfers who are members of the "Hole-in-One" club welcomed a newcomer last week—Frank M. (Scoop) Russell, NBC Washington vice president.

Mr. Russell qualified for golfdom's recognition on the 167-yard second hole of suburban Washington's Kenwood Golf & Country Club with Mrs. Russell as a witness.

The NBC executive did not report what club he used or if he has ordered a trophy for his mantle.

NBC-TV Re-Signs Durocher

SIGNING of Leo Durocher, former manager of the New York Giants, to a new one-year contract with NBC was announced last week by Thomas A. McAvity, vice president in charge of NBC-TV. The new agreement calls for an extension of Mr. Durocher's duties as an NBC executive, primarily in the talent relations field, which began last September. He makes his headquarters at the NBC Pacific Div. in Hollywood.

'See It Now' Once a Month

CBS-TV's *See It Now* will be presented on a regularly-scheduled once-a-month basis, starting in the fall of 1956, it was announced last week by Sig Mickelson, CBS vice president in charge of news and public affairs. The program, which has been carried this season on an irregular basis, will be telecast the first Sunday of each month, starting Oct. 7, in the 5-6 p.m. EST period, with occasional special programs planned of 90-minutes' duration.

NBC-TV Show Debuts June 4

NBC-TV announced last week it will launch a new half-hour, Monday-through-Friday, audience participation show, *It Could Be You,* June 4 (noon-12:30 p.m. EDT). The program will be sponsored by Welch Grape Juice Co., Westfield, N. Y., through Kenyon & Eckhardt, New York; Brown & Williamson Tobacco Co. (Raleigh cigarettes), Louisville, through Russel M. Seeds Co., Chicago, and Brillo Mfg. Co., Brooklyn, N. Y., through J. Walter Thompson Co., New York.

The format of the new program, created by Ralph Edwards and starring Bill Leydon as m.c., will center around participants recovering articles they thought lost forever, meeting friends or relatives they had not seen for a long time and receiving wished-for items of apparel or home furnishings. The series will mark the sixth Edwards property to be carried on network tv in the past five years.

NETWORK PEOPLE

Jack Shapiro, account executive, KJBS San Francisco, to Intermountain Network, Salt Lake City, as regional sales manager, replacing **Homer K. Peterson,** appointed manager of KALL Salt Lake City.

Carroll Carroll, radio-tv writer-producer formerly associated with *Burns & Allen-Guy Lombardo Show, Kraft Music Hall, General Electric Hour* and others, to NBC-TV New York and Hollywood.

John Lane, formerly service engineer with Ill. Bell Telephone Co., to CBS Newsfilm midwest office as writer-production assistant.

The average value of land and buildings of an Iowa farm now is estimated at $36,077, up from $27,566 in 1950.

WMT
an Iowa radio station

JOIN
the smart music stations—
USE

STANDARD
SHORTY-TUNES
Monthly releases of 20 current and standard pop tunes—each averaging only... **1¼ Minutes**

This service pays its way every day in better programming, more spots without doubling—The best of current and standard hit tunes are recorded new each month by outstanding talent on pure vinylite 12" 33⅓ RPM discs.

OUTRIGHT BUY—NO CONTRACT
Send for One Month Trial
20 TUNES for ONLY $8.50

STANDARD
RADIO TRANSCRIPTION SERVICES, INC
360 N. Michigan Ave., Chicago 1, Ill.

CBS-COLUMBIA HIT BY SET SALES LAG

CBS Inc. studying several possible solutions to cure financial difficulties of its set manufacturing division. Possibility of a complete shutdown of production reported by Dr. Stanton.

CBS-COLUMBIA, set-manufacturing division of CBS Inc., is undergoing a period of rough sledding and CBS Inc. is considering several possible solutions, including—but only as a last resort—a shutdown of the division.

Dr. Frank Stanton, CBS-Inc. president, told B•T Thursday that, although the possibility of a shutdown is being considered, several other alternatives take precedence in the deliberations. One possibility—now in negotiation—is that of evolving a working arrangement with a small manufacturer (unidentified) who has a more modern plant and who would build chassis for CBS-Columbia, permitting further economies in the CBS division's operations. The talks now in progress do not envision a merger, however.

Other possibilities which have been considered, Dr. Stanton continued, include that of merging with another company, and, among others, that of reducing CBS-Columbia's production temporarily until a better sales picture develops in the set manufacturing field. Improved plant facilities have long been an acknowledged need of CBS-Columbia.

It has been estimated that unit sales in the industry are off by as much as 30%. Dr. Stanton noted that traditionally, whenever there is a slump, the manufacturers with smaller shares of the market suffer first. And CBS-Columbia, he observed, is one of the relatively smaller manufacturers. He attributed the general slowdown in black-and-white console sales to several factors, including color tv and the growing popularity of portables.

To offset the effects of the slowdown, he continued, CBS-Columbia has undertaken certain economies, including the layoff or transfer to CBS Labs of some 100 employes out of CBS-Columbia's total work force of approximately 1,500. To keep inventory down, he said, the division also instituted some price reductions.

These moves, plus a decision not to make any further long-range commitments for production of components until the outlook becomes more definite, led to increased speculation in the trade regarding the future of CBS-Columbia.

Dr. Stanton made it plain that the present deliberations regarding CBS-Columbia do not involve CBS-Hytron, CBS Inc.'s tube-manufacturing division. He pointed out that CBS-Columbia accounted for only 6% of CBS-Hytron's 1955 sales and said that although CBS-Hytron lost money in 1955, it is now doing better and is currently engaged in an expansion program.

In CBS Inc.'s annual report two months ago, Board Chairman William S. Paley and President Stanton said:

"Despite an increased volume of business, CBS-Hytron (tubes) failed to be profitable in 1955, due to high developmental costs in color as well as to heavy price competition in picture tubes. CBS-Columbia (receivers) was faced with product difficulties early in the year [1955] and also failed to operate profitably. It is hoped that important changes in procedure made during 1955 will bear fruit in 1956" [B•T, March 26].

CBS acquired both its receiver and tube manufacturing properties in mid-1951 in an exchange-of-stock arrangement, estimated at the time to be approximately a $20 million deal. The companies thus acquired were Hytron Radio & Electronics Corp. and its subsidiaries, including Air King Products Co. Air King subsequently became the CBS-Columbia Division of CBS, and Hytron Radio & Electronics became the CBS-Hytron Division.

Three principals in the original ownership and management of the Hytron companies—Lloyd H. and Bruce A. Coffin, chairman and president of Hytron, and David H. Cogan, president of Air King—remained active in management of the respective divisions for about three years. Then Seymour Mintz, formerly of Admiral Corp., succeeded Mr. Cogan as president of CBS-Columbia, and was himself subsequently succeeded by the current president, Henry C. Bonfig, formerly of Zenith Radio Corp. Charles F. Stromeyer is now president of CBS-Hytron.



Merle Harmon-Larry Ray team up to bring play-by-play accounts of the K. C. Athletics baseball games to the Heart of America. Another exclusive New Sound of KMBC-KFRM.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

Radio Shipments Up In '56 First Quarter

RADIO shipments by manufacturers to dealers went up 19% in the first quarter of this year compared with the same period in 1955, Radio-Electronics-Television Manufacturers Assn. reported Wednesday.

For the same period, tv shipments slipped somewhat compared to the same 1955 quarter.

There were 1,470,873 radio receivers shipped in January-March of this year, compared to 1,164,462 sets shipped in same months of 1955. In March 530,349 radio sets were shipped, compared with 472,112 in February and 485,688 in March 1955.

There were 1,702,236 television receivers shipped in first quarter 1956 compared to 1,968,347 the same period last year. In March, 549,220 tv sets went to dealers, compared with 529,226 in February, and 690,097 a year ago same month.

The following table lists shipments of radio and television receivers in the first 1956 quarter:

RADIO

State	Total	State	Total
Ala.	19,390	Neb.	9,164
Ariz.	9,627	Nev.	2,031
Ark.	8,234	N. H.	4,299
Calif.	139,428	N. J.	57,350
Colo.	11,858	N. M.	5,693
Conn.	22,211	N. Y.	241,962
Del.	2,367	N. C.	23,373
D. C.	14,754	N. D.	3,562
Fla.	28,430	Ohio	83,513
Ga.	23,074	Okla.	12,962
Idaho	3,499	Ore.	14,238
Ill.	118,425	Pa.	100,466
Ind.	27,940	R. I.	9,097
Iowa	15,293	S. C.	9,568
Kan.	12,028	S. D.	3,854
Ky.	23,813	Tenn.	18,317
La.	20,898	Tex.	66,969
Maine	6,322	Utah	5,703
Md.	23,014	Vt.	2,916
Mass.	49,658	Va.	21,284
Mich.	64,365	Wash.	25,146
Minn.	19,669	W. Va.	9,002
Miss.	8,494	Wis.	27,689
Mo.	31,470	Wyo.	2,126
Mont.	4,681	GRAND TOTAL	1,470,873

TELEVISION

State	Total	State	Total
Ala.	28,578	N. H.	6,295
Ariz.	11,716	N. J.	56,453
Ark.	18,728	N. M.	6,354
Calif.	146,437	N. Y.	185,636
Colo.	12,995	N. C.	39,808
Conn.	27,155	N. D.	5,541
Del.	4,310	Ohio	90,064
D. C.	16,445	Okla.	24,220
Fla.	55,664	Ore.	20,416
Ga.	39,862	Pa.	119,285
Idaho	7,643	R. I.	7,964
Ill.	88,478	S. C.	17,721
Ind.	42,090	S. D.	6,496
Iowa	18,593	Tenn.	32,986
Kan.	20,420	Tex.	94,551
Ky.	30,683	Utah	7,120
La.	34,374	Vt.	4,803
Maine	10,363	Va.	32,987
Md.	23,279	Wash.	26,606
Mass.	50,843	W. Va.	20,042
Mich.	66,456	Wis.	31,998
Minn.	23,941	Wyo.	2,098
Miss.	16,476	U. S. TOTAL	1,698,026
Mo.	40,061	Alaska	1,077
Mont.	5,528	Hawaii	3,133
Neb.	15,557	GRAND TOTAL	1,702,236
Nev.	1,907		

Time-Data Printer Developed For Easier Station Operation

A TIME-DATA PRINTER, looking somewhat like an adding machine and designed to eliminate some of the clerical duties associated with station operation, has been developed by the Engineering & Electronics Div. of the Clary Corp., San Gabriel, Calif.

The machine, the company said, prints the time of day in hours, minutes, and seconds, together with the sequence number or code of identification of advertisers on adding machine tape which then is forwarded to the accounting department for billing the respective accounts in the usual manner.

Clary stated that the printer is pre-set at the start of the broadcast day with the code identification of all commercials and the clock-mechanism of the machine synchronized. The printer may be operated by a foot pedal or automatically and obviates manual operations of keeping a log.

Two Order From DuMont

ORDERS for 5-kw transmitters to WAGM-TV Presque Isle, Me. (ch. 8), not yet on the air, and KDIX-TV Dickinson, N. C. (ch. 2), were reported last week by Allen B. DuMont Labs. The KDIX-TV order also included associated equipment.

MAGNETIC VIDEO TAPE STAR OF CHICAGO SHOW

MAGNETIC video tape and other component and equipment innovations highlighted the 1956 Electronic Parts Distributors Show in Chicago last week.

Distributors, government representatives, sales personnel and advertising agency executives attended the five-day exhibition at Chicago's Conrad Hilton hotel. Among co-sponsors were Radio-Electronics-Television Mfrs. Assn. and National Electronic Distributors Assn.

Interest in video tape recording, prompted by Ampex Corp.'s demonstration of its system during the NARTB convention last month [B•T, April 16, et seq.], was reflected in announcement of Audio Devices' new tv-Audiotape designed for recording picture and sound and immediate playback of television programs.

Audio Devices unveiled two-inch wide tape on a base of Mylar Polyester film, which may be played back after rewinding. A company spokesman said the tape would sell for $141.60 for ten or more reels or $157.20 for one to nine reels.

At the same time ORRadio industries, another leading tape supplier, announced refinements in its "Green Band" Irish seven-inch recording tape—a "Ferro-Sheen" process already used for other reels. ORRadio claims an "upgrading in quality" without extra cost to the consumer.

Among other news-makers at the exhibition was Pentron Corp., manufacturer of tape recorders, which introduced (1) a stereophonic tape designed for true reproduction at low cost, (2) a high fidelity recorder for cabinet or home use and (3) a stereo magazine tape player for monaural and stereophonic sound reproduction, simultaneously. Appointment of Gail S. Carter, formerly with Permo Inc., as sales manager of Pentron was announced by president Irving Rossman.

Among other innovations:

• A new auto radio aerial (the "Silveramatic")—a fiber glass rod with chrome-like finish, claimed to be resistant to rust, corrosion and changing weather conditions—by Wards Products Corp.

• A new power-point phonograph cartridge-needle combination unit, claimed to cost less than two comparable needles alone without cartridge, and a professional 100 w amplifier for high fidelity musicasting and industrial uses —by Electro Voice Inc.

• An indoor tv antenna "Filter-Tenna," claimed to reject certain electrical disturbances without affecting the signal—by Dynamic Electronics-New York.

• An outdoor matching transformer which passes alternating current, for use in remote operation of rf amplifiers—by Jerrold Electronics Corp.

Raytheon-Admiral Sale Conjecture Increases

ADMIRAL CORP., Chicago was a center of conjecture last week regarding rumored negotiations to buy Raytheon Manufacturing Co., also Chicago, and choice of a new advertising agency for Admiral.

Admiral is reported to have undergone negotiations for purchase of Raytheon Mfg. Co.'s tv-radio operations in Chicago. Raytheon would retain its government business, which accounts for perhaps 70% of its sales.

It was understood that Ross D. Siragusa, Admiral president, had denied the report, though he issued no formal statement. Neither Mr. Siragusa nor Edmond I. Eger, vice president-advertising, could be reached for comment. Henry F. Argento, Raytheon vice president for tv-radio operations, also was unavailable.

Reports involving Raytheon, manufacturer of tv and radio receivers, have been current in Chicago for more than a year. Raytheon manufactures electronics products solely. Admiral also makes electric ranges and other appliances in the white goods field, in addition to radio and television sets.

Admiral also was the topic of conversation in connection with the selection of an advertising agency to replace Russel M. Seeds Co. (see early story, page 55). It was understood a Chicago-based agency would be announced within the next fortnight, but Admiral spokesmen were silent on the new agency, perhaps pending developments on the reported Admiral-Raytheon discussions.

IT&T Reports on C-F Sale, Announces Behn Retirement

A LOSS sustained in the recent sale of the radio-tv receiver business of Capehart-Farnsworth Co. by International Telephone & Telegraph Corp. to the Ben Gross Corp. [B•T, May 14] will be covered almost entirely by reserves previously accumulated, IT&T stockholders were told at their annual meeting last week held at Nutley, N. J. The Farnsworth Electronics Div., a separate IT&T operation not involved in the sale, is earning a satisfactory return on investment, IT&T shareholders learned.

Announced at the meeting was the retirement of Col. Sosthenes Behn, 74, chairman of IT&T, who with his brother, Hernand Behn, founded the company in 1921.

Zenith Seeks to Increase Damage Claims Against Three

PERMISSION to increase damage claims in its patent counter-suit against three electronics manufacturers was granted to Zenith Radio Corp. in Chicago Federal District Court Tuesday.

Zenith petitioned Judge Michael Igoe for authority to raise damages from the present $16,056,549 to $61,750,305. Zenith attorneys told Judge Igoe the new claim stems from worldwide depositions claimed to more accurately fix the company's alleged loss.

Aside from the new Zenith claim covering 1940-56, Judge Igoe also allowed RCA attorneys to file a motion to strike the amended counter-claim and scheduled arguments on the motion for June 8.

The trial, involving Zenith's counter-suit against RCA, General Electric Co. and Western Electric Co. and charges of antitrust violations, was originally set to resume in district court Oct. 1.

Reorganization at Emerson

REORGANIZATION of the operating structure of Emerson Radio & Phonograph Corp., Jersey City, from a horizontal to a vertical basis was announced last week by Benjamin Abrams, president. Under the move, the company will consist of two autonomous divisions —the radio-telegraph-phonograph division under Dorman D. Israel, executive vice president and a member of the board of directors, and the government contracts division under Morton P. Rome, vice president in charge of government contracts.



Sponsors of Three Programs Cited by 'Saturday Review'

SPONSORS of three television and one radio program are winners of citations by the *Saturday Review* for distinguished achievement in the public interest. In addition, the magazine presented a posthumous citation to the late Fred Allen for his "uncompromising courage, integrity and vision. . . ."

Sponsors cited and the programs include Aluminium Ltd. of Canada, J. P. Stevens Co., Scott Paper Co., sponsors of *Omnibus* (CBS-TV); The Texas Co. for the *Metropolitan Opera* (ABC-Radio); CBS for *See It Now*, and American Dairy Assn., American Motors Corp., Courtaulds Canadian Ltd., Derby Foods Inc., Swift Canadian Co., for *Disneyland* (ABC-TV).

Runners-up for citations were Ford Motor Co., Radio Corp. of America, for *Producers' Showcase* (NBC-TV); NBC, for *NBC-Opera Theatre;* NBC, for *Wide Wide World;* Hallmark Co., for *Maurice Evans Presents* (NBC-TV); Armstrong Cork Co., for "Nightmare in Red" (NBC-TV), and NBC-TV, for *Conversations With Distinguished Persons.*

California AP Broadcasters Announce 1955 Award Winners

THE California Associated Press Radio Assn. presented 52 certificates of merit for outstanding performances in 1955 at its annual meeting in San Francisco May 19.

Sharing the top AP news origination award were KHUM Eureka, KMYC Marysville, KSCO Santa Cruz and KPRL Paso Robles. All four stations were cited for "resourceful and courageous reporting of the flood situation," (referring to the Christmas 1955 flood in northern California.)

Awards for overall general excellence went to KCBS San Francisco in radio and KNXT (TV) in television. A special public service award went to the three stations in the Marysville-Yuba City area—KMYC, KUBA and KAGR. The three combined operations when KMYC and KUBA were flooded out.

First, second and third place awards were made, covering a wide field of news endeavor. First place winners and categories follow:

Radio Division:

Best Local Regularly Scheduled News Show; (Metropolitan)—KCBS San Francisco, Don Mozley, *Ten O'Clock Wire;* (Non-Metropolitan) —KSCO Santa Cruz, Local News.

Best Local Regularly Scheduled Farm Show; (Metropolitan)—KNBC San Francisco, Henry Schacht. (Non-Metropolitan) — KPRL Paso Robles, Dale Schwartz.



ROGER W. CLIPP (l), general manager of the radio-tv division of Triangle Publications Inc., accepts the Poor Richard Almanack Medal on behalf of WFIL-TV Philadelphia, which was given the award by Philadelphia's Poor Richard Club for its telecast of "Benjamin Franklin—the Compleat Man." Making the presentation is George M. Neil, club president. WFIL-TV was cited for its contribution to the world-wide celebration of the 250th anniversary of Franklin's birth.

Best Local Regularly Scheduled Sports Show; (Metropolitan)—KABC Los Angeles, *Big Game Rally.*

Best Local Special Events Coverage; (Metropolitan)—(tie) KCBS San Francisco, "Marcus Kidnapping," KNX Los Angeles, "Sammy Lee Story." (Non-Metropolitan) — KMYC Marysville, "Flood Emergency."

Best Documentary Program; (Metropolitan) —KNX Los Angeles, *Roadblock.* (Non-Metropolitan)—KHUM Eureka, Frank Brown, *July Fourth.*

Best Editorial or Commentary Program; (Metropolitan)—KFI Los Angeles, Kerwin Hoover, *Home Town Happenings.* (Non-Metropolitan)—KPRL Paso Robles, Joe Aleman and Dale Schwartz, *Let's Look at the Weather.*

Television Division:

Best Local Regularly Scheduled News Show; (Metropolitan)—KNXT Los Angeles, *The Big News.* (Non-Metropolitan)—KBET Sacramento, Hank Thornley and Paul Meeks.

Best Local Special Events Coverage; (Metropolitan)—KFMB-TV San Diego, "Return of the First Marines from Korea."

Best Documentary Program; (Metropolitan) —KNXT Los Angeles, *Focus on Delinquency.*

Chicago Ad Club Confers Station, Sponsor Awards

A SPECIAL AWARD was presented by the Chicago Federated Adv. Club, honoring RCA, WNBQ (TV) Chicago and Jules Herbuveaux, NBC vice president, for "initiative and foresight" in pioneering color television in that city. The citation highlighted CFAC's 14th annual advertising awards competition dinner at the Sheraton Hotel May 16.

Network citations went to ABC Radio for Don McNeill's *Breakfast Club,* ABC-TV for *Kukla, Fran & Ollie* and NBC-TV for *Zoo Parade.*

Among stations, WBBM-TV Chicago won six first-place awards for outstanding programs, while WNBQ captured four and WMAQ three. Other station winners were WLS and WBBM in radio and WBKB (TV) and WGN-TV, all Chicago.

Advertisers receiving citations were Pacific Garden Mission, Tabor Oldsmobile, Standard Oil Co. of Indiana, the Texas Co., Pepsodent Div. of Lever Bros., all in radio, and the following in television: Gordon Baking Co., Harris Trust & Savings Bank, Illinois Bell Telephone Co., Standard Oil Co. of Indiana, Chicago Motor Club, Pepsodent Div., Kellogg Co., Kimberly-Clark Corp., James Vernor Co. (soft drinks), Hamilton Glass Co. and S. C. Johnson & Son (wax).

William A. McGuineas, WGN Inc., was chairman of the CFAC awards committee radio division, and James Stirton, MCA, head of the television division. Mr. Stirton also is president of the Broadcast Adv. Club of Chicago.

Bankers Life Co. Honored For Film on Disabled Persons

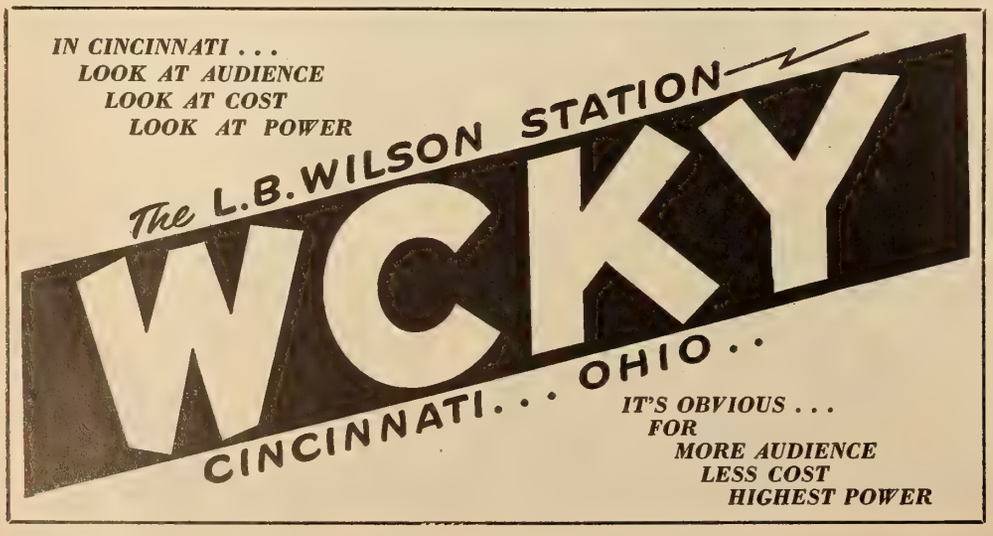
PRESIDENT Eisenhower's Committee for the Employment of the Handicapped has presented its annual distinguished service award to John D. MacArthur, president of the Bankers Life & Casualty Co., Chicago. The award is made for outstanding work in helping the handicapped find jobs.

Bankers Life & Casualty Co. produced, through Swanson & Dalzell, New York public relations firm, a 13½-minute film, "America's Untapped Asset," pointing up the mutual benefits to both employer and employe in hiring partially disabled persons. A print of the film was given outright to every television station in the United States and has had approximately 4,000 showings on tv and an estimated 18,000 showings in schools, civic clubs, factories, and military installations throughout the United States.

Mr. MacArthur's award was accepted by Cal Swanson, president of the firm which created the film.

Abrams, Starch, Day Honored

GEORGE J. ABRAMS, advertising vice president of Revlon products; Daniel Starch of the radio-tv and print research firm bearing his name, and Lloyd Day of the copy department of BBDO, were to be honored for "distinguished service to advertising" by the New York Alumni Assn. of Alpha Delta Sigma, advertising fraternity, at its annual banquet Friday night. Mr. Abrams and Mr. Starch, who were to be principal speakers, were honored respectively for contributions in the field of advertising management and for contributions in the field of readership and listenership. Mr. Day was cited for creativity.



Pan American Union Honors Radio Figures for Service

THE Pan American Union has honored representatives of radio stations and networks for fostering inter-American friendship through public service programs. Citations expressing the appreciation of the union for free air time were presented by Dr. Jose A. Mora, secretary-general of the Organization of American States.

Stressing the special significance of National Radio Week to the Pan American Union, Dr. Mora said, "It is a week dedicated to one of the information mediums that has served us best and has been most generous to us."

Receiving the citations were Everett L. Dillard, WDON and WASH-FM Washington; Wiley Hance, ABC manager of public relations; Robert F. Hurleigh, Mutual in Washington; Hollis Seavey, Clear Channel Broadcasting Service; M. Robert Rogers, WGMS Washington; Norman Reed, WWDC Washington; Frederick S. Houwink, WMAL Washington, and Henry Rau, WOL Washington.

Four Years of College Awarded to 10 by Y&R

TEN YOUNGSTERS, two of them reportedly "hardship cases," have been declared winners of Young & Rubicam's scholarship awards program, permitting four-year attendance at the college of their choice. Y&R has set aside an additional $2,000 to provide educational aid to "two young men who have demonstrated a particularly heartening adjustment to unusual and difficult circumstances."

Winners are Barbara Bisogno, New York; Rose de Paola, New York; Tomas A. Feare, Park Ridge, Ill.; Stephen Guzy, Little Silver, N. J.; Edythe C. Haber, Brooklyn; Robert C. Hackett, Chappaqua, N. Y.; Patricia J. McNamara, Buffalo, N. Y., and Nathaniel M. Queen, Brooklyn. The two "hardship case" winners are Dominick Manfredi, Mt. Herman School, Mt. Herman, Mass., and Anthony Rodriguez, St. Christopher's School, Dobbs Ferry, N. Y. They were picked by the Educational Testing Service, Princeton, N. J., administrators of college board exams.



TOP NAVY AWARD to civilians—the distinguished public service medal—is presented Walter A. Shaeffer (l), president of Sheaffer Pen Co., by Secretary of Navy Charles S. Thomas. The award, given for "outstanding contribution to the Naval establishment in the fields of public information, education, security and morale," also was presented to F. L. Maytag II, head of the washing machine firm bearing his name. The Shaeffer and Maytag companies are co-sponsors of the tv program *Navy Log*, based on true life exploits of Naval personnel.



BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, receives the Army's highest civilian decoration—the medal for exceptional service—at ceremonies last week in Washington, D. C. Secretary of Defense Charles E. Wilson pins on the award while Secretary of the Army Wilber M. Brucker, who made the presentation, watches. Gen. Sarnoff was praised by Secretary Wilson for his service to the Army and the nation in the fields of communications and electronics and for his efforts in spurring enlistments in the military reserve as chairman of the National Security Training Commission.

AWARD SHORTS

Si Willing, general manager, KTLD Tallulah, La., and president of Tallulah Junior Chamber of Commerce, received certificates citing his leadership of chapter which won state Operation Civic Service certificate.

Fred Wolf, bowling announcer, WXYZ-TV Detroit, named by Bowling Proprietors Assn. of Greater Detroit as one who has done most for "growth and elevation" of game during past year.

Robert Young named Television Father of the Year last week by National Father's Day Committee. Film program starring Mr. Young, *Father Knows Best,* won organization's annual tv award. Series, produced by Screen Gems Inc., N. Y., is sponsored by Scott Paper Co., Chester, Pa., through J. Walter Thompson Co., N. Y.

Bob Considine, MBS commentator, named Radio Father of the Year by National Father's Day Committee.

Granville C. Ryan and **Donald A. Blomquist,** co-producers of *Youth Bureau—Boys in Trouble* program on WXYZ-TV Detroit, recognized for service to police and city in civilian citations from Detroit police commissioner.

L. E. Caster, president, WREX-TV Rockford, Ill., received Eisenhower Prayer Award, highest recognition bestowed by Treasury Dept. on individual for cooperation in savings bond program.

Bill Yearout, KCMO-AM-FM-TV Kansas City personality, named Man of the Year by local B'nai B'rith chapter for community work.

NBC-TV's *March of Medicine* (Sun., 5:30-6 p.m. EDT) cited for "creative pioneering in medical journalism through television . . ." by Albert and Mary Lasker Foundation and Nieman (Harvard U.) Foundation. Lasker award for medical journalism was first ever presented to tv program.

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Educational Radio-Tv Center Announces Additions to Staff

FOUR radio-tv educators will join the staff of the Educational Television & Radio Center, Ann Arbor, Mich., this summer as the center expands its program services to the 20 educational stations now on the air. A fifth man will serve on a short-term basis.

Kenneth Christiansen, project director of educational television for the Southern Regional Education Board, will assume the new position of program manager for the center. Other appointments, for one year only, include Donley Fedderson, professor and chairman of radio-tv at Northwestern U.; Kenneth D. Wright, director of broadcasting at the U. of Tennessee, and Milo Ryan, associate professor in the U. of Washington School of Communication. Dr. Glenn Starlin, acting chairman of speech at the U. of Oregon, who served with the center in 1954-55, will rejoin the program staff from June through August.

Kansas State Plans Four Radio-Television Workshops

FOUR two-day radio and television workshops for county extension personnel are planned for this fall by Kansas State College, Manhattan, Kenneth E. Thomas, head of the department of extension radio, has announced.

The workshops will be conducted in cooperation with WIBW-TV Topeka, KOAM-TV Pittsburg, KTVH (TV) Hutchinson and KCKT-TV Great Bend, all Kansas. Instruction will be given by Joe Tonkin, chief of the audio-visual branch of the federal extension service; Don Schild, visual aids specialist with the federal extension service, and G. E. Landen, Kansas State radio-tv specialist.

Engineering Seminar Opens

MAGNETIC video tape equipment and mass duplication of tape recordings for radio will be explored at the first Radio & Audio Engineering Seminar of the National Assn. of Educational Broadcasters which opened yesterday (Sunday) and continues through June 1 at the U. of Illinois, Urbana. Talks and demonstrations by representatives of magnetic tape and recorder manufacturers, including Ampex Corp., Audio Devices and Minnesota Mining & Mfg. Co., will highlight the seminar, which is held through a grant from the W. K. Kellogg Foundation.

WCAU Gives Gift to School

WCAU Philadelphia has presented a complete tape recording system to the U. of Pennsylvania for use by the campus radio station and the School of Journalism. Last January WCAU gave the university a gift of $1,000 to be used in improving its television and radio teaching facilities. The university purchased reference library and broadcasting equipment with the money, which was the amount received by WCAU from the Alfred I. DuPont Awards Foundation for the station's work in the field of educational television.

Educational Group Adds 3 Tvs

THREE new educational tv stations—WKNO-TV Memphis, WHYY-TV Philadelphia, and WIPR-TV San Juan, P. R.—have announced plans to join the National Educational Tv Network this year. WKNO-TV plans to begin operations early this summer, WIPR-TV in December, and WHYY-TV in October. Opening of the new stations will bring to 23 the number of educational tv outlets, according to George L. Hall, director of development for the Educational Radio-Tv Center. Most recent stations to join the network were KETA-TV Oklahoma City in April, and WTHS-TV Miami last August.

NAEB Topics Scheduled

TOPICS for a series of "curbstone clinics" on radio-tv problems have been announced by the National Assn. of Educational Broadcasters for its annual convention in Atlanta Oct. 16-18. Radio clinics will explore such subjects as research, fm, children's programming, program ideas, budgetary considerations for station operation and engineering. Tv topics include video vs. kinescope recording, budgets, credit courses, research methods, film production, closed circuit television, news and low power tv station possibilities.

WTTW (TV) Gets Catholic Aid

SCHOOLS of the Catholic Archdiocese of Chicago have contributed a check for $30,000 to the Chicago Educational Television Assn. fund for its non-commercial, educational station, WTTW (TV). The money was collected by the school board from thousands of pupils in parochial schools throughout the Chicago area, and accepted Wednesday by Dr. John W. Taylor, WTTW executive director.

Lutherans Name Hertsgaard

ROLF HERTSGAARD, former head of his own radio-tv packaging firm in Minneapolis, last week was named secretary of the newly-created radio-tv department, National Lutheran Council. As head of the new NLC arm, Mr. Hertsgaard will supervise all planning and execution of participating members' broadcast activites.

Before forming his own production firm in 1950, Mr. Hertsgaard was with WCCO Minneapolis, KOA Denver, KOTA Rapid City, S. D., and KSTP Minneapolis, as announcer, writer and newscaster.

EDUCATION PEOPLE

Dr. Clarence L. Menser, since 1950 professor of speech at Stetson U., Deland, Fla., director of radio and manager of university-owned WJBS Deland, resigned. Dr. Menser, former NBC vice president, will devote full time to citrus and cattle interests in Palm Beach County.

Samuel Barber, engineer, WFIL-TV Philadelphia, named chief engineer for education station WHYY-TV Philadelphia. **Mrs. Winifred Braun** of Westmont, N. J., to WHYY-TV as secretary.

William B. Gould, film editor, Southwest Film Laboratory, Dallas, Tex., to WKNO-TV Memphis, Tenn., education station, as film manager.

John P. Kelly, engineering staff, WEEI Boston, to Lincoln Laboratory research staff of Mass. Institute of Technology.

Jack C. Ellis, Northwestern U. faculty, Evanston, Ill., appointed assistant professor of film.

EDUCATION SHORT

Indiana U., Bloomington, next fall will offer new curriculum to prepare students as women's directors of radio and tv stations. Curriculum leading to B.S. was developed after study of station needs. It includes courses in arts and sciences, radio and tv, home economics, social service, English literature, psychology and journalism.

Bavarian Radio Plans Commercial Tv by Oct.

THE Board of Bavarian Radio, Munich, West Germany, has announced it will introduce commercial segments into the organization's tv programs, starting in October this year. Commercial television thus would be introduced in West Germany through commercial segments in the already existing stations' schedules rather than through the establishment of separate and independent companies and stations.

The commercial segment in Bavarian Radio's schedule will be from 7:30 to 7:55 p.m. daily, followed by the normal and non-commercial programs.

Bavarian Radio is a quasi-official organization. It is non-profit and state-owned. Other existing organizations, South German Radio, South West German Radio, North German Radio, West German Radio, Hesse Radio, Radio Free Berlin and Radio Bremen, are expected to follow the pattern set by Bavarian.

There is much opposition against the handling of commercial television by a quasi-official organization. Groups favoring independent stations comprise newspaper publishers and other interests. Radio advertising has been handled by the quasi-official German broadcasting organizations for a period of years with opponents unsuccessful in attempts to remove the commercial segments, from the otherwise non-commercial broadcasts, for use on proposed commercial radio stations.

Existing stations hope to gain additional revenue to supplement their set license fee income and they, reportedly, are anxious to let no separate system as, for example, ITA in Britain, enter the scene in Germany. At present, no sponsored programs are planned. It is likely that commercial time slots will be filled with something like prolonged spots.

U. of British Columbia Backs Private Tv Stations

PRIVATELY OWNED local radio and television stations should be encouraged and competing tv stations should be allowed in single-station cities as soon as possible, members of the faculty of the U. of British Columbia told the Royal Commission on Broadcasting when it held its sitting at Vancouver in mid-May.

The university dons also suggested that some separation of the regulatory and operational powers of the Canadian Broadcasting Corp. would be advisable if it did not weaken the effectiveness of the CBC board of governors.

A university student group also backed the faculty in its brief for a separate regulatory body for broadcasting and for establishment of second tv stations in Canadian cities.

First member of the Canadian Parliament to be heard by the commission was T. H. Goode (Liberal member for Burnaby-Richmond, B. C.). He said the CBC should not be afraid of competition from private television. He pointed out that if the CBC, with its government money and head start on experience, could not meet competition it should get out of the entertainment field. He argued for the establishment of a tv station in Vancouver's suburban Burnaby and told the commission that with only one tv station in Vancouver, much Canadian advertising money is going to U. S. border tv stations which are seen regularly by Vancouver viewers.

INTERNATIONAL PEOPLE

R. M. MacLennan to commercial manager of CJOB Winnipeg, Man.

M&R STAGES GIANT MEETING

DESCRIBED by MBS as the first coast-to-coast sales meeting of a major drug distributor, McKesson & Robbins May 18 held a 543-station closed circuit broadcast via Mutual to promote M&R's sponsorship of Bob & Ray (Mon.-Fri., 5-5:45 p.m. EDT), beginning today. Most of the drug distributor's key sales staff in the U. S. heard top executives describe the firm's advertising plan to open sponsorship of the show to eight drug products in a campaign to make the U. S. "druggist-conscious."

Participating in the closed circuit broadcast were Bob Elliott and Ray Goulding, MBS Board Chairman Thomas F. O'Neil, MBS President John B. Poor, George Van Gorder, M&R chairman-president, and other high-level M&R sales executives.

KDNT RUNNING POLICE CAR

KDNT Denton, Tex., has its third mobile news unit on the roads, operating not only as a station broadcast unit but as Police Car 99 as well. The station wagon carries two-way police equipment with station personnel deputized to handle police calls.

KDKA PARTY ENDS N. Y. DRIVE

AS a means of acquainting broadcasting and advertising executives in New York with the "New Pittsburgh" market and introducing its newest disc jockey, Art Pallan, KDKA Pittsburgh held a cocktail party at the Stork Club last Tuesday. Highlight of the evening was a 10-minute film, produced by the station's promotion department, titled "Meet the New Pittsburgh—Where Everything's Moving." Slanted to the national advertiser, the film stresses that Pittsburgh is composed of hundreds of small communities, all within hearing distance of KDKA. The nightclub party wound up a campaign in which Westinghouse Broadcasting Co. had placed 20 of Mr. Pallan's record shows on WINS New York, purchasing the time to bring the program to the attention of agency timebuyers [B•T, May 7].

AUTRY CAST MEMBER STEPS UP

WILLIAM WRIGLEY Jr. Co. (chewing gum), Chicago, has announced replacement for the recently vacated *Gene Autry Show* on CBS Radio. The program will star Autry cast member Pat Buttram—signed by Wrigley and CBS Radio—and will be called *Pat Buttram Show*. It is expected to fill the Sunday, 6:05-6:30 p.m. EDT slot temporarily occupied by a new CBS show called *O'Hara*.

NBC-TV FIRMS FALL LINEUP

NBC-TV's Friday night lineup for fall is all but set, with Gulf's *Life of Riley* slated to move forward to 8 p.m. from 8:30 p.m., EDT, and to be followed by a new, as yet unnamed, show in the 8:30-9 p.m. period sponsored by P. Lorillard and Toni Co.; 9-9:30 p.m. will be filled by *On Trial*, sponsored by Campbell Soup Co., and *Big Story*, now in at 9 p.m., will move to 9:30-10 p.m., continuing under sponsorship of American Cigar and Cigarette Co. (Pall Mall). The fights, sponsored by Gillette, will start at the usual 10 p.m. time.

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'BAPTIST HOUR' MARKS 15 YEARS

A PRAYER for peace, highlighting yesterday's *Baptist Hour* broadcast and joined in by more than a million members of Southern Baptist churches, climaxed a week-long observance of the 15th anniversary of that program on the air. *The Baptist Hour*, starting with 17 stations in 11 states in 1941, has grown to 384 stations. The beginning of the anniversary week was proclaimed May 21 by governors of a number of states. A feature of the observance was the simultaneous playing of a specially produced 35-minute anniversary record at evening services in more than 1,000 churches of the Southern Baptist Convention. Titled "The *Baptist Hour* Through a Dramatic Era in World Events," the record contains excerpts from speeches by Churchill, Roosevelt and other world leaders.

KYA PUTS OVER REALTY EFFORT

EIGHT star personalities from the KYA San Francisco talent roster helped put over what builders called the most successful grand opening ever staged by a Bay Area development. The opening of the Warford Mesa Estates in Orinda, featured one model home with each room furnished to reflect the program format and character of each of the station's eight star personalities, who were on hand to officially open the new community. The event was promoted with a saturation schedule on KYA for one week before the opening, with no other media used. Despite heavy rains, some 6,000 visitors came to the opening from as far away as Fresno and Sacramento.

WBNS-TV AIRS JURY PRIMER

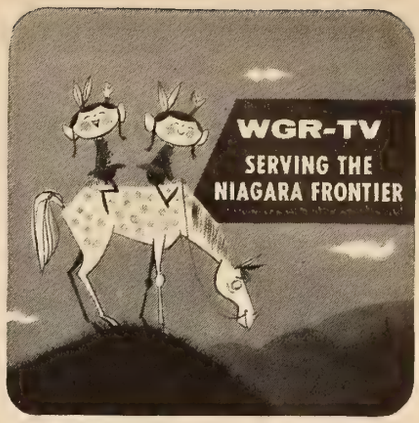
A SPECIAL documentary, *Primer for a Juror*, was presented Thursday, 8:30-9:30 p.m., on WBNS-TV Columbus, Ohio, in cooperation with the advisory board of the Columbus Bar Assn. The program explored jury duty, featuring the mechanics of choosing jurors and typical jury procedure during the progress of a court case. Along with the program, the station prepared a teacher's guide on the jury system and procedures for use as supplemental material in the classroom.

SOCIALIST CONCLAVE ON CBS

A SPEECH on socialism by Norman Thomas, Socialist Party leader, to be made June 9 at the 30th national convention of the party at the Midwest Hotel, Chicago, will be broadcast by CBS Radio (10:45-11 p.m. EDT). Mr. Thomas was the Socialist Party's candidate for President in six national elections, 1928 through 1948.

'GOING PLACES' IN FOR 'CIRCUS'

SUMMER replacement for *Super Circus* on ABC-TV, Sundays, 5-6 p.m. EDT, will be a variety show called *Going Places*, claimed as the first network live program to originate regularly from Miami, Fla. Jack Gregson will be master of ceremonies, with the first show on the air June 3. Stone Assoc., New York, packager for *Super Circus*, also will produce the summer substitute.



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National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

BMI

"According to the Record"

Continuities for June

A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

June's "*According to the Record*" includes stories about the Duke and Duchess of Windsor, the YMCA, Beau Brummell, the song "Home Sweet Home" and other significant and entertaining highlights and sidelights of the years past.

BMI's "*According to the Record*" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 12th successful year.

For sample scripts please write to Station Service Department

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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Godfrey's Power

A GRAPHIC demonstration (250,000 requests) of the "pulling" power of radio-tv personality and aviation enthusiast Arthur Godfrey has been given during past weeks.

On March 16 Mr. Godfrey addressed the sixth annual conference of the National Aviation Education Council in New York on "What Aviation Education Means To Me." He subsquently offered a copy of the address free upon request.

Carl Parent, president of the Washington, D. C., firm handling requests for Mr. Godfrey's speech, reported that at the present time 250,000 have been received. He said that a staff of 12 persons are working full time fulfilling these requests.

An industry spokesman said that al-



CAPITAL AIRLINES Hostess Gloria Galloway unloads another sack on the growing pile of requests.

though Mr. Godfrey has always demonstrated great "pulling" power from his listening and viewing audience, this is one of the greatest demonstrations of that power in the history of broadcasting.

At the request of Sens. Richard Russell (D-Tenn.) and Lyndon Johnson (D-Tex.), Mr. Godfrey's aviation speech was entered in the *Congressional Record* by unanimous consent.

FARRELL TO OCCUPY 'LUCY' SPOT

PROCTER & GAMBLE Co. (Lilt), through Grey Adv., N. Y., and General Foods Corp. (Instant Sanka) through Young & Rubicam, N. Y., last week jointly announced that effective July 2, *The Charlie Farrell Show*, a Hal Roach Jr. filmed situation comedy, will replace Desilu's *I Love Lucy* on CBS-TV for the summer months.

HERRIDGE TO LIFT SHOW HAIRLINE

THE summer audience of CBS-TV's *Studio One* will be exposed to "offbeat culture" when Robert Herridge, former producer of WCBS-TV New York's experimental *Camera Three* program takes over the helm of the Westinghouse show June 11. A spokesman for Mr. Herridge said he plans to bring to the network some of *Camera Three's* former "highbrow material," including works of Stephen Crane, John Steinbeck and Conrad Aiken.

Station Authorizations, Applications
(As Compiled by B • T)
May 17 Through May 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through May 23

	On Air	Licensed	Cps	Appls. Pending	In Hearing
AM	2,848	2,848	234	397	105
Fm	532	534	45	24	1

FCC Commercial Station Authorizations
As of April 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,844	520	175
Cps on air	28	14	314
Cps not on air	118	13	114
Total on air	2,872	534	489
Total authorized	2,990	547	603
Applications in hearing	157	2	131
New station requests	275	6	29
New station bids in hearing	101	0	96
Facilities change requests	141	5	31
Total applications pending	872	54	288
Licenses deleted in April	1	3	0
Cps deleted in April	0	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through May 23

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	336	95	451[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	117	311	628[1]
Noncom. Educational	20	19	39[3]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	994	337	779	552	1,332[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,055	337	813	579	1,393[5]

[1] 167 cps (32 vhf, 135 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS

Bowling Green, Ky.—George A. Brown Jr., vhf ch. 13 (210-216 mc); ERP 75.8 kw vis., 45.7 kw aur.; ant. height above average terrain 801 ft., above ground 600 ft. Estimated construction cost $165,596, first year operating cost $72,000, revenue $100,000. Post office address 809 Covington Ave., Bowling Green. Studio location 12.5 miles northwest of Bowling Green. Trans. location 12.5 miles northwest of Bowling Green. Geographic coordinates 37° 05′ 47″ N. Lat., 86° 37′ 25″ W. Long. Trans. and ant. RCA. Legal counsel Koteen & Burt, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Mr. Brown is Kentucky representative of General Shoe Corp. Filed May 17.

Louisville, Ky.—Sarkes Tarzian Inc., uhf ch. 21 (512-518 mc); ERP 272.2 kw vis., 147.7 kw aur.; ant. height above average terrain 725 ft., above ground 399 ft. Estimated construction cost $254,-989.35, first year operating cost $250,000, revenue $225,000. Post office address E. Hillside Drive, Bloomington, Ind. Studio location Louisville. Trans. location about 3.4 miles north of Floyds Knob, Ind. Geographic coordinates 38° 21′ 49″ N. Lat., 85° 50′ 08″ W. Long. Trans. and ant. RCA. Legal counsel A. L. Stein, Washington. Consulting engineer George P. Adair, Washington. Sarkes Tarzian, tv equipment manufacturer, is licensee of **WTTS, WTTV (TV) Bloomington,** and is applicant for ch. 13 at Bowling Green, Ky. Filed May 21.

Reno, Nev.—Ettlinger Bcstg. Corp., vhf ch. 4 (66-72 mc); ERP 5.62 kw vis., 2.81 kw aur.; ant. height above average terrain minus 508 ft., above ground 200 ft. Estimated construction cost $94,900, first year operating cost $109,831.92, revenue $157,200. Post office address 6000 Sunset Blvd., Los Angeles, Calif. Studio location Reno. Trans. location Reno. Geographic coordinates 39° 31′ 32″ N. Lat, 119° 48′ 41″ W. Long. Trans. and ant. RCA. Legal counsel Joseph Brenner, Beverly Hills, Calif. Consulting engineer Charles Theodore, Fresno, Calif. Principals include Pres. **John A. Ettlinger** (40%), 51% owner of Medallion Productions (film production), sole owner of Medallion Tv Sales (film distribution), sole owner of Jett Adv. Agency, L. A., and sole owner of John A. Ettlinger Assoc. (film distributors' representatives); and Vice-Pres. **Julien M. Saks** (60%), partner in Klein & Saks, Wahington, (management consultants and economists). Filed May 22.

Arlington, Va.—Northern Virginia Broadcasters Inc., uhf ch. 20 (506-512 mc); ERP 1000 kw vis., 509 kw aur.; ant. height above average terrain 547 ft., above ground 439 ft. Estimated construction cost $333,875, first year operating cost $60,000, revenue $75,000. Post office address 5232 Lee Hwy., Arlington. Studio location 5232 Lee Hwy. Trans. location 5232 Lee Hwy. Geographic coordinates 38° 53′ 46″ N. Lat., 77° 08′ 03″ W. Long. Trans. and ant. RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer Russell P. May, Washington. Northern Virginia Broadcasters Inc. is licensee of **WARL-AM-FM Arlington.** Filed May 22.

Casper, Wyo.—The Casper Mountain Television Corp., vhf ch. 6 (82-88 mc); ERP 6.02 kw vis., 3.02 kw aur.; ant. height above average terrain 1620 ft., above ground 190 ft. Estimated construction cost $87,139, first year operating cost $100,000 revenue $125,000. Post office address Room 217, Con Roy Bldg., Casper. Studio location Casper. Trans location 5.4 miles south of Casper. Geographic coordinates 42° 45′ 19″ N. Lat., 106° 19′ 21″ W. Long. Trans. and ant. RCA. Legal counsel Koteen & Burt, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include Pres. **I. E. Shahan** (61.7%), employee-minority stockholder of **KVOC Casper;** and **William C. Grove Inc.** (30.9%), licensee of **KSID Sidney, Neb.** Filed May 16.

Riverton, Wyo.—Chief Washakie Tv, vhf ch. 10 (198-192 mc); ERP 64 kw vis., 32 kw aur.; ant. height above average terrain 1712 ft., above ground 138 ft. Estimated construction cost $137,-346, first year operating cost $91,368, revenue $120,000. Post Office address Box 409, Worland, Wyo. Studio location Riverton. Trans. location near Boysen, Wyo. Geographic coordinates 43° 27′ 26″ N. Lat., 108° 12′ 02″ W. Long. Trans. Std. Electronics, ant. RCA. Consulting engineer Frank H. McIntosh & Assoc., Washington. Sole owners are **Joseph P. Ernst** and his wife **Mildred V. Ernst.** They are owners of **KWOR Worland, KWRL Riverton, Wyo.,** and **KRTR Thermopolis, Wyo.** Filed May 23.

Mayaguez, P. R.—Sucesion Luis Pirallo-Castellanos, vhf ch. 3 (60-66 mc); ERP 29.17 kw vis., 14.59 kw aur.; ant. height above average terrain 487 ft., above gound 249 ft. Estimated construction cost $206,104.09, first year operating cost $103,000, revenue $81,308. Post office address Box 479, Mayaguez. Studio location Mayaguez. Trans. location Mayaguez. Geographic coordinates 18° 11′ 35″ N. Lat., 67° 07′ 28″ W. Long. Trans. Std. Electronics, ant. RCA. Legal counsel Frank Stollenwerck, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include **Esperanza Lopez** (60%), real estate investor, and four other stockholders each holding 10%. They are **Jose L. Pirallo-Lopez, Manuel Pirallo-Lopez, Carlos M. Pirallo-Lopez,** and **Carmen Esperanza Pirallo-Lopez.** Filed May 22.

PETITIONS

Community Telecasting Co., Farrell, Pa.—Petitions FCC for Rule-Making to substitute ch. 33

for ch. 73 at Youngstown, Ohio; substitute ch. 22 for ch. 47 at Pittsburgh, Pa., and to substitute ch. 79 for ch. 22 at Clarksburg, W. Va. Petitioner also requests Commission to issue orders to show cause to **WXTV (TV) Youngstown** why its cp should not be mod. to specify ch. 33 in lieu of ch. 73, and to **WTVQ (TV) Pittsburgh** why its cp should not be mod. to specify ch. 22 in lieu of ch. 47. Filed May 19.

WIP-AM-FM Philadelphia, Pa.—Petitions FCC requesting amendment of Part III of Commission's Rules governing tv stations by immediate issuance of Proposed Rule-Making for elimination of frequencies of 88 through 94 mc from fm band, and reassignment of these frequencies as ch. 6A to tv broadcast service. Filed May 15.

Storer Bcstg. Co.—Petitions FCC to amend Sec. 3.606(a) of Commission's Rules by deleting ch. 3 from Salem, Ore., and adding ch. 3 to Portland, Ore.; also to grant waiver of, or exception to, Sec. 3.636(a)(2) of Part III of Rules to permit petitioner to own and operate KPTV (TV) on ch. 3 without disposing of any of its existing vhf stations; and for further relief. Filed May 18.

Existing Tv Stations . . .

ACTIONS BY FCC

American Bcstg.-Paramount Theatres Inc.—Granted authority to transmit by cable or other means live tv programs relating to Democratic and Republican political conventions and national election returns to **XETV (TV) Tijuana, Mexico,** for rebroadcast purposes; grant is without prejudice to any action Commission may take in pending proceeding regarding application for blanket authority to transmit to XETV (TV) any and all ABC programs. By letter denied petition by **KFMB-TV San Diego, Calif.,** opposing grant. Action May 16.

KTVU (TV) Stockton, Calif.—Cp cancelled and call letters deleted for lack of prosecution. Action May 22.

KPLC-TV Lake Charles, La.—Granted mod. of cp to change ERP from 52.5 kw vis., 35.5 kw aur., to 316 kw vis., 158 kw aur., and make other equipment changes. Granted May 14.

WQED (TV) Pittsburgh, Pa.—Application seeking cp to make changes in facilities of existing tv returned. (Not signed by general manager.) Action May 17.

WBIR-TV Knoxville, Tenn.—Granted mod. of cp to make slight change in trans. location (no change in description other than coordinates), change studio locaton, and install new ant. system. Granted May 14.

APPLICATIONS

WAFB-TV Baton Rouge, La.—Seeks mod. of cp (which authorized new tv) to correct geographical coordinates; change ERP to 181 kw vis., 97.5 kw aur., and make changes in ant. system. Filed May 17.

WQED (TV) Pittsburgh, Pa.—Seeks cp to make changes in facilities of existing educational tv; change ERP to 125.35 kw vis., 62.95 kw aur., and make other equipment changes. Filed May 23.

KSD-TV St. Louis, Mo.—Seeks cp to make changes in facilities of existing tv; change trans. location to .2 miles northeast of intersection of Vermont and Heege Roads, St. Louis, and make ant. changes. Filed May 21.

KLSE (TV) Baton Rouge, La.—Seeks mod. of cp (which authorized new educational tv) to change ERP to 31.2 kw vis., 15.6 kw aur., and install new ant. system. Filed May 23.

KFJZ-TV Fort Worth, Tex.—Seeks mod. of cp (which authorized new tv) to change ERP to 210 kw vis., 106 kw aur. Filed May 17.

New Am Stations . . .

ACTIONS BY FCC

Jacksonville, Fla.—Joseph M. Ripley's application seeking cp for new am to be operated on 550 kc, 1 kw D, dismissed per Sec. 1.381 of Rules. Action May 23.

Bastrop, La.—Bastrop Bcstg. Co.'s application seeking cp for new am to be operated on 990 kc, 250 w D, returned. (Dated after verification.) Action May 22.

Munising, Mich.—Munising-Alger Bcstg. Co. granted 1400 kc, 250 w unl. Post office address P. O. Box 30, Munising. Estimated construction cost $15,477.99, first year operating cost $24,000, revenue $36,000. Principals in equal partnership are **Charles Symon,** part owner Munising News Co., **Stanley L. Sadak,** part owner Munising News Co., and **Richard E. Hunt,** 79% owner **WPTW Piqua, Ohio,** and 100% owner **WCBY Cheboygan, Mich.,** with application pending for Cheboygan ch. 4. Granted May 16.

Owego, N. Y.—Harlan G. Murrelle granted 1330 kc, 1 kw D. Post office address Sayre, Pa. Estimated construction cost $18,740, first year operating cost $46,250, revenue $62,000. Mr. Murrelle has interests in three New Jersey and Pennsylvania newspapers and is pres.-dir. of **WOND Pleasantville, N. J.,** and second vice pres.-dir. **WDBF Delray Beach, Fla.** Granted May 16.

Las Vegas, Nev.—Rainbow Inc. granted 1050 kc, 500 w D. Post office address 425 Fremont St. Estimated construction cost $20,340, first year operating cost $39,000, revenue $54,650. Principals include Pres. **Donald James Yellen** (40%), physicist, and Vice Pres. **Joseph J. Marandola** (60%), salesman-announcer **KRAM Las Vegas.** Granted May 16.

Alva, Okla.—Aubrey D. Conrow granted 1430 kc, 500 w unl. Post office address 25 South Western, Chanute, Kan. Estimated construction cost $14,270, first year operating cost $35,000, revenue $45,000. Mr. Conrow is research engineer. Granted May 16.

Franklin, Va.—News Publishing Co.'s application seeking cp for new am to be operated on 1220 kc, 250 w D, dismissed at request of attorney. Action May 21.

APPLICATIONS

Jasper, Ala.—Walker County Bcstg. Co., 1240 kc, 250 w unl. Post office address Drawer 620, Cullman, Ala. Estimated construction cost $16,428.25, first year operation cost $36,000, revenue $48,000. Sole owner **Hudson C. Millar Jr.** is owner and manager of **WKUL Cullman,** Filed May 17.

Mobile, Ala.—OK Bcstg. Corp., 1150 kc, 5 kw D. Post office address 505 Baronne St., New Orleans, La. Estimated construction cost $79,000, first year operating cost $108,000, revenue $132,000. Principals are equal partners **Jules J. Paglin,** pres.-50% owner of **WBOK New Orleans, WXOK Baton Rouge, La., WLOK Memphis, Tenn.,** pres.-39% owner of **KAOK Lake Charles, La.,** and pres.-43% owner of **KYOK Houston, Tex.**; and **Stanley W. Ray Jr.,** vice pres.-50%owner of WBOK, WXOK, WLOK, vice pres.-39% owner of KAOK, and vice pres.-43% owner of KYOK. Filed May 22.

Clarksville, Ark.—Peach County Radio, 1360 kc, 500 w D. Post office address P. O. Box 489, Clarksville. Estimated construction cost $17,588.46, first year operating cost $24,000, revenue $30,000. Principals are equal partners **Pat S. Goolsby,** farming interests, former general manager of **KFNA Mena, Ark.**; and **Chester Wilkerson,** merchandise interests. Filed May 22.

Fontana, Calif.—Louis Helfman, 1050 kc, 250 w D. Post office address 16755 Merrill Ave., Fontana. Estimated construction cost $42,213.40, first year operating cost $36,000, revenue $50,000. Mr. Helfman is automobile supply dealer and also holds real estate interests. Filed May 22.

Tulare, Calif.—SanVal Broadcasters, 1370 kc, 1 kw D. Post office address 1044 W. 25th St., Merced, Calif. Estimated construction cost $15,000, first year operating cost $48,000, revenue $54,000. Principals are equal partners **Gene V. Mitchell,** business interests; and **Robert T. McVay,** 2.5% stockholder of **KSDA Redding, Calif.,** and sports director of **KYOS Merced.** Filed May 22.

Jeffersonville, Ind.—Clark County Bcstg. Co., 1450 kc, 250 w unl. Post office address W. Dee Huddleston % **WIEL Elizabethtown, Ky.** Estimated construction cost $24,810, first year operating cost $48,000, revenue $55,000. Principals are equal partners, each holding 16.66%, **J. W. Hodges, H. F. Skidmore, C. A. Diecks, Stokley Bowling,** and **Horace E. Tabb,** equal partners of **WIEL Elizabethtown**; and **W. Dee Huddleston,** general manager of WIEL. Filed May 22.

Frostburg, Md.—Richard Field Lewis Jr., 740 kc, 250 w D. Post office address Drawer 605, Winchester, Va. Estimated construction cost $29,300, first year operating cost $50,000, revenue $60,000. Mr. Lewis is 60% owner of **WFVA Fredericksburg, Va.,** and is 100% owner of following stations: **WINC, WFRL (FM) Winchester, Va.; WHYL Carlisle, Pa.; WAYZ Waynesboro, Pa.**; and **WSIG Mount Jackson, Va.** He also holds cp for **WELD Fisher, W. Va.** Filed May 18.

Sylva, N. C.—Harold M. Thoms, 1480 kc, 5 kw D. Post office address 100 College St., Asheville, N. C. Estimated construction cost $7,625, first year operating cost $27,500, revenue $30,000. Mr. Thoms is 100% owner of **WISE-AM-TV Asheville**; 75% owner of **WEAM Arlington Va.**; 25% owner of **WCOG Greensboro**; and 25% owner of **WAYS Charlotte, N. C.** Filed May 18.

Wilmington, N. C.—John Clemon Greene Jr., 1230 kc, 250 w unl. Post office address P. O. Box 515, Durham, N. C. Estimated construction cost $23,000, first year operating cost $30,000, revenue $42,000. Mr. Greene is owner of **WSRC Durham.** Filed May 22.

South Plainfield, N. J.—Broadcasters Inc., 1590 kc, 500 w D. Post office address P. O. Box 201, Morristown, N. J. Estimated construction cost $38,156.99, first year operating cost $60,000, revenue $70,000. Principals include Pres. **Merrill S. Morris,** Secy. **Frank C. Scerbo,** and others. Filed May 21.

APPLICATIONS AMENDED

Golden, Colo.—Golden Radio Inc.'s application seeking cp for new am to be operated on 1250 kc, 1 kw D, with remote control operation of trans., amended to delete request for remote control. Amended May 22.

Tampa, Fla.—Radio Tampa's application seeking cp for new am to be operated on 1010 kc, 50 kw D, amended to make changes in DA pattern. Amended May 21.

Cynthiana, Ky.—Cynthiana Bcstg. Co.'s application seeking cp for new am to be operated on 1400 kc, 250 w unl., amended to decrease power to 100 w. Amended May 22.

Portland, Ore.—James R. Roberts' application seeking cp for new am to be operated on 1010 kc, 1 kw D, amended to install DA-D. Amended May 23.

Clinton, S. C.—Clinton Bcstg. Co.'s application seeking cp for new am to be operated on 1410 kc, 500 w D, amended to change name of applicant to Virginia S. Greer, H. E. Payne, Cleatus O. Brazzell, and Henry O. McDonald Jr. d/b as Clinton Bcstg. Co. Amended May 21.

Existing Am Stations . . .

ACTIONS BY FCC

KXLA Pasadena, Calif.—Granted cp to replace expired cp to move trans. 200 ft. northeast of present location. Granted May 18.

KGMS Sacramento, Calif.—Granted mod. of cp to change studio location. Granted May 15.

KFTM Fort Morgan, Colo.—Granted change of facilities from 1260 kc, 500 w D, to 1400 kc, 250 w unl. Granted May 16.

WSFB Quitman, Ga.—Application seeking cp to change frequency from 1490 kc to 550 kw; increase power from 250 w to 1 kw; make changes in ant. (increase height), and make changes in ground system dismissed per Sec. 1.381. Action May 22.

WTIF Tifton, Ga.—Cp for new am to be operated on 1570 kc, 1 kw D, forfeited and call letters deleted. Action May 21.

WPLA Plant City, Fla.—Granted change in frequency from 1570 kc to 910 kc, continuing with 1 kw D. Granted May 16.

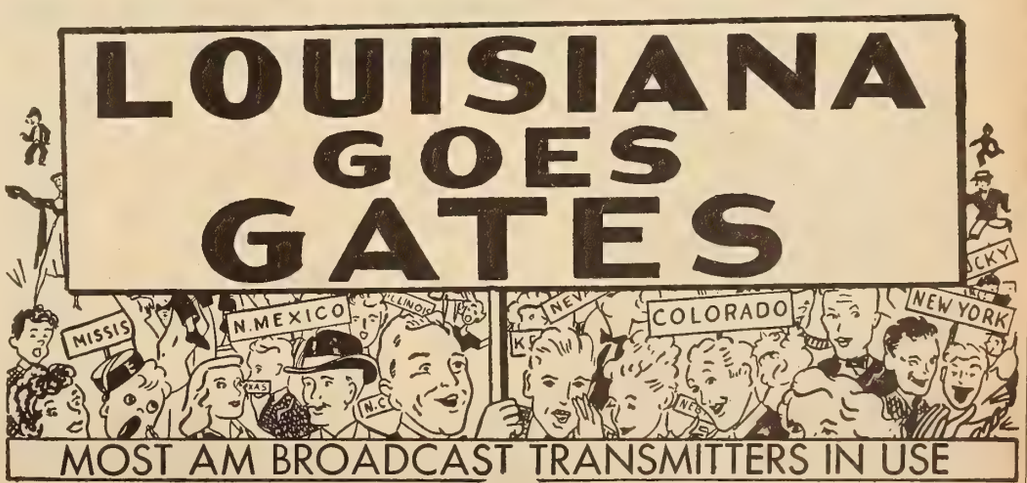
WIAN Indianapolis, Ind.—Denied request for waiver of Sec. 3.565(c) to permit employment of licensed operator responsible for proper maintenance and operation of station on part-time (instead of full-time) basis Granted May 16.

WTHI Terre Haute, Ind.—Granted change from DA-2 to DA-1. Granted May. 16.

KFJB Marshalltown, Iowa—Is being advised that application for renewal of license indicates necessity of hearing. Action May 16.

WJBK Detroit, Mich.—Granted authority to transmit play-by-play baseball broadcasts from Briggs Stadium to **CFPL London, Ont.,** for period ending Oct. 15. Granted May 16.

American Bcstg.-Paramount Theatres Inc., New York, N. Y.—Granted extension of authority to transmit programs to **CFCF Montreal, Que., CBL Toronto, Ont.,** and Canadian Bcstg. Corp. for period ending June 2, 1957. Granted May 16.



WTAB Tabor City, N. C.—Granted increase of power on 1370 kc from 1 kw to 5 kw, continued D operation. Granted May 16.

WRNL Richmond, Va.—Granted authority to transmit play-by-play baseball broadcasts from Parker Field to **CKAC** and **CFCF Montreal, Canada**, for period ending Oct. 15. Granted May 16.

KGU Honolulu, Hawaii—Granted increase in power from 2.5 kw to 10 kw; trans. to be operated by remote control from main studio site. Granted May 16.

APPLICATIONS

WKAB Mobile, Ala.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 17.

KBOK Malvern, Ark.—Seeks cp to change frequency from 1420 kc to 1310 kc; change ant.-trans. and studio location, and make changes in ant. (Increase height.) Filed May 22.

KXLA Pasadena, Calif.—Seeks cp to replace expired cp which authorized trans. move 200 ft. northeast of present location. Filed May 17.

WAHR Miami, Fla.—Seeks authority to transmit programs from Miami Stadium to **CKAC** and **CFCF Montreal, Canada**. Filed May 21.

WACL Waycross, Ga.—Seeks cp to increase power from 1 kw to 5 kw. Filed May 23.

WCMR Elkhart, Ind.—Seeks mod. of cp to increase power from 500 w to 5 kw and make changes in DA system. Filed May 17.

WHGR Houghton Lake, Mich.—Seeks cp to increase power from 1 kw to 5 kw. Filed May 18.

KBMN Bozeman, Mont.—Seeks license to operate on 1230 kc, 250 w unl. Filed May 21.

WFNC Fayetteville, N. C.—Seeks cp to make changes in DA-D system. Filed May 22.

KNAF Fredericksburg, Tex.—Seeks cp to change frequency from 1340 kc to 910 kc; change hours from unl. to D; change power from 250 w to 1 kw, and make changes in ant. system. Filed May 23.

WCLA Colonial Heights-Petersburg, Va.—Seeks cp to increase power from 1 kw to 5 kw. Filed May 23.

WEMP Milwaukee, Wis.—Seeks cp to make changes in DA pattern and change studio location. Filed May 23.

WLEO Ponce, P. R.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control from studio. Filed May 21.

WDTV Cruz Bay, Virgin Islands—Seeks cp to replace expired cp which authorized new am. Filed May 21.

APPLICATIONS AMENDED

WEIM Fitchburg, Mass.—Application seeking cp to increase D power from 1 kw to 5 kw and change from DA-N to DA-2 amended to make changes in DA pattern. Amended May 21.

WKPA New Kensington, Pa.—Application seeking mod. of license to change station location from New Kensington to New Kensington-Tarentum, Pa., and establish second main studio at 321 5th Ave., Tarentum, amended to change second main studio location to 331 E. 6th Ave., Tarentum. Amended May 22.

KGBT Harlingen, Tex.—Application seeking license to cover cp which authorized new am and installation of new ant. amended to change name to Harbenito Radio Corp. Amended May 18.

New Fm Stations . . .

ACTION BY FCC

Los Angeles, Calif.—Loyola U. of Los Angeles granted 8.87 kc, .028 kw. Post office address 7101 W. 80th St., Los Angeles. Estimated construction cost $150, first year operating cost $750. Station is for non-commercial educational purposes. Granted May 16.

Existing Fm Stations . . .

APPLICATIONS

KHOF (FM) Glendale, Calif.—Seeks mod. of cp (which authorized new fm) to change station location to Los Angeles; change ERP to 16.4 kw; change ant. height above average terrain to 260 ft.; change studio location and remote control point to 1516 Glen Oaks Blvd., Glendale, and change ant. system. Filed May 23.

WUNC (FM) Chapel Hill, N. C.—Seeks cp to replace expired cp which authorized changes in licensed station. Filed May 21.

WKAR-FM East Lansing, Mich.—Seeks mod. of cp (which authorized changes in licensed station) to change ERP to 84 kw; ant. height above average terrain to 300 ft., and make changes in ant. system. Filed May 22.

WIUS (FM) Christiansted, Virgin Islands—Seeks mod. of cp (which authorized new fm) to change ant. height above average terrain to 207.3 ft; change name to Mary Louise Vickers tr/as Virgin Islands Bcstg. System, and make changes in ant. system. Filed May 21.

Ownership Changes . . .

ACTIONS BY FCC

KPOK Scottsdale, Ariz.—Granted transfer of control to Arizona Aircaster Inc. for $10,000 plus assumption of over $4,500 in outstanding notes. Granted May 16.

WAPI, WAFM-FM, WABT (TV) Birmingham, Ala.; WHBS Huntsville, Ala.—Granted transfer of control from Birmingham News Co. to Remoc Publishing Co. Corporate change. Granted May 15.

KFMU (FM) Glendale, Calif.—Granted assignment of license to Brazy Bcstg. Corp. Corporate change only; no change in control. Granted May 16.

KRFC Rocky Ford, Colo.—Granted assignment of license to **Arkansas Valley Bcstg. Co.** for $20,000 plus assumption of $9,344.08 in liabilities. Principals are **Ray J. Williams** (60%), pres., stockholder of Telerad Inc., broadcast management consultant, and employe of **KCSJ-AM-TV Pueblo, Colo.**, and **James L. Littlejohn** (40%), managing partner of **KRFC**. Granted May 16.

WNDU South Bend, Ind.—Granted assignment of license to Michiana Telecasting Corp. Corporate change. Granted May 17.

WIBW-AM-TV Topeka, Kan.; KCKN Kansas City, Kan.—Granted involuntary transfer of control of Capper Publications Inc., parent corporation, to National Bank of Topeka, successor executor of estate of **Arthur Capper**, deceased. Granted May 17.

KBMY Billings, Mont.—Granted involuntary assignment of license to Billings Bcstg. Co. Transfer is for 25% to **Rockwood Brown Jr.**, administrator of estate of **Rockwood Brown**, deceased. Granted May 15.

KFJI-TV Klamath Falls, Ore.—Granted assignment of cp to Calif.-Ore. Tv Inc. for $30,000. Calif.-Ore. Inc. is licensee of **KBES-TV Medford, Ore.** Granted May 16.

KABR Aberdeen, S. D.—Granted assignment of license to **Tressa M. Hunt** and **Virginia M. Hunt**, special administratrices of estate of **Delbert T. Hunt**, deceased, former licensee of station. Granted May 17.

KOSF Nacogdoches, Tex.—Granted assignment of license to Stone Fort Bcstg. Co. for $10,000. Assignment is for transfer of 40% control from owner **Kelly Bell**, to General Manager **J. C. Stallings**. Granted May 17.

WCHS-AM-TV Charleston, W. Va.—Granted transfer of control to **Hawthrone D. Battle**, voting trustee. Granted May 16.

KLUK Evanston, Wyo.—Granted assignment of license to BBH Enterprises Inc. for $25,000. Principals are equal partners Pres. **Maurice Buchen**, 25% stockholder in South Coast Bcstg. Co., applicant for am cp in Laguna Beach, Calif., gen. manager of **KSFG Los Angeles, Calif.**; Vice-Pres. **Bryant M. Harmon**, 25% stockholder in South Coast Bcstg. Co., and Secy.-Treas. **Arthur W. Bartel**, 25% stockholder in South Coast Bcstg. Co. Granted May 16.

APPLICATIONS

KCNO Alturas, Calif.—Seeks assignment of license to Interstate Bcstg. Co. for $40,000. Principals are Pres. **J. J. Chandler Jr.** (47%), general manager of **KFLW Klamath Falls, Ore.**; and Southern Oregon Publishing Co. (47%), 100% owner of **KFLW**, majority stockholder of **KRNR Rosenburg, Ore.**, and 20% stockholder of **KYJC Medford, Ore.** Filed May 18.

KYOS Merced, Calif.—Seeks tranfer of control from **Florence Chatterton**, executrix of estate of **C. O. Chatterton**, deceased, to **Donald B. McCormick** for $55,000 for 50% interest. Mr. McCormick holds 10% interest in **KCOV Corvallis, Ore.** Filed May 22.

KGIL San Fernando, Calif.—Seeks tranfer of control to Pierce Brooks Bcstg. Corp. for $475,000. Principal is sole owner **Pierce P. Brooks**, insurance and real estate interests. Filed May 21.

KVEC-AM-TV San Luis Obispo, Calif.—Seek tranfer of control to The Valley Enterprises Co. for $450,000. Principals are equal partners **John C. Cohan**, pres.-25.63% stockholder of **KSBW-AM-TV Salinas, Calif.**, pres.-85% stockholder of John Cohan Adv. Inc., Salinas, and 50% partner in applicant for new am at Ridgecrest, Calif.; and **Jerome Kantro**, 5% stockholder of KSBW-AM-TV. Filed May 22.

WGTH Hartford, Conn.—Seeks assignment of license to Tele-Broadcasters of Connecticut Inc. for $240,000. Tele-Broadcasters of Connecticut is owned by Tele-Broadcasters Inc., owner of **WKXL Concord, N. H.; WARE Ware, Mass.; WKXV Knoxville, Tenn.**; Heart of America Broadcasters, applicant to buy **KUDL Kansas City, Mo.**; and Tele-Communications Inc. Filed May 18.

WGMS-AM-FM Washington, D. C.—Seek assignment of license to RKO Teleradio Pictures Inc. for $291,250 plus excess of current price assets and current liabilities at date of closing. Purchase price is subject to approximately $54,000 liens and encumbrances on equipment. RKO Teleradio Pictures, 100% owned by General Tire & Rubber Co., is majority stockholder of Mutual Bcstg. System, owns RKO Pictures Inc., and owns **WEAT-AM-TV West Palm Beach, Fla.**, and **WGTH-AM-TV Hartford Conn.** RKO is also licensee of **KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WOR-AM-FM-TV New York, WNAC-AM-TV Boston**, and **WNBQ-AM-TV Memphis.** Filed May 22.

WMMB Melbourne, Fla.—Seeks involuntary transfer of control of licensee corporation to **Erna Bessler**, wife of Louis G. Bessler, deceased. Mr. and Mrs. Bessler held 64% of stock, jointly with right of survivorship. Mrs. Bessler succeeds automatically to Mr. Bessler's interest. Filed May 17.

WINT (TV) Waterloo, Ind.—Seeks transfer of 100% control of permittee stockholdings to Universal Bcstg. Co. for $800,000. Universal is licensee of **WISH-AM-TV Indianapolis, Ind.**; owns 100% of Radio Fort Wayne Inc., licensee of **WANE Fort Wayne**, and is permittee of WANE-TV; and Anderson Bcstg. Corp., licensee of **WHBU Anderson, Ind.** Filed May 18.

WCMI-AM-FM Ashland, Ky.—Seek transfer of control to Edwina Bcstg. Corp. for $165,000. Sole owner is Pres. **George H. Clinton**, general manager-stockholder of **WPAR-AM-FM Parkersburg, W. Va., WBLK Clarksburg, W. Va.**, and **WTMA-AM-FM Charleston, S. C.** Filed May 23.

WALM Albion, Mich.—Seeks relinquishment of control of license corporation by **J. M. Moses** and **J. C. Bedient.** Filed May 22.

WAMM Flint, Mich.—Seeks transfer of control to **Richard S. Carter** for $2,083. Transfer is for 25% from **Ernest L. Durham.** Mr. Carter will hold 50% and other partners **Albert Binder** and **Harry J. Binder** will continue to hold 25% each. Filed May 18.

KFGT Fremont, Neb.—Seeks assignment of license to Snyder Enterprises for $36,000. Principals are equal partners **H. C. Snyder**, radio-tv sales and repair interests, and **Leroy Snyder**, automobile parts interests. Filed May 21.

KTXN Austin, Tex.—Seeks acquisition of negative control of licensee corporation by **Robert N. Pinkerton** through purchase of stock from Mrs. **O. B. Perot** by General Bcstg. Co., of which Mr. Pinkerton votes two-thirds of stock, for $60,000. Other General principal is **Edgar B. Pool** (33.3%), 25% owner of **KIFN Phoenix, Ariz.** Filed May 21.

KGUL-TV Galveston, Tex.—Seeks transfer of control of permittee and licensee corporation to Lone Star Television Corp. for $4.25 million. Lone Star is 90% owned by New York investment firm of J. H. Whitney Co., and 10% by **Paul Taft**, present 40.5% owner and pres.-general manager of KGUL-TV. Filed May 17.

KEBE Jacksonville, Tex.—Seeks assignment of license to KEBE Inc. Principals are Pres. **Mrs. Leita Moye Laurie** (60%), widow of former station owner **Billy Averitte Laurie**, deceased; Vice Pres. **Ben Erle Laurie** (20), employe of **KEBE**

(Continues on page 112)

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RADIO

Help Wanted

Managerial

Central Kentucky daytimer needs manager. First class license preferable but not absolutely necessary. Send complete resume-photo in first letter. Box 545G, B•T.

Expanding organization with proved system for small market stations will soon have opening for commercial manager young enough to keep sidewalks hot. No hot-shots, no booze hounds. Want civic-minded family man eager to settle. Guarantee base, attractive commission arrangement. Take note: Especially interested in men from Arkansas, Louisiana, Texas, Mississippi area. Personal interview necessary. Box 552G, B•T.

Assistant manager-program director-promotion director—all in one man. Top Hooper station in Capital city, Jackson, Mississippi. Race programming. This executive position open now. Live wire, intelligent, imaginative, ambitious man. We're expanding with more met stations in south. Best salaries in state. No room for clock watchers. Southerner preferred. 24-30 years. Send photo, resume in first letter. John McLendon, WOKJ, Jackson, Mississippi.

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Excellent spot financially and otherwise for proven salesman with sales manager ambitions (or sales manager) for Kansas City best independent. Box 546G, B•T.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

Experienced, aggressive . . . radio time salesman. Guarantee plus commission. This job offers a good sound living for a man willing to work. Contact Dan Markham, Sales Manager, KOPR, Radio Butte, Montana.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Girl disc jockey. Age 21-30. Good voice. Must be attractive. Air and traffic work. Outstanding station. Send full length picture-snapshot and complete information to Box 448G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Solid selling personality DJ for major Ohio market. If you're plenty sharp, we'll pay. This is the first station in audience in the area. One of America's outstanding independents. Prefer man with voice gimmicks and sharp sense of production. If you're the right one, a tremendous promotional organization is behind you. Send tape, photo, background with first reply. Box 548G, B•T.

Wanted—DJ with sparkle and PE, Glib, brisk-paced, adlib with flow and momentum, clever quips, novel record intros wanted by stations in Illinois, Michigan, Wisconsin, Upper New York state, Pennsylvania area. $125. Box 625G, B•T.

Needed immediately. Baseball play-by-play man who can also do football in the Fall. Job also has tv sports show attached. If interested send tape, photo references, summary. All tapes returned. Box 627G, B•T.

Combination man: Announcer-engineer with first class ticket, northeast. Box 639G, B•T.

Eastern independent desires experienced dj with mature approach and personality. Fine opportunity for right man. Send full resume to Box 656G, B•T.

Immediate opening experienced man who can handle sports and straight announcing. Write air mail to KHOZ, Harrison, Arkansas.

Announcer wanted. Some sales experience preferred. Contact KLAD, Box 230, Klamath Falls, Oregon.

Straight staff job for experienced announcer with minimum one year's experience. Send resume, references and tape to Bud Walters, WFRL, Freeport, Illinois.

Announcer with limited experience willing to learn. Must like small town independent operation. Opening August 1st. Send tape and background to WIFM, Elkin, N. C.

Immediate opening for topnotch combination announcer-salesman for all Pop Music Station in Charlotte, N. C., $100. per week guarantee, not a draw . . . guarantee . . . commission too. Must be tops in sales and good air man with ideas. No collect call will be accepted. Jack Wheeler, "The Music Station," WWOK.

Strong all-around staff announcer for 50,000 watt California station. Accent on good news delivery. Some DJ experience preferred. Send air check and experience resume plus statement of availability for personal interview and live audition. Apply Personnel Department, McClatchy Broadcasting Company, Sacramento, California.

AREN'T THERE ANY GOOD TV PROGRAM MANAGERS AROUND ANYMORE?

We've been looking for some while now for a man to fill a great job at a great television station. We want a Program Manager. He must be resourceful, energetic, and above all, creative; he must also know how to administer a fairly large staff, without getting bogged down, himself, in paper work; he must not only be an idea man, he must be good at production. He should be equally able to handle the problems of live programming and of buying and programming film.

He must be the kind of man who can cope constructively and imaginatively with the problems of a competitive, big-city market. What's more, he must also have a flair for public service programming.

This is a tall order. But we know that somewhere there's a man around like this. When we find him we'll pay from $12,000 to $15,000 a year, and the opportunities for advancement above that are unlimited. The station is one of the major stations of the country in one of the top 15 cities.

The man we're looking for might right now be a program manager of a station; or, he may be working in a television department of an advertising agency, but has had station experience; or he may be working for a network, but feels that there's probably a good future for him with stations. If you think that this is the job for you, let us know. Give us the facts about yourself in a brief letter.

BOX 657G, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer—announcer, 250, small southeastern market. Salary commensurate ability. Box 598G, B•T.

Chief engineer with thorough experience needed for established class IV station in metropolitan area. Give background, photo, technical ability, family status and any additional information helpful to qualify you for position. All replies strictly confidential. Box 658G, B•T.

Chief engineer capable of working announce shift. Must be good engineer and good announcer. $125. Box 664G, B•T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW, Alliance, Nebraska.

KXGI, Fort Madison, Iowa needs first class engineer immediately. No announcing.

Chief engineer wanted at 1kw daytimer WBAR, Bartow, Florida. Contact Manager Mr. Burgreen.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

Chief Engineer, university station, $350 month, chance to attend classes. WUOT, University of Tennessee, Knoxville.

Programming-Production, Others

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Prefer experienced male or female. Let's exchange details. Friendly town of nine thousand. Progressive station. We have references, send yours. Box 162G, B•T.

Wanted—razzle dazzle program director who knows successful metropolitan, independent radio. An excellent opportunity for an idea man with know-how for building ratings; finding and holding good talent. Send complete details. Box 321G, B•T.

Continuity girl with ability, personality to service accounts for outstanding station. Box 535G, B•T.

Top station in highly competitive market needs writer. Top salary to person with talent. Submit samples of both "production" and "straight" copy, along with brief biog. Box 586G, B•T.

Wanted: Ball-of-fire, program director—assistant manager for new kilowatt daytime, northeastern United States, small town, but terrific potential due to surrounding market. Good salary with percentage for right man. Complete information first letter, tape, picture. Personal interview later. This opening for experienced, ambitious, sober career man only. Box 612G, B•T.

Newsman—1st class phone license—for Wichita's No. 1 Hooperated station, news bureau. Only ambitious, experienced, dependable, mature individuals will be considered. Include personal history and tape in application. Jim Setters, News Director, Radio Station KWBB, P. O. Box 468, Wichita, Kansas.

News editor-farm reporter-special events. A big job as one-man department. Only men with similar experience need apply. Send all info including experience, education, references, earnings, etc. to KXO, El Centro, Calif.

Can you write good copy? We have an opening June 1, WIRL, Peoria, Illinois.

News director: Station maintains top local news coverage. Experience in gathering and writing a necessity. Salary depends on experience and capability. Solid citizens only—no drifters. Send complete information, samples of work and tape to: Program Director, WLEC, Sandusky, Ohio.

Radio-tv producer, educational station, chance to attend classes, $316 month, one year only. WUOT, University of Tennessee, Knoxville.

Situations Wanted

Managerial

Broadcast executive. Capable, mature. 13 years radio-tv experience, continuity through sales and management. Family man, 37. Prefer west. Will consider lease. All inquiries answered promptly. Now located San Francisco. Box 547G, B•T.

Desires Eastern market. Have 14 years in associated field. Now sales manager in tv. Responsible family man. Hard worker. Box 553G, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Sales manager/manager: Successful profit making three year station operation record made possible my owner's profitable sale and his retirement. My fully endorsed and accredited sales and management record open for your consideration. Present position with top major metropolitan market station very secure; nevertheless I'm desirous of making change where in return for production results there'll be permanence, security and a mutually objective future. I'm definitely working no self-opinionated newcomer; but a stable, married, experience, sober, hard working know-how "pro"—well known in the industry as a proven executive. Negotiations held confidential Box 477G, B•T.

Fifteen years experience—five in basic network executive position. Would like to locate with Florida radio station in managerial capacity. Family man. Box 630G, B•T.

Salesmen

Salesman-announcer. Excellent commercial contacts. Former sales manager. SRT graduate. 33. Single. Box 646G, B•T.

Radio time salesman. Seven years experience all phases mike work. Employed. Box 660G, B•T.

Announcers

Hi! Looking for half a comedy DJ team? Or a breezy, low-pressure morning or late night man? Versatile, experienced, employed. Box 576G, B•T.

Boy disc jockey. News, board, staff. Friendly commercial style. Good potential. Salary no problem. Will travel. Tape, resume available. Box 613G, B•T.

Experienced personality disc jockey with solid reputation for building teenage audience desires relocation in metropolitan market. Extreme knowledge of pop music. Box 616G, B•T.

Top quality announcer with first phone. 8 years. Prefer metropolitan area. Interested in summer replacement, or permanent position if long term mutual satisfaction apparent. Welcome tv opportunity. Available June 15. Tape, etc. Box 621G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced staff announcer, sports, news, DJ, desire to relocate, single, vet, will travel. Box 622G, B•T.

9 years experience announcing, programming. Interested only small town southeast chief announcer or announcer-pd. Specialties morning, pops, character, hillybilly, news; no sports. Personal interview necessary. Box 626G, B•T.

Florida only: Announcer-engineer-PD-sales-manager. Fully experienced all phases. Noted for excellence of work, dependability, permanence. Tape or personal interview on request. Box 631G, B•T.

Experienced announcer, currently employed, voice not network, prefer evening shift. Box 633G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 637G, B•T.

Reliable staff announcer, family, three years experience, thoroughly familiar with board, tape, commercials, news, DJ. Write copy, service accounts. Prefer midwest. Box 638G, B•T.

Seeking permanent position in radio and/or tv. 8 years experience stage, radio, tv. Highest recommendations. Work hard. Proven results. 27, married, vet. Box 641G, B•T.

Versatile staff announcer. 14 months experience. Third class ticket. Box 643G, B•T.

Dj, personality. Staff. Some experience. Strong in news, sports, board. Excellent references. Musician. Tape. Go anywhere. Box 645G, B•T.

Experienced personality disc jockey. Presently employed in northeast wishes to relocate with progressive station. Box 647G, B•T.

Experienced announcer, presently employed. Desires relocate permanently. Operate board, tables. Box 648G, B•T.

Announcer—Experienced, employed. Presently south. Desire to relocate northeast. Box 649G, B•T.

Announcer, mature, reliable, some sales experience, classics, news, commercials, boadcast school student. Box 659G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Question? Where can you find an experienced announcer-disc jockey, single, 26, veteran with pleasing personality and voice, plus broad knowledge of records and artists? Right here! Tape, photo, resume. Box 661G, B•T.

News and sports director now in midwest with first phone available after two weeks notice. Box 663G, B•T.

Call the National Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C., for trained announcers, continuity writers, sportscasters, newsmen, disc jockeys. (DEcatur 2-5580).

Thoroughly experienced announcer, first class license. News, write copy, production. Absolute minimum $85. for forty hour week. Announcer, 1860 McBain Ave., San Jose, Calif.

Attention: East—Delaware to Rhode Island. Young experienced announcer, third ticket, operate board. Tom DeCillis, WASA, Havre de Grace, Maryland. After June 1, 1100 Lowden Ave., Union, New Jersey. Elizabeth 3-0468.

Southeast only—Experienced announcer (staff, dj, board)—now employed with progressive indie—desires permanent work with network affiliate. Bill Gray, 1422 Pennsylvania Ave., Durham, North Carolina.

Get two for the price of one. Play-by-play man with basketball a specialty. Also dj with teen age appeal. Dick Jones, Somerset Ave., Apt. 1, Cambridge, Md.

"Harry the Horse thief"—comedy country and western disc jockey—three years experience—available June 15. Proven sponsor and listener appeal. Also program director. Harry E. Kirchman, 4902 Log Cabin Road, Nashville, Tenn.

Young married veteran, AFRS experience. Good on music, news, commercials and board. Highest references, college. Relocate in west. T. R. McManus, 1414 N. Hobart Blvd., Los Angeles, Calif.

Announcer—Strong news-disc shows. 18 months. Ready for challenging position. Employer knows. Joe Orlowske, Box 244, Winona, Minnesota.

(Continued on next page)

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RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced, college broadcasting training. Excellent combo man, 3rd phone, ham, also production, sales, currently employed, highest references, tape, photo. Ken Orchard, 15460 Erwin Street, Van Nuys, California.

Colored female. Broadcast school graduate. College trained. Ideal for personality show announcing, women's director. Z. S. Palmer, 7948 South Wabash, Chicago 19, Illinois.

DJ-broadcasting school graduate. Also 1st phone license. Desires combination tv and radio. Russ Randolph, 2219 N. Parkside, Chicago.

Announcer, continuity. Recent graduate of broadcasting school. Purdue graduate. Prefer Indiana. Charles Sutton, 5556 N. Wayne, Chicago, Illinois.

Technical

Chief engineer available June 1st. Personality DJ. No straight announcing. Service accounts and sell. Years of seasoned technical and administrative experience. Interested only in 1st rate southern station of good reputation. Finest technical and character references. Box 601G, B•T.

Engineer-announcer. Good voice. Experienced. Want to locate in small market station in south. Minimum $90 per week. Box 620G, B•T.

First class phone engineer, experienced studio and transmitter, maintenance, desire southeast. Box 636G, B•T.

First phone, active amateur, three years experience, married, age 30, two little children. Weight 220, diplomas from two radio schools, attended Port Arthur College 11 months. New 36 foot trailer. Good references, personal and financial, want job as control board operator or on engineering staff. Experienced around drive-in theatres. Some experience as projection operator. Want permanent job in south. Will consider anywhere. Available immediately. L. H. Estes. Phone BE 8-2930 or BE 8-2330, Marble Hill, Missouri.

Programming-Production, Others

3 years news editor and tv newsman, B.A. and post-grad, taught university English, seek solid radio or tv. Equally competent writing and delivery. Box 628G, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Program director-announcer. College graduate. 7 years experience in administrative and air duties. Fresh, creative ideas. Strong on production. Currently employed. Box 634G, B•T.

Program director; successful 'pro', nine years experience, top-rated stations in metropolitan markets. Sure-fire formulas, topnotch progamming ideas. Young, energetic, expert. Box 650G, B•T.

Copywriter-announcer. Male. Straight copy or copy-announcing combination. 8 years experience. Excellent references. Prefer northeast location. Barry Ritenour, 66 Fougeron Street, Buffalo, New York. Taylor 5998.

TELEVISION

Help Wanted

Announcers

Southeast vhf needs good staff announcer and news editor. Send full resume, photo and tape. Box 575G, B•T.

Technical

Engineer with first class license for work in tv. Contact Chief Engineer, WINK-TV, Ft. Myers, Florida.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Experienced tv photographer to handle news and commercial work. Should be experienced with 16mm processing. Major southwestern vhf. Reply Box 595G, B•T.

Experienced cameraman for program department of large eastern network affiliate. State salary requirements along with resume. Box 604G, B•T.

Situations Wanted

Managerial

Sales manager—highly successful record two stations, presently employed, family man, stand rigid investigation. Interested in progressive vhf. Box 537G, B•T.

Seasoned young tv station account executive with NBC outlet in major market seeks sales management or assistant to general manager opportunity. Three years experienced contacting and selling local and national business through distributors and food brokers. Minimum $8,000 per year. Box 610G, B•T.

Salesmen

Desires eastern market. Now key man in west. Must have $7000. min. Don't write unless you mean business. Box 554G, B•T.

Announcers

Want witty weatherman-emcee-announcer with warm winning ways??? Box 614G, B•T.

Cowboy announcer, musician, DJ. Top western tv kid show present area. Experienced on national radio-tv shows. Write don't call, available June 1st. Dave Davis, Curran, Michigan.

News-sports announcer—7 years experience radio-television; college graduate; presently employed. Family man will locate permanently for right offer. Ed Murphy, 2326 Okalina Avenue, Winston-Salem, N. C.



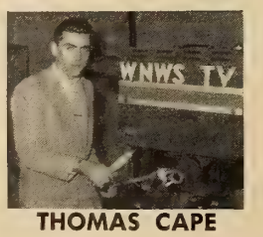
JOE DICKMAN

RECOMMENDED! TOPS FOR TV


GEORGE DAVIS



JOEL WAGNER



THOMAS CAPE



RUSSELL HAWKES

These graduates all have had extensive individual instruction in our Washington studios. Their individual abilities and qualifications include Radio-TV continuity, camera work-Directing, production assistant, announcing and news. In addition, they have been trained in all phases of TV production. There is a Northwest graduate especially tailored for your specific needs. Call Northwest FIRST. Wire, phone or write, John Birrel, Employment Counselor.

NORTHWEST RADIO & TELEVISION SCHOOL
HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Still looking for tv opportunity. 3 years radio, now employed, dependable, married, age 26. Box 924, Taylor, Texas. EL. 2-4268.

Technical

Do you need capable chief engineer? Interview will convince you of my abilities. 20 years experience, proven record. Box 651G, B•T.

Programming-Production, Others

Newscaster presently employed top-rated metropolitan station. 11 years experience; news director, writer, broadcaster. Aggressive local reporter. Peabody Award winner, AB Degree, 32. Box 611G, B•T.

Boost ratings, revenue—with top-notch news operation! Let me whip your competition. Presently news director midwest vhf; well-qualified radio-tv background; journalism degree. Box 615G, B•T.

Producer-director-writer. Now producing top-rated news programs, metropolitan market. Eight years news film production, purchasing. Animated map and chart production. Budget control, Box 619G, B•T.

Television production manager, producer-director available. All offers considered. Box 623G, B•T.

Man Friday, tv production, 31, veteran, degree mechanical engineering. Experienced small film company. To production coordinating, etc. Tv shows. Box 629G, B•T.

Owner! Manager! Starting tv? Want experienced program, production, promotion publicity man for 12 to 15 months? Details. Box 635G, B•T.

Television-radio newsman. Now television news director, small station. 3 years radio-television airwork experience. News writer, reporter, announcer. Play-to-play sports. University graduate. Box 642G, B•T.

Tv program director-production manager with big market background can help ailing station or put new one on the air. Familiar all phases of operation with references to prove it. Box 644G, B•T.

FOR SALE

Stations

Small single-station market kilowatt daytimer. '55 gross $52,000.00; net $7,000.00. Located county seat, one of richest agricultural counties in U. S. Fine reputation and audience. Not run-down. Beautiful physical plant. First four months of '56 ahead of '55. $45,000.00. Box 653G, B•T.

Three small market stations in scattered parts of south, each priced under $30,000. Terms arranged. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Southwestern resort area. Within 50 miles of national park attracting thousands visitors annually. Only station in progressive city. Outstanding cultural advantages in addition to exclusive market. Comprehensive study invited. Information is restricted to qualified applicants only. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Two Presto Y cutters, 87-B. Amplifier and 12 inch speaker. Slightly used. Price $450.00. Box 655G, B•T.

BC603 FM receiver (AC) BC604 FM transmitter (12 volt dynamotor) 26.11 Mc crystal. For remote broadcast pickup. Instructions. $70.00 F.O.B. Box 662G, B•T.

Ampex 450P. Background music equipment. Excellent condition. Available immediately. KBMY, Billings, Montana.

For Sale: Fm transmitting with 100kw power supply. Offers will be received for equipment in whole or in part. Contact: Ross Utter, WEFM, 135 S. LaSalle, Chicago 3, Illinois. State 2-1358.

For Sale—Western Electric 451-A, 250 watt am transmitter. In excellent condition. Grant for increased power reason for sale. Contact W. R. Guest, Jr., WPMP, Pascagoula, Mississippi.

WANTED TO BUY

Stations

Experienced engineer-salesman-announcer interested acquiring working interest in station with cash investment. Box 632G, B•T.

Financially responsible principals interested in daytime radio stations in Iowa, Missouri, Illinois, Wisconsin. Box 652G, B•T.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1737 De Sales St., N. W., Washington, D. C.

Stations wanted. Growing list of qualified buyers desiring metropolitan, medium, and small markets. Private sales. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Used 1kw am transmitter. Must be in top condition and suitable to remote. State best price. Box 566G, B•T.

New 100 watt station, SE North Carolina needs, console, turntables, 150 ft. tower and limiting amplifier. Give full details in reply to WBLA, Elizabethtown, N. C.

Magnecorder wanted at once. State model, condition and price by wire WPDR, Portage, Wisconsin.

Used RCA, Raytheon or Federal tv microwave link, tv master monitor or whatever you have—quote lowest price. Carl Butman, National Press Bldg., Washington, D. C.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

250 to 450 foot tower to be used for communication type antenna. Hicklin Motor Line, St. Matthews, S. C.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

The National Academy of Broadcasting, 3338 16th St., N. W., Washington, D. C. trains and places men and women in excellent jobs as radio and tv announcers, disc jockeys, newscasters, writers and producers. Established in 1934, it has alumni in every state. Write for list of graduates and their jobs. Catalog mailed on request. New term starts June 4.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

Home study or residence course in staff announcing, newscasting, copywriting, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

SERVICES

Owners-managers. Increase your audience and sales with proven news-program-special events-promotion methods that have built and kept metropolitan area indies first above higher power competition. Now available for all markets. Individual recommendations specifically for your operation. Broadcast Advisors. Box 640G, B•T.

RADIO

Help Wanted

Salesmen

SALES ENGINEERS

Broadcast Equipment Manufacturer has openings for sales engineers to call on radio stations in:

NEW ENGLAND
NEW YORK STATE

Technical background essential. Permanent positions with high earning potential.

SALES TRAINEES

Positions also open for young sales-minded broadcast engineers to train in east coast sales offices in New York City and Washington, D. C., for future top-level sales positions.

Send complete details with photo to Box 654G, B•T

RADIO

Help Wanted—(Cont'd)

Salesmen

3 LIVE WIRE SALESMEN

We need 3 aggressive men for sales positions in New Orleans, Houston, and Memphis. We operate 5 successful stations and have application for sixth. Good selling story, good ratings, realistic rates, heavy promotion plus good markets give you high earning potential. Opportunity for advancement.

Send full details, past earnings, photo, to the

O. K. GROUP
505 Baronne St.
New Orleans, La.

Managerial

MANAGER-SALESMAN

Here is an excellent opportunity for a hard working, aggressive man who is interested in friendly, small town radio. The station is a kilowatt independent well established in its market with an excellent earning record. Ownership is well on its way to expanding to a regional network. The market is a small southern town so we prefer men with such a background. Send complete resume to Box 618G, B•T.

Announcers

Boston's top music and news station

has once in a lifetime opportunity for you if you are a proven number one morning D. J. in one of the top 50 markets. Call collect Boston, Copley 7-6572.

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T.

(Continued on next page)

INSTRUCTION

Looking for **NEW FACES?**
PRODUCTION PERSONNEL?

Leading radio and TV studios call Leland Powers School for well-trained talent and technical personnel. Competent young men and women skilled in radio and TV techniques, including programming and production, announcing, acting, make-up, copywriting, script and continuity writing. Graduates recognized throughout the industry for sound, comprehensive training.

Write Graduate Relations Department today. Placement service free to employer and graduate. 52nd year.

LELAND POWERS
SCHOOL OF
RADIO, TELEVISION AND THEATRE
25 Evans Way, Boston 15, Mass.

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

EMPLOYMENT SERVICES

" " " " " " " " " " " " " " " " " "

QUOTE AND UNQUOTE

". . . as thorough and as easy to work with as though you were on our own payroll as our personnel director . . ."
Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

Palmer-DeMeyer, Inc. (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!
For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.
* Or job.

(Continues from page 106)

Jacksonville; and Secy.-Treas. **J. Ann Laurie Spencer** (19%), asst. office manager of KEBE. Filed May 23.

KMUL Muleshoe, Tex.—Seeks assignment of cp to **John Burroughs** and **Leola Randolph** for $15,267.18 and assumption of debts amounting to $4,732.18. Filed May 23.

KBEC Waxahachie, Tex.—Seeks assignment of license to Richard Tuck Enterprises. 50% owner **W. Richard Tuck Jr.** is buying remaining 50% interest from partners **Roy M. Fish** and **James B. Branch Jr.** for $30,000. Filed May 21.

Hearing Cases . . .

FINAL DECISION

Wilmington, N. C.—FCC denied application of Wilmington Television Corp. for extension of time to construct station **WTHT (TV) Wilmington**, which was granted cp Feb. 17, 1954. Action May 16.

OTHER ACTION

New Orleans, La.—FCC denied petition by Loyola U. for an additional 15 minutes so as to bring its allowance up to 35 minutes for oral argument in New Orleans, La., ch. 4 proceeding. Action May 18.

Routine Roundup . . .

May 17 Decisions

Broadcast Actions

By the Commission

WPEN-FM Philadephia, Pa.—Granted mod. of SCA to render supplemental service on multiplex (in lieu of simplex) basis. Granted May 16.

Renewal of Licenses

Following stations were granted renewal of licenses on regular basis: **KCRB Chanute, Kan.; KMUW Wichita, Kan.; KLMS Lincoln, Neb.; KOKH Oklahoma City, Okla.; KLPR Oklahoma City, Okla.; KSTE Emporia, Kan.; KWON Bartlesville, Okla.; WSEL (FM), Chicago, Ill.; KWSH Wewoka, Okla.; KLOH Pipestone, Minn.; KWSK Pratt, Kan.; KYSM-AM-FM Mankato, Minn.; KCRW Santa Monica, Calif.; WEEK Peoria, Ill.**

May 17 Applications

Accepted for Filing

Modification of Cp

KPOL Los Angeles, Calif.—Seeks mod. of cp (which authorized change in hours of operation, installation of DA-N, and change studio location) for extension of completion date.

KAGT Anacortes, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KIEM-TV Eureka, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 1.

KHOL-TV Kearney, Neb.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 10.

WISE-TV Asheville, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 29.

License to Cover Cp

KVAN Vancouver, Wash.—Seeks license to cover cp which authorized change from employing DA-1 to DA-N; change studio location, and operate trans. by remote control, while using non-DA.

WDUX Waupaca, Wis.—Seeks license to cover cp which authorized new am.

WREX-TV Rockford, Ill.—Seeks license to cover cp which authorized new tv and to specify studio and trans. location as Auburn & Winnebago Roads, Rockford (not a move).

Renewal of Licenses

KVET Austin, Tex.; KCCT Corpus Christi, Tex.; KEPO El Paso, Tex.; KSAM Huntsville, Tex.; KERV Kerrville, Tex.; KIWW San Antonio, Tex.

Remote Control

WNEG Tocca, Ga.; KBOI Boise, Idaho; WGOL Goldsboro, N. C.

May 18 Decisions

ACTIONS ON MOTIONS

By the Commission

Part III Comments—On request by International Brotherhood of Electrical Workers (AFL-CIO), Commission extended from June 1 to July 2 time for filing comments to proposal to amend Part III of Bcstg. Rules relating to remote control operation of certain am, fm and, noncommercial educational fm stations, and extended to 20 days thereafter time for filing replies. Action May 17.

By Chief Hearing Examiner James D. Cunningham

Hearings—Ordered that hearings in following proceeding shall commence on dates shown: Polly B. Hughes, Tampa, Fla., and Holiday Isles Bcstg. Co., St. Petersburg Beach, Fla., and Day-Nite Radio Message Service Corp., Philadelphia, Pa., on July 18; Henry County Bcstg. Co., Mt. Pleasant, Iowa, on July 11; **KUIN Grants Pass, Ore.**, on July 3; Mt. Sterling Bcstg. Co., Mt. Sterling, Ky., on July 25. Action May 15.

By Hearing Examiners James D. Cunningham and Jay A. Kyle

WGTH-TV Hartford, Conn.—On joint request of participating parties, continued from May 16 to May 29 prehearing conference in proceeding reassignment of cp of WGTH-TV from General-Times Television Corp. to CBS Inc., and, on examiners' own motion, continued hearing from May 28 to date to be later specified. Action May 15.

By Hearing Examiners James D. Cunningham and Herbert Sharfman

WKNB-TV New Britain, Conn.—On oral request by **WNHC-TV New Haven, Conn.**, and with consent of parties, continued from May 17 to May 25 further prehearing conference in proceeding re applications for mod. of cp of WKNB-TV and for transfer of control from Julian Gross, et al., to NBC Inc. Action May 16.

By Hearing Examiner James D. Cunningham

Billings, Mont.—Granted motion of **KOOK-TV Billings**, to correct transcript of hearing on application of Midland Empire Bcstg. Co. for new tv (ch. 8) in Billings. Action May 15.

By Hearing Examiner Jay A. Kyle

Coos Bay, Ore.—Granted joint petition of **KOOS Coos Bay, KFIR North Bend, Ore.**, and **KWRO Coquille, Ore.**, to dismiss their protest to grant of application of Coos County Broadcasters for new am in Coos Bay; terminated proceeding and removed application from hearing status. Action May 16.

Olympia, Wash.—Granted petition of **KGY Olympia**, to dismiss protest to grant of application for new am station (KITN) in Olympia; terminated proceeding and removed application from hearing status. Action May 16.

By Hearing Examiner J. D. Bond

Inglewood, Calif.—Denied petition by Albert John Williams, Inglewood, to designate dates for further exchange of exhibits and hearing in am proceeding, and, on examiner's own motion, set aside order formerly made upon record directing parties to file proposed findings and conclusions. Action May 15.

Eatontown, N. J.; Long Branch, N. J.—Ordered that hearing on am applications of Harold M. Gade, Eatontown, and Monmouth County Broadcasters, Long Branch, shall start June 7; set aside portions of April 10 order which fixed dates for prehearing and further hearings. Action May 15.

By Hearing Examiner Herbert Sharfman

Laurel, Miss.—By memorandum opinion and order, deined petition by Laurel Television Co. for leave to amend in various respects its application for new tv to operate on ch. 7 in Laurel; rejected accompanying proposed amendment and dismissed Laurel's motion to strike opposition. Action May 16.

Grand Prairie, Tex.—Issued statement and order after further conference incorporating by reference transcript of May 15 further conference in proceeding re am applications of Grand Prairie Bcstg. Co., Grand Prairie. Action May 16.

Deadwood, S. D.—Granted motion of Black Hills Bcstg. Co. of Rapid City-Lead, S. D., to reschedule hearing on its application and The Heart of Black Hills Station, Deadwood, S. D., for new tv station to operate on ch. 5 as follows: exchange of written case from May 25 to 5 p.m. June 25; further conference from June 5 to 10 a.m. July 5; commencement of evidentiary hearing from June 20 to July 23. Action May 15.

Rochester, Minn.—Issued statement and order after further conference in which it was agreed that evidentiary hearing, now under indefinite continuance, would start 2 p.m. May 21 on am application of The Rochester Bcstg. Co., Rochester. Action May 16.

By Hearing Examiner Elizabeth C. Smith

WBLK-TV Clarkesburg, W. Va.—Ordered that hearing on application of Ohio Valley Bcstg. Corp. for new tv (**WBLK-TV Clarkesburg**) and for transfer of control of that corporation from News Publishing Co., Wheeling, W. Va., to **WSTV Inc., Steubenville, Ohio**, shall start June 11. Action May 16.

By Hearing Examiner Annie Neal Huntting

Parma-Onondaga, Mich.—Granted motion of Booth Radio & Television Stations Inc., and Jackson Bcstg. and Television Corp. for extension of time from June 4 to June 11 to file proposed findings and conclusions in Parma-Onondaga ch. 10 proceeding. Action May 15.

May 18 Applications

Accepted for Filing

Renewal of Licenses

KLYN Amarillo, Tex.; KTFY Brownfield, Tex.; KLIF Dallas, Tex.; KTHT Houston, Tex.; KLBS Houston, Tex.; KGNB New Braunfels, Tex.; KOGT Orange, Tex.; KONO San Antonio, Tex.; KTSA San Antonio, Tex.; KWED Seguin, Tex.; KSEY Seymour, Tex.; KSST Sulphur Springs, Tex.; KTRB Tyler, Tex.

May 21 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 18

WHAM-TV Rochester, N. Y.—Granted license covering change in facilities; ERP 100 kw vis., 50 kw aur. Ant.: 510 ft.

KTOO Henderson, Nev.—Granted license for am station.

WDDT Greenville, Miss.—Granted license for am station.

KGW Portland, Ore.—Granted cp to add domestic public land mobile ant. on top of auxiliary am tower; increase height.

Following were granted extension of completion dates as shown: **WLW Cincinnati, Ohio,** to 12/20/56; **KPOL Los Angeles, Calif.,** to 9/12/56; **WGBS-TV Miami, Fla.,** to 7/20/56; **WMAL-TV Washington, D. C.,** to 9/30/56; **KHAD-TV Laredo, Tex.,** to 7/20/56; **KBAK-TV Bakersfield, Calif.,** to 12/10/56; **KHOL-TV Kearney, Neb.,** to 12/10/56; **KIEM-TV Eureka, Calif.,** to 12/1/56; **WPRO-TV Providence, R. I.,** to 11/19/56; **KAGT Anacortes, Wash.,** to 8/30/56; **WXEL Greenwich, Conn.,** to 7/16/56; **KDLO-TV Florence, S. D.,** to 12/6/56; **KLRJ-TV Henderson, Nev., to 12/3/56.**

Actions of May 17

WBGC Chipley, Fla.—Granted license for am station.

WJHB Talladega, Ala.—Granted license for am station.

WYCL York, S. C.—Granted license for am station.

WATM Atmore, Ala.—Granted license covering change in facilities to 1590 kc, 1 kw D.

WMYR Ft. Myers, Fla.—Granted license covering increase in D power.

WBAP-FM Fort Worth, Tex.—Granted request to cancel SCA.

WBFM (FM) New York, N. Y.—Granted extension of completion date to 8/14/56.

Following were granted authority to operate trans. by remote control: **WGOL Goldsboro, N. C.; KBOI Boise, Idaho,** while using non-DA; **WNEG Toccoa, Ga.**

Actions of May 16

WHSR-FM Winchester, Mass.—Granted license for educational fm station.

WAJC (FM) Indianapolis, Ind.—Granted license covering change from educational fm station to fm band—ch. 283.

Actions of May 15

Following were granted extension of completion dates as shown: **WBOP Pensacola, Fla.,** to 8/21/56; **WKXY Sarasota, Fla.,** to 11/28/56; **KWWL Waterloo, Iowa,** to 10/2/56; **KTYL Mesa, Ariz.,** to 7/1/56; **WSM-TV Nashville, Tenn.,** to 11/1/56; **WSBA-TV York, Pa.,** to 11/22/56; **KMOT Minot, N. D.,** to 12/5/56; **KTBC-TV Austin, Tex.,** to 12/10/56; **WIMA-TV Lima, Ohio,** to 12/6/56.

WWKS Macomb, Ill.—Granted authority to operate trans. by remote control.

Actions of May 14

WHIZ-TV Zanesville, Ohio—Granted extension of completion date to 12/7/56.

WKAR-FM East Lansing, Mich.—Granted extension of completion date to 7/1/56.

May 21 Applications

Accepted for Filing

License to Cover Cp

WRWJ Selma, Ala.—Seeks license to cover cp which authorized new am and to specify studio location and remote control point as Hotel Albert Bldg., 222 Broad St., Selma.

WSNT Sandersville, Ga.—Seeks license to cover cp which authorized new am.

KDOK Tyler, Tex.—Seeks license to cover cp which authorized new am.

WHEE Martinsville, Va.—Seeks license to cover cp which authorized increase in power.

KMFM (FM) Mt. Park, N. M.—Seeks license to cover cp which authorized changes in licensed station.

WDAY (TV) Fargo, N. D.—Seeks license to cover cp which authorized new tv.

Modification of Cp

WCHK Canton, Ga.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WEAV Plattsburg, N. Y.—Seeks mod. of cp (which authorized increase in power; change in ant.-trans. location, and changes in DA system) for extension of completion date.

WCBI Columbus, Miss.—Seeks mod. of cp for extension of completion date to Dec. 12.

Renewal of Licenses

KSIX Corpus Christi, Tex; KNOK Fort Worth, Tex.; KPET Lamesa, Tex.; KEYE Perryton, Tex; KCMC (TV) Texarkana, Tex.; KCEN-TV Temple, Tex.; KFDX-TV Wichita Falls, Tex.

May 22 Decisions

Actions on Motions

By Chief Hearing Examiner James D. Cunningham

KSLM-TV Salem, Ore.—Granted petition to dismiss without prejudice application for mod. of cp to move trans., increase ERP and height of antenna, etc. Action May 21.

By Hearing Examiner H. Gifford Irion

Garden of the Gods Bcstg. Co., Manitou Springs, Colo.—Granted petition for continuance to June 4 for exchange of exhibits and to June 14 for further hearing conference in am proceeding. Action May 21.

WSLA Selma, Ala.—By memorandum opinion and order, denied petition by Department of Defense to reopen record for admission of further evidence re application for mod. of cp. Action May 17.

By Hearing Examiner J. D. Bond

Philadelphia, Pa.—Ordered further prehearing conference and hearing of evidence on June 20 and June 27 re am applications of Rollins Bcstg. of Delaware Inc., and Franklin Bcstg. Co., both Philadelphia, with provisions of order to govern course of conduct of hearing; set aside April 17 order which set matter for further hearing on June 18. Action May 18.

By Hearing Examiner Annie Neal Huntting

Elizabethtown-Columbia, Pa.—Issued second statement concerning prehearing conferences and order indicating agreements and requirements to govern course of proceeding in re am applications of Musser Bcstg. Co., Colonial Bcstg. Co., both Elizabethtown, and Radio Columbia, Columbia. Action May 17.

By Hearing Examiner Basil P. Cooper

Port Arthur, Tex.—Issued order controlling conduct of hearing on application of Port Arthur College, Smith Radio Co., and Jefferson Amusement Co. for new tv to operate on ch. 4 in Port Arthur. Action May 17.

By Hearing Examiner Hugh B. Hutchison

Broadcast Bureau—Granted petition for extension of time to June 1 to file proposed findings and conclusions re tv applications of **WWSW Inc.,** and **Pittsburgh Radio Supply House, Inc.** (ch. 11), **Pittsburgh, Pa.,** and mod. of cp of **WIIC.** Action May 17.

May 22 Applications

Accepted for Filing

License to Cover Cp

WWKS (FM) Macomb, Ill.—Seeks license to cover cp which authorized new educational fm.

KEWC-FM Cheney, Wash.—Seeks license to cover cp which authorized new educational fm.

KSTP-TV St. Paul, Minn.—Seeks license to cover cp which authorized changes in facilities of existing tv.

KTYL Mesa, Ariz.—Seeks license to cover cp which authorized increase in power.

WADS Ansonia, Conn.—Seeks license to cover cp which authorized new am and to specify studio location as Main St., Ansonia.

KVMC Colorado City, Tex.—Seeks license to cover cp which authorized increase in power.

WMTV (TV) Madison, Wis.—Seeks license to cover cp which authorized new tv and to specify studio and trans. location as Schroeder Rd., Madison, in lieu of Rt. #3, near Madison (not a move).

License to Cover Cp Returned

KFSD-TV San Diego, Calif.—Application seeking license to cover cp returned (Exhibit #3 dated subsequent to certification by app. in Sec. I.)

License to Cover Cp Resubmitted

WNEG Toccoa, Ga.—Resubmits application seeking license to cover cp which authorized new am.

Modification of Cp

WITV (TV) Fort Lauderdale, Fla.—Seeks mod. of cp for extension of completion date to Sept. 16.

WEAT-TV West Palm Beach, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 22.

KGVO-TV Missoula, Mont.—Seeks mod. of cp (which authorized replacement of expired cp, which authorized new tv) for extension of completion date to Dec. 17.

Remote Control

KLOS Albuquerque, N. M.; WBLR Batesburg, S. C.; WMOD Moundsville, W. Va.

Renewal of Licenses

KIOX Bay City, Tex.; KCTX Childress, Tex.; WRR Dallas, Tex.; KULP El Campo, Tex.; KOSE Nacogdoches, Tex.; KVOP Plainview, Tex.; KSTV Stephenville, Tex.

May 23 Applications

Accepted for Filing

Modification of Cp

KENI-TV Anchorage, Alaska—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 29.

Renewal of Licenses

KACT Andrews, Tex.; KNOW Austin, Tex.; KBOR Brownsville, Tex.; KBWD Brownwood, Tex.; KDET Center, Tex.; KCUL Fort Worth, Tex.; KGUL-TV Galveston, Tex.

Renewal of License Returned

KHBR Hillsboro, Tex. (Re name of applicant.)

UPCOMING

JUNE

June 4: Idaho Broadcasters Assn., Saratoga Hotel, Caldwell.

June 4: BMI Clinic, Caldwell, Idaho.

June 6: BMI Clinic, Great Falls, Mont.

June 8: BMI Clinic, Detroit Lakes, Minn. (Note: tri-state clinic for North Dakota, South Dakota, and Minnesota).

June 10-12: Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 11: BMI Clinic, Salt Lake City, Utah.

June 11-15: Senate Commerce Committee to hear tv networks on affiliation policies.

June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.

June 13: BMI Clinic, Sheridan, Wyo.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

June 14: Colorado Broadcasters—Telecasters Assn., Stanley Hotel, Estes Park.

June 14-16; Md.-D. C. Radio & Tv Broadcasters' Assn., Commander Hotel, Ocean City, Md.

June 15-16: Iowa Broadcasters Assn., Cresent Beach Lodge, Lake Okoboji.

June 15: BMI Clinic, Estes Park, Colo.

June 15-17: Executive Board, American Women in Radio & Tv, House O'Charm, Detroit.

June 21-23: National Assn. of Tv & Radio Farm Directors, National Spring Meeting, Hotel Leamington, Minneapolis, Minn.

June 22-23: Florida Assn. of Broadcasters, Harrison Hotel, Clearwater.

June 23-24: Louisana-Mississippi Associated Press Broadcasters Assn. Natchez, Miss.

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

June 25-29: American Institute of Electrical Engineers, Hotel Fairmount, San Francisco, Calif.

June 28-29: N. C. Assn. of Broadcasters, Nags Head, N. C.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

Who Pays Whom, For What?

A SERIOUS re-examination of the traditional methods of advertising agency compensation is clearly underway.

It is too early to predict where the re-examination will lead. Perhaps it will lead to a general departure from the historic system under which the agency is paid a 15% commission on the business it places in media. Perhaps some advertisers, after study, will decide to adhere to this system and others will choose to change. Perhaps most or all will decide to keep things as they are.

In advance of decisions—whatever they turn out to be—we hope that all elements of the advertising business, including media, will participate in the study of agency compensation. It would be wrong if advertisers, acting unilaterally, came to a conclusion without the consultation of their agencies and the media with which they must do business. Tripartite agreement on a universal course of action would obviously defy the antitrust laws, but certainly there would be nothing illegal about joint conferences in which each of the three main elements could express their views.

The advertiser cannot make a decision on the means or amount of his payments to his agency without the agency's agreement. It is the agency itself which must price its services.

Nor can the advertiser tell media what they should charge. It is the medium which must establish its own worth.

Under such circumstances, and with the current agency compensation system a matter of agreement among advertiser, agency and medium, the need for a thorough exchange of views among all three is evident.

'Lawgineer' Craven

SOME of the new generation subject to the regulatory processes in communications may lift an eyebrow as to the political significance of the appointment of Comdr. T. A. M. Craven to the FCC to succeed Comr. E. M. Webster, who has an impeccable record of nine years of stewardship. There isn't any political significance.

Comdr. Craven, whose nomination for a seven-year term beginning June 30 went to the Senate last week, is a proven quantity. He served as a commissioner from 1937 until 1944, after having been the FCC's chief engineer. He figures prominently in just about every big decision the FCC made during the "radio era," and he also laid much of the technical and economic groundwork for what became the television allocations, although he had no part in producing the controversial Sixth Report.

T. A. M. Craven's career runs hand-in-hand with the development of communications. He was "loaned" to the old Federal Radio Commission in the late 20's to help on the original broadcast allocations. He became chief engineer of the FCC in 1935. We can recall no criticism of his engineering direction of the FCC despite the controversial and delicate nature of that assignment. He was in the middle of many disputes as a commissioner, but he was a constructive force, steadfastly resisting undue interference with private initiative and enterprise. He afterwards served in private industry, as a station operator and a consulting engineer. Merit, not politics, is responsible for Mr. Craven's appointment.

It is regrettable that a man of Comr. Webster's caliber is lost to the FCC. The fact that he was politically an "independent" may have had some bearing on the decision against reappointment. More likely it was the age factor (he is 67) and the fact that he is eligible for retirement. This administration has made singularly few reappointments of "holdovers" on administrative agencies.

At all events, Comr. Webster leaves the FCC gracefully and with the realization that his has been a job well done. We hope the government takes advantage of his probable availability for special projects dealing with international communication and safety of life. He has great prestige among the communications administrations of foreign governments. We suspect that both the White House and the State Department will have the opportunities ahead to make such special assignments.

In the current atmosphere of confusion and uncertainty in tv allocations, it is evident that the FCC needs Comdr. Craven because of his experience and background as a professional engineer, self-made economist and legal analyst—a sort of "lawgineer." We're glad to see that the Senate Commerce Committee has set its confirmation machinery in motion so that Mr. Craven can take office promptly on July 1.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Well, you said to be sure that 1890 bedroom set is authentic."

Fm's Resurgence (Via MBS)

HARD ON THE heels of the Maxon agency survey of fm, which found the medium doing a job for local advertisers but needlessly neglected on the national level [B•T, April 16], comes Mutual's proposal for an fm-only good music network, to start on the East Coast and to expand nationally if the initial operation pays off. Fm broadcasters can now feel assured that they are going to get their share of benefits from radio's resurgence.

It is particularly encouraging that a radio network has originated the idea of providing dual service to its affiliates, adding the good music service for fm to its present programs for am affiliates. There has long been a feeling among fm broadcasters that many of their economic troubles stemmed from the policy of the networks to permit duplication of their programs by the fm stations of their am affiliates without charge to the program sponsors—a policy which made it difficult for an fm-only station to sell its time while its am-fm neighbor was giving fm away to am buyers.

The quality of the program service which the Mutual fm network proposes to provide may be taken for granted. WGMS-AM-FM Washington, which MBS has bought (subject to FCC approval), has originated splendid programming for years, and M. Robert Rogers, now WGMS president, will stay on after the sale to assist in the organization of the Mutual fm network. Hence there is a record of enviable experience behind this move.

Free-Plug Sneak Thieves

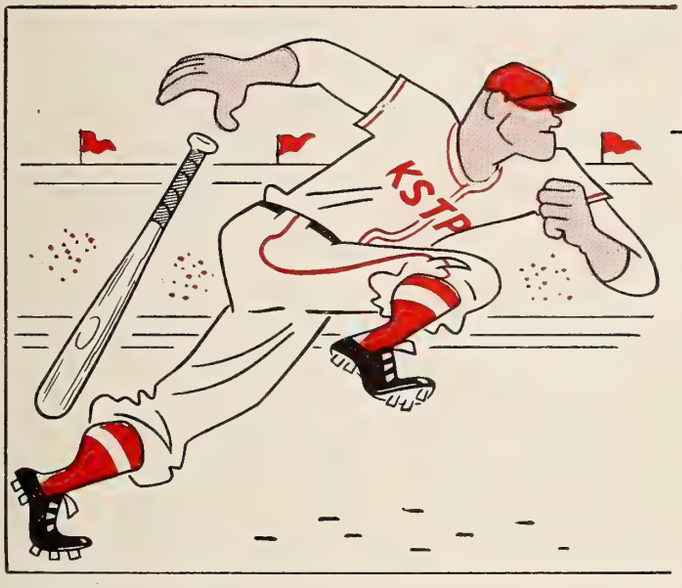
IT'S A TRUISM that the old, accepted frauds are often the hardest to whip. This journal last week detailed the practice of just such a fraud—the "free plug," whereby an agent for a certain product slips someone money or merchandise to get the product mentioned in a broadcast script. "Who's hurting?" the practitioner will ask you. The writer, or director, or cameraman, or star gets some extra cash, the product gets valuable publicity, and it hasn't cost the network a thing—or so they'll tell you.

The sorry truth is that it *is* hurting. It's causing the network to give away the commodity it is in business to sell. It's costing the sponsor, too, because the time for which he has paid hard cash at card rates is being used dirt cheap by a free loader, while at the same time the effectiveness of his ad message is diluted in direct proportion to the number of chiselers who sneak in on his show.

The networks and the sponsors are to be commended for the efforts they have made thus far to stem the tide of free plugs. They are to be encouraged, however, to intensify the policing action both against the free loader and against the dual evil of giving extensive air credit for often insignificant prizes or props. In the now-famous words of a broadcaster, "If you can't sell it, sit on it; don't give it away."

rookies all look good in the Springtime.....





but it's the "old pros" who win the ballgames!

Since 1928, KSTP has provided outstanding entertainment for Northwest listeners . . . a generation of them.

News, sports, "the best music in town," comedy, drama . . . each one has its place in KSTP's balanced programming, and each has played its part in building the tremendous listener-loyalty which KSTP enjoys. In addition, KSTP offers advertisers a realistically-priced package-rate-plan, plus the top radio personalities in the Northwest to do an *effective* and *economical* selling job in this vital market of 850,000 radio homes and FOUR BILLION DOLLARS in spendable income.

For further details, contact your nearest Edward Petry office or a KSTP representative today.



KSTP Radio

50,000 WATTS

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"PRICED and PROGRAMMED" to serve today's radio needs!

Represented by Edward Petry & Co., Inc.



WOODLAND-TV is BIG territory!

A mighty big spoonful . . . you bet! It's the 410-million dollar helping of food this husky, fast-growing market is currently putting on its tables. So come over and try the fare. We'll spoon up a generous share for your product. Western Michigan . . . now the country's 18th television market . . . is YOURS when you buy WOOD-TV, Grand Rapids' only television station. Ask to see our menu.



WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

JUNE 4, 1956 35c PER COPY

BROADCASTING TELECASTING

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Page 73

25TH year

THE NEWSWEEKLY OF RADIO AND TV

KPRC-TV
HOUSTON

Most potent advertising force in the Houston market...

Most of the 485,000 television homes in the Houston-Gulf Coast market watch KPRC-TV most of the time, according to January ARB and all other surveys for the past seven years.

Jack Harris — Vice President and General Manager
Jack McGrew — Assistant Manager and National Sales Manager

Channel 2

Nationally Represented by Edward Petry & Co.

First in TV with over 700 man years of experience

...NOT SEVENTEEN?

YES...WBRE-TV does have a 17 County Coverage

Here is Powerful evidence why WBRE-TV is the Number One Buy in Northeastern Pennsylvania for your advertising dollar. For pennies per capita and a Million Watts of Power... WBRE-TV covers the 17 counties that comprise this great industrial and agricultural market as does no other TV station or single advertising medium now serving this huge 2,000,000 population. Add to this fact a set count of *305,000 and leadership in audience; in local and national programming; in perfect picture and you have some idea of WBRE-TV's immense SELLING POWER. *RETMA Report of March 1, 1956

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA SCHULYKILL NORTHUMBERLAND MONROE PIKE WAYNE WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION SNYDER MONTOUR CARBON

WBRE
TV Channel 28
WILKES-BARRE, PA.



JUMBO... *the world's most famous elephant was a male African Loxodon, largest living mammal. Weighing 7 tons, he was 14 feet long and measured 17 feet around the middle.*

JUMBO... *was big and powerful and learned to understand human speech. Phineas T. Barnum considered* **JUMBO** *the best advertising attraction for The Greatest Show on Earth.*

KRNT-TV

DES MOINES, IOWA

★ 337 Firsts in 462 Quarter Hours Surveyed
★ 9 of Top 10 Multi-Weekly Shows
★ 9 of Top 10 Once-A-Week Shows

***NEW* A·R·B REPORT!**

Box Score

MULTI-WEEKLY

1.	10:00PM News (Russ Van Dyke)	10:00PM	35.4
2.	News and Sports (Russ Van Dyke-Al Couppee)	10:15PM	26.6
3.	Art Linkletter	1:45PM	20.0
4.	Bill Riley's Little Rascals	5:15PM	19.9
5.	Captain Kangaroo	8:30AM	18.3
6.	Guiding Light	11:45AM	16.8
7.	Garry Moore	9:15AM	16.3
8.	Local News (Paul Rhoades)	6:00PM	16.0
9.	Doug Edwards News	6:15PM	15.9
10.	Pinky Lee	4:00PM	15.9

ONCE-A-WEEK

1.	I Love Lucy	58.8
2.	$64,000 Question	54.0
3.	Ed Sullivan Show	49.1
4.	What's My Line	45.7
5.	Jack Benny	43.8
6.	Lassie	43.0
7.	Lux Video Theatre	40.5
8.	December Bride	39.4
9.	The Lucy Show	39.0
10.	Person to Person	37.3

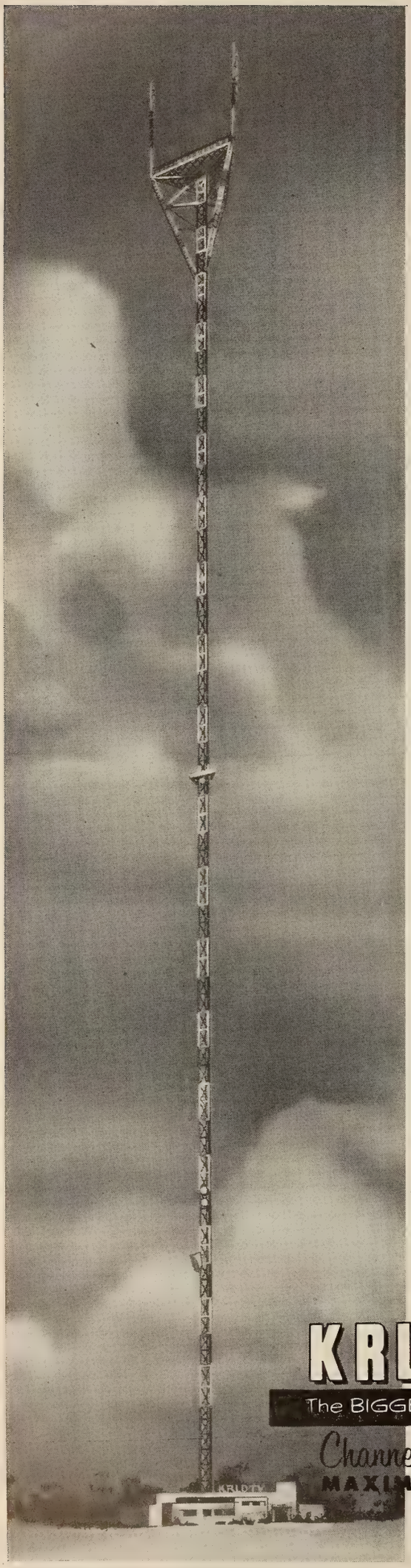
Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

DES MOINES TELEVISION

KRNT CBS TELEVISION TV

CHANNEL 8 IN IOWA

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



NO
OTHER
TV STATION IN
TEXAS GIVES YOU AS
MUCH COVERAGE AS

KRLD-TV



. . . THE GREATEST SALES PRODUCER IN

"The Top O' Texas Market"

WHERE ANNUAL GENERAL MERCHANDISE SALES TOTAL MORE THAN

$460,135,000*

The "Top O' Texas Market" consists of 42 rich, densely populated counties where more than 2,250,000 people view KRLD-TV's high rated CBS and local programs on more than 564,080 TV sets. KRLD-TV's Channel 4 signal is beamed from the top of Texas' Tallest Tower . . . 1685 feet above average terrain . . . with maximum power, providing *greater coverage, finer reception, larger audience!*

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President

*Source Sales Management May, 1956

closed circuit.

EYE ON NETWORKS • Victor Kramer has been assigned by Attorney General Herbert Brownell to supervise Dept. of Justice study of possible antitrust aspects of network operations, spade-work on which has been going forward for several months in both New York and Hollywood. Mr. Kramer, with department since 1938, is familiar with communications-electronics-recording field. Inquiry is to determine whether there should be proceedings and it's emphasized that no conclusion has been reached.

B•T

EVEN THOUGH there appears to be clear majority for approval by FCC today (Monday) of compromise plan on tv allocations, final adoption may not come for week or longer. Plan (see lead story page 27) is certain to need language refinements, plus fact that Comr. E. M. Webster is to be absent (on west coast trip). Final adoption, it's predicted, will be by at least 5-2 and possibly 6-1 vote.

B•T

FRONT RUNNER • Steady trek of new accounts to McCann-Erickson in recent months, with Chesterfield as latest acquisition, pretty well establishes that agency as current favorite to win 1956 radio-tv billings sweepstakes. Out of approximately $200 million in total billings for 1956 [B•T, May 28], M-E's radio-tv volume is expected to account for around $90 million. This would represent 50% gain over its total for 1955, when $60 million in broadcast billings tied McCann-Erickson with BBDO for second place behind Young & Rubicam, which was out front with $72 million.

B•T

CBS' long-range personnel planning received jolt with announced retirement of James B. Conkling, 41-year-old president of Columbia Records and vice president and director of parent CBS Inc., for personal reasons. It isn't generally known, but Mr. Conkling was in line for top CBS executive post and, in some quarters, was regarded as possibly in line to succeed CBS Inc. President Dr. Frank Stanton upon latter's retirement. (Story page 84.)

B•T

NEW CHORE • Democratic National Committee Chairman Paul M. Butler this week is expected to announce appointment of J. Leonard Reinsch as assistant to the chairman in charge of 1956 convention affairs. Mr. Reinsch, executive director of Cox radio and television stations (WSB-AM-TV Atlanta; WHIO-AM-TV Dayton; WIOD Miami) has been serving on voluntary basis as tv-radio consultant to DNC and would continue to handle this assignment. He was tv consultant at 1952 convention and previously had served as radio advisor to President Truman and as radio director of Democratic National Committee under F. D. R.

JACKIE ROBINSON, Brooklyn Dodgers veteran and first Negro to play major league baseball, reportedly is looking for several stations in Negro markets, presumably as hedge against time his playing days will be over. Robinson, several years ago, was retained by NBC as consultant on community relations, but is no longer on its rolls.

B•T

SECOND BIGGEST • Sale of KFWB Hollywood by Harry Maizlish to Crowell-Collier for $2.3 million-plus (story page 73) constitutes second largest radio station sale in history. Biggest single radio station deal was in 1955—approximately $4.1 million for WNEW New York. Mr. Maizlish, upon FCC approval of transaction, is expected to become vice president of Crowell-Collier for seven-year period at approximately $35,000 per year. He personally will retain ownership of KFWB-FM (ch. 234).

B•T

FCC network study group this week goes into new phase of its investigation—station representatives. Edward R. Eadeh, industry specialist, has made appointments at number of top representation organizations to study operations. Group heretofore has called on all networks as well as selected advertising agencies, program syndicators and other entities.

B•T

OFF LIMITS • Defense Dept. is in line for new headache from low power television stations on military bases which use free kinescopes of U. S. commercial shows. Ch. 3 DZAQ-TV Manila, P. I., has filed protest with CBS-TV that it is losing sponsorship of network shows because local citizens can pick up ch. 8 Air Force "morale" station at nearby Clark Field and they already have spent 600,000 pesos with five local firms for antennas so they can get ch. 8. One sponsor reportedly cancelled top CBS-TV show because he saw on his Manila tv set it is getting free entry to market via Air Force outlet.

B•T

PLANS are in making at ABC Radio to move another step along path of news-and-music format. Network is thinking of so reprogramming its entire Sunday evening schedule (6-10 p.m.), starting July 1. Sunday period from 6 to 7:30 would be devoted to news and commentary shows; rest of that night's network hours to country music.

B•T

11th HOUR QUESTIONNAIRE • Networks last week were sent into another tailspin by 4½ page questionnaire from Senate Commerce Committee's tv investigating staff seeking complete rundown on all aspects of programming operations and syndication, including spot billing activity. Coming just week before scheduled appearance of network heads, complaint was that it would be impossible to prepare data requested. CBS President Frank Stanton, it's understood, notified committee that he and his staff were in process of preparing 150-page supplement to his testimony, scheduled for June 12, which would answer some of questions. Majority Counsel Kenneth Cox served notice that questions involved would be asked nevertheless and that where network presidents could not provide prompt answers, time would be allowed for preparation.

B•T

NEW QUESTIONNAIRE, latest of virtual snowstorm of interrogatories from various committees investigating television, was aimed primarily at program sources, cost and ownership. Actual breakdowns on number of programs produced by networks, agencies, syndicators or packagers, along with cost factors for entire year of 1955, were requested. Questionnaire also sought details on programs offered and rejected by networks. Networks were asked to particularize on rejection of programs in option time and on "must buy" requirements. Cost per thousand data on largest and smallest stations, along with complete listing of degrees of overlap among affiliate stations, also was sought.

B•T

GREEN LIGHT • Looks as if tv stations are going to get FCC okay to install and operate own intercity microwave relays to bring network programs to their viewers. Decision may be forthcoming this week or next. Subject of privately-owned tv intercity relays was part of rule-making proceeding some months ago, but final decision was laid in lap of three-man FCC committee to consider overall common carrier policy in conjunction with requests for such privately owned facilities by other, non-broadcast services. Committee comprised Comrs. Bartley, Doerfer and Mack.

B•T

TO MAINTAIN staff balance between radio and tv, NARTB contemplates appointing two staff writers in public relations end, one to specialize in each broadcast service. Appointees would be staff additions rather than replacements and would report to Joseph M. Sitrick.

B•T

SOUGHT-AFTER • Reports persist that retiring FCC Comr. E. M. Webster will get bid from executive branch to take on special assignments dealing with international telecommunications and allocations matters. One report has him slated to become telecommunications assistant to ODM Director Arthur S. Flemming, with Maj. Gen. Jerry V. Matejka, USA (Ret.), assigned to other consultative duties in swift-moving military government communications field.

New Hooper* – New High – New Orleans



Still Rocketing!

WTIX	**26.2%**
Station "A"	17.1%
Station "B"	8.3%
Station "C"	8.1%
Station "D"	7.8%
Station "E"	7.1%
Station "F"	6.5%
Station "G"	5.5%
Station "H"	5.1%
Station "I"	3.8%
Station "J"	3.7%

New Orleans' new radio leader is still *rocketing*. New Hooper* for New Orleans shows a new high in audience for WTIX:

29.0%	**24.1%**	**26.2%**
morning	**afternoon**	**all-day**

WTIX is first in 150 out of 220 weekly quarter hours, second in 70, third or lower in NONE.** WTIX is demonstrating vigorous ability to attract listeners . . . to *keep* them attracted . . . and (here's where *you* come in) to *sell*. Get the New Orleans story from Adam Young, or WTIX General Manager, Fred Berthelson.

** Hooper Radio Index, 7 a.m.-6 p.m., Mon.-Fri., April-May, 1956.*

*** Hooper Continuing Measurement of Broadcast Audience, Jan.-March, 1956.*

the new WTIX

New Orleans 16, La.

MID-CONTINENT BROADCASTING COMPANY

"The STORZ Stations"—Todd Storz, President

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

COMING SOON: WQAM, Miami, Florida—Transfer subject to FCC approval.

at deadline

65 POWER TV STATIONS FORM ALLIANCE TO RESIST CURBS ON MAXIMUM COVERAGE

NEW tv organization, Assn. of Maximum Service Telecasters, was formed Friday in New Orleans with objective "to assist the appropriate government authorities and the industry in assuring the maximum television service for the people of the United States, and to follow the intent of Congress in the Communications Act of 1934 as amended." (See story page 27.)

Founding fathers of AMST were some 75 individuals representing about 65 stations, meeting in Roosevelt Hotel, New Orleans, at call of Harold Gross, WJIM-TV Lansing, Mich., following informal get-together of a group of vhf station operators at the NARTB convention in Chicago [B•T, April 23]. Robert D. Swezey, WDSU-TV New Orleans, was chairman of the New Orleans meeting.

At that time thought was membership in the group would be limited to vhf stations, but New Orleans meeting determined that membership in AMST shall be open to "any tv station in the country—uhf or vhf—rendering maximum service by operating at the maximum effective radiated power permitted for such station by the rules and regulations of the FCC."

It also is required that "each member must operate in the best interest of the people (urban and rural) in its total service area."

Maximum power stipulation for all practical purposes limits AMST membership at present to four uhf stations operating with an ERP of one million watts, maximum ower permitted by FCC rules. These are WILK-TV and WBRE-TV Wilkes-Barre, Pa.; KPTV (TV) Portland, Ore., and WJMR-TV New Orleans.

Pending incorporation of new organization, temporary officers were elected as follows: Jack Harris, KPRC-TV Houston, chairman; Charles Crutchfield, WBTV (TV) Charlotte, N. C., vice chairman; Mr. Gross, secretary-treasurer. Four directors also were elected, with two more to be added later: P. A. (Buddy) Sugg, WKY-TV Oklahoma City; Harold Hough, WBAP-TV Fort Worth, Tex.; Howard Lane, KOIN-TV Portland, Ore., and John H. De Witt, WSM-TV Nashville.

Dues were set at highest quarter-hour rate of member station, payable twice yearly, expected to produce between $35,000 and $45,000 for organizational expenses. Such AMST activities as projected nationwide engineering coverage study will be financed by special assessments. Howard T. Head, A. D. Ring & Assoc., addressed meeting on engineering problems.

AMST plans for opening office in Washington and appointment of legal, engineering and public relations counsel were left up to officers and directors, acting as executive committee. Group will meet June 21 in Washington to discuss these and other AMST matters.

Membership drive will be launched immediately, it was reported, with all present at New Orleans meeting to participate as members of organization-wide membership committee. Immediate prospects are 37 stations who expressed interest in meeting but were unable to attend.

Magnuson, FCC Differ On Policing Ad Abuses

LATEST exchange of correspondence between Chairman Warren G. Magnuson (D-Wash.) of Senate Commerce Committee and FCC on subject of radio-tv commercial abuses culminated Friday with Commission still holding to position that Communications Act's prohibition against censorship leaves FCC largely powerless to halt abuses and that job is mainly one for industry self-regulation.

Letters—which won't be made public until they are entered in committee record at next hearing session June 12—began when Sen. Magnuson wrote FCC asking what action Commission was taking to stop overcommercialism and fraudulent and "bait" advertising on radio-tv.

FCC's reply left some of questions unanswered, according to Kenneth A. Cox, committee's special radio-tv counsel, so Sen. Magnuson wrote another letter, asking specifically why Commission didn't issue "cease and desist" orders against offenders.

FCC's Friday reply indicated some "tightening up," Mr. Cox said, but agency still doesn't see need for much change. He said Commission gave "all kinds of reasons" for not issuing "cease and desist" orders—among them the ban on censorship, assurances from broadcast industry that it is "doing all it can" to regulate itself and fact FCC scrutinizes licensees' overall commercial practices at license renewal time. Mr. Cox Thursday had said: "They (FCC) keep playing down both their power and responsibilities."

He said Sen. Magnuson had asked FCC to cooperate in watching broadcasters while Federal Trade Commission watched radio-tv advertisers. Sen. Magnuson, as head of Senate Appropriations Subcommittee, helped restore $150,000 FTC funds cut by House with understanding FTC would increase radio-tv ad monitoring efforts. Bill passed Senate and now is in Senate-House conference.

GOP May Trim Convention To Hold Television Interest

INFLUENCE of tv on political plans was given added emphasis Friday with report that GOP is considering lopping one day from its four-day national convention. Proposed schedule cut, said to be guard against losing tv audience interest in "cut and dried" Eisenhower-Nixon nominations, was reported by political commentator Earl C. Behrens in *San Francisco Chronicle*.

GOP spokesman confirmed report but doubted tv considerations prompted move, saying object all along has been to "streamline" activities. He said proposed schedule-cut will be discussed when arrangements committee meets later this month. He said there is much opposition to proposal because San Francisco Cow Palace, scene of Aug. 20-24 convention, has four-day contract with GOP National Committee and hotels have been "guaranteed" four-day stay.

• BUSINESS BRIEFLY

LIPTON'S LAUNCHES • Lipton's, for ice tea, running annual radio-tv announcement campaign, using about 85 markets, with varied starting dates following the sun from south to north for four weeks in each area during June and July. Agency: Young & Rubicam, N. Y.

PAL PLANNING • American Safety Razor Co. (Pal blades), through BBDO, N. Y., planning radio spot announcement campaign in principal cities during July. Starting date and length of contract as well as number of markets still being worked out by agency.

NEW ENGLAND RADIO • Anna Myers (food products), Garfield, N. J., through Scheck Adv., Newark, planning radio campaign using women's participation shows in New England area starting June 19 for 26 weeks.

WEEKENDS FOR CHEERIOS • General Mills (Cheerios), through Dancer-Fitzgerald-Sample, N. Y., placing four-week radio spot announcement campaign in eight west coast cities, running Fridays, Saturdays and Sundays only. As many as 15 spots per day will be used in larger cities in that area.

WINE IN MARKET • E. & J. Gallo Winery, Modesto, Calif., looking for radio spot availabilities in New York metropolitan market for summer promotion of its Gallo wines. Agency: Doyle Dane Bernbach, N. Y.

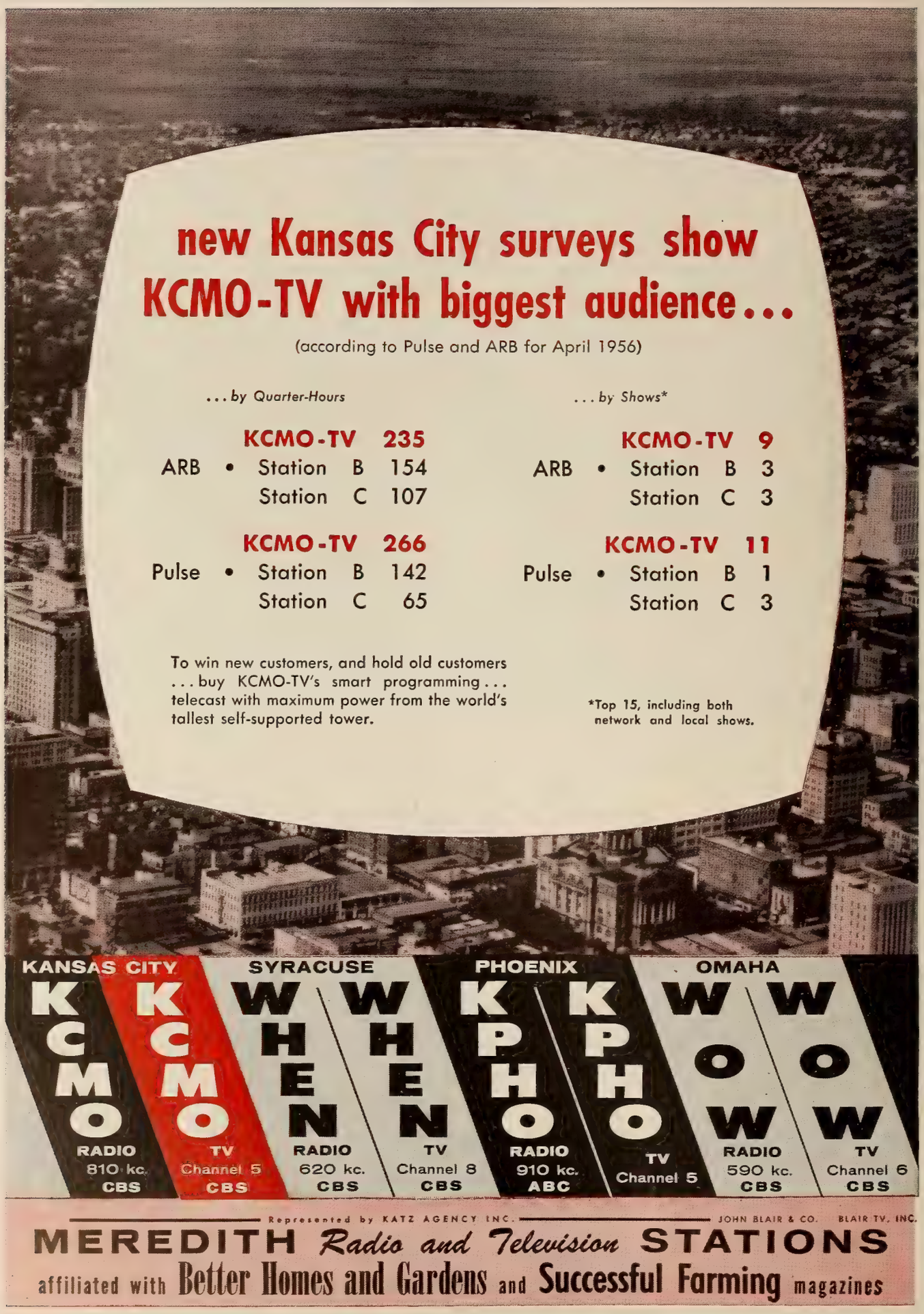
ARMSTRONG TO L&N • Armstrong Rubber Co., New Haven, Conn., expected to name Lennen & Newell, N. Y., as its advertising agency, effective immediately. Advertiser uses radio and tv spots and overall advertising budget is in neighborhood of $1 million. The Biow Co., N. Y., which dissolved, has been its agency for past few years.

BOND NAMES COMPTON • Bond Clothes, N. Y., Friday appointed Compton Adv., L. A., to handle west coast radio-tv advertising. Earlier, Bond named Joseph Katz Co., N. Y. and Baltimore, as eastern agency. Complete account formerly serviced by The Biow Co.

RESIGNS BON AMI • Norman, Craig & Kummel, N. Y., announced late Friday that it had resigned Bon Ami account. Firm recently was bought by United Dye & Chemical Co., N. Y. NC&K will continue to service Bon Ami until advertiser has chance to name new agency.

General Foods Completes Friday Lineup on CBS-TV

GENERAL FOODS Corp., White Plains, New York, Friday completed its fall lineup for Friday nights on CBS-TV by announcing purchase of official film's *Dick Powell-Zane Grey Theatre*, which will be placed back-to-back to Ziv's *West Point Story*. *Powell-Grey* replaces *Our Miss Brooks* at 8:30-9 p.m. EDT, latter to be dropped at end of summer, and *West Point*, as already announced, moves into 8-8:30 p.m. slot now occupied by *Mama*. Benton & Bowles is agency handling production for both programs.


new Kansas City surveys show
KCMO-TV with biggest audience...
(according to Pulse and ARB for April 1956)
... by Quarter-Hours
KCMO-TV 235
ARB • Station B 154
Station C 107
KCMO-TV 266
Pulse • Station B 142
Station C 65
... by Shows*
KCMO-TV 9
ARB • Station B 3
Station C 3
KCMO-TV 11
Pulse • Station B 1
Station C 3
To win new customers, and hold old customers ... buy KCMO-TV's smart programming ... telecast with maximum power from the world's tallest self-supported tower.
*Top 15, including both network and local shows.
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Wrigley Mulling Decision On Retaining Autry Tv Show

WILLIAM WRIGLEY JR. Co. (chewing gum), Chicago, is weighing decision whether to renew *Gene Autry Show* on CBS-TV before contract expires July 7. Major factor reported to be Wrigley's desire to retain limited network (program is carried on 11 outlets Sat., 7-7:30 p.m. EDT) against proposal that more stations be added. Henry L. Webster, Wrigley vice president-advertising, noted pointedly Friday that gum is small item and price hasn't risen in years. He said decision would be made shortly and indicated media realignment.

Cowboy dropped CBS Radio series early last month after more than 16 years on air [AT DEADLINE, May 14], and Wrigley retained time (Sun., 6:05-30 p.m. EDT) for new Pat Buttram series. Wrigley agency for radio-tv is Ruthrauff & Ryan, Chicago.

Two Promoted at RCA; Quarterly Dividend Declared

PROMOTION of two executives and quarterly dividend on RCA common stock announced Friday by Brig. Gen. David Sarnoff, chairman of board, RCA, after meeting of board. Theodore A. Smith, vice president-general manager, upped to executive vice president, defense electronic products, and Arthur L. Malcarney, general manager, to vice president-general manager, commercial electronic products. Number of Mr. Smith's tv and other patents have been assigned to RCA. He has been with firm since 1925 and supervised construction in 1928 of W2XBS New York, then RCA's pioneer tv outlet.

Board declared dividend of 25 cents per share on RCA common, payable July 23 to holders of record June 15, and dividend of 87½ cents per share on first preferred for July 1 to Sept. 30, payable next Oct. 1 to holders of record Sept. 10.

Uhf WAIM-TV Back on Air

WAIM-TV Anderson, S. C., ch. 40, which ceased operation shortly after ch. 7 WSPA-TV Spartanburg, S. C., began operating April 29 from Hogback Mt. site, told FCC Friday it had resumed operating May 29 because of public demand and "program availability." Station is owned by Wilton Hall.

WESH-TV on Test Patterns

WESH-TV Daytona Beach, Fla., began ch. 2 test patterns Friday, plans to begin commercial operation June 11. Ch. 2 outlet was bought by John H. Perry interests from W. Wright Esch for $5,000, plus loan of $150,000 last April [B•T, May 7]. FCC sale approval being contested by Theodore A. Granik and William A. Cook, who claim they have option to buy facility (see story on court ruling regarding sale of WMFJ Daytona Beach, page 68).

FORESIGHT

ALTHOUGH first separate Radio Week in eight years is just over, its sponsors already are planning next one. Radio Advertising Bureau wrote NARTB and RETMA last week urging 1957 date be set and made known soon as possible to give all hands maximum time to plan promotions. After series of telephone conferences, it appeared likely that next year's would be observed at almost same time as this year's, but would lead up to—rather than kick off on—Mother's Day. This would give manufacturers all of radio week to plug sets as Mother's Day gifts. That would make it May 5-11.

ABC-TV Sets Rate Formula For 'Omnibus' Sponsorship

NET COST to advertisers for sponsorship for 26 weeks of fourth of *Omnibus,* to be telecast on ABC-TV, Sundays, 9-10:30 p.m. NYT, beginning Oct. 7, has been set at approximately $43,298 after discounts, it was revealed Friday. ABC indicates it would continue program for an additional 13 weeks, making total of 39 weeks, if *Omnibus* has four advertisers for that period. If only three advertisers are available for these extra 13 weeks, network would continue with one-hour of *Omnibus* with each advertiser picking up third. Should program continue for 39 weeks with original four sponsors, network would allow them additional 5% discount on all 39 for total 15% in lieu of all other discounts and rebates.

Big Signal for WABD (TV)

WABD (TV) New York more than doubles its power when it starts operating today (Mon.) with new 25 kw transmitter, according to Ted Cott, vice president of DuMont Broadcasting Corp. and general manager of its owned-and-operated stations. New transmitter will enlarge station's coverage area by eight counties in four states, increasing tv home potential by 12%. Transmitter will increase ERP to 37.1 kw, maximum allowed by FCC.

Tax Men Padlock KEAR

PADLOCK has been put on door of Stephen A. Cisler's KEAR San Francisco by U. S. Treasury Dept. for non-payment of $19,000 in taxes. Station has ceased operation, KEAR said Friday. Mr. Cisler's KXKX (FM) there, under different corporation, continues on air.

WJHP Goes Independent

WJHP Jacksonville, Fla., becomes independent June 15, T. S. Gilchrist Jr., general manager of John H. Perry outlet, announced Friday. Five kw station (on 1320 kc) is affiliated with MBS. New non-network format will be sweet and classical music, Mr. Gilchrist reported. WJHP represented by Perry Assoc.

PEOPLE

BEVERLY ANN TURNER, timebuyer, McCann-Erickson, N. Y., moving to J. Walter Thompson Co., N. Y., in same capacity.

EDMOND WITALIS, Benton & Bowles, to vice president and art director, Dancer-Fitzgerald-Sample, N. Y.

FRANKLIN J. HENNESSY, assistant treasurer. Kenyon & Eckhardt, N. Y., Friday elected financial vice president. **ALFRED A. NORCOTT** named assistant treasurer and continues as assistant secretary of K & E.

WILLIAM CALLENDER, copy group head, William Esty Co., N. Y., elected vice president.

HARRIET PIRK and **ADRIAN BRYAN,** copywriters, Norman, Craig & Kummel, N. Y., appointed copy group supervisors.

ERNEST LEISER, former foreign correspondent and producer-editor CBS-TV's *The Sunday News,* named CBS News staff correspondent and assigned to Bonn, Germany, effective July 1. **RICHARD C. HOTTELET,** CBS News bureau chief in Bonn, returns to U. S. temporarily for assignment on coverage of presidential campaigns and election.

PAUL C. SMITH, president and editor-in-chief, Crowell-Collier Publishing Co., N. Y., named chairman of 1957 Brand Names Week, April 28, May 4.

Morrow Joins HH&McD

TIM MORROW, president, Tim Morrow Adv. Agency, Chicago, joins Henri, Hurst & McDonald, as vice president. He brings with him over dozen accounts, including Aluminum Specialty Co. and Peau Seche Cosmetics Div.

Sales on Climb at WJR

INCREASE of $269,113 in sales at WJR Detroit for first four months of 1956 over that period last year was announced to stockholders by President John F. Patt. Profits were up $100,539. Comparative figures—first third 1955: sales $870,736, profits $85,998; first third 1956: sales $1,139,849, profits $186,537.

Earnings for period were 36 cents per share in 1956, 16 cents in 1955. Directors voted dividend of 10 cents per share to be paid June 20 to shareholders of record June 8.

WKYV Asks OK to Quit

REQUEST to surrender its am grant, subject of economic injury protest, filed with FCC Friday by WKYV Harlan, Ky. WKYV grant, made year ago, was affirmed by FCC hearing examiner over protest by WHLN Harlan [B•T, Nov. 14, 1955], which claimed market couldn't support another station. Oral argument on exceptions was scheduled for next Monday (June 11).

In asking out, WKYV cited financial troubles in fighting protest and said agreement had been reached whereby WHLN will pay $1,722.92 to WKYV for partial reimbursement of latter's out-of-pocket expenses in prosecuting application.

KOVR (TV) Appoints A-K

KOVR (TV) Stockton, Calif., named Avery-Knodel as its national representative, effective June 1. Station is on ch. 13. It is owned by Television Diablo, with Terry H. Lee as president and general manager.

the week in brief

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FCC meeting today may see three ideas take form: (1) intention to shift all tv, or large part, to uhf, (2) leave Sixth Report, allocations table as is, and (3) entertain selective petitions for deintermixture 27

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Broadcasting Publications Inc.
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President

Maury Long, Vice President — H. H. Tash, Secretary — B. T. Taishoff, Treasurer

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EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
NEWS EDITOR: Fred Fitzgerald
SPECIAL PROJECTS EDITOR: David Glickman
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BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
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MIDWEST NEWS EDITOR: John Osbon
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HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas

Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

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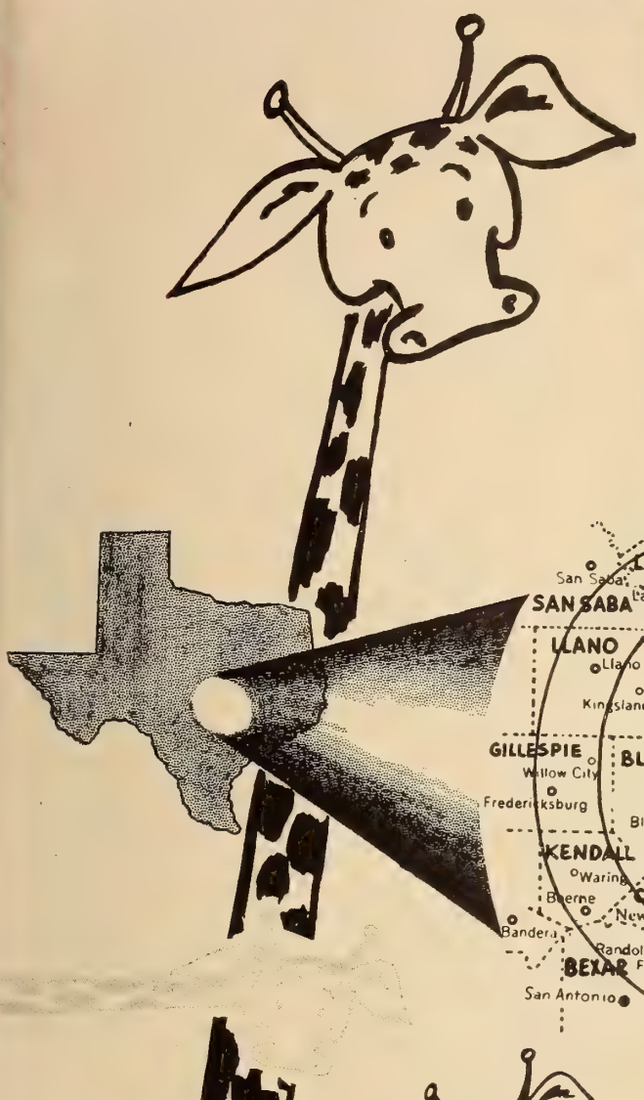
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The ONLY way you can really

REACH..

all of this rich Central Texas Market is with







It's the long reach that counts!
You get over 157,432 TV Homes* with KTBC-TV and over $760,000,000 Effective Buying Income**

*April, 1956
**Whole or Partial Coverage, Sales Management, 1955

KTBC's powerful radio voice REACHES 62 Central Texas counties . . . but rates are based on ONLY the 20 counties that comprise Austin's Trade Area!

KTBC

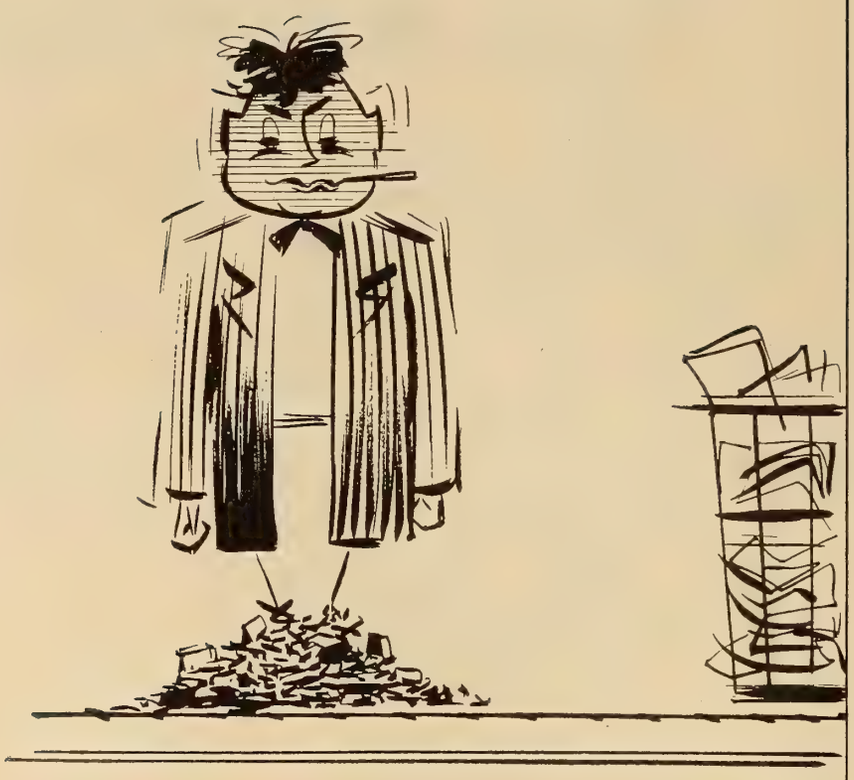
CHANNEL 7
CBS · NBC · ABC
316 kw MAX.

CBS

590 kc RADIO
CBS
5,000 watts (LS)

AUSTIN, TEXAS

Represented Nationally by Paul H. Raymer Co., Inc.



IN REVIEW

SALUTE TO VAUDEVILLE

FOR THREE HOURS of Sunday evening, May 27, NBC Radio's *Monitor* served up a dish of pure nostalgia under the generic title "Salute to Vaudeville." To one like this reviewer, whose youthful life included a weekly visit to the two-a-day as regularly (and more enjoyably) as the weekly piano lesson or Sunday School session, it was a delightful three hours, but more for the memories it evoked than for what actually came out of the loudspeaker.

Dave Garroway's interviews with survivors of the great days of vaudeville—Jack Benny, Georgie Jessel, Jimmy Durante, James Barton and Eddie Cantor, to name only part of the list—were strictly deadpan conversations, exploring the past with the serious approach of the social historian and with no attempt to reproduce any of the gaiety which was the essence of vaudeville.

To one who had seen their acts many times, it was interesting to learn from Bert Wheeler that his unique technique of doing his whole act while lying flat on the stage originated when he had broken his ankle and was unable to stand, and from Jack Benny that he had begun as a violinist and had added comedy bit by bit until the violin was discarded almost completely. But one wonders what this meant to those who do not know vaudeville as it used to be.

Perhaps the best part of the program was the collection of old-time recordings—Ted Lewis's "When My Baby Smiles at Me," Nora Bayes singing "Over There," Al Jolson with "You Made Me Love You" and many more. More effectively even than the Fred Allen-John Royal conversation about the "good old days" (taped just two days before Fred Allen's death) did the old tunes recall the era when to play the Palace was the main ambition of every vaudevillian.

All in all, the evening was wonderful for oldsters, but, like Serutan, not for those under 35.

Broadcast on NBC Radio's Monitor, *May 27, 7-10 p.m. EDT. Participating sponsors.*
Executive producer: Al Capstaff; producer-director: Marx Loeb; writer: Bill Bayles.

BLOOMER GIRL

IT'S CERTAINLY possible to go through life without ever seeing "Bloomer Girl." Fortunately it's no longer necessary. NBC-TV happily remembered the stage hit of a decade or so ago and turned it into a dazzling 90-minute display in the *Producer's Showcase* colorcast of May 28.

Producer Alex Segal and an army of performers did handsomely by the fanciful story of hoop-skirts at war with bloomers. Leading the good fight, Barbara Cook and Keith Andes had voices worthy of Harold Arlen's music and faces to match the romantic illusion. Carmen Mathews played the Dolly Bloomer part with charm and humor, as did all the principals and the corps around them.

The show's one small emergency symbolically underlined the half-serious historical theme. One scene called for Evalina to disembark from a carriage, but her voluminous hoopskirt didn't want to come along. The hero and the camera passed on across the set, leaving Evalina to disengage the skirt and catch up as best she could. She could and did so very smoothly.

Whoever was lucky enough to see "Bloomer Girl" in color saw a spring-garden array of skirts and bloomers. The production was a natural for color, and production designers fully exploited the extra dimension.

Resurrecting "Bloomer Girl" was a happy thought indeed. But seeing one good show only



In the Baltimore market
one station*
delivers the most listeners
at the lowest cost per thousand

WFBR BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY

CAPITAL TYPES #29



LIFE OF THE PARTY

Had a nice evening somewhere before he got here. Fast man with a hot foot or an ice-cube-down-the-front. Likes to hear women squeal, "Oh, you!" Wife (who invariably leaves early) keeps reminding him he has to get to the dog pound in the morning. Outstays the last linger-er at any social gathering; does dishes; carries a copy of Walter Benton's "This Is My Beloved" in topcoat pocket.

And truly beloved with Washington advertisers is WTOP Radio. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

makes the viewer hungry for more. There must be many good scripts of yesteryear, waiting for television to break the spell and bring them to life again.

Production costs: Approximately $140,000.

Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt, N. Y., every fourth Monday, 8-9:30 p.m. EDT on NBC-TV.

Producer-director: Alex Segal; choreographer: Agnes DeMille; production executive: Andrew McCullough; music: Harold Arlen; lyrics: E. Y. Harburg; book: Fred Saidy and Sig Herzig; tv adaptation: Leslie Stevens; musical director: George Bassman; vocal director: Hugh Martin; settings: Otis Riggs; costumes: Jerome Boxhorn; makeup: Richard Smith; hair styling: Ernest Adler; casting director: Joan MacDonald; technical director: Jack Coffey; lighting director: Jack Fitzpatrick; audio: Fred Christie; video: Roy Robbins; associate director: Dean Whitmore; unit manager: Warren Burmeister; production stage manager: George Lawrence.

THE CONFIDENCE MAN

IT was a romp that Hume Cronyn and Jessica Tandy engaged in on the *Alcoa Hour* May 27. Very definitely a rollicking characterization for Mr. Cronyn, who played the part of an affectionate scamp who learns too late that a good woman is never to be lightly besieged. Miss Tandy never played with more spirit. A delightful hour with the Cronyns.

Production costs: Approximately $45,000.

Sponsored by Aluminum Co. of America through Fuller & Smith & Ross on NBC-TV Sunday, May 27 (9-10 p.m.).

Cast: Hume Cronyn, Jessica Tandy, Dorothy Sands, J. Pat O'Malley, John McGovern and Rex O'Malley.

Writer: Ernest Kinoy; producer: Herbert Brodkin; director: Paul Bogart; associate producer: Philip Barry Jr.; associate director: Gordon Rigsby; designer: James Russell.

WHO

ROBERT MONTGOMERY teamed up last week with Noah Webster to give some life to the lexicographer's definition of the term "average." The quotient of the sum, or case-in-point (to keep this thing on a network, or Konrad Styner level), was a 39-year-old chap named George W. Who, an "average guy" who really happens to be seven different people (each of whom is played by a different actor). Now, this George W. Who is basically a likeable fellow who can hold his own with anybody but his wife, child, secretary, the Kiwanis boys, the dentist, the bank's senior partner, etc., etc. To these—and others—George W. Who is either a tin god or a slob, a solid citizen or a lecherous Romeo, a kid's buddy or a cantankerous old man, a dreamboat or a stupid bum. Quite an order to fill within the small confines of an hour, but *Life* Staffwriter Robert Wallace (who collaborated earlier this season on Montgomery's "The Long Way Home," managed to make the best of what could otherwise have been a fine specimen of foggy gobbledygook.

We frankly enjoyed the piece, though at times we felt Mr. Wallace was hitting below the belt when he felt compelled to toss in a pun or two that would have served a better purpose on, say, *I Love Lucy*. Sample: "There's even been a book written about our friend George—*Who's Who*. Come, come now, Mr. Wallace! Still, "Who" was one of the better Montgomery presentations of the current season.

Production costs: Approximately $42,500.

Sponsored alternately by S. C. Johnson & Son Inc., Racine, Wis., through Needham, Louis & Brorby, Chicago, Mon., 9:30-10:30 p.m. EDT on NBC-TV.

Writer: Robert Wallace; director: John Newland; producer: Robert Montgomery.

Cast: Tom Poston, Frank Schofield, Earl Hammond, Logan Field, Robert Carroll, Grant Sullivan, William Darris and others.

BOOKS

SMALL SOUNDS IN THE NIGHT: "A Collection of Capsule Commentaries on the American Scene" by Eric Sevareid. Alfred A. Knopf, N. Y., 305 pp., $3.50. PUBLISHING DATE: June 4

IT COULD hardly be coincidental that H. L. Mencken's posthumous collection of commentaries and Eric Sevareid's current crop were published within a month of one another by the same publisher, for someone once called Sevareid "Mencken minus fangs." Where the late iconoclast ripped, snorted and lashed out at the Boobus Americanus, Sevareid merely chuckles, frowns and tut-tuts.

When Mr. Sevareid isn't being supremely, urbanely or just plain civilly humorous, gay, wry and sardonic, his is indeed the small sound in the night, egging on the national conscience over the combined facilities of CBS Radio. Samples: the tender thinkpieces on the meaning of Korea ("Why Did They Fight?") and the abrupt sacking of career diplomat John Paton Davies ("The Measure of a Man"). These—and other brilliant essays contained in this all-too-slim volume comprising the years 1951-55—would, we're sure, have made old H. L. proud to share the platform with the big Swede from Velva, N. D.

SIX TELEVISION PLAYS, by Reginald Rose; Simon & Schuster, 630 Fifth Ave., New York 20, N. Y.; 304 pp.; $3.95.

ONE of the most gifted playwrights who has accomplished outstanding work in tv drama is Reginald Rose, a former copywriter. This week, Simon & Schuster is publishing six of his better plays (five of them appeared on *Studio One*, the sixth on *The Elgin Hour*).

For the aspiring tv writer, and for that matter, the professional, this script selection is of unusual value. Mr. Rose's foreword and short comment following each of his plays aid the reader's understanding of the scope of the tv dramatic form, of production problems and something of Mr. Rose's aims and techniques. For the layman, peeling the petals of Mr. Rose's blossomed career can serve as sheer entertainment.

Of interest is Mr. Rose's comment on his advertising agency post: "I can't help going back to reminiscences about my singularly drab advertising career . . . and I suddenly remember with great clarity three sterile days spent trying to name a new brassiere developed by one of our clients. Toward the close of the third day I leaped to my feet with what I felt to be divine inspiration. I had the name! Into the office of the agency president I raced (this is possible in small agencies) and stood proudly before him. 'The name of the brassiere is . . . Upsa-Daisy,' I said. He looked at me a moment. Then he spoke. 'By God, boy, you have got a flair for this business,' he said. It developed later that the client hated the name. Thought it was vulgar. To this day I still consider it quite titillating.

"The point I wish to make is this: Were it not for the advent of television I might still be trying to think of a name for that brassiere."

"I'm standing on my head"



"Can't blame me for being so excited. My new television show is going great guns. It's already been sold in over 100 markets — big markets, small markets and medium size markets!"

It's a fact, THE GREAT GILDERSLEEVE is going great. But many important markets are still available. If you act now, this hilarious comedy series can get big audiences for you, just as it's doing in New York, Detroit, Ft. Wayne, San Antonio and the many other cities where it's tops in its time period.*

Gildy's especially valuable to sponsors because his personality is a sales-building extra that doesn't come with ordinary television programs. He's thoroughly merchandisable. And his loyal family following is great for boosting sales of products every member of the family buys — food, drugs, beverages and all manner of household needs.

Get the facts on how THE GREAT GILDERSLEEVE can sell for you. Call NBC Television Films.

The Great Gildersleeve

*Latest available ARB

Programs for All Stations — All Sponsors

NBC TELEVISION FILMS

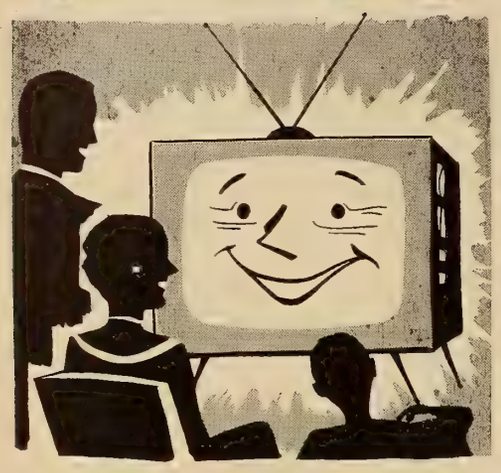


A DIVISION OF KAGRAN CORPORATION

663 Fifth Avenue, in New York,
Merchandise Mart in Chicago,
Taft Building in Hollywood.
In Canada: RCA Victor,
225 Mutual Street, Toronto.

NOW

7 out of... 10



ARE

TV FAMILIES

IN THE

WFLA-TV

SALES AREA

In the WFLA-TV sales area, 69.1%* of the homes have TV Sets *. . . four times as many as a year ago!*

WFLA-TV covers this vital, growing market—packed with year 'round buying power from rocketing industrial and agricultural expansion!

Your sales message on WFLA-TV —backed by maximum power and the tallest tower in Florida—penetrates a rich 30-country area that includes the TAMPA—ST. PETERSBURG metropolitan market—*America's 37th Retail Market, and . . .*

FLORIDA'S 2nd MARKET

*Telepluse, Nov.-Dec., 1955

wfla-tv channel 8 NBC

TAMPA ST. PETERSBURG

NBC Basic INTERCONNECTED

National Representative—BLAIR-TV Inc.

Capitol Comments on Uhf

EDITOR:

I have read the articles in recent issues of your magazine on the matter of uhf performance [B•T, May 7, 14] with a great deal of interest. I think it was an excellent idea to send Frank Beatty into these areas to make an on the spot investigation.

I am personally glad that the results were found to be so favorable to uhf broadcasters, because the testimony before the Senate Interstate & Foreign Commerce Committee certainly makes it clear that the uhf frequencies must play a vital part in any truly nationwide competitive television.

Warren G. Magnuson, Chairman
Committee on Interstate & Foreign Commerce
United States Senate
Washington, D. C.

EDITOR:

. . . I feel very strongly with you that uhf can be utilized to a very favorable advantage in many areas and thus provide all sections of the United States with television service. As a matter of fact, I recently addressed a letter to (FCC) Chairman McConnaughey urging that they not delay this action further and apparently our thoughts ran the same because I, too, had suggested that they go out into the field and make an investigation . . .

John V. Beamer (R-Ind.)
House of Representatives
Washington, D. C.

EDITOR:

Congratulations on the excellent, thorough stories in your May 7 and May 14 issues about uhf in South Bend and Elkhart, Ind., and Scranton and Wilkes-Barre, Pa. During a time when so much discouragement is heard, it is especially refreshing to know of these areas where uhf serves well and is fully accepted.

Ralph Steetle, Exec. Dir.
Joint Council on Educational Tv
Washington, D. C.

Patriotism and Fair Play

EDITOR:

I am indebted to you for providing an eloquent protest to Colgate-Palmolive [EDITORIAL, "Patriotism and Fair Play," B•T, May 21].

I am much further indebted to you and your associates for the wonderful cooperation accorded to the observance of National Radio Week.

John F. Meagher, Vice Pres. for Radio
NARTB, Washington, D. C.

EDITOR:

I think your article "Patriotism and Fair Play" is a ten strike.

These guys who want to know how much free time we gave to—oh well, what's the use? Anyway, you said it all.

Lawrence H. Rogers II, Vice Pres.
WSAZ-TV Huntington, W. Va.

EDITOR:

Let me say a loud amen to your May 21 editorial "Patriotism and Fair Play!" Of course such attempts by organizations to chisel (or bludgeon) free advertising out of radio and/or tv after paying for printed space are no novelty. Most, if not all stations have frequently received tear sheets of paid newspaper or magazine ads from which they are supposed to glean material and spend further time writing spot announcements to be broadcast on a for-free basis.

I am still unable to assume an air of annoyed detachment while consigning such brass to my wastebasket. Steam just will come out of my ears. No less presumptuous are the countless would be freeloaders—including an appallingly large number of established and supposedly respectable advertising agencies—who daily deluge my wastebasket with reams of material, almost invariably bearing in large print on the envelope the word "News," or addressed to "News Editor" or similar bilge. Said material either being an out-and-out selling plug, or at best trying to sneak the gimmick in while—they hope—I've been lulled into being unwary . . .

If these chiselers spent even half the money on buying time as they waste on labor, ink, paper and postage in filling up my and countless stations' trash-buckets in futile attempts to get us to give them our only saleable commodity, all hands would be happier, and I'm certain, more prosperous. Meanwhile, the back o' me hand to the whole passel of 'em.

John Carl Morgan, Mgr.
WFVA Fredericksburg, Va.

[EDITOR'S NOTE: "Patriotism and Fair Play" was B•T's editorial comment on the action of Colgate-Palmolive Co. in sending reprints of its paid magazine advertisements for a C-P plan to aid the U. S. Olympic Committee to stations with a request that they donate time in support of this "patriotic endeavor."]

Knox Reeves, Not D-F-S

EDITOR:

In your May 21 issue of B•T on page 5 you have an item about General Mills' new lineup of tv shows. There is a correction on this list, as the *Mickey Mouse Club* is handled by the Knox Reeves Advertising Inc. instead of Dancer-Fitzgerald-Sample as listed.

R. H. Burbank, Vice Pres.
Knox Reeves Advertising Inc.
Minneapolis

Compliment on Complaint

Every week I read B•T. In reading OPEN MIKE, I read some complaints and some compliments. So now I want to compliment a complainant on his complaint.

I think all radio owes Mr. Jack Shefrin of KMAP Bakersfield, Calif., a compliment on his letter in the May 7 issue. At present I am an unemployed D.J., but when I was on the air I ran into the same problem that Mr. Shefrin had. Sure, I was able to get records from some distributors, but others wanted us to pay for records. How does this sound?: "You will have to pay us to plug our records." Sounds crazy? Well, some of us D.J.'s think so, and that is, in effect, what they are telling us. So hats off to Jack for bringing this complaint out in the open. . .

William C. Mullen
Baltimore, Md.

'Moondreams' Wanted

EDITOR:

One of our local jewelers, Moore's Jewelry Store, is anxious to locate a transcribed radio series titled *Moondreams* and schedule this series on our station.

The only information we have on the property is that it was originally produced and serviced by the Teleways Co., but that company has since gone out of business. The series consisted of 15-minute programs, featuring poetic readings by Marvin Miller, with instrumental background music.

Do you have any information as to the whereabouts of this property? And could you supply us with the name of the firm currently owning the rights to the *Moondreams* series?

James N. Martin, Program Dir.
WTRP LaGrange, Ga.

[EDITOR'S NOTE: Lacking the information Mr. Martin seeks, B•T turns to its readers for information regarding *Moondreams'* whereabouts.]



YOUNG & RUBICAM, INC. *Advertising*

New York Chicago Detroit San Francisco Los Angeles Hollywood Montreal Toronto Mexico City London

"This is for



you . . . ”



*Including
2 Peabody,
3 Ohio State,
1 duPont,
2 Sylvania,
5 Emmy and
62 other awards

Winning an occasional award for good programming could be accidental. But when a station wins 75 awards* in three years it begins to look premeditated.

It suggests a firmly held conviction about the quality of entertainment and information likely to excite the pleasure and interest of its community—and the ability to provide such programming consistently.

The latest tributes to this ability are the two awards which Peabody and Ohio State gave to KNXT and Dr. Frank C. Baxter for “Shakespeare on TV,” the notable television series which has given millions of people new insight into the wisdom and poetry of the great playwright.

These awards reaffirm the unique personality which KNXT represents—*for its viewers,* as a source of fresh and challenging entertainment in all categories of programming; *for its advertisers,* as a medium which continues year after year to command the attention and loyalty of the largest average audiences in Southern California.

KNXT *Los Angeles*

CBS Owned—Channel 2—Represented by CBS Television Spot Sales

CASE HISTORY — SUPERMARKETS



Thrifty Scot Plus Mermaid = 100% Sales Boost!

Two trade characters familiar to all Southern Californians married up in June 1955 when McDaniel's Supermarkets' Thrifty Scot and the KBIG Mermaid made big news with a 3000-spots-a-year radio contract.

In June 1956, the pair renewed their vows. During that first year, sales in McDaniel's eight supermarkets in Greater Los Angeles skyrocketed over 100% to the highest peak in their 34-year history . . . with *no change* in the previous newspaper - television advertising format except the addition of KBIG Radio!

"KBIG can take a bow for a substantial share of the credit for this performance," says Albert L. Wolins, McDaniel's general manager.

Writes Jimmy Fritz, president of Jimmy Fritz & Associates advertising agency: "The greatest tribute we can pay you is to renew that same successful saturation of 60 spots a week."

Marry *your* product to the KBIG mermaid . . . then count the sales progeny!



JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to SYLVESTER JOHN SCHILE



A SALESMAN at heart—the kind who really enjoys bringing customers to the door of the man who builds a better mousetrap.

This, co-workers will tell you, is a basic key to the personality of Sylvester John Schile, general manager of KLOR (TV) Portland, Ore. They hasten to add that it also is one of the major reasons why KLOR in less than a year has become one of the top ABC-affiliated stations in the entire network, a fact substantiated by both Pulse and ARB program ratings.

Mr. Schile's interest in selling manifested itself at an early age. While still in high school, he began work as a display man's apprentice at a movie theatre in his hometown of Aberdeen, S. D. (born Nov. 9, 1910). Graduated from high school in 1928, he joined a variety store chain as local display manager and was transferred six months later to Minot, N. D., as a store manager—the youngest man in the nationwide chain to hold such a position.

In 1935, he joined the S&L Co., which operated 30 department stores throughout the Midwest, as advertising director.

"But I felt inadequate to buy and use radio intelligently," he recalls, "so I enrolled in night classes in creative writing, radio script and sundry classes at the U. of Minnesota in Minneapolis, where the S&L home offices were located."

One of his classmates was Don Nathanson, now president of North Adv. Inc.

During the hard-sell 30's, John Schile remembers the days as being "usually pretty long, but I did manage to keep two things fairly low: my weight and golf score. They're both too high now."

It was not until 1944 that he became interested in radio as a career. In that year he joined the Pacific Northwest Broadcasters as sales manager. ("I was baptised, as it were, by the redoubtable Ed Craney, a great guy and a stalwart pioneer in broadcasting.")

In 1948 Mr. Schile moved to Salt Lake City to become vice president in charge of sales for the Rocky Mountain Broadcasting System, control of which was transferred to the Intermountain Network two years ago. While in Salt Lake City he served as president of the Utah Broadcasters Assn., president of the Salt Lake Advertising Club, director of National Sales Executives and on the board of control of the Exchange Club.

Mr. Schile became general manager of KLOR, owned by Oregon Television Inc., in September 1954. With Henry A. White, president of the company, he formulated plans for the opening of the station, which took place in March of last year. Mr. Schile is justifiably proud of the fact that KLOR turned the corner financially by moving into the black within seven months of operation.

"A great many owners and managers of newly-granted tv stations have written us or visited KLOR to learn our secret," he says, "only to learn it mostly was hard work."

"We knew from the start we had a tremendous job on our hands. Fortunately, the stock holders gave me *carte blanche* in the selection of programs and personnel. Since I sincerely believe we have the best crew in the business, we couldn't miss."

Mr. Schile believes that "every man and woman in our organization is a perfervid salesman—on or off the air they are conscious of our responsibility to do a good job."

Of himself he says:

"Personally there is nothing I like better than to give a pep talk to 50 or 100 route salesmen or truck drivers in behalf of an advertiser who has scheduled a new program on our station. Or to meet with agency account executives, advertising managers or sales managers for the purpose of setting up the most effective selling techniques.

"Don't get me wrong. I'm not a proponent of complete commercialization of television. But when an important advertiser, and they all are important, puts up a stack of blue chips against an increase in sales, he is entitled to results."

Recently he received a letter from the promotion manager of a well-known food store chain saying that the stores often run completely out of stock after an item has been advertised on television and asking if it were possible for KLOR to furnish in advance a list of items to be advertised so that the stores could be prepared.

Mr. Schile thinks that any station manager's response to such an inquiry should be to "get out of your ivory tower and help this gentleman sell dog food. Because if the manufacturer . . . sells enough, he shall always be moved to buy better and better tv programs on our station."

As one can easily deduce from this comment, John Schile is anything but niggardly in handing out advice on something he really believes in—and it almost always pays off for those who heed it. For instance, it was Mr. Schile who advised Lawrence Welk to go into television.

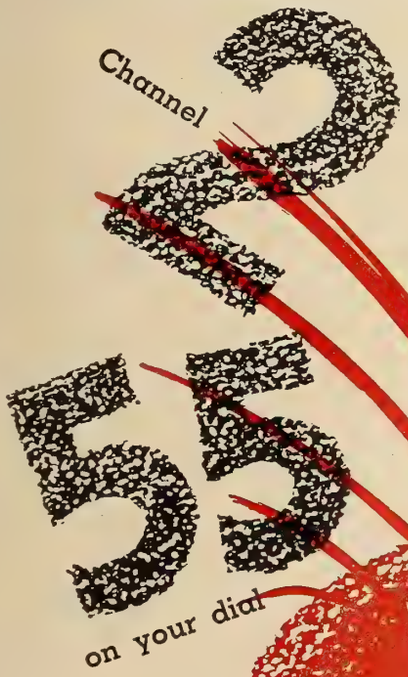
"John put the bug in my ear," says the bandleader. "We had lunch together one day when we were in Salt Lake City, and he persuaded me to try it."

At their home in Portland, Mr. and Mrs. Schile have five children, ages 18 months to 18 years. The eldest attends Portland U.; the youngest serves as a subject for testing tv-advertised foods.



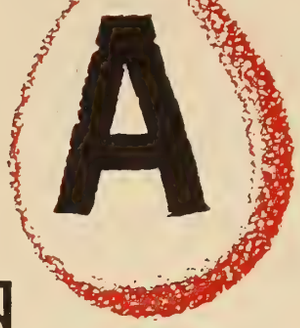
NOW

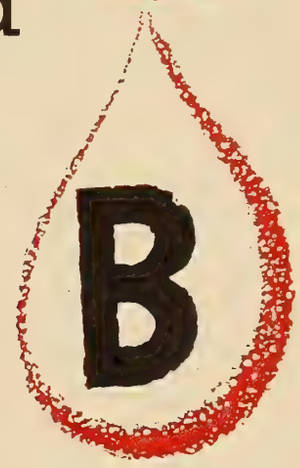
completely fortified with vitamins...



Things are bigger, brighter, better on WGR. WGR-TV and WGR Radio now are full-fledged affiliates of America's fastest-growing, most dynamic network — the American Broadcasting Company.

The new look... the new sound in Western New York and nearby Canada.







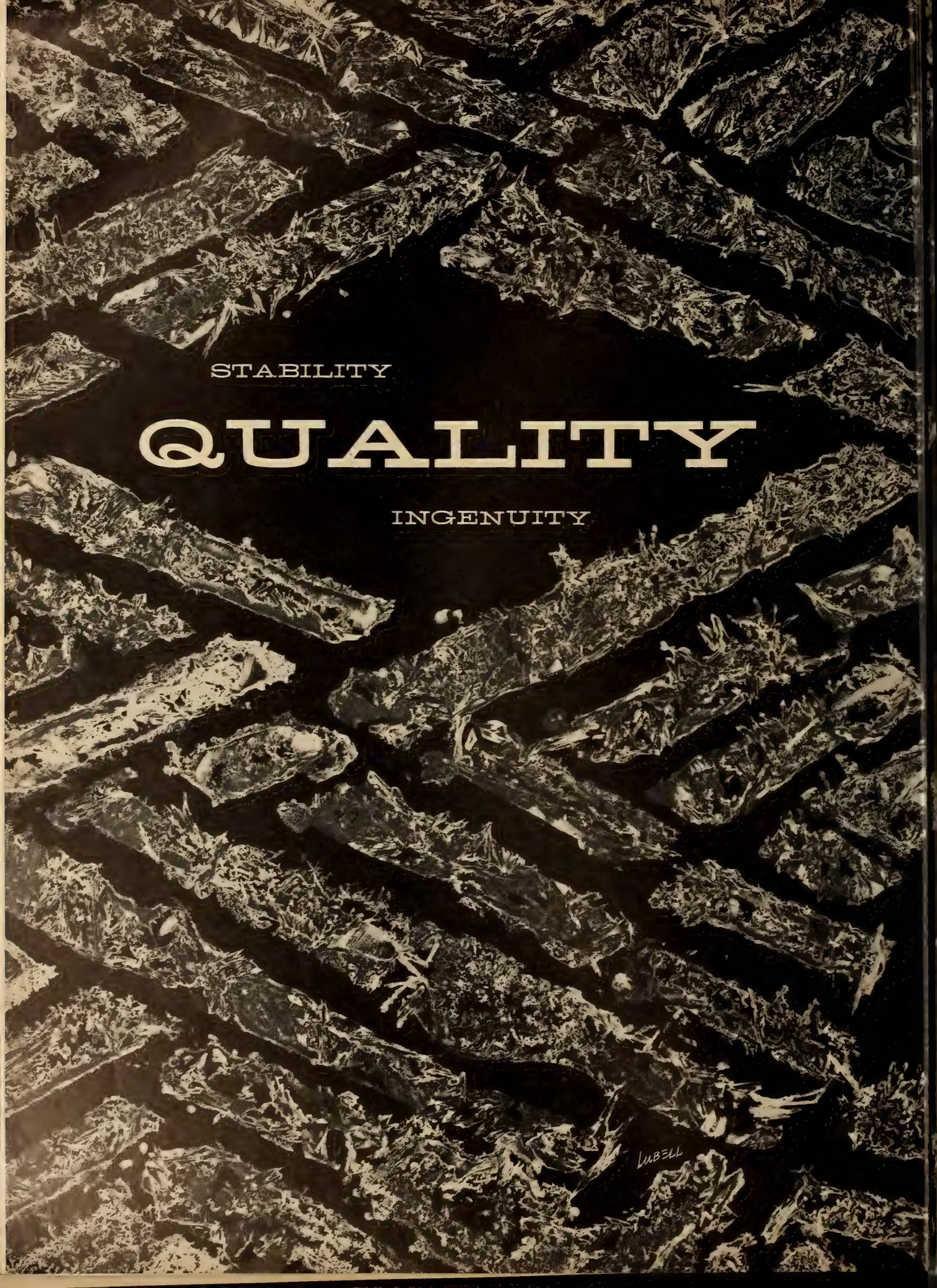
WGR
BUFFALO

WGR-TV
CHANNEL 2
Serving 523,000 sets in Western New York plus 549,000 sets in Canada.

WGR-RADIO
55 on your dial
Serving 575,610 radio families in U. S. plus a large Canadian audience.

NOW BASIC ABC STATIONS

● Nationally Represented by **PETERS, GRIFFIN, WOODWARD, INC.**


STABILITY
QUALITY
INGENUITY
LUBELL

It hardly needs stating that a representative is only as good as its salesmen.

No matter how strong its resources, how multi-colored its promotion or how good its stations, a representative must stand or fall on its ability to nail down business – all the business it deserves and a man-sized bite of the business it may not deserve.

This takes salesmen. Not order takers. Or availability messengers. Or trainees. Or switch-hitters from space sales.

It takes trained salesmen. Experienced salesmen. Mature salesmen. Salesmen who eat, sleep and breathe broadcasting.

Radio salesmen who catch fire when they sell the efficiency, the economy, the flexibility of spot radio . . . and pitch fire when they're selling your station.

Television salesmen who turn handsprings over a local variety show, an available syndicated film or the sets-in-use figures at 11 o'clock at night.

Above all, it takes quality salesmen . . . men who have earned the respect of the buyers with whom they must live today and tomorrow.

The stations represented by Raymer – in both Radio and Television – will tell you that that's the kind of salesmen Raymer has. Quality salesmen. In quantity.

THE PAUL H. RAYMER COMPANY, INC.

Exclusive National Representatives Since 1932

NEW YORK · CHICAGO · LOS ANGELES

DALLAS · SAN FRANCISCO

DETROIT · ATLANTA

PAUL H. RAYMER · EST. 1932 · COMPANY

Announcement

YOU ARE CORDIALLY INVITED TO ATTEND THE RECEPTION OF SCRANTON'S LEADING

SOCIABLE CLIMBER

...AND SALEABLE CLIMBER "THE BILL PIERCE SHOW"

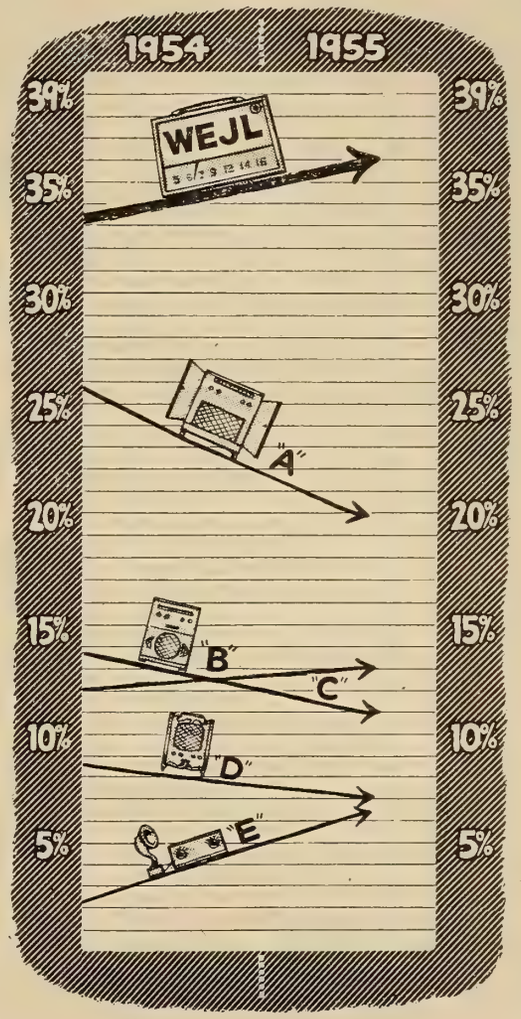
Invitations are unnecessary when sponsors gather 'round . . . the Hostess with the Mostest . . . WEJL. Scranton listeners just naturally flock to 630 on their Radio dial to join the "Bill Pierce Show" . . . 6:00 to 9:00 every morning!

•

As the accompanying chart indicates . . . Pulse 1954 and 1955 proves this social event is considered "the thing to do" in Scranton.

•

Of interest to timebuyers about to schedule new markets, all WEJL quarter hours for the balance of the day following the "Bill Pierce Show" . . . continue to deliver the greatest number of listeners per dollar of cost.



HOW TO SPOT A SOCIABLE CLIMBER . . .

1. MUSIC . . . the tops in bright melodies to start the day right.
2. NEWS . . . top AP award-winning Scranton Times' newscasts, weather roundups and time checks.
3. SALES . . . top results produced by Scranton's top radio salesman for 27 years . . . Bill Pierce.

WEJL HAS ALL THREE!

WEJL
The Scranton Times

REPRESENTED NATIONALLY BY THE MEEKER COMPANY, INC.
Branches in NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES



JACK VAN COEVERING

film maker

A LONG CAREER in wildlife and conservation work and his engrossment with television's potential for portraying the great outdoors served to launch Jack Van Coevering as a film producer a few short years ago.

Strictly on his own (and without any "angel" or "subsidy") he set up Van Coevering Productions with his earnings as a wildlife reporter. The result: a series of over 20 quarter-hour *Adventure Out of Doors* films now carried on several tv stations.

Mr. Van Coevering says simply of his small enterprise: "It is no stockpile, mail order type of operation . . . no bigtime Hollywood or New York outfit. . . . We have a basic investment in our product and therefore in the tv industry itself."

A newspaperman for a quarter century, Mr. Van Coevering is now in his 25th year as wildlife editor of the *Detroit Free Press* and is nationally acclaimed as an authority on wildlife and conservation.

A native of Herwynen, The Netherlands (born March 12, 1900), Mr. Van Coevering attended Calvin College, Grand Rapids, Mich., and the U. of Michigan, Ann Arbor. He joined the *Free Press* in 1931 and became conductor of its "Woods & Waters" column. He has also written many articles and books on wildlife.

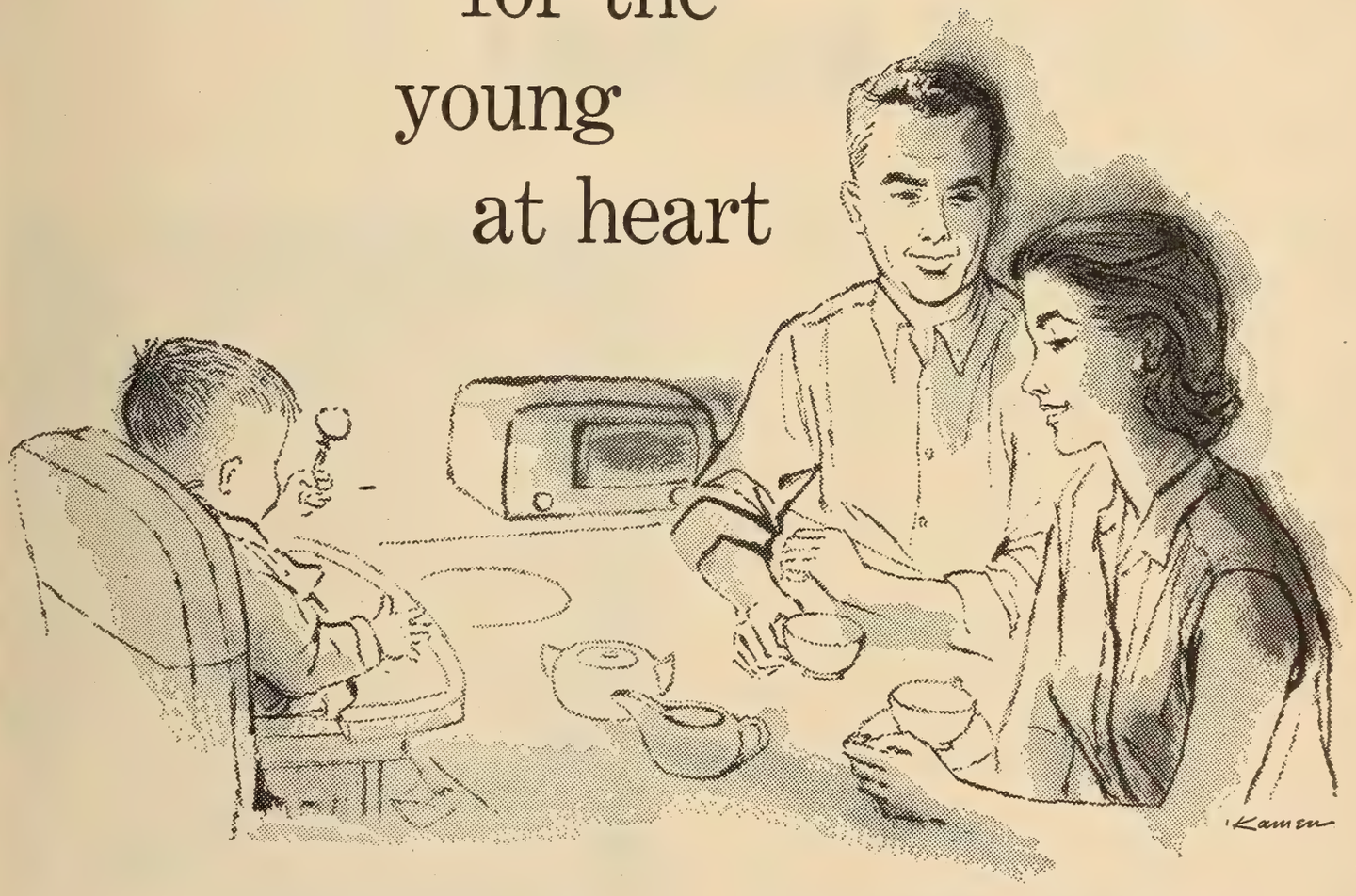
Mr. Van Coevering started his video career with a series (of the same name) on WXYZ-TV Detroit in October 1949. It proved to be one of the longest sponsored programs (Harvey Mack, Pontiac dealer) in the station's history (running until June 1953) and also drew thousands of requests for hunting and fishing booklets offered by the columnist.

Using parts of the live show, Mr. Van Coevering initiated a film series, taking his 16 mm camera to remote outdoor points across the nation and looking toward syndication. He appointed Cornell Films as distributor. (Distribution is now handled by Alfred LeVine as sales manager in Chicago.)

Today, Mr. Van Coevering maintains film, lab and shipping facilities at Commerce Lake (near Pontiac, Mich.) and utilizes others furnished by Capital Film Lab in East Lansing.

Mr. Van Coevering also has won several awards: an "Oscar" from the Michigan Outdoor Writers Assn. in 1950 for his original live WXYZ-TV program, and from the Izaak Walton League and Michigan United Conservation Clubs for his anti-pollution work on Michigan waters. He married the former Lucina Ryskamp in 1927 and they have a daughter, Grieta Jane, now attending Calvin College.

the radio station for the young at heart



KLAVAN & FINCH • JERRY MARSHALL • HAL MOORE • BILL HARRINGTON • WILLIAM B. WILLIAMS • ROY ROSS • DICK SHEPARD • LONNY STARR

ART FORD • JACK LAZARE • BOB HOWARD • HENRY WALDEN • JOHN DALE

WNEW

Enjoyable music... *complete* news and weather... 24 hours a day

1130 on your radio dial

One of a series of advertisements appearing in the NEW YORK DAILY NEWS *and the* JOURNAL-AMERICAN *... to attract more and more listeners to the most popular radio station in the world's greatest market.*

Represented by SIMMONS ASSOCIATES, INCORPORATED.

KWKH

is FIRST AGAIN—

and FIRST by FAR!

SHREVEPORT AND BOSSIER CITY people have again shown that KWKH is their favorite radio station.

In the latest Hooperatings just released, KWKH ranks first in 20 more quarter-hour periods than does any other station—has almost as many top quarter hours (46.1%) as the total of all other Shreveport stations COMBINED.

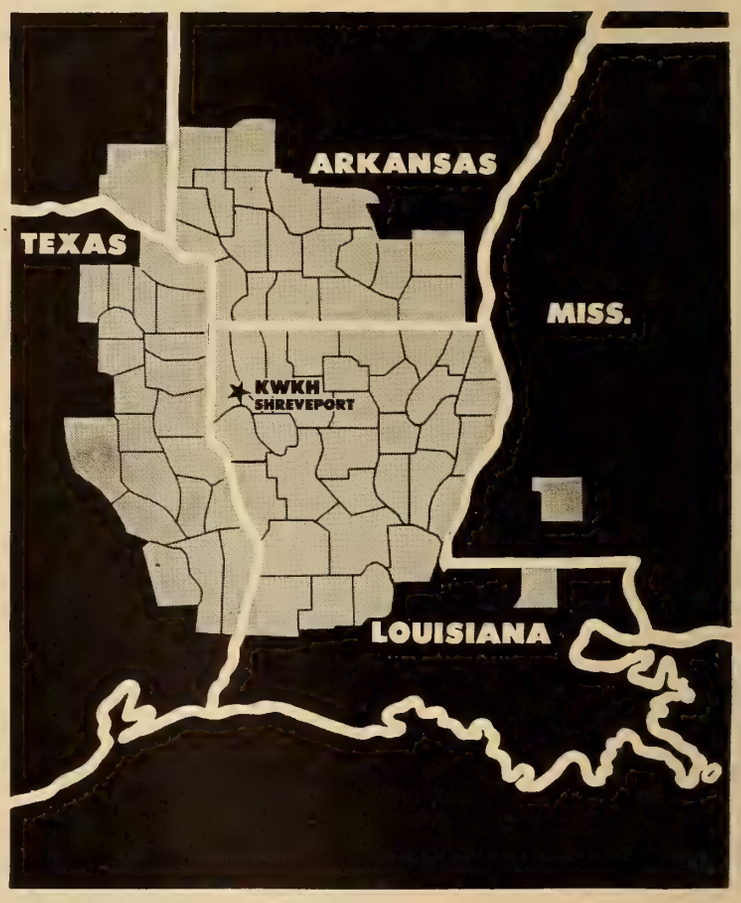
But Shreveport and Bossier City are only a small fraction of our audience:

426,800 people in 30-mile circle

747,200 people in 50-mile circle

2,259,800 in Daytime S.A.M.S. Area!

KWKH is tops in Shreveport—tops *outside* of Shreveport. Gives you more audience than all other Shreveport stations combined! Don't be deceived about "wanting Shreveport City Limits *only*"!!! Ask the Branham Company.



KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay *General Manager*

Fred Watkins *Commercial Manager*

BROADCASTING TELECASTING

June 4, 1956 Vol. 50, No. 23

AN ANSWER ON ALLOCATIONS MAY TAKE FORM AT FCC TODAY

- **Possibilities: nationwide, or nearly so, switch to uhf**
- **No changes in Sixth Report or in table of allocations**
- **Consideration of deintermixture on case-by-case basis**
- **Meanwhile, protective movement gets underway in New Orleans**

AFTER MONTHS of anguished deliberations and a dozen false starts, the FCC today (Monday) hopes to clear for adoption a plan that will break the television allocations impasse. The possible outcome, according to informed sources:

• A statement looking toward the changeover of the whole country—or a good part of it—to uhf in the unspecified future following a hoped-for breakthrough on the uhf propagation and equipment fronts.

• No changes in the present Sixth Report and Order or in its table of allocations.

• Consideration of deintermixture petitions on a case by case basis following the issuance of the final order in the allocations proceeding.

Meanwhile, last Friday, a group of leading television broadcasters met in New Orleans to complete preliminary plans for an organization that would offer its aid to the FCC and Congress in preserving interference-free service and would finance fundamental coverage studies geared toward providing competitive service everywhere. The group is principally interested in thwarting any move that would result in deterioration of existing service, notably that provided to rural and remote areas through old-established vhf stations.

The pioneer stations, expected to include uhf as well as vhf outlets, avowedly want to protect television from the "drop-in, squeeze in" incursions that curtailed am radio service two decades ago through virtual abandonment of engineering standards and protected contours. Organization of such a group, meeting at the invitation of Harold F. Gross, WJIM-TV Lansing, Mich., and with Robert D. Swezey, WDSU-TV New Orleans, as temporary chairman, was first broached at the NARTB meeting in Chicago last April. (For report on Friday's meeting see AT DEADLINE, page 7.)

The solution being considered by the FCC today is reported to be the final answer of at least five commissioners to the ups and downs of uhf broadcasting. This broke into the open in 1954 with public hearings before a Senate Commerce communications subcommittee under the chairmanship of Sen. Charles E. Potter (R.-Mich.). It was resumed under the full committee with Sen. Warren G. Magnuson (D-Wash.) as chairman.

The latest proceeding before the FCC began Nov. 10, 1955, when the Commission denied all pending deintermixture petitions and opened up the allocations proceeding to look at the uhf-vhf picture from a national viewpoint. It was said then that the resolution of the uhf problem had to be on a national basis.

During the almost six months since then, various plans—ranging from "selective deintermixture" to the recommendation that the whole eastern part of the country be made uhf only—have been weighed by the Commission. None secured a majority of the Commission.

The latest plan is understood to have the backing of all commissioners except, it is thought, Comrs. Rosel H. Hyde and Robert T. Bartley. It is understood that Chairman George C. McConnaughey is opposed to a 4-3 vote on a matter so vital to the future of television. Several plans have been close to adoption with this kind of a split vote, it is understood.

Key to the Commission majority's thinking is that no move should be made in behalf of uhf until more is known about its potentialities. Also, it is felt, until uhf receiving and transmitting gear is improved to be the equal of, or nearly the equal of vhf, it is erroneous to do anything significant along these lines. This attitude is labeled "truly conservative" by one FCC official.

As part of this approach, it is understood the Commission will also suggest that comments be solicited from broadcasters, non-broadcasters and government agencies on their needs and desires for spectrum space. Such a move, in the opinion of some observers, might sound the deathknell of vhf—since the 30-300 mc band is one of the most desirable in the spectrum. It permits large area coverage; the lower portion already is being used by the military for "scatter" service, and it has been contended for some time that large portions of the vhf band are required for national defense communications, telemetering and control circuits and other "classified" operations.

If this decision is finally reached at today's meeting, it is believed the official document will be issued next week or the week after, depending on the number of the changes made in the draft report drawn by the Broadcast Bureau's Rules & Standards Div. for today's meeting.

Action on the pending deintermixture petitions—and there are well over a hundred of them on file—is expected to begin within a few weeks after the final decision is issued. There will be some deintermixture, it is strongly felt, but in most cases these petitions will be denied.

At the same time, it is believed that some commissioners will look favorably on sugges-

TWO YEARS OF ALLOCATIONS WRANGLING

- MAY 1954: Potter committee holds hearings on uhf-vhf dilemma.
- MARCH 1955: FCC staff recommends vhf tv freeze.
- APRIL 1955: FCC brings on flood of deintermixture petitions after asking for rule-making in four deintermixture proposals.
- JUNE 1955: Magnuson names MIT Professor Bowles to head *ad hoc* committee to study allocations.
- AUGUST 1955: Welch, Mott & Morgan, Mullaney submit plan to allocate 200-plus more vhf channels.
- SEPTEMBER 1955 Comr. Lee recommends dropping uhf, adding more v's.
- OCTOBER 1955: FCC asks military for more vhf channels.
- OCTOBER 1955: ABC, CBS submit plans asking for three equal facilities in top 100 markets.
- NOVEMBER 1955: FCC denies deintermixture petition, calls for rule-making to consider revision or retirement of Sixth Report.
- DECEMBER 1955: Over 200 comments filed on how to solve allocations problems.
- DECEMBER 1955: Craven submits plan for 65 contiguous channels, lower separations and area assignments.
- JANUARY 1956: Magnuson puts Bowles committee to work on secret plan to reallocate tv.
- FEBRUARY 1956: Nearly 350 reply comments filed on Sixth Report revision.
- APRIL 1956: Military turns down FCC request for more v's.
- APRIL 1956: McConnaughey calls for "crash program" to spur uhf.
- MAY 1956: Dramatic plan to make East all u, West mainly v gains prominence in FCC discussions.
- JUNE 1956: ?

tions for vhf drop-ins, even though they fail to meet exactly the required mileage separations. This is on the assumption, it is understood, that the Commission will be anxious to establish as many markets as possible with at least three comparable outlets.

Nonetheless, it was learned, the Commission will continue to decide pending vhf cases, and where requested will authorize special temporary authority to begin commercial operation.

A basic consideration on the question of making all or part of the United States all uhf, it is understood, is whether the public will be deprived of any service it is now getting from vhf stations.

The frank attitude of several commissioners is that the public has not complained of the ill effects of the present allocations. The only complaints have been from "selfish" interests, one commissioner pointed out. He hastened to add that this was all right, but, he continued, it's the public interest the Commission was set up to serve.

Meanwhile, Mr. McConnaughey's hopes for a "crash" program to seek improvements in uhf gear continued to move forward.

Heart of this plan is the establishment of a non-industry, non-government non-profit organization to oversee development programs for receiving tubes, transmitter power tubes, receiving antennas, transmitting antennas, circuitry, and propagation study. This organization, underwritten by grants from manufacturers, scientific bodies, schools and foundations, would, it is thought, farm out research and development contracts to technical schools and private laboratories.

Backing for this proposal has already been received by Chairman McConnaughey from some of the major manufacturers. They have included Westinghouse, Zenith, RCA, Crosley.

Also, it is understood, support for this program is being sought from Radio-Electronics-Television Manufacturers Assn. and NARTB. Both organizations are scheduled to take the matter up at their board meetings—RETMA June 14 in Chicago and NARTB June 21 in Washington.

Last October, RETMA offered to establish the equivalent of the 1945 Joint Technical Advisory Committee (JTAC) to make a field study of uhf to determine what exactly needs improvement. This was never acted upon by the FCC.

In prior considerations of selective deintermixture, several FCC commissioners apparently were ready to make such deintermixture moves as that of ch. 2 from Springfield, Ill., to St. Louis; of ch. 8 from Peoria, Ill., to Rockford-Moline, Ill.; of ch. 3 from Hartford, Conn., to the Providence R. I., vicinity; of ch. 6 from Evansville, Ind., to Louisville, Ky.

The broad, long range, non-specific approach would recognize it is believed, the present superiority of vhf, but also the necessity of maintaining the uhf allocations in the light of possible future advances. In some quarters it was estimated that under this procedure the number of uhf operating stations would drop from its current 95 to 30 or 40—the surviving ones in uhf-only markets or in markets which have only one vhf and no prospect of any additional grants.

PROTECTORS IN PARLEY

The wide-area station group, with some 70 stations represented—and about 20 more having expressed approval of the idea—met in the Hotel Roosevelt in the Louisiana port city. On Thursday, various committee meetings took place. The full meeting was held Friday.

There is some thought that the organization will encompass all network affiliates, while others lean toward emulation of the Clear Channel Broadcasting Service structure (representing all high power, large area coverage stations).

Committee chairmen were: Mr. Gross, organization; Thomas E. Howard, WBTV (TV) Charlotte, N. C., engineering; John H. DeWitt, WSM-TV Nashville, dues; Harold Stuart, KVOO-TV Tulsa, Okla., name; Hulbert Taft Jr., WKRC-TV Cincinnati, eligibility.

Among those attending the inception meeting in Chicago last April were:

George W. Storer Jr., Storer Broadcasting Co.; Charles Crutchfield, WBTV; P. A. (Buddy) Sugg, WKY-TV Oklahoma City; J. Leonard Reinsch, Cox stations; Donald W. Thornburgh, WCAU-TV Philadelphia.

Also Campbell Arnoux, WTAR-TV Norfolk, Va.; Joseph Baudino, Westinghouse Broadcasting Co., Washington; Otto P. Brandt, KING-TV Seattle; Payson Hall, KCMO-TV Kansas City; Jack Harris, KPRC-TV Houston; Harold Hough, WBAP-TV Fort Worth; Gene Kelley, KCRA-TV Sacramento, Calif.; Alfred H. Kirchofer, WBEN-TV Buffalo, N. Y.; Clair R, McCollough, WGAL-TV Lancaster, Pa.; C. Wrede Petersmyer, KOTV (TV) Tulsa; D. L. Provost, WBAL-TV Baltimore; Clyde W. Rembert, KRLD-TV Dallas; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Harold See, KRON-TV San Francisco; Victor A. Scholis, WHAS-TV Louisville; Henry W. Slavick, WMCT (TV) Memphis; Edwin K. Wheeler, WWJ-TV Detroit; Hoyt B. Wooten, WREC-TV Memphis.

PLAYBACK

QUOTES WORTH REPEATING

THE CRITICS of advertising have never spared radio or television. Indeed, it has sometimes seemed that the broadcast media have been made the scapegoats of advertising, blamed for all its evils, particularly the sin of overcommercialization or hard sell.

Comes now A. W. Lewin, president, Lewin, Williams & Saylor, New York advertising agency, to speak a few plain truths about a new style of printed advertising that is so undercommercialized and has so soft a sell as practically to have no sell at all. The following paragraphs are taken from a talk made by Mr. Lewin at the League of Advertising Agencies in New York. He titled his speech: "Don't Hitch Your Wagon to a Butterfly."

THERE IS SOMETHING that has taken shape in the current trend of advertising output that is, to my way of thinking, so disturbing, so far off base, that I must protest and speak out. There is an unhealthy current vogue, manifesting itself largely in print media, which has no business there.

This is what I call be-bop advertising. I ask you to sit down tomorrow or tonight after you have returned home, thumb through your favorite magazine and see for yourself. What will you find? A full page depicting a pretty Guardsman in full military dress, astride an anteater, murmuring something devilishly clever about his grandmother. Puzzle: Find the product.

Turn the page and a bizarrely garbed female, thin of shank and narrow of chest, peers myopically at you through her cloisonne spectacles. She is uttering a devastating headline-remark relating to her boss's handwashing habits. Ponder this four color piece for five minutes or so and you may discover that copper tubing is being offered for sale.

Now, if you will please pick up the copy of that other magazine lying there (America's first favorite based on paid circulation and multiple readership), you'll see more of the same as you fan the pages. Observe, in particular, that dilly which portrays a strange lepidopterist clutching a bit of classical statuary, or a replica of same—Venus de Milo, I believe. Mind you, this unlovely-looking, anemic gent somehow got in the way of what might have been an honest and forthright advertisement for an essential item in every gentleman's wardrobe. And just a half-dozen pages further along in the same issue, you'll come to another glorious stopper, the fellow in armor about to be served—or so it appears—his morning facial lotion!

Now, certain highly specialized marketing situations may call for this sort of thing. But gentlemen, I suggest to you that for the most part, the staunch householders of America know little of these quasi-exotic creatures, and wish to know nothing further. I submit to you that the three-dollar bill is still suspect in most parts of America.

What in the world are these costly advertisements supposed to sell—how—and to whom? What, and where, is the product? How, and of what materials, is it made? Where can it be obtained? Would it be too much to ask for a clue as to cost?

The type of advertising I have attempted to describe is not, surely, designed to help sell merchandise—the very thing our clients want us to do. It is a grotesquely tortured form of self-expression straight from the Martini-addled brains of frustrated Bohemians. It has been slipped over on unwary account executives, who in their eagerness to achieve high stoppage ratings, and to be clever, have lost sight of basic values. More unfortunate is the fact that the client is duped as well, led to believe that this strange off-beat stuff, which some misguided ad genius is foisting on him, is "different" and provocative.

This advertising is the product of fancy-boy art directors, chi-chi copywriters, bizarre foreign photographers, and "super-high" fashion coordinators. It is effete, contrived, lamely decadent. It cannot build lasting sales volume, for it is the essence of faddism. It is a sad amalgam of the worst of classic, modern, and latter-day Greenwich Village—a meaningless potpourri of fake sophistication, bogus art and tainted cleverness. It is inspired in small, expensive bars, in a small expensive section of midtown Manhattan by people who think that happy families drink vodka at breakfast.

America really isn't interested in pigs in pokes—even if these pigs are disguised as Dalai Lamas. Pigs is pigs, as the man said, and for most people they make fine eating. Period.



RADIO: JEWELED COACH FOR SLENDERELLA

SLENDERELLA, a chain of "slenderizing salons" which grew corporately fat on a heavy diet of radio, is getting ready to—if it will pardon an abhorred phrase—spread out.

Once again, radio will be the meat and potatoes of its advertising.

"If we were forced to cut our budget," Larry L. Mack, president and founder of Slenderella International, said last week, "radio would be the last to go." Adds Suzanne Wells, president of Management Assoc. of Connecticut, Slenderella's agency: "radio put us over the top."

It is doing the same for an average of 30,000 housewives a day, the estimated number of bulge-unhappy women visiting the current total of 132 Slenderella salons here and abroad.

To Mr. Mack and his executive vice president, Eloise English, Slenderella's is not merely a success story but the Cinderella legend brought up to date. (Miss English will be the first to admit that she got the idea for the "Slenderella" name from that Cinderella tale of yore.) Essentially, it has taken the term "avoirdupois" and made it respectable.

Born to fill a ready-made vacuum (". . . the cosmetics and beauty industry as a whole missed its biggest bet by ignoring milady's figure," says Mr. Mack), Slenderella International made its debut in 1950 with five New York outlets. By the end of this year, Slenderella expects to operate well over 175 salons. Financially, the asking price of the firm (exclusive of real-estate) is well over $13 million, no mean figure considering that Slenderella's original capital investment was $40,000, one-third of which was put up by Mr. Mack himself. (The interest held by his early associates was bought by Mr. Mack in 1952.)

This week, Slenderella plans to invade the "secondary market" field—having practically exhausted the primary, or top metropolitan markets—by cutting tape measures in Fort Lauderdale, Tampa, Tulsa, and Oklahoma City.

In Europe, it currently maintains two outlets, in Zurich and Paris, and plans to launch salons in Stockholm, Rome, London, Milan, Dusseldorf, Amsterdam, Brussels and Deauville by next year. With a firm toehold in Canada already established, Slenderella expects to "open up" Latin America, and in the Pacific, it aims to add to its Hawaiian operations by reaching down as far as Australia.

"Unsightly bulges," Larry Mack muses, "know no geographical bounds."

Also on Mr. Mack's agenda:

• DIVERSIFICATION . . . Franchising of Slenderella-tagged low-calorie foods, girdles, bras, bathroom scales, cookbooks, etc., with the chain sharing a percentage of the royalties. Target date: early autumn.

• . . . AND EXPANSION. On or about August 1, Slenderella will open its first salon for men, although Mr. Mack said the projected chain will "have a more masculine sounding name than Slenderella." Slenderella's telling sales point: that statistics provided by such organizations as the American Heart Assn. show an alarming percentage of heart attacks among middle-aged males stemming from overeating and needless exertion. Mr. Mack admits that his thinking along these lines was "crystallized" by Pres. Eisenhower's attack last year.

In carrying out both these lofty aims, radio will play a big role.

Though an active advertiser since the first day of business, Slenderella stayed out of radio until 1953, devoting its entire yearly advertising budget of $30,000 to print media. That budget stopped being a budget the day after the firm launched its first test campaign on KNX Los Angeles and today is reported as flexible as foam rubber. Slenderella currently spends $300,000 a *month* in advertising, over 50% ($160,000) of which goes into radio, $58,000 into television, the remainder into print.

Although he has recently approved a half-million dollar tv budget for the remainder of this year ("We hope," a Slenderella spokesman said recently, "to have an impression made every minute of the day, 24 hours a day, somewhere in the U. S."), Larry Mack is still completely sold on radio.

To date, Slenderella spends over 90% of its radio allocations in *ad-lib* spot announcements (e.g. oral copy read from an agency-provided fact sheet). The remaining monies are tossed into such local shows as Ralph Story's daytime "personality" show on KNX Los Angeles or that of Marjorie King on KNBC San Francisco. In addition, the chain also sponsors a CBS-Pacific Radio network woman's program.

Mr. Mack admits to defying the unwritten law of inverse proportions by increasing his radio time purchases while upping his tv budget. Yet, sooner or later, one or the other will have to be cut back. So says Miss Wells, who attributes her "lukewarmness" to Slenderella's immediate needs. She told B•T that Slenderella has practically saturated radio, explaining, "once you've bought all the good spots, why take second-best time periods?" Miss Wells elucidated: "We have never bought radio just *because* it's radio. We've bought in 'radio-attuned' markets (i.e. primary listening areas) wherever we could, and in tv markets where radio would only be supplementary."

Women's Companion Medium

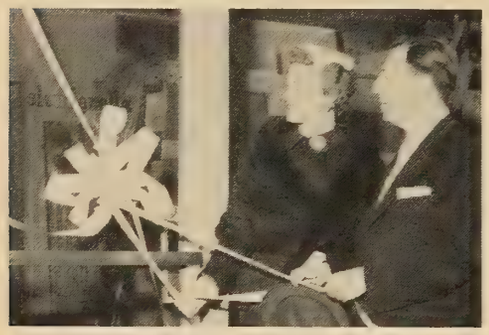
Should it come to the point where Mr. Mack has to make his choice, radio will undoubtedly get the affirmative nod. Institutional commercials, he feels, can best be sold to women by a "companion" medium —radio. Yet, there is another—and less talked about—reason for Larry Mack's "radioactivity," and that is his preference to keep continual tabs on what is happening in his salons as a result of radio. A young (38), aggressive and purposeful individual, Larry Mack holds very little stock in program rating services, feels that Trendex, Nielsen and Pulse have aimed to please the tv advertiser by "underrating, underselling daytime radio while overestimating the impact of daytime tv," and adds that "I'm from Missouri [specifically, Kansas City] and I've got to be shown."

The people who show him are the station managers themselves. Each month, Slenderella asks for—and gets—two airchecks from each station used. These checks are then monitored, and the critiques are placed against the daily sales volume reports submitted by each Slenderella salon in the U. S. In turn, each radio personality gets his or her monthly, personalized "progress report," plus a fortnightly bulletin on what's new at Slenderella. Miss Wells is convinced these sales tools aid immeasurably in giving "our people" a deeper interest in Slenderella—one which, by the way, is reflected by the steady stream of money that keeps pouring into Slenderella's executive headquarters in Stamford, Conn. "My best rating de-

vice," comments Mr. Mack, "is money. Money talks louder than percentiles or decimal points."

European radio, too, is in Slenderella's future. Though admitting that its aircheck-progress report plan might be a bit hard to implement abroad, Slenderella—spending approximately $4,500 a month in Europe—is prepared to double that amount in radio "once we reach 10 salons over there." Possible outlets: the privately-owned, government-chartered Radio Luxembourg, which broadcasts primarily in Flemish, Luxembourgeois and English, and Radio Monte Carlo (Monaco) which airs French, Italian, Spanish and English programs.

With no basic product to sell—only "a way of life," to quote Miss English—Slenderella attributes its phenomenal success to psychology—through radio. While unsightly anatomies do not make for the best conversation pieces, Slenderella has delicately stepped around the bounds of bad taste by "being frankly conservative."



A FAMILIAR DUTY for Slenderella executives is opening new salons. Here honors are performed by President Larry Mack and Exec. Vice President Eloise English.

By way of explanation, Mr. Mack points out that Slenderella "technicians" are not concerned with obesity and that the Slenderella process does not "reduce," but "slenderizes." There are those who would be hard put to tell the difference between the two terms, but Slenderella's president—being a firm believer in the battle of the sexes—says that "while women would resent being told to slim down by members of their own sex, they'd take it from the boys." Thus, most of the Slenderella announcements heard on U. S. radio are delivered by male announcers.

Who listens? According to Mr. Mack, hundreds of thousands of housewives. His researchers have discovered that 70% of Slenderella's clients are not fat, but may show an unsightly bulge here or there; that the majority of Slenderella's customers are over 35, somewhat vain, and more preoccupied with *staying* young than recapturing lost youth. Last year alone, the chains claimed they "trimmed" 6 million inches of middle-age spread, took down 4.5 million pounds in the course of an estimated 6 million visits.

When do they listen? At the beginning of the week, for Mr. Mack is convinced that women like to embark on big projects—such as slenderizing—on a Monday or Tuesday, without devoting too much thought to "planning." (This, coincidentally, runs contrary to the retailers' belief in advertising towards the end of the week in anticipation of a week-end rush, while it pleases those station managers seeking an equitable balance of spot announcements from Monday through Monday.)

While acknowledging that his insistence on ad libbed copy is a risky business so far as such matters as body fat border on being offensive, Larry Mack feels they're worth their weight in gold. "Slenderella" has already become a generic term, seems to crop up more and more in the coast-to-coast comedy programs, but it seems to please everybody, particularly Mr. Mack. He particularly enjoyed the night Sir Laurence Olivier, guesting on a local New York nighttime show, somberly "bloopered" the fact sheet by telling the audience, "Slenderella serves New York with 21 *saloons*."

If the rule of supply and demand holds true so far as fairy tales go, then that of Slenderella's is one of the most successful of success stories. Just the other day, a New York matron, wanting to make the first of a series of $2, 45-minute appointments with her neighborhood Slenderella salon, was told there would be a month-long waiting list. Annoyed, our friend whipped an envelope out of her pocketbook and waved it into the manager's face. "There," she snapped, "I got my tickets to 'My Fair Lady' in three weeks!"

Asian Industrialists Hear Report on American Economy

THE IMPORTANCE of public relations, advertising and marketing in the U. S. economy was explained to a group of 10 Asian industrialists May 24 in discussions with several executives of Communications Counselors Inc., division of McCann-Erickson Inc., New York. Playing host to the visitors—whose 6-week trip to U. S. was sponsored by the International Cooperation Administration—were W. Howard Chase, president of the McCann-Erickson division, Edward F. Baumer and Murray Martin, both vice presidents.

The delegates also attended the third Washington State International Marketing Conference at the U. of Washington and visited advertising and public relations firms in San Francisco, Los Angeles, New Orleans, Chicago and New York.

International Div. for K&E

FORMATION of an international division, with headquarters in New York, was announced last week by Kenyon & Eckhardt, coincident with the opening of Kenyon & Eckhardt de Mexico S. A., Edificio Seguros Azteca, Ave. Insurgentes Sur 102, Mexico City. The Central American office is K&E's third outside the U. S., the others being in Toronto and Montreal, Canada.



MR. COLE

Named as head of the new division was Robert Cole, a K&E vice president and formerly advertising director of Olin Mathieson Chemical Corp.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

June 5 (3:30-4 p.m.) *Bob Crosby Show,* participating sponsors (also June 8, 12, 15, 19, 22, 26, 27).

June 9 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co., through Ruthrauff & Ryan (also June 16, 23, 30).

NBC-TV

June 5 (8-9 p.m.) *Milton Berle Show,* Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.

June 7-8 (3-4 p.m.) *Matinee,* participating sponsors (also June 11-12, 19-22, 25-29).

June 9 (9-10:30 p.m.) *Max Liebman Presents,* "Holiday," Oldsmobile, through D. P. Brother.

June 13 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co., through J. Walter Thompson.

June 17 (3:30-4 p.m.) *Zoo Parade,* sustaining (also June 24).

June 17 (7:30-9 p.m.) *Sunday Spectacular,* "The Bob Hope Show," participating sponsors.

June 20 (10-10:30 p.m.) *This Is Your Life,* Procter & Gamble Co., through Benton & Bowles.

June 25 (8-9:30 p.m.) *Producer's Showcase,* "Happy Birthday," Ford Motor Co., Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

June 26 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also June 28).

[Note: This schedule will be corrected to press time of each issue of B•T]

Tv Set Ownership Leveling, Research Corp. Survey Shows

FAMILY TV SET ownership is getting closer to a leveling off point, according to the Market Research Corp. of America, whose quarterly report on the U. S. tv market—to be issued this week—recorded only a "very slight" increase in overall set purchasing, with the emphasis in set-buying residing in small town and/or farm families. MRCA says 75% of U. S. households now own tv sets, compared to last July's 68%. Breakdown of the survey—based on the records of a 5,800 family panel—shows the heaviest ownership increase to be in the South, with the percentage jumping from 54 of last summer to a current 63. Other noticeable gains: North Central U. S., from 70 to 77%; Mountain and Southwest U. S., from 52 to 60% and Pacific points, from 66 to 74%.

McNiff Heads K&E in S. F.

WALTER F. McNIFF, account executive, Keynon & Eckhardt, San Francisco, has been named manager of the agency's San Francisco office, it was announced last week by Sydney Walton, vice president in charge of the region. Mr. McNiff joined K&E last fall after being associated with BBDO in San Francisco as an account executive and supervisor.

Agency Compensation Due Grilling by ANA

THE QUESTION of how advertising agencies should be paid—a mounting issue these days [B•T, April 30, *et seq.*]—is on the slate for further consideration this week when the Assn. of National Advertisers holds its third annual advertising budget control workshop Thursday at New York's Plaza Hotel.

Theme of the day-long closed meeting is "Increasing the Effectiveness of Agency-Client Accounting and Budget Control Procedures." Paul B. West, ANA president, will discuss "Advertisers' Viewpoints on Advertising Agency Compensation Methods" in one of the major presentations of the session. In another, Ira Rubel of Ira Rubel & Co., specialist in advertising accounting, will speak on "Determining the Cost of Agency Service by Using Modern Methods of Evaluations."

Other major presentations, ANA said last week, will include "Budget Control Procedures That Work," by Glen Harold, advertising department comptroller for General Mills; "Specific Ways in Which Agencies Can Help Clients Control Advertising Costs," by Orrin Spellman, vice president in charge of the Philadelphia Office of Kenyon & Eckhardt, and "Predicting Advertising Cost Trends for Better Budget Determination and Control," by Carrol Swan, *Printers' Ink*.

Several informal roundtable discussions are slated for Thursday afternoon on such subjects as controlling and budgeting television staging and production costs; how agency reporting procedures regarding billing and commitments can be made more uniform and efficient; controlling and budgeting sales promotion production, and type of controls needed for small and medium-sized advertising budgets.

In his talk on agency compensation methods, President West is expected to reiterate the thinking behind the ANA board's recommendation that individual advertisers, in conjunction with their agencies, review the present-day agency-client relationship and, in doing so, consider the compensation of agencies to be a prime responsibility of the advertiser rather than of media.

Stanley W. Koenig of Olin Mathieson Chemical Corp. is chairman of the program committee for Thursday's meeting. Other members are Thomas S. Christensen of Philip Morris Inc., Mr. Harold of General Mills, John W. Jackson of RCA, Arthur Rudy of Armstrong Cork Co. and Marshall L. Winslow of Esso Standard Oil Co.

Two Sponsors Set to Pick Up 'Make Room For Daddy' Show

ABC-TV had one advertiser signed and another committed Thursday as alternating sponsors for the film series, *Make Room For Daddy*, scheduled to move to Monday (8-8:30 p.m. EDT) this fall.

Making room for Danny Thomas, *Daddy* in their tv budgets, were Kimberly-Clark Corp. (Cellucotton Div.—Kleenex tissues), which definitely has signed for the series, and another midwest advertiser, Armour & Co., which reportedly had ordered but not confirmed the purchase. Both accounts are handled by Foote, Cone & Belding, Chicago.

Both buys, if they materialize as matching orders for 26 alternating weeks out of ABC Central Div., represent nearly $4 million in business (time and talent).

Kimberly-Clark is an alternate sponsor of *The Loretta Young Show* and has participations on *The Perry Como Show*, both on NBC. Armour (Dial Soap Auxiliary Div.) alternates with Pet Milk Co. on *The George Gobel Show*, same network.

The Thomas series has been sponsored alternatingly by Dodge Div. of Chrysler Corp. and American Tobacco Co. (Pall Mall cigarettes) this past season (Tues., 9-9:30 p.m. EDT). Dodge dropped *Make Room for Daddy* to buy another Lawrence Welk series on ABC-TV this fall.

LATEST RATINGS

ARB

TOP TEN TV SHOWS (MAY 1-7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Ratings
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	53.9
2.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	50.6
3.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	48.1
		General Foods	Young & Rubicam	CBS	157		
4.	You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	42.9
5.	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	40.1
6.	$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	Sun., 10-10:30	39.0
7.	What's My Line	Jules Montenier	Earle Ludgin	CBS	70	Sun., 10:30-11	37.1
		Remington-Rand	Young & Rubicam		111		
8.	Lux Video Theatre	Lever Bros.	J. Walter Thompson	NBC	129	Thurs., 10-11	36.7
9.	George Gobel	Armour	Foote, Cone & Belding	NBC	177	Sat., 10-10:30	36.3
		Pet Milk	Gardner		169		
10.	Perry Como	Armour	Tatham-Laird	NBC	81	Sat., 8-9	35.8
		Dormeyer	John W. Shaw		82		
		Gold Seal	Campbell-Mithun		86		
		Int'l Cellucotton Products	Foote, Cone & Belding		90		
		Noxzema Chemical	SSC&B		95		
		Toni	Weiss & Geller		91		

Rank	Program	Viewers (000)	Rank	Program	Viewers (000)	Rank	Program	Viewers (000)
1.	Ed Sullivan	47,890	5.	$64,000 Challenge	32,330	8.	I've Got a Secret	31,200
2.	$64,000 Question	44,700	6.	You Bet Your Life	31,690	9.	December Bride	29,560
3.	I Love Lucy	40,480	7.	George Gobel	31,280	10.	Jack Benny	29,530
4.	Perry Como	33,870						

December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	
Jack Benny	American Tobacco	BBDO	CBS	172	Sun., 7:30-8	

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NIELSEN

TOP RADIO SHOWS, TWO WEEKS ENDING APRIL 21

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-a-Week					(Average for all Programs)		(658)
1.	You Bet Your Life	DeSoto	BBDO	NBC	194	Wed., 9-9:30	1,927
2.	Our Miss Brooks	Toni	North Adv.	CBS	203	Sun., 8-8:30	1,786
3.	Two for the Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	1,645
4.	Dragnet	RCA	Kenyon & Eckhardt	NBC	185	Tues., 8-8:30	1,598
5.	Edgar Bergen	CBS-Columbia	Ted Bates	CBS	200	Sun., 7-8	1,457
6.	Edgar Bergen	Brown & Williamson Tobacco Co.	Ted Bates	CBS	200	Sun., 7-8	1,457
7.	News & Gene Autry	William Wrigley Jr.	Ruthrauff & Ryan	CBS	191	Sun., 6-6:30	1,316
8.	Truth or Consequences	RCA	Kenyon & Eckhardt	NBC	194	Wed., 8-8:30	1,316
9.	News From NBC	Brown & Williamson Tobacco Co.	Ted Bates	NBC	184	Wed., 8:55-9	1,222
10.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	1,128
Evening, Multi-Weekly					(Average for all Programs)		(799)
1.	News of the World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-45	1,410
2.	One Man's Family	participating sponsor		NBC	182	Mon.-Fri., 7:45-8	1,363
3.	Lowell Thomas	United Motors Service Division of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,175
Weekday					(Average for all Programs)		(1,269)
1.	Wendy Warren	Quaker Oats	Lynn Baker	CBS	191	Alt. Days, Mon.-Fri., 12-12:15	2,209
2.	Guiding Light	Procter & Gamble	Compton	CBS	143	Mon.-Fri., 1:45-2	1,974
3.	Helen Trent	Carter Products	Ted Bates	CBS	185	Alt. Days, Mon.-Thurs., 12:30-45	1,974
		White King	Erwin, Wasey				
		Toni	North Adv.				
4.	Kelley-Rainier Wedding	Peter Pan Foundations	Ben Sackheim	ABC	340	no set time	1,974
5.	Wendy Warren	Philip Morris	Biow Co.	CBS	191	Alt. Days, Mon.-Fri., 12-12:15	1,927
6.	A. Godfrey	Staley	Ruthrauff & Ryan	CBS	203	Fri., 11-11:15	1,880
7.	Helen Trent	White King	Erwin, Wasey	CBS	185	Alt. Days, Tues. & Thurs., 12-12:15	1,880
		Toni	North Adv.				
8.	Young Dr. Malone	Chesebrough	J. Walter Thompson	CBS	112	Alt. Days, Mon.-Fri., 1:30-1:45	1,880
		Toni	North Adv.		189		
		Carter Products	Ted Bates		186		
9.	Young Dr. Malone	same sponsors as above					1,880
10.	Wendy Warren	Standard Brands	Ted Bates	CBS	190	Alt. Days, Mon.-Fri., 12-12:15	1,833
Day, Sunday					(Average for all Programs)		(517)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	1,175
2.	Robert Trout News	General Motors	Campbell-Ewald	CBS	164	Sun., 10-10:15	893
3.	Monitor	Barbasol	Erwin, Wasey	NBC	194	Sun., 5:05-5:10	752
Day, Saturday					(Average for all Programs)		(611)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,598
2.	Alan Jackson—News	Chevrolet	Campbell-Ewald	CBS	178	Sat., 1-1:05	1,128
3.	Metropolitan Opera	Texas Co.	Kudner	ABC	340	Sat., 2-conclusion	1,081

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First Network Radio Buy

ASPHALT INSTITUTE, College Park, Md., reportedly as its first network radio purchase, is to sponsor a five-minute road service, *Weather Along the Highways*, on CBS Radio, beginning June 16. Capsule reports by CBS newsman Ron Cochran will be heard Saturdays, and Sundays, both days at 12:55-1 p.m. and 7:55-8 p.m. EDT. Marschalk & Pratt is the agency.

Out-of-Home Audience Ups Radio 22.2%—Pulse

OUT-OF-HOME radio listening added 22.2% to the in-home audience last winter, also adding a projected national average of 1,965,600 families to the listening audience during any given quarter-hour of the day in the period, according to a Pulse study of 28 major markets.

In releasing results of the study, Dr. Sydney Roslow, director of The Pulse, reported last week that between 6 a.m. and midnight an average of 4.2% of all radio families listened in automobiles, at work, or in other away-from-home places. This showing was at the same level as the preceding winter, Dr. Roslow noted, adding that over the past two years there has been a leveling off in the amount of out-of-home listening.

Of the markets studied by The Pulse, it was found Boston had the highest addition of out-of-home listening (24.7%) and Atlanta the lowest (17.8%). On the "level" of away-from-home listening, Boston again ranked first, with 4.8% of the families there listening out-of-home during the average quarter-hour (6 a.m.-midnight), and New York was second with 4.6%. The 28 markets contain more than 17.5 million radio families, 37.4% of the total in the U. S.

Commenting on the size of this segment of the radio audience, Dr. Roslow noted that because of it, Pulse now combines both in-home and out-of-home audiences in radio reports.

NEW SPOT: SPY THRILLER BASIS FOR MUM MESSAGE

"LADY SPY," a one-minute playlet with all the flavor of a "foreign intrigue" drama, constitutes Bristol-Myers' new commercial for Mum cream deodorant. The spot, which has been seen thus far on *Four Star Playhouse* (CBS-TV) of May 24 and 31, is a follow-up of a car-card campaign introduced last fall in New York subways. Created by Doherty, Clifford, Steers & Shenfield Inc., it was written by Barbara San, has guitar music by Tony Mottola under musical direction of Gene Furrell, and was produced, starring Lisa Clark and Vic Peck, by Bob Dall'Acqua of DCS&S. Here is the script:

VIDEO	*AUDIO*	*VIDEO*	*AUDIO*
Open on: Cu. Over-the-shoulder view of woman in slouch hat, cropped at shoulders. She is seated at table in setting that suggests the typical "dim cafe." She takes small pocket mirror from large handbag on table, holds it up as if to inspect her makeup, but her hand stops, tenses in mid-motion at what she sees reflected in mirror.	Music: Languid, mysterioso, breaking off abruptly as woman's hand tenses.	Cut to: Cu. Over-the-shoulder view of man in trenchcoat. In his hand, facing camera, is note.	Music: "Walking" theme quickens tempo.
Cut to: Ecu. Mirror in woman's hand. We see reflected in it the head and shoulders of a man in trenchcoat.	Music: Discordant sting.	Cut to: Ecu. Note in man's hand. It shows line drawing of Mum jar, with legend in longhand beneath. It reads: "New Mum now has secret weapon."	Music: Discordant crash of cymbals.
Cut to: Cu. Same man as in mirror, same view, except that his head is now turned more toward camera, so that we now see enough of his face to tell that he is making beckoning nod over his shoulder to someone across the room, presumably the woman in opening scene.		Dissolve to: Mcu. Profile view of woman in slouch hat, seated in phone booth. Hat almost covers her face. Her lips are close to mouthpiece of phone.	Woman: (Low, conspiratorial) I delivered the message. Now what?
Cut to: Cu. Woman's feet in high-heel pumps walking past man's feet next to table leg. Envelope drops from above to man's feet, obviously dropped by the woman. Man's foot quickly covers envelope, and his hand reaches down to grab note one beat later.	Music: Mysterioso theme now in sinister, deliberate "walking" tempo.	Cut to: Cu. Notebook and jeweled pencil held poised, waiting.	Man: (Voice over, on filter) Now let's check the second message.
		Cut to: Ecu. Pencil underlines the words "Mum" and "M-3" in the following portion of message on pad: *"Mum*—doctor's deodorant discovery, now with *M-3* . . ." Camera pans down to allow room for remainder of message	Woman: Yes?
		(45)	Man: (Voice over, dictating, on filter) Mum, the doctor's deodorant discovery now contains M-3 (pause).
		Pencil underlines rest of message in sync "stops odor 24 hours a day."	Man: (Over, on filter) Got that?
		Cut to: Cu. Woman at phone head and shoulders only.	M-3—. . . to stop odor 24 hours a day. Remember, now—
		Wipe slowly to black velvet pedestal, softly lit, black gloved hand putting Mum on black velvet.	Woman: I know: For security reasons—Mum's the word.
Cut to: Ms. Woman in slouch hat walking away from camera toward door of cafe.	Music: Continuation of "walking" theme.	Hand-written "now with M-3" then is placed next to jar.	Woman: (Over) New Mum Cream Deodorant—now with M-3. Got the message?
		(60)	







NATIONAL PAPER ADS PEAK AT $695.3 MILLION

National advertisers put 17% more money into newspaper ads in 1955 than in 1954—a $100 million increase.

TOTAL national advertising in newspapers in 1955 increased by 17% to a record high of $693.3 million, more than $100 million over 1954, it was reported by the Bureau of Advertising, American Newspaper Publishers Assn., which shortly will issue its annual study, *Expenditures of National Advertisers in Newspapers.*

The study, based on linage counts in daily newspapers representing more than 90% of weekday and Sunday newspaper circulation in the country, will include dollar expenditures of all national advertisers calculated to have invested $25,000 or more in newspapers last year. Included in the listing are 1,424 companies and 3,382 products.

The bureau reported General Motors Corp. increased its newspaper investment in 1955 by 67.4% over 1954 to a new high of $62.6 million and retained by "a wide margin" its position as the leading national newspaper advertiser in the U. S. Ford Motor Co., the bureau said, is in second place with $29.6 million, an increase of 64.5% over 1954, and the Chrysler Corp. follows with $24.1 million, representing about a 100% increase over the previous year.

Other leading national newspaper advertisers and their 1955 newspaper expenditures, as reported by the bureau, are: Distillers Corp.—Seagram's Ltd., $9.8 million; Colgate-Palmolive Co., $9.3 million; General Foods Corp., $8.7 million; Procter & Gamble Co., $7.9 million; Lever Bros. Co., $7.7 million; General Electric Co., $7.6 million; National Distillers Products Corp., $6.7 million; Studebaker-Packard Corp., $6 million; Schenley Industries Inc., $5.9 million; National Dairy Products Corp., $4.8 million; Philip Morris & Co., $4.8 million, and American Tobacco Co., $4.3 million.

Automotive advertising was the leading class of national newspaper advertising last year, bureau statistics show, with linage purchases of $199.4 million. Groceries ranked second, with $135.8 million; alcoholic beverages third, with $59.4 million; toilet requisites fourth, with $38.6 million, and transportation fifth, with $35.8 million. It is noteworthy that national radio and tv advertising in newspapers was $18.9 million for the year, just a fraction ahead of the amount of newspaper space bought by publications.



A NICKEL will go a long way these days on WHO Radio!

Take 8 a.m. to 12 noon as an example . . .

MAYBE instead of a "good five-cent cigar", what this country's advertisers need today is a good look at what *five cents* will buy in radio—*WHO Radio.*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 8 a.m. and 12 noon will deliver 53,953 actual *listening* homes.

That's 56.8 homes for a nickel, or 1000 homes for $.88—*ALL LISTENING TO WHO!*

That's the rock-bottom minimum. With its 50,000-watt, Clear-Channel voice, WHO is heard by thousands of *unmeasured* listeners, both in and outside Iowa. Bonus includes Iowa's 527,000 extra home sets and 573,000 radio-equipped automobiles—plus tremendous audience in "Iowa Plus"!

Let Peters, Griffin, Woodward, Inc. give you all the impressive WHO facts.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

June 1956 figures* give WXEX-TV

16%

more viewers per rating point

than any other station serving

RICHMOND

Petersburg and Central Virginia



- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a *bonus of better than 2 TV homes* with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers **58.3** more TV homes than does Station B.

*Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

WXEX-TV

Tom Tinsley, President — **NBC BASIC—CHANNEL 8** — Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

GREY ADV. ANSWERS CRITICS OF TELEVISION

'Grey Matter' takes issue with those who are critical of medium in praising tv, its commercials and its programs.

PLAUDITS for television as a medium, its commercials and its programs, are voiced in the June issue of Grey Adv.'s *Grey Matter*, an agency publication that goes to national advertisers.

Under the heading, "The Sound and the Fury About Tv," the publication counters critical statements by people "who should know better. . . . The advertisers (and strangely enough, agency men, too) who rise up and regret that tv as a medium is 'good enough for this kind of product, but not good for the other kind.' . . . The print media folks who lie in ambush waiting to hurl poison spears at this tv upstart . . . and the 'fury' of political view-with-alarmists who seek headlines by taking pot shots at tv programs and commercials."

Grey Matter quickly asserts that tv is not "on trial". Neither does the medium need defenders nor apologists, says the agency publication, continuing:

"No medium has demonstrated in so short a time its ability to sell *mountains* of merchandise to *millions* of people."

While tv is not on trial, advertising's skill in using this medium effectively is, and so is advertising's "ability to come up with techniques of *truly* measuring tv's effectiveness. Instead of fighting tv, let's perfect it; instead of abusing it, let's improve it, and instead of looking at the negative side of the medium, let's emphasize the positive," the magazine urges.

At one point, tv's "detractors who foolishly fear that it [tv] will wipe out print media," are reminded that they "have about as much basis for their apprehension as did the phonograph and record makers that radio would destroy their industry."

In the same issue of *Grey Matter* is a prediction that color tv is heading towards mass production. Cited are RCA's announcement that it will license production details of its color sets to the entire industry, the subsequent plan of NBC (a Grey account) to add a full hour of colorcasting a night to its weekly schedule in addition to its spectaculars, and WNBQ (TV) Chicago's conversion to full-time colorcasting.

Conversely, as color expands, so will other advertising and editorial activity, says Grey. Examples: Repackaging of products, stepped up motivational research and the switch to more color in printed matter. (Of interest in connection with this observation was a remark made several weeks ago by Paul Smith, publisher of *Colliers* magazine, one of the accounts serviced by Grey, that color tv motivated *Colliers'* added use of color photographs [B•T, May 7].)

"So," concludes *Grey Matter*, "if color has been in the background of your thinking, look around you now and go into *action* before you feel the hot breath of competition."

Big Buy by Warner-Hudnut

IN what was described as the "largest participating schedule ever ordered by an advertiser on a single radio network," NBC Radio last week announced that Warner-Hudnut Inc., through Kenyon & Eckhardt, New York, has purchased 50 participations a week on the network's *Weekday* and *Monitor* programs for 52 weeks. Gross sales figures on the transaction were not disclosed.

CIGARETTES IN NEW YORK TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	R. J. Reynolds Tobacco Co.	8	2	22	537
	Camel (William Esty)		2	13	256
	Cavalier (William Esty)		2	2	47
	Winston (William Esty)		1	7	234
2.	American Tobacco Co.	6	3	13	338
	Herbert Tareyton (M. H. Hackett Co.)		1	1	42
	Lucky Strike (B. B. D. & O.)		2	4	158
	Pall Mall (S. S. C. & B.)		3	8	138
3.	P. Lorillard Co.	3	2	9	238
	Kent (Young & Rubicam)		1	1	35
	Old Gold (Lennen & Newell)		2	8	203
4.	Liggett & Myers Tobacco Co.	1	2	11	234
	Chesterfield (Cunningham & Walsh)		2	5	151
	L & M (Dancer-Fitzgerald-Sample)		2	6	83
5.	Brown & Williamson Tobacco Co.	2	2	7	147
	Raleigh (Russel M. Seeds)		1	2	13
	Viceroy (Ted Bates)		2	5	134

NEW YORK INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	R. J. Reynolds Tobacco Co.	8	3	56¾	661
	Camel (William Esty)		2	13	244
	Cavalier (William Esty)		2	2	34
	Winston (William Esty)		3	41¾	383
2.	Brown & Williamson Tobacco Co.	2	5	65	477
	Kool (Ted Bates)		3	12	99
	Raleigh (Russell M. Seeds)		3	14	47
	Viceroy (Ted Bates)		3	39	331
3.	Liggett & Myers Tobacco Co.	1	4	41	401
	Chesterfield (Cunningham & Walsh)		4	31	332
	L & M (Dancer-Fitzgerald-Sample)		3	10	69
4.	American Tobacco Co.	6	4	55½	372
	Herbert Tareyton (M. H. Hackett Co.)		2	7	47
	Lucky Strike (B. B. D. & O.)		3	23½	173
	Pall Mall (S. S. C. & B.)		4	25	152
5.	Philip Morris & Co.	—	4	29	340
	Marlboro (Leo Burnett)		4	13½	142
	Philip Morris (N. Y. Ayer)		3	15½	198
6.	P. Lorillard Co.	3	5	57	314
	Kent (Young & Rubicam)		1	1	40
	Old Gold (Lennen & Newell)		5	56	274
7.	United States Tobacco Co.	—	3	12	8
	Encore (Kudner)		1	3	2
	Sano (Kudner)		2	9	6

In the above summary, the monitoring occurred the week ending April 22, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred week ending April 22, 1956.**

'Annie Oakley' Renewed By Carnation, Continental

MITCHELL J. HAMILBURG, Flying A Productions, has announced a six million dollar agreement with Carnation Co. and Continental Baking Co. on the syndicated *Annie Oakley* tv series, which they have sponsored on alternate weeks for the past two years. The new deal, which takes in 144 markets, will run through 1958. Existing contracts still have seven months to go.

Carnation picks up the major portion of the cost under the new contracts with an investment of $3.5 million in time and talent costs. Continental participation involves $2.5 million. Tom Moore, west coast sales executive for CBS-TV Film Sales Inc., negotiated the Carnation contract and John Howell of the company's New York office handled negotiations with Continental.

The contract calls for all new pictures to be produced under the supervision of Armand Schaefer, Flying A executive in charge of production. Lou Gray will serve as producer with George Archainbaud and Frank McDonald alternating as directors.

Mr. Hamilburg also announced the sale of 52 of the company's half-hour filmed tv shows to the British Broadcasting Corp. for television in England. The agreement with BBC was negotiated by Leslie Harris, vice president of CBS-TV Film Sales Inc. Included in the sale are 13 Gene Autry Films, 13 in the *Buffalo Bill Jr.* series and 26 *Adventures of Champion* segments. A similar pact is in discussion with Associated Broadcasting Corp., one of the program services for British commercial tv, on Flying A's *Annie Oakley series,* Mr. Hamilburg said.

Cohan to Leave MM&N

ARNOLD COHAN, vice president in charge of the New York office of Mumm, Mullay & Nichols Inc., will resign June 15 to join Sydney S. Baron & Co., New York public relations firm, as vice president and member of board. Mr. Cohan also is radio-tv aide to New York Mayor Robert F. Wagner and chairman of The Mayor's Television & Radio Advisory Committee.

L&M Takes 'Trust Your Wife'

LIGGETT & MYERS TOBACCO Co. (L & M filters) starts alternate-week sponsorship of CBS-TV's *Do You Trust Your Wife?* tomorrow (Tuesday) night, 10:30-11 p.m. Frigidaire Div., General Motors Corp., which has been sponsoring the Edgar Bergen-Charlie McCarthy quiz since its inception last fall, continues as alternate sponsor. Agencies concerned: Dancer-Fitzgerald-Sample for L & M, Kudner for General Motors.

C-P Buys on CTPN Series

COLGATE-PALMOLIVE Co. has signed a 52-week contract for one-minute spot participations on *Panorama Pacific,* Monday-Friday morning program on the CBS Television Pacific Network, it was announced Thursday by Robert D. Wood, sales manager for KNXT (TV) Los Angeles and CTPN. Participations start June 27 on a two-day-per-week basis. Colgate, in addition, signed for three-day-per-week participation on KNXT *Early Bird* program. Colgate's agency is Lennen & Newell, New York.



THE ANNUAL distribution-advertising forum conducted by the *Chicago Tribune* drew over 450 businessmen in WGN audience studios for two-day sessions a fortnight ago [B•T, May 28]. At an informal luncheon meeting are J. Ward Maurer (l), vice president and advertising director, Wildroot Co., and Melvin Brorby, vice president of Needham, Louis & Brorby Inc. Both were participants in a panel on "creativity in communications."

China Firm Appoints D'Arcy

LENOX Inc. (china), Trenton, N. J., has appointed D'Arcy Advertising, New York, as its agency effective July 19. Media plans are not set. The account is currently being handled by Lennen & Newell, New York.

SPOT NEW BUSINESS

Effanbee Doll Co., N. Y., to use television for first time in promotion of dydee dolls. Campaign will open in fall in Phila., N. Y., L. A. and Chicago, running for approximately 13 weeks. Campaign will go national according to distribution requirements. Monroe Greenthal, N. Y., is agency.

B.V.D. Co. (pajamas, underwear), N. Y., will expand its tv animated commercial campaign in June and July, going into such new major markets as Kansas City, Pittsburgh, San Francisco, Baltimore, Phila. and L. A. Agency: Al Paul Lefton Co., N. Y.

General Motors Parade of Progress (auto show), currently playing around country, using radio spot announcements in advance of show presentations. Agency: Kudner, N. Y.

Star-Kist Foods, through Honig-Cooper, San Francisco, has scheduled saturation radio campaign for tuna in 22 markets, to last minimum of four weeks in each market.

Gelvatex Coatings Corp., Anaheim, Calif., has bought saturation radio announcements on Southern Calif. stations for paint.

NETWORK NEW BUSINESS

General Foods Corp., (Jell-O) White Plains, N. Y., will sponsor third network exposure of Thorne Smith's *Topper,* beginning June 10 on NBC-TV. Film series, starring Anne Jeffreys, Robert Sterling and Leo G. Carroll, will replace Chrysler Corp.'s *It's a Great Life,* which is leaving Sunday, 7-7:30 p.m. EDT time period following Chrysler's decision to drop program. *Topper,* originally seen on CBS-TV, later was seen on ABC-TV. John Loveton-Bernard L. Schubert package was sold to GF through Young & Rubicam, N. Y.

Stanback Co. Ltd. (analgesic) tablets and powders), Salisbury, N. C., has started sponsorship of Galen Drake in three five-minute commentary broadcasts over eastern network of CBS Radio (Mon.-Wed., Fri., 3:30-3:35 p.m. EDT). Agency: Piedmont Adv., Salisbury, N. C.

Maxwell House Coffee, through Benton & Bowles, N. Y., signed for five-day weekly, six-station participation on *Panorama Pacific* on CBS-TV Pacific Network. Contract is for 52 weeks.

NETWORK RENEWAL

S. C. Johnson & Son Inc. (cleansers), Racine, Wis., through Foote Cone & Belding, N. Y., and **Pet Milk Co.,** St. Louis, through Gardner Adv. N. Y., have renewed *Red Skelton Show* (CBS-TV, 9:30-10 p.m. EDT), starting in October.

AGENCY APPOINTMENTS

Globe Bottling Co., L. A., names The Edwards Agency, that city, for Wilshire Club Beverages.

Bake-Wip Div. of Fount-Wip, Reddi-Wip subsidiary, L. A., to Stromberger, LaVene, McKenzie, L. A. for canned, multi-purpose vegetable oil product.

Norwegian-American Knitting Mills, Bennington, Vt., appoints J. M. Mathes Inc., N. Y., for Brynje sportsmen's undershirt.

Wilen Wines, Phila., appoints Ralph A. Hart Adv., that city.

Herman Miller Furniture Co., Zeeland, Mich., names J. M. Mathes Inc., N. Y.

Lyon Tailoring Co. (clothing, uniforms), Cleveland, Ohio, to McCann-Erickson Inc. Cleveland office. Ohio Adv. formerly serviced account.

Golden Mix Inc. (pancake mix, Better Batter Frying Magic), Warsaw, Ind., appoints R. Jack Scott Inc., Chicago. Radio and tv will be used in central and north central states.

H. P. Hood & Sons (dairy), Boston, appoints Kenyon & Eckhardt, Boston, effective Sept. 15. K&E has been handling company's fresh orange juice since last November. New business includes Hood ice cream, fluid milk and other food products.

A&A SHORTS

Applegate Adv. Agency, Muncie, Ind., merges with **George W. Stout Inc.,** New Castle, Ind., effective June 1. New firm will retain Applegate name.

Frank Block Assoc., St. Louis agency, has retained Dr. Charles F. Roos, chairman of Econometric Institute, as economic consultant, becoming, it says, first midwest agency and second in nation to utilize such service.

George H. Hartman Co., Chicago agency, has opened N. Y. office in Graybar Building. John D. Berg, formerly of Chicago headquarters, heads new branch.

Hart-Conway Adv. Agency, Rochester, N. Y., moved to larger space in Triangle Building.

Assn. of National Advertisers moved to 155 E. 44th St., N. Y. New telephone: Oxford 7-5950.

Kenyon & Eckhardt Ltd. of Canada has acquired larger quarters at 550 Sherbrook St., W. Montreal. Postal address is P. O. Box 719, Montreal 2.

Ellis Adv. Co., Buffalo, N. Y. branch, has moved to new suite on 17th floor of Hotel Statler.

Charles Stone and **Rudy Simons,** account executives at Simons-Michelson Co., Detroit, have opened Stone & Simons Adv. Inc., at 10821 W. McNichols Rd., Detroit 21.

Kay-Christopher Adv., VanderBoom, Hunt & McNaughton Inc., L. A., and **Weir Adv.** elected to membership in S. Calif. Ad Agencies Assn.

Emerson H. Mooks Inc., Dayton, Ohio, industrial advertising counselor, announces formation of separate division devoted to consumer and retail advertising.

George H. Hartman Co., Chicago, and **Rogers & Smith Inc.,** N. Y., elected participating subscribers to Advertising Research Foundation.

Bob Betts Adv., Denver, moved to larger quarters in new 655 Broadway Building.

Frank Block Assoc., St. Louis agency, has published new edition of annual *Job Guide* for June college graduates. Guide lists more than 600 St. Louis firms with possible advertising or public relations operations.

A&A PEOPLE

William E. Chambers Jr., senior account executive and member of merchandising committee, Benton & Bowles, N. Y., to Marschalk & Pratt Div., McCann-Erickson, N. Y., as vice president and group head.



MR. CHAMBERS

David Hale Halpern, former vice president and account supervisor, The Biow Co., to Joseph Katz Co., N. Y., as vice president and member of executive committee.

E. W. Newsom and **George Simons,** both vice presidents, Kenyon & Eckhardt, appointed account supervisors, Mr. Newsom in N. Y. and Mr. Simons in Chicago. **Stanley Warren,** formerly with Benton & Bowles, N. Y., in charge of radio-tv publicity-promotion, to K&E, N. Y., as exploitation specialist in promotion department. **Leon P. Pistone,** consulting artist for Boston agencies, to K&E Boston office as art director.

Carroll L. Pfeifer, account executive, Robert W. Orr & Assoc., N. Y., elected vice president.

Ken Kearns, timebuyer, The Biow Co., to media department, Grey Adv., N. Y., in similar capacity. Also to Grey: **Jack Holtsberg,** senior assistant buyer, Macy's department store, N. Y., to assistant account executive; **Nicholas Geraci,** Biow art director, in similar capacity; **Joseph H. Mintzer,** copywriter, Lawrence Fertig & Co., and **Marjorie Camp,** copywriter, BBDO, both in same capacities.

James A. Barnett, vice president-consumer relations, Lever Bros., N. Y., to Rexall Drug Co., L. A., as vice president.

James J. Tenyson, vice president and copy director, Geyer Inc., to Street & Finney, N. Y., in special creative capacity.

Lawrence J. Egan, account executive, Grey Adv., N. Y., to Anderson & Cairns, N. Y., in similar capacity.

Charles A. Winchester and **Robert H. Higgons,** both of The Biow Co., N. Y., to contact department of Young & Rubicam Inc., N. Y., as account executives.

Clyde E. McDannald, formerly account executive, Meldrum & Fewsmith Inc., Cleveland, to C. L. Miller, N. Y., in similar capacity.

Larry Roth, Aubrey, Finlay, Marley & Hodgson Inc, Chicago, to Marsteller, Rickard, Gebhardt & Reed, same city, as account executive.

Gretta VanDyke, radio-tv writer and producer, Adv. Counselors of Arizona, Phoenix, named radio and television director.

P. A. Spellman, former radio-tv copy chief with Bridges-Sharp & Assoc., Dayton, Ohio, agency, named director of television, radio and newspaper advertising for Emerson H. Mook Inc., Dayton industrial and retail advertising counselor.

Emory Ward, McCann-Erickson copywriter, and **Richard Miller,** of BBDO copy staff, to Sullivan, Stauffer, Colwell & Bayles, N. Y., copy department. **Donald Moone,** former sales manager, Southland Frozen Foods Inc., to agency's merchandising department. **Raymond Young,** copywriter, Lennen & Newell, N. Y., to SSC-&B, in similar capacity.

William H. Cline, formerly media director of Duggan-Phelps Adv., Chicago (now disbanded), to media department of Ruthrauff & Ryan Inc., same city. **George Barrett,** formerly with Kenyon & Eckhardt, N. Y., to Ruthrauff & Ryan, N. Y., as production manager.

Phyllis Ariano, formerly executive secretary to general manager, WPTZ (TV) Philadelphia (now WRCV-TV), to Aitkin-Kynett Co., Phila. agency.

Jeane V. Bice, formerly art director, MacManus, John & Adams Inc., Bloomfield Hills, Mich., named art director, Detroit office of McCann-Erickson Inc.

Stephen M. Cohen, faculty assistant in radio, Temple U., Philadelphia, to radio-tv staff, Robinson, Adleman & Montgomery, Phila. agency.

Robert Goldsmith, group copy head, and **David Grayson,** The Biow Co., N. Y., to copy department, Harry B. Cohen, N. Y.

Ernest P. Quinby, public relations manager, agricultural division, Chas. Pfizer & Co., Brooklyn, N. Y., to public relations staff of Albert Frank-Guenther Law Inc., N. Y. agency.

Thomas A. Knitch, television animation designer, UPA, to art staff of radio-tv department, N. W. Ayer, N. Y.; **Natalie S. Glassman,** formerly with The Biow Co., to Ayer radio-tv copy, and **John W. Hull Jr.,** producer-director of commercials, Young & Rubicam, to radio-tv production.

Charles T. Riely, account marketing executive, The Biow Co., N. Y., to W. B. Doner & Co., Detroit, as director of marketing.

Marvin Schlaffer, tv film buyer, Emil Mogul Co., N. Y., named sales service coordinator.

Jose Barba, assistant advertising manager, Adolfo Auriema, N. Y. import-export firm, to Robert Otto & Co., international advertising agency, as Spanish copy chief.

Nicholas Ivan Orloff, promotion manager, RCA Victor Distributing Div., Detroit, to Geyer Adv., also Detroit, as copywriter.

Hanno Fuchs, formerly with Young & Rubicam, N. Y., as television commercial writer, to Lennen & Newell, N. Y., as member of creative department.

Eunice Atkinson, freelance film writer and producer, to creative staff, Olian & Bronner Inc., Chicago agency, as tv writer-producer.

Max L. Franzen, public relations account executive, Geare-Marston Inc., Phila., to public relations department of Gray & Rogers, that city.

Beatrice Dudek, manager of advertising and publicity, Chadburn-Gotham Gold Stripe (stockings), to publicity staff, Kudner Agency, N. Y.

Alex F. Osborn, co-founder, BBDO, N. Y., appointed to serve on Department of Commerce National Inventors' Council, government advisory body on matters relating to civilian invention of military and defense equipment.

Don Barbour, president, Barbour Truck-Ads Inc., Orlando, Fla., elected governor of fourth district, Advertising Federation of America. Other officers: Earl J. Mason, Miami, lt. gov.; Fred Wolf, Tampa, treasurer; Mrs. Emily Nelson, St. Petersburg, secretary, and E. P. Lavin, Orlando, corresponding secretary.

Willis H. Pratt Jr., film manager, American Telephone & Telegraph Co., N. Y., named chairman of films committee, Assn. of National Advertisers, succeeding **John Flory,** advisor on non-theatrical films, Eastman Kodak Co., Rochester, N. Y. Mr. Flory continues on committee.

Norman H. Strouse, president, J. Walter Thompson Co., N. Y., named to membership on national council of National Planning Assn., Washington, nonprofit organization devoted to planning in agriculture, business, labor and professions.

John W. Jackson, RCA's manager of advertising and sales promotion administration, named by Assn. of National Advertisers as chairman of advertising budget control task force, succeeding **S. J. Caraher,** manager of services division, E. I. duPont de Nemours & Co.

Oscar Heuser, account executive, Lowe Runkle Co., Oklahoma City, elected president of Oklahoma City Junior Chamber of Commerce.

Hal Balk, account executive, Emil Mogul Co., N. Y., father of girl, Jill, May 24. **John Sanchez,** art director at Mogul, also father same day of son, John Amador.

Willard E. Botts, head of Botts Adv. Inc., Orlando, Fla., father of girl.

Variety Beats Drama

ONE-HOUR variety programs hold the tv audiences slightly better, on the average, than one-hour dramatic programs, acording to an analysis by the Nielsen Television Index. NTI reports there were nine one-hour variety programs on the air during the January-February period and the average home tuning in these shows watched 39.9 minutes out of a possible 60, while the average home tuning to dramatic programs viewed 37.6 minutes out of a possible 60. NTI's explanation: since variety programs, on the average, are telecast earlier in the evening than dramatic shows, there are more children up to control the set, and fewer people going to bed.

STAGE 7

PARADE OF HOLLYWOOD PERSONALITIES

Lloyd Bridges
Thomas Mitchell
Howard Duff
Diana Lynn
John Ericson
Don Taylor
Jan Sterling
Ricardo Montalban
Marilyn Erskine
James Whitmore
Angela Lansbury
Dane Clark
. . . and many others



A NEW STAR EACH WEEK








FIRST!

When you've seen your favorite network show, haven't you said to yourself: "I'd sure like to sponsor *that* show right here in my market — but FIRST RUN!" Now you can do just that! STAGE 7, the half-hour film dramatic anthology series which got highest ratings for a national network advertiser, is now being produced in Hollywood — same as before, with exactly the same production qualities — except that now it's being produced for your local market . . . FIRST RUN!

FIRST MARKETS SNAPPED UP! OTHER RICH MARKETS AVAILABLE!

Regional advertisers are signing up their markets fast! Chef Boy-Ar-Dee (Y & R) has selected New York City and markets in New England; Household Finance (Needham, Louis & Brorby) has picked out some Midwest markets. Other markets have been signed up by Standard Oil of California (BBDO); National Premium Beer (W. B. Doner); Blue Plate Foods (Fitzgerald); and Robert A. Johnston Co. (Klau-Van Pietersom-Dunlap). Many choice markets are still available! Phone or wire collect to get STAGE 7 for your markets. Better do it now!

JUST IN! Sheaffer Pen through Russel M. Seeds

tpa *Television Programs of America, Inc.*

477 Madison Avenue, New York 22 • PLaza 5-2100 ● Sales Offices or Representatives in Principal Cities

Milton A. Gordon, President Michael M. Sillerman, Executive Vice President Edward Small, Chairman

for higher sales through quality programs

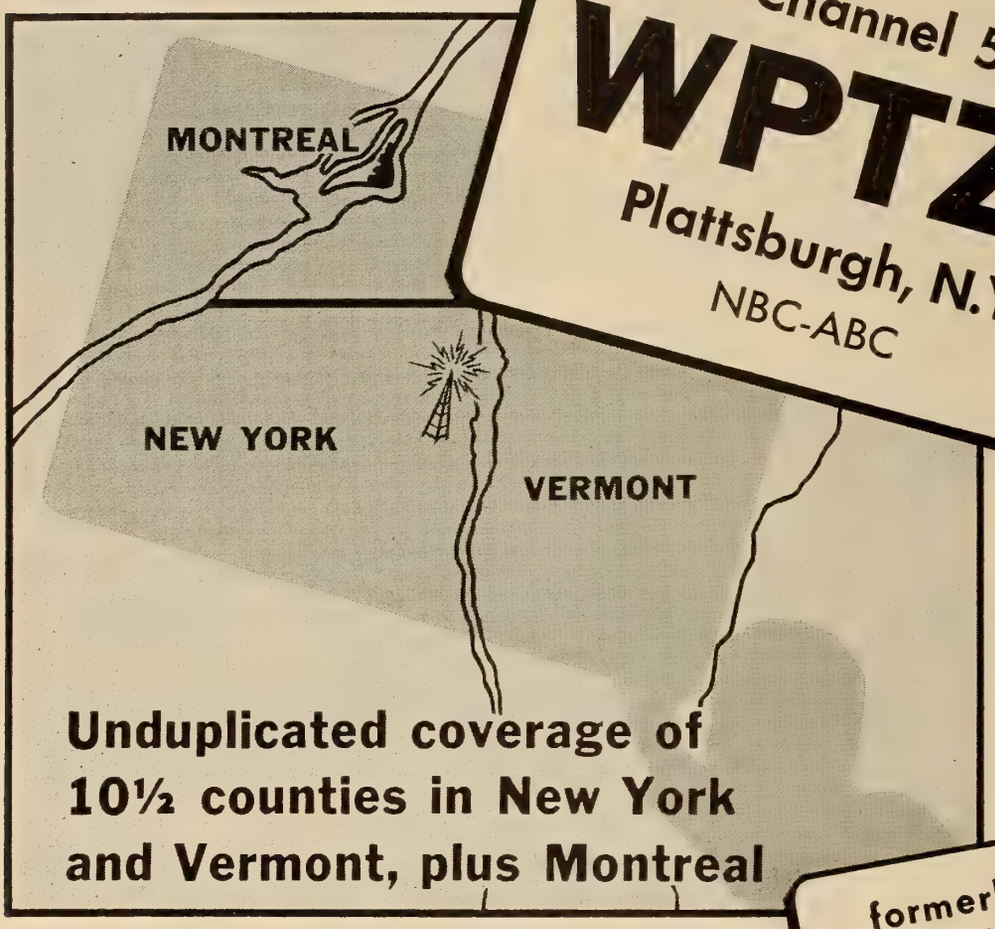
a tpa sales builder

Other TPA quality shows which help you increase sales:

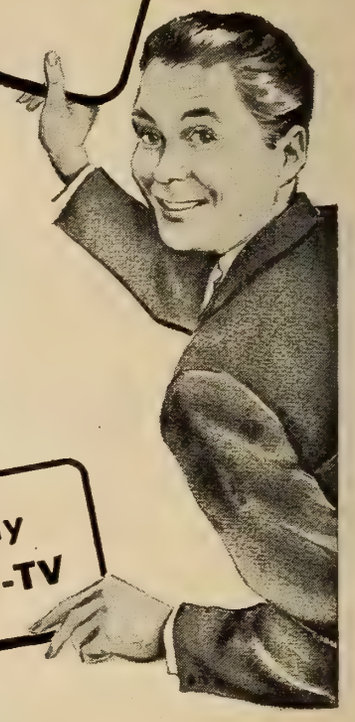
LASSIE • ADVENTURES OF ELLERY QUEEN • CAPTAIN GALLANT OF THE FOREIGN LEGION • HALLS OF IVY • COUNT OF MONTE CRISTO • RAMAR OF THE JUNGLE • FURY • SUSIE • EDWARD SMALL FEATURES • YOUR STAR SHOWCASE • SCIENCE IN ACTION • AND ON THE WAY: WALDO • TUGBOAT ANNIE • HAWKEYE — THE LAST OF THE MOHICANS • NEW YORK CONFIDENTIAL • . . . . . AND OTHERS YET UNTITLED.

NEW...CALL LETTERS

Channel 5
WPTZ-TV
Plattsburgh, N.Y.
NBC-ABC



Unduplicated coverage of 10½ counties in New York and Vermont, plus Montreal



formerly **WIRI-TV**

NEW...PROGRAMS

All of the top NBC-ABC shows, in addition to new local interest features, mean a . . .

BIGGER AUDIENCE

. . . at the same old low rates!

NEW MANAGEMENT

ROLLINS BROADCASTING INC.
General Mgr.: George L. BarenBregge
357 Cornelia St., Plattsburgh, N. Y.
Call Collect: Plattsburgh 3070

ATFD ASKS FCC TO OPEN COMPETITION, GIVE FILMS EQUAL CHANCE IN TELEVISION

Film distributors' organization tells Barrow committee Chain Broadcasting Rules should be amended to allow more competition in tv programming, time sales. It hits option time, high percentage of network shows in peak hours.

IN ITS FIRST official appearance, the newly-organized Assn. of Television Film Distributors (see story this page) went before the FCC's Network Study Committee (Barrow committee) to ask fair opportunity for its members in the television medium.

Specifically, the ATFD urged a cut-back in network option time and a limitation on the number of hours stations may devote to network programs. This is generally the same argument advanced by Richard A. Moore, president of KTTV (TV) Los Angeles, in his testimony before the Senate Commerce Committee in March. ATFD pointed out that it sought only a cut-back in option time.

(The preceding week, NBC had charged that five film companies, including the four charter members of ATFD, had been behind Mr. Moore's testimony. ATFD and Mr. Moore admitted exchanges of opinion, but both denied any sinister tieup and insisted his testimony was advanced independently [B•T, May 28].)

ATFD told the Barrow group that the source of present difficulty of distributors is the shortage of tv facilities, which ATFD said "enables 17 of the nation's largest corporations to monopolize 50% of the network programming and time offered to the American people, while the two major networks take up 93% of peak hour programming in all but a handful of U. S. cities." Accordingly, ATFD urged that the FCC's long-range objective should be creation of more tv stations, equally powered and of like frequency in the main population centers.

ATFD told the committee that the smaller, independent business firms of the country are being frozen out of peak viewing time by current tv practices. It said that independently-created programs can now be seen only in fringe time in 93 of the top 100 markets.

In asking revision of the present Chain Broadcasting Regulations, ATFD said that the network industry is inviting government regulation as a public utility when it asks "continued protection from competition."

Dean Roscoe Barrow, head of the study committee, termed last week's meeting with the distributors' organization as another in its pattern of seeking opinion from all segments of the television industry. He commented that the ATFD does not itself represent all elements of the distribution field (there are four companies represented at present; see story this page) and that other groups in the field will be asked to testify later.

Eight officials of the four ATFD charter members were present for the Barrow hearing last week. Among them were Harold C. Hackett, Seymour Reed and Herman Rush, Official Films; Milton A. Gordon and Michael M. Sillerman of Television Programs of America; Ralph Cohn and Burton Hanft of Screen Gems, and John L. Sinn, president of Ziv Television Programs. They were accompanied by Washington attorneys Paul A. Porter and Harry M. Plotkin.

In another session last week Dean Barrow's committee met with officials of AT&T to discuss long line charges for network interconnections. No other meetings with industry segments are scheduled at present.

NTA Chastizes NBC For 'Unwarranted' Attack

NATIONAL Telefilm Assoc., New York, last Friday urged all segments of the television industry to "stop bickering" and "work together for the benefit of all television," but at the same time advised NBC President Robert Sarnoff that NBC's counter-attack upon tv film syndicators was "unwarranted."

Ely Landau, NTA president, reminded Mr. Sarnoff that several weeks ago he filed with the Senate Interstate & Foreign Commerce Committee a brief defending network telecasting [B•T, May 7]. Mr. Landau added that although NBC's "Statement of Facts" did not single out NTA as [one of the] "members of this alleged cloak-and-dagger fraternity," he contended that "no such conspiracy exists . . . and we'd like to express the strongest possible indignation at your unwarranted attack."

Mr. Landau objected to NBC's "inference that film programming is undesirable, unoriginal, unexciting and unimportant as network broadcasting is concerned." He cited a long list of syndicated programs that have appeared on networks and added: "These programs owe their existence to such film sources like MCA, TPA, Ziv, Official Films, Screen Gems—not to the networks."

Mr. Landau also took exception to what he said was NBC's "derision" of feature films. He pointed out both viewers and advertisers have found that feature films "attract top audiences and move merchandise." Mr. Landau implied that some of NBC-TV's own spectaculars were "unoriginal," pointing out that the highly-publicized "Richard III" actually was a motion picture and "Peter Pan" was telecast "by the simple process of pointing cameras at somebody else's stage production."

Referring to NBC's observation that the networks had incurred large losses in television before reaching a turning point, Mr. Landau reminded Mr. Sarnoff that "NBC is a service of RCA." While NBC was "incurring these heavy losses," Mr. Landau maintained, RCA was "busily earning huge sums by manufacturing television sets, tv electronic equipment and collecting royalties on its many patents used in tv set production by itself and other manufacturers."

Policy, Plans Announced By Distributors' ATFD

ORGANIZATIONAL policy and future plans of the newly-formed Assn. of Television Film Distributors Inc. were revealed last week. The establishment of ATFD was announced formally on May 25 [AT DEADLINE, May 28]. Charter members are Official Films, Screen Gems Inc., Television Programs of America and Ziv Television Programs. (Also see story this page).

In a joint statement issued by officials of the four companies, it was said that ATFD was formed for the purpose of advancing the tv film industry, national and internationally. It added:

"ATFD has come into being as part of the natural growth and maturity of the television film industry. Joint problems will best be solved, we believe, by a strong, cohesive group. It is our plan to engage, as president, a nationally known and respected business personality. Other officers will also be announced shortly.

"ATFD will serve to promote, internationally, the common interests of our industry and to further the use of tv films, not only at home, but in the growing foreign market, where American television films are serving as good will ambassadors on an increasing scale."

The statement voiced the belief that ATFD will enable the tv film industry to cooperate more effectively with other trade organizations, such at NARTB, Assn. of National Advertisers and the American Assn. of Advertising Agencies, and to furnish "vitally-needed information about tv film to the public, networks, stations and local and regional advertisers throughout the country."

ATFD has been incorporated under the laws of New York State, the statement said. Membership is open to any television film distribution company and invitation to join the group shortly will be sent to eligible companies throughout the country. The joint statement was issued by Harold Hackett, chairman of the board of Official; Ralph Cohn, vice president and general manager of Screen Gems; Milton A. Gordon, president of TPA, and John L. Sinn, president of Ziv Tv.

The statement pointed out that ATFD had been developing since last January, when the companies first started to hold meetings.

Guild Films Stock On American Exchange

COMMON STOCK of Guild Films Co., New York, was admitted to listing and trading on the American Stock Exchange last Thursday. A total of 1,099,015 shares were listed for trading, opening at $3.50 per share and closing at the same figure.

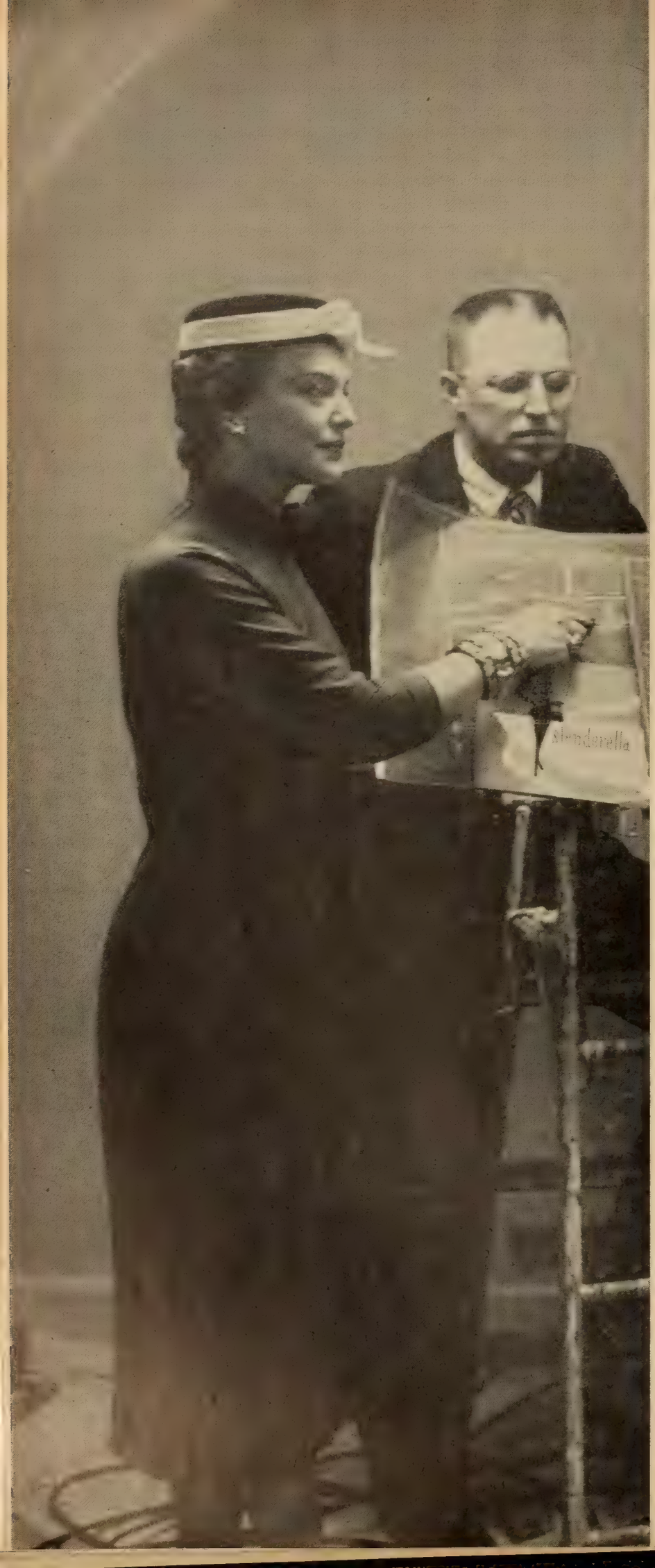
Guild Films spokesmen reported late Thursday that a total of 4,600 shares were traded during the day. Shares were offered through Gilligan, Will & Co., New York investment company. The stock of the company had been traded over-the-counter in the market since October 1954.

In papers filed with the American Stock Exchange and the Securities Exchange Commission, Guild Films Co. traced the financial history of the company since its inception on June 11, 1952. It reported that the original investment totalled $28,000 cash and $15,000 in loans. Guild Films assets, as listed in the application to the Exchange, were $5,581,282 as of Feb. 29, 1956. The company said it had no funded debt.

Guild Films pointed out in its filing papers that the first tv film production was *The Liberace Show* early in 1953. Since that time, it has produced or acquired exclusive distribution rights to 14 other programs, including *The Frankie Laine Show, The Goldbergs, I Spy, Confidential File* and *Florian Zabach Show.*

Officers of Guild Films are Reuben R. Kaufman, president and founder; Aaron Katz, vice president and treasurer, and Jane Kaufman, secretary. The board of directors consists of the company officers and William E. Walker,

(Continues on page 54)



Decision-makers
who direct nationwide
business expansion are

SOLD ON SPOT

Slenderella International
and its agency, Management
Associates, are sold on Spot
as a basic advertising medium.

Three years ago, Slenderella, with 20 slenderizing salons in metropolitan areas, wanted (1) to increase the number of its service outlets and (2) to build new business in those already established.

Spot Radio was decided upon as the basic advertising medium!

Slenderella sent its message directly to women via local Radio personalities. To add the personal touch, all personalities were familiarized with Slenderella techniques through actual tours of the salons, and ad lib commercials were the rule.

Results? Lawrence L. Mack, president, says:

- *"We've found that Spot Radio is the most effective medium to build our service, market by market.*
- *"We now have 132 salons and expect to have 175 by the end of 1956.*
- *"We're living on our success with Spot!"*

Slenderella today spends more than twice as much in Spot Radio as it does in any other medium. Its advertising budget will be increased to make more use of Spot Television, but, says Mr. Mack, never at the expense of Spot Radio.

Find out now how . . .

NBC **SPOT SALES**

can build your sales in these 15 major markets:

NEW YORK, **WRCA, WRCA-TV** • SCHENECTADY-ALBANY-TROY, **WRGB** • PHILADELPHIA, **WRCV, WRCV-TV** • WASHINGTON, **WRC, WRC-TV** • MIAMI, **WCKT** • BUFFALO, **WBUF-TV** • LOUISVILLE, **WAVE, WAVE-TV** • CHICAGO, **WMAQ, WNBQ** • ST. LOUIS, **KSD, KSD-TV** • DENVER, **KOA, KOA-TV** • SEATTLE, **KOMO, KOMO-TV** • LOS ANGELES, **KRCA** • PORTLAND, **KPTV** • SAN FRANCISCO, **KNBC** • HONOLULU, **KGU, KONA-TV** • AND THE NBC WESTERN RADIO NETWORK

Left to right: ELOISE ENGLISH, Exec. V. P. in Charge of Operations, Slenderella International; BARNES COMPTON, JR., TV Sales Representative, NBC Spot Sales; L. L. MACK, Pres., Slenderella International; ROBERT HOWARD, Radio Sales Representative, NBC Spot Sales; SUZANNE WELLS, Pres., Management Assoc.; JAMES LIEBMAN, Exec. V. P. in Charge of Real Estate & Construction, Slenderella International.

Photo by Morris H. Jaffee



WHY ZIV IS GAMBLING MILLIONS IN TV FILM



There may be a place in television for live programming, but there's nothing that film can't do better. That was the response of Frederic W. Ziv, head of the radio and tv program companies bearing his name, to questions of B•T editors in the recorded interview reproduced below. In it he explains how, in 19 years, his business has grown from a small Cincinnati agency to become one of the largest in the program field.

Q: Mr. Ziv, I think we might start out by developing a bit of your background. I believe you pioneered in radio syndication using big name talent. How and when was that?

A: We started mainly because we felt that the local and regional sponsor didn't have opportunity to compete with his big competitor who could get on the network.

We started in 1937. At that time our firm was a small advertising agency in Cincinnati. We served the local and regional advertiser. We found that the local sponsor in radio could not get programs that would assist him to compete with his major competitors.

We approached radio with the view that the local baker, for example, was able to compete as far as buying trucks were concerned. He paid the same price. He could hire salesmen. He could hire bakers. But when it came to radio, he had no opportunity to compete. He had to be a poor second-rater. Yet, his product wasn't second-rate. And his position in the market need not be second-rate. So we felt that we were rendering a very genuine service in producing shows for the local and regional sponsor.

At that time, the production of a show was a big gamble. And yet, the very thought of syndication, where you permit a sponsor to pay maybe one one-hundredth of the cost of production, we felt rendered a very genuine service to the local advertiser. We expressed that to him when we went to see him. We said, "This show costs X number of dollars and you can buy it in your market for one one-hundredth of that cost."

In a larger city it might have been one-fiftieth of the cost. We attempted to price the markets based on several factors that we knew: one, the population of the retail trading area; two, the retail dollar sales in that area. These figures were available. Another was the competitive condition of a market as stations were concerned. Originally, we served mostly the local advertiser, but soon we were serving the regional advertiser as well. Now, a regional advertiser can be someone who covers anywhere from two cities to 20 states or more, anyone who perhaps was not able to get a network show. Once we started serving the regional advertiser who approximated in coverage the network type of marketer, it wasn't long before we felt that perhaps we should also give some consideration to the national sponsor.

Q: You thus became Ziv Radio Programs Inc.

A: That name was Frederic W. Ziv Co.

Q: And then you got into television?

A: That's right. I think 1947 was the year in which we incorporated Ziv Television Programs Inc.

Q: Did you follow the same sort of pattern in television that you used in radio?

A: Well, the first thing we learned in television—and this is what every station and everyone who has gone into television has learned—is that you have to throw away, dollarwise, everything you ever learned about radio. Because the number of dollars involved is so far greater. It seems to me as a general average, we perhaps pay five times as much for a half-hour film show as we ever did for a transcribed radio show.

Q: Before we go into television, I'd like to ask another radio question: What do you regard as the future of radio program syndication?

A: I think radio is a very important medium. There's no reason why we shouldn't have it with us for many, many years. Many stations are doing better than they ever did. Program interests run in cycles. Quiz programs come up and go down. Some other type of program comes up and goes down. At the moment, radio seems to be music-and-news-conscious. I have no fault to find with that whatsoever. We have a department called the World Broadcasting System which has over 1,000 subscribers and serves more radio stations than any program service has ever served. It's enjoying better business than it ever enjoyed. It's a really wonderful service to the stations and we have letters and, what's more important, renewals to prove that the stations feel that way.

Q: That's both library and syndication?

A: That's right.

Q: Do you see any change, any trends away from the music-and-news formula? Do you see anything else developing in this radio syndication field?

A: I don't think it would be good for us to divulge our plans before we're ready to announce them to the industry.

Q: Moving to television, from the very outset of your film operation, didn't you also shoot everything that you originally did in color?

A: We have maintained a policy from the outset right straight through to today of shooting a great deal of our product in color. The *Cisco Kid,* for example, has been produced in color for six consecutive years.

Q: Your programs are all on film, aren't they?

A: Our particular position in the industry is production of programs on film. I don't think that any firm should be all things to all people and all branches of the industry. We have selected the particular branch of the industry we think we fit, which is the production of programs on film.

Q: Will this new Ampex tape apply to your business?

A: Obviously, we're in favor of every technical and technological improvement that can be made. Also, whenever something comes along that serves the public better, we're not even going to get a vote on it. The public is king. The public's going to decide what they'll have and we hope that we can be flexible enough to move with the tide, as long as it's something that we believe in.

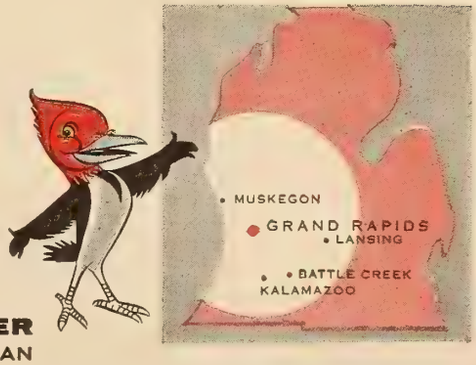
Q: NARTB is developing a plan to invite film producers to subscribe to their Television Code on an associate basis. Would you be interested in that?

A: Yes, we have pioneered in cooperation with the NARTB Code. In fact, from the very first day that the NARTB Code was published, every Ziv film has been made in strict conformance with it. I'm in



WOODLAND-TV *is* BIG *territory!*

Hot? You bet! WOODland-TV is one of the country's hottest markets. You'd expect it, too, with a set count of 562,875 and a '55 sales record of $176,855,000 for appliances and general merchandise. It's Western Michigan . . . the country's 18th television market . . . and it's YOURS when you buy WOOD-TV, Grand Rapids' only television station. Ask us how to heat up *your* sales.



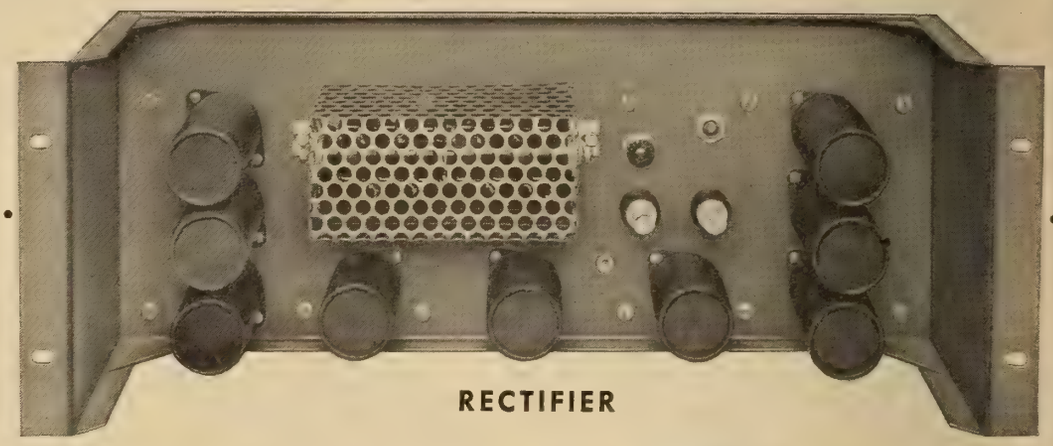
WOOD-TV WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC BASIC; ABC SUPPLEMENTARY • ASSOCIATES: WFBM-AM AND TV, INDIANAPOLIS; WFDF, FLINT; WTCN-AM AND TV, MINNEAPOLIS • REPRESENTED BY KATZ AGENCY

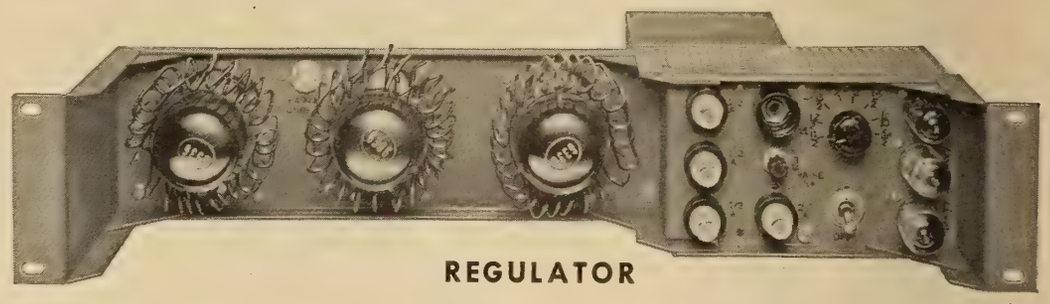
New! Space-Saving

These Advanced Features:

- Compact—requires only 10½" rack space.
- 1500 ma output at 280 volts regulated.
- High efficiency. Less power lost as heat.
- Uses only 6 tubes.
- New high-efficiency germanium rectifiers.
- Two-chassis construction for maximum flexibility.
- Only $675 complete.



RECTIFIER



REGULATOR

New RCA WP-15 Power Supply

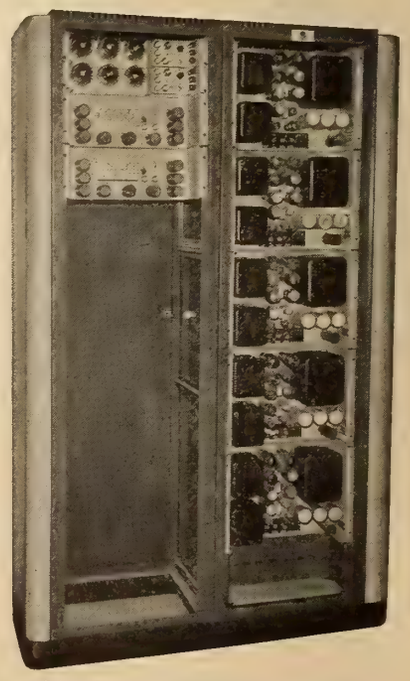
highlights two-chassis construction. The rectifier chassis contains all the rectifier and filter elements. The regulator chassis contains a full complement of 6 tubes and regulating elements.

System Simplification

By separating the functions of rectification and regulation it has made it possible to place all the rectifier chassis at one location. Regulator sections can thus be arranged in a location adjacent to equipment loads. If desired the rectifier and regulator chassis can be mounted together as a complete power supply, occupying only 10½" space.

New Safety Features

Heavy-duty on/off switches are provided on both rectifier and regulator. Both can be remote controlled from regulator, eliminating presence of high voltage when the regulated voltage may be off. Indicating type fuses are used in ac power input line. Each regulator tube is individually fused to prevent overload in case of failure of any other regulator tubes. Indicator lamps on front and rear of both chassis warn of presence of high voltage. Entire power supply is completely covered to prevent contact with terminals carrying high voltage.

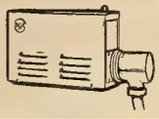
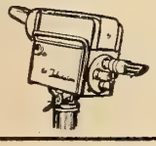


Two WP-15's (mounted at left) are equivalent to five WP-33B's.

RCA Power Supply WP-15

Up To 70% Reduction in Rack Space
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 TK-26 Color Film Camera	2 WP-33B's 3 580D's 59½″	2 WP-15's 21″	38½″
 TK-41 Color Live Camera	3 WP-33B's 2 580D's 63″	2 WP-15's 21″	42″

NOTE: Comparisons are based on the number of WP-33B and 580D power supplies necessary to provide 1500 ma.

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RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

favor of operating this television medium for the public, recognizing that it's a medium for family entertainment in the home. There has been no medium to my knowledge that has quite the impact or quite the coverage for family entertainment in the home. Now I think we, as film producers, ought to make certain that we produce film that is planned for family entertainment in the home.

Q: Do you have a continuity acceptance procedure in your company?

A: Yes, of course we do. First, every script and film must conform with the NARTB Code. Second, we maintain our own do's and don'ts as far as script and production are concerned. And third, because conformance with any code is a matter of opinion, we submit our scripts and then our film to one of the major netsworks who very kindly cooperates with us in making sure that they agree that our films satisfy their requirements as well as the Code.

Q: What effect is the release of motion picture feature film in greater and greater quantity going to have on television program structure and on the market for programs?

A: I'd like to come back to the very same thing I said before. The public is king. What does the public want? So far, it seems that the rating services give the best indication of what the public wants. We've examined these indications in great detail. To my way of thinking, and from the examinations that we've made, we feel that the public has voted for our type of product.

In many markets feature film runs in direct competition with our product. For example, in Denver, according to ARB for January, our own *Highway Patrol* runs in direct competition with feature film —at the same hour of the same day—and our show rates 28.6; feature film, 1.9. In Los Angeles, *Highway Patrol* rated 20.4; feature film, 2.2 and 0.7. Or examine our *Mr. District Attorney* program. In Denver last January 1, ARB rates *Mr. D. A.* 21.4, versus feature film's 2.0. In San Antonio, Pulse for January rates *Mr. D. A.* 22.5, versus feature film's 2.3. In Milwaukee, Pulse for January rates *Mr. D. A.* 17.5, versus feature film's 6.9.

ZIV SHOWS VS. FEATURE FILMS

Take *I Led Three Lives,* or *Science-Fiction Theatre,* or *Cisco Kid,* the story's the same and the list is endless. If anyone wishes to study rating after rating in market after market where Ziv-Tv telefilm runs in direct competition with feature film, they will find that the results are simply overwhelming. It seems to me the public has voted, has let it be known that they prefer to see *Highway Patrol* or *Mr. District Attorney* or *I Led Three Lives* rather than whatever feature film is telecast opposite it.

Now some of the feature product runs in off hours, after midnight perhaps, when ratings are not quite so available. I think that feature film can properly be used at those hours, provided it is product that is suitable for family entertainment in the home. You must realize that this is not what was on the minds of those producers. They produced pictures that would sell tickets at the box office. I have no quarrel with them. Just this question: Is this product suitable for family entertainment in the home? Some of it is. Some of it is not.

Q: Have you had any complaint about violence?

A: We avoid violence in our shows, just as we avoid sex and horror and some of the other things that theatrical producers state sell tickets at the box office.

Q: The ratings you cited above were for your first run shows versus feature film. I don't think anyone questions that your first run shows rate far higher than features but how about reruns?

A: Rerun programs are probably the most under-rated programming on tv today. Let me show you. *Boston Blackie* in Cincinnati on WLWT (TV) at 10:30 p.m. in its fourth run rates 15.1, according to ARB for September 1955, higher than *Sid Caesar, Wyatt Earp, Warner Bros. Presents.* In Boston, *Boston Blackie,* third run on WNAC-TV Friday at 10:30 p.m., rates 23.0, according to ARB for November 1955, higher than its competition, *Cavalcade of Sports,* and higher than many network shows including *Dragnet, Kraft Theatre, Big Town, Father Knows Best,* etc. I could go on and on citing figures which prove that rerun programs frequently rate higher than first run and, almost without exception, rate higher than competing feature films.

Q: Do you think that the trend will be toward more specialized production for tv?

A: I certainly do. If I didn't think so, we would not have purchased a television picture studio. We have a large plant on the West Coast—a studio that has been appraised at well over $2.5 million. We have a thoroughly equipped plant. We have seven huge sound stages. We have our own department for every part of film production and processing. We employ several hundred technicians in Hollywood fulltime on that lot making pictures. We wanted to make one picture one day of part of our lot and we asked the people there at the particular time to come out into an open areaway so that we could take this picture. They couldn't all fit. I think there were about 375 technical people, not including actors, employed right there at that time.

Q: Would it be a fair question to ask what your overall operating budget is?

A: We produced last year, if my memory serves me correctly, 256 half-hour films of our own. You gentlemen have published in your magazine what the average half-hour picture costs to produce. You can arrive at your own total.* It's possible to produce pictures at several different prices. But this is for sure. Our costs are only going one way and that's up. I'm not talking about raw stock costs. I'm talking people and union minimums. You'll be amazed how the costs of our pictures have risen.

Q: Is the Hollywood report true that you have instituted what is considered one of the best production line methods of making pictures—so that they are produced most efficiently and expeditiously, with no waste time?

A: Obviously, we're not making a product that can really be applied to production line manufacturing. Let's just talk about the writing of a program. Wouldn't it be wonderful if there were a production line way to turn out a script? But there isn't. There's only one thing that gives you a script: talent, blood, sweat and tears. There's just no substitute.

Everybody you meet in Hollywood, including the newsboy on the corner, will tell you script is a problem. If you've got a great script, you know you're certainly going to have a good picture. If you have a bad script, under no circumstances are you going to have a good picture. Given a fine script, mutilate it as you wish on the stage, you're still going to have a good picture. If you have a bad script, dress it up as you will on the stage, you're not going to have a good picture.

Now, the next thing that helps a picture is casting. There are parts to fill. Who looks the part? Who can play the part? We have had remarkable success in casting. Broderick Crawford's magnificent performance in *Highway Patrol* is not all script and direction. A gigantic portion was the creative casting of this star with this part. Likewise, David Brian as *Mr. D. A.,* and Richard Carlson in *I Led Three Lives.* Casting is not a production line thing.

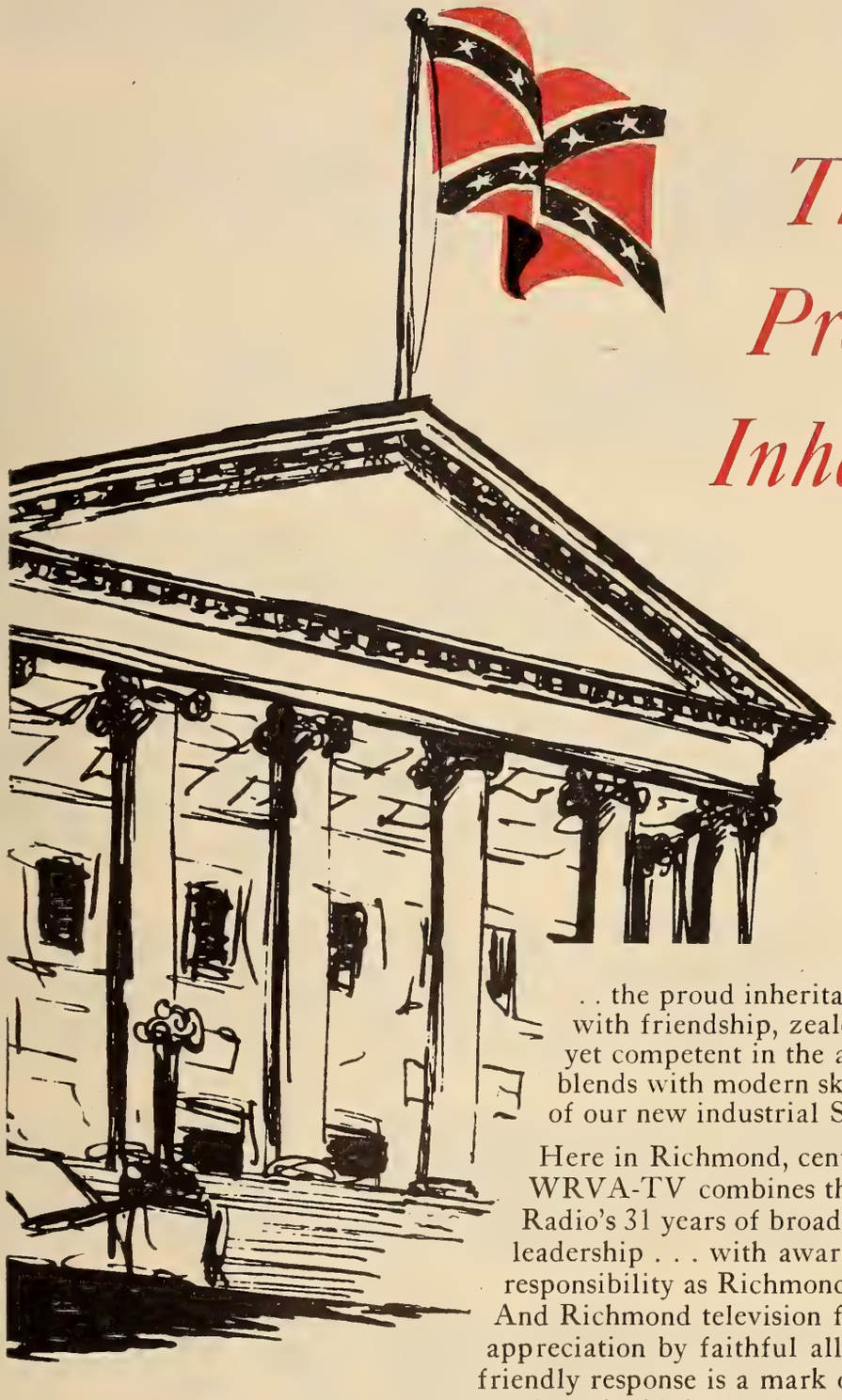
Sure, we have carpenters and we make scenery and we haul scenery and move scenery and paint scenery and let's hope that we're smart enough to get the most out of production values with as little expenditure as possible or proper. But it would be a mistake for anyone to say that the production of pictures can be a production line thing. It's a highly specialized, highly creative effort.

Q: Everyone's heard about the wasteful methods in motion picture production, with stars and extras standing around day after day waiting while cameramen and technicians are adjusting things. Isn't it true that your company has been able to apply some sense of efficiency to that sort of thing and eliminate much of what was considered a normal part of motion picture production costs?

A: I don't think it would be proper for me to accuse anyone else of waste. I'd better just stick to our own company. I'm sure we

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*** EDITOR'S NOTE: B•T did. Minimum cost of producing a half-hour syndicated film program was put at $22,500 by Leslie Harris, vice president and general manager, CBS Television Film Sales [B•T, Nov. 8, 1954]. Applying that figure to the 256 films produced by Ziv in 1955 would give a rockbottom figure of $5,760,000 for the year, with the probability that the company's actual production expenses were considerably in excess of that amount.**



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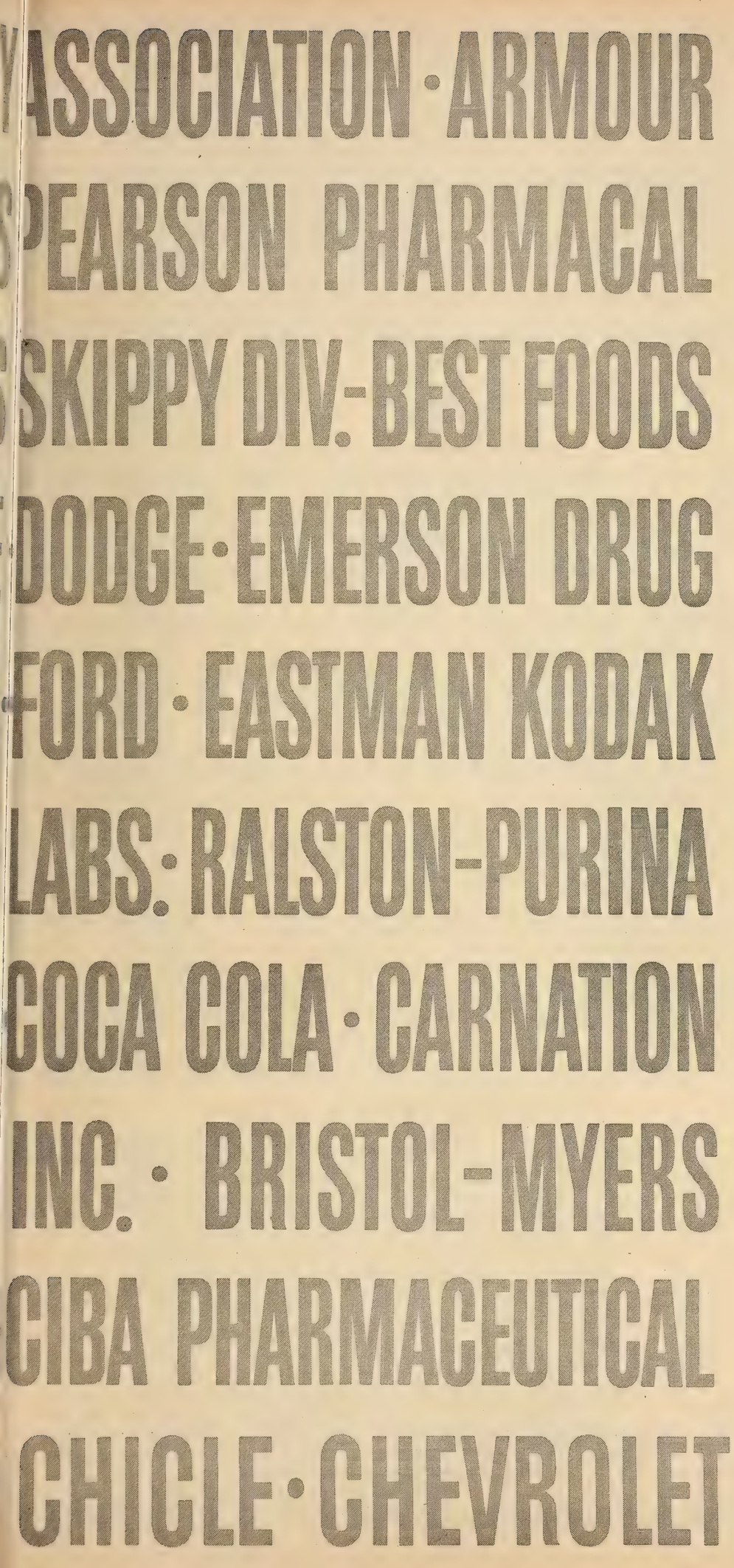
WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

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BIG NAMES are the big news at ABC-TV. Here — in the proudest print that space permits — are the names of the companies that have *already* signed for sponsorship on ABC-TV's fall schedule. To each of these fine sponsors . . . and to their advertising agencies . . . ABC-TV sends sincere thanks and best wishes for a good season.

Aluminium Ltd. of Canada — J. Walter Thompson Co.
"OMNIBUS"

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"THE ADVENTURES OF JIM BOWIE"

American Dairy Association — Campbell-Mithun, Inc.
"DISNEYLAND"

American Motors Corp. — Geyer Advertising, Inc.
"DISNEYLAND"

The American Tobacco Co. — Sullivan, Stauffer, Colwell & Bayles, Inc.
"THE AMAZING DUNNINGER"

Armour & Co. — Tatham-Laird, Inc.
"THE MICKEY MOUSE CLUB"

Skippy Peanut Butter Division of The Best Foods, Inc. — Guild, Bascom & Bonfigli, Inc.
"YOU ASKED FOR IT"

The Bristol-Myers Co. — Doherty, Clifford, Steers & Shenfield, Inc.
"THE MICKEY MOUSE CLUB"

The Carnation Co. — Erwin Wasey & Co.
"THE MICKEY MOUSE CLUB"

Chesebrough-Pond's, Inc. — McCann-Erickson, Inc.
"THE ADVENTURES OF JIM BOWIE"

CIBA Pharmaceutical Products, Inc. — J. Walter Thompson Co.
"MEDICAL HORIZONS"

The Coca Cola Co. — McCann-Erickson, Inc.
"THE MICKEY MOUSE CLUB"

Derby Foods, Inc., and Swift & Co. — McCann-Erickson, Inc.
"DISNEYLAND"

Dodge Division, Chrysler Corp. — Grant Advertising, Inc.
"THE LAWRENCE WELK SHOW"

Dodge Division, Chrysler Corp. — Grant Advertising, Inc.
NEW LAWRENCE WELK PROGRAM

E. I. du Pont de Nemours & Co. (Inc.) — Batten, Barton, Durstine & Osborn, Inc.
"DU PONT CAVALCADE THEATER"

Eastman Kodak Co. — J. Walter Thompson Co.
"SCREEN DIRECTORS PLAYHOUSE"

Emerson Drug Co. — Lennen & Newell, Inc.
"MASQUERADE PARTY"

The Firestone Tire & Rubber Co. — Sweeney & James Co.
"VOICE OF FIRESTONE"

Ford Division of Ford Motor Co. — J. Walter Thompson Co.
"FORD THEATER"

Appliance & Television Receivers Division General Electric Co. — Young & Rubicam, Inc.
NEW PROGRAM

Housewares and Radio Receivers Division General Electric Co. — Young & Rubicam, Inc.
"WARNER BROS. PRESENTS"

Lamp Division General Electric Co. — Batten, Barton, Durstine & Osborn, Inc.
"WARNER BROS. PRESENTS"

General Mills, Inc. — Dancer-Fitzgerald-Sample, Inc.
"THE LONE RANGER"

General Mills, Inc. — Knox-Reeves Advertising, Inc.
"THE MICKEY MOUSE CLUB"

General Mills, Inc. — Dancer-Fitzgerald-Sample, Inc.
"WYATT EARP"

Chevrolet Motors Division General Motors Corp. — Campbell-Ewald Co.
"CROSSROADS"

Mattel, Incorporated — Carson, Roberts, Inc.
"THE MICKEY MOUSE CLUB"

The Mennen Co. — McCann-Erickson, Inc.
"THE WEDNESDAY NIGHT FIGHTS"

Miles Laboratories, Inc. — Geoffrey Wade Advertising
"JOHN DALY AND THE NEWS"

Mogen David Wine Corp. — Weiss & Geller, Inc.
"TREASURE HUNT"

National Biscuit Co. — Kenyon & Eckhardt, Inc.
"RIN TIN TIN"

Olin Mathieson Chemical Corp. (Lentheric) — Grant Advertising, Inc.
"MASQUERADE PARTY"

Pabst Brewing Co. — Leo Burnett Company, Inc.
"THE WEDNESDAY NIGHT FIGHTS"

Pearson Pharmacal Co., Inc. — Donahue & Coe, Inc.
"THE AMAZING DUNNINGER"

Pharmaceuticals, Inc. — Edward Kletter Assoc., Inc.
"THE ORIGINAL AMATEUR HOUR"

Procter & Gamble Co. — Compton Advertising, Inc.
"WYATT EARP"

Ralston-Purina Co. — Guild, Bascom & Bonfigli, Inc.
"BOLD JOURNEY"

R. J. Reynolds — William Esty Co.
"WIRE SERVICE"

The S. O. S. Co. — McCann-Erickson, Inc.
"THE MICKEY MOUSE CLUB"

Sterling Drug, Inc. — Dancer-Fitzgerald-Sample, Inc.
NEW PROGRAM

A few of television's most exciting buys are still available. Most important, they can be scheduled in excellent time slots. We think you'll agree that this is *your* year for ABC-Television.

ABC TELEVISION NETWORK

do things you would consider waste motion. If you stood on our stage and watched us make a picture, you would say, "Why, these people aren't hurrying. It's a leisurely activity," because you're not going to find people in a frenzy. How would we produce a fine product, if we were in a frenzy?

But we have made a lot of pictures. I told you we made 256 half-hour pictures last year. Compare this with one of the majors who, I recently read, announced 19 features for a year. We produce a lot of product. We have learned a lot of shortcuts. We have learned how to put more on the screen with less waste motion, because finally we're aiming just at one thing: how to get the most quality on the screen, so that the public will love it and will vote for it in the rating surveys.

Q: Do you have any thought of going into the production of theatrical pictures?

A: Yes. We have full intentions of producing theatrical pictures.

Q: Are you getting near the beginning of production of any?

A: Yes, we are. But I would not want to divulge these plans until we are ready to announce them to the trade.

Q: Do you plan to put more emphasis on the sale of product for network sponsorship than you have up to now?

A: I'd like to repeat that we have what in my opinion is an outstanding creative organization. This organization has the talent, the ability, the know-how to produce the kind of program the public has indicated it wants. These programs can go on the network, they can go local. We will produce both. We are not staffed in a way that makes it necessary for us to do one or the other. We are not staffed in a way that makes it necessary for us to slight one in order to do the other. We are staffed in a way that lets us do them both and do them not only to our satisfaction, but to the sponsor's satisfaction and the public's satisfaction, and this we intend to continue to do.



INTERVIEWEE ZIV faces the questions of these B•T editors in the recorded interview. Clockwise: Editor-Publisher Sol Taishoff, Managing Editor Edwin H. James, Senior Editor J. Frank Beatty. Not shown: Senior Editors Rufus Crater and Bruce Robertson.

Q: You've sold *West Point* to General Foods, haven't you?

A: That is true. It starts on CBS this fall, at 8 o'clock Friday night.

Q: Will *West Point* also be offered for spot and local sales in other markets?

A: No, it will not. It will be exclusively a General Foods product.

Q: If they'd wanted to sponsor it in a reasonably large number of markets, spot-wise rather than network, could they? Or had you earmarked this as desirable for network sponsorship?

A: If General Foods had decided to put this program on a market-by-market basis, we'd have been glad to work with them on that basis. When Carter Products, for Rise and Arrid, purchased *Mr. District Attorney,* they decided to place it on a market-by-market basis. We worked with them on that basis. Bromo Seltzer decided they wanted our *Science Fiction Theatre* on a market-by-market basis. We worked with them on that basis. The point I'm trying to make is that we are not a one-way-versus-the-other-way operation. We're happy to work and we have the talent, the resources and the personnel to work with both.

Q: In any studio operation as large as that which you describe in Hollywood, you obviously very seriously considered the location in advance of deciding where to put it. Why did you choose Hollywood over, say, New York?

A: I can't answer this for anyone else. They must make that decision for themselves. For us, Hollywood offered many, many advantages. The entire community has concentrated on assisting motion picture producers to turn out their product. If you want a dozen elephants on your stage tomorrow morning, you can have them in Hollywood. And if you can also have them in New York, I'm sure I can find something else that is difficult to obtain. There is hardly anything you can ask for that we can't have on our stage on short notice in Hollywood, because the entire community has been built to furnish this service.

Q: Is it your feeling, Mr. Ziv, that the entry of the networks in the television programming field has helped or hindered overall television programming?

A: I'm sure I've said this before and I may be repetitious, but programming is a highly creative game. It takes a lot of talents. The public is king. The more of us who can contribute our talents toward producing programs that will gain more and more viewers for television, the more the merrier. There should be no fence built around who can and who cannot create.

I understand that there is some talk about perhaps building a fence around network "control" of programming. "Control" is something different from "create." I think that anyone who is interested in a vital and growing industry wants all the brains we can get to contribute toward creative television. "Control" is probably a bad word in every industry and in every walk of life.*

Q: As one who has been in this television programming field from the start, what do you feel the ratio of live programming versus film will be, say two years from now, five years from now, ten years from now?

A: I won't say that there is no place in television for live. But certainly, there is nothing that film can't do better. I read in the technical journals that it's possible that one of these days we will have wall projection television, a picture not limited by the size of the tube but only by the size of your living room. This indicates a big picture, which means scope, breadth of picture. With film you can get outdoors. You can look beyond the small studio where most live productions are done. No, it's my opinion that the public is best served when they can get scope, when they can get outdoors. When we produce *Cisco Kid,* we want to go outdoors and have the program where the *Cisco Kid* rides. When we do *Highway Patrol,* we want to be out on the highway where Broderick Crawford, who is the *Highway Patrol* officer, is able to move. I believe Samuel Goldwyn is credited with having created the phrase "commotion pictures." There is a place for all that "commotion" means, and it seems to me that this can be done on film and can't be done live.

Q: Then you look for an increasing part of television fare to be on film?

A: Yes. I look for it to continue to get bigger and bigger and bigger and better and better and better.

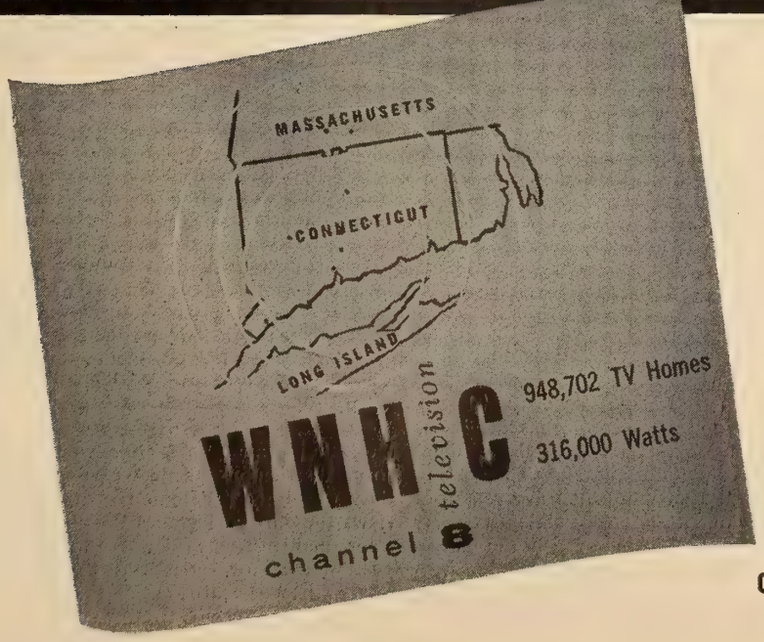
*** EDITOR'S NOTE: Ziv Television Programs Inc. is one of four film companies which have formed the new Assn. of Television Film Distributors [AT DEADLINE, May 28], and which last week met with the FCC's Barrow committee to discuss various problems including charges of network domination of programming.** **(See FILM, Page 41.)**

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THAT'S A LOT OF EXPOSURE IN ANY CLIMATE!

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**ARB 9-county survey, January 1956.*

COVERS CONNECTICUT COMPLETELY!

president, Walker Broadcasting Co. of Wisconsin; David Van Alstyne, Van Alstyne, Noel & Co., New York; George J. Demartini, Cohen Simonson & Co., New York, and Julian E. Keilus, Jacques Kreisler Jewelry Co., North Bergen, N. J.

39 New Episodes Scheduled For 'Dr. Hudson's Journal'

FILM PRODUCTION of 39 new episodes of the MCA-TV syndicated television series, *Dr. Hudson's Secret Journal,* will commence June 11, it was announced by Eugene Solow and Brewster Morgan, producers.

In conjunction with the announcement of resumed production, Wynn Nathan, vice president in charge of sales for MCA-TV Ltd. film syndication division, reported that an unprecedented number of new sales and renewals were consummated in the first day of selling last week.

The line-up of renewals and new sales include sale of the new group of films for 52 weeks to Wilson & Co., meat packer, for 29 cities covering 13 states. The deal was handled through Needham, Louis & Brorby, Chicago. Bowman Biscuit Co. through Ball & Davidson, Denver, has renewed for 52 weeks in 17 cities in the Colorado, New Mexico and Texas area.

New episodes of *Dr. Hudson's Secret Journal,* which will be filmed at California Studios, Hollywood, will follow the same general format although emphasis will be put on widening the scope of the series. The cast will remain the same. Peter Godfrey, who directed the initial 39 films, will direct the new episodes.

Production Council Formed By TCF for Better Films

AS PART of the overall policy of TCF Television Productions to develop better techniques and to produce the highest quality tv films possible, Irving Asher, executive in charge of production of the 20th Century-Fox subsidiary, last week announced the establishment of a special production council at the studio.

Members of the production council are Michel Draike, administrative executive of TCF-TV; John Brent, studio manager-controller; J. Paul Popkin, production manager, and Don Bohnhorst, budget supervisor. The production council will work with Mr. Asher in overseeing the planning of all operations to insure smooth flow of productions and the greatest efficiency.

An important function of the production council will be to develop improved tv film techniques by bringing together and utilizing the best in motion picture procedures and the best in television methods in order to make TCF-TV shows the best possible entertainment, Mr. Asher said.

Browne, Sanford, Rossiter Named to Screen Gems Posts

ADVANCEMENT of Frank Browne to southern sales supervisor of Screen Gems, New York, and the addition of Sandy Sanford and John Rossiter to the company's sales staff were announced last week by Robert H. Salk, director of sales.

Mr. Browne, who will work out of SG's Dallas office, joined the company in 1954 as a sales representative, resigning from WJTV (TV) Jackson, Miss., where he had been commercial manager. Mr. Sanford, previously an account executive with Wilding Pictures Productions, New York, has been assigned to the New York office. Mr. Rossiter, who served most recently as vice president of KBMT-TV Beaumont, Tex., has been named New England sales representative with headquarters in Boston.



WILSON & Co., Chicago, has signed for sponsorship of *Dr. Hudson's Secret Journal* in more than 20 major markets next season. Completing negotiations are (l to r); seated, Mark Cox, Wilson advertising director, and James Cominos, vice president and radio-tv director for Needham, Louis & Brorby Inc., which handles the account; standing, John Nagel, NL&B account supervisor, and Raoul Kent, MCA-TV, distributor of *Dr. Hudson* film series.

Creditors to Get Split In Sportsvision Assets

COMMON LAW assignment of the existing assets of Sportsvision Inc., Hollywood firm engaged in distribution of tv football films for several years, has been made to Los Angeles attorney David Blonder and a public hearing for all creditors will be held today (Monday) at Mr. Blonder's office, 608 South Hill St., the attorney told B•T last week. Mr. Blonder said the firm's unidentified principals have left Los Angeles and have left all remaining assets of Sportsvision with him as referee for pro rata distribution among creditors. As a common law proceeding in California, no court action is involved, he said.

C&L Plans Four Shows, New Offices in Dallas

CRAMER & LYDECKER Productions, Hollywood, in the near future plans to release four new transcribed syndicated radio shows for local and regional sponsorship. They include *Mr. Romance, Airport, U. S. A., Miss Fortune* and *Adventures of Robin and Rogers.* Rodney Rogers is featured in two of the shows.

The firm also announced that a new office will be opened in Dallas this summer and a New York office is planned by early 1957. Doug Cramer and Ralph Lydecker are co-presidents of C&L. David Cowles recently has been named national promotion director.

Masterpiece 'Clears' Films

MASTERPIECE Productions Inc., New York, announced it is advising tv stations that litigation involving a package of 25 motion pictures produced by Walter Wanger has been settled amicably and Masterpiece has obtained exclusive distribution rights for television, theatres and other exhibition purposes. The agreement was reached after more than five years of litigation involving Masterpiece, United Artists Corp. and Matthew Fox. Included in the package are "Long Voyage Home," "Stagecoach," "The Kansan," "You Only Live Once," "I Married a Witch" and "Foreign Correspondent."

UPA Outlines Training Plans For Staffing of London Studio

A FOUR-YEAR rotation plan for sending selected training units to its new studio in London, at three- to six-month intervals, was announced last week by UPA Pictures Inc., animated cartoon film company with studios in New York and Burbank, Calif. Units will consist of a writer-director, animator and color-design expert, with the plan to begin within the next four weeks, Stephen Bosustow, UPA president, stated.

"The rotation of personnel should assure that, within a maximum period of five years, our London operation will be staffed virtually in its entirety by UPA-trained English artists, writers-directors, animators and animation cameramen," the UPA announcement stated.

Leo Salkin, writer-director from the Burbank studio, is now in London supervising the initial studio operation and the production of three English tv commercial announcements.

FILM SALES

Sterling Television Co., N. Y., report sales of *Bowling Time* to WMAL-TV Washington; *Movie Museum* to KTSM-TV El Paso, Tex., and WSJS-TV Winston-Salem, N. C.; *Public Prosecutor* to WWJ-TV Detroit, and *Tales of Tomorrow* to KQTV (TV) Fort Dodge, Iowa.

FILM DISTRIBUTION

Davis J. Varga, Varga Films, Houston, Tex., appointed distributor for Byron Nelson *Let's Go Golfing* and Van Coevering Production's *Adventure Out of Doors* film series in that area. **Everett Goodman,** Harry M. Goodman Productions, N. Y., named eastern representative for Nelson package. Appointments were announced in Chicago by Alfred D. Le Vine, who handles national distribution for both programs.

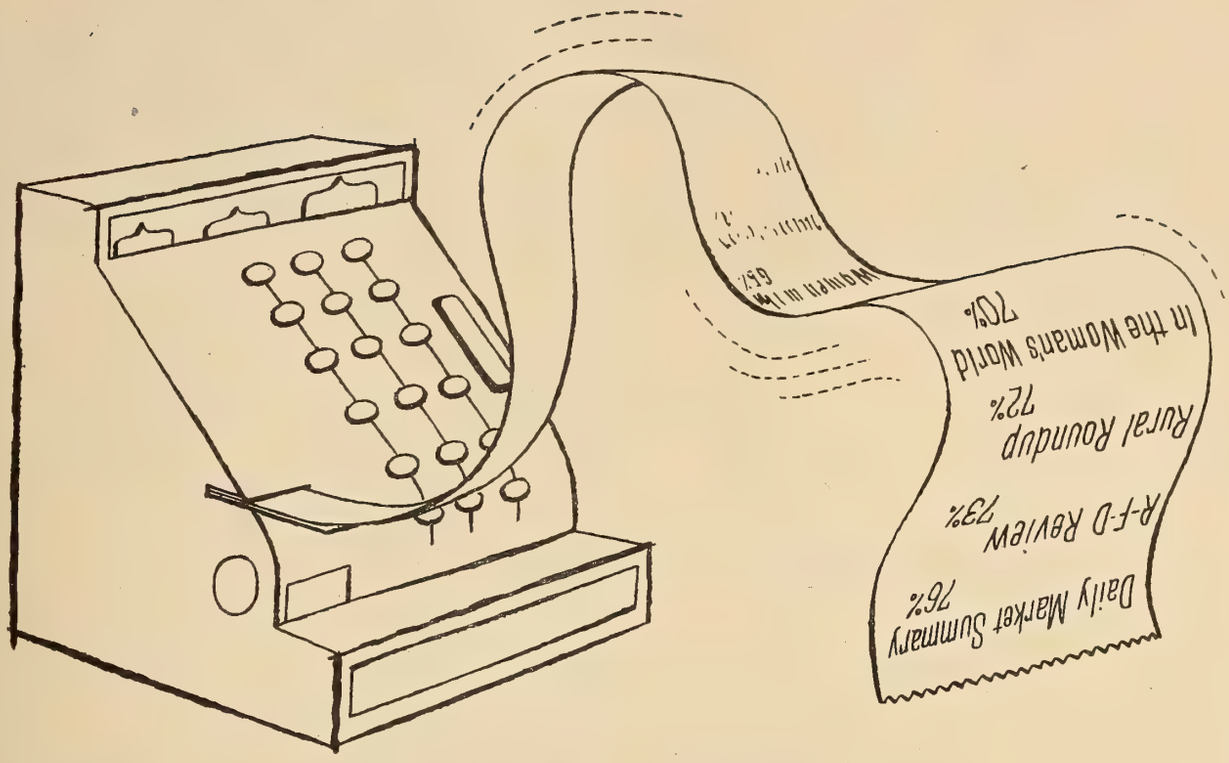
Wilbur Streech Productions, N. Y., has joined with R. L. Ramsey in marketing new *Rendezvous* series featuring people and sights of Europe.

Screen Gems Ltd. of Canada has been appointed Canadian distributor for Byron Nelson *Let's Go Fishing* tv film series. Firm has also acquired national rights to a new *Sports for the Family* quarter-hour series starring Bud Wilkinson, coach of U. of Okla., and produced by Bud Wilkinson Productions, Oklahoma City. Series covers football, basketball, tennis, track and other sports.

Association Films Inc., N. Y., making available free to tv stations 28-minute color film, "Harvest of Convenience," produced for General Foods Corp. and outlining story of food and food processing.

General Motors Corp., Detroit, offering on free loan 26 films, running from 9 to 55 minutes, and covering such subjects as safety and driver education, industry and sports. Films may be obtained from the company's public relations office film library, 1775 Broadway, N. Y. 19.

Medallion Productions, Hollywood, named national distributor for new tv film series, *Sew Easy,* producted by Home Craft Films of Glenview, Ill. Group includes 26 quarter-hours in color and instructs viewer in home sewing. Test market for series was Columbus, Ohio, where F&R Lazarus Department Store was sponsor.



sponsors by the thousands

Saleable features are a plus on the United Press newswire for radio and television.

145 feature scripts per week move on the U. P. audio newswire. All are sponsorable.

We've just surveyed all of the stations using United Press news.

The question: What is the sales record of U. P. features?

The answer, in percentage of sponsorship:

Daily Market Summary	76	Be a Sport	50	On the Record	42
R-F-D Review	73	Sizing Up Sports	49	Time Out	40
Rural Roundup	72	Man About the House	48	Hobby Time	40
In the Woman's World	70	United Press News Analysis	48	Names in the News	38
Women in the News	65	In Movieland	47	Business World	38
Mainly for Women	64	United Press Sunday Show	46	Weekly Business Review	37
Great Moments in Sports	60	Calling All Drivers	45	Today in Science	30
Speaking of Sports	59	Let's Take a Trip	44	Religious News	27
Under the Capitol Dome	51			Also special and year-end features averaging 55%	
United Press Commentary	50				

United Press 1

These are **PLUS** the full U. P. news report, providing the world's best coverage of the news*, on the world's first audio newswire.

**Including 154 world news roundups per week.*

FILM PRODUCTION

The Lone Ranger Inc., L. A., reports production underway on 39 color episodes of *The Lone Ranger* film series. Program will be seen beginning Sept. 7 on ABC-TV.

Dougfair Corp. and **Sol Lesser Productions,** Culver City, Calif., announces plans for new tv series based on "The Gaucho," movie which originally starred Douglas Fairbanks Sr. Firm hopes to start production in early August.

King Bros., Hollywood motion picture producer, in first venture in tv film production, announces preparations completed for filming *The Adventures of Sinbad the Sailor* series in Persia and Turkey. Production scheduled to begin June 5.

FILM RANDOM SHOTS

Cinenix Labs Inc., tv film processing company, moving to its own six-story building, 243 W. 55th St., New York.

Lux-Brill Productions Inc., Brooklyn, N. Y., producer of tv commercials and industrial films, has opened Manhattan office at 1733 Broadway, New York 19. Telephone: Plaza 7-1540.

Ben Hecht, Stuart Reynolds and **Frank Doyle** have formed White House Films Inc. for production of feature and tv films. Firm will headquarter at Ben Hecht Productions, Taft Bldg., Hollywood.

John G. Stratford, film producer who recently completed six-year project for U. S. government, has established John G. Stratford Corp. at 113 W. 57th St., N. Y. New firm will offer production and distribution services to tv and motion picture industries.

UPA Pictures Inc., Burbank, Calif., has purchased two-story buiding across street from studio, adding 21,500 sq. ft. of office space to present facilities.

FILM PEOPLE

Burton Freund, animation designer and director, Film Graphics Inc., N. Y., to Transfilm Inc., N. Y., as animator.

Mitchell M. Badler, sales research section, C&C Television Corp., N. Y., assigned to C&C adveristing-promotion-publicity department.

Norman Cerf, film director-editor, to Joyce International Pictures, new L. A. firm preparing tv series, as head of editorial department.

Hal Levy to Albert C. Gannaway Productions, L. A., as writer and production aide.

Lyn Murray, film composer-conductor, to UPA Pictures Inc., Burbank, Calif., as musical director.

Rene Robinson, formerly with Tommy Bartlett *Welcome Travelers* network series, to sales department of Fred A. Niles Productions, Chicago. **Bob Faro,** formerly with Walt Disney Productions, and **Niles Swanson,** *Chicago Tribune,* to Niles as artists. **Norm Thelan** named film editor.

Arthur E. Paterson Jr., editor-writer for CBS-TV Newsfilm Syndication, N. Y., father of a girl, Priscilla Ann.

James Sheldon, director, Screen Gems, Hollywood, father of boy, James Jr.

Walter A. Tibbals, Four Star Productions, L. A., elected president of Radio-Television-Recording and Advertising Charities for 1956-57, succeeding **Thomas C. McCray,** vice president and general manager, KRCA Los Angeles.

NBC-TV BUYS 50% OF MOVIE INDEPENDENT

Contract with Figaro Inc. and Joseph Mankiewicz adds film firm's services to NBC programming. Top NBC executives elected to Figaro board.

IN a move to boost the flow of quality program material, NBC-TV has bought half ownership of a top independent motion picture company with an expectation the investment will pay off in tv development and production.

As disclosed Thursday by Robert W. Sarnoff, NBC president, Figaro Inc., Hollywood, and its president, Joseph L. Mankiewicz, will furnish services to NBC such as the selection of program material, talent "and other elements" and "critical analyses and recommendations as to programming and production techniques." In addition, NBC will be granted a "favored position" in the telecast of all motion pictures produced by Figaro.

The agreement was long term and involved a simultaneous election of a new Figaro board of directors on which the names of top NBC executives appear.

An association between Figaro, Mr. Mankiewicz and NBC-TV had been long in the making [B•T, Nov. 14, 1955]. Under the arrangement,



NBC President Robert W. Sarnoff (l) and Joseph L. Mankiewicz at signing of contract whereby NBC purchased 50% ownership of Figaro Inc., independent motion picture production company of which Mr. Mankiewicz is president.

the network purchased 50% of the company that is known for its productions of "The Barefoot Contessa," and "Guys and Dolls," among other movies, and which only recently completed a pact with United Artists. The agreement of Figaro-UA provides for about nine new motion pictures, five of them to be produced, directed and written by Mr. Mankiewicz. UA would release them during the next four years.

Figaro already is preparing two features for UA distribution: "The Quiet American," adaptation of Graham Greene's novel, to be written and directed by Mr. Mankiewicz and filmed in Saigon, Indo-China, starting early next year, and "Good Old Charley Faye," adaptation of a play originally presented in February on NBC-TV's *Kraft Television Theatre.* Felix Jackson will produce the "Faye" movie and George Roy Holl will direct, with shooting to start in Hollywood by the end of next month.

The new Figaro board includes Mr. Mankiewicz as chairman; Emanuel Sacks, RCA and NBC vice president; Bert Allenberg, executive vice president, William Morris Agency Inc.; Alan Livingston, president of Kagran Corp., a wholly-owned NBC subsidiary; New York attorney Abraham L. Bienstock; Earl Rettig, NBC-TV vice president in charge of services; Robert Lantz, Figaro vice president, and James E. Denning, director of talent and program contract administration, NBC. New officers of Figaro: Mr. Mankiewicz, president; Mr. Sacks, executive vice president; Mr. Lantz, vice president; Mr. Rettig, treasurer, and Richard Reiss (with Mr. Bienstock's law firm), secretary.

CBS-TV TO EXPAND ITS TELEVISION CITY

MULTI-MILLION-DOLLAR expansion was announced last week for CBS-TV's Television City in Hollywood, entailing the building of two additional studios and eight rehearsal halls. Also to be constructed is a nine-story office building to house administrative and creative personnel.

The new plans—a second phase in CBS-TV's original blueprint—were announced in Hollywood last week by J. L. Van Volkenburg, CBS-TV president, who explained that the additional facilities were needed because of an increase in program production requirements. He said programs have been added and the shows, themselves, generally have become longer and more elaborate. This growth in length and content has demanded more studio, rehearsal and production space.

Mr. Van Volkenburg noted that in New York also, the number of tv studios has increased from 15 to 22 in the past few years.

Television City, designed and built in 1952 specifically for tv, originally had anticipated expansion. Thus, even when the new additions are completed, the existing facilities need not be disrupted should still further growth be required. New studios will be equipped to handle color and black-and-white. It was pointed out that the office building will relieve much space now occupied by administrative and creative personnel but originally designed for production services.

Meanwhile, said Mr. Van Volkenburg, CBS-TV will follow through with its program of making use of recent technological developments, new operating procedures and equipment in an effort to increase the current capacity. As part of this, another studio now being used will be equipped for color, making a total of four studios so available on the West Coast.

The original designer of Television City, Pereira & Luckman, has been retained as architect-engineers and Knoll Assoc. has been appointed planner of office building space and interior design.

ABC-TV 'Film Festival' Goes On, Rates Go Up

ABC-TV's *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m.), whose future has been uncertain so far as the 1956 fall season is concerned, last week appeared definitely set to continue—and at higher rates.

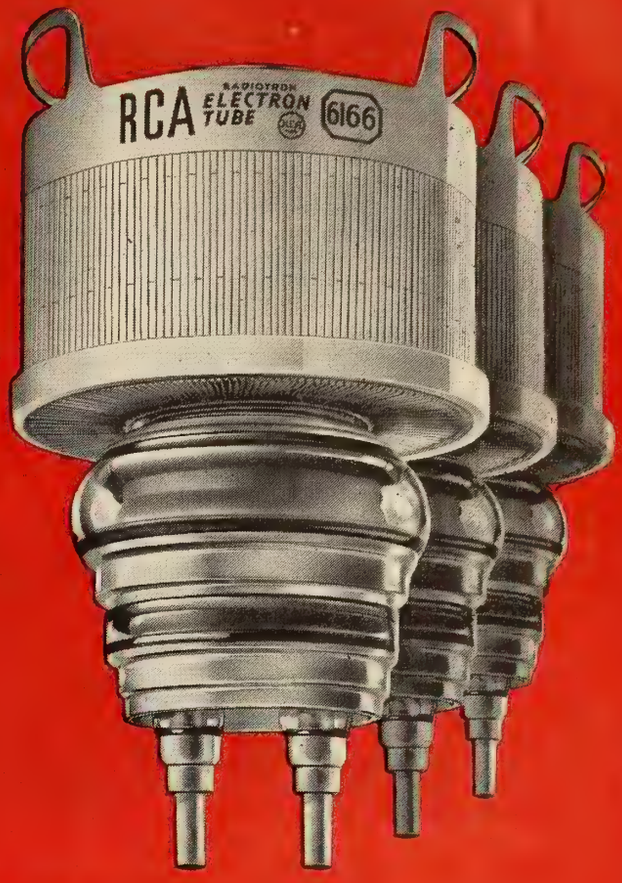
The network issued a new rate card for the program, calling for an increase of approximately 20% in the costs of participations. Current rates range up to a top of $2,500 for one 60-second commercial and scale down to a low of $1,600. On the new card, the top goes up to $3,000 and the lowest net figure rises to $1,920.

Right from the logs of WBAL and WBAL-TV

40,950 Hours ON-AIR



9,827 Hours ON-AIR



...and going strong!*

How to get more hours from an RCA-857B

- Hold filament voltage at 5 volts—at tube terminals
- Hold condensed mercury temperature within minimum and maximum ratings
- Heat filament *fully*—let bulb heat—before applying plate voltage
- After transporting tube, do not apply plate voltage until you redistribute mercury (by heating filament)
- After idle periods, increase plate voltage *slowly*
- Keep RF out of rectifier compartment
- Utilize quadrature operation
- Adjust circuit breaker so that opening time does not exceed "fault" time
- Operate tube within RCA ratings; operate "spares" periodically

How to get more hours from an RCA-6166

- Hold filament voltage at 5 volts—at tube terminals
- Keep air-cooling system clean—to prevent tube and circuit damage caused by overheating
- If power amplifier uses spring finger socket contacts, make sure each finger is clean—and has ample tension for good contact (to prevent arcing)
- Handle RCA-6166 *carefully* to avoid damage through mechanical shock
- Operate RCA-6166 within RCA ratings; follow instructions packed with each tube
- Operate spare tubes periodically
- Test each RCA-6166 in actual operation as soon as you receive it

From WBAL/WBAL-TV, Baltimore, Chief Engineer William C. Bareham comes this message:

"We are very happy to make the following report relative to long tube life covering three RCA-857-B rectifier tubes which are going strong at 40,950 hours in our 50-kw AM transmitter, and three RCA-6166's in our 50-kw TV transmitter, which are still making power at 9,827 hours."

RCA "time-proven" tube designs are paying dividends like this for radio and TV stations everywhere—in lower operating costs, and lower cost per hour of operation. Your RCA Tube Distributor handles a complete line for broadcasters.

*Reported February, 1956

RCA®

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA, HARRISON, N. J.



...when you buy WTCN-TV!

The saying goes "You're known by the company you keep". Well, you'll be in *good* company on WTCN-TV!

More and more top advertisers are finding that WTCN-TV is their *best buy* in the important Twin City television market! They've found that to sell people . . . you have to reach people! And . . . WTCN-TV reaches LOTS of people every day! Check Pulse and ARB! You'll see that WTCN-TV is a powerful *selling* factor in the Minneapolis-St. Paul market! You'll be amazed, too, at the LOW cost-per-thousand! Like the other top advertisers on WTCN-TV, you'll find that . . .

You can't afford to overlook . . .

WTCN-TV Channel 11

"The Station of the Stars"

MINNEAPOLIS • ST. PAUL ABC Network

Represented Nationally by the Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

TV NO 'MAGIC VEHICLE' FOR POLITICS—MICKELSON

CBS news chief tells Washington Democratic women that the successful user will be one who masters its intricacies, complexities.

UNLESS it's wisely used, television may not prove to be the "magic vehicle" which leads the way to "the politician's utopia," Sig Mickelson, CBS Inc. vice president in charge of news and public affairs, said in a speech prepared for delivery before the Women's National Democratic Club in Washington today (Monday).

He offered five "principles" for more successful use of tv by the candidates and their supporters.

"There is no doubt that television will be a tremendously powerful force but a successful user is going to be the one who masters its intricacies and its complexities," he said.

"Television is not the magic vehicle which cures all ailments, from creaking political machines to croaking candidates. It is much better taken only on prescription from a licensed practitioner of the art. Since it is expensive medicine it might as well be taken wisely, and this, I must point out, is in no way minimizing the dramatic impact of television or its crucial importance in winning political comrades."

Mr. Mickelson's five principles for more effective use of television:

"1. The candidate or the person appearing on his behalf should be himself. He should not hoke up the act with perfectly obvious histrionics.

"2. Remember that it is the whole impression through the campaign that counts, not just the impression created on one program.

"3. You can't create interest in your candidate or your program solely on the basis of the external trappings of showmanship which may surround the program. Interest, sympathy and understanding have to be created by the candidate himself or by the person speaking in his behalf.

"4. You can't think of television as purely a 'show' medium. It is a medium of communication just as are the newspapers, radio and the magazines, and not a vaudeville stage as some persons are sometimes tempted to think.

"5. Recognize television for the potent force which it is in the field of communicating ideas. Many politicians and government officials who would pay hard cash to buy television time for a dry speech would literally throw away better time by failure to include television news reporters and cameramen in their plans for coverage of an interesting news event or press conference.

"Television news asks no special favors. It insists on equal recognition and treatment alongside the older but less effective mass communications media. Those who get the most mileage from television will be those who learn this lesson early, as did President Eisenhower when he admitted television newsfilm cameras to his press conferences."

Mr. Mickelson offered one other suggestion: "Don't be afraid to ask for professional advice. The general manager or news director of your local television station will help you plan the most effective use of the medium, whether it be before live television cameras or before those devoted to filming news. On the national level, the networks frequently sit down with the responsible officials of the Democratic and Republican national committees to plan the most effective use of the medium, whether it be a relatively simple speech or a complicated, detailed operation such as the national conventions."

Mr. Mickelson reviewed for the Democratic women CBS-TV's own plans for coverage of the political conventions in August, which are expected to be witnessed or heard—via one radio or tv network or another—by some 120 million persons [B•T, May 14].

Horwich to Use NBC Stations For New Children's Programs

NBC has assigned Dr. Frances Horwich, supervisor of children's programs for the networks and creator-star of *Ding Dong School,* to make use of NBC owned stations to develop new children's programs. The new assignment is in step with NBC's policy "of keeping children's programs at the highest possible level," according to the network.

Dr. Horwich's assignment was made public by Charles R. Denny, vice president of NBC owned stations, and an official "welcome home" to WNBQ (TV) was expressed by Jules Herbuveaux, NBC vice president and general manager of WMAQ-WNBQ (TV) Chicago. Dr. Horwich will begin her experimental work on the tv station where her *Ding Dong School* show first started as a local program in October 1952, going on the network a month later.

In addition to her duties on the program, Dr. Horwich heads a Children's Program Review Committee, set up by NBC a year ago. Mrs. Douglas Horton, former president of Wellesley College and wartime director of the WAVES, and Dr. Robert F. Goldenson, psychologist and family relations expert, serve with Dr. Horwich on the committee. The committee in the past year has worked with producers of children's shows in introducing educational and cultural elements.

Under the current plans, *Ding Dong* will continue to emanate from New York, thus making Dr. Horwich a New York-Chicago commuter to observe progress from time to time on the experimental programs.

150th for 'Matinee'

INVESTMENT of nearly $3 million and hundreds of thousands of man hours of teamwork in NBC-TV's *Matinee Theatre* were highlighted last week by Executive Producer Albert McCleery upon receipt of an illuminated scroll from top NBC Hollywood officials honoring the work of the weekday color program's technical crew. The full hour live drama series marked its 150th consecutive program last week as Mr. McCleery acclaimed its commercial success. He said the series has effected "a true national theater for the U. S."

Begun last fall, *Matinee Theatre* in 30 weeks has involved production achievements a normal weekly live drama show takes four years to accomplish, Mr. McCleery said. The crew involves 250 people in addition to actors.

Since last fall, 1,495 actors have appeared, including more than 100 name stars. NBC Hollywood has interviewed over 4,000 actors for roles. Other achievements: seven tons of mimeographed scripts to date and 2,170 gallons of coffee consumed on the working stages.

Martha Rountree to Start New 'Press Conference' Show

MARTHA ROUNTREE, former co-owner, co-producer with Lawrence Spivak and moderator of NBC-TV's *Meet the Press,* will return to network television after a two-and-a-half year absence July 4 with *Press Conference,* a weekly series featuring top news-makers and reporters. The series, to be seen Wednesdays, 8-8:30 p.m. EDT, replaces *Screen Directors' Playhouse* and will be sponsored by Corn Products Refining Co. (syrups, starches and pills), through C. L. Miller Co., both New York.

Miss Rountree sold her interest in *Meet the Press* to Mr. Spivak in September 1953. *Press Conference,* it was reported last week, will be carried over one of the largest groups of stations ever assembled for a news program and will emanate from Washington, with telecasts scheduled direct from the major political conventions, to be held in Chicago and San Francisco.

Mr. Spivak told B•T Thursday that *Press Conference* was originally conceived during Miss Rountree's association with him and that it made its first tv appearance on a limited basis during the 1952 political conventions in Chicago as *The Nation's Press Conference.* However, the program's rights reverted to Miss Rountree in the separation agreement signed by both parties in 1953.

Agreement with McGraw-Hill Offers 'Omnibus' to Schools

OMNIBUS goes to school: This in effect sums up an agreement between the tv-radio workshop of the Ford Foundation and the textfilm department of McGraw-Hill Book Co., which Executive Producer Robert Saudek and Albert J. Rosenberg, general manager of the McGraw-Hill division, are announcing today (Monday).

Under the arrangement, schools, colleges and other educational and civic organizations will have access to the program's backlog of features, with all sales and distribution rights handled by McGraw-Hill.

First of the features to be distributed will be this past season's three-part series on the U. S. Constitution, narrated by Boston lawyer Joseph N. Welch, and the five-part "Lincoln Series," the last of which was seen in early April.

Next season *Omnibus* will switch to ABC-TV, Sundays, 9-10:30 p.m. It formerly was seen on CBS-TV, Sundays, 5-6:30 p.m. One sponsor, Aluminium Co. of Canada Ltd., through J. Walter Thompson, has renewed the series for the next season. Two others, Scott Paper Co. and J. P. Stevens & Co., have not yet signed renewals. ABC-TV expects to sign a fourth sponsor for the series before it goes back on the air this fall.

NBC Makes Progress Report On Comedy Development Plan

IN A "progress report" on the network's year-old project of developing new comedy writers, NBC-TV revealed that it has hired nine writers and listed their contributions. Among those was the creation of half-hour situation comedy formats "of which *My Fabulous Friend* for Arnold Stang and Robert Strauss is, on paper, the most promising."

The writers also built a bank of comedy material for use on future shows, providing more than 100 comedy ideas, sketches and formats. In addition, they were called in to meet "program emergencies" on *Dateline U. S. A., Wide Wide World* and *Salute to Baseball* and "for consultation on variety formats."

ABC FURTHERS PLANNING FOR NATL. CONVENTIONS

Staff of more than 350 to be used at both political gatherings in August. Possibility of near or actual overlap of conventions prompts plans for some duplicate equipment.

DETAILED plans on ABC's radio and television coverage of the Democratic and Republican presidential conventions were released last week by the network. The Philco Corp., Philadelphia, through Hutchins Adv., Philadelphia, last January signed for sponsorship of ABC's radio-tv coverage of the conventions and election day proceedings.

ABC plans a staff of more than 350 newsmen, production specialists and technicians at the conventions. Thomas Velotta, vice president and administrative officer, is in charge of overall planning and production for both events. John Daly, vice president in charge of ABC news, special events, sports and public affairs, will head a group of 30 news broadcasters and analysts assigned to the conventions.

Assisting in coverage plans are Francis N. Littlejohn, director of news and public affairs, and Donald G. Coe, director of special events and operations. Marshall Diskin is chief director. Technical operations will be supervised by Frank Marx, vice president in charge of engineering and general services, assisted by William Trevarthen, director of engineering operations.

The team of reporters and news analysts, who have drawn convention assignments, include Quincy Howe, Don Goddard, Leo Cherne, John MacVane, Martin Agronsky, John Edwards, Ruth Geri Hagy, Edwin D. Canham and John W. Vandercook.

In addition to the five pool cameras inside the convention halls in Chicago during the week of Aug. 13 and in San Francisco, starting Aug. 20, ABC intends to use 25 of its own tv cameras at each convention city. One of the special devices newsmen on the convention floor will utilize is Audipage, a receiver the size of a cigarette lighter, developed by Philco for the coverage. ABC also plans to use three mobile studio units in each city.

ABC is meeting the problem of possible overlapping of conventions by reducing to a minimum the tonnage of electronic equipment and number of personnel that will have to be flown from Chicago to San Francisco. The network said it has installed in both cities enough duplicate equipment and extra men to assure continuous coverage of either convention, should they overlap.

In the weeks preceding each convention, ABC is scheduling previews on radio and tv.

Sports Show Lengthened

ANOTHER 30 minutes have been added to NBC-TV's projected *Cavalcade of Sports* pick-up of the June 10th finals of the Palm Beach golf tourney from New Rochelle's Wykagyl Country Club, the network has announced. Originally scheduled from 4-5 p.m. EDT, the Sunday sports program will be seen until 5:30 p.m. Gillette Co., Boston, is the sponsor, through Maxon Inc., New York.

KMAC, KSYD Join MBS

AFFILIATION of KMAC San Antonio and KSYD Wichita Falls, Tex., with Mutual, effective last Monday, has been announced by Robert W. Carpenter, MBS vice president in charge of station relations. KMAC, which operates with 5 kw on 630 kc, is owned by Howard W. Davis, president, and KSYD (10 kw-D, 1 kw-N, 990 kc) is owned by Grayson Enterprises, of which Sydney A. Grayson is president.

Network 'Repeats'

MILLIONS of tv viewers apparently know a good "thing" on tv when they see it. CBS-TV last Tuesday announced Ed Sullivan would repeat on his June 10 show an animated short subject, called "A Short Vision," that was seen on *The Ed Sullivan Show* of May 27 and which stirred considerable interest.

The film grippingly (some newspapers called it chilling) portrayed the effect of an H-bomb (called "The Thing" in the film) when dropped on the earth. The film was placed near the end of the hour because Mr. Sullivan felt that by that time most children would be asleep. Phone calls and wires from viewers, newspapers and civic groups, including defense organizations, hailed Mr. Sullivan's action, with defense units asking for the film for private showings.

Also on Tuesday, NBC-TV said viewer response caused it to reschedule a film, "The Twisted Cross," the story of the rise and fall of Adolf Hitler, first telecast March 14, and which attracted an NBC-estimated audience of 34 million. The repeat showing is slated for June 12, 8-9 p.m. EDT.

Gleason Advertising Agency
NATIONAL ADVERTISING • MERCHANDISING
726 FISHER BUILDING • DETROIT 2, MICHIGAN

February 17, 1956

Mr. J. Sandison
Station WISN
540 N. Plankinton Avenue
Milwaukee, Wisconsin

Dear Mr. Sandison:

We recently received air checks of the Kretschmer Wheat Germ commercials on the 'Ann Leslie' and 'Jack Denton' Shows.

Denton handled the commercial very competently -- we have no criticisms.

However, we think the Ann Leslie commercial was outstanding. She integrated her commercial into the format so expertly that her listeners might be unaware that they were listening to a commercial - but rather to a convincing recommendation from Ann personally.

This is the type of salesmanship that has rung the cash register for Kretschmer Wheat Germ in other markets, and we will be surprised if it does not do the same in Milwaukee -- so, please ask Ann to keep up the good work.

Cordially yours,

GLEASON ADVERTISING AGENCY
Peggy Van Camp
Peggy Van Camp
Radio-TV

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FOR AVAILABILITIES
call, wire or write
WISN SALES or
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Basic ABC Affiliate

Milwaukee's First Station WISN 1150 Milwaukee



NEW YORK'S A HOT TOWN IN SUMMER...

especially for TV advertising!

Summer is *exactly* the right season to crack the New York market with your television campaign . . .

BECAUSE BETTER, HIGHER-RATED SPOTS...AND MORE OF THEM . . . ARE AVAILABLE TO YOU IN SUMMER THAN AT ANY OTHER TIME OF YEAR . . . AND AT A LOWER COST-PER-THOUSAND!

The reason: Seasonal advertisers vacate and make room for you in the best spots of a given time class. And important, too – summer's when you can nail down your franchise on premium availabilities before the autumn rush.

Which brings us to WRCA-TV, the station that gives an extra discount-on-top-of-discount this summer. It's a buy that can't be matched in all New York television!

THE 14/50 PLAN: Buy fourteen 10- or 20-second station breaks or unpackaged participations per week, and receive, *immediately*, a 50% discount on all those in D and E time!

52-WEEK "DOUBLE DIVIDEND PLAN": Buy a 14/50 Plan on a 52-week firm contract, and receive a June-September 13-week dividend matching your D and E time expenditure dollar for dollar, time for time, or a combination of the two!

Let our cool Sales Manager, Jay Heitin, amplify. Write . . . wire . . . best of all, call CIrcle 7-8300 . . .

WRCA-TV NBC TELEVISION'S LEADERSHIP STATION IN NEW YORK, SOLD BY NBC SPOT SALES



NBC-TV Gains Big Ten, Eastern Football Rights

SALE of regional tv football rights by the Big Ten to NBC-TV for an estimated $315,000 was announced May 26 by the conference's faculty members and athletic directors. The announcement confirmed an agreement "in terms" reached with the network early last month when NBC-TV also reported a sellout of the NCAA eight-game national tv schedule [B•T, May 14, 7].

A regional slate of five games will be televised on Sept. 29, Oct. 13, Oct. 20, Nov. 3 and Nov. 17. Under the agreement, a contest involving Notre Dame and a conference member will be carried. One-half sponsorship reportedly has been set for Sunbeam Corp., through Perrin & Paus Co., New York.

The conference is sounding out prospective advertisers and broadcasters on its filmed highlights program, to be sold to a key station in each state within the Big Ten area as an exclusive "states rights" package [CLOSED CIRCUIT, May 28].

NBC-TV also will carry a schedule of five eastern regional games, it was announced by Asa Bushnell, commissioner of the Eastern College Athletic Conference, and Tom S. Gallery, NBC sports director. The schedule is: Colgate vs. Cornell, Sept. 29; Penn State vs. Holy Cross, Oct. 13; Syracuse vs. Army, Oct. 20; Navy vs. Notre Dame, Nov. 3, and Yale vs. Princeton, Nov. 17.

Mutual's 'Game of the Day' Plans Second All-Star Poll

FOR THE second straight year, MBS will cooperate with Baseball Commissioner Ford Frick in polling baseball fans throughout the nation for selections in the annual All-Star baseball game, it was announced by Jack Burnett, MBS sports director.

Details on the balloting, which started last week, are being given on Mutual's *Game of the Day* broadcasts. Fans are being instructed to send their selections to the 365 MBS stations and 20 independent outlets carrying *Game of the Day*. The stations will forward their tallies to MBS headquarters in New York, which will turn over the compilations to Mr. Frick's office. In addition to the radio stations, some 300 newspapers outside of the station areas are cooperating in the project.

Mr. Burnett appeared on a closed-circuit hookup of Mutual stations last week, outlining to advertisers as well as listeners ways this project may be utilized as a promotional campaign for *Game of the Day*.

ABC-TV to Do 'Polka'

ABC-TV plans to add *It's Polka Time* to its summer schedule July 13, picking up the first 30 minutes of the WBKB (TV) Chicago program. The show will move from Monday, 8:30-9:30 p.m. (CDT) to Friday, 9-10 p.m. (CDT) on the July 13 date. Half of the folk music stanza now is sponsored by National Tea Co., through Rutledge & Lilienfeld Inc., Chicago, and the remaining half is sold to participating sponsors.

KHAM Joins ABC

KHAM Albuquerque, N. M., operating with 1 kw on 1580 kc, affiliated last Friday with ABC Radio, Rex A. Tynes, KHAM's general manager, and Edward J. DeGray, ABC Radio's national director of station relations, have announced. Station is owned and operated by Southwestern Broadcasting Co.

Thanks From Ike

JOHN LYNCH, managing editor of NBC-TV's *Today*, is the proud possessor of a thank-you letter from President Eisenhower. It all started last March when the President mentioned during a news conference that he agreed with many of the ideas proposed by Prof. Max William Salvadori of Williams College to combat European prejudice toward the U. S. and toward American capitalism. *Today* arranged to have Prof. Salvadori amplify his views on the program, but the President missed the feature. Mr. Eisenhower thereupon asked NBC Washington correspondent Ray Scherer to obtain a kinescope of the program. Mr. Scherer relayed the request to Mr. Lynch, who sent the film to the White House. Subsequently, President Eisenhower expressed his "sincere thanks" to the two newsmen for "your collaboration in making it possible for me to see the professor in action."

NBC-TV Series Set, Sold

TWO ADVERTISERS have signed for a half-hour live comedy series, Max Liebman's first such production, to premiere on NBC-TV Sept. 24. The program series, entitled *Stanley*, stars Buddy Hackett. Sponsors, alternating weekly, are Pall Mall cigarettes and Helene Curtis Industries Inc., through Sullivan, Stauffer, Colwell & Bayles, and Earl Ludgin & Co., respectively. The series will be placed three weeks out of four, 8:30-9 p.m. on Mondays, replacing a half-hour of *Caesar's Hour* (now 8-9 p.m. EDT), which moves to Saturdays, 9-10 p.m., in the fall. Fourth Monday will be given over to *Producers' Showcase* spectaculars.

'Woolworth Hour' Birthday

A ONE-HOUR PROGRAM devoted to live music and sponsored by an advertiser which was new to network radio only a year ago, was to celebrate its first year of continuous weekly programming on CBS Radio with yesterday's (Sunday) broadcast. During the milestone broadcast (1-2 p.m. EDT) of *The Woolworth Hour*, sponsored by F. W. Woolworth, various features will include special talent and the appearance of Arthur Hull Hayes, CBS Radio president. The program only recently won a citation as "the most versatile musical program on the air" from the National Federation of Music Clubs.

Morals, Ethics Via Tv

DOES the moral and ethical code for "human relationships" need restating? NBC-TV, which thinks so, is planning a new color film series—of 60-minute or 90-minute length—that will be based on the Ten Commandments for showing in the fall season. Outstanding writers from the literary world will be commissioned to create original stories that will illustrate the moral values of the biblical code. Supervising the series: Jess Oppenheimer, tv and radio creator and NBC Hollywood program executive, whose Burlingame Productions Inc., Hollywood, will be the producer.

Josefsberg, Lewis Renew

CONTRACTS of NBC-TV Hollywood creative executives Milt Josefsberg and Elliott Lewis have been renewed in advance of their expiration dates, the network has announced. Mr. Josefsberg joined NBC last July following 12 years of writing for CBS star Jack Benny. With NBC he has been working on creation of new shows for network release and also has been active in the NBC comedy development project. Mr. Lewis also joined NBC last July and, in addition to developing and creating new programs, is in charge of NBC-TV spectaculars from the West Coast.

Blake to New CBS-TV Post

PROMOTION of Robert F. Blake from manager of special projects for CBS-TV to the newly-created post of director of exploitation, Hollywood, for the CBS-TV press information department, is being announced today (Monday) by Charles J. Oppenheim, CBS-TV director of information services. Mr. Blake will report to James Kane, director of press information, Hollywood.

NETWORK PEOPLE



MR. ARMSBY

Edward H. Armsby, member of NBC's radio-tv sales development department, named manager of sales development, ABC Radio. Before joining NBC in 1953, he was with media research department, McCann-Erickson, N. Y.

Eugene McCarthy, account executive with CBS Radio since 1948, to radio sales staff of NBC.

John Burrell, former drama director of BBC London, and more recently director at American Shakespeare Festival Theatre & Academy, Stratford, Conn., to CBS-TV as art director in scenery design department. He had been doing occasional work for *Ed Sullivan Show* and *Omnibus* during past few years.

Randy Brent, assistant CBS traffic manager, named administrative manager of sports at CBS.

Tom Skelton, associated with New York City Opera Company and other opera and theatrical enterprises as stage manager and associate producer, has joined staff of NBC Opera Co. as production manager. Company has eight-week tour scheduled Oct. 15 through Dec. 8.

Charles Cadley, division commercial supervisor, American Telephone & Telegraph Co., Washington, D. C., to assistant traffic manager, CBS-TV, N. Y.

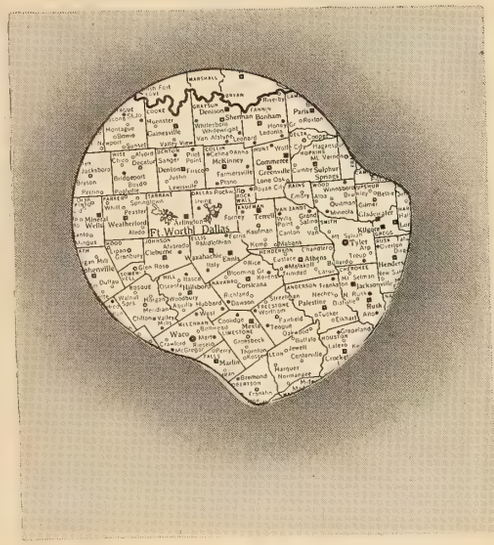
Rose Okun, secretary to CBS Radio producer Bruno Zirato Jr. and sister of *Break the Bank* packager Ed Wolfe, married to Jerome H. Kahn.

Audrey Meadows, who plays wife of Jackie Gleason on CBS-TV, married to Randolph Rouse, Washington real estate man, May 26.

Ira Marion, senior writer for ABC, where he is responsible for *Police Blotter* and *Disaster* radio series, is author of new play, "Stairway to Nowhere," which will be presented in the Red Barn Theatre, Westboro, Mass., June 12.

Coverage in the grand manner... on KLIF

Not even Neiman-Marcus (one of KLIF's accounts, by the way) can find fault with this coverage . . . because KLIF's five thousand watts are *non-directional* during the daytime hours and then spread a broad and powerful beam over Dallas and Fort Worth at night . . . And KLIF completely dominates Hooper, Pulse and Trendex.





KLIF . . . DALLAS
KELP . . . EL PASO
KOKE-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
*In operation soon

NOEMAC STATIONS
NEWS MUSIC

FLAWS IN PRESENT CONELRAD SYSTEM CITED AT L. A. CONGRESSIONAL HEARING

House subcommittee hears Southern California witnesses question: time lag in getting Conelrad operative; reliance on telephone lines which could be sabotaged; quality of reception on small sets.

SWIFTNESS of modern missile attack and the slowness of Conelrad to get into operation to alert an unsuspecting public were highlighted last week in Los Angeles as all phases of the broad civil defense picture were reviewed by a military subcommittee of the House Committee on Government Operations. The obsolescence of recorded public announcements to be used during a Conelrad alert also was pointed out.

The subcommittee, headed by Rep. Chet Holifield (D-Calif.), heard testimony from Frank Crane, president of the Southern California Broadcasters Assn.; Tom Baxter, Conelrad supervisor at KABC Los Angeles, plus a score of civic, military and civil defense witnesses. Other subcommittee members included Reps. Glenard P. Lipscom (R-Calif.), Joe M. Kilgore (D-Tex.) and Edward A. Garmatz (D-Md.).

As military spokesmen told the subcommittee an H-bomb attack could be waged on Los Angeles in 10 minutes or less from submarines off shore, Mr. Crane explained it requires Conelrad about 15 minutes to go into operation. He termed the recorded civil defense material to be used during Conelrad as "obsolete" in terms of new missile warfare.

Broadcasters Bear Burden

While other witnesses called for billion dollar federal expenditures to pay for underground and other public defense measures, Mr. Crane told the committee the entire Conelrad equipment burden has been borne by the broadcasters themselves. He thought there might be some federal help here, too.

Mr. Baxter related details of how Conelrad works technically and pointed out that although the enemy might not use radio signals to guide their attack, "if they found one tiny signal, believe me, they would use it." Mr. Baxter said the exact location and frequency of every radio station in the U. S. can be bought by anyone for a quarter.

Mr. Baxter said Conelrad isn't perfect, "but it does work now." He warned against sniping at Conelrad, which would leave the nation with no system, but felt broadcasters should not be saddled with paying for improvements in view of the big voluntary contribution to date.

Mr. Crane also presented to the subcommittee a detailed analysis of Conelrad experience prepared by Maurie Webster, director of operations for CBS-owned KNX Los Angeles and the Columbia Pacific Radio Network. Mr. Webster is chairman of the Governor's Public Information Advisory Committee for Civil Defense in California.

"It is eminently clear to us that the public would have to depend on radio for information and instruction. Because of that, we have set up a Conelrad task group to study every phase of informing the public by radio," Mr. Webster said.

He stated that broadcasters are not concerned with military strategy. "But they do know much about the problem of informing the public during an emergency, for virtually all of us have done this during the local flood, tornado, earthquake, fire, explosion or similar disaster. In Los Angeles, with our Sigalert system in conjunction with the local police department, we face emergency situations daily.

"For several years radio stations have devoted considerable time, effort and money to implementing Conelrad," Mr. Webster noted. "They stand ready to make their stations and facilities available to the government in an emergency, although we must observe that there has been no proposal to pay the stations for this, or to pay the personnel who would operate the equipment.

"This is different from the telephone company, for instance, which is compensated for all services furnished.

"One problem which concerns us is the changeover time required to re-tune the average transmitter so that it will operate on either 640 or 1240 kc," Mr. Webster told the subcommittee. "Psychologists tell us that the first few minutes after an alert is declared are the most critical. If people cannot find out what is happening and get confirmation of an apparent alert, the chances of a panic are great. This is when they need most the calm-voiced instructions that may help them to survive."

Mr. Webster said KNX engineers told him that they must figure on a minimum of four minutes to re-tune from 1070 to 1240 kc. But the engineers who supervise Conelrad in this area feel that under emergency conditions, the minimum time might run well over the four to 10 minutes, perhaps 15 minutes or more.

Mr. Webster pointed out that the station operators who have already invested heavily in equipment and man power to make Conelrad operative are somewhat reluctant to make further expenditures. Their reasons are understandable, he said, because in recent years every few months they have heard an apparently substantiated rumor that Conelrad will be replaced. The rumor is usually denied by a substantial government source, but a few months later it appears again in a slight altered form, he added.

These rumors have halted much constructive work that might otherwise have been done to overcome problems, according to Mr. Webster, who suggested that since the element of changeover time is so vital to the survival of our citizens, perhaps the FCDA or some other agency should consider supplying financial backing.

Mr. Webster told the subcommittee a second factor of concern to Los Angeles radio engineers is that in their area Conelrad "is entirely dependent upon telephone lines to carry programming from the civil defense center to the Conelrad cluster center and then to the transmitteer. In addition most of this operation depends upon the city's power supply." Both phone lines and power are vulnerable to sabotage or bomb destruction, yet Conelrad today is the only practical means of confirming the fact of an alert preceding an attack, he said.

A third factor related by Mr. Webster's statement concerned program material problems raised by civil defense officials.

The program announcements may not identify a town or city by name although geographic landmarks can be cited, he explained. But this is confusing for great numbers of new citizens in any region as spread out as Greater Los Angeles, Mr. Webster said. He urged relaxation of restrictions on use of city names.

"A fourth matter which our committee feels bears further discussion is the efficiency of Conelrad coverage," Mr. Webster said. "FCC representatives have said that Southern California broadcasters have shown notable leadership in organizing and testing Conelrad. We are proud of this but we cannot honestly be satisfied. I do feel that the stations' activity gives weight to their report that the 1240 kc cluster is of very limited value because it cannot be heard well over much of this metropolitan area. And, even the 640 kc cluster fails to cover several communities which would need up-to-the-minute civil defense instruction. In addition, the transmitters used are dispersed rather widely and will operate on limited power. So that as the program is switched from one to another, at many listening points there will be great differences in volume level.

Question of Reception

"While Conelrad recordings have been made which demonstrate adequate reception, we understand that many of them have been made with high quality receivers containing internal circuits which compensate largely for these volume differences. In an emergency, however, when most of the public will be listening on small ac or battery-operated sets and in widely varied locations, we fear that many of them will miss portions of the broadcast. This broadcasting is done on a random basis. Sentences will be interrupted and important instructions may be incomplete or confusing.

Mr. Webster outlined a proposal designed "to overcome our reliance entirely on land-lines to operate Conelrad." He said the government could install a radio center at a relatively secure point, remote from the Los Angeles basin or at the regional civil defense center. It could serve as broadcasting headquarters and the Conelrad cluster center, he said, and there suitable electronic switching equipment, such as local radio engineers have recently designed, built and tested for use in Los Angeles.

Sigalert would be set up and two-way microwave transmitters would be installed, he maintained. They would replace phone lines in beaming civil defense programs alternately to each broadcast transmitter in the cluster for retransmission to the public. Emergency power would be available, the broadcast stations would have permanent receiving equipment and automatic units for re-tuning them to 640 or 1240 kilocycles, he said. This kind of operation would need to be manned as a radar station is, around the clock, he said, "but it would be able to operate through everything but direct bomb hits on most or all of the broadcast transmitters."

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.; Hartford, Conn., ch. 3; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4.

AWAITING ORAL ARGUMENT: 6

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

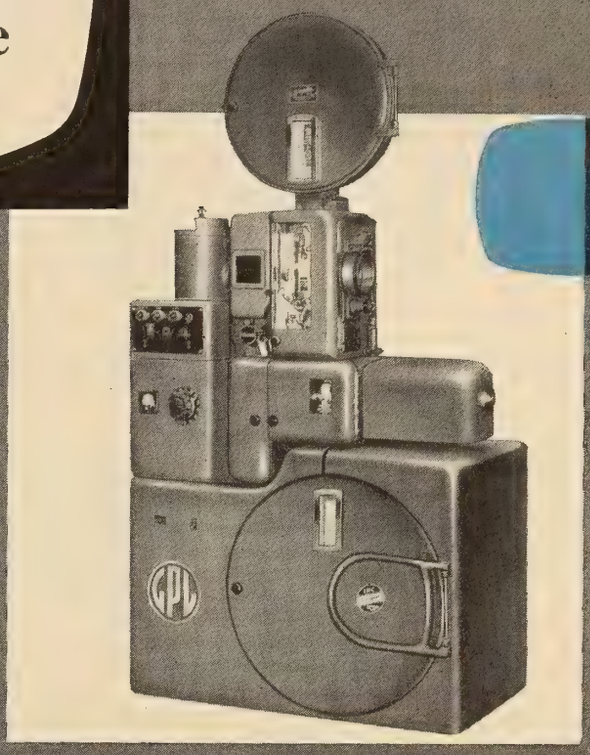
AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 7

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich. ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

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MAJOR NETWORKS
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the new GPL 35mm. telecast projector

Here is equipment with which you can give your public the best in color. To develop it, GPL adapted to TV the world-famed equipment of an affiliated GPE Company—the SIMPLEX Projector Mechanism and Sound Head, standard of the motion picture world.

Run your eye down this list of GPL 35mm. projector features . . . then take a look at your present equipment.

- Flatness of illumination greater than 90% of high level
- Jump and weave less than 0.15% of picture width
- Resolution in excess of 500 lines
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- Permits still-frame operation
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Broadcaster Seaton Named to Cabinet

BROADCASTER-publisher Fred A. Seaton, 46, now serving as deputy presidential assistant for administrative liaison, last week was nominated to the Cabinet as Secretary of the Interior. President Dwight Eisenhower sent the nomination to the Senate Monday.

Mr. Seaton's nomination is to fill the post left vacant April 15 by the resignation of Douglas McKay who is running on the Republican ticket for the Oregon Senate seat now held by Sen. Wayne Morse (D-Ore.).



MR. SEATON

Mr. Seaton and his brother, Richard M. Seaton, own Seaton Publishing Co. (KHAS - *Hastings* [Neb.] *Tribune*), which is a majority stockholder of KHAS-TV. The Seatons also own *Manhattan* (Kan.) *Mercury* (KMAN), *Coffeyville* (Kan.) *Journal* (KGGF), *Winfield* (Kan.) *Courier, Alliance* (Neb.) *Times-Herald, Deadwood* (S. D.) *Pioneer-Times, Lead* (S. D.) *Call, Sheridan* (Wyo.) *Press* and *Western Farm Life* magazine, Denver.

The broadcaster-publisher was appointed in December 1951 to serve the unexpired Senate term of the late Sen. Kenneth S. Wherry (R-Neb.) and returned to Hastings after the term expired in 1952. In September 1953, he was appointed by President Eisenhower to serve as Assistant Secretary of Defense handling relations with Congress. He was transferred to his present post in the White House Feb. 21, 1955 [B•T, Feb. 28, 1955].

He is credited with supporting Mr. Eisenhower since the early days of the President's decision to seek office. He told reporters he learned of the Interior nomination May 24. Mr. Seaton's appointment was regarded as a surprise by political observers, many of whom had been expecting nomination of Under Secretary of the Interior Clarence A. Davis, also a Nebraskan, to the post.

Hearing on Mr. Seaton's nomination will be held tomorrow (Tuesday) by the Senate Interior & Insular Affairs Committee headed by Sen. James E. Murray (D-Mont.).

House Passes Bill Splitting Recording Unit

THE House last week passed a legislative appropriations bill (HR 11,473) under which the operations of the Joint Senate-House Recording Facility would be split, with the House making appropriations for its own separate facility and the Senate expected to do the same [AT DEADLINE, May 28].

The bill was passed Tuesday following debate in which Rep. John D. Dingell (D-Mich.) charged that the present facility, of which Robert J. Coar is coordinator, was used by Mr. Coar and others to perform services for persons other than members of the House and Senate.

The joint facility tapes and films speeches and reports by senators and representatives, for use on home state radio and tv stations, at costs normally lower than private enterprise rates.

Rep. Dingell cited two special reports made by the General Accounting Office in 1954 and 1955 which said Mr. Coar and his wife, Helen, operated a partnership, Audio & Video Productions, in nearby Virginia, which was engaged in the same kind of business as the joint facility; that audits and inventories indicated government equipment was missing from the facility during a checkup; that employes of the facility received $12,530 from outside sources in 1954; that an unlisted telephone was maintained on the premises.

Mrs. Coar, a House employe, has been fired by House Clerk Ralph Roberts. No action has been taken on Mr. Coar, a Senate employe.

Calling the situation a "shameful" one, Mr. Dingell said he hoped "we will soon be to the point where we can get rid of Mr. Coar," adding: ". . . I hope he will stop doing some of the things which he has been doing in the past and that he will thereby stay out of jail."

Statements defending Mr. Coar were made by Reps. Frank T. Bow (R-Ohio), Walt Horan (R-Wash.) and John Phillips (R-Calif.). Mr. Bow said he felt the facility had given good service and that the Coars did not use the joint facility for private gain. Mr. Horan said he thought the facility had been well operated. Rep. Phillips said the Coars owned part of the original equipment with which the facility was begun several years ago and that the "know-how and the knowledge they possessed was a matter of great value to us."

The House Appropriations Committee which reported the bill recommended $90,000 for salaries for the House facility. The Senate, presumably, will insert funds in the measure to provide for a separate Senate facility.

Rogers Submits Answers To Affiliation Questions

DETAILED answer to "suggestions and recommendations" question in questionnaire sent to tv network affiliates in April [B•T, April 16] by the Senate Commerce Committee has been submitted by Lawrence H. Rogers, NBC-affiliated WSAZ-TV Huntington, W. Va., who already has testified before the committee on pay tv [B•T, April 30] and will return June 20 to defend network affiliation policies.

In a letter to the Senate group, Mr. Rogers described the present high state of tv broadcasting's development and said network broadcating, "predicated on the fundamental principles of option hours and a basic network, has been almost wholly responsible for this astounding development in so short a time."

To eliminate option time and must buys, he continued, would be to eliminate for most of the public the "great events and superb programs now seen on nationwide television." Local operators would find it impossible to replace the networks' public service programs, such as coverage of the major party political conventions, Mr. Rogers added.

Complaints of network "abuses" have originated "amost entirely with licensees of facilities whose development has not been as rapid as the owners might have hoped," he said, and "in almost no case do such complaints arise from the public."

Robert F. Ferguson, WTRF-TV Wheeling, W. Va., also in a letter to the Senate committee, said some of the statements made by various individuals against the network system "are in wide variance with my own experience with NBC."

He said WTRF-TV carries almost 100% of NBC's evening and 72% of its daytime commercial schedules and tries to carry all NBC's sustaining programs. "Never," he said, "have they dictated about clearances, rates, etc. On the contrary they have been most helpful and every single department has shown genuine interest and concern about local operating problems. . . . It is this climate of team-work that enables us to operate the best under the very definite obligations and responsibilities of our FCC license."

Norfolk-Portsmouth Ch. 10 Decision Awarded to WAVY

IN a closely-contested battle for ch. 10 in Norfolk-Portsmouth, Va., the FCC last week, by a 3 to 2 margin (Comr. Lee absent and Comr. Mack abstaining), overrode a hearing examiner's recommendation and awarded the vhf channel to Portsmouth Radio Corp. (WAVY), denying the application of Beachview Broadcasting Corp. Beachview had been favored for the grant 17 months ago in an initial decision by Examiner Charles J. Frederick [B•T, Jan. 3, 1955].

The FCC accorded no preference for integration of ownership with management, the controlling factor in the examiner's initial decision. The Commission found the applicants almost equal on a comparative basis with WAVY given preferences for civic participation and past broadcast record and Beachview receiving a minor preference for diversification of communications interests.

The FCC majority (Chairman McConnaughey and Comr. Webster voted for Beachview) found that WAVY was more qualified and could be more depended upon to bring tv to the Norfolk-Portsmouth area. (WAVY officials included Carl J. Burkland, former CBS Spot Sales and station administration executive.) The decision was critical of Irvin M. Kipnes, secretary-director-10% Beachview stockholder, finding that he had conducted himself in an "irresponsible" manner in negotiating for the sale of his 10% interest in Cavalier Broadcasting Corp. (then operator of WCAV Norfolk).

Three More Low-Power Tvs Put on Air by Defense Dept.

THE Defense Dept., through the Office of Armed Forces Information & Education, recently put three low-power tv stations on the air for the benefit of service personnel stationed overseas.

The three stations are WXLE-TV on Parry Island of the Eniwetok group, one aboard the aircraft carrier *U. S. S. Badoeng Straits,* serving members of Task Force 7, and the third at Ft. Greely, Alaska, which went on the air May 19.

Armed Forces Radio & Television Service now has 17 overseas tv stations on the air with three more planned by July 15, according to a Defense Dept. spokesman. The outlets used a packaged tv station manufactured by Dage Television Div. of Thompson Products Co., Michigan City, Ind.

Bryson Rash, ABC Washington newsman just back from the Eniwetok H-Bomb blast, reports the WXLE-TV operation is unique in that it is staffed by civilian contractors on the island. The whole setup covers an area of 16x19 ft. with studio facilities consisting of a small announcers booth. The station, which went on the air May 1, operates with 160 w visual power and carries kinescopes of stateside shows.

WXLE-TV's first live program was a newscast by Mr. Rash. He said that it does not have any live programs at the present time but plans to begin local news and sports shows in the near future. It is on the air from 5-11 p.m. daily and 1-11 p.m. Sundays and serves an estimated 50 sets, plus those aboard ships.

Mr. Rash and other correspondents covering the blast also did a live show from the station aboard the *Badoeng Straits,* which does not have call letters.



WKMH
DEARBORN – DETROIT

WKMF
FLINT, MICHIGAN

WKHM
JACKSON, MICHIGAN
Jackson Television & Broadcasting Corp.

WSAM
SAGINAW, MICHIGAN

Represented By Headley-Reed



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NOW! SAVE up to 15%

By Buying 2 or More of These Powerful Stations

HERE'S HOW IT WORKS

Buy All 4 Stations...SAVE 15%
Buy Any 3 Stations..SAVE 10%
Buy Any 2 Stations..SAVE 5%

Now, you get more for your money than ever before! You get the biggest buy in radio in Michigan's Knorr Broadcasting Corporation's combined 4-Station deal! Here, bounded by Detroit, Jackson, Flint and Saginaw is 80% of Michigan's 6-billion dollar buying power. That's where nearly 100% of the homes and over 85% of the automobiles have radios. That's where WKMH, WKHM, WKMF and WSAM command the biggest listening audience, because that's where *everybody* likes News, Music, Sports.

REACHES MICHIGAN'S BIGGEST BUYING POWER

in
boston



there's
only
one
for the
Smart
Money

Best Cost
Per 1000

WCOP
Boston
5000 watts
on 1150

REPRESENTED NATIONALLY BY WEED & COMPANY

New Haven Sale Bid Submitted to FCC

APPLICATION for FCC approval of the purchase of WNHC-AM-FM-TV New Haven, Conn., by Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia-*Philadelphia Inquirer*) was filed with the FCC last week [B•T May 28].

Triangle is buying the ch. 8 ABC-affiliated outlet plus its am and fm adjuncts in the rich Connecticut area for $5.4 million plus $25,000 a year for five years to Aldo DeDominicis, secretary-treasurer and general manager of the WNHC properties and $10,000 a year for 10 years each to Patrick J. Goode and Michael Goode, president and public relations director of the WNHC stations. Mr. DeDominicis and Patrick J. Goode are the principal owners of the New Haven outlets.

WNHC stations' balance sheet as of April 30, 1956, showed total assets of $1.98 million, of which $1.11 million were current assets. Total current liabilities were listed as $446,700, while earned surplus was listed at $1.59 million. Property and equipment were valued at $1.5 million on a replacement basis. WNHC operates with 250 w on 1340 kc and is affiliated with NBC. WNHC-TV has a secondary affiliation with CBS-TV

Triangle balance sheet for March 25, 1956, showed total assets of $58 million, of which $21.2 million was carried as current assets. Current liabilities totaled $12.9 million while capital and surplus added up to $32 million. In addition to its Philadelphia broadcast outlets, Triangle also owns WNBF-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa.; WLBR-TV Lebanan, Pa. (subject of a protest hearing), and 50% of WHGB Harrisburg, Pa. Triangle also publishes *Tv Guide, Seventeen, Official Detective* and other publications.

FCC Sanctions Purchase Of KITO San Bernardino

ASSIGNMENT of KITO San Bernardino, Calif., to Cosmopolitan Broadcasting Corp. for $150,000 was approved by the FCC last week. Cosmopolitan is owned by Continental Broadcasting Corp.—in turn owned by Richard C. Simonton, Frank Oxarart, Arthur B. Hogan and Albert Zugsmith. Same interests own KRKD-AM-FM Los Angeles. Mr. Oxarart also owns 50% of KDON Salinas, Calif.

Messrs. Simonton, Hogan, Zugsmith and Jack Burnett owned KULA-AM-TV Honolulu, just sold for $1 million in a stock transfer to Crowell-Collier Publishing Co. (see story page 73).

Mr. Hogan is president of the Albert Zugsmith Corp., Los Angeles, media brokers. Mr. Zugsmith, chairman of the company bearing his name, is also a producer with Universal-International Pictures.

The KITO purchase was made from J. J. Flanigan and associates. KITO operates with 5 kw on 1290 kc and is affiliated with ABC.

Shea, Transcontinent Buy Of WSVA-AM-FM-TV Ok'd

FCC last week approved the sale of WSVA-AM-FM-TV Harrisonburg, Va., from Frederick L. Allman and wife to Tudor Telecasting Corp. for $560,000 plus obligations of $250,000.

New owners of WSVA stations are Hamilton Shea, former NBC executive and more recently general manager of WRCA-AM-FM-TV New York, 50%, and Transcontinent Television Corp., 50%. Transcontinent comprises principals who are stockholders in WGR-AM-TV Buffalo, N. Y. They are Paul A. Schoellkopf Jr., J. Fred Schoellkopf IV and Seymour H. Knox. Other Transcontinent principals are David G. Foram and David C. Moore. Transcontinent also has purchased Stromberg-Carlson stations WHAM-AM-FM-TV Rochester, N. Y., for $5 million. Application will be filed soon with the FCC. The Messrs. Schoellkopf each own 20% in Television Assoc. of Elmira Inc., one of three applicants for ch. 9 in that upstate New York city. Mr. Shea will be president of the Harrisonburg stations and will manage them.

Mr. Allman retains a one-third interest in WJMA Orange and 10% of WREL Lexington, both Virginia.

Sale Approval Sought For Cowles W. Va. Buy

APPLICATION for FCC approval of the sale of WHTN-AM-TV Huntington, W. Va., to Cowles Broadcasting Co. for $535,000 from S. J. Hyman and associates was filed last week.

Cowles is also assuming obligations of $107,259 to RCA for equipment, but is not taking over current assets. This amounted to $75,000 as of April 30, 1956. WHTN stations' balance sheet as of that date listed total assets as $402,141 and current liabilities of $215,723, with deficit given as $80,842. Value of land, properties and equipment was listed at $377,867, with WHTN-TV assets valued at $260,208. WHTN-TV operates on ch. 13 and is affiliated with ABC-TV. WHTN is a 1 kw daytimer on 800 kc and is affiliated with MBS.

Cowles balance sheet as of March 24, 1956, lists total assets as $2.64 million, with $855,000 as current assets. Current liabilities were totaled as $266,447, with capital surplus $351,863 and earned surplus $152,264. Net income after federal taxes of Cowles Broadcasting was $142,370 in 1954 and $206,386 in 1955.

Cowles Broadcasting owns KRNT Des Moines, Iowa; WNAX Yankton, S. D.; KVTV (TV) Sioux City, Iowa, and 60% of KRNT-TV Des Moines, Iowa. Cowles-controlled Minneapolis Star and Tribune Co. owns 47% of WCCO-AM-TV Minneapolis, Minn., and 80% of KTVH (TV) Hutchinson, Kans.

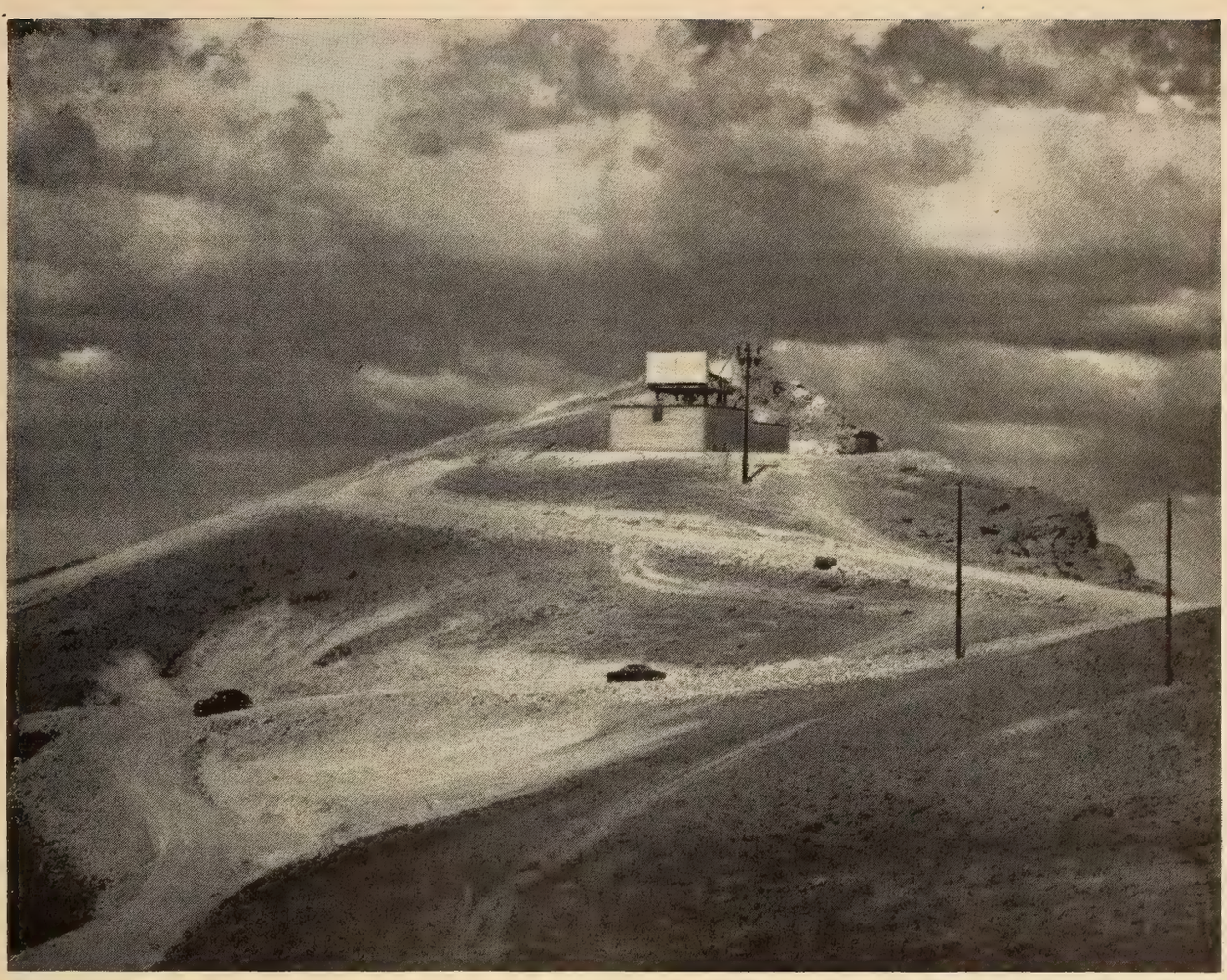
FCC's WMFJ Sale Approval Set Aside by Appellate Court

FCC approval of the sale of WMFJ Daytona Beach, Fla., by W. Wright Esch to WMFJ Inc. [B•T, July 4, 1955] was set aside last week by the U. S. Court of Appeals for the District of Columbia, which ordered the FCC to hold hearings on the transaction.

The Commission had approved the sale despite the protests of Theodore Granik and William H. Cook, who said they had an option to buy WMFJ and should have been heard. The FCC refused to hear Messrs. Granik and Cook on grounds the option agreement was not part of the matters before the Commission in the transfer and that the protestants therefore had no standing to protest and were not "'aggrieved" by the transaction. Whereupon, Messrs. Granik and Cook appealed.

In ordering the hearing last week, the appellate court said Messrs. Granik and Cook had a substantial interest which made it necessary for the FCC to give them a hearing. Meanwhile, the two have sued in Florida courts to protect their rights under the option.

Messrs. Granik and Cook also say their option includes the right to buy the cp issued to



Access road to radio relay station, Rocky Point, Nevada.

A TV CHANNEL IS PART ROAD

The more than 500 radio relay towers of the Bell System are found in all imaginable types of terrain from a Nevada mountaintop to the roof of a New York skyscraper. Yet each must be accessible for maintenance in any season, and under any weather condition.

So the Bell System builds roads which help insure dependable network service for the television industry. In bad weather, jeeps or specially designed snow tractors are needed in some locations.

For a radio relay network is more involved than it might appear. It needs access roads . . . and generators for standby emergency power. And it requires a skilled corps of highly trained maintenance experts across the nation, always available when trouble occurs.

Every Bell System relay station is a combination of all these many elements. Together they help insure the best television transmission it is possible to provide across almost 70,000 channel miles.

BELL TELEPHONE SYSTEM

PROVIDING INTERCITY CHANNELS FOR
NETWORK RADIO AND TELEVISION THROUGHOUT THE NATION

Another WAPI-WABT Public Service

EAST-WEST
All-Star Game

The 13th Annual East-West All-Star baseball game of Alabama high school boys. After sectional games, the boys are brought to Birmingham for the BIG GAME, June 8. Nearly 100 high schools are represented. Paid attendance (at $1 per) runs to 12,000 and over. Big league scouts are there.



In 1955 these three boys were winners, getting trips to the Sugar Bowl Game in New Orleans.

Sponsored by

WAPI-WABT, the Lions Clubs of Alabama
and The Birmingham News

for the Benefit of

Alabama Sight Conservation

ALL receipts from the game go 100% to the Alabama Sight Conservation Association—ALL expenses paid by WAPI-WABT, and The Birmingham News. This is another of the many important public services for which WAPI-WABT are so well known*.

Broadcast over the Alabama Network through the facilities of WAPI and of WAFM (FM).

Myrt Powers (of $64,000 fame) will be brought by the sponsors to promote greater attendance. She will call the game with WAPI's Dan Daniel.

WAPI and WABT

Alabama's First Stations in Public Service

Represented by John Blair & Co., Blair-TV. Harry Cummings in the Southeast.

** Also sponsors of Crippled Children's Clinic football; Miss Alabama contest; Maid of Cotton; Fat Calf Show; March of Dimes auction; etc.*

Telrad Inc. for ch. 2 at Daytona Beach, but the FCC said only WMFJ was directly involved and that no application has been filed for transfer of the tv permit. Mr. Esch sold the ch. 2 grant (WESH-TV) to WCOA Pensacola (J. H. Perry interests). FCC approved this sale April 25 [B•T, May 7].

Mr. Granik, producer of *American Forum of the Air* (NBC Radio, NBC-TV) and *Youth Wants to Know* (NBC-TV), and Mr. Cook are officers of WJNO-TV Palm Beach, Fla.

Principals in WMFJ Inc. are Harold Kaye and Emil J. Arnold.

WWBZ Tries New Tack, Goes to Court of Appeals

UNDER FCC mandate to cease operation June 25, WWBZ Vineland, N. J., last week made another effort to stay in business by taking its case to the U. S. Court of Appeals. Claiming new evidence, the station also asked the Commission to reopen the hearing. The FCC revoked WWBZ's license last December [B•T, Dec. 5] on grounds that horse race result programs were helpful to, and being used by gambling interests.

In its two-pronged appeal, WWBZ told the court and Commission that the station was denied access to a "highly prejudicial letter" which was the basis of the charges against the station. WWBZ referred to a letter from the Dept. of Justice to the Commission citing the horse race broadcasts. The fact that this letter was made available to the Broadcast Bureau for the preparation of its case against WWBZ and not made available to the station so that it could base its defense accordingly was a violation of FCC rules and denied WWBZ of a fair hearing, the station declared.

WWBZ has been fighting the case since February 1952 when the FCC ordered a hearing on the station's license renewal application.

Zenith Official Says Adlai 'Friendly Toward Monopoly'

ADLAI E. STEVENSON, candidate for the Democratic presidential nomination, has been charged with being friendly toward monopoly by Joseph S. Wright, vice president and general counsel of Zenith Radio Corp., Chicago.

A telegram from Mr. Wright to Sen. Estes Kefauver (D.-Tenn.), also a contender for the Democratic nomination, was released by the senator last week.

Mr. Wright said Mr. Stevenson "took a large fee" to put his name on a petition to the U. S. Supreme Court in November 1954 "asking that Court to stop Zenith from having any discovery or trial of an antitrust case against RCA, General Electric and Western Electric," who, Mr. Wright said, "had put hundreds of American radio companies out of business through a patent pool . . . and have entered into agreements . . . to stop American radio manufacturers from engaging in export trade from the U. S." Mr. Wright said the Supreme Court denied Mr. Stevenson's petition without a hearing.

May Face Renewal Hearing

BECAUSE of a question of possible unauthorized transfer of control of Marshall Electric Co., licensee of KFJB Marshalltown, Iowa, that station has been advised by the FCC that a hearing may be ncessary on its application for renewal of license. KFJB, 1230 kc, 250 w, has been on the air since 1923.

Portable for Ike

PRESIDENT EISENHOWER has a new radio, a solar-powered transistor model, which he plans to carry around on his golf cart "to hear the news." The radio was presented May 29 by Everett O'Hare, 17-year-old inventor from Kalispell, Mont.

Examiner Favors Extension In WOI Operating Schedule

DESPITE interference which will be caused to a Class I-A station, an FCC hearing examiner recommended last week that WOI Ames, Iowa (Iowa State College), be granted extension of a special service authorization to operate additional hours from 6 a.m. CST to local sunrise. WOI (640 kc, 5 kw day) would utilize 1 kw power during the additional broadcast time.

Examiner H. Gifford Irion found that WOI's additional programming proposals, aimed at the farm population, were meritorious and deserving of the SSA, even though some interference would be caused to KFI Los Angeles (640 kc, 50 kw). The examiner noted that only 2,565 persons would lose KFI's primary service from WOI's proposed operation, and, most important, the primary service loss would occur only during the hours 4-5:45 a.m. during the autumn and winter months. Although Mr. Irion noted that "trespass" on Class I-A services "ought not to be lightly granted," he ruled that under the particular circumstances WOI was entitled to an extension of its SSA.

Nelms Gets Flagstaff Ch. 9

GRANT of ch. 9 Flagstaff, Ariz., was awarded by the FCC last week to O. L. Nelms, Dallas, Tex., realtor, who also has pending before the Commission three applications for new tv's in his home state—ch. 12 Alpine, ch. 19 Brownwood and ch. 19 Victoria.

Mr. Nelms' Flagstaff application [B•T, April 30] calls for 350 w visual power. Proposed antenna height is minus 50 ft. above average terrain. Costs are estimated at $65,385 for construction and $54,750 for first year operation; expected first year revenue was listed at $73,000.

Multiple Rule Rapped

LIGHTLY satiric editorial in the May 24 *Wall Street Journal*, criticizing the FCC's multiple ownership rules which set arbitrary limits on ownership of radio-tv stations (7 am, 7 fm, 5 vhf), was entered in the *Congressional Record* last week by Rep. John V. Beamer (D-Ind.), who has criticized extensively what he says is the FCC's "discriminatory" policy against newspaper ownership of radio and tv stations. The multiple ownership rules have been upheld by the U. S. Supreme Court [B•T, May 28].

Another Booster Bill Offered

PROPOSAL for FCC authorization of booster and reflector tv stations was introduced in the House last week by Rep. Gracie Pfost (D-Idaho). The bill (HR 11,493) is similar to measures introduced by Reps. Don Magnuson (D-Wash.) [B•T, May 7], and J. Ernest Wharton (R-N. Y.).

Adventure!

when you gamble on the turn of a card to save a woman's life and you turn up the ACE of Spades... you lose... your life! It's a real gamble to play at...



"THE SUICIDE CLUB"
a famous adventure story
by ROBERT LOUIS STEVENSON

One of a sensational series of 26 FIRST-RUN ALL-NEW, HALF-HOUR quality television programs on film...with the world's top writers, top production, top stars.

It's all in

NTA's "THEATRE"
with LILLI PALMER, your hostess

For audition print and full details...
WRITE—WIRE—PHONE TODAY

NTA

National Telefilm Associates, Inc.
60 West 55th Street, New York, N.Y.
PLaza 7-2100

Humphrey Offers, Four Back Another Equal-Time Bill

SENATE bill which would require tv stations and networks to contribute time to certain political candidates—identical to a measure which has been introduced in the House by Rep. J. Percy Priest (D-Tenn.) [AT DEADLINE, May 14]—was introduced by Sen. Hubert H. Humphrey (D-Minn.) last week.

The bill (S 3962)—co-sponsored by Sens. Mike Mansfield (D-Mont.), John J. Sparkman (D-Ala.), James E. Murray (D-Mont.) and Wayne Morse (D-Ore.)—was tabled to give other senators a chance to add their names as co-sponsors.

The Priest (HR 11,150) and Humphrey measures incorporate provisions of earlier bills introduced in the House or the Senate regarding amendment of Sec. 315 of the Communications Act, and, in addition, require that tv stations and networks during presidential election years give major party presidential nominees one-half hour of time weekly in September, one hour weekly during October and one hour in November preceding election day—a total of 7 to 8 hours for the campaign for each candidate.

Sen. Humphrey in a statement on the floor Thursday said the American people not only have an "interest" in television, but a "property right," and that "a modification in the terms of a current television license would be a kind of rental upon such property. In a sense, the bill I have offered would provide for such a public rental by requiring in certain limited cases applicable only to presidential and vice presidential candidates the granting of free time for governmental purposes."

Competition

ORDINARILY, Community Tv Systems of Wyoming, owner of the Casper, Wyo., antenna system, charges $150 for interconnection to its "lines." But last month an application was filed for ch. 6 there by KSPR that city, and the antenna firm found itself faced with reluctant customers. It reacted quickly. In full page advertisements, the community system offered new customers this inducement: Connection now for $25, balance payable in 60 days after the new station is on the air if the customer desires to continue antenna service. Cutoff date for the offer is Dec. 1, 1956. The community television system reported that in the month since the ad was run, more than 150 applications were taken—above normal for this time of year.

Educ. Tv, ABC-TV Ask FCC To OK Convention Tieup

SPECIAL PERMISSION has been asked of FCC to allow educational ch. 13 KETA (TV) Oklahoma City, Okla., to telecast complete Philco-sponsored ABC-TV coverage of Republican and Democratic national conventions and election returns. Request, filed jointly by station and network, asked "clear-cut" waiver of FCC rules requiring deletion of commercial announcements when an educational outlet carries sponsored programs.

FCC was told that no payment or sale of time was involved, but that since commercials won't follow a set time pattern, deletion could not be accomplished without spoiling a valuable educational program. Pointing out that there are only two operating tv's in Oklahoma City (WKY-TV, ch. 4, NBC-TV; KWTV (TV), ch. 9, CBS-TV), ABC-TV claimed it was denied "effective competitive access" to that city and use of KETA was the only solution to the dilemma.

Radio-Tv, Advertising Heads Asked to White House Parley

A CONFERENCE designed to work out a program for "better people-to-people contacts and partnerships throughout the world" has been called by President Eisenhower for June 12 at the White House. The goal is promotion of understanding among peoples in a common effort to advance world peace.

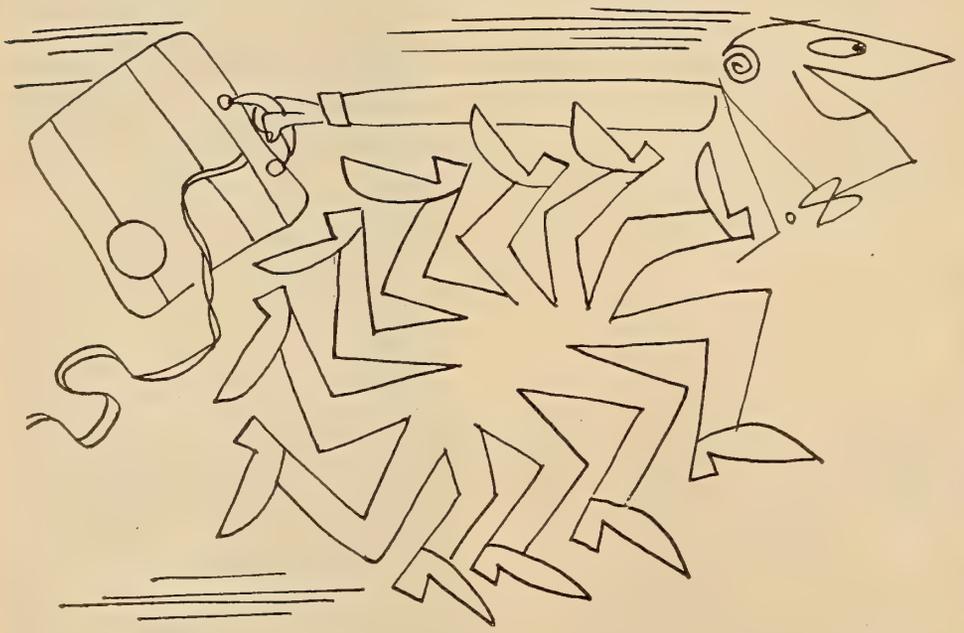
Among those invited are Theodore S. Repplier, president of the Advertising Council, and Sigurd S. Larmon, president-board chairman, Young & Rubicam, for advertising; and Paul C. Smith, president of Crowell-Collier Publishing Co., and Frank Stanton, CBS Inc. president, representing radio-tv. A total of 34 persons will take part.

Subcommittee Plans Hearing On Federal Pay Raise Bills

SENATE Post Office & Civil Service Committee decided in a closed session Thursday to hold a hearing this month on bills to raise the salaries of heads and assistant heads of executive departments and independent agencies, including the FCC, a spokesman said last week. Date for the hearing has not been decided, it was said.

The bills would be heard by a subcommittee headed by Sen. Olin D. Johnston (D-S. C.), chairman of the parent committee, and Sens. John O. Pastore (D-R. I.) and Frank Carlson (R-Kan.). They include House-passed HR 7619, providing a boost from $15,000 to $19,000 for FCC members, and S 2628, recommended by the White House and calling for FCC salaries of $20,000. Both measures are holdovers from the first session of the 84th Congress.

"have tape recorder, will travel."



Job hunting simplified!
Job filling eased!

For man, manager, or machine . . . for place, position or post, turn to B•T's *Classified* pages, the Electronic Marketplace.

GOVERNMENT PEOPLE



COL. MATHEWS

Lt. Col. Tom O. Mathews, former chief of radio and television branch, Department of Army Public Information Div., Washington, assigned to Brooke Army Medical Center as public information officer.

Dr. Franklin L. Burdette, chief of the Information Center Service of the U. S. Information Agency, has resigned to return to U. of Maryland. Dr. Burdette was head of government and politics department at university prior to USIA appointment in 1954.

Andrew H. Berding, assistant director in charge of U. S. Information Agency's Office of Policy & Programs, has been designated deputy director for policy and plans, with Abbott Washburn continuing as the senior deputy director of the agency. Mr. Berding's post is newly-created.

CROWELL-COLLIER GETS ITS SIXTH AM

KFWB Hollywood, for $2.35 million, is latest acquisition. Three other station sales also announced last week.

CROWELL-COLLIER Publishing Co., new giant in the broadcasting field, acquired its sixth radio facility last week when it bought Los Angeles independent KFWB from Harry Maizlish, president and sole owner, for $2.35 million. The KFWB purchase followed by a matter of weeks the publishing company's $16 million buy of Consolidated Television & Radio Broadcasters Inc. with its four radio and three tv properties, and its $1 million purchase of KULA-AM-TV Honolulu from Television Corp. of America [B•T, April 30, *et seq.*].

In addition to the $2.35 million purchase price —one of the few multi-million dollar am sales in recent years—Mr. Maizlish will be retained as a consultant for seven years at a salary of $35,000 a year. Mr. Maizlish and Lansing Corp. bought KFWB from Warner Bros. Pictures Inc. in 1950 for $350,000. Mr. Maizlish controlled 51% at that time. Lansing Corp. was headed by David G. Baird, New York stock broker.

KFWB operates with 5 kw on 980 kc. It is represented nationally by The Branham Co. and on the West Coast by McGavren-Quinn Co.

There are no changes in policy or management anticipated, Paul C. Smith, president of Crowell-Collier, declared in announcing the sale. The acquisition was negotiated by Arthur B. Hogan, Albert Zugsmith Corp., newspaper-broadcast brokers. Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Albertson, represented Crowell-Collier in the transaction. Howard Seitz of Paul Weiss, Rifkind, Wharton and Garrison represented Mr. Maizlish.

The KFWB transaction, as are the others, is subject to FCC approval.

Also reported last week was the agreement by 95% of the stockholders of Consolidated to accept $19.50 a share from Crowell-Collier for their stock. Consolidated is owned 52% by the Harry M. Bitner interests, with the remainder publicly held. The Crowell-Collier board earlier had approved the stations purchases. The transaction also includes the assumption by the Crowell-Collier firm of $3.5 million in obligations.

To Pay $20 Per Share

The Bitner interests will receive $3 per share and $16.50 in 5% notes payable over the next eight years for their 258,060 shares. The remainder of the stockholders will receive a flat $19.50 ($20 per share less 50 cents handling charges). There are 607,200 shares of Consolidated outstanding.

The senior Mr. Bitner will become a member of the board of the publishing company. Mr. Bitner Jr. will remain to run the radio-tv properties.

Consolidated owns WFBM-AM-TV Indianapolis, Ind.; WOOD-AM-TV Grand Rapids, Mich.; WTCN-AM-TV Minneapolis, Minn., and WFDF Flint, Mich.

Purchase of KULA stations in Honolulu was from Arthur Hogan, Albert Zugsmith, Richard Simonton and Jack Burnett, each 25% owners of the Hawaiian outlets. Payment will be via stock transfers—20 shares of Crowell-Collier for one of Television Corp. of America.

Crowell-Collier publishes *Collier's, American* and *Woman's Home Companion*. The company earlier this year announced its intention of expanding into other communications fields.

Application for the transfer of the Honolulu stations may be filed with the FCC this week. The others may not be filed for several more weeks.

Three other station sales were announced last week.

KLYN Amarillo, Tex. (1 kw on 940 kc), was sold by R. G. Hughes to Kenyon Brown for $20,000 in notes and a five-year lease on land and buildings at $500 a month. Application for FCC approval was filed last week.

Mr. Brown owns KWFT Wichita Falls, Tex.; 50% of KANS Wichita, Kan.; 49% of KBYE Oklahoma City, Okla.; 20% of KGLC Miami, Okla., and 33 1/3% of KFEQ-AM-TV St. Joseph, Mo.

KLYN will continue its affiliation with CBS Radio, Mr. Brown said. He said there would be no changes in personnel of the Amarillo station. Joe S. Ramay is station manager and John Heetland sales manager.

Mr. Hughes also owns KHUZ Borger, Tex.

Announced was the sale of WEGA Newton, Miss., and KREL Baytown, Tex., to E. O. Roden and associates. WEGA, which operates on 1410 kc with 500 w daytime, is being sold by E. Glenn Abercrombie, partner-manager at KMIL Cameron, Tex., for $17,000. KREL, operating on 1360 kc, 1 kw unlimited, is being sold by the J. B. Blayton interests for $67,052.

The Roden group controls WBIP Booneville, WSUH Oxford, WMPA Aberdeen, WTUP Tupelo, and WAYZ Yazoo City, all Miss. Both sales are subject to the usual FCC approval and were handled by Paul H. Chapman Co., Atlanta station brokers.

WWDC Inc. Board Elects Ben Strouse as President

BEN STROUSE, executive vice president of WWDC Inc. since 1944, Friday was named president of the company by its board of directors. WWDC Inc. operates WWDC-AM-FM Washington, D. C.



MR. STROUSE

Joseph Katz, of the advertising agency bearing his name and president of WWDC Inc. since 1942, was elected chairman of the WWDC Inc. board.

The board also announced the election of three new vice presidents: Herman M. Paris, vice president in charge of sales; Norman Reed, vice president in charge of programming, and Ross H. Beville, vice president in charge of engineering.

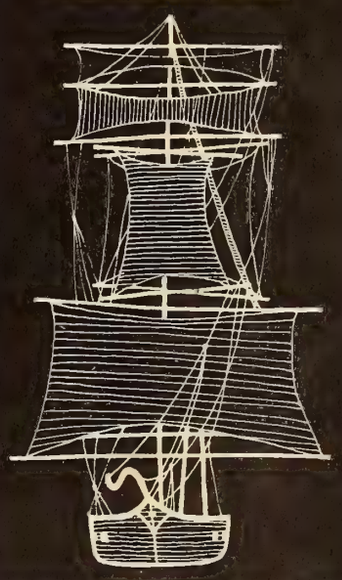
Otto Menkes, head of the WWDC bookkeeping department since 1946, was elected assistant secretary of the company; Charles M. Harrison was re-elected secretary; Mrs. Kate Katz was renamed treasurer, and Mrs. Ruth Strouse, assistant treasurer.

Bartell Opens Atlanta Office

A REGIONAL sales office in Atlanta has been opened by the Bartell group, with headquarters in Milwaukee. The Atlanta office will represent KCBQ San Diego, KRUX Phoenix, WAKE Atlanta, WOKY Milwaukee and WAPL Appleton, Wis.

Intrigue!

when a strange seaman warns you to beware of dark men, but you don't listen, watch out for...



"THE BROWN MAN'S SERVANT"
a spine-tingling mystery
by W. W. JACOBS

One of a sensational series of 26 FIRST-RUN ALL-NEW, HALF-HOUR quality television programs on film... with the world's top writers, top production, top stars.

It's all in

NTA's "THEATRE"

with LILLI PALMER, your hostess

For audition print and full details...
WRITE—WIRE—PHONE TODAY

NTA

National Telefilm Associates, Inc.
60 West 55th Street, New York, N.Y.
PLaza 7-2100

MEMO: TO TIMEBUYERS, ACCOUNT EXECS

RE: SOUTHERN COMFORT ONE HUNDRED PROOF

"Two trucks sold within 15 minutes after the commercial!"

"First appliance sold within 7 minutes; the other two within 10 minutes . . . and after 10 P.M.!"

"Sold out our TV sets . . . had to re-order from the manufacturer!"

These words from our sponsors represent the favorite brand of Southern Comfort among retailers hereabouts. They come from the wedding of good merchandise with good programs and top air-salesmen!

The first quote comes from Ralph Peck, leading used car dealer among the more than dozen in the area; the next gem from Pete Moore, leading appliance house; the last, from Foley's, local Muntz distributor.

In this thriving market more local retailers hire WROV personalities and programs to move merchandise and sell service than any of the other three stations. They know it's the *programs*, not the power, people listen to and believe in.

If you'd like to give your accounts a taste of the Southern Comfort in Sales our retailers enjoy, pour some of their budget into Roanoke's only fulltime Music, News and Sports Station, WROV!

Represented by
BURN-SMITH CO., INC.

ad
^MAN'S BEST FRIEND
1240 ON YOUR DIAL
WROV
Burt Levine, Pres.
ROANOKE, VIRGINIA

12,391 Attend Dedication Of WTTM Trenton Studios

WTTM Trenton, N. J., was straightening up its new studios last week after a crowd of 12,391 attended open house coincident with dedication of the studios and the new Nationwide Insurance regional office building in which they are located. The stream of visitors was so heavy that a special detail of police and firemen had to be called to clear the streets and the studios had to be kept open an hour overtime.

The dedication and open house May 24 were preceded by a community dinner the night before which featured talks by New Jersey Gov. Robert B. Meyner, NARTB President Harold E. Fellows and Murray D. Lincoln, president of Nationwide Insurance, of which WTTM is a subsidiary. FCC Comr. Rosel H. Hyde sent commendations on WTTM's "splendid record" and congratulations on the new facilities.

Herbert E. Evans, vice president and general manager of Peoples Broadcasting Co., which operates WTTM, was host at the dedication. Other principals included Fred E. Walker, WTTM general manager, and Peoples Board Chairman James E. West. Traditional ribbon-cutting ceremony was accomplished by a thermal bomb reaction, devised by atom physicist Herbert Alyea of Princeton U., which involved a jet of molten iron. Jet planes from McGuire Air Force base, National Guard units and the Trenton Central High School Band also participated.



WATCHING the thermal bomb reaction at the WTTM Trenton, N. J., dedication ceremonies are (l to r) Mr. West, Father Henry M. Tracy, Mr. Walker, Jerome B. McKenna, New Jersey deputy insurance commissioner; Richard Chilcott, Nationwide vice president and zone manager, and Harold Dodge, New Jersey regional manager for Nationwide.

John Gilmore Leaves WVDA For Community Services Post

JOHN C. GILMORE, sales manager of WVDA Boston, has resigned his post with the station to take over active management as vice president in charge of sales for Community Club Services Inc., Boston, a sales promotion firm. Mr. Gilmore is a co-owner of the firm with Vic Diehm, William Carpenter and Joe Matthews.



MR. GILMORE

In his post with Community Club Services, Mr. Gilmore will headquarter in Boston until fall, when he will open a new office in New York City. His firm also has offices in Norfolk, Va., and Daytona Beach, Fla.

Middlesex Corp. Appoints Dunlap General Manager

WALLACE DUNLAP, manager of WTAO Cambridge, Mass., has been named general manager of Middlesex Broadcasting Corp., which in addition to WTAO operates WXHR-FM and WTAO-TV, both Cambridge. WTAO-TV now is awaiting action on its petition for the use of ch. 13 in the Boston market.

Middlesex President Frank Lyman Jr. also said last week that John Thornton would continue as station manager and Stuart Grover as business manager of WXHR-FM.

Prior to joining Middlesex, Mr. Dunlap spent seven years with WICC-AM-TV Bridgeport, Conn., and before that was active in New York radio circles—principally with the Mutual Network.

Booher Named Tv Sales Head In WMBR-AM-TV Job Shifts

APPOINTMENT of David Booher as sales manager of WMBR-TV Jacksonville, Fla., from his post of vice president of WMBR Jacksonville highlighted a series of personnel changes at the stations announced last week by Glenn Marshall, president. Mr. Booher will be in charge of national and local tv sales.

Other changes included the shifting of Sid Beighley, local sales manager of WMBR, to sales manager of WMBR-TV, handling both local and national sales; the appointment of Roger Langston as promotion manager for WMBR, under which he relinquishes promotional duties for WMBR-TV, and the designation of Ken McClure as promotion manager for WMBR-TV.

WARD-TV Appoints Nelson

APPOINTMENT of Robert R. Nelson as executive vice president of WARD-TV Johnstown, Pa., was announced last Friday. Mr. Nelson has resigned as station manager of WPFH (TV) Wilmington, Del., to accept his new post.

Before going with WPFH (TV), formerly WDEL-TV, in May 1955, Mr. Nelson was associated with WARD-AM-TV for nine years and was general manager at the time he left.

WITH Showing in Chicago

MARKET presentation was made by WITH Baltimore in Chicago last Tuesday for midwest agency and other advertising representatives, with Forjoe & Co., station's sales representative, as co-host. R. C. (Jake) Embry, WITH general manager, delivered the slide presentation for timebuyers and other radio-tv executives, stressing the independent station's music-news-personalities format and Baltimore area market characteristics.

KCCO on Air in Lawton

KCCO Lawton, Okla., 250 w daytimer on 1050 kc, began operating at 2 p.m. May 25 after receiving FCC approval to begin program tests. Station is owned by Dr. G. G. Downing, with Morgan Roberts as general manager.

Profit Sharing, Pension Plans Put in Effect by H-R Firms

PROFIT SHARING and pension plans, both non-contributory on the part of employes who will benefit, have been adopted by H-R Representatives Inc. and H-R Television Inc., Frank M. Headley, president of the radio and tv representative firms, announced last week at a general meeting of personnel of both companies.

It was noted that with the adoption of profit sharing and pension plans, H-R's "comprehensive fringe-benefit program of six components" has been completed. The firms already have instituted hospital, surgical, medical catastrophe and group life insurance coverage.

Mr. Headley told the H-R meeting that adoption of the plans was "a very happy occasion for the H-R partners" (Partners are Mr. Headley, Dwight S. Reed, Frank E. Pellegrin, Carlin S. French and Paul R. Weeks).

H-R Expands Two Offices On Coast, Adds Salesman

AN EXPANSION of its west coast operations and the addition of a radio salesman to its new offices there were announced last week by H-R Representatives Inc., station representative.

Physical facilities of its Hollywood and San Francisco branches are being enlarged. Move of the San Francisco operation to new and larger quarters takes place June 15, and similarly in Hollywood, about July 1. Both new locations will be on another floor in the same buildings now occupied: 155 Montgomery St. in San Francisco, the Equitable Bldg. in Hollywood. A new telephone number, Yukon 2-5837, is set for San Francisco, while H-R's Hollywood number, Hollywood 2-6453, remains the same.

Added to the radio staff as a salesman was Joseph L. Scanlan, formerly a time salesman at KCCC-TV Sacramento, Calif. He starts on July 1.

KABC-AM-TV Names Katz

THE KATZ AGENCY has been named national sales representative for KABC-AM-TV Los Angeles, effective June 1, it was announced last week [CLOSED CIRCUIT, May 7]. The agency has offices in New York, Chicago, Detroit, Los Angeles, Dallas, Kansas City, San Francisco and Atlanta.

KFH Marks 34th Anniversary

KFH-AM-FM Wichita, Kan., celebrated its 34th anniversary May 26. The station, founded in 1922, has operated continuously under the same management, John Rigby, president, and Marcellus M. Murdock, publisher of the *Wichita Eagle*, as vice president. Thomas P. Bashaw is general manager. KFH, operating on 1330 kc, 5 kw, has been affiliated with CBS since 1929.

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

Super Sound-Off

CANDIDATES from all over Spartanburg (S. C.) County had their say before the microphones and cameras of WSPA-AM-FM-TV Spartanburg in a three-hour simulcast Saturday night, May 19. As a public service effort the stations invited 47 political aspirants to appear with a three-minute limit apiece, the same time allotted to candidates at regular county political meetings.

Tibbett Resigns From WJRD; To Open Representation Firm

GENE TIBBETT has resigned his post as general manager of WJRD Tuscaloosa, Ala., and in conjunction with three radio station owners-operators will open offices in Atlanta, Ga., of the Dixieland Stations Inc., representing a group of radio and tv stations throughout the South.



MR. TIBBETT

Mr. Tibbett, a veteran of more than 20 years in radio, has spent thirteen of those years as manager of radio stations.

Associated in ownership of the Dixieland Stations will be L. H. Christian, of WRFC Athens, Ga.; C. A. (Chuck) McClure, WGBA Columbus, Ga., and Hugh Tollison, WGIG Brunswick, Ga.

Offices will be located at 217 Glenn Building in Atlanta.

William Walker Recovering

WILLIAM E. WALKER, Michigan-Illinois broadcaster, is recuperating satisfactorily after a mild coronary attack. Mr. Walker, stricken May 15, has been hospitalized in Madison (Wis.) General Hospital. His progress has been described as good, according to Joseph D. Mackin, general manager of WMBV-TV Green Bay-Marinette and WMAM Marinette, owned by M & M Broadcasting Co.

Mr. Walker is president of M & M Broadcasting Co., Beaver Dam Broadcasting Co. (WBEV Beaver Dam, Wis.) and Rock River Broadcasting Co. (WRRR Rockford, Ill.) and a director of Guild Films Inc.

Day to Leave KLZ-AM-TV

BILL DAY, veteran of 15 years in Denver radio and television, has resigned as publicity director of KLZ-AM-TV Denver, effective June 15, to enter private business. MR. Day is a graduate of the U. of Colorado, where he also served as sports publicity director, and for 12 years was director of news, special events and publicity at KOA Denver. He joined the KLZ staff three years ago.



MR. DAY

Romance!

when you're married to a girl young enough to be your daughter and she falls in love with a man her own age... beware the blackmailer who is...



"THE ORDERLY"
a story of love and intrigue
by GUY DE MAUPASSANT

One of a sensational series of 26 FIRST-RUN ALL-NEW, HALF-HOUR quality television programs on film...with the world's top writers, top production, top stars

It's all in
NTA's
"THEATRE"
with LILLI PALMER, your hostess

For audition print and full details...
WRITE—WIRE—PHONE TODAY
NTA
National Telefilm Associates, Inc.
60 West 55th Street, New York, N.Y.
PLaza 7-2100

Pearson Firms Set Up Offices in California

JOHN E. PEARSON Co. and John E. Pearson Television Inc., station representatives, have established two new company-owned offices in San Francisco and Los Angeles.

The expansion move was decided, John E. Pearson, head of the firms said last week, "due to the continued rapid growth of both radio and television on the [west] coast and also due to the fact that several large eastern and mid-western agencies are de-centralizing their buying and servicing and are opening full time offices in the west."

In San Francisco, the new office at 58 Sutter St. will be headed by B. P. Timothy. He was



MR. TIMOTHY



MR. CASSIDY

formerly with Avery-Knodel and Free & Peters, and is president of KMBY, CBS affiliate in Monterey, Calif. He will continue to act as president and advisor to the station, where his wife and son, James, are active in KMBY's daily operation. Sue Masterson, who has been with Pearson for the past several years, will be assistant to Mr. Timothy.

The Los Angeles office will be located at 3242 E. 8th St. Dave Cassidy will transfer from the firm's New York office to head the Los Angeles operation. Replacing Mr. Cassidy in New York will be Mike Wurster, who joined the station representation organization May 21. He was formerly with Kieswetter, Baker, Hagedorn & Smith agency and before that with BBDO, New York.

Equal Time Request Denied Candidate Kellems by WICC

A REQUEST to WICC Bridgeport for equal time to that given to Sen. Prescott Bush (R-Conn.) for his reports to his constituency since July 5, 1955, has been denied to Vivien Kellems, who is campaigning against Sen. Bush for the GOP nomination to the Senate seat.

Philip Merryman, general manager of WICC, said Miss Kellems' "demand for a free ride for her candidacy is apparently based on the misapprehension that Sen. Bush has been using time on our station to campaign for the Senate since last July. . . .

". . . Were radio to adopt the novel thesis advanced by Miss Kellems, then no congressman could ever take the air to report to his constituency, and by simply declaring herself a candidate for the presidency, Miss Kellems could harvest all the time given to the President on radio and television since 1952."

Mr. Merryman said Miss Kellems contends that since Sen. Bush now is a candidate for renomination, she is entitled to the same amount of time that has been given to Sen. Bush and his colleague, Sen. William Purtell (R-Conn.), from Washington. He suggested Miss Kellems might also ask newspapers for space equal to that devoted to Sen. Bush.

KDKA-TV Pacts Pirates

KDKA-TV Pittsburgh has contracted to carry nine of the away-from-home games of the Pittsburgh Pirates, long-noted for being television "shy." The broadcasts, which began May 27 with the first game of a doubleheader against Philadelphia, are being sponsored by Atlantic Refining Co., Plymouth and the Otto Dairy Co. The games, all weekend affairs, will include a visit to each of the remaining National League clubs at least once.

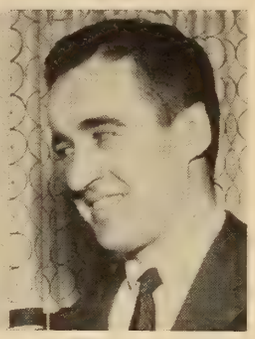
Cruise, Cox Take New Posts In CBS Radio Spot Sales

RICHARD G. CRUISE, mail order department manager of CBS Radio Spot Sales, was named Friday as northeastern sales development representative, effective today (Monday). In his new capacity, Mr. Cruise will service CBS Radio Spot Sales clients and agencies in New England, New York and Pennsylvania, reporting to Ole Morby, manager of sales development. Before joining CBS in 1954, Mr. Cruise was with MacFadden Publications in Los Angeles and New York.

Named to succeed Mr. Cruise was Joseph R. Cox, assistant to the vice president in charge of radio-tv, Albert Frank-Guenther Law Inc., New York, and former traffic supervisor and



MR. COX



Mr. CRUISE

area supervisor of the DuMont Television Network's station relations department.

WDVA in New Studios

WDVA Danville, Va., has moved into its newly-completed studios on Lexington Ave., according to Emerson J. Pryor, vice president-general manager. Mr. Pryor said the building program for WDVA, a 5 kw Mutual affiliate, was necessitated by "an expanding staff, increased services and demand for additional studio space."

STATION SHORTS

KLX Oakland, Calif., announces exclusive Bay Area coverage of all U. of California athletic events, with football season beginning Sept. 22. Station has also signed exclusive contract with Pacific Coast Conference for coverage of all California football and basketball games during two seasons to come.

WJOB Hammond, Ind., has moved into new office and studio quarters at Radio Center, 6405 Olcott Ave., that city, held open house for visitors May 29. New telephone number is Tilden 4-1230.

WBKB (TV) Ups Vieracker

MATTHEW E. VIERACKER has been promoted from comptroller to general manager of WBKB (TV) Chicago under Sterling C. Quinlan, vice president of the ABC owned and operated station. Manuel Fingerhut has been appointed to succeed Mr. Vieracker.

KEOK Fort Dodge Now on Air

KEOK Fort Dodge, Iowa, went on the air two weeks ago, operating with 1 kw at 540 kc. W. N. Schnepp is vice president-manager. Everett-McKinney Inc. represents KEOK nationally.

REPRESENTATIVE APPOINTMENTS

KRUX Phoenix, Ariz., appoints Adam Young Inc.

KTRI Sioux City, Iowa, names Everett-McKinney Inc., N. Y.

KRKD Los Angeles appoints The Meeker Co.

REPRESENTATIVE SHORT

The Katz Agency, L. A. office moved to 3325 Wilshire Blvd. Telephone: Dunkirk 5-6284.

The Katz Agency's San Francisco office also moved, to Room 1823, Russ Building. New telephone number: Douglas 2-7628.

George P. Hollingbery Co. has moved L. A. branch to 3325 Wilshire Blvd.

REPRESENTATIVE PEOPLE

John E. Scanlan, director of research, Keystone Broadcasting System, named radio-TV research supervisor on NBC Spot Sales staff, N. Y.

STATION PEOPLE

Larry Gordon, station manager, KSWS Roswell, N. M., appointed general station manager and secretary - treasurer of Rogue Valley Broadcasters Inc., operator of KWIN Ashland - Medford, Ore., succeeding **Daren Flickenger,** resigned.



MR. GORDON

Ray Owen, account executive, WLEE Richmond, Va., to radio sales manager, KVOA Tuscon, Ariz.

Edward H. Altman, traffic manager, WPTZ-(TV) (now WRCV-TV) Philadelphia, to WPFH-(TV) Wilmington, Del., as operations manager.

Bill Cordell, recent graduate of Grantham School, Washington, D. C., to WTCW Whitesburg, Ky., as chief engineer.

Curt Stallings, announcer, KFH Wichita, Kan., to KVOE Emporia, Kan., as program director. **Paul Fleener,** KMAN and KSAC Manhattan, Kan., to KVOE as sports director.

John H. Bose, supervisor of radar laboratory of the Columbia U. electronics labs and long-time associate of late Maj. E. H. Armstrong, FM inventor, appointed consulting engineer of WBAI-FM New York.



YOU MIGHT HIGH JUMP 6′ 11½″—*

BUT . . . YOU NEED WKZO RADIO TO GO OVER THE TOP IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

STATIONS	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
B	18	17	16
C	10	12	11
D	10	9	7
E	8	7	8
OTHERS	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

The *only* "radio way" to jump your sales to record heights in Western Michigan is to use WKZO—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

Pulse figures, left, prove WKZO's dominance. WKZO gets more than TWICE as many listeners as the next station—*morning, afternoon and night!*
Ask your Avery-Knodel man for complete facts.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

****Walt Davis set this world's record on June 27, 1953, at Dayton, Ohio.***

John E. Smollon Jr., commercial manager, WJHO Opelika, Ala., named acting manager of station, succeeding **John C. Cooper,** resigned to become general manager of WJRD Tuscaloosa, Ala.

Mrs. Eugene S. Tanner, wife of WSIX Inc. Nashville vice president and television commercial director, drowned Wednesday in holiday accident in Cumberland River near Nashville. Also surviving are a daughter, Kay, and a sister.

Charles W. Ferguson II, formerly account executive for midwest area at Screen Gems Inc., to sales department of WNBQ (TV) Chicago in similar capacity.

Frank H. Stevens, news director, WWVA Wheeling, W. Va., named community projects director.

Jim Williams, KUDU Ventura, Calif., promoted to program director. **Fred Suffins,** account executive, KVSM San Mateo, Calif., to KUDU in same capacity. **Guy Willey,** WTCS Fairmont, W. Va., to KUDU as disc jockey and account executive. **Jack DeLong,** radio personality, named news director. **Bill Sanderson,** Don Martin School graduate, to KUDU announcing staff. **Jeri Loomis** to KUDU traffic department.

William J. Connelly, formerly station manager, KOOL Phoenix, Ariz., to sales staff of WBBM Chicago. **Bert Martin,** Colgate-Palmolive Co., and **Ed Hart,** WGN Chicago, also to WBBM sales staff.

Jack Shepard, program manager, KGO-TV Fresno, Calif., to KRCA (TV) Los Angeles as floor manager.

Noel Confer, announcer, KVOO-TV Tulsa, named chief announcer succeeding **Howard Bogarte,** now serving as news director. **Roy Mitchell,** KCMC-AM-TV Texarkana, Tex., to KVOO-TV as staff announcer.

Russell A. Greer Jr., American Factors Ltd., Honolulu, to sales department of KGMB Honolulu.

Phil Agresta, announcer, WBT-WBTV (TV) Charlotte, N. C., appointed WBT sports editor.

Ray Jacobs, director, newscaster and m.c., KJEO-TV Fresno, Calif, named production manager.

Mrs. Evelyn Eblin, manager of Rash's Bootery, Huntington, W. Va., to WHTN-TV Huntington, W. Va., as sales representative. **Mrs. Loretta Pemberton,** sales service staff, WSAZ-TV Huntington, to WHTN-TV in same capacity. **Mrs. Jane Dingess Gallagher,** former WSAZ-TV air personality, to WHTN-TV as traffic manager. **Mrs. Audrey Rose,** former lab assistant, Celanese Corp. of America, to WHTN-TV film department.

John Derderian, assistant facilities director and floor manager, WWJ-TV Detroit, appointed staging services manager.

Stan Bohrman to KNXT (TV) Hollywood as summer staff announcer.

Doug Johnson, actor and former floor director, WGR-TV Buffalo, N. Y., returned to WGR-TV as producer-director.

Terry Sullivan, WGMS Bethesda, Md., to WWDC Washington announcing staff.

Bob Tibbitts, announcer, KWOS Jefferson City, Mo., to WIL St. Louis.

Dale Ring to farm staff, WMRN Marion, Ohio.

Paul Arnold, singer, to WRC-AM-FM-TV Washington.

Miriam Luke to WIRE Indianapolis, Ind., as record librarian.

Barbara Kirby, society reporter, Muskogee, Okla., to promotion department, WKY-AM-TV Oklahoma City. **Richard M. Fleming,** Oklahoma City announcer, to WKY-AM-TV. **Joyce Clark,** former receptionist, WKY-AM-TV, returned to station in traffic department.

Jerry Howard, air personality, WBZ Boston, to WEEI there for daily show.

John Candler, WISE Asheville, N. C., to WDVA Danville, Va., for night program.

Rubin Pittman, recent graduate of Princeton U. and part-time announcer at WTTM Trenton, N. J., to WLIB New York as disc jockey.

Bernie D. Gress, Ottumwa, Iowa, to sales department, KGFW Kearney, Neb.

Earl Greer, engineering staff, KEEN San Jose, Calif., transferred to sales staff.

Ray Jacobs, director, newsman and m.c., KJEO (TV) Fresno, Calif., named production manager.

George L. Flax, publishers' sales representative and formerly with WTTG (TV) Washington production department, returned to WTTG as account executive, succeeding **Jack Corwin,** now WOV New York account executive.

Richard Hill, formerly in CBS Hollywood public relations department, appointed account executive, KFMB-TV San Diego, Calif.

J. Hogan, former newsman, KRLD Dallas, Tex., returned to station after two years in private business.

Victor J. Brewer, former announcer-salesman, WDOT Burlington, Vt., to sales staff, WKNB New Britain, Conn.

Les Nicholas, newscaster, WGN-AM-TV Chicago and MBS reporter, to KIMN Denver and Intermountain Network.

Delores Finlay, Studio Film Service, L. A., press department, to KRCA (TV) Los Angeles, replacing **Joyce Palmer.**

Jim Westover, KDKA Pittsburgh, Pa., to KQV that city as morning personality, succeeding **Jack Logan,** resigned to join U. S. Information Agency, Washington.

Stuart Leslie, Syracuse U. graduate, to WTAP-TV Parkersburg, W. Va., as account executive.

Jack Morrissey, salesman, KFSD San Diego, Calif., to night disc jockey.

Roger Mudd, news director, WRNL Richmond, Va., to news and public affairs division, WTOP Washington.

Walt Kalata, news and program director, WPLY Plymouth, Wis., to WAPL Appleton, Wis., under air name of Sunny Day.

Perk Richards, WNAB Bridgeport, Conn., disc jockey, and formerly WICC Bridgeport newscaster, returned to WICC as staff announcer.

Quintin E. McCredie, advertising-production manager of KLZ-AM-TV Denver, to promotion staff of WNBF-AM-TV Binghamton, N. Y. **Mrs. Katherine Remus,** former WNBF-AM-TV Binghamton, N. Y., secretary, to sales traffic director, succeeding Mrs. Ailsa Dewing, resigned to join *Endicott* (N. Y.) *Bulletin.* **Mrs. Evelyn Ward,** Remington Rand, Elmira, N. Y., to WNBF-AM-TV traffic staff, and **Mary Jane Snow,** Cazenovia Junior College, to copywriter at stations.

Larry Meyers, KIMN Denver,, to KCSB San Bernardino as disc jockey-account executive.

Knowles Robertson, KXLY Spokane, Wash., and **John Babcock,** WOAI-AM-TV San Antonio, Tex., to KCBS San Francisco as summer relief announcers.

W. A. Ruhmann, farm director, WBAP-AM-TV Fort Worth, Tex., named state agricultural chairman for U. S. Savings Bonds Committee.



CELEBRATING the first anniversary of *Brooke Johns Breakfast Show* over WDON Wheaton, Md., and WASH-FM Washington, D. C., are (l to r) Everett L. Dillard, WDON-WASH general manager; Mrs. Dillard; J. Arnold Anderson, retail operations manager of Safeway Stores, sponsor of the show; Mrs. Anderson; Edgar Balshaw, Washington Div. manager of Safeway; Mrs. Balshaw, and Brooke Johns. Mr. Johns is a former star of "The Ziegfeld Follies."

RELIABILITY!

- Exclusive Patchover—prevents serious loss of air time; eliminates need for full transmitter lineup solely for standby.
- Spare rectifier tube with heated filament — in readiness to operate if needed.
- Longer-life AX-9904R Amperex final amplifier tubes.
- Individual bias regulators.

TV power boost in mind?

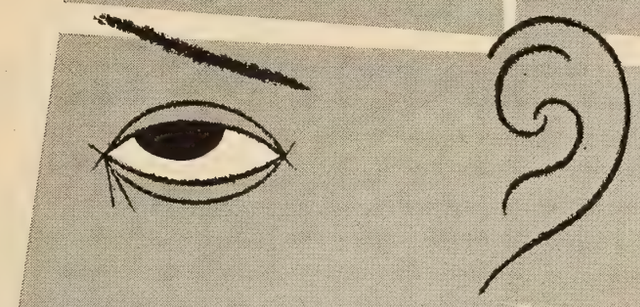
get ahead with S-E amplifiers!

LOWER INITIAL INVESTMENT!

- Add-A-Unit design affords low-cost power boost through addition of S-E amplifiers.
- No need to dispose of or replace existing transmitters, in whole or part.
- Engineered for color—meets FCC specs.

FITS THE SPACE!

- Self-contained, compact construction—no external blowers, power supplies, pumps or transformers—takes less floor space.
- Place units in straight line, "U," "L" or split arrangement!
- Fits into standard elevators and thru doorways!



EASIER OPERATION!

- Only S-E equipment has full-length, tempered glass doors—permits visual inspection of tubes at all times.
- Components of highest quality; readily accessible.
- All tuning made at front of equipment.

When you investigate equipment, be sure it measures up to practical, as well as technical standards. For example, you have a right to demand . . . and expect lower initial cost, greater operating economy, complete reliability, easier maintenance, and adaptability to small space requirements . . . when you boost power with Standard Electronics TV Amplifiers. With exclusive Patchover, Add-A-Unit design and self-contained construction . . . S-E equipment alone meets all these requirements! Put your thoughts into action now . . . send for new free bulletin showing how you can boost power the more dependable, more economical way . . . with S-E!

standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

285-289 EMMETT STREET — NEWARK 5, NEW JERSEY

ALFORD ANTENNA + STANDARD ELECTRONICS AMPLIFIER ≡ HIGH BAND ECONOMY



ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



1956 ARB METROPOLITAN AREA COVERAGE STUDY PROVES KOLN-TV SUPERIORITY!

The 1956 ARB Study of 100 Metropolitan markets included 6 in LINCOLN-LAND—5 in Nebraska, 1 in Kansas.

In these 6 markets, KOLN-TV is viewed-most in 6 daytime categories . . . in 5 out of 6 nighttime categories.

KOLN-TV gets an average daytime, "viewed-most" rating of 54.0% as against 15.2% for the next station. Nighttime averages are 59.8% for KOLN-TV, 25.0% for the next station. Enough said?

KOLN-TV delivers Lincoln-Land — 200,000 families, *125,000 of them unduplicated by any Omaha signal!*

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This important 42-county market is as independent of Omaha as Hartford is of Providence, or Syracuse is of Rochester!

Telepulse figures show that KOLN-TV gets 138.1% more afternoon viewers than the second station . . . 194.4% more nighttime viewers!

Ask Avery-Knodel for all the facts on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas—"Nebraska's *other* big market".

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

Fritz Kuler, production manager, KRLD-TV Dallas, Tex., elected president of Dallas Civitan Club.

Fred E. Walker, general manager, WTTM Trenton, N. J., elected to executive committee, Retail Merchants Div., Greater Trenton Chamber of Commerce.

Harold J. Schmitz, farm service director, KFEQ-AM-TV St. Joseph, Mo., elected president of National Mechanical Corn Picking Contest Assn., succeeding **Arnold Peterson,** WOW Omaha. **Red Stangland,** KSOO Sioux Falls, S. D., elected vice president.

Ralph Renick, news director, WTVJ (TV) Miami, Fla., elected secretary of Greater Miami professional chapter of Sigma Delta Chi, journalistic fraternity.

Jane Weston, woman's service director, WOWO Fort Wayne, Ind., elected president, Indiana Dietetics Assn.

Ward L. Quaal, vice president of Crosley Broadcasting Co., elected president of Cincinnati, Ohio, Executives Assn.

Carleton D. Smith, NBC vice president and general manager, WRC-AM-FM-TV Washington, named general campaign chairman of new United Givers Fund of National Capital Area.

Jack Ansell Jr., commercial manager, KNOE-TV Monroe, La., named president of Monroe-West Monroe Sales Executives.

George Hack, disc jockey-program director, WSUX Seaford, Del., to emcee series of Miss Del-Mar-Va contests in tri-state area.

Ed Paulin, sports director, WMRN Marion, Ohio, elected state vice president of Ohio Junior Chamber of Commerce.

C. Greg Van Camp, promotion director, WTRF-TV Wheeling, W. Va., elected president of Wheeling Junior Chamber of Commerce.

Lou Lombardi, salesman, WKNE Keene, N. H., elected president of Keene Junior Chamber of Commerce.

Roger L. Hagadone, president and general manager, KYME Boise, Idaho, elected national committeeman for Idaho Young Republican Federation.

Ewald W. Berger, technical director, KXOA-AM-FM Sacramento, Calif., elected chairman of Sacramento section, Institute of Radio Engineers.

Bill Templin, office manager, WOW-AM-TV Omaha, elected president of local chapter, National Assn. of Cost Accountants.

George F. Walsh, formerly at WJMR-TV New Orleans, La., to production staff of WBBM Chicago as producer.

Gordon A. Preuss, graduate of Northwestern U. School of Speech and formerly floor manager of WTTW (TV) Chicago, to WTMJ-TV Milwaukee as producer-director.

Hal Uplinger, trade paper reporter-columnist, Hollywood, to press information staff, KNXT (TV) Hollywood.

Tom Owens, musician, WMT Cedar Rapids, Iowa, died May 27 after long illness.

Merritt Trott, local sales manager, WBAL-TV Baltimore, father of boy, William Randolph.

Norman Cohen, account executive of WAAT Newark, N. J., father of girl, Laurie Susan.

RAB Committees, Board To Meet in New York

EXECUTIVE and finance committees of Radio Advertising Bureau meet tomorrow (Tuesday) at the Waldorf-Astoria in New York, and the full RAB board assembles there Wednesday.

Major topic on the board's agenda is consideration of a new, $790,000 annual budget that RAB will submit for approval. Also to be disclosed to the board is an outline of seven new plans for expanding and improving the organization's sales and promotion programs, including an expansion of the National Radio Advertising Clinic (see story, this page); an augmented plan of local and regional sales calls, and further expansion of services to radio station management.

The executive committee, headed by Kenyon Brown, KWFT Wichita Falls, has set its meeting starting Wednesday with lunch and continuing through the afternoon. Other members of the committee: Charles T. Ayres, NBC, New York; Charles C. Caley, WMBD Peoria; Arthur Hull Hayes, CBS Radio, New York; Ward D. Ingrim, KHJ Los Angeles; William B. McGrath, WHDH Boston, and Allen M. Woodall, WDAK Columbus, Ga.

The finance committee, temporarily chairmanned by Joseph E. Baudino, Westinghouse Broadcasting Co. and RAB board chairman, meets that morning. Mr. Baudino fills in for John S. Hayes, WTOP Washington, the finance unit's chairman, detained in Washington by the network probe. Also on the finance group: Donald Durgin, ABC. New York; Simon Goldman, WJTN Jamestown, N. Y.; C. Howard Lane, KOIN Portland, Ore.; Robert A. Schmid, MBS New York; Donald W. Thornburgh, WCAU Philadelphia, and Lee Wailes, Storer Broadcasting Co.

Members of both the finance and executive units are also on the board, as are: Edward Breen, KVFD Fort Dodge, Iowa; John C. Cohan, KSBW Salinas, Kan.; Robert E. Dunville, WLW Cincinnati; Frank P. Fogarty, WOW Omaha; Jack W. Harris, KPRC Houston; George J. Higgins, KMBC Kansas City; Elroy McCaw, WINS New York; Robert T. Mason, WMRN Marion, Ohio; James H. Moore, WSLS Roanoke; Edward Petry, Edward Petry & Co.; Al Spokes, WJOY Burlington, Vt., and Joseph J. Weed, Weed & Co.

RAB, Nielsen Sign Contract For Radio Promotion Series

FIRST STEP in developing a new series of radio promotion projects was taken last week with the announced signing of a contract between Radio Advertising Bureau and A. C. Nielsen Co., under which Nielsen will supply RAB with specially computed cumulative audience figures for certain station and network advertiser schedules.

Under the agreement, RAB will pay Nielsen an annual contractual fee on a per project basis. A number of Nielsen reports on various cumulative schedules during the year—perhaps a minimum of 12—will be delivered to RAB. These will be used to supplement RAB's series of cumulative audience reports issued two years ago, which pointed up audiences of various types of radio programs.

In announcing the contract, RAB President Kevin Sweeney commented that "swiftly increasing interest among both national and retail advertisers in the tremendously broad and regional coverage provided by saturation schedules of announcements had dictated our exploration of what many different types of schedules provide."

Additional conferences will be held by RAB to determine what course it will take in applying the data made available under the new contract.

NARTB Tv Code Review Board Opens D. C. Sessions Tomorrow

NARTB's Television Code Review Board will meet June 5-6 at NARTB Washington headquarters, according to G. Richard Shafto, WIS-TV Columbia, S. C., board chairman. Amendments to the tv code will be reviewed, including a possible affiliation of tv film producers and distributors and a study of subscriber violations of code provisions.

FCC Chairman George C. McConnaughey will speak at the board's Tuesday luncheon session. Board members, besides Chairman Shafto, are William B. Quarton, WMT-TV Cedar Rapids, Iowa, vice chairman; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WBNS-TV Columbus, and Roger W. Clipp, WFIL-TV Philadelphia. Taking part for NARTB will be President Harold E. Fellows; Thad H. Brown Jr., tv vice president; Robert L. Heald, chief attorney; Edward H. Bronson, director of tv code affairs; Charles Cady, assistant director, and Robert K. Richards, NARTB consultant.

Second Radio Adv. Conference Slated for Oct. 29-30 in N. Y.

RADIO Advertising Bureau's second annual National Radio Advertising Conference will be held Oct. 29-30 at the Waldorf-Astoria Hotel, New York, RAB President Kevin Sweeney announced following a meeting with bureau's plans committee [B•T, May 28]. First NRAC, last October, drew 400-500 advertiser, agency, station and network people to hear leading radio users tell how they employ it successfully [B•T, Oct. 17, 1955].

RAB's plans committee session also considered tentative program for major intensification of RAB's sales coverage at local level. Under present plans, rate of RAB personal presentations to local advertisers—made in cooperation with member stations in each area—would be stepped up to as many as 45 per town.

Regional 4A Dates Set

DATES of three regional conventions to be held in the fall have been set by American Assn. of Advertising Agencies. The Central Region annual meeting will be held Oct. 4-5 at the Hotel Blackstone, Chicago, with Lawrence O. Holmberg, Compton Adv., Chicago, Central Region chairman, in charge; Western Region, Oct. 7-10 at Hotel Del Coronado, Coronado, Calif., with Trevor Evans, Pacific National Adv. Agency, Seattle, Western Region chairman, in charge, and the Eastern Annual Conference, Nov. 27-28 at the Hotel Roosevelt, New York, with Adolph Toigo, Lennen & Newell, New York, Eastern Region chairman, in charge. Still to be announced is the date of the East Central Region meeting.

NCTA Meeting June 12-14

THE National Community Television Assn. will have its fifth annual convention and trade show June 12-14 at the William Penn Hotel in Pittsburgh. The convention keynote, "As Others See Us," will be carried out by speakers from groups which "have a bone to pick" with community antenna television systems.

'STABILITY' OF RADIO SHOWN IN SRA FINDINGS

Report shows that average time rates for last five years have paralleled volume of sales. Announcement package purchases called best buy.

RADIO'S average time rates for programs and announcements on stations have shown "remarkable stability" in the past five years, paralleling the volume of radio time sales, also "on an even keel" for the period, according to Station Representatives Assn.

The "average," says SRA, takes in rates of programs and announcements for the total stations in each population group.

SRA three weeks ago released some of the findings of a report it had prepared on patterns and trends in radio rates, which underscored the move of more and more stations to identical day and night rates [B•T, May 21].

SRA finds that, while one-time announcement rates have shown little change except for lowered nighttime charges, "actually announcement rates in practical use are one of the few services or products that are substantially lower over a five-year period."

Upshot of all this, says SRA, is to account in part for the current "resurgence" of national spot radio, bringing about "one of those seldom ideal conditions where everybody benefits—advertisers, agencies, stations."

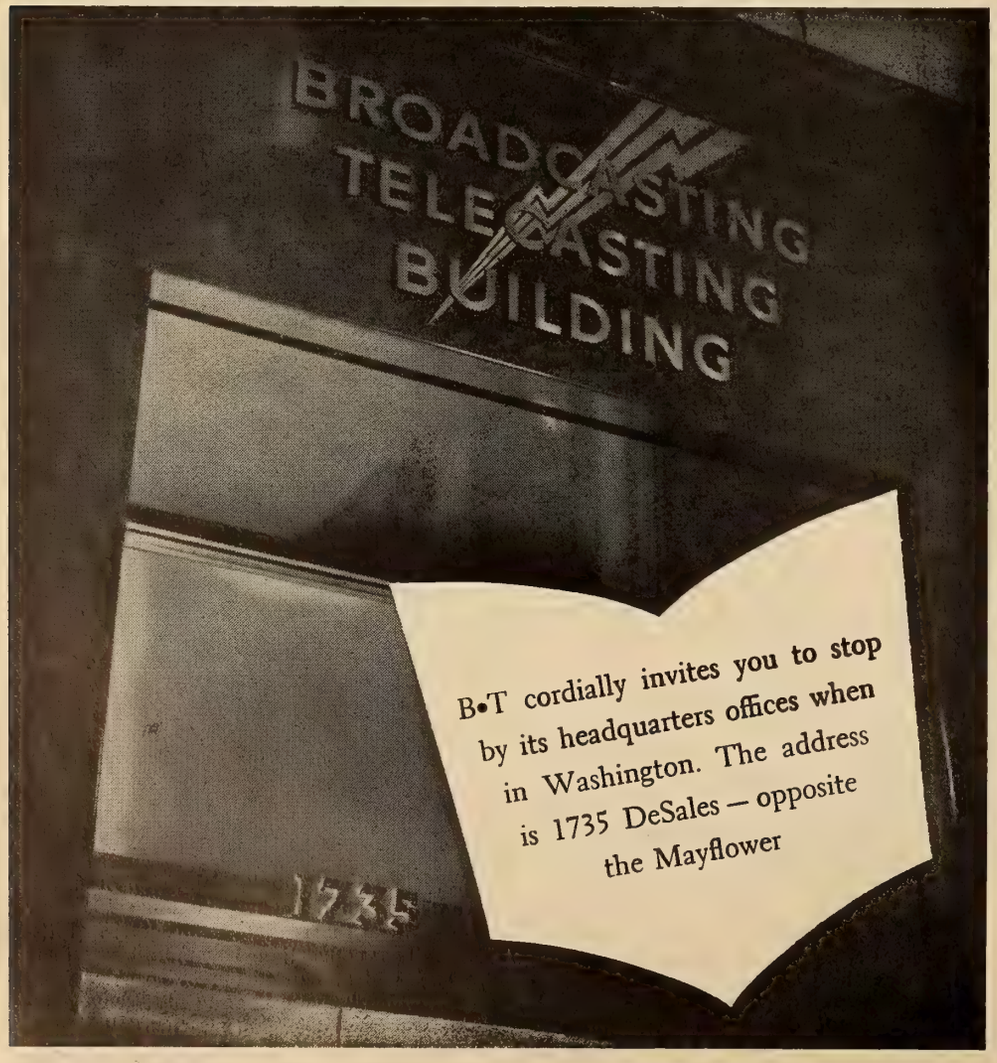
In its statement a fortnight ago, SRA asserted that where the advertiser gets a much better buy is in announcement package purchases. To support this contention, SRA points to a "radical change" in the pattern of use of announcements, i.e., national advertisers buying on a saturation basis, either for short drives or in some cases for 52-week campaigns, in place of the former practice of using 3-10 announcements weekly.

To accommodate this type of purchasing, SRA notes, stations have set up higher discounts for larger annual use by the advertiser, with many of the outlets developing special plans to attract more business, sales and underscore national spot radio as "the lowest cost advertising medium."

Buckley Elected President Of N. Y. Art Directors Club

WILLIAM H. BUCKLEY, art director on the Studebaker-Packard and Parliament cigarette accounts, Benton & Bowles, New York, Thursday was elected president of the Art Directors Club of New York for the 1956-57 term. As chairman of the club's 35th annual exhibition of advertising and editorial art and design, he headed all planning for the biggest art show in the club's history (see page 96).

Other officers elected: Robert H. Blattner, *Reader's Digest,* first vice president; Cecil Baumgarten, art consultant, second vice president; Edward R. Wade, Parade Publications Inc., secretary, and Mahlon A. Cline, art consultant, treasurer. The executive board for the coming term consists of A. Russell Hillier, Kastor, Farrell, Chesley & Clifford; Garrett P. Orr, Outdoor Advertising Inc., and Bert W. Littmann, Palmer & Littmann Inc.



Wis. AP Radio-Tv Assn. Names Krueger Chairman

JACK KRUEGER, news director of WTMJ-AM-TV Milwaukee, is the new chairman of Wisconsin Associated Press Radio-Tv Assn. He was elected at the spring meeting of the association a fortnight ago in Milwaukee.

Principal speaker for the occasion was Lawrence E. Beier, director of the enforcement division of the Wisconsin Motor Vehicle Dept., who urged the state's radio and television stations to cooperate in an effort to reduce the highway fatality rate, which has reached a record of more than 300 in Wisconsin this year.

Mr. Krueger, who also appeared on the program, outlined the work of the National Associated Press Radio-Tv Assn. and called attention to the fact that the National Assn. of Radio & Television News Directors will hold its 1956 convention in Milwaukee in November. Mr. Krueger is a director of both organizations.

WBA Seeks Libel Relief

RESOLUTION authorizing its legislative committee to draft a report, looking toward a state bill to relieve broadcasters of responsibility for libelous or defamatory statements, was adopted by the Wisconsin Broadcasters Assn. at a May 24-25 meeting climaxed by a BMI clinic. WBA will press for its adoption in the state legislature next January. The legislative committee is headed by Howard Dahl, WKBH La Crosse, Wis.

Reinsch to Speak Wednesday

ROLE to be played by the broadcasting industry in this year's political campaigns will be assayed by J. Leonard Reinsch, managing director, Cox Stations, in a luncheon address before the Broadcast Adv. Club of Chicago Wednesday.

Speaking on "Politics in Broadcasting" as radio-tv consultant to the Democratic Party, he will review history of past campaigns and plans for broadcast coverage of the 1956 Presidential nominating conventions in Chicago and San Francisco.

To Address Engineers' Meet

TV filmed commercials as a selling tool for advertisers and agencies will be discussed by two executives of J. Walter Thompson Co., New York, today (Monday) at a meeting of the Atlantic Coast section of the Society of Motion Picture & Television Engineers. Speakers will be William Briggs, account executive, on "Advertising and Selling—the People's Business" and Wallace Elton, vice president and director, on "How to Build a Working Advertisement."

TRADE ASSOCIATION PEOPLE

William B. Colvin, sales promotion staff, Television Bureau of Advertising, N. Y., advanced to take charge of station services department.

Lou Sirota, copywriter, Cayton Adv., N. Y., to TvB sales promotion department.

Edward L. McLean, editor and writer, Skye Publishing Co., N. Y., to promotional writer, Radio Advertising Bureau, N. Y.

Mary E. Williamson elected president of new Omaha chapter of American Women in Radio & Television. Other officers: **Bettie Tolson,** vice president; **Judy Swafford,** secretary, and **Marian MacDonald,** treasurer.

How do you take issue with a lump in the throat?

There are plenty of facts to prove that the expansion of the federal government into the electric power business is uneconomical, inefficient and downright dangerous. But facts often have tough going against the emotional arguments used by advocates of federal government power projects.

Speaking for the TVA, for instance, a U. S. Senator recently said this:

> I wonder if any one [of TVA's critics] has ever driven along a country road, when dusk is falling in this valley. I wonder if they have ever seen the lights come on as the darkness deepens. From barns and sheds, from kitchens and parlors the lovely pattern they make is a symbol of what TVA has meant to the people. I wonder if [these critics] have ever visited the majestic dams and steam plants built by TVA, and if their hearts were ever stirred as mine is every time I read the plaque which each one bears: "Built for the People of the United States."

How do you take issue with this kind of a lump in the throat?

You can point out that these plants were *not* built "for the People of the United States" but were built for members of a special favored class who are given first call on this electricity under federal law.

You can explain that federal government electric rates are not "cheap" but are low only because they are subsidized by extra taxes from citizens all over the country.

You can show that all the sections of the country that are served by the more than 400 independent electric light and power companies, enjoy the comforts and conveniences of electricity, too.

But these facts aren't enough unless we can arm ourselves against the emotional tactics of the advocates of government ownership. These federal power groups claim that government ownership promotes orderliness—but it really breeds inefficiency. They say it broadens ownership—but it actually concentrates political power. They insist it favors the underprivileged—but it creates a new privileged class.

The next time you hear someone argue for federal government electricity, watch for the "lump in the throat." Emotions may be throwing up a smoke screen that hides the facts. *America's Independent Electric Light and Power Companies**. **Names on request from this magazine*

Mini-Studio

for more summer Radio & TV Time Sales!



Now as low as $415

Portable studio includes mixer-amplifier, monitor speaker, birch cabinet with call letters, "45" record player, tube light in display compartment.

NEW OWNERS OF MINI-STUDIOS

WIRJ	Humboldt, Tenn.	WSGN	Birm'gham, Ala.
KJUN	Redmond, Ore.	KFTM	Ft. Morgan, Colo.
WKNY	Kingston, N. Y.	KXLL	Missoula, Mont.
WCPA	Clearfield Pa.	KIJV	Huron, S. D.

Write or wire for bulletin on: optional features; radio and tv program ideas; new price list.

SHOPPER STOPPER CO.
134 S. West Ave., Sioux Falls, S. D.
Phone 8-1150

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

COLUMBIA RECORDS' CONKLING RESIGNS

Goddard Lieberson will succeed him as president of CBS recording arm. Stanton cites rapid growth of division and increased sales since 1950.



MR. CONKLING



MR. LIEBERSON

ELECTION of Goddard Lieberson as president of Columbia Records, record and phonograph manufacturing division of CBS Inc., was announced Friday by CBS President Frank Stanton.

Mr. Lieberson, who has been executive vice president of Columbia Records, succeeds James B. Conkling, who resigned effective Friday (June 1) for personal and business reasons in order to relocate in California, where he will establish independent production activities, the announcement said.

With Columbia Records since 1939 and executive vice president since 1949, Mr. Lieberson is credited with directing the creative functions of the company and with having played a major role in the development of its LP catalog, now said to be the world's largest. He also has spearheaded the division's expansion of international operations since 1951, Dr. Stanton pointed out, and has been active as a producer of recordings, with notable innovations and successes in such fields as musical theatre, drama, literature and history.

Dr. Stanton called attention to Columbia Records' substantial growth in the five years since Mr. Conkling became president and Mr. Lieberson executive vice president. He noted that 1955 sales were more than 60% higher than 1950's; that during this period, Columbia Records diversified its activities widely by establishing the new EPIC label, two music publishing companies, a complete line of phonographs and tape recorders (starting with the high-fidelity 360), new 16⅔ rpm long-playing records for automobile player installations and a manufacturing operation in Terre Haute, Ind.

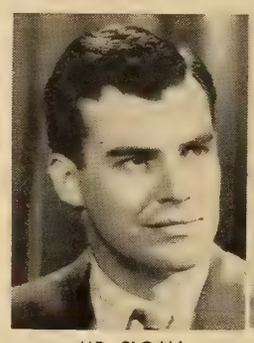
Last August, the announcement noted, Columbia Records became the first major record manufacturer to create a direct-mail record club ("The Columbia LP Record Club"), while in the international field the division has formed wholly-owned manufacturing and sales operations in Argentina, Brazil and Canada.

Mr. Lieberson, a native of England but resident of the U. S. since childhood, has produced records of 20 Broadway musicals and pioneered in the fields of recorded documentaries, drama, literature and history (including Edward R. Murrow's "I Can Hear It Now" series, George Bernard Shaw's "Don Juan in Hell," the Columbia "Literary Series" and the controversial play, "Waiting for Godot").

Creative Assoc. Organized

CREATIVE ASSOC. Inc. has been formed by Sidney A. Dimond and George W. Sloan Jr. for the packaging of documentary radio programs and related services. William Bagg III is business manager of the new organization with offices at 48 Hawthorn Ave., Needham 92, Mass.

Messrs. Dimond and Sloan won eight national awards for broadcasts on industry and American heritage while associated with Boston U.'s School of Public Relations & Communications.



MR. SLOAN



MR. DIMOND

New Pay-Tv System Claimed; 'No FCC Approval Required'

PLANS are being formulated to establish a company that claims it is developing a phase of home subscription television that "does not require FCC approval," and presumably operates via closed circuit, B•T learned last week.

The spokesman for the new firm is Emanuel Demby, president of Motivation Research Assoc., New York, a market research company. Mr. Demby declined to give any details of the project to B•T, saying it was "hush-hush" and "there is too much money involved to make any premature announcements."

Mr. Demby has sent letters to officials of several companies in the advertising, agency, publishing and entertainment fields asking them to serve on a board of advisory directors of the proposed corporation. He states in the letter that the company "currently is developing a phase of home subscription television that does not require FCC approval," and uses "a simplified method of broadcasting." Mr. Demby explains the functions of the new corporation as follows: the "broadcasting" of live and filmed shows "which will be charged to the television viewer," and research and testing of programs, commercials, and products at a testing industry service fee.

Segal in Production Pact

ALEX SEGAL, tv producer, reportedly has come to an agreement with Showcase Productions Inc., New York, granting the production company exclusive rights to his services during the 1956-57 season, during which he will produce and direct not less than five 90-minute programs.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

Now, *it's "earth satellites"*

The imagination of engineers, scientists, and laymen alike has been wetted by the exciting prospect of launching the first man-made earth satellites! Called project "VANGUARD," it is planned as the high-point of the world's longest "year"—the eighteen months between July 1, 1957 and December 31, 1958 of the *International Geophysical Year.*

First presented in a symposium, March 20th at the IRE Convention, this scientific, history-in-the-making event is detailed well in advance for you in the special June "earth satellite" issue of *Proceedings of the IRE.* Because it is written by men in charge of project development, this will be *the* basic textbook of applied electronic technology in the satellite field.

This definitive issue presents the working data of placing in orbit, construction of the satellite, telemetering and other pertinent information. Herein are stated the objectives and scientific gains to be achieved by the "earth satellite" program.

You will find in this special issue a complete explanation of:

1. tracking the missile—by radio and optics,
2. gathering data from the missile—by radio transmission, propagation, and intermittent reception from widely separate points on earth—and the rapid computations to be based on such data.

You will also find practical application of this development to other electronic fields in this up-to-the-minute symposium. You'll find the "satellite" issue of *Proceedings of the IRE* a publishing event of great value.

Price to non-members... $2.00

(All IRE members will receive this June issue as usual. Extra copies to members, $1.00 each.)



CONTENTS OF THIS SIGNIFICANT ISSUE:

"Symposium: The U.S. Earth Satellite Program—Vanguard of Outer Space," Chairman: W. R. G. Baker, General Electric Co., Syracuse, N. Y.

"The International Geophysical Year Program," by Joseph Kaplan, National Academy of Sciences, Washington, D. C.

"The Exploration of Outer Space with an Earth Satellite," by J. P. Hagen, Naval Research Laboratory, Washington, D. C.

"Placing the Earth Satellite in its Orbit," by M. W. Rosen, Naval Research Laboratory, Washington, D. C.

"Telemetering and Propagation Problems of Placing the Earth Satellite in its Orbit," by D. G. Mazur, Naval Research Laboratory, Washington, D. C.

"Tracking the Earth Satellite and Data Transmission by Radio," J. T. Mengel, Naval Research Laboratory, Washington, D. C.

"Optical Instrumentation of the Earth Satellite," by F. L. Whipple, Harvard University, Cambridge, Mass.

"The Scientific Value of the Earth Satellite Program," by J. A. Van Allen, State University of Iowa, Iowa City, Iowa.

The Institute of Radio Engineers

1 East 79th Street • New York 22, N. Y.

PROCEEDINGS OF THE IRE
1 East 79th Street, New York 21, N. Y.

Enclosed is $2.00

Enclosed is company purchase order for the June, 1956 issue on "Earth Satellite"
Send to:

Name_____

Company_____

Address_____

City & State_____

Wynn Opens Tv Service Firm

NEW FIRM to provide services to tv stations has been announced by Lawrence Wynn, former sales manager of WABC-TV and WABD (TV) New York. To be known as Lawrence Wynn Co., New York, the firm will service stations in sales, sales research, film buying, programming, merchandising, promotion and publicity and talent and personnel. Mr. Wynn said his company will supplement activity of station representatives and "is in no way to be interpreted as an attempt to replace station representatives." Mr. Wynn places at 15 the total number of stations with which he expects to have a working association by the end of 1956.

PROGRAM SERVICE SHORTS

SESAC, N. Y., has added M. N. Nemmers Publishing Co., Milwaukee publisher of Catholic Church music, to catalog, bringing number of SESAC publisher affiliates to 286. SESAC also announced recently that it has released 10,000 square feet in new Coliseum Tower, Columbus Circle, New York. Currently located at 475 Fifth Ave, organization plans to move to new quarters in early summer.

Irving P. Krick Assoc., Denver, reports purchase of *The Weather and You* by Instant Fels Naptha on CBS in Nevada, Idaho, Montana and Colorado, bringing total program coverage to 94 stations throughout West.

United Press is polling radio station subscribers on use and sponsorship of UP package news feature scripts. Results will be compiled this spring, and individual stations will receive material for promotional use.

Carmelite Fathers, Englewood, N. J., religious group, making available new half-hour public service radio series titled *The Bridge,* "aimed at showing how an alcoholic can take the first decisive step towards recovery." Series, offered without cost, will be allocated to single station in each community.

French Government Tourist Office, Public Information Dept., N. Y., has compiled tv program aids kit which lists films, rear projection slides, posters, maps and props available free to tv stations. Kit may be obtained from FGTO at 610 Fifth Ave.

PROGRAM SERVICES PEOPLE

Thomas R. Curran, vice president and assistant general manager, United Press, to London as European general manager, succeeding **A. L. Bradford,** resigned because of illness. Mr. Bradford remains in Europe as UP consultant. **Stanton J. Berens,** UP day news editor in Boston and at one time news editor, WMGM New York, named manager of UP's Boston bureau, succeeding **Robert T. Sheeran,** who has resigned to join Sylvania Corp., N. Y.

Irving Kaufman, chief engineer, Audio-Video Recording Co., N. Y., appointed vice president in charge of engineering.

Frank M. Viles Jr., administrative assistant to the general manager, Litton Industries, Beverly Hills, Calif., to technical director, Components Div., Federal Telephone & Radio Co., subsidiary of IT&T, Clifton, N. J.

John F. Gries, Richard A. Foley Adv. Agency, Phila., returned to W. H. Hoedt Studios (art, photographic service) that city, to head sales in merchandising and tv departments.

AFM LOCAL 47 SETS CONVENTION TACTICS

Resolutions calling for renegotiation of existing contracts in tv, radio, recording and movie fields to be put before national meeting in Atlantic City.

RESOLUTIONS calling for renegotiation of existing American Federation of Musicians contracts in the tv, radio, recording and motion picture fields—with the local musician getting better wages from monies now directed to the Music Performance Trust Fund—will be placed before the national AFM convention in Atlantic City next week (June 11) as a result of membership action by AFM's Hollywood Local 47.

Cecil F. Read, anti-Petrillo leader and executive vice president of Local 47, left for New York late last week to carry his local union's fight against the Music Performance Trust Fund and other AFM "dictatorial" practices to eastern musicians "and the various news media" to build up support for his cause at the Atlantic City meeting. The convention will receive about 20 resolutions from Local 47 designed to curb the powers of AFM President James Caesar Petrillo and put more union affairs, including radio-tv contract ratification, in the hands of the musicians involved.

The Read-sponsored resolutions were adopted unanimously at a regular membership meeting of Local 47 last week.

Mr. Read and 10 other Local 47 rebel leaders have been suspended from membership in AFM (Mr. Read for one year, the others for one day) by the AFM International Executive Board following their trial several weeks ago on charges brought by Local 47 President John te Groen and Recording Secretary Maury Paul [B•T, May 28]. The suspensions have been temporarily stayed pending their appeal before the national convention.

The Local 47 membership earlier this year turned Messrs. te Groen and Paul out of office for refusing to support Mr. Read's fight against Mr. Petrillo and the IEB, but Mr. Petrillo ordered them reinstated to office when they filed their charges against the Read faction.

Ironically, Messrs. te Groen and Paul are official Local 47 delegates to the national convention and were ordered by their membership last week to fight for the Read resolutions "orally" and "by every parliamentary means." The resolutions include one which would reverse Mr. Petrillo's countermand and effect their own permanent removal from office in Local 47.

Other resolutions they must present to the convention, if adopted, would require Mr. Petrillo and the IEB to use their "full economic and political power" to stop the importation of "canned" music sound tracks and tapes from abroad for use in tv film and radio recordings.

Others call for renegotiation of all industry-wide collective bargaining agreements involving payments by employers to the Music Performance Trust Fund to the effect that the local musician will receive greater initial payments or residual compensation where re-use of tv films or recordings are involved or movies are released to tv. Last year repayments in movies-to-tv and radio recordings were diverted from the individual musician to the trust fund on order by Mr. Petrillo and the IEB without consulting the musicians, Mr. Read has charged.

Residual Rights Proposal

One resolution would establish a principle of residual property rights to a performance for the individual musician (similar to actors, writers, producers and directors) and calls for recognition of this right in all new U. S. contracts as well as all international conventions and treaties.

Additional resolutions would amend the AFM constitution to eliminate controversial "Article 1, Section 1" giving Mr. Petrillo absolute powers over all national and local affairs and to curb other veto powers provided elsewhere to Mr. Petrillo and the IEB. Still another would force the AFM to restore money diverted from the 1930 theatre defense fund to AFM employe pensions and other non-strike activities. The fund originally had been set up as a war chest to help the theatre musicians' fight against sound movies and today movie and tv film musicians continue to be taxed for this fund, said to represent several million dollars.

Another resolution would equalize voting powers of the AFM locals at the national convention to a ratio based on total membership. At present, the vote maximum is ten, equal to a local membership of 1,000 musicians. Local 47, second in size only to New York Local 802, now claims 16,000 members. Mr. Read has been pressing to restore union control to the "professional" musician and put on an inactive non-voting basis all the card holders who are not devoting their full efforts to be playing musicians. He claims

AFTRA SAYS SAG REJECTED MERGER

AMERICAN Federation of Television & Radio Artists reported last week that Screen Actors Guild rejected an AFTRA-proposed merger of the two unions.

An AFTRA spokesman told B•T that its New York representatives met two weeks ago with SAG executives in Hollywood, where the Guild has its headquarters. He said AFTRA "earnestly desired a full and complete merger with no reservations" but SAG declined the offer.

An official of SAG in New York declined to give any details of the conference, saying that "an official announcement will be made shortly." The SAG spokesman confirmed only that a meeting had been held.

AFTRA is in the process of preparing "a full and complete" report of the discussions, which will be presented to its membership, a spokesman for that union said. He added that after SAG had declined the consolidation offer, AFTRA subsequently proposed a "partnership" or "working agreement," under which the unions jointly would participate in negotiations of all television and radio contracts. SAG also rejected this offer, the AFTRA spokesman said.

It is known that AFTRA long has been interested in the possibility of a merger with SAG in an effort to ease jurisdictional disputes between the two unions. SAG has jurisdiction over performers appearing on programs filmed for tv and AFTRA over performers on live shows.

The development of new production and electronic techniques in television has resulted in disputes as to the jurisdictional authority of one or the other union. Recently both AFTRA and the Guild maintained they had jurisdiction over Electronicam. An arbitration board ruled in favor of SAG. It is believed that with the introduction of electronic tape recording this fall, jurisdictional difficulties between the two unions will grow.

What's new on the New York Central ?

Progress Report #4 to an America on the move



The glamour-coach Xplorer is 2½ feet lower, faster, more comfortable, more economical to build and operate than trains of present-day design

Here comes "The Xplorer"

Tomorrow's train is here today on the rails of the New York Central

There's nothing newer under the sun than this bolt of lightning, "The Xplorer."

With a body of Alcoa aluminum, The Xplorer is another manifestation of the "Train X" concept originally pioneered by the Central's chairman, Robert R. Young, in 1947. It is one of *two* new lightweight, low-center-of-gravity trains now on the Central.

Although it's a quality product, The Xplorer costs less to build, operate and maintain—high recommendations for an industry which last year lost more than half a billion dollars on passenger service.

But let's explore more of its wonders

Cross-country on a cushion of air. You're literally riding on springs of soft air which smooth out the roadbed ahead of you.

Easy on curves—easy on you. Stays on an even keel . . . or banks into turns at just the right angle.

And for your comfort, all these "extras"!

. . . decorator-designed modern interiors . . . all-electric heat and six-ton air-conditioning system in each car . . . windows tinted at top and bottom to absorb heat, eliminate harsh glare . . . food comes to you at your seat on the "Cruisin' Susan."

The Xplorer and other lightweight Central trains usher in an era of rail travel that takes you places easier . . . quicker . . . more comfortably and more conveniently than ever.

Reports of progress that never ends

Introduction of two new lightweight trains touches just one field of Central progress. In forthcoming advertisements, you'll read about the mechanical refrigerator cars . . . assembly-line methods for car maintenance . . . Centralized Traffic Control, and many other things. These advertisements make interesting reading. Look for them.

New York Central Railroad

thousands who hold AFM cards actually are employed fulltime in other fields and have no intention of being active musicians even if they could obtain work.

The Local 47 membership meeting also commended the House Labor and Education Subcommittee under the chairmanship of Rep. Phil Landrum (D-Ga.) for its Los Angeles investigation of the Music Performance Trust fund a fortnight ago [B•T, May 28] and urged support of Reps. James Roosevelt (D-Calif.) and Joe Holt (R-Calif.) in their campaigns for re-election this year. Reps. Roosevelt and Holt were the other members of the subcommittee conducting the investigation.

IBEW Collects Data For Rulemaking Stand

INTERNATIONAL Brotherhood of Electrical Workers is collecting operating information on about 150 broadcast stations—to be used in its comments on the NARTB-backed FCC-proposed rulemaking to allow remote control of all am and fm stations. The data is being collected by questionnaires mailed to union locals whose members are employed at the stations involved.

In addition, engineer operating personnel at many non-unionized stations are sending in information on the operation of their respective stations, according to Albert O. Hardy, director of the AFL-CIO-affiliated union's radio, tv and recording division.

Acting on a petition from IBEW for more time to file comments, FCC has extended the deadline for comments from June 1 to July 2. The proposed rulemaking would extend remote control to all am and fm stations, rather than the present am non-directional and fm stations, both of 10 kw or less.

The three-page IBEW questionnaire to members is said to have asked union members working at the various stations such questions as the amount of air time lost by the station the past two years (advising use of old logs), including electronic failure, mechanical failure and other causes; any special attention needed for transmitter ("be scrupulously honest") and whether, in the union member's opinion, the transmitter could be operated by remote control. Some questions, one critic said, involve answers that only a chief engineeer would be informed on and qualified to answer.

The proposed FCC rulemaking was initiated by a petition from NARTB [B•T, Feb. 20].

PERSONNEL RELATIONS SHORT

Screen Actors Guild, Hollywood, in new national headquarters building at 7750 Sunset Blvd.

20 INDIVIDUAL GRANTS OFFERED BY ADULT FUND

THE board of directors of the Fund for Adult Education has approved a 1957-58 study and training program offering 20 grants to individuals associated with mass communications.

Effective June 15, the fund will make available applications to writers, editors, reporters, producers and directors associated with commercial and educational radio and tv stations, educational film production or printed media. Fund spokesmen describe the grant program as the first of its kind in the country [CLOSED CIRCUIT, May 21].

General objective of the fund, an independent organization established by the Ford Foundation, is "the broadening and betterment of the contribution of the mass media to liberal education for adults." The new project is related to FAE's adult education grants and leadership training awards programs announced April 8.

Applications are invited from individuals who, in their respective positions with stations, newspapers and magazines, deal with world, political and economic affairs and "the humanities."

The communications grant program is designed to (1) encourage persons in mass media to "recognize and fulfill their roles as educators" and "help establish bonds" between mass media and adult education movements; (2) to promote understanding of the "basic unities" beneath several media and encourage cooperation between persons in various media, and (3) "to better equip selected individuals in creative and transmissive positions in the mass media."

Recipients of grants, to be announced April 1, 1957, will be required to participate in a one-week institute in July next year. The program can consist of study at an institution of higher learning but it is not required. Applicants may obtain practical experience in an agency or organization other than educational.

The Fund for Adult Education has supported scholarships for the National Assn. of Educational Broadcasters [B•T, May 21] and provided financial aid for educational radio-tv, Film Council of America and other projects. It plans to close its Chicago and Pasadena (Calif.) offices and consolidate its operation in White Plains, N. Y.

Radio-Engineering Seminar Discusses NAEB Techniques

MAINTENANCE test procedures and other factors involved in mass duplication of tape recordings distributed by National Assn. of Educational Broadcasters in its radio network operation were explored for engineers at the NAEB Radio-Engineering Seminar at the U. of Illinois last week.

Video tape recorder developments also were reviewed by John Leslie, chief engineer, Audio Div. of Ampex Corp., in a seminar devoted primarily to radio broadcasting equipment discussions. C. J. LeBel, vice president of Audio Devices Inc., spoke on measurements and maintenance of tape recorders.

NAEB Radio Network ships out between 700 and 1,000 tapes a week, consisting of eight to ten hours of weekly programming, to nearly 75 educational radio stations.

Over 31 station engineers attended the five-day seminar, held at Allerton Park, U. of Illinois conference center near Monticello, Ill. Other topics were am-fm transmitting equipment, antennas, microwave and test equipment and space and building requirements for broadcasting. The seminar was made possible by a grant from the W. K. Kellogg Foundation under NAEB sponsorship.

Communication Ph. D. Set By USC; Dunham Instructs

THE U. of Southern California, Los Angeles, this summer is offering work toward a doctor of philosophy degree in communication during two courses. One runs from June 25-Aug. 3 and the second from Aug. 6-Sept. 1. Franklin Dunham, chief of radio and tv, U. S. Office of Education, and former director of education for NBC, will be a member of the visiting faculty. He will direct a tv workshop and teach a course in radio-tv criticism.

Students will be able to participate in the operation of the school's KUSC-FM and KUSC-TV, a closed circuit tv service to the campus. The new program is designed toward the "integration of the artistic, practical and scientific aspects of the field" and offers two divisional courses in communication.

Radio Broadcasts Result In 89,859 Farm Requests

CORNELL U., Ithaca, N. Y., received 89,859 requests for farm bulletins during 1955 as a result of radio broadcasts. According to Louis W. Kaiser, head of the school's radio services, this is the highest number ever requested even though the number of times the free bulletins were mentioned was cut from 12 to four or six per week.

The bulletin offers were included in a weekly series of short items of timely interest called "Farm Radio Briefs," which is furnished to area radio stations. Most of the announcements were carried during the early morning or noon time periods.

A sample survey showed that a large percentage of those requesting bulletins heard about them for the first time on the radio.

EDUCATION PEOPLE

Ward C. Bowen, 64, chief of Bureau of Audio & Visual Aids of New York State Education Dept. and advisory consultant for CBS-TV educational series, *Camera Three,* died May 22 in Elsmere, N. Y.

EDUCATION SHORTS

Indiana U., Bloomington, Ind., has produced kinescoped tv series, *Everyday Nutrition,* dealing with family meal planning. Series of six programs being shown on stations throughout Indiana now through summer.

RCA scholarships, valued at $1,958 each, for advanced course in radio and tv technology at RCA Institutes, awarded to John J. Fremer Jr., Staten Island, N. Y.; Rubbell L. Kohn, Lakewood, N. J. and Robert Kainen, Bronx.





THROGBOTTOM! What does it take to remind you—
"Scotch" is a brand name for tape!

Pardon us for beating our own drum if we ask you to respect our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape or "SCOTCH" Brand Magnetic Tape, etc., please just say *cellophane tape* or *magnetic tape.* Thank you for your cooperation.

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What's been true so long of copper wire and cable from Anaconda has for seven years been equally true of *aluminum* conductors that bear the Anaconda name. Their production is under the direct control of Anaconda at every step from primary metal production through fabrication.

To the traditional assurance of quality, Anaconda Aluminum Company's new plant at Columbia Falls, Montana, adds the assurance of dependable supply. Now in full operation at the rate of 120,000,000 pounds a year, it is producing enough aluminum for Anaconda's fabricating facilities, plus a good supply for other manufacturers.

The Company's subsidiary, Anaconda Wire & Cable Company, now provides a seven-mill service in aluminum wire and cable. The Anaconda line of electrical wire and cables . . . both copper and aluminum . . . is the broadest available.

With the completion in 1957 of a new aluminum fabricating plant at Terre Haute, Indiana, The American Brass Company will provide aluminum sheet, strip, tube and extrusions. Anaconda will then offer a wide selection of mill shapes in aluminum *or* copper and copper alloys—just as it today offers a wide choice in electrical conductors.

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MANUFACTURING

ADMIRAL CORP. BUYS RAYTHEON DIVISION

Electronics firms's tv-radio operations purchased for an estimated $5 million. Excluded from deal are tube-manufacturing and color tv, transistor radio facilities.

ACQUISITION of Raytheon Mfg. Co.'s tv-radio operations by Admiral Corp. for an estimated $5 million was jointly announced by the two electronic firms Monday (May 28), confirming reported negotiations of the previous week [B•T, May 28].

Under terms of the purchase, announced by Admiral President Ross D. Siragusa and Raytheon President Charles F. Adams, Admiral acquires two Chicago plants, an inventory of finished radio-tv receivers and all plant equipment. New facilities will be operated as the Belmont Div. of Admiral. Directors of both companies approved the sale Monday.

Admiral plans to expand its manufacturing operation and move into the high fidelity phonograph field, according to Mr. Siragusa, and also utilize its automation and printed circuit techniques in the new division. The company also enters the private brand field, and will sell sets to Montgomery Ward & Co., Gamble-Skogmo Inc. and other firms as did Raytheon.

No Personnel Changes

"No changes are contemplated in the present organization," Mr. Siragusa reported. Henry F. Argento, vice president in charge of Raytheon Mfg. Co.'s tv-radio operations, is expected to remain with Admiral in some executive capacity.

The transaction is being financed with Admiral's own capital funds and no stock transfer or outside financing is contemplated, according to Mr. Siragusa. At the close of 1955, Admiral claimed $12 million in cash on hand and $76 million in current assets. Raytheon reportedly accounts for 1-2% of total industry tv set production, with most of its business in government contracts.

Not included in the sale were Raytheon's tube-manufacturing and facilities, such as those for color television and transistor radios. The plants include a 225,000-square-foot facility at 5921 W. Dickens Ave. and a new 208,000-square-foot building at 8311 W. North Ave. in Chicago.

At its board meeting Admiral directors also voted the regular 25-cent quarterly dividend. Main headquarters of Raytheon is located in Waltham, Mass.

Tom Thumb Station

CLAIM to the world's smallest broadcasting station was made last week by WKRC Cincinnati. The miniature, built by WKRC Engineer George Waslo, weighs just four ounces and is smaller in cubic area than a pack of cigarettes. Built in three months at a cost of $40, Mr. Waslo's transmitter is .006 watt and the power to operate his transmitter is one-twentieth of that required to light a regular flashlight battery. Its range is 100-150 ft. According to WKRC, Mr. Waslo is toying with the idea of adapting the same design for use in tv broadcasts, specifically to be built into microphones and hence require no attached wiring.



Advertisement

From where I sit
by Joe Marsh

More Than She "Bargained" For

Dad Baker retired from active dairying—seven or eight years ago—but still keeps a half-dozen purebreds more or less as a hobby.

Dad goes all-out for these six. Temperature-controlled barn, expensive feed . . . the works. As a result his milk has a low bacteria count, a high butterfat content. And as a favor to neighbors, he sells it just two cents above the ordinary price.

Recently, a neighbor complained—asked if she couldn't get the milk "at cost." Dad agreed, and promptly sent her a bill for exactly what the milk cost: 75¢ a quart.

From where I sit, it's easy to misunderstand if you don't get all the facts. That's why we ought to consider the other fellow's viewpoint before *we talk out. For example, you have your reasons for liking particular beverages. I have mine. And whether we're talking about buttermilk or beer . . . let's try to respect each other's point of view.*

Joe Marsh

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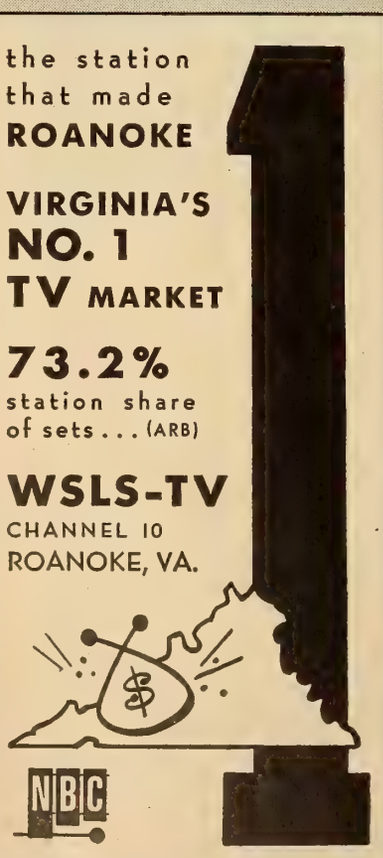
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station share of sets . . . (ARB)

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LONDON INVENTOR CLAIMS 3-D SYSTEM

Stereoptics expert Dudley says firm is being formed to handle three-dimensional process for U. S. tv. His is a 'compatible' method, he says: viewers with glasses get 3-D, viewers without see normal picture.

THE PROSPECT of early activity in three-dimensional television was projected last week by a London inventor.

He said a company had been formed to exploit in this country a 3-D tv system which he invented. He declined to identify principals in the new firm, saying all details should appropriately come—and no doubt soon would—from the company itself, with which he said he has a contract.

The inventor is Leslie P. Dudley, described as holding more patents in the stereoptics field than any other living person.

Mr. Dudley said his 3-D tv "system" primarily involves the use of a 3-D filming system he invented. Films made by this system, he explained, appear in three dimensions to viewers wearing 3-D glasses, but—unlike recent 3-D pictures—appear as ordinary pictures to those without the special glasses. As he foresees it, films made by his 3-D process would be transmitted by networks and stations with no change in their current equipment and would be "compatible" to the home viewer whether he had special 3-D glasses or not. They would appear in 3-D, of course, only to those wearing special glasses.

Associates of Mr. Dudley said his system also would permit—with the use of special equipment at the originating end—the transmission of live programs which similarly would appear as ordinary tv pictures to the unspectacled viewer but in three dimensions to those wearing the special glasses. They said the cost of the special station equipment would be "not too great—probably in the thousands," but did not specify technical details.

(U. S. scientists over the years also have discussed the possibility of three-dimensional television. Dr. Allen B. DuMont of Allen B. DuMont Labs, for example, mentioned the prospect several years ago, and DuMont is known to have developed a closed-circuit 3-D system for use by the Atomic Energy Commission. Company spokesmen said last week that they knew of no further development for use in tv broadcasting, however.)

Mr. Dudley did not demonstrate his 3-D television invention, but he did display some developments whose usefulness he seemed to consider more immediate.

One was a "spatial image" display unit—good for store counter or window displays, he said—which makes "reflected" objects seem to be the real thing, but hanging in space. A cigarette placed in the display unit, for instance, seemed to the onlooker to be projecting out of the unit. Mr. Dudley explained that where an ordinary mirror gives a flat reflection on the face of the mirror, his device—for which he has applied for a patent—projects the image and makes it appear to be between the viewer and the "mirror" itself.

Mr. Dudley also showed ads—including one for Esso gasoline—that have been carried in *Picture Post* magazine in England and which, made in accordance with his processes, appeared as ordinary three-color ads when viewed with the naked eye but took on three dimensional effects when viewed through 3-D glasses. In another demonstration, a flat image took on an upright appearance when viewed through special glasses.

The inventor feels his most important contribution, however, is in the motion picture field: a filming process which he said permits moviegoers to see motion pictures in three dimension without the use of special glasses. He said Moscow boasts the only such movie house now in existence but that it is based on his own invention which he has since perfected further.

Mr. Dudley is represented in the graphic arts field in the U. S. by Bernard Geis Inc., New York editorial firm which creates the so-called "Magic Talking Books" for children. In the television field he will be represented by the new and as yet unannounced firm, he said.

Ampex Develops New Portable Recorder for Broadcast Use

AMPEX Corp. (magnetic tape recorders) has introduced a new portable tape recorder designed especially for the broadcast industry, according to Phillip Gundy, audio division manager.

Model 601 sells for $545 and features a low impedance playback output of 600 ohms and a low or high microphone input.

An illuminated safety button prevents accidental erasure and indicates when the machine is in the recording mode. Tape speed is 7½ inches per second with a frequency response of 40 to 15,000 cycles per second. The recorder weighs less than 28 pounds.

Stephens Heads Board

ROBERT LEE STEPHENS, audio pioneer and president of Stephens Mfg. Co. (audio and tape recording equipment), Los Angeles, for a consideration of $500,000 is turning over active management of the firm to partners Bert Berlant, founder of Berlant Instruments and a tape recorder expert, and Bernard Cirlin, former general manager of DuMont Aviation Assoc., management consultant and merchandising specialist. Mr. Stephens will become chairman of the board and an engineering consultant. The firm plans a stepped-up manufacturing and merchandising program.

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Henry E. Bowes Heads Philco Television Div.

HENRY E. BOWES, general manager of Philco Corp.'s Home Radio Div., has been named vice president and general manager of the corporation's Television Div. Mr. Bowes succeeds James M. Skinner Jr., who was at the head of the Television Div. when he was elected president of Philco on April 6.

Mr. Skinner also announced these appointments:

John L. Utz, sales manager of the Television Div., will assume a newly-created position in that division as general manager of portable television receivers. Gibson B. Kennedy, who has been merchandising manager for television, will succeed Mr. Utz as sales manager.

The operating departments of the Television and Radio divisions have been consolidated under the direction of Reese B. Lloyd, vice president of operations. James J. Shallow, general manager of the Accessory Div., was named to succeed Mr. Bowes in the Home Radio Div., and Rayford E. Nugent was promoted from general sales manager to general manager of the Accessory Div.

Mr. Bowes joined Philco in 1936 with the company's Automotive Div. in Detroit. After service in the Air Force, from which he was discharged with the rank of lieutenant colonel, he became Philco district representative in the middle west and later government sales manager with offices in Washington, D. C. In 1952, Mr. Bowes was transferred to headquarters in Philadelphia as a special television representative concentrating on the introduction of ultra high frequency tv receivers and later became sales promotion manager for the Television Div. Last year he was named head of the Home Radio Div.

RCA Color Push Plans Go Before Distributors Meet

RCA's plans to expand color tv "into a mass circulation nationwide volume business for the entire electronics industry" is the highlight of closed convention of RCA Victor consumer products distributors begun Thursday and ending June 6 at Miami Beach, Robert A. Seidel, executive vice president, RCA Consumer Products, has announced. "We are convinced that color television this year will become truly big business for our industry," he said.

Preview of new tv, radio and recording merchandise to be marketed by RCA during next 12 months is being presented at the convention, attended by 1,300 distributors from U. S. and 17 countries overseas. RCA President Frank Folsom heads the RCA delegation. NBC group includes President Robert W. Sarnoff and Charles R. Denny, vice president in charge of NBC-owned stations.



"Without KRIZ Phoenix, your political life would be shortened."

New Tape Transport Device Announced by Magnecord

MAGNECORD INC., Chicago, has announced production of a new tape transport mechanism —a professional rack-mount recorder designed for instantaneous conversion of its earlier professional sound equipment.

The model (P-63-AX) was engineered to enable broadcasting and recording studios to modernize their recording equipment while saving cost of a new amplifier, according to Arthur S. Brown, Magnecord executive vice president. Conversion is accomplished with simple plug-in of amplifier and new tape transport. Low impedance heads match Magnecord amplifiers presently in use. Speeds of ½ and 15 inches-per-second are changed by switch, and 10½-in. reels are utilized.

The tape transport is priced at $415 without case, $460 with, and may be supplemented with a special NARTB conversion kit.

Gates Starts Production On 50 Kw Am Transmitter

GATES RADIO Co., Quincy, Ill., has announced the development of a 50 kw broadcast transmitter (Model BC-50B) which is now in production. Larry Cervone, sales manager, said the new model will be ready for delivery in six months.

The new transmitter is designed for "reliability, economy and ease of maintenance" and features the use of only five different tubes, excluding rectifiers. The Gates am transmitter line now includes models from 250 w to 50 kw.

Four Buy New GE Relay

GENERAL ELECTRIC Co. has reported four orders for its new 2,000 mc microwave relay system (TL3A), which was first unveiled during the NARTB convention in April. The orders were from KTTV (TV) Los Angeles, KFRE-TV Fresno, Calif., WKRG-TV Mobile, and WSFA-TV Montgomery, Ala. The stations were said to be planning to use the units, which have a list price of approximately $10,500, for program links between studio and transmitter. The equipment now is in production and fall shipment is slated.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipment of Three-Vidicon color film camera to WCKT (TV) Miami, Fla. (ch. 7) and two live color studio cameras to CBS in Los Angeles. RCA also has delivered what is called first completely mobile color tv studio-on-wheels to be used exclusively for televising surgical and clinical demonstrations by Smith, Kline & French Laboratories, Phila. pharmaceutical firm. Unit incorporates three color cameras and equipment to originate telecasts from hospitals. SK&F plans to use RCA large-screen projection system to accommodate audience of more than 1,000 physicians. Firm also has shipped 25-kw transmitter to WISC-TV Madison, Wis. (ch. 3).



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Tulsa is now the 43rd television market

* CBS REPORT TO FCC, DEC. 1955 re: "100 Largest Television Markets" (Larger than Omaha, Denver, Oklahoma City, San Diego).

KOTV Completely Dominates the 43rd television market!

- More top rated quarter hours from sign on to sign off than stations B and C combined.
- More than twice the number of the most popular quarter-hours from 6:00 to 10:30 p.m. than stations B and C combined.

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TODAY IN MUSIC — Dates and facts about the important music events of the month.

BMI-licensed stations — AM, FM, and TV—can be depended upon for complete service in music.

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20 at New Orleans and to west coast distributors June 27 in San Francisco.

RCA Camden, N. J., has announced several new tv developments. They include high-frequency transistor that can be mass-produced for use in military communications, television receivers and high-speed electronic computers, and closed-circuit television installation, placed in use at Lukens Stell Co. (alloy plate steel), Coatesville, Pa., which enables attendants to see around corners for remote observation and control of processing operations. Firm also has announced lightweight glass television tube intended primarily for low-cost, portable tv receivers. Tube (RCA-14 RP4A) has diagonal dimension of 14 in. and viewing area of 106 sq. in., and is identical to RCA-14 RP4, except that it has aluminized screen.

Sylvania Electric Products Inc. plans to add wing to Mountain View, Calif., microwave tube laboratory. New space will be devoted to increased research and development in traveling-wave tubes and other microwave devices.

Pilot Radio Corp., Long Island City, marketing new combination FM-AM tuner, preamplifier and 20 w amplifier integrated on one chassis. Model HF-41 measures roughly 4x15x12 in. and is entirely enclosed. Suggested price is $189.50.

Instrument Div., Federal Telephone & Radio Co., IT&T subsidiary in Clifton, N. J., announces new incoming vhf field strength indicator covering 47-225 mc that will enable station owners to make transmitter antenna adjustment and location finding more easily. Wide frequency range of model FT-HUZ, firm says, allows diverse use in all modes of broadcasting-tv, aircraft and police radio as well as mobile stations.

Animation Equipment Corp., New Rochelle, N. Y., announces new line of precision-made Oxberry registration devices for animated film production. Line includes planning cel tables, drawing boards, punches, peg bars and pegs.

Sylvania Electric Products Inc., N. Y., has announced production begun on three new 14-in. television picture tubes, designed for portable receiver applications. They are 90 and 70 degree tubes.

Federal Electric Corp., subsidiary of IT&T, Lodi, N. J., has been awarded operation and maintenance contract for U. S. Air Force's "White Alice" communications network in Alaska by Air Materiel Command, USAF world-wide procurement supply and maintenance source located at Wright Patterson Air Force Base in Ohio.

Philco Corp., Phila., has published 16-page illustrated brochure on microwave communications equipment.

RCA Institutes through RCA Tube Div., Harrison, N. J., making available 11-course home study course in color television maintenance. Program consists of nine lessons prepared by institutes plus two additional "graduate" lessons on "large screen color receivers" and "new color tv circuitry," prepared by John R. Meagher, RCA authority on tv servicing. Completion of the course leads to certificate.

MANUFACTURING PEOPLE

Charles W. Hosterman, assistant general manager, Electronics Div. of Sylvania Electric Products Inc., Woburn, Mass., appointed division general manager. **Robert T. Sheeran,** Boston Bureau manager, United Press, to Sylvania public relations department, N. Y., as project manager.

Fred F. Bartlett appointed broadcast sales manager of Philco Corp. government and industrial division, Phila. Other new sales managers in division are **Kenneth C. Moritz,** communications, and **William F. Tait,** export and special accounts.

Ralph E. Bates, merchandise manager of RCA Victor Distributing Corp., named manager, instrument sales and merchandising for associated company operations, RCA International Div. In his new post, he will be responsible for sales and merchandising of RCA radio and tv receivers and other home products sold through RCA's associated companies outside of U. S.

E. W. Gaughan, formerly vice president and general sales manager, Capehart-Farnsworth Co., Fort Wayne, Ind., retained by Magnavox Co., Fort Wayne, as consultant to assist in marketing and distribution for Sentinel Radio Co., Evanston, Ill., recently acquired by Magnavox.

Richard J. Sargent, general manager, major appliance division, Westinghouse Electric Corp., Mansfield, Ohio, appointed manager of marketing and distribution for consumer products divisions in Pittsburgh, Pa.

Cecil S. Stowe, formerly managing partner in office supply store, to sales department, ORRadio Industries Inc., Opelika, Ala.

Ralph Atkinson, regional manager, Stromberg-Carlson Co., to Spartan Div. of Magnavox Co., Fort Wayne, Ind., as district merchandiser for Washington, D. C., Maryland and Virginia territory, headquartering at Arlington, Va.

Jerry Martin, Air Wave Radio & Television Co., Salt Lake City, to Magnavox Co., Fort Wayne, Ind., as Salt Lake City area field service engineer. **Arnold Ness,** radio-tv department, Dayton Co., Minneapolis, named Magnavox field service engineer for Minneapolis area. **Paul Sanderson,** Nash Kelvinator, St. Louis, appointed Magnavox field service engineer for Detroit area.

Norman Paige, senior account executive at Bozell & Jacobs Inc. and onetime part-owner-general manager of Philippine Broadcasting Corp., appointed assistant public relations director, Zenith Radio Corp., Chicago.

George Gill, associated with various lighting companies in executive sales capacities, named manager of new southern office of Century Lighting Co. in Miami, Fla.

Harold P. Gilpin, 69, retired general sales manager for electronic products, Sylvania Electric Products Inc., died at Maplewood, N. J., May 23 following short illness.

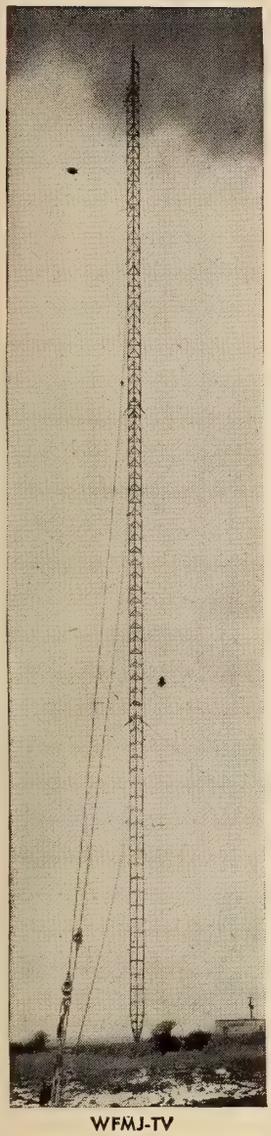
J. R. Nelson, 56, director of transistor application work, Raytheon Mfg. Co., Waltham, Mass., died May 19 at his Arlington, Mass., home. He had been with Raytheon past 26 years.

Frank M. Folsom, RCA president, appointed by N.Y. Gov. Averell Harriman to fill five-year, unsalaried term on Saratoga Springs (N. Y.) Commission which supervises state-owned spa, succeeding W. Donald Hyde, whose term expired.

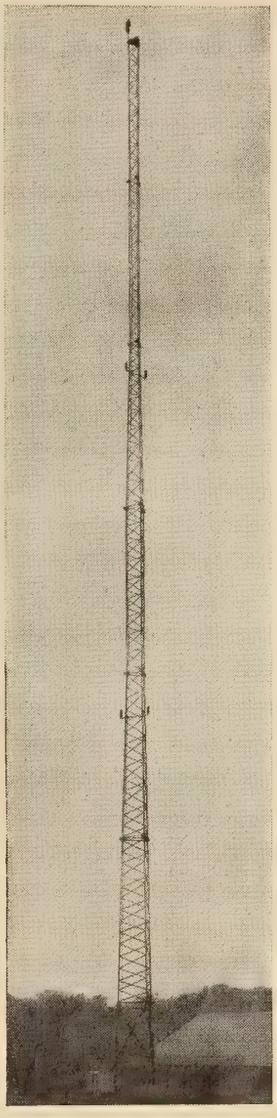
Rudolph A. Poucher Jr., Neely Enterprises, elected vice chairman of Sacramento section, Institute of Radio Engineers.

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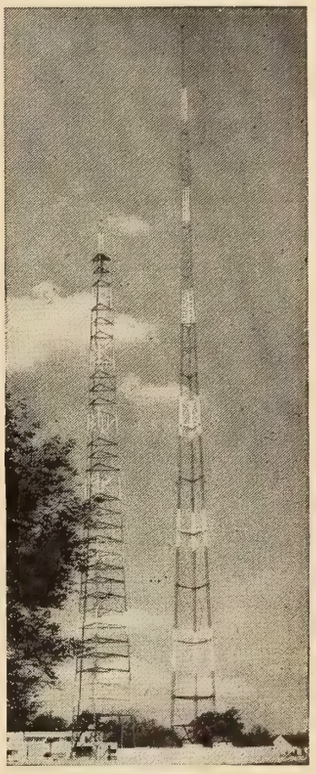
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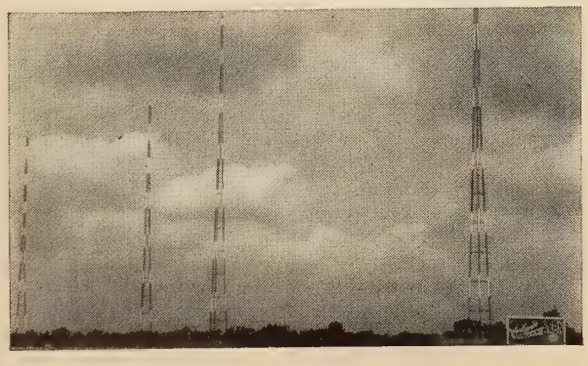
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REPUBLIC STEEL

1074 ALBERT ST. • YOUNGSTOWN 1, OHIO
Export Dept.: Chrysler Bldg., New York 17, N. Y.

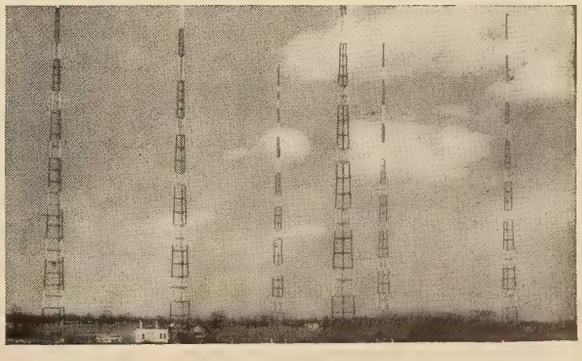
REPUBLIC STEEL

A NAME YOU CAN BUILD ON

WKBN—Truscon Self-Supporting Directional Towers 350-Feet Tall



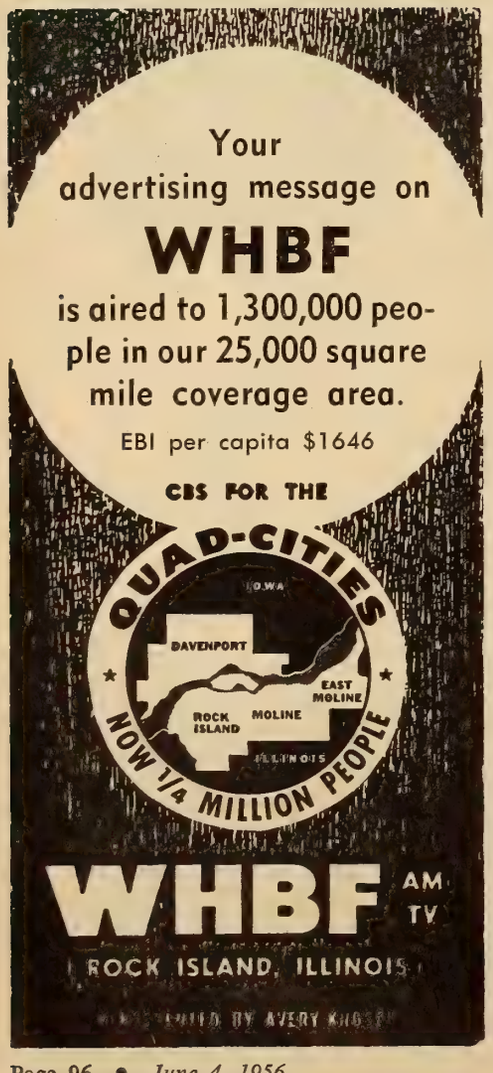
WFMJ-FM—Truscon Self-Supporting Directional Towers 400-Feet Tall



Meanwhile,
back at the ranch . . .

. . . they were listening to KGNC, Amarillo.

NBC • Reps: The Katz Agency



AWARDS

CITATIONS FOR TV ART

OUTSTANDING VIDEO COMMERCIALS, TELOPS, SLIDES TO GET AWARDS AT NATIONAL EXHIBITION THIS WEEK

ONE SCHOOL of thought calls it "the relaxed sell." Another—the Art Directors Club of New York, comprised of the top agency, network and independent tv art people—calls it "good art and design." Once a year, they get together and agree that a certain number of live and "canned" commercials, as well as telops and slides, merit the citation as "the best in tv art."

The occasion of this mutual admiration this year is the 35th annual National Exhibition of Advertising and Editorial Art and Design, which opens today (Monday) and runs through Friday at the Perroquet Suite of New York's Waldorf-Astoria Hotel. Though all media—magazines, newspapers, direct mail, posters, etc.—will be thoroughly covered in 34 various classifications, of particular interest to exhibition visitors will be the television category, in itself broken down into live, film, animated commercials, telops, ID's, station breaks, show openings and then some.

Winning entries in the tv art category, as well as others, appeared on the nation's screens between Feb. 15, 1955, and Feb. 15 this year.

William H. Buckley, chairman of the 35th annual exhibition, an art director at Benton & Bowles, New York, and newly-elected club president, told B•T that criteria by which the judges made their choices were "not only outstanding art . . . but art combined with good merchandising." The latter quality, Mr. Buckley pointed out, "was not based on actual research but on the judgment of a jury of sound advertising men."

Where last year [B•T, June 13, 1955], the "star" of the show was a nervous, inarticulate animated character out of Maxon Inc., hellbent on making the U. S. audience "Heinz 57 Worcestershire sauce-conscious," the present spotlight falls on those two lovable Piel Brothers—Bert and Harry—whom the judges found to be "fresh, inspiring, entertaining and gentle spoofsters . . . setting new trends and directions." Creator of these characters, copywriter Ed Graham of Young & Rubicam, and their alter egos, Bob Elliott and Ray Goulding, have just set up an independent broadcast-commercial production firm, admittedly based on B&H's phenomenal success [B•T, May 28].

Another name that figures prominently in the show is that of CBS-TV art director Georg Olden, who walked off with no less than three out of ten prizes. Mr. Olden, though a member of the ADCNY's board, acted only in the capacity of jury chairman and did not exercise as judge.

These—and numerous other winners—will receive their coveted prizes, medals and citations at the Art Directors Club's 35th annual awards luncheon this Wednesday.

'Arty' Commercials Subject Of Debate at RTES Luncheon

DO "offbeat" commercials sell? Is salesmenship sacrificed for art's sake?

These questions were taken up last week at a workshop luncheon meeting in New York of the Radio and Television Executives Society in a debate over the merits of a current crop of "arty" commercials by a research executive and an agency art director: Don McCollum, vice president, Schwerin Research Corp., New York, and Bill Duffy, senior art director, McCann-Erickson, New York.

Speaking after a 20-minute screening of some of the semi-final entries considered in this year's Art Directors Club of New York's top tv art competition (see feature, above), Mr. McCollum noted that while most of the commercials were "cute" and "refreshing," they essentially failed to sell the product. While they attract public attention, Mr. McCollum contended, the artists producing the commercials more often than not sacrifice salesmanship for art's sake, becoming too involved with the form instead of the idea. He said the Schwerin organization had tested "most" of the spots shown and found that sales did not equate themselves with public enthusiasm. "Remembrance or playback is not the only point to score in a commercial," Mr. McCollum said.

While agreeing there is too much animation in the entertainment media and not enough "live action" filming, Mr. Duffy asserted that most of the so-called "arty" commercials do not stand by themselves but are used to supplement other media drives, such as newspaper and magazine campaigns. Another example, Mr. Duffy said, was Storyboard Inc.'s 15-second spot for Ford, used after station identification in the midst of the 90-minute Ford Star Jubilee and which followed or backed up a live-form "hard-shell" commercial featured earlier in the program.

Mr. Duffy, a member of the Art Directors Club, told RTES that out of the 860-odd commercials, ID's and station breaks up for judging this year, more than 600 were in animated form.

No Entries Good Enough, BMI Contest Judges Rule

BROADCAST MUSIC INC.'s 1955 student composer radio competition jury last week refused to award a total of $6,500 in major prizes, saying it found no works among the over 200 entries submitted by college and conservatory students "of sufficiently high musical quality" to merit the awards. This surprising move was characterized as "courageously and honestly decided" Thursday by BMI President Carl Haverlin, who also acted as chairman of the 10-member judging panel.

Mr. Haverlin said, "too often, judging groups feel that prizes must be handed out, regardless of quality and merit, to prove that a contest has been successful. In refusing to do so, the panel merits the approval of all persons interested in contemporary music and its future."

While agreeing to award two $500 prizes in the secondary school group to 14-year-old violinist-composer Michael Kassler, for "Trio for Three Violins," and 18-year-old Donald Jenni, for "Terzetto for Violin, Viola and Piano," the panel recommended that the $6,500 earmarked for the top awards be placed in escrow and that the number of awards for next year be doubled. Mr. Haverlin said these recommendations would be followed.

ART AND ILLUSTRATIONS FOR FAST LAYOUTS
There's nothing like the monthly Clipper for fast layout in emergencies. BIG NAME firms that you know depend on the Clipper for Clip-Art. Free sample. No obligation. Address . . .
MULTI-AD SERVICES, INC.
Box 806-0 Peoria, Illinois



THE JUDGES AND THE JUDGED: Looking over entries are (l to r): Abe Liss, Abe Liss Productions; Edward Mahoney, radio-tv director, Cunningham & Walsh; Lou Dorfsman, director, CBS Radio advertising and sales promotion; Bob Gage, art director, Doyle Dane Bernbach Inc.; Georg Olden (chairman only), CBS-TV, and Art Kane, *Seventeen* magazine. Not shown: Grover Cole, CBS-TV; Mike Elliot, partner, Elliot, Unger & Elliot; Chad Rotakopf, Caravel Productions; George Samerjan, freelance artist; William Van Praag, Van Praag Productions, and Bradbury Thompson, *Mademoiselle* magazine. Art Directors Club stated that all entries were submitted by agencies.



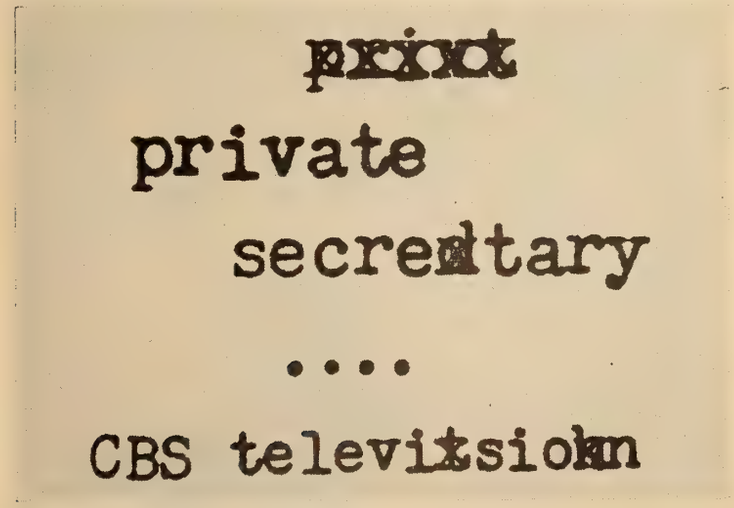
SPECIAL TELEVISION MEDAL AWARD goes to art director Jack Sidebotham of Young & Rubicam, N. Y., artists Gene Deitch and Chris Ishii of UPA-New York and copywriter Ed Graham, Y&R. Advertiser: Piel Bros., Brooklyn. Agency: Young & Rubicam.



TELEVISION MEDAL award in full animation film commercial category goes to animation director Art Babbitt, writer Al Shean and designed Chris Jenkyns of Storyboard Inc., Hollywood. Advertiser: Southern Cotton Oil Co. (Snowdrift shortening), New Orleans. Agency: Fitzgerald Adv., New Orleans.



TELEVISION MEDAL AWARD in live technique film commercials category goes to art director Stephen O. Frankfurt, photographer Mike Elliott and production firm of Elliot, Unger & Elliot, N. Y. Advertiser: Johnson & Johnson (Modess), New Brunswick, N. J. Agency: Young & Rubicam, N. Y.



TELEVISION MEDAL in station break category is to be presented to art director Georg Olden and artist Bob Gill, both of CBS-TV, for telop promoting network's *Private Secretary* (sponsored by American Tobacco Co.). Advertiser: CBS-TV.



TELEVISION MEDAL award will be presented to art director and artist Jerome Gould of Gould & Smith Assoc., N. Y. Program is *Confidential File* syndicated on national spot basis by Guild Films, whose headquarters are in New York City.

WAMI TV Channel 13 BALTIMORE, MD.
AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.
New York, Atlanta, Chicago and San Francisco
TOP POWER 316,000 WATTS

Frances Holmes 'Lulus' Presented by L. A. Women

THREE HUNDRED advertising women and guests attended the Los Angeles advertising women's annual Frances Holmes Achievement Awards luncheon May 20th. Honored guest was Frances Holmes, first woman in America to own and operate an advertising agency, and for whom the awards are named.

Arlene Francis, star of NBC-TV's *Home* show, presented the winners with "Lulu's." The board of judges included Richard A. Moore, KTTV (TV) Los Angeles president-general manager, and John S. Hansen, general manager of KABC Los Angeles.

Among the award winners:

Commercial Film—Fran Harris Tuchman, Harris-Tuchman Productions, Los Angeles, 12-minute color film for The Ice Follies, first; Audrey Calder, United Cerebral Palsy Assn. of Alameda County, Oakland, 30-minute film for Cerebral Palsy, second.

Public Relations—Pat Penney, Harry Bennett Agency, Los Angeles, safety program in radio-tv for Prudential Insurance, first.

Television Commercial—Marion R. Sternbach, Don B. Miner advertising agency, Los Angeles, animated spots for Blue Seal bread (Interstate Bakeries), first; Jane Hite, Wade advertising agency, Los Angeles, animated spots for Alka Seltzer, second.

Sales Promotion and Merchandising—Peggy Shaw, Mytinger & Casselberry Inc., Long Beach, radio contest for Neutralite, second.

Agencies Presented Awards By NFAA for Radio-Tv Work

THREE AGENCIES have been honored for their radio-tv advertising work during the past year by the National Federation of Advertising Agencies. At the NFAA's third annual convention last month in Kansas City, a total of 29 awards in all media were conferred.

Cary-Hill Inc., Des Moines, received a Gold (top) Award for its radio-tv in behalf of Meadow Gold Dairy Products, Des Moines. Jaffe Naughton, Rich Adv., Minneapolis, was given a Silver Award for a broadcasting campaign for Model Cleaners & Launders, that city. Town Crier Agency, Council Bluffs, won a Bronze Award for its radio-tv for the local Roberts Dairy Co.

Sherwood Awards Close

MORE than 100 tv programs have been submitted to the Fund for the Republic Inc. for consideration in the $55,000 Robert E. Sherwood awards judging, the Ford Foundation-supported organization reported at entry deadline last Friday. The prizes—honoring the late playwright—will be given singly in each of three categories to tv productions based on the theme of freedom and justice. Prizes of $20,000 apiece will go to the best network-produced drama and documentary shows; $15,000 will go to the best show of either type produced by an independent station. Winners will be announced before the end of June.

AWARD SHORTS

Joann Bower, copywriter and traffic assistant, KING Seattle, named Outstanding Radio Writer by U. of Washington School of Communications for *Your University and You* show being broadcast on stations throughout state.

Edythe Fern Melrose, WXYZ-AM-FM-TV Detroit personality, was first woman ever to receive Adcraft Club of Detroit scroll for contributions to local advertising.

NBC continuity acceptance department, headed by Stockton Helffrich, recognized by Child Welfare League of America in award, first in organization's 36-year history, for department's "friendly spirit of cooperation, deep sense of public service and responsibility and continuous efforts to assure high degree of professional accuracy in scripts portraying child welfare subjects."

Curt Gowdy, Boston Red Sox radio-tv announcer and NBC sportscaster, received citation from Olympic Committee for work for Olympic Fund.

Harold Ensley, sports broadcaster, KCMO-AM-FM-TV Kansas City, Mo., presented with first citation ever awarded by Mo. State Conservation Commission for service in conservation education.

Claude Mahoney, WTOP Washington newscaster and CBS farm news director, received Old Gold Goblet given annually by senior class of DePauw U., Greencastle, Ind., to alumnus who has achieved eminence in life's work and given outstanding loyalty and service to DePauw.

Woodmen of the World Life Insurance Society and **Jewell Radio & Television Productions,** Chicago, received Chicago Federated Advertising Club network television drama, achievement award for "Quest for Valor" shown June 6 over 43 stations in observance of society's 65th anniversary.

Toby David, CKLW Windsor-Detroit, selected by Catholic Interracial Council of Detroit for first Blessed Martin Award, created to encourage promotion of social justice and Christian charity on radio-tv.

Bob Horstman, sports director, KFEQ-TV St. Joseph, Mo., awarded Certficate of Recognition by Mo. Conservation Commission for "outstanding service to public education in wildlife and forestry conservation."

Arthur C. King, director of public affairs, WEEI Boston, received Certificate of Appreciation for support of Boys' Club of America movement.

WGAR-FM Cleveland received first annual Twyla M. Conway Award of Radio-Television Council of Greater Cleveland for *Henry Pildner Entertains,* live and recorded musical program.

Irv Kupcinet, newspaper columnist who conduct *The Chicago Story* on WBBM-TV Chicago, is winner of Hamilton Watch Co.'s new Hamilton Time Award. Cited were his "unusual efforts and accomplishments" on behalf of Chicago area war veterans.

1-2 sales punch
in WESTERN MONTANA


MISSOULA, MONTANA

B·T TELESTATUS

A monthly situation report on present and planned tv stations and television network shows

JUNE 1956

Total U. S. Stations on Air: 470
Commercial: 450; Educational: 20)
Total Cities With Tv Stations: 299
Total Tv Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING

Each station or grantee is listed in the city where licensed.

Triangle (►): station on air with regular programming. Date of grant is shown for permittees, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated sets in coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations.

Asterisk (*): non-commercial outlet.

Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA

ANDALUSIA†—
WAIQ (*2) 3/9/55-Unknown
BIRMINGHAM—
►WABT (13) NBC, ABC; Blair; 366,400; N; $800
►WBIQ (*10)
►WBRC-TV (6) CBS; Katz; 366,400; N; $800
WJLN-TV (48) 12/10/52-Unknown
DECATUR†—
►WMSL-TV (23) CBS, NBC; McGillvra; 31,800; $150
DOTHAN—
►WTVY (9) CBS, ABC; Young; 36,206; $150
MOBILE—
►WALA-TV (10) NBC, ABC; Headley-Reed; 192,000; N; $450
►WKRG-TV (5) CBS; Avery-Knodel; 187,000; N; $450
MONTGOMERY—
►WCOV-TV (20) CBS, ABC; Raymer; 78,600; N; $200
►WSFA-TV (12) NBC; Katz; 129,000; N; $450
MUNFORD†—
►WTIQ (*7)
SELMA†—
WSLA (8) 2/24/54-Unknown

ARIZONA

MESA (PHOENIX)—
►KVAR (12) NBC; Raymer; 148,880; N; $450
PHOENIX—
►KOOL-TV (10) CBS; Hollingbery; 175,000; N; $500
►KPHO-TV (5) Katz; 143,880; N; $360
►KTVK (3) ABC; Weed; 139,720; N, LF, LS; $400
TUCSON—
►KDWI-TV (9) Headley-Reed; $350
►KOPO-TV (13) CBS; Hollingbery; 54,253; $300
►KVOA-TV (4) NBC, ABC; Branham; 54,253; $300
YUMA†—
►KIVA (11) CBS, NBC, ABC; Raymer; 27,500; $200
KYAT (13) 1/25/56-Unknown

ARKANSAS

EL DORADO—
►KRBB (10) NBC, ABC; Pearson; 57,750; $200
FORT SMITH—
►KFSA-TV (22) NBC, ABC, CBS; Pearson; 36,604; $150
KNAC-TV (5) Rambeau; 6/3/54-Unknown
HOT SPRINGS—
KSPS (9) 2/16/56—Unknown
JONESBORO†—
KBTM-TV (8) 1/12/55-Unknown
LITTLE ROCK—
►KARK-TV (4) NBC; Petry; 152,653; N; $450
►KTHV (11) CBS; Branham; 159,148; N; $450
►KATV (7) (See Pine Bluff)
PINE BLUFF—
►KATV (7) ABC; Avery-Knodel; 118,694; N; $450
TEXARKANA—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

BAKERSFIELD—
►KBAK-TV (29) ABC; Weed; 100,000; $275
►KERO-TV (10) NBC, CBS; Hollingbery; 183,000; N; $500
BERKELEY (SAN FRANCISCO)—
►KQED (*9)
CHICO—
►KHSL-TV (12) CBS, ABC; Avery-Knodel; 70,900; $250
CORONA†—
KCOA (32), 9/16/53-Unknown
EUREKA—
►KIEM-TV (3) CBS, ABC, NBC; Hoag-Blair; 30,691; $250
FRESNO—
►KFRE-TV (12) CBS; Blair; $650
►KJEO (47) CBS, ABC; Branham; 173,000; N, LL; $500
►KMJ-TV (24) NBC; Raymer; 170,000; N, LF, LS; $550
KBID-TV (53) See footnote
LOS ANGELES—
►KABC-TV (7) ABC; Katz; 2,421,323; $2,000
►KCOP (13) Weed; 2,421,323; $1,250
►KHJ-TV (9) H-R; 2,421,323; N; $1,200
►KNXT (2) CBS; CBS Spot Sls.; 2,421,323; N, LS, LF, LL; $2,700
►KRCA (4) NBC; NBC Spot Sls.; 2,421,323; N, LS, LF, LL; $3,600
►KTLA (5) Raymer; 2,421,232; N, LS, LF, LL; $1,500
►KTTV (11) Blair; 2,421,232; $2,000
KBIC-TV (22) 2/10/52-Unknown
MODESTO†—
KTRB-TV (14) 2/17/54-Unknown
REDDING—
KVIP (7) 3/28/56-Unknown
SACRAMENTO—
►KBET-TV (10) CBS; H-R; 390,000; N, LF; $700
►KCCC-TV (40) ABC; Weed; 165,000; $400
►KCRA-TV (3) NBC; Petry; 356,840; N, LF, LS; $650
KGMS-TV (46) 3/2/56-Unknown
SALINAS (MONTEREY)—
►KSBW-TV (8) CBS, ABC, NBC; H-R; 110,879; $350
SAN DIEGO—
►KFMB-TV (8) CBS, ABC; Petry; 407,092; N; $900
►KFSD-TV (10) NBC, ABC; Katz; 407,092; N; $800
SAN FRANCISCO—
►KGO-TV (7) ABC; Blair; 1,263,097; $1,700
►KPIX-TV (5) CBS; Katz; 1,263,097; N; $1,500
►KRON-TV (4) NBC; Peters, Griffin, Woodward; 1,263,097; N, LS, LF, LL; $1,500
►KSAN-TV (32) Stars National; 325,000; $225
KBAY-TV (20) 3/11/53-Unknown (granted STA 9/15/54)
SAN JOSE†—
►KNTV (11) Bolling; 548,159; $350
SAN LUIS OBISPO—
►KVEC-TV (6) ABC, CBS; H-R; 101,782; $200
SANTA BARBARA—
►KEYT (3) ABC, CBS, NBC; Hollingbery; 227,918; $450
STOCKTON†—
►KOVR (13) Avery-Knodel; 1,141,290; $700
TULARE (FRESNO)—
►KVVG (27) 150,000; $325

COLORADO

COLORADO SPRINGS—
►KKTV (11) CBS, ABC; Bolling; 61,701; $200
►KRDO-TV (13) NBC; Pearson; 49,000; $125
DENVER—
►KBTV (9) ABC; Peters, Griffin, Woodward; 368,526; $650
►KLZ-TV (7) CBS; Katz; 368,526; N; $700
►KOA-TV (4) NBC; NBC Spot Sls.; 368,526; N; $650
►KTVR (2) Hoag-Blair; 356,380; N; $400
►KRMA-TV (*6)
GRAND JUNCTION†—
►KREX-TV (5) NBC, CBS, ABC; Holman; $150
MONTROSE—
KREJ-TV (10) 2/23/56-July (Satellite of KREX-TV Grand Junction)
PUEBLO—
►KCSJ-TV (5) NBC; Pearson; 56,000; $150

CONNECTICUT

BRIDGEPORT—
►WICC-TV (43) ABC; Young; 72,340; $200
WCTB (*71) 1/29/53-Unknown
HARTFORD—
►WGTH-TV (18) CBS; H-R; 360,000; $500
WCHF (*24) 1/29/53-Unknown
Travelers Bcstg. Service Corp. (3) Initial Decision 5/31/56
NEW BRITAIN—
►WKNB-TV (30) NBC; Bolling; 373,596; N; $500
NEW HAVEN†—
►WNHC-TV (8) ABC, CBS; Katz; 948,702; N, LF, LS; $800
WELI-TV (59) H-R; 6/24/53-Unknown
NEW LONDON†—
WNLC-TV (26) 12/31/52-Unknown
NORWICH†—
WCNE (*63) 1/29/53-Unknown
STAMFORD†—
WSTF (27) 5/27/53-Unknown
WATERBURY—
►WATR-TV (53) ABC; Stuart; 217,554; $200

DELAWARE

WILMINGTON—
►WPFH (12) NBC; Meeker; 2,051,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON—
►WMAL-TV (7) ABC; Katz; $1,200
►WRC-TV (4) NBC; NBC Spot Sls.; 754,000; N; $1,250
►WTOP-TV (9) CBS; CBS Spot Sls.; 704,300; N, LS; $1,500
►WTTG (5) Raymer; 700,000; $600
WOOK-TV (14) 2/24/54-Unknown

FLORIDA

DAYTONA BEACH†—
WESH-TV (2) Petry; 7/8/54-July 1, '56
FORT LAUDERDALE—
►WITV (17) ABC; Forjoe; 376,380 (also Miami); $500
FORT MYERS†—
►WINK-TV (11) CBS, ABC; McGillvra; 23,500; $150
FORT PIERCE†—
WTVI (19) 4/19/55-Unknown
JACKSONVILLE—
►WJHP-TV (36) ABC, NBC; Petry; 98,896; N; $200
►WMBR-TV (4) CBS, ABC; CBS Spot Sls.; 367,238; N; $700
WQIK-TV (30) Stars National; 8/12/53-Unknown
Jacksonville Bcstg. Corp. (12) Initial Decision 4/4/55
MIAMI—
►WGBS-TV (23) NBC; Katz; 278,869; N; $400
►WTHS-TV (*2)
►WTVJ (4) CBS, ABC; Peters, Griffin, Woodward; 368,000; N, LL, LF, LS; $1,000
►WITV (17) See Fort Lauderdale
WCKT (7) 1/19/56-7/1/56; NBC Spot Sales; $950
WMFL (33) 12/9/53-Unknown
MIAMI BEACH†—
WKAT Inc. (10) Initial Decision 3/30/55
ORLANDO—
►WDBO-TV (6) CBS, ABC, NBC; Hoag-Blair; 164,000; N; $250
WEAL-TV (18) 9/21/55-Unknown
WORZ Inc. (9) Initial Decision 8/10/55
PANAMA CITY—
►WJDM (7) ABC, CBS, NBC; Hollingbery; 30,100; $150
PENSACOLA—
►WEAR-TV (3) ABC, CBS; Hollingbery; 147,500; N; $300
WPFA-TV (15) See Footnote
ST. PETERSBURG†—
►WSUN-TV (38) ABC; Venard; 208,791; $400
TAMPA—
►WFLA-TV (8) NBC; Blair; 319,542; N, LF, LS; $600
►WTVT (13) CBS; Avery-Knodel; 301,900; N, LF, LS; $600
WEST PALM BEACH—
►WEAT-TV (12) ABC; H-R; 301,875; $200
►WJNO-TV (5) NBC, CBS; Venard; 301,875; $275
WIRK-TV (21) See footnote

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B·T TELESTATUS

GEORGIA

ALBANY†—
► WALB-TV (10) ABC, NBC; Venard; 45,000; $200

ATLANTA—
► WAGA-TV (5) CBS; Katz; 578,000; N, LS, LF; $1,000
► WLWA (11) ABC; WLW Sales; 545,420; $800
► WSB-TV (2) NBC; Petry; 549,790; N, LS, LF; $1,000
WATL-TV (36) See footnote
WETV (*30) 3/21/56-Unknown

AUGUSTA—
► WJBF (6) NBC, ABC; Hollingbery; 188,565; N; $300
► WRDW-TV (12) CBS; Branham; 169,400; $300

COLUMBUS—
► WDAK-TV (28) NBC, ABC; Headley-Reed; 136,959; N; $220
► WRBL-TV (4) CBS, ABC; Hollingbery; 187,327: N; $300

MACON—
► WMAZ-TV (13) CBS, ABC; NBC (per program basis); Avery-Knodel; 117,778; N; $300
WOKA (47) See footnote

ROME†—
► WROM-TV (9) McGillvra; 174,330; $150

SAVANNAH—
► WSAV-TV (3) NBC, ABC; Hoag-Blair; 150,501; N; $275
► WTOC-TV (11) CBS, ABC; Avery-Knodel; 153,-142; $250

THOMASVILLE† (TALLAHASSEE, FLA.)—
► WCTV (6) CBS, NBC, ABC; Meeker; 73,149; $250

IDAHO

BOISE†—
► KBOI-TV (2) CBS; Peters, Griffin, Woodward; 63,950; $200
► KIDO-TV (7) ABC, NBC; Hoag-Blair; 53,200; $250

IDAHO FALLS†—
► KID-TV (3) CBS, ABC, NBC; Gill-Perna; 53,517; $175

LEWISTON†—
► KLEW-TV (3) CBS, NBC; Weed; 21,000; $150 (satellite of KIMA-TV Yakima, Wash.)

POCATELLO†—
KSEI-TV 4/25/56-Unknown

TWIN FALLS†—
► KLIX-TV (11) CBS, ABC, NBC; Gill-Perna; 19,700; $150
KHTV (13) 11/9/55-Unknown

ILLINOIS

BLOOMINGTON—
► WBLN (15) McGillvra; 113,242; $300

CHAMPAIGN—
► WCIA (3) CBS, NBC; Hollingbery; 306,747; N; $700

CHICAGO—
► WBBM-TV (2) CBS, CBS Spot Sls.; 2,323,200; N; $3,300
► WBKB (7) ABC; Blair; 2,323,200; $2,400
► WGN-TV (9) Hollingbery; 2,300,000; $1,800
► WNBQ (5) NBC; NBC Spot Sls.; 2,287,000; N, LL, LS, LF; $4,000
► WTTW (*11)
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53 Unknown
WOPT (44) 2/10/54-Unknown

DANVILLE—
► WDAN-TV (24) ABC; Everett-McKinney; 50,-000; $150

DECATUR—
► WTVP (17) ABC, NBC, CBS; Bolling; 188,000; $300

EVANSTON†—
WTLE (32) 8/12/53-Unknown

HARRISBURG†—
► WSIL-TV (22) ABC; Walker; 30,000; $150

PEORIA—
► WEEK-TV (43) NBC; Headley-Reed; 244,420; N; $400
► WTVH (19) CBS, ABC; Petry; 164,045; N; $450
WIRL Tv Co. (8) Initial Decision 11/5/54

QUINCY (HANNIBAL, MO.)—
► WGEM-TV (10) ABC, NBC; Young; 150,000; N; $200
► KHQA-TV (7) See Hannibal, Mo.

ROCKFORD—
► WREX-TV (13) CBS, ABC; H-R; 255,915; N; $400
► WTVO (39) NBC; Headley-Reed; 116,000; $250

ROCK ISLAND (DAVENPORT, MOLINE)—
► WHBF-TV (4) CBS, ABC; Avery-Knodel; 285,-427; N; $800

SPRINGFIELD—
► WICS (20) ABC, NBC; Young; 103,580; $250
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

URBANA†—
► WILL-TV (*12)

INDIANA

ANDERSON†—
WCBC-TV (61) 3/16/56-Unknown

BLOOMINGTON—
► WTTV (4) ABC, NBC; Meeker; 647,781 (also Indianapolis); N; $800

ELKHART—
► WSJV (52) ABC; H-R; 215,814; $300

EVANSVILLE—
► WFIE (62) ABC, NBC; Venard; 126,088; $350
► WEHT (50) See Henderson, Ky.
WTVW (7) 12/21/55-Unknown

FORT WAYNE—
► WKJG-TV (33) NBC; Raymer; 144,230; N; $400
► WINT (15) See Waterloo
WANE-TV (69) Bolling; 9/29/54-Unknown

INDIANAPOLIS—
► WFBM-TV (6) NBC; Katz; 660,000; N, LL, LF, LS; $960
► WISH-TV (8) CBS; Bolling; 660,000; N; $1,200
► WTTV (4) See Bloomington
Mid-West Tv Corp. (13) Initial Decision 6/7/55

LAFAYETTE—
► WFAM-TV (59) CBS; Rambeau; 115,750; $200

MUNCIE—
► WLBC-TV (49) ABC, CBS, NBC; Holman, Walker; 107,250; N; $225

PRINCETON†—
WRAY-TV (52) See footnote

SOUTH BEND—
► WNDU-TV (46) NBC; Meeker; 186,000; N, LL, LS; $500
► WSBT-TV (34) CBS; Raymer; 206,363; N; $400

TERRE HAUTE—
► WTHI-TV (10) CBS, ABC, NBC; Bolling; 180,-920; N; $400

WATERLOO (FORT WAYNE)—
► WINT (15) CBS, ABC; H-R; 139,625; N; $300

IOWA

AMES—
► WOI-TV (5) ABC; Weed; 325,000; N; $500

CEDAR RAPIDS—
► KCRG-TV (9) ABC; Hoag-Blair; 325,977; N; $325
► WMT-TV (2) CBS; Katz; 334,977; N; $500

DAVENPORT (MOLINE, ROCK ISLAND)—
► WOC-TV (6) NBC; Peters, Griffin, Woodward; 317,902; N; $800

DES MOINES—
► KRNT-TV (8) CBS; Katz; N; $650
► WHO-TV (13) NBC; Peters, Griffin, Woodward; 284,500; N, LF, LS; $700
KGTV (17) See footnote

FORT DODGE—
► KQTV (21) NBC; Pearson; 42,870; $150

MASON CITY—
► KGLO-TV (3) CBS; Weed; 135,932; $200

OTTUMWA—
► KTVO (3) CBS, NBC; Bolling; 187,765; N; $300

SIOUX CITY—
► KTIV (4) NBC; Hollingbery; 187,743; N; $350
► KVTV (9) CBS, ABC; Katz; 179,521; N; $350

WATERLOO—
► KWWL-TV (7) NBC; Avery-Knodel; 324,866; $500

KANSAS

ENSIGN—
KTVC (6) 1/25/56-Unknown

GOODLAND†—
KWGB-TV (10) 5/11/55-Unknown

GREAT BEND—
► KCKT (2) NBC; Bolling; 176,097; $250

HUTCHINSON (WICHITA)—
► KTVH (12) CBS; H-R; 234,125; N; $500
► KAKE-TV (10) See Wichita
KARD-TV (3) See Wichita

MANHATTAN†—
KSAC-TV (*8) 7/24/53-Unknown

PITTSBURG—
► KOAM-TV (7) NBC, ABC; Katz; 158,505; $300

TOPEKA—
► WIBW-TV (13) CBS, ABC; Capper; 521,615; N; $550

WICHITA (HUTCHINSON)—
► KAKE-TV (10) ABC; Katz; 260,000; N; $425
► KARD-TV (3) NBC; Petry; 265,430; N, LF, LS; $550
► KTVH (12) See Hutchinson
KEDD (16) See footnote

KENTUCKY

ASHLAND†—
WPTV (59) Petry; 8/14/52-Unknown

HENDERSON (EVANSVILLE, IND.)—
► WEHT (50) CBS; Meeker; 99,203; N; $300

LEXINGTON†—
► WLEX-TV (18) NBC, ABC; Bolling; $190
WLAP-TV (27) 12/3/53-Unknown

LOUISVILLE—
► WAVE-TV (3) NBC, ABC; NBC Spot Sls.; 506,966; N; $1,025
► WHAS-TV (11) CBS; Harrington, Righter & Parsons (last reported set count in July 1952 was 205,544); N; $1,000
WKLO-TV (21) See footnote
WQXL-TV (41) Forjoe; 1/15/53-Unknown

OWENSBORO—
WKYT (14) 3/14/56-Unknown

New Tv Stations

THE following tv station started regular programming within the past month:

WITI Milwaukee (ch. 6); KFRE-TV Fresno, Calif. (ch. 12); KRIS-TV Corpus Christi, Tex. (ch. 6); KDWI-TV Tucson, Ariz. (ch. 9), and WDAM-TV Hattiesburg, Miss. (ch. 9).

NEWPORT†—
WNOP-TV (74) 12/24/53-Unknown

PADUCAH†—
Columbia Amusement Co. (6) Initial Decision 4/11/55

LOUISIANA

ALEXANDRIA—
► KALB-TV (5) NBC, ABC, CBS; Weed; 126,400; $250

BATON ROUGE—
► WAFB-TV (28) CBS, ABC; Young; 104,000; $250
► WBRZ (2) NBC, ABC; Hollingbery; 155,888; N; $300

LAFAYETTE—
► KLFY-TV (10) CBS; Venard; 72,000; $200

LAKE CHARLES—
► KPLC-TV (7) NBC, ABC; Weed; 99,627; $250
► KTAG (25) CBS; Young; 62,242; $150

MONROE—
► KNOE-TV (8) CBS, ABC, NBC; H-R; 295,200; N; $400
KLSE (*13) 12/14/55-Unknown

NEW ORLEANS—
► WDSU-TV (6) ABC, CBS, NBC; Blair; 390,272; N, LF, LL; $900
► WJMR-TV (20) CBS, ABC; Bolling; 162,562; $300
WCKG (26) Gill-Perna; 4/2/53-Unknown
Times-Picayune Pub. Co. (4) Initial Decision 7/7/55
WYES (*6) 2/17/56-Unknown

SHREVEPORT—
► KSLA-TV (12) ABC, CBS; Raymer; N; 166,000; $400
► KTBS-TV (3) NBC, ABC; Petry; 249,695; $425

MAINE

BANGOR—
► WABI-TV (5) ABC, NBC; Hollingbery; 98,000; N; $150
► WTWO (2) CBS; Venard; $250

LEWISTON—
WLAM-TV (17) See footnote

POLAND SPRING—
► WMTW (8) CBS, ABC; Harrington, Righter & Parsons; 250,000; $400

PORTLAND—
► WCSH-TV (6) NBC; Weed; 190,200; N; $400
► WGAN-TV (13) CBS; Avery-Knodel; 188,000; N; $400

PRESQUE ISLE—
WAGM-TV (8) 3/27/56-Unknown

MARYLAND

BALTIMORE—
► WAAM (13) ABC; Harrington, Righter & Parsons; 678,977; $1,100
► WBAL-TV (11) NBC; Petry; 669,325; N, LL, LS, LF; $1,250
► WMAR-TV (2) CBS; Katz; 627,380; N, LF, LS; $1,100
WITH-TV (72) Forjoe; 12/18/52-Unknown
WTLF (18) 12/9/53-Unknown

SALISBURY†—
► WBOC-TV (16) ABC, CBS; Headley-Reed; 55,155; $200

MASSACHUSETTS

BOSTON—
► WBZ-TV (4) NBC; Peters, Griffin, Woodward; 1,420,106; N, LS, LF; $2,250
► WGBH-TV (*2) N, LL, LF, LS
► WNAC-TV (7) CBS, ABC; H-R; 1,420,106; N; $2,000
► WMUR-TV (9) (See Manchester, N. H.)
WXEL (38) 10/12/55-Unknown
WJDW (44) 8/12/53-Unknown
Greater Boston Tv Corp. (5) Initial Decision 1/4/56

BROCKTON†—
WHEF-TV (62) 7/30/53-Unknown

CAMBRIDGE (BOSTON)—
WTAO-TV (56) See Footnote

PITTSFIELD†—
WMGT (19) ABC; Walker; $250 (temporarily off air because of wind damage)

SPRINGFIELD—
► WHYN-TV (40) CBS; Branham; 220,000; $400
► WWLP (22) NBC, ABC; Hollingbery; 220,000; N, LS; $500

WORCESTER—
WWOR-TV (14) See footnote
WAAB-TV (20) Forjoe; 8/12/53-Unknown

MICHIGAN

ANN ARBOR—
► WPAG-TV (20) Everett-McKinney; 31,000; $150
WUOM-TV (*26) 11/4/53-Unknown

BAY CITY (MIDLAND, SAGINAW)—
► WNEM-TV (5) NBC, ABC; Headley-Reed; 312,-555; N; $500

CADILLAC—
► WWTV (13) CBS, ABC; Weed; 355,196; $300

DETROIT—
► WJBK-TV (2) CBS; Katz; 1,590,400; N; $2,200
► WTVS (*56)
► WWJ-TV (4) NBC; Peters, Griffin, Woodward; 1,610,000; N, LF, LS; $2,000
► WXYZ-TV (7) ABC; Blair; 1,600,000; N; $1,800
► CKLW-TV (9) CBC; Young; 1,568,000; $1,100. (See Windsor, Ont.)
WBID-TV (50) 11/19/53-Unknown

EAST LANSING†—
► WKAR-TV (*60)

FLINT†—
WJRT (12) CBS; Harrington, Righter & Parsons; 5/12/54-Fall

GRAND RAPIDS—
► WOOD-TV (8) NBC, ABC; Katz; 606,510; N; $1,175
WMCN (23) 9/2/54-Unknown
IRONWOOD—
WJMS-TV (12) 11/30/55-Unknown
KALAMAZOO—
► WKZO-TV (3) CBS, ABC, NBC; Avery-Knodel; 599,890; N; $1,000
LANSING—
► WJIM-TV (6) NBC, CBS, ABC; Petry; 445,000; N; $800
► WTOM-TV (54) ABC; McGillvra; 60,850; $200
MARQUETTE†—
► WDMJ-TV (6) Weed
SAGINAW (BAY CITY, MIDLAND)—
► WKNX-TV (57) CBS, ABC; Gill-Perna; 152,000; N; $375
TRAVERSE CITY—
► WPBN-TV (7) NBC; Holman; 55,239; $144

MINNESOTA

AUSTIN—
► KMMT (6) ABC; Avery-Knodel; 115,126; $200
DULUTH (SUPERIOR, WIS.)—
► KDAL-TV (3) CBS, ABC; Avery-Knodel; 131,500; $400
► WDSM-TV (6) See Superior, Wis.
WFTV (38) See footnote
MINNEAPOLIS-ST. PAUL—
► KEYD-TV (9) Avery-Knodel; 630,000; $450
► KSTP-TV (5) NBC; Petry; 615,000; N, LS, LF; $1,450
► WCCO-TV (4) CBS; Peters, Griffin, Woodward; N, LL; $1,475
► WTCN-TV (11) ABC; Katz; 615,000; $800
ROCHESTER—
► KROC-TV (10) NBC, ABC; Meeker; 120,000; N; $250

MISSISSIPPI

BILOXI†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
COLUMBUS†—
WCBI-TV (4) CBS, NBC; McGillvra; $150
7/28/54-7/13/56
HATTIESBURG†—
► WDAM-TV (9) NBC, ABC; Pearson; $150
JACKSON—
► WJTV (12) CBS, ABC; Katz; 149,000; $360
► WLBT (3) NBC; Hollingbery; 175,000; N; $360
MERIDIAN—
► WTOK-TV (11) ABC, CBS, NBC; Headley-Reed; 60,000; $200
WCOC-TV (30) See footnote
TUPELO†—
WTWV (9) 12/8/54-Summer

MISSOURI

CAPE GIRARDEAU—
► KFVS-TV (12) CBS, NBC, ABC; Headley-Reed; 155,400; N; $400
COLUMBIA—
► KOMU-TV (8) NBC, ABC; H-R; 97,542; $250
HANNIBAL (QUINCY, ILL.)—
► KHQA-TV (7) CBS; Weed; 149,060; N; $250
► WGEM-TV (10) See Quincy, Ill.
JEFFERSON CITY—
► KRCG (13) CBS; Hoag-Blair; 87,815; $250
JOPLIN—
► KSWM-TV (12) CBS; Venard; 113,500; N; $225
KANSAS CITY—
► KCMO-TV (5) CBS, ABC; Katz; 571,232; N; $1,200
► KMBC-TV (9) CBS; Peters, Griffin, Woodward; 571,232; N, LS, LF, LL; $540 (half-hour)
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 571,232; N, LS, LF, $960
ST. JOSEPH—
► KFEQ-TV (2) CBS; Headley-Reed; 159,769; $350
ST. LOUIS—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 915,982; N, LS, LF; $1,200
► KTVI (36) ABC, CBS; Weed; 422,422; $400
► KWK-TV (4) CBS, ABC; Katz; N; $1,500
SEDALIA†—
► KDRO-TV (6) Pearson; 57,000; $200
SPRINGFIELD—
► KTTS-TV (10) CBS; Weed; 111,146; N; $250
► KYTV (3) NBC; Hollingbery; 100,243; N; $275

MONTANA

BILLINGS†—
► KOOK-TV (2) CBS, ABC, NBC; Headley-Reed; 27,500; $150
KGHL-TV (8) 11/23/55-Unknown
BUTTE†—
► KXLF-TV (6) ABC; No estimate given; $50
GREAT FALLS†—
► KFBB-TV (5) CBS, ABC, NBC; Hoag-Blair; 27,000; $150
MISSOULA†—
► KGVO-TV (13) CBS, ABC; Gill-Perna; 24,870; $150

NEBRASKA

HASTINGS—
► KHAS-TV (5) NBC; Weed; 71,992; N; $200
HAYES CENTER†—
► KHPL-TV (6) (Satellite of KHOL-TV Holdrege)
KEARNEY (HOLDREGE)—
► KHOL-TV (13) CBS, ABC; Meeker; 92,726; N; $300
LINCOLN—
► KOLN-TV (10) ABC, CBS; Avery-Knodel; 156,174; $400
► KUON-TV (*12)
OMAHA—
► KMTV (3) NBC, ABC; Petry; 367,353; N, LL, LS, LF; $800
► WOW-TV (6) CBS; Blair; 360,854; N; $800
KETV (7) 4/27/56-Unknown
SCOTTSBLUFF†—
► KSTF (10) Satellite of KFBC-TV Cheyenne, Wyo.

NEVADA

HENDERSON (LAS VEGAS)—
► KLRJ-TV (2) NBC, ABC; Pearson; 30,000; N; $225
LAS VEGAS—
► KLAS-TV (8) CBS; Weed; 29,003; $250
► KLRJ-TV (2) See Henderson
► KSHO-TV (13) Forjoe
RENO—
► KZTV (8) CBS, ABC, NBC; Pearson; 21,420; $300
KAKJ (4) 4/19/55-Unknown

NEW HAMPSHIRE

KEENE†—
WKNE-TV (45) 4/22/53-Unknown
MANCHESTER (BOSTON)—
► WMUR-TV (9) ABC, CBS, NBC; Forjoe; 1,127,959; $600
MT. WASHINGTON†—
► WMTW (8) See Poland Spring, Me.

NEW JERSEY

ASBURY PARK†—
WRTV (58) See footnote
ATLANTIC CITY—
WFPG-TV (46) See footnote
WOCN (52) 1/8/53-Unknown
CAMDEN†—
WKDN-TV (17) 1/28/54-Unknown
NEWARK (NEW YORK CITY)—
► WATV (13) Petry; 4,730,000; $2,000
NEW BRUNSWICK†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

ALBUQUERQUE—
► KGGM-TV (13) CBS; Weed; 73,049; $300
► KOAT-TV (7) ABC; Hollingbery; 62,000; $200
► KOB-TV (4) NBC; Branham; 74,183; $300
CARLSBAD—
KAVE-TV (6) Branham; 6/22/55-August
CLOVIS—
KICA-TV (12) 2/23/56-Unknown
ROSWELL—
► KSWS-TV (8) NBC, ABC, CBS; Meeker; 34,687; $150
SANTA FE—
KVIT (2) 1/25/56-Unknown

NEW YORK

ALBANY (SCHENECTADY, TROY)—
► WCDA (41) ABC, CBS; Harrington, Righter & Parsons; 175,000; N; $475
WPTR-TV (23) 6/10/53-Unknown
WTRI (35) Venard; July
WTVZ (*17) 7/24/52-Unknown
BINGHAMTON—
► WNBF-TV (12) CBS, ABC, NBC; Blair; N; 402,170; $800
WINR-TV (40) 9/29/54-Unknown
WQTV (*46) 8/14/52-Unknown
BUFFALO—
► WBEN-TV (4) CBS; Harrington, Righter & Parsons; 530,881 (plus 605,479 Canadian coverage); N, LS, LF, LL; $800
► WBUF-TV (17) ABC, NBC; H-R; 170,000; $350
► WGR-TV (2) NBC, ABC; Peters, Griffin, Woodward; 534,668 (plus 559,361 Canadian coverage); N; $950
WNYT-TV (59) 11/23/55-Unknown
WTVF (*23) 7/24/52—Unknown
Great Lakes Tv Inc. (7) initial decision 1/31/56
CARTHAGE (WATERTOWN)—
► WCNY-TV (7) CBS, ABC; Weed; 84,619 (plus 50,100 Canadian coverage); $200
WSYE-TV (18) 4/4/56-July
ELMIRA†—
► WTVE (24) ABC, NBC; Forjoe; 35,000; $150
WSYE-TV (18) 4/4/56-July
HAGAMAN—
► WCDB (29) (satellite WCDA Albany, N. Y.)
ITHACA†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
LAKE PLACID† (PLATTSBURG)—
► WPTZ (5) NBC, ABC; McGillvra; 142,000 (plus 350,000 Canadian coverage); $250
NEW YORK—
► WABC-TV (7) ABC; Blair; 4,730,000; $3,750
► WABD (5) Avery-Knodel; 4,730,000; N, LF, LS; $2,200
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,730,000, N, LS, LF, LL; $8,000
► WOR-TV (9) WOR-TV Sls.; 4,730,000; $1,500
► WPIX (11) Peters, Griffin, Woodward; 4,730,000; $1,500
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,730,000; N, LS, LF, LL; $8,400
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
POUGHKEEPSIE—
► WKNY-TV (66) ABC, CBS, NBC; Meeker; 40,600; $100
ROCHESTER—
► WHAM-TV (5) NBC, ABC; Hollingbery; 310,000 (plus 50,000 Canadian coverage); N; $800
► WHEC-TV (10) CBS, ABC; Everett-McKinney; 327,000; N; $700
► WVET-TV (10) CBS, ABC; Bolling; 327,000 (including 31,500 Canadian coverage); N; $700
WCBF-TV (15) 5/10/53-Unknown
WROH (*21) 7/24/52-Unknown
SCHENECTADY (ALBANY, TROY)—
► WRGB (6) NBC; NBC Spot Sls.; 484,500; N; $1,100
SYRACUSE—
► WHEN (8) CBS, ABC; Katz; 371,330; N; $700
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 457,770; N, LS, LF; $800
WHTV (143) 9/18/52—Unknown
UTICA—
► WKTV (13) NBC, ABC, CBS; Cooke; 207,000; N; $550

NORTH CAROLINA

ASHEVILLE—
► WISE-TV (62) CBS, NBC; Bolling; 40,000; $150
► WLOS-TV (13) ABC, CBS; Venard; 317,909; $400
CHAPEL HILL†—
► WUNC-TV (*4)
CHARLOTTE—
► WBTV (3) CBS, ABC, NBC; CBS Spot Sls.; 528,210; N, LL, LS, LF; $1,000
WQMC (36) See footnote
Piedmont Electronics & Fixture Corp. (9) Initial Decision 8/2/55
DURHAM—
► WTVD (11) NBC, ABC; Petry; 283,072; N; $550
FAYETTEVILLE†—
► WFLB-TV (18) CBS, NBC; Young; 39,340; $150
GASTONIA†—
WTVX (48) 4/7/54-Unknown
GREENSBORO—
► WFMY-TV (2) CBS, ABC; Harrington, Righter & Parsons; 422,691; N, LF, LS; $650
GREENVILLE—
► WNCT (9) CBS, ABC; Pearson; 164,980; $350
NEW BERN†—
WNBE-TV (13) 2/9/55-Unknown
RALEIGH—
► WNAO-TV (28) CBS, ABC, NBC; Avery-Knodel; 285,500; N; $325
Capitol Bcstg. Co. (5) Initial Decision 4/19/55
WASHINGTON—
► WITN (7) NBC; Headley-Reed; 144,005; N; $325
WILMINGTON—
► WMFD-TV (6) NBC, ABC, CBS; Weed; 94,600; $250
WINSTON-SALEM—
► WSJS-TV (12) NBC; Headley-Reed; 510,785; N; $550
► WTOB-TV (26) ABC; Venard; 123,008; $200

NORTH DAKOTA

BISMARCK—
► KBMB-TV (12) CBS; Weed; 23,000; N; $150
► KFYR-TV (5) NBC, ABC, CBS; Hoag-Blair; 30,450; $200
DICKINSON†—
KDIX-TV (2) 5/9/56-Unknown
FARGO†—
► WDAY-TV (6) NBC, ABC; Peters, Griffin, Woodward; 90,240; $400
GRAND FORKS—
► KNOX-TV (10) NBC; Rambeau; 37,000; N; $200
MINOT—
► KCJB-TV (13) CBS, NBC, ABC; Weed; 29,000; $200
KMOT (10) 10/5/55-Unknown
VALLEY CITY—
► KXJB-TV (4) CBS; Weed; 105,000; N, LF, LS; $400

OHIO

AKRON—
► WAKR-TV (49) ABC; Weed; 174,066; $300
ASHTABULA†—
► WICA-TV (15) 116,285; $200
CANTON†—
Tri-Cities Telecasting Inc. (29) 3/22/56-Unknown
CINCINNATI—
► WCET (*48)
► WCPO-TV (9) ABC; Blair; 764,800; N; $1,200
► WKRC-TV (12) CBS; Katz; 662,236; N; $1,000
► WLWT (5) NBC; WLW Sls.; 487,000; N; $1,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
CLEVELAND—
► WEWS (5) ABC; Blair; 1,200,000; N; $1,000
► KYW-TV (3) NBC; Peters, Griffin, Woodward; 1,200,000; N, LS, LF; $1,800
► WJW-TV (8) CBS; Katz; 1,146,150; N; $1,700
WERE-TV (65) 6/18/53-Unknown
WHK-TV (19) 11/25/53-Unknown

TV COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	NBC
Noon		*Let's Take A Trip*	
12:15			
12:30		Kellogg Wild Bill Hickok F	
12:45			
1:00			*American Forum* L
1:15			
1:30			*Frontiers of Faith* L
1:45			
2:00			
2:15			
2:30			*Youth Wants to Know* L
2:45			
3:00			*Dr. Spock* L
3:15			
3:30			*Zoo Parade* L
3:45			
4:00			L. P. (6/3) (6/10) TBA
4:15			
4:30	*College Press Conference* L	*Adventure* (Sust.)	
4:45			
5:00		*Face the Nation* (Sust.)	
5:15	*Under the Sun* F		
5:30		The CBS Sunday News (Sust.)	*Outlook L&F*
5:45			
6:00		Bell Telephone System Telephone Time	Johns Manville Pan Amer. Meet the Press L
6:15			
6:30		Prudential You Are There L	Gen. Foods Roy Rogers F
6:45			
7:00	Skippy Peanut Butter You Asked For It F	Campbell Soup (Alt. wks.) Kellogg Lassie F	*L. P.* (6/3) *TBA* (6/10) Chrysler It's A Great Life F
7:15			
7:30	Pearson Pharmacal Hoover Co. J. H. Breck P&G Colgate Mobile Hms. Famous Film Festival (Partici-pating) F	Am. Tobacco Prvt Sectry. (Alt. wks.) Jack Benny	Reynolds Metals Frontier F
7:45			
8:00		Mercury Div. of The Ford Motor Co. The Ed Sullivan Show L	AVCO Jergens Brown & Williamson NBC Comedy Hour L 7:30-9 p.m. (1 wk. of 4) Sunday Spectaculars
8:15			
8:30			
8:45			
9:00		Gen. Elect. G E Theatre F	Goodyear Corp. (alt. with) Alcoa TV Playhouse L
9:15	Pharmaceuticals Ted Mack Amateur Hour L		
9:30		Bristol-Myers Hitchcock Presents F	
9:45			
10:00	*Focus* F	P. Lorillard (Alt. wks.) Revlon The $64,000 Challenge	Kleenex P&G Loretta Young F
10:15			
10:30		Helene Curtis (Alt. wks.) Remington What's My Line L	White Owl Cigars' National Bowling Champions L
10:45			

MONDAY

	ABC	CBS	NBC
Noon		Stand. Brands Valiant Lady Amer. Home Products Love of Life	*It Could Be You* L
12:15			
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*The Johnny Carson Show* S	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	*Tennessee Ernie Ford Show* L
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Partici-pating) Color L
3:15			
3:30		Bob Crosby (See Foot-notes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30		P&G The Edge of Night	*Queen For A Day* L
4:45			
5:00			*I Married Joan* F
5:15			
5:30			
5:45			
6:00			
6:15			
6:30			
6:45		Whitehall News L	
7:00			
7:15		Whitehall News L	
7:30		Johnson & Johnson (Alt. wks.) Wildroot Rob. Hood F	G. MacRae Lever Bros. L
7:45			Camel Caravan L
8:00		Carnation (Alt. wks.) B. F. G'rich Burns & Allen F	Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4) Rem. Rand Amer. Chicle Helene Crts. Caesar's Hr. L
8:15			
8:30		Lvr.-Lptn. (Alt. wks.) Toni Co. Talent Scouts	
8:45			
9:00		P&G (Alt. wks.) Gen. Foods I Love Lucy	GE & G&P Medic F
9:15			
9:30		General Foods December Bride	Johnson Wax alt. with Schick
9:45			
10:00			Robert Montgomery Presents L
10:15		Westing-house Studio One L	
10:30			
10:45			

TUESDAY

	ABC	CBS	NBC
Noon		Wesson Oil Valiant Lady Amer. Home Products Love of Life	*Tennessee Ernie Ford* L
12:15			
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*The Johnny Carson Show* S	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Partici-pating) Color L
3:15			
3:30		Bob Crosby (See Foot-notes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30		P&G The Edge of Night	*Queen For A Day* L
4:45			
5:00			*I Married Joan* F
5:15			
5:30			
5:45			
6:00			
6:15			
6:30			
6:45		Pall Mall News L	
7:00			
7:15		Pall Mall News L	
7:30		Whitehall (Alt. wks.) Lanolin Plus Name That Tune	Chevrolet Dinah Shore Show L
7:45			Camel News Caravan L
8:00		R.J. Reynolds (Alt. wks.) Amana Phil Silvers F	Sunbeam RCA Whirlpool M. Raye Show
8:15			
8:30		Maytag Co. (Alt. wks.) Sheaffer Navy Log F	M. Berle Show Chevrolet Chevy Show L
8:45			
9:00		Pharmaceu. Lombardo's Jubilee Eff. 6/19 Joe and Mabel	P&G J. Wyman's Fireside Theatre F
9:15			
9:30		S.C. Johnson (Alt. wks.) Pet Milk Red Skelton L	Armstrong Cork Armstrong Circle Th'tre Pontiac Playwrights 56 L
9:45			
10:00		Revlon The $64,000 Question L	
10:15			
10:30		G.M. Frigidaire Do You Trust Your Wife?	Lever Bros. A.C. Spark Plug Big Town F
10:45			

WEDNESDAY

	ABC	CBS	NBC
Noon		Gen. Mills Valiant Lady Amer. Home Products Love of Life	*Tennessee Ernie Ford* L
12:15			
12:30		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L
12:45		P&G Guiding Light L	
1:00		1:00 *CBS News* 1:10 *Standup & Be Counted* S	
1:15			
1:30		P&G As The World Turns	
1:45			
2:00		*The Johnny Carson Show* S	
2:15			
2:30		Art Linkletter's House Party (See Footnote)	
2:45			
3:00		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Partici-pating) Color L
3:15			
3:30		Bob Crosby (See Foot-notes)	
3:45			
4:00		P&G The Brighter Day	Borden Co. Date With Life L
4:15		Am. Home Pr. Secret Storm	*Modern Romances* L
4:30		P&G The Edge of Night	*Queen For A Day* L
4:45			
5:00			*I Married Joan* F
5:15			
5:30			
5:45			
6:00			
6:15			
6:30			
6:45		Whitehall News L	
7:00			
7:15		Whitehall News L	
7:30		*Brave Eagle* Eff. 6/19 CBS Cartoon Theater	Coca-Cola Eddie Fisher Show L
7:45			Plymouth News Caravan L
8:00		Toni Co. (8-8:30) (Alt. wks.) CBS Clmba. Godfrey and His Friends Kellogg (8:30-9) (Alt. wks.) Pillsbury	Kodak Screen Directors Playhouse F
8:15			
8:30			Scott Father Knows Best F
8:45			
9:00		Colgate The Millionaire F	
9:15			Kraft Foods Television Theatre L
9:30		R. J. Reynolds I've Got A Secret L	
9:45			
10:00			P&G This Is Your Life L
10:15		General Electric 20th Cntry. Fox Hour (Alt. wks.) U. S. Steel U. S. Steel Hour F	
10:30			Whitehall Pharmacal Midwestern Hayride
10:45			

	ABC	CBS	NBC
5:00	Afternoon Film Festival F&L Participating (see footnote)		
5:15		Mickey Mouse Club (see footnote) F	
5:30			
5:45			
7:00	Co-op Kukla, Fran&Ollie L		
7:15	Polaroid Corp. Daly-News		
7:30	*Twilight Theatre*		
7:45			
8:00	Studebaker Packard TV Readers Digest F		
8:15			
8:30	Firestone Voice of Firestone L		
8:45			
9:00			
9:15	Film Fair Participating F&L		
9:30			
9:45			
10:00			
10:15			
10:30			
10:45			

	ABC	CBS	NBC
5:00	Afternoon Film Festival F&L Participating (see footnote)		
5:15		Mickey Mouse Club (see footnote) F	
5:30			
5:45			
7:00	*Kukla, Fran & Ollie*		
7:15	Daly-News		
7:30	L&M Gen. Elec. Monsanto Warner Bros. Presents F		
7:45			
8:00	Gen. Mills Parker Pen (Alt. wks.) Wyatt Earp F		
8:15			
8:30	American Tobacco alt. Dodge Danny Thomas F		
8:45			
9:00	duPont Cavalcade Theatre F		
9:15			
9:30	*The Big Picture*		
9:45			
10:00			
10:15			
10:30			
10:45			

	ABC	CBS	NBC
5:00	Afternoon Film Festival F&L Participating (see footnote)		
5:15		Mickey Mouse Club (see footnote) F	
5:30			
5:45			
7:00	*Kukla, Fran & Ollie*		
7:15	Miles Labs Daly-News		
7:30	American Motors American Dairy Derby Foods Disneyland F		
7:45			
8:00	Am. Tobacco Pearson Pharm. Dunninger L		
8:15			
8:30	Pharmaceuticals Inc. Knomark Masq. Party L		
8:45			
9:00	Dodge Break the Bank L		
9:15			
9:30			
9:45			
10:00	Pabst Brewing Co. Mennen Co. Wednesday Night Fights L		
10:15			
10:30			
10:45			

	THURSDAY			FRIDAY			SATURDAY			
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
AFTERNOON										Noon
		Toni Valiant Lady	*Tennessee Ernie Ford* L		Gen. Mills Valiant Lady	*Tennessee Ernie Ford* L		National Dairy The Big Top L	Heinz Capt. Gallant F	12:15
		Amer. Home Products Love of Life			Amer. Home Products Love of Life					12:30
		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L		P&G Search for Tomorrow	Colgate-Palmolive Feather Your Nest L			*Paul Winchell* L	12:45
		P&G Guiding Light L			P&G Guiding Light L			Gen. Mills The Lone Ranger F		1:00
		1:00 *CBS News* 1:10 *Standup & Be Counted* S			1:00 *CBS News* 1:10 *Standup & Be Counted* S					1:15
		P&G As The World Turns			P&G As The World Turns					1:30
		The Johnny Carson Show S			*The Johnny Carson Show* S					1:45
		Art Linkletter's House Party (See Footnote)			Art Linkletter's House Party (See Footnote)			Baseball Preview Colgate-Palmolive (Alt. wks.) Brown & Williamson (10 min.)		2:00
		Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L	Afternoon Film Festival F&L Participating (see footnote)	Colgate Big Payoff MWF Sus. Tu, Th	NBC Matinee Theatre (Participating) Color L				2:15
Afternoon Film Festival F&L Participating (see footnote)		Bob Crosby (See Footnotes)			Bob Crosby (See Footnotes)					2:30
		P&G The Brighter Day	Borden Co. Date With Life L		P&G The Brighter Day	Borden Co. Date With Life L				2:45
		Am. Home Pr. Secret Storm	*Modern Romances* L		Am. Home Pr. Secret Storm	*Modern Romances* L				3:00
		P&G The Edge of Night	*Queen For A Day* L		P&G The Edge of Night	*Queen For A Day* L				3:15
			I Married Joan F			*I Married Joan* F				3:30
Mickey Mouse Club (see footnote) F				Mickey Mouse Club (see footnote) F			Joe Lowe Corp. The Gabby Hayes Show F	Falstaff Brewing co-sponsor. American Safety Razor Game of the Week	*Watch Mr. Wizard* L	3:45
										4:00
										4:15
										4:30
										4:45
		News L			Whitehall News L					5:00
Kukla, Fran & Ollie				*Kukla, Fran & Ollie*				Wrigley Gene Autry Show F	Oldsmobile Max Liebman Presents 9-10:30 p.m. (once a mo.) L *L. P.* (6/9)	5:15
Time Inc. Daly-News		News L		Daly-News	Whitehall News L					5:30
Am. Dairy Gen. Mills Lone Ranger F		Quaker Oats Sgt. Preston of the Yukon F	Dinah Shore Show Chevrolet L	National Biscuit Rin Tin Tin F	Colgate-Palmolive Co. My Friend Flicka	Coca-Cola Eddie Fisher Show L	American Chicle Co. & Co-op Ozark Jubilee L Ralston Grand Ole Opry (Every fourth week)	Sylvania Beat the Clock L	Speidel Purex The Big Surprise L	5:45
			Camel News Caravan L			Plymouth News Caravan L				EVENING
		R. J. Reynolds Bob Cummings Show F	DeSoto-Plymouth You Bet Your Life F	*Combat Sergeant*	General Foods Mama L	P. Lorillard Truth or Consqnces. F		Buick Jackie Gleason Show	Gold Seal Dormeyer Noxzema Kleenex Armour Perry Como Show L	6:00
The Hour Glass F		Chrysler Motors Climax—Shower of Stars L	Chesterfield Dragnet F	Chevrolet Crossroads F	General Foods Our Miss Brooks	Gulf Life of Riley F		Nestle Stage Show		6:15
Brillo Star Tonight L			Borden Co. The People's Choice F	Helene Curtis Wine Corp. Dollar A Second L	R. J. Reynolds (Alt. wks.) C'gate P'olive The Crusader F	Simoniz & Amer. C&C Big Story F	Dodge Div. The Lawrence Welk Show L	P. Lorillard (Alt. wks.) Bulova Wtch. Two for the Money L	Toni Papermate People Are Funny F	6:30
Greatest Sports Thrills F		Singer Sew'g. (Alt. wks.) Brstl. Myrs. Four Star Playhouse F	Ford Theatre F	Sterling Drug The Vise F	Schlitz Brewing Playhouse of Stars F	Ponds Campbell Soup Star Stage F		P&G Russ Morgan Show L	Texaco Star Theatre J. Durante F	6:45
Dotty Mack Show		Toni Co. (Alt. wks.) Hazel Bishop The Arthur Murray Prty.	Lever Bros. Lux Video Theatre L	Ralston Ethel & Albert L	Brown & Williamson (Alt. wks.) P&G Lineup F	Gillette Cavalcade of Sports L	Emerson Drg. Mathiesson Chance of a Lifetime L	Liggett & Myers Gunsmoke (3 of 4 wks.) F	Armour (alt.) Pet Milk Geo. Gobel Show L	7:00
		Quiz Kids (Sust.)			Amer. Oil Hamm Elgin Person to	State Farm Red Barber's Corner L		Anheuser-Busch Runyon Theatre	Am. Tobacco Warner Lambert Your Hit	7:15
										7:30
										7:45
										8:00
										8:15
										8:30
										8:45
										9:00
										9:15
										9:30
										9:45
										10:00
										10:15
										10:30
										10:45

MORNING

SATURDAY

CBS: Capt. Kangaroo, 9-9:30 a.m.; General Foods Mighty Mouse Playhouse, 10:30-11 a.m., alt. weeks; Winky Dink and You, 11-11:30 a.m.; Tales of Texas Ranger (Curtis Candy, General Mills, alt. weeks), 11:30-12 noon.

NBC: Pinky Lee Show, 10-10:30 a.m.; I Married Joan, 10:30-11 a.m.; Fury (General Foods), 11-11:30 a.m.; Uncle Johnny Coons, 11:30-12 noon.

SUNDAY

CBS: Lamp Unto My Feet, 10-10:30 a.m.; Look Up And Live, 10:30-11 a.m.; Eye on New York, 11-11:30 a.m. Camera Three, 11:30-12 noon.

MONDAY-FRIDAY

CBS: Good Morning, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); Garry Moore, M-Th., 10-10:30 a.m.; Fri., 10-11:30 a.m.; Arthur Godfrey, M-Th., 10-10:30; (see footnotes); Strike It Rich, 11:15-12 noon.

NBC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 (see footnotes); Ernie Kovacs Show, 10:30-11 a.m.; Home, 11-12 noon (participating sponsors).

FOOTNOTES:

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M. Midwestern.

ABC—Afternoon Film Festival, Mon.-Fri.—Gen. Foods (Jell-O), Union Underwear, Kendall Co., Sterling Drugs, Breck Inc., Pearson Pharmacal, Hoover Co. Mickey Mouse Club, Mon.-Fri. 5-6. Am. Par., Armour, Bristol-Myers, Campbell Soup, Carnation, Coca-Cola, Gen. Mills, S. C. Johnson & Son, Lettuce Inc., Mattel, Mars, Miles Labs, Minnesota Mining, Morton Salt, SOS, Tv Time Foods, Welch, Vicks.

CBS—Garry Moore M.—Thu. 10-10:30 a.m. Fri. 10-11:30 a.m. 10-10:15 Mon. Bristol Myers, Tue. Miles Labs, Wed. Lever Bros., Thurs. Hazel Bishop Alt. wks. Toni, Fri. General Mills. 10:15-30 Mon. Serta alt. wks. A. E. Staley, Tue.-Wed. Chevrolet Thu. Toni alt. wks. Chun King, Fri. Lever. 10:30-45 Fri. Hazel Bishop alt. wks. CBS-Hytron. 10:45-11 Fri. S.O.S., alt. wks. Best Foods. 11-11:15 Fri. Yardley. 11:15-11:30 Fri. alt. wks. Converted Rice.

Arthur Godfrey 10:30 - 10:45 a.m. Mon.-Wed. Easy Washing, Tue., 10:45-11 a.m. Mon., Tues., & Wed., Bristol-Myers; Thurs., American Home.

Arthur Godfrey—11-11:15 a.m. Mon.-Wed., Lever Bros.; Tues.-Thurs., Kellogg; 11:15-30 a.m. Tues.-Thurs., Pillsbury.

House Party. 2:30-45 Mon., Wed., Fri. Lever; Tue.-Thu. 2:45-3 p.m. Tue.-Thurs., Pillsbury; Mon., Campbell Soup; Wed., Swift, Fri. Hawaiian Pineapple.

Bob Crosby—3:30-45 p.m. Mon., Seven-Up, Tues., Wesson Oil, alt. wks. Carnation, Wed. Gerber Prod. Thu. Toni Fri. S.O.S. alt. wks. Hazel Bishop 3:45-4 p.m. Mon. Procter & Gamble. Wed., Fri.—General Mills. Tue.- Miles Labs Thu.- Scott Paper Co.

Ford Star Jubilee, every 4th Saturday 9:30-11 p.m.

Victor Borge show; Shulton Inc., 10-11 p.m. 6/14.

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BROADCASTING TELECASTING

June 4, 1956

B·T TELESTATUS

COLUMBUS—
► WBNS-TV (10) CBS; Blair; 500,400; N; $825
► WLWC (4) NBC; WLW Sls.; 351,000; N; $800
► WTVN-TV (6) ABC; Katz; 381,451; $600
► WOSU-TV (*34)

DAYTON—
► WHIO-TV (7) CBS; Hollingbery; 637,330; N; $800
► WLWD (2) ABC, NBC; WLW Sls.; 332,000; N; $800
WIFE (22) See footnote

ELYRIA†—
WEOL-TV (31) 2/11/54-Unknown

LIMA—
► WIMA-TV (35) NBC, CBS, ABC; H-R; 88,519; $150

MANSFIELD†—
WTVG (36) 6/3/54-Unknown

MASSILLON†—
WMAC-TV (23) Petry; 9/4/52-Unknown

STEUBENVILLE (WHEELING, W. VA.)—
► WSTV-TV (9) CBS, ABC; Avery-Knodel; 1,184,839; $400
► WTRF-TV (7) See Wheeling

TOLEDO—
► WSPD-TV (13) CBS, ABC, NBC; Katz; 406,975; N; $1,000
WTOH-TV (79) 10/20/54-Unknown

YOUNGSTOWN—
► WFMJ-TV (21) NBC; Headley-Reed; 181,300; N; $350
► WKBN-TV (27) CBS, ABC; Raymer; 202,534; N; $350
WXTV (73) 11/2/55-Unknown

ZANESVILLE—
► WHIZ-TV (18) ABC, CBS, NBC; Pearson; 50,000; N; $150

OKLAHOMA

ADA—
► KTEN (10) ABC; CBS, NBC (per program basis); Venard; 92,000; N; $225

ARDMORE—
KVSO-TV (12) NBC; Pearson; 5/12/54-7/29/56

ENID—
► KGEO-TV (5) ABC; Pearson; 250,000; N; $225

LAWTON†—
► KSWO-TV (7) ABC; Pearson; 71,000; $150

MUSKOGEE—
► KTVX (8) ABC; Avery-Knodel; 317,000; $450

OKLAHOMA CITY—
► KETA (*13)
► KWTV (9) CBS, ABC; Avery-Knodel; 392,442; N; $800
► WKY-TV (4) NBC, ABC; Katz; 392,442; N, LL, LF, LS; $920
KTVQ (25) See Footnote

TULSA—
► KOTV (6) CBS; Petry; 319,312; N; $750
► KVOO-TV (2) NBC; Blair; 319,312; N; $700
► KTVX (8) (See Muskogee)
KCEB (23) See footnote
KOED-TV (*11) 7/21/54-Unknown
KSPG (17) 2/4/54-Unknown

OREGON

EUGENE—
► KVAL-TV (13) NBC, ABC (CBS per program basis); Hollingbery; 55,559; $300

KLAMATH FALLS†—
KFJI-TV (2) Grant; 12/2/54-Summer '56

MEDFORD—
► KBES-TV (5) ABC, CBS, NBC; Hoag-Blair; 35,350; $200

PORTLAND—
► KLOR (12) ABC; Hollingbery, 340,000; N; $600
► KOIN-TV (6) CBS; CBS Spot Sls.; 317,700; N; $700
► KPTV (27) NBC; NBC Spot Sls.; 356,442; N, LF, LS; $700
KGW-TV (8) 6/23/55-Unknown

ROSEBURG†—
► KPIC (4) Hollingbery

SALEM†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

ALLENTOWN†—
WFMZ-TV (67) See footnote
WQCY (39) Weed; 8/12/53-Unknown

ALTOONA—
► WFBG-TV (10) CBS, ABC, NBC; H-R; 573,731; $750

BETHLEHEM—
► WLEV-TV (51) NBC; Meeker; 89,307; N; $200

EASTON†—
► WGLV (57) ABC; Headley-Reed; 94,635; $175

ERIE—
► WICU (12) NBC, ABC; Petry; 223,500; N; $700
► WSEE (35) CBS, ABC; Avery-Knodel; 93,423; $250

HARRISBURG—
► WCMB-TV (27) Forjoe; $200
► WHP-TV (55) CBS; Bolling; 241,449; $325
► WTPA (71) ABC; Harrington, Righter & Parsons; 198,000; N; $350

HAZLETON†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

JOHNSTOWN—
► WARD-TV (56) ABC, CBS; Weed; $200
► WJAC-TV (6) NBC, CBS, ABC; Katz; 984,005; N, LL, LS, LF; $750

LANCASTER (HARRISBURG, YORK)—
► WGAL-TV (8) NBC, CBS; Meeker; 917,320; N, LS, LF; $1,200

LEBANON†—
WLBR-TV (15) See footnote

NEW CASTLE—
WKST-TV (45) See footnote

PHILADELPHIA—
► WCAU-TV (10) CBS; CBS Spot Sls.; 2,094,852; N, LF, LS; $3,250
► WFIL-TV (6) ABC; Blair; 2,105,636; N, LS, LF; $2,875
► WRCV-TV (3) NBC; NBC Spot Sls.; 2,088,318; N; $3,200
WHYY-TV (*35) 3/28/56-Unknown
WPHD (23) 9/28/55—Unknown
WSES (29) 3/28/56-Unknown

PITTSBURGH—
► KDKA-TV (2) ABC, CBS, NBC; Peters, Griffin, Woodward; 1,200,000; N; $1,700
► WENS (16) ABC, CBS, NBC; Branham; 410,000; $450
► WQED (*13)
WIIC (11) CBS; Blair; 7/20/55-Unknown
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Tv City Inc. (4) Initial decision—4/23/56
WKJF-TV (53) See footnote

READING—
► WHUM-TV (61) CBS, ABC; H-R; 211,900; N; $450
WEEU-TV (33) See footnote

SCRANTON—
► WARM-TV (16) ABC; Bolling; 200,000; $225
► WGBI-TV (22) CBS; H-R; 276,000; N; $400
WTVU (73) (See footnote)

SHARON†—
WSHA (39) 1/27/54-Unknown

SUNBURY†—
WKOK-TV (38) 2/9/55-Unknown

WILKES-BARRE—
► WBRE-TV (28) NBC; Headley-Reed; 302,000; N; $450
► WILK-TV (34) ABC; Avery-Knodel; 305,000; N; $300

WILLIAMSPORT†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '56

YORK—
► WNOW-TV (49) Keller; 137,000; $200
► WSBA-TV (43) ABC; Young; 145,562; $200

RHODE ISLAND

PROVIDENCE—
► WJAR-TV (10) NBC, ABC; Weed; 1,404,202; N; $1,200
► WPRO-TV (12) CBS; Blair; 1,404,202; $1,000
WNET (16) See footnote

SOUTH CAROLINA

ANDERSON—
WAIM-TV (40) See Footnote

CAMDEN†—
WACA-TV (15) 6/3/53-Unknown

CHARLESTON—
► WCSC-TV (5) CBS, ABC; Peters, Griffin, Woodward; 242,594; N; $300
► WUSN-TV (2) NBC, ABC; H-R; 202,000; $300

COLUMBIA—
► WIS-TV (10) NBC, ABC; Peters, Griffin, Woodward; 206,126; N; $400
► WNOK-TV (67) CBS, ABC; Raymer; 120,000; $200

FLORENCE—
► WBTW (8) CBS, NBC, ABC; CBS Spot Sls.; 154,410; $300

GREENVILLE—
► WFBC-TV (4) NBC; Weed; 435,667; N; $450
WGVL (23) See Footnote

SPARTANBURG—
► WSPA-TV (7) CBS; Hollingbery; $525

SOUTH DAKOTA

FLORENCE†—
► KDLO-TV (3) (Satellite of KELO-TV Sioux Falls)

RAPID CITY†—
► KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 17,420; $150

SIOUX FALLS—
► KELO-TV (11) NBC, ABC, CBS; H-R; 181,035 (includes coverage of satellite KDLO-TV Florence); $425

TENNESSEE

CHATTANOOGA —
► WDEF-TV (12) CBS, ABC; Branham; 180,630; N; $450
► WRGP-TV (3) NBC; H-R; $400

JACKSON—
► WDXI-TV (7) CBS, ABC; Burn-Smith; 102,385; N; $200

JOHNSON CITY—
► WJHL-TV (11) CBS, ABC, NBC; Pearson; 185,316; $250 (film)

KNOXVILLE—
► WATE (6) NBC, ABC; Avery-Knodel; 229,130; N; $600
► WTVK (26) CBS, ABC; Pearson; 175,000; N; $360
WBIR-TV (10) 1/13/56-August; Katz

MEMPHIS—
► WHBQ-TV (13) ABC; H-R; 425,607; $700
► WMCT (5) NBC; Blair; 425,607; N; $800
► WREC-TV (3) CBS; Katz; 401,127; $700
WKNO-TV (*10) 11/23/50-July

NASHVILLE—
► WLAC-TV (5) CBS; Katz; 489,958; N; $650
► WSIX-TV (8) ABC; Hollingbery; 378,000; $425
► WSM-TV (4) NBC; Petry; 256,339; N, LF, LS; $825

TEXAS

ABILENE—
► KRBC-TV (9) NBC, ABC; Pearson; 59,760; $225

AMARILLO—
► KFDA-TV (10) CBS, ABC; H-R; 84,981; $300
► KGNC-TV (4) NBC; Katz; 84,981; N; $300

AUSTIN—
► KTBC-TV (7) CBS, ABC, NBC; Raymer; 157,432; N; $400

BEAUMONT—
► KBMT (31) ABC, NBC; Forjoe; 40,000; N, LL, LF, LS; $200
► KFDM-TV (6) CBS, ABC; Peters, Griffin, Woodward; 109,000; N, LF; $350

BIG SPRING—
► KBST-TV (4) CBS (ABC per program basis); Pearson; 48,453; $150

CORPUS CHRISTI†—
► KRIS-TV (6) NBC; Peters, Griffin, Woodward; $300
► KVDO-TV (22) NBC, ABC, CBS (per program basis); Young, 53,500; $200
K-Six Tv Inc. (10) Initial Decision 1/20/56

DALLAS —
► KRLD-TV (4) CBS; Branham; 564,080; N; $1,100
► WFAA-TV (8) ABC, NBC; Petry; 564,080; N; $1,000

EL PASO—
► KROD-TV (4) CBS, ABC; Branham; 90,778; N; $450
► KTSM-TV (9) NBC; Hollingbery; 86,045; N; $325
KOKE (13) H-R; 3/18/54-Unknown

FT. WORTH—
► WBAP-TV (5) ABC, NBC; Peters, Griffin, Woodward; 585,000; N, LL, LF, LS; $1,000
► KFJZ-TV (11) H-R; 570,000; $600

GALVESTON (HOUSTON)—
► KGUL-TV (11) CBS; CBS Spot Sls.; 459,250; $1,000

HARLINGEN† (BROWNSVILLE, McALLEN, WESLACO)—
► KGBT-TV (4) CBS, ABC; H-R; 85,817 (plus 8,000 Mexican coverage); $300

HOUSTON—
► KPRC-TV (2) NBC; Petry; 485,000; N; $1,000
► KTRK (13) ABC; Hollingbery; 485,000; N, LF, LS; $700
► KUHT (*8)
► KGUL-TV (11) See Galveston
KNUZ-TV (39) See footnote
KXYZ-TV (29) 6/18/53-Unknown

LAREDO†—
► KHAD-TV (8) CBS, NBC, ABC; Pearson; 10,300; $150

LONGVIEW†—
► KTVE (32) Forjoe; 55,268; $175

LUBBOCK—
► KCBD-TV (11) NBC, ABC; Raymer; 120,859; N; $350
► KDUB-TV (13) CBS; Branham; 125,311; N, LS, LF; $350 (film)

LUFKIN—
► KTRE-TV (9) NBC; Venard; 54,028; $225 (Station receives NBC programs from KPRC-TV Houston but is not an NBC affiliate.)

MIDLAND—
► KMID-TV (2) NBC, ABC; Venard; 78,000; $200

ODESSA—
► KOSA-TV (7) CBS; Pearson; 78,500; $225

SAN ANGELO—
► KTXL-TV (8) CBS, NBC, ABC; Venard; 44,309; $200

SAN ANTONIO—
► KCOR-TV (41) ABC; O'Connell; 62,000; $200
► KENS-TV (5) CBS, ABC; Peters, Griffin, Woodward; 308,849; N; $700
► WOAI-TV (4) NBC, ABC; Petry; 308,849; N, LL, LS, LF; $700
Mission Telecasting Corp. (12) 5/25/56-Unknown

SWEETWATER—
► KPAR-TV (12) CBS; Branham; 62,469; N, LF, LS; $200 (satellite of KDUB-TV Lubbock, Tex.)

TEMPLE (WACO)—
► KCEN-TV (6) NBC; Hollingbery; 145,190; N; $300

TEXARKANA (ALSO TEXARKANA, ARK.)—
► KCMC-TV (6) CBS, ABC, NBC (per program basis); Venard; 161,840; N; $260

TYLER—
► KLTV (7) NBC, ABC, CBS; Pearson; 103,000; $250

WACO (TEMPLE)—
► KWTX-TV (10) ABC, CBS; Pearson; 123,000; N; $250

WESLACO† (BROWNSVILLE, HARLINGEN, McALLEN)—
► KRGV-TV (5) NBC; Pearson; 83,704; (plus 8,000 Mexican coverage); $250

WICHITA FALLS—
► KFDX-TV (3) NBC, ABC; Raymer; 105,135; N; $300
► KSYD-TV (6) CBS; Hoag-Blair; 105,030; $300

UTAH

SALT LAKE CITY—
► KSL-TV (5) CBS; CBS Spot Sls.; 208,336; N; $600
► KTVT (4) NBC; Katz; 208,336; N; $600
► KUTV (2) ABC; Hollingbery; 208,336; $450

VERMONT

BURLINGTON—
► WCAX-TV (3) CBS; Weed; 156,780; $300

VIRGINIA

BRISTOL†—
WCYB-TV (5) Gill-Perna; 4/13/56- August 1

DANVILLE†—
WBTM-TV (24) See footnote

HAMPTON—
► WVEC-TV (15) See Norfolk

HARRISONBURG—
► WSVA-TV (3) ABC, CBS, NBC; Pearson; 137,634; $200

LYNCHBURG—
► WLVA-TV (13) ABC, CBS; Hollingbery; 229,325; N; $300 (film)

NEWPORT NEWS—
WACH-TV (33) See footnote

NORFOLK—
► WTAR-TV (3) CBS, ABC; Petry; 401,705; N, LS, LF; $875
► WTOV-TV (27) 210,000; McGillvra; $380
► WVEC-TV (15) NBC; Avery-Knodel; 230,000; N; $350
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54

PETERSBURG—
► WXEX-TV (8) See Richmond

RICHMOND—
► WRVA-TV (12) CBS; Harrington, Righter & Parsons
► WTVR (6) ABC, CBS; Blair; 503,317; N, LF, LS; $875
► WXEX-TV (8) NBC; Forjoe; 415,835; N, LF, LS; $750
WOTV (29) 12/2/53-Unknown

ROANOKE—
► WDBJ-TV (7) CBS; Peters, Griffin, Woodward
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 445,498; N, LF, LS; $675

WASHINGTON

BELLINGHAM—
► KVOS-TV (12) CBS; Forjoe; 229,368; $300

EPHRATA†—
KBAS-TV (43) 5/4/55-Unknown

PASCO—
► KEPR-TV (19) 57,750 (satellite of KIMA-TV Yakima)

SEATTLE (TACOMA)—
► KCTS (*9)
► KING-TV (5) ABC; Blair; 510,000; N, LF, LS; $900
► KOMO-TV (4) NBC; NBC Spot Sls.; 510,349; N, LL, LF, LS; $1,025
► KTNT-TV (11) CBS; Weed; 510,000; N; $900
► KTVW (13) Hollingbery; 496,742; $600
Queen City Bcstg. Co. (7) Initial Decision 4/5/55

SPOKANE—
► KHQ-TV (6) NBC; Katz; 159,680; N, LL, LF, LS; $550
► KREM-TV (2) ABC; Petry; 172,798; N, LF, LS; $450
► KXLY-TV (4) CBS; Avery-Knodel; 173,358; N, LL, LF, LS; $525

VANCOUVER†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

YAKIMA—
► KIMA-TV (29) CBS, ABC, NBC; Weed; 60,400; $400
KRSM (23) 3/30/55-Unknown

WEST VIRGINIA

BLUEFIELD—
► WHIS-TV (6) NBC; Katz; 209,757; N; $200

CHARLESTON—
► WCHS-TV (8) CBS; Branham; 398,381; N, LF, LS; $550
WKNA-TV (49) See footnote

CLARKSBURG†—
KBLK-TV (12) Branham; 2/17/54-August

FAIRMONT†—
WJPB-TV (35) See footnote

HUNTINGTON—
► WHTN-TV (13) ABC; Petry; 203,000; N; $450
► WSAZ-TV (3) NBC; Katz; 671,823; N, LL, LF, LS; $800

OAK HILL (BECKLEY)†—
► WOAY-TV (4) ABC; Pearson; 357,230; $200

PARKERSBURG—
► WTAP (15) NBC, ABC, CBS; Pearson; 41,700; $150

WHEELING (STEUBENVILLE, OHIO)—
► WTRF-TV (7) NBC, ABC; Hollingbery; 312,500; N; $500
► WSTV-TV (9) See Steubenville, Ohio
WLTV (51) 2/11/53-Unknown

WISCONSIN

EAU CLAIRE—
► WEAU-TV (13) NBC, ABC; Hollingbery; 122,560; $200

GREEN BAY—
► WBAY-TV (2) CBS; Weed; 247,000; $500
► WFRV-TV (5) ABC, CBS; Headley-Reed; 239,340; N; $300
► WMBV-TV (11) See Marinette

LA CROSSE—
► WKBT (8) NBC, CBS, ABC; H-R; 110,000; $400

MADISON—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 127,250; N; $250
► WMTV (33) ABC, NBC; Bolling; 140,000; $280
WISC-TV (3) 12/7/55-July; Hollingbery; $500

MARINETTE (GREEN BAY)—
► WMBV-TV (11) NBC, ABC; Venard; 220,826; $250

MILWAUKEE—
► WISN-TV (12) ABC; Petry; 700,000; N, LF, LS; $800
► WITI-TV (6) Branham; 600,000; N, LL, LF, LS; $600
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 781,222; N, LL, LF, LS; $1,150
► WXIX (19) CBS, CBS Spot Sls.; 398,255; N; $800
WCAN-TV (25) See footnote
WFOX-TV (31) 5/4/55-Unknown

SUPERIOR (DULUTH, MINN.)—
► WDSM-TV (6) NBC; Peters, Griffin, Woodward; 127,800; $400
► KDAL-TV (3) See Duluth, Minn.

WAUSAU—
► WSAU-TV (7) CBS, NBC; ABC (per program basis); Meeker; 91,300; $250

WHITEFISH BAY—
► WITI-TV (6) See Milwaukee

WYOMING

CHEYENNE—
► KFBC-TV (5) CBS, ABC, NBC; Hollingbery; 70,972; $150

ALASKA

ANCHORAGE†—
► KENI-TV (2) ABC, NBC; Fletcher, Day; 23,000; $150
► KTVA (11) CBS; Alaska Radio-Tv Sls.; 22,500; $150

FAIRBANKS†—
► KFAR-TV (2) NBC, ABC; Fletcher, Day; 8,600; $150
► KTVF (11) CBS; Alaska Radio-Tv Sls.; 8,600; $135

JUNEAU†
► KINY-TV (8) CBS; Alaska Radio-Tv Sls.

GUAM

AGANA†—
KUAM-TV (8) 3/28/56-Unknown

HAWAII

HILO†—
► KHBC-TV (9) Satellite of KGMB-TV Honolulu

HONOLULU†—
► KGMB-TV (9) CBS; Peters, Griffin, Woodward; 93,382 (includes Hilo and Wailuku satellites); $300
► KONA (2) NBC; NBC Spot Sls.; 91,782 (plus Wailuku satellite); $405
► KTCA-TV (4) ABC; Young; 91,782; $250

WAILUKU†—
► KMAU (3) Satellite of KGMB-TV Honolulu
► KMVI-TV (12) (Satellite of KONA Honolulu); $27

PUERTO RICO

CAGUAS†—
American Colonial Bcstg. Corp. (11) 4/25/56-Unknown

MAYAGUEZ†—
► WORA-TV (5) CBS; Young; 35,000; $150

PONCE†—
WKBM-TV (9) 5/3/56-Unknown

SAN JUAN†—
► WAPA-TV (4) ABC, NBC; Caribbean Networks; 120,000; $200
► WKAQ-TV (2) CBS; Inter-American; 104,778; $300
WIPR-TV (*6) 2/2/55-Unknown

CANADA

BARRIE, ONT.—
► CKVR-TV (3) Mulvihill, Canadian Ltd.; 36,870

BRANDON MAN.†—
► CKX-TV (5) CBC; All-Canada, Weed; 12,300; $170

CALGARY, ALTA.—
► CHCT-TV (2) CBC, ABC, CBS, NBC; All-Canada, Weed; 45,000; $260

EDMONTON, ALTA.†—
► CFRN-TV (3) CBC; Radio Rep., Young, Oakes; 45,500; $260

HALIFAX, N. S.†—
► CBHT (3) CBC, CBS; 26,000; $220

HAMILTON, ONT.—
► CHCH-TV (11) CBC; All-Canada, Young; 484,196; $450

KINGSTON, ONT.—
► CKWS-TV (11) CBC; All-Canada; 55,000; $250

KITCHENER, ONT.—
► CKCO-TV (13) CBC; Hardy, Hunt, Weed; 311,213; $350

LETHBRIDGE, ALTA.—
► CJLH-TV (7) CBC; All-Canada, Weed; 10,000; $160

LONDON, ONT.—
► CFPL-TV (10) CBC, ABC, CBS, NBC; All-Canada, Weed; 109,920; $370

MONCTON, N.B.—
► CKCW-TV (2) CBC; Young, Stovin; 32,000; $200

MONTREAL, QUE.—
► CBFT (2) CBC French; CBC; 337,000; $900
► CBMT (6) CBC, NBC, ABC, CBS; 460,000; $680

NORTH BAY, ONT.—
► CKGN-TV (10)

OTTAWA, ONT.—
► CBOFT (9) CBC; CBC; 42,000; $230
► CBOT (4) CBC; CBC; 79,000; $320

PETERBOROUGH, ONT.—
► CHEX-TV (12) CBC; All-Canada, Weed; 31,000; $230

PORT ARTHUR, ONT †—
► CFPA-TV (2) CBC; All-Canada, Weed; 15,000; $170

QUEBEC CITY, QUE —
► CFCM-TV (4) CBC; Hardy, Hunt, Weed; 30,000; $350

REGINA, SASK.†—
► CKCK-TV (2) CBC, CBS, ABC; All-Canada, Weed; 25,000; $260

RIMOUSKI, QUE.†—
► CJBR-TV (3) CBC; Stovin, Young; 28,000; $200

ST. JOHN, N. B.†—
► CHSJ-TV (4) CBC; All-Canada, Weed; 62,550 (including U. S.); $250

ST. JOHN'S, NFLD.—
► CJON-TV (6) CBC, CBS, NBC, ABC; All-Canada, Weed; 13,200; $200

SASKATOON, SASK.†—
► CFQC-TV (8) CBC, ABC, CBS, NBC; Radio Rep.; 30,000, $230

SAULT STE. MARIE, ONT.—
► CJIC-TV (2) CBC; All-Canada, Weed; 14,000; $170

SUDBURY, ONT.—
► CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 19,590; $220

SYDNEY, N. S.†—
► CJCB-TV (4) CBC; All-Canada, Weed; 32,000; $240

TORONTO, ONT.—
► CBLT (9) CBC, ABC, CBS, NBC; CBC; 440,000; $950

VANCOUVER, B. C.†—
► CBUT (2) CBC; CBC; 142,000; $500

WINDSOR, ONT. (DETROIT, MICH.)—
► CKLW-TV (9) CBC; Young; 1,588,000; $450

WINGHAM, ONT.—
► CKNX-TV (8) CBS; All-Canada, Young; 77,240; $200

WINNIPEG, MAN.†—
► CBWT (4) CBC; CBC; 69,000; $320

MEXICO

JUAREZ† (EL PASO, TEX.)—
► XEJ-TV (5) National Times Sales; Oakes; 69,158; $240

TIJUANA† (SAN DIEGO)
► XETV (6) ABC; Weed; 324,558; $700

The following stations have suspended regular operations but have not turned in CP's: KBID-TV Fresno, Calif.; WPFA-TV Pensacola, Fla.; WATL-TV Atlanta, Ga.; WOKA (TV) Macon, Ga.; WRAY-TV Princeton, Ind.; KGTV (TV) Des Moines, Iowa; WKLO-TV Louisville, Ky.; WWOR-TV Worcester, Mass.; WLAM-TV Lewiston, Me.; WFTV Duluth, Minn.; WCOC-TV Meridian, Miss.; WFPG-TV Atlantic City, N. J.; WRTV (TV) Asbury Park, N. J.; WAIM-TV Anderson, S. C.; WGVL (TV) Greenville, S. C.; WQMC (TV) Charlotte, N. C.; WIFE (TV) Dayton, Ohio; KTVQ (TV) Oklahoma City, Okla.; KCEB (TV) Tulsa, Okla.; WFMZ-TV Allentown, Pa.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; WEEU-TV Reading, Pa.; WNET (TV) Providence, R. I.; KNUZ-TV Houston, Tex.; WBTM-TV Danville, Va.; WACH-TV Newport News, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee; WIRK-TV W. Palm Beach, Fla.; WTAO-TV Cambridge, Mass.; KEDD (TV) Wichita, Kan.; WTVU (TV) Scranton, Pa.

Where would you advertise if you were a station manager?

This spring a research firm* asked 1,476 advertising executives in forty states, "In which of the following (7) publications would you advertise if you were a station manager?"

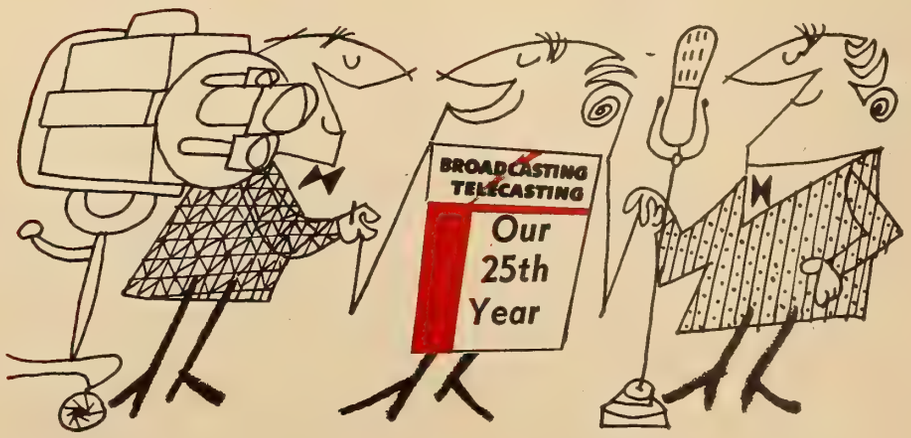
560 replied. *49.1% named Broadcasting • Telecasting as first choice.*

Runner-up: 27.7%.

None of the others was named by more than 3%.

*Erdos and Morgan; survey was "blind" with sponsorship undisclosed. Complete summary available upon request to *Broadcasting • Telecasting.* Write Executive Hq., B•T Bldg., 1735 DeSales St., N.W., Washington 6, D. C.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg., 1735 DeSales St. N.W.
Washington 6, D. C.



—PROGRAMS & PROMOTIONS—

WGAR MAKES VACATION HAY

JAMES TAYLOR, who handles the CBS Radio Housewives' Protective League on WGAR Cleveland, Ohio, was able to really enjoy a three-week vacation this spring, knowing that his twice-daily air duties were being handled by 21 Cleveland food brokers. The replacement idea was suggested by Robert Forker, WGAR sales manager, and the brokers all accepted enthusiastically. Mr. Taylor did have to work, though, for his three weeks. The guest broadcasts were all taped before he left.

KIDS CROWD TO MEET 'RASCALS'

GROWN-UP "Our Gang" comedians, known to tv as *Little Rascals,* have been making a hit wherever they go on personal appearances. When Carl (Alfalfa) Switzer, of the old "Our Gang" cast visited KMBC-TV Cleveland, he was nearly lost in a crowd of more than 800 youngsters. The 800-plus came to the studios and overflowed into the lobby after only two brief announcements on the *Little Rascals* show.

KBAM BUILDS QUICK SUCCESS

A SERIES of audience promotions, together with public service awareness and personalized music and news policies, have made 10-month-old KBAM Longview, Wash., a popular and profitable station in its community. One promotion, a $1,000 treasure hunt, with clues given over the air, was so successful it is being staged this month for the second time. Listener letters developed by contest promotions have indicated approval of the station's variety approach to music. Shying away from block programming, KBAM rotates all kinds of music and believes it's reaching listeners of all tastes. But KBAM doesn't believe radio should be only a big "music box." In its effort to do a comprehensive job on local news, the station has come up with 26 news beats in its city of 23,000 since going on the air last August.

KUTE (FM) USES COLLEGE HELP

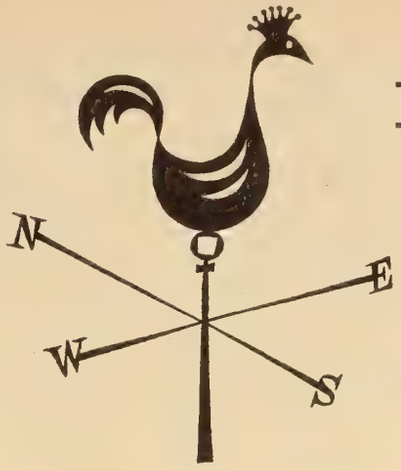
THE DAYS of the Verdugos, a four-day celebration Wednesday (June 6) in Glendale, Calif., will get full coverage—13 hours' worth—on KUTE (FM) Glendale. Remote broadcasts of the Junior Chamber of Commerce-sponsored festival will feature a parade, carnival, beauty contest, merchants' displays and municipal exhibits, with production details handled by Audio Productions. The latter is an organization of radio-minded students from area colleges.

ROUND-CLOCK KTKR SCHOLARS

PUBLIC SCHOOLS WEEK was promoted by the scholars themselves on KTKR Taft, Calif., when the announcing staff was made up of students who took over microphones for a full day. They had the blessing of sponsors who figured they stood to reach some new listeners when students, required to identify themselves and their schools, delivered the commercials. Student day at KTKR featured two remote broadcasts from school, handled, of course, by the students.

SERVICE MEN SELL WFBG-TV

WFBG-TV Altoona, Pa., has augmented its promotion force many times over through a cooperative arrangement with television service men and retailers. Ten-thousand leaflets listing WFBG-TV shows and carrying station promotional copy have been distributed on service calls and in stores, and already tv service men have asked for a second printing of the leaflet titled, "Your Ticket to the Greatest Show in the U. S. A."



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South
West . . .

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free estimates

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Department BT
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Detroit 2, Michigan

WHEP NUMBER NO PROBLEM

WHEP Foley, Ala., wangled a nice bit of promotion when the city switched to telephone dial service this spring. The station can now be reached by dialing WHEP's call letters and position on the radio dial—WHEP-1310.

WBTM LOOKS BACK ON 26 YEARS

WBTM Danville, Va., observed its 26th year on the air May 24. The station's weekly newspaper column took note of the birthday with a picture of WBTM's present studios and caption contrasting 1956 facilities with the 1930 days when WBTM was in the Kresge Building with a home-made 100 w transmitter, broadcasting on a share-time basis with Lynchburg, Va.

WJDA BECOMES NEWS CENTER

TWO mobile units of WJDA Quincy, Mass., trailing a bandit suspect on a wild getaway flight kept WJDA on top of Quincy's big robbery May 11—to the point that the station news editor found himself in charge of a virtual information center for Boston radio-tv stations and newspapers. The two WJDA cars followed police radio leads on a chase that ended on a golf course where the suspect was careening over the fairway in a borrowed tractor. The man was captured, and the grounds were combed—unsuccessfully—for his loot-carrying colleagues. But before WJDA newsmen were able to wrap up the job and report back to the station, one who was travelling alone was challenged by police and obliged to identify himself before being allowed to proceed.

'WORLD' MUSIC ON RCA RECORD

ALL original musical scores composed for NBC-TV's *Wide Wide World* by Dutch-born David Broekman have been released by RCA Victor in a long playing record titled, "Music from *Wide Wide World*."

BENNY TO FILM SHOWS ABROAD

CBS-TV comedian Jack Benny and his wife, Mary Livingston, have left New York for a two-and-a-half month stay in Europe. While abroad, Mr. Benny will film four shows to be seen on tv next season.

PEOPLE SWARM ON WISK MONEY

NEW station WISK St. Paul-Minneapolis sent staffers into the streets with $1,000 to give away in $1-$20 denominations to dramatize WISK's high class music policy. St. Paul police estimated a crowd of 4,300 slowed up traffic at the downtown corner where WISK's four philanthropists were stationed.

Station Authorizations, Applications
(As Compiled by B • T)
May 24 through May 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through May 30

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,852	2,852	241	392	112
Fm	532	535	48	24	1

FCC Commercial Station Authorizations
As of April 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,844	520	175
Cps on air	28	14	314
Cps not on air	118	13	114
Total on air	2,872	534	489
Total authorized	2,990	547	603
Applications in hearing	157	2	131
New station requests	275	6	29
New station bids in hearing	101	0	96
Facilities change requests	141	5	31
Total applications pending	872	54	288
Licenses deleted in April	1	3	0
Cps deleted in April	0	0	0

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through May 30

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	358	92	450[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	319	311	630[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	996	337	779	554	1,334[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,057	337	813	581	1,395[5]

[1] 168 cps (32 vhf, 136 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS
New Tv Stations . . .
ACTIONS BY FCC

Flagstaff, Ariz.—**Flagstaff Telecasting Co.** granted vhf ch. 9 (186-192 mc); ERP .35 kw vis., .20 kw aur.; ant. height above average terrain minus 54 ft., above ground 300 ft. Estimated construction cost $65,385.13, first year operating cost $54,750, revenue $73,000. Post office address % 911 St. Joseph St., Dorchester Apartments, Dallas, Tex. Studio location Flagstaff. Trans. location Flagstaff. Geographic coordinates 35° 11′ 30″ N. Lat., 111° 39′ 05″ W. Long. Trans. Dage, ant. Prodelin. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Electronics Inc., Dallas. Sole owner **O. L. Nelms** is multi-millionaire real estate owner and is applicant for tv stations at Brownwood, Tex., Victoria, Tex., and Alpine, Tex. Granted May 29.

San Antonio, Tex.—**Mission Telecasting Corp.** granted vhf ch. 12 (204-210 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 485 ft., above ground 573 ft. Estimated construction cost $605,000, first year operating cost $925,000, revenue $975,000. Post office address 317 Arden Grove, San Antonio. Studio and trans. location, 317 Arden Grove. Geographic coordinates 29° 26′ 20″ N. Lat., 98° 29′ 3″ W. Long. Trans. and ant. RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer, George W. Ing, Washington. Principals include **Mission Bcstg. Co. (KONO-AM-FM San Antonio)** (50%); President **Eugene J. Roth,** president-94% stockholder KONO; Vice President **James M. Brown,** vice president-2% stockholder KONO; Secretary **Bob A. Roth,** secretary-2% stockholder KONO; Treasurer **Jack Roth;** Vice President **L. A. Douglas** (5%); and **Joe R. Straus** (13%), ranching, and real estate. Granted May 23.

APPLICATIONS

Lock Haven, Pa.—**Lock Haven Bcstg. Corp.,** uhf ch. 32 (578-584 mc); ERP 18.5 kw vis., 10 kw aur.; ant. height above average terrain 594 ft., above ground 447 ft. Estimated construction cost $48,160, first year operating cost $48,000, revenue $70,000. Post office address 13212 E. Main St., Lock Haven. Studio location Lock Haven. Trans. location Glen Rd., near Lock Haven. Geographic coordinates 41° 08′ 50″ N. Lat., 77° 29′ 16″ W. Long. Trans. and ant. RCA. Legal counsel Walter L. Davis, Washington. Consulting engineer George C. Davis, Washington. Station will operate as satellite with **WILK-TV Wilkes-Barre, Pa.** Lock Haven Bcstg. Corp. is licensee of **WBPZ Lock Haven.** Filed May 29.

Denton, Tex.—**Denton Telecasting Co.,** uhf ch. 17 (488-494 mc); ERP .2 kw vis., .077 kw aur.; ant. height above average terrain 264.4 ft. Estimated construction cost $67,635.13, first year operating cost $84,000, revenue $120,000. Post office address P. O. Box 1122, Houston. Studio location Denton. Trans. location Denton. Geographic coordinates 33° 13′ 49.6″ N. Lat., 97° 07′ 39″ W. Long. Trans. Adler, ant. Prodelin. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Electronics Corp., Dallas. Sole owner is Don Shepherd, business interests. Filed May 29.

APPLICATION AMENDED

Athens, Ga.—**U. of Georgia's** application seeking cp for new educational tv on ch. 8 amended to make ant. changes and change ant. height above average terrain to 1,219 ft. Amended May 25.

PETITIONS

Fort Smith, Ark.—**Southwestern Radio & Television Co.** petitions FCC to amend Sec. 3.606(b) of Rules by issuance of Proposed Rule-Making looking toward deintermixture of tv allocation in Fort Smith, and reallocation of ch. 5 from Fort Smith to Fayetteville, Ark. Petitioner also re-

Upper Midwest Fulltime Local

$52,500.00

This 250 watt newly established, profitable operation serves a rich agricultural and resort area. Terms—one-half down, balance over four years. For cash—10% off.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	ATLANTA	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford B. Marshall	Clifford B. Marshall	Ray V. Hamilton	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Healy Bldg. Jackson 5-1576-7	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

quests that American Television Inc. should be issued order to show cause why its construction pemit for station KNAC-TV, if extended, should not be mod. to provide for operation on ch. 39 at Fort Smith. Filed May 21.

WTOB Winston-Salem, N. C.—Petitions FCC to amend Sec. 3.606(b) of Rules by issuance of Rule-Making for allocation of ch. 8 at Winston-Salem; also to amend Sec. 3.610 and Sec. 3.614 of Rules so as to permit operation of station on ch. 8 at Winston-Salem. Filed May 22.

Existing Tv Stations . . .

ACTIONS BY FCC

KDWI-TV Tucson, Ariz.—Granted STA to operate commercially on ch. 9 for period ending Oct. 3. Announced May 22.

WMT-TV Cedar Rapids, Iowa—Granted application seeking to change trans. location from 4 miles northeast of Cedar Rapids and about 50 miles southeast of Waterloo to 25 miles north-northwest of Cedar Rapids and 25 miles southeast of Waterloo; increase ant. height from 670 to 1450 ft., and make other equipment changes. Granted May 29.

WCBI (TV) Columbus, Miss.—Granted STA to operate commercially on ch. 4 for period ending Dec. 12. Granted May 24.

KRIS-TV Corpus Christi, Tex.—Granted STA to operate commercially on ch. 6 for period ending Aug. 7. Granted May 21.

CALL LETTERS ASSIGNED

KSEI-TV Pocatello, Idaho—Radio Service Corp., ch. 6.

KDIX-TV Dickinson, N. D.—Dickinson Radio Assoc., ch. 2.

KTCA (TV) Honolulu, Hawaii—Television Corp. of America, ch. 4. Changed from KULA-TV.

WKBM-TV Caguas, P. R.—American Colonial Bcstg. Corp., ch. 11.

APPLICATION

WTVD (TV) Durham, N. C.—Seeks cp to replace expired cp which authorized new tv. Filed May 25.

New Am Stations . . .

ACTIONS BY FCC

Wynne, Ark.—East Arkansas Bcstrs. Inc. granted 1400 kc, 250 w unl. Post office address % J. L. Shaver Jr., Ben Block Bldg., Wynne. Estimated construction cost $14,536, first year operation cost $32,000, revenue $45,000. Principals include Pres. **Thompson B. Murray Jr.** (5%), auto dealer; Vice Pres. **J. L. Shaver Jr.** (2½%); Secy-Treas. **Raymond O. Raley** (45%), retail store owner; and **William W. Meriwether** (10%), retail hardware. Granted May 23.

Old Saybrook, Conn.—Long Island Sound Radio Corp. granted 1420 kc, 500 w D. Post office address P. O. Box 68, Old Saybrook. Estimated construction cost $19,936.60, first year operating cost $30,000, revenue $42,000. Principals include Pres. **Joseph P. Trantino** (33%), program director at **WMMW Meriden, Conn.**, Vice Pres.-Sec. **Vivien N. Trantino** (33.3%), secretary; and Treas. **Nathan L. Dubin** (33.3½), dentist. Granted May 23.

Monmouth, Ill.—Prairieland Broadcasters granted 1330 kc, 1 kw D. Post office address R.R. #3, Mount Carmel, Ill. Estimated construction cost $20,900, first year operating cost $48,000, revenue $50,000. Among nine principals in unequal partnership are **Stephen P. Bollinger**, 25% owner **WVMC Mount Carmel**, 22.5% owner **WIZZ Streator, Ill.**; **Joel W.** and **Ben H. Townsend**, attorneys, each owning 18.7% **WVMC**, 6% **WIZZ**, 6.25% **WILO Frankfort, Ind.**, and 6.25% **WINL Lebanon, Ind.**; **Morris E. Kemper**, accountant, owner 37.5% **WVMC**, 11.5% **WIZZ**, 12.5% **WILO**, and 12.5% **WINL**; **T. Keith Coleman**, theatre owner, 11.5% owner **WIZZ**; **Theodore M. Nelson**, 50% owner **WILO** and 50% owner **WOHP Bellefontaine, Ohio**; and **Charles Vandever**, 22.5% owner **WIZZ**, 25% **WVMC**. Granted May 29.

Marysville, Kan.—Marshall Trans. Inc. granted 1570 kc, 250 w D. Post office address 803½ Broadway, Marysville. Estimated construction cost $13,026.30, first year operating cost $38,700, revenue $55,000. Principals include: Pres. **Andrew J. E. Grauer** (43.6%), announcer-salesman of **KWBE Beatrice, Neb.**; Vice Pres. **Walter Herman Schwarz** (3.1%), ceramics business owner; Secy.-Treas. **Janice Velva Grauer** (6.2%), former radio employe; and **Bryon Everett Guise** (15.6%), owner of weekly *Marysville Advocate*. Granted May 23.

Ortonville, Minn.—Tri-State Bcstg. Co. granted 1350 kc, 1 kw D. Post office address P. O. Box 727, Ortonville. Estimated construction cost $12,711, first year operating cost $50,000, revenue $63,000. Principals are equal owners Pres.-Treas. **James D. Kaercher**, former newsman **WCCO Minneapolis, Minn.**, and presently asst. editor-advertising manager of weekly *Ortonville Independent* and *Graceville* (Minn.) *Enterprise;* Vice Pres. **Donald P. Egert**, employe **KVSD Vermillion, S. D.**; Secy. **Warren McCormick**, employe **KWAT Watertown, S. D.**; and **Richard S. Schultz**, engineer at KWAT. Granted May 23.

Marshall, N. C.—Harold Thoms granted 1460 kc, 500 w D. Post office address 100 College St., Asheville, N. C. Estimated construction cost $7,625, first year operating cost $27,500, revenue $30,000. Mr. Thoms owns **WISE-AM-TV Asheville, N. C.**, 75% of **WEAM Arlington, Va.**, 25% of **WCOG Greensboro, N. C.**, and 25% of **WAYS Charlotte, N. C.** Filed May 23.

Wilmington, N. C.—East Coast Radio Co. granted 980 kc, 1 kw D. Post office address 100 College St., Asheville, N. C. Estimated construction cost $8,625, first year operating cost $27,500, revenue $30,000. Principals are partners **Harold Thoms** (20%), 99% owner **WISE-AM-TV Asheville**, 25% owner **WCOG Greensboro, N. C.**, 25% owner of **WAYS Charlotte, N. C.**, and former 25% owner of **WAYS-TV Charlotte**; **Mrs. Thoms** (40%), joint 75% owner of **WEAM Arlington, Va.**, with husband, and minority stockholder in WISE-AM-TV; and **Matilann S. Thoms** (40%), minority owner of WISE-TV Granted May 29.

Kearney, Neb.—E. M. Gallemore's application seeking cp for new am to be operated on 1450 kc, 5 kw D, returned. (Dated wrong.) Action May 25.

Cranston, R. I.—Neighborly Bcstg. Co.'s application seeking cp for new am to be operated on 1420 kc, 500 w D, dismissed in accordance of Sec. 1.387(3) of Rules. Action May 29.

APPLICATIONS

Panama City, Fla.—Gulf Coast Bcstg. Co., 910 kc, 1 kw D. Post office address L. C. McCall, P. O. Box 86, Palatka, Fla. Estimated construction cost $11,300, first year operating cost $30,00, revenue $39,000. Sole owner **L. C. McCall** is manager -50% owner of **WWPF Palatka**, and is 10% owner of **KJEM Valdosta, Ga.** Filed May 29.

Eagle Pass, Tex.—Uvalde Broadcasters, 1270 kc, 1 kw D. Post office address Box 758, Uvalde, Tex. Estimated construction cost $16,500, first year operating cost $25,000, revenue $30,000. Principals are equal partners **E. J. Harpole**, general manager-50% owner of **KVOU Uvalde**, pres.-50% owner of **KVOZ Laredo, Tex.**; and **W. J. Harpole**, 50% owner of KVOU and KXOZ, 26.6% owner of **KVWO Cheyenne, Wyo.**, pres.-66.6% owner of **KVOP Plainview, Tex.** Filed May 29.

Roanoke, Va.—Elmore D. Heins & Reba Figgatt Heins, 910 kc, 1 kw D. Post office address American Theatre Building, Roanoke 11. Estimated construction cost $27,709, first year operating cost $60,000, revenue $80,000. Mr. Heins is pres.-38% stockholder of National Theatre Corp., Roanoke. He is former minority stockholder in **WROV Roanoke**. Filed May 25.

APPLICATION AMENDED

Corinth, Miss.—Triangle Bcstg. Co.'s application seeking cp for new am to be operated on 1330 kc, 1 kw D, amended to decrease power to 500 w. Amended May 29.

Existing Am Stations . . .

ACTIONS BY FCC

KRDG Redding, Calif.—Granted mod. of cp to change ant.-trans. location, and change studio location to 1124 Locust St., Reading. Granted May 23.

KDEN Denver, Colo.—Granted mod. of license to change name to KDEN Bcstg. Co. Granted May 25.

WGMA Hollywood, Fla.—Granted change of operation on 1320 kc from 500 w to 1 kw. Granted May 29.

WAHR Miami, Fla.—Granted authority to transmit programs from Miami Stadium to **CKAC** and **CFCF Montreal, Canada.** Granted May 23.

WAAG Adel, Ga.—Application seeking assignment of license to Cook County Bcstg. Co. returned. (Incomplete.) Action May 25.

WSUI Iowa City, Iowa—Granted permission to temporarily reduce hours of operation from unl. to minimun of eight hours daily between Aug. 6 and Sept. 22, inclusive. Granted May 23.

WPEO Peoria, Ill.—Granted authority to sign-off at 6:30 p.m. during months of May through August, inclusive. Granted May 21.

KCRB Chanute, Kan.—Granted permission to sign-off at 6:30 p.m., CST, from June 1 until Sept. 1, except for special events. Granted May 25.

KELY Ely, Nev.—Granted mod. of license to change studio location. Granted May 25.

WVET Rochester, N. Y.—Granted authority until Oct. 15 to transmit play-by-play baseball broadcasts from Red Wing baseball stadium, **Rochester**, to **CKAC Montreal, Canada.** Action May 23.

WUNC Chapel Hill, N. C.—Granted cp to replace expired cp which authorized changes in licensed station. Granted May 21.

KBPS Portland, Ore.—Granted permission to remain silent during regular summer school vacation from June 1 to Sept. 21. Granted May 25.

WJUN Mexico, Pa.—Denied request for waiver of Sec. 3.93(c) of Rules to permit only one full-time first-class radiotelephone operator to be employed for WJUN and **WMRF Lewistown, Pa.**; directed compliance within 30 days. Action May 23.

WBCU Union, S. C.—Granted permission to sign-off at 7:30 p.m. through Aug. 31, except for special events. Granted May 25.

KBRC Mount Vernon, Wash.—Granted change of operation on 1430 kc from 500 w to 1 kw. Granted May 29.

KKOG Ogden, Utah—FCC, by letter, denied protest by **KVOG Ogden** against use of call letters KKOG, formerly KOPP. Commission sees no confusion. Action May 23.

WRON Ronceverte, W. Va.—Denied request for waiver of Sec. 3.93(c) of Rules requiring full-time employment of first-class radiotelephone operator; directed to comply within 30 days. Action May 23.

WLEO Ponce, P. R.—Granted mod. of cp to change studio location and operate trans. by remote control from Villa Esq. Torres Sts., Puerto Rico. Granted May 23.

WDTV Cruz Bay, Virgin Island—Granted cp to replace expired cp which authorized new am. Granted May 22.

CALL LETTERS ASSIGNED

KEAR San Francisco, Calif.—Bay Radio Inc., 1550 kc, 10 kw. **NOT** changed to KACE.

WTCO Campbellsville, Ky.—Taylor Bcstg. Co., 1450 kc, 250 w. Changed from WLCK.

WLOC Munfordville, Ky.—South Central Kentucky Bcstg. Co., 1150 kc, 1 kw. Changed from WTCO.

WFST Caribou, Me.—Northern Bcstg. Co., 600 kc, 1 kw D.

KRBO Las Vegas, Nev.—Rainbow Inc., 1050 kc, 500 w D.

KGRO Gresham, Ore.—Gresham Bcstg. Co., 1230 kc, 100 w unl.

KZEE Weatherford, Tex.—Weatherford Bcstg. Co., Changed from KWFB.

WCOW Sparta, Wis.—Sparta-Tomah. Bcstg. Co., 1290 kc, 1 kw. Changed from WKLJ.

APPLICATIONS

WEBJ Brewton, Ala.—Seeks mod. of license to change hours of operation from unl. to specified hours. Filed May 29.

KDEN Denver, Colo.—Seeks mod. of license to change name of licensee to KDEN Bcstg. Co. Filed May 29.

KMYR Denver, Colo.—Seeks cp to increase power from 5 kw to 10 kw. Filed May 29.

WCMR Elkhart, Ind.—Seeks mod. of cp (which authorized new am) to make changes in ant. and ground system. Filed May 25.

WOKJ Jackson, Miss.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 29.

KBHM Branson, Mo.—Seeks mod. of cp to increase power from 250 w to 1 kw. Filed May 25.

WKOV Wellston, Ohio—Seeks cp to change frequency from 1570 kc to 1330 kc and increase power from 250 w to 500 w. Filed May 29.

WISR Butler, Pa.—Seeks authority to determine operating power by direct measurment of ant. power. Filed May 29.

WSSV Petersburg, Va.—Seeks cp to change ant.-trans. location, make changes in ant., and change ground system. Filed May 25.

KGMB Honolulu, Hawaii—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 29.



WDTV Cruz Bay, St. John, Virgin Islands—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location: change station location from Cruz Bay, St. John, V. I. to Columbus Bay, Christiansted, St. Croix Island, V. I.; make change in ant. and ground system, and change permittee name to Virgin Islands Bcstg. System. Filed May 29.

APPLICATION AMENDED

WLAT Conway, S. C.—Application seeking cp to change frequency from 1490 kc to 1430 kc, increase power from 250 w to 1 kw, and change hours of operation from unl. to D amended to change frequency to 1330 kc. Filed May 29.

New Fm Stations . . .

ACTIONS BY FCC

Denver, Colo.—**Good Music Assoc.** granted cp for new Class B fm station to operate on ch. 286 (105.1 mc); ERP 10 kw. Granted May 23.

Carbondale, Ill.—**Southern Illinois U.** granted 91.9 mc., 22.4 kw. Post office address % Delyte W. Morris, Southern Illinois U., Carbondale. Estimated construction cost $49,747.50, first year operating cost $5,000. Station is for non-commercial educational purposes. Granted May 23.

Ponce, P. R.—Voice of Puerto Rico Inc. granted cp for new Class B fm to be operated on ch. 284 (104.7 mc); ERP 530 w; ant. height 2,330 ft. Granted May 29.

Existing FM Stations . . .

ACTIONS BY FCC

WKAR-FM Lansing, Mich.—Granted mod. of cp (which authorized changes in licensed station) to change ERP to 74 kw; ant. height to 270 ft., and change ant. system. Granted May 25.

WFLN (FM) Philadelphia, Pa.—Granted mod. of license to change name to Franklin Bcstg. Co. Granted May 22.

WHYY (FM) Philadlephia, Pa.—Granted cp to change trans. power output to 5.3 kw; ant. height to 460 ft.; relocate trans. site to top of same bldg., and change name to Metropolitan Philadelphia Educational Radio & Television Corp. Granted May 22.

CALL LETTERS ASSIGNED

WHLM-FM Bloomsburg, Pa.—Bloom Radio, 106.5 mc, 10 kw unl.

APPLICATION

WMUZ (FM) Detroit, Mich.—Seeks cp to make changes in licensed station: change ERP to 19.7 kw; change ant. height above average terrain to 178 ft., and change ant. system. Filed May 29.

Ownership Changes . . .

ACTIONS BY FCC

WEZB Homewood, Ala.—Granted assignment of license to Gene Newman Radio Inc. Assignment is for change to corporate status. Granted May 29.

KWCB Searcy, Ark.—Granted transfer of control to **C. N. Dodd** through purchase of 40% of stock for $24,000. Mr. Dodd plans to give his wife **Mary Dodd**, and his daughter **Carlene Dodd** 10.8% interest each. Granted May 23.

KITO San Bernardino, Calif.—Granted assignment of license to Cosmopolitan Bcstg. Corp. for $150,000. Cosmopolitan is owned by Continental Telecasting Corp., licensee of **KRDK-AM-FM Los Angeles.** Cosmopolitan principals are Pres. **Richard C. Simonton**, vice pres., 36.66% stockholder of Continental, pres., 25% stockholder of **KULA-AM-TV Honolulu, Hawaii**; Vice Pres. **Frank Oxarart**, Secy.-treas., 26.66% stockholder of Continental, 50% stockholder of **KDON Salinas, Calif.**; Secy.-Treas. **Arthur B. Hogan**, pres. of Continental and 50% stockholder of Albert Zugsmith Corp, which is 36.66% stockholder of Continental; and **Albert Zugsmith**, 50% stockholder of Albert Zugsmith Corp. and 25% stockholder of KULA-AM-TV. Granted May 29.

KVIP (TV) Redding, Calif.—Granted assignment of permittee partnership to Shasta Telecasting Corp. Corporate change. Granted May 24.

WDAR Savannah, Ga.—Granted assignment of license to Coastal Bcstg. Inc. for $55,000. Principals are Pres. **Donald K. Jones** (21.43%), manager of **WSAV Inc., Savannah**; Vice Pres. **Alice W. Jones** (32.14%), housewife; Secy.-Treas. **Cecil H. Mason** (39.29%), construction interests; and **Kathryn C. Wasden** (7.14), as trustee for **Wiley Wasden Jr.** Granted May 29.

WTAY Robinson, Ill.—Granted assignment of license to Ann Bcstg. Corp. for $6,630 plus assumption of 49% of corporate debt. New principals are **Roger L. Moyer** (39%), former owner of **WTIM Taylorville, Ill.**; and **James Hilderbrand** (10%), general manager of WTIM. Granted May 23.

WFUL-AM-FM Fulton, Ky.—Granted transfer of control to **R. Paul Westpheling Jr.** and **Johanna S. Westpheling**, owners and publishers, *The Fulton County News*, for $30,500. Mr. and Mrs. Westpheling are minority stockholders in WFUL-AM-FM. Granted May 23.

WCER Charlotte, Mich.—Granted assignment of cp to Eaton County Bcstg. Co. Assignment is for incorporation of company. Pres. **Roy W. McLean** will hold 60% interest, Vice Pres. **Craig E. Davids**, 40%. Granted May 21.

KDUZ Hutchinson, Minn.—Granted assignment of license to North American Bcstg. Co. Corporate change. Granted May 25.

KEYD-AM-TV Minneapolis, Minn.—Granted assignment of licenses to United Tv Inc. for $1.14 million and assumption of $315,452 in notes. Simultaneously granted is application for assignment of license of KEYD to Western Bcstg. Corp. for $35,000. United principals include: Chmn. of Board **Thomas P. Johnson** (32.94%), minority owner of **WENS (TV) Pittsburgh**; Pres. **Seymour Weintraub** (23.53%), over 25% owner of Flamingo Films Co. (distributor to tv), former vice pres. Motion Pictures for Tv Inc.; Vice Pres. **Larry H. Israel** (no stock), vice pres., gen. manager, 50% owner WENS (TV); Secy.-Treas. **George W. Eby** (no stock), asst. treas., minority owner WENS (TV), theatre interest; **William F. Adler** (11.77%), pres., more than 25% owner of *Tv Guide*; **Donald C. Lott** (11.77%), 3% owner WENS (TV); **Oliver Tyrone Corp.** (5.88%), owns 6% of WENS (TV) and 10% of **WMTW (TV) Poland Spring, Me.**; **William H. Rea** (no stock), minority owner WENS (TV), WMTW (TV), **WPOR Portland, Me.**; **Henry O. Rea** (2.35%), more than 25% owner of WPOR and **WABI-AM-TV Bangor, Me.**; **Monroe H. Long** (2.35%), chmn. of board, minority owner of Branham Co. (station representation firm; and **Lewis S. Greenberg** (9.41%), vice pres, and minority owner Branham. Western principals are Chmn. of Board **James A. McKenna Jr.** (50%), lawyer; Pres. **Robert M. Purcell** (50%), executive vice pres. of Mass. Bay Tv Inc., applicant for ch. 5 in Boston, and owner of broadcast consulting business; Vice Pres. **Rex M. Lester Jr.**, gen. manager KEYD; and Treas. **Edward R. McKenna**, lawyer. Granted May 23.

KWAD Wadena, Minn.—Granted assignment of license to **KWAD Bcstg. Co.** for $60,050. Principals are Pres. **Robert E. Ingstad** (66%), pres., majority stockholder of **KOVC Valley City, N. D., KEYJ Jamestown, N. D.**, and **KBMW Breckenridge, Minn.**; and Vice Pres. **Marlin Obie** (33.3%), commercial manager of KOVC and gen. manager of KWAD. Granted May 23.

WDEB Gulfport, Miss.—Granted assignment of license to **Denver T. Brannen** for $57,000. Mr. Brannen is 98% owner of **KCIL Houma, La.**, and is applicant for new am at Plant City, Fla. Granted May 29.

WBKH Hattiesburg, Miss.—Granted assignment of license to **Hattiesburg Bcstg. Co.** for $17,500. Agreement is for transfer of 50% control from **Robert M. Keith Jr.** to **F. M. Smith**, employee of station. Other partner and 50% owner is **Benny L. Blackledge Jr.**, radio-tv sales and services dealer. Granted May 23.

KORK Las Vegas; KOLO Reno, Nev.—Granted transfer of control to Donrey Operating & Trading Co. Corporate change. Granted May 21.

KGON Oregon City, Ore.—Granted transfer of negative control to **Robert J. Hartke** for $15,780 cash and $9,674 in notes. Mr. Hartke has automobile, motion picture theatre, and trailer sales interests. Granted May 23.

KQV Pittsburgh, Pa.—Granted transfer of control to **Earl F. Reed** and **Irwin D. Wolf Jr.**, voting trustees. Granted May 24.

WCRE Cheraw, S. C.—Granted assignment of license to **Roy P. Zess** for $27,925. Mr. Zess is manager-35% owner of **WMGA Moultrie, Ga.** Granted May 29.

KSWA Graham, Tex.—Granted assignment of license to **Clay E. Thompson Jr.** and **Harland V. Newsom** d/b as Southwestair. Change is to partnership status with Mr. Thompson holding 88.8% and Mr. Newsom 11.12%. Granted May 24.

WSVA-AM-FM-TV Harrisonburg, Va.—Granted transfer of control to Tudor Enterprises Inc. for $560,000. Principals are Pres. **Hamilton Shea** (50%) and **Transcontinent Tv Corp.** (50%). Mr. Shea is vice pres. of Transcontinent and is former NBC executive. Transcontinent principals are Chmn. of Board **Paul A. Schoellkopf Jr.** (10.7%), dir. of **WGR-AM-TV Buffalo, N. Y.**; Chm. of Executive Committee **J. Fred Schoellkopf IV** (10.7%), member of executive committee-minority stockholder of WGR-AM-TV; Secy.-Treas. **David G. Forman** (10.7%), business interests; **Seymour H. Knox** (3.5%), dir., stockholder of WGR-AM-TV. Transcontinent is currently negotiating for purchase of **WHAM, WHFM, WHAM-TV Rochester, N. Y.** Granted May 29.

WBLU Salem, Va.—Granted assignment of permit to Salem Bcstg. Co. for $3,000. Sole owner is **M. C. Bowers Jr.**, chief engineer of **WBEJ Elizabethton, Tenn.** Granted May 23.

WORA-TV Mayaguez, P. R.—Granted assignment of cp to Supreme Bcstg. Co. of Puerto Rico. Corporate change only; no change in control. Granted May 23.

APPLICATIONS

WIOD-AM-FM Miami, Fla.—Seek assignment of license to Biscayne Television Corp. for $404,128.80. Biscayne Tv Corp. is permittee of **WCKT (TV) Miami.** Filed May 29.

WQAM-AM-FM Miami, Fla.—Seek transfer of control of licensee corporation from The Miami Herald Publishing Co. to Mid-Continent Bcstg. Co. for $850,000. Mid-Continent is licensee of **WDGY Minneapolis, Minn., KOWH Omaha, Neb., WHB Kansas City, Kan., WTIX New Orleans, La.** Filed May 29.

WHLN Harlan, Ky.—Seeks assignment of license to Radio Harlan Inc. Corporate change. **J. Francke Fox Jr.** will be sole owner. Filed May 25.

WTCW Whitesburg, Ky.—Seeks assignment of license to Folkways Bcstg. Inc. for $85,000. Principals are Pres. **William R. McDaniel** (39.92%), Vice Pres. **Ernest Tubb** (39.92%), and **Hank Snow** (19.96%), all associated with **WSM Nashville.** Folkways also has application pending to purchase **WHBT Harriman, Tenn.** Filed May 29.

WAAB Worcester, Mass.—Seeks assignment of license to Waterman Bcstg. Corp. for $163,000. Principals are Pres. **Bernard E. Waterman** (90%), sports director at **WMAY Springfield, Ill.**, and **Edith B. Waterman** (10%). Filed May 29.

WSUH Oxford, Miss.—Seeks assignment of license to Colonel Rebel Radio for $36,500. Principals are **C. H. Quick** (90%), gen. manager of Ole Miss Bcstg. Co., and **A. B. Quick** (10%), beauty salon owner. Filed May 29.

WKBS Mineola, N. Y.—Seeks assignment of license to Keynote Bcstg. System Inc. for $116,500. Sole owner is **Seymour Weintraub**, film distribution and production interests. Pres.-23.53% stockholder of **United Television Inc.** Filed May 25.

WQXR-AM-FM New York, N. Y.—Seek involuntary transfer of control of licensee corporation to **Iphigene Ochs Sulzberger, Arthur Hays Sulzberger** and **Orvil E. Dryfoos**, trustees u/p 51st of will of **Adolph S. Ochs**, deceased. Filed May 29.

WSKN Saugerties, N. Y.—Seeks transfer of control of permittee corporation to **Harold S. F. Bates**, et al. Filed May 29.

WQMC (TV) Charlotte, N. C.—Seeks involuntary assignment of cp from WQMC Television Inc. to **Winfred R. Ervin**, receiver. Filed May 29.

WQMC (TV) Charlotte, N. C.—Seeks voluntary assignment of cp from **Winfred R. Ervin**, receiver, to **Hugh A. Deadwyler**, former 100% owner of WQMC Television Inc., who will be individual owner when assignment is completed. Filed May 29.

KTUL Tulsa, Okla.—Seeks assignment of license to Consolidated Radio Enterprises Inc. Corporate change. Filed May 29.

WACH-AM-TV Newport News, Va.—Seek assignment of license and cp to United Bcstg. Co. of Eastern Virginia Inc. for $54,000. United is 100% owned by Friendly Bcstg. Co., licensee of **WJMO Cleveland, Ohio.** Filed May 29.

WNVA Norton, Va.—Seeks assignment of license to Radio Wise Inc. Principals are Pres. **R. B. Helms** (76.5%), 43% owner of **WHLN Harlan, Ky.**, 50% owner of **WBLU Salem, Va.**, and 25% owner of **WCLE Cleveland, Tenn.**; Vice Pres. **Jack T. Helms** (12.5%), 6.25% owner of WHLN, 25% owner of WBLU, and 25% owner of WCLE; and Secy.-Treas. **O. R. Galliher Jr.** (11%), 6.25% stockholder of WHLN. Filed May 25.

KENE Toppenish, Wash.—Seeks transfer of

(Continues on page 116)

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RADIO

Help Wanted

Managerial

Central Kentucky daytimer needs manager. First class license preferable but not absolutely necessary. Send complete resume-photo in first letter. Box 545G, B•T.

Assistant manager-program director-promotion director—all in one man. Top Hooper station in Capital city, Jackson, Mississippi. Race programming. This executive position open now. Live wire, intelligent, imaginative, ambitious man. We're expanding with more met stations in south. Best salaries in state. No room for clock watchers. Southerner preferred. 24-30 years. Send photo, resume in first letter. John McLendon, WOKJ, Jackson, Mississippi.

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

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RADIO

Help Wanted—(Cont'd)

Salesmen

Sales opportunity with future. Prefer man in the 20's from Great Lakes area. Must have proven sales record to qualify for this top money opportunity with a fast growing Michigan indie. Box 677G, B•T.

Immediate opening salesman highly populated Pennsylvania market. Considerate guarantee. Excellent opportunity family man. Ultra modern schools. Ample housing. Must have car. 1 kw am, 5 kw fm combination independent daytimer. Box 685G, B•T.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

Experienced, aggressive . . . radio time salesman. Guarantee plus commission. This job offers a good sound living for a man willing to work. Contact Dan Markham, Sales Manager, KOPR, Radio Butte, Montana.

Experienced radio salesman. If you are in a smaller market with limited income—this is for you. Opportunity is unlimited in this multiple station operation. Start out with good guarantee. Station serves a major Michigan trade area in a sportsman's paradise. Want an aggressive man. Phone W. L. Belaney, WPON, Pontiac, Michigan, FE 8-0444.

Salesmen pick your town. Wanted—three salesmen now working in the south to join any of three independent stations programming specialized Negro radio in three major midsouth markets. As a sales consultant for five stations, I can place you in a choice of cities at no cost to you. I can recommend these sales jobs as offering good pay with commission plan that assures high potential income. Key executive positions open for men who demonstrate ability. All stations well accepted locally, have high ratings and are well promoted. Extra benefits including annual bonus. Write complete details to Jules J. Paglin, 616 Audubon Building, New Orleans, La.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Eastern independent desires experienced DJ with mature approach and personality. Fine opportunity for right man. Send full resume to Box 656G, B•T.

Experienced announcer wanted, with emphasis on news-special events background. Will work radio side of am-tv operation located in pleasant northern New England city. Send photo, tape audition, resume and salary requirements to Box 667G, B•T.

Announcer-salesman for immediate opening in fast growing, prosperous city of 35,000 in west Texas. Wonderful opportunity to augment board work with wide-open sales market on a real money-making arrangement. Pleasant permanent working conditions in a good and healthy community in which to live, age open. Send complete resume, tape and picture. Box 675G, B•T.

Announcer-salesman needed at New Mexico full-time regional affiliate. Guaranteed salary plus commission. Box 691G, B•T.

Experienced announcer, 5000 watt CBS affiliate, Montana's oldest established radio station. Excellent references required. Two weeks paid vacation; health insurance. Our beginning salary ranges from $1.75-$2.00 per hour, 4 hour week. Send 5 minute tape with letter to Assistant Manager, KFBB, Great Falls, Montana.

First phone combo man, announcing, no engineering. Straight board work with straight commercial announcing. In small town, small operation. No personalities. Three twenty-five to four hundred. First vacancy in over a year. Prefer married westerner. Hunting and fishing area, seventy miles from Glacier National Park. Contact, Lyon, KIYI, Shelby, Montana.

RADIO

Help Wanted—(Cont'd)

Announcers

WCEM, Cambridge, Maryland, looking for additional good all around staff man. Board operation helpful, not essential. Good news delivery is. Salary open. If you want to spend years in an ideal spot, contact us.

Announcer wanted. Must have experience. Furnish complete information and salary expected first letter. WEAV, Plattsburg, N. Y.

Excellent opportunity for ambitious young man for announcing and production. Please state experience, etc., and furnish snapshot. Write Bill Trap, WKBZ, Muskegon, Michigan.

Wanted—staff announcer for leading independent music news station. Send tape, photo, experience. WKNK, Muskegon, Michigan.

Are you our man—an experienced combo with first would like to do some selling. $100 per week plus commissions. WWBG, Bowling Green, Ohio.

Experienced basketball play-by-play announcer-sports-writer. If you are single, high school graduate and are interested in acquiring a college degree, opportunity knocks. Send tape (will not return) photo, background, references with first reply: Ed Nall, Athletic Business Manager, Oklahoma City University, 2501 North Blackwelder, Oklahoma City, Oklahoma.

Technical

Chief engineer: for progressive daytime station in booming metropolitan market. High type, efficient and tape charge man wanted. Write Box 680G, B•T.

Immediate opening first class engineer desiring sales experience. Highly populated Pennsylvania market. Considerate guarantee. Excellent opportunity. Family man. Ultra modern schools. Ample housing. Must have car. 1 kw am, 5 kw fm combination independent daytimer. Box 684G, B•T.

Going to 5000 watts in 45 days on Florida Gulf Coast. Opportunities unlimited for competent first class engineer announcer, first class engineer-salesman, or announcer with real sales ability. Send all information first letter. Box 687G, B•T.

Engineering only. Fully experienced studio and transmitter maintenance. Long established one engineer radio operation. Good Colorado job for right man. Give experience, education, family status, present income. Confidential. Box 700G, B•T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW, Alliance, Nebraska.

Chief engineer, either strong on announcing or sales. Full details and tape. KWIN, Ashland, Oregon.

Chief engineer wanted at 1kw daytimer WBAR, Bartow, Florida. Contact Manager Mr. Burgreen.

Engineer with first class license needed by July 1st. Good salary to right man . . . kilowatt station with Gates equipment serving neighboring towns. Some air work required. All replies confidential. Radio Station WCLB, Camilla, Georgia.

Engineer, permanent transmitter studio. First class radio telephone license. 5kw network station. Apply in writing. Chief Engineer, WIBX, Utica, New York.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

1st phone engineer. $55.00 for forty hours. Chance for advancement. Contact Dan Williams, WVOT, Wilson, N. C.

Combo with first. Ohio college town. $90 per week, more if worth it. WWBG, Bowling Green, Ohio.

Programming-Production, Others

Continuity girl with ability, personality to service accounts for outstanding station. Box 535G, B•T.

Top station in highly competitive market needs writer. Top salary to person with talent. Submit samples of both "production" and "straight" copy, along with brief biog. Box 586G, B•T.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Immediate opening program director, first ticket, must have programming experience. Family man preferred, 1 kw am, 5 kw fm combination independent Pennsylvania daytimer. Excellent opportunity. Box 686G, B•T.

Colorado independent station needs combination radio-tv newsman-announcer. Send photo, tape, salary requirements, etc, to Box 707G, B•T.

News director for top-rated independent college town of 10,000. Gather-write-air local news. voice and experience necessary. Complete newsroom with mobile units . . . mini-tape and liberal budget. Will pay top salary to a young, hard-working newsman. Send tape, full details and salary requirements to V. K. Melia, Program Director, KAYS, Hays, Kansas.

Continuity writer wanted as soon as possible for 50,000 watt CBS Radio affiliate. Please send complete information in first letter or call KWKH, Shreveport, Louisiana.

News editor-farm reporter-special events. A big job as one-man department. Only men with similar experience need apply. Send all info including experience, education, references, earnings, etc. to KXO, El Centro, Calif.

Radio-television newsman. Experienced, responsible, reporter-editor-broadcaster. No cubs. Send full resume, references, photo and 7½" tape. Expanding news staff. WCAX, Box 608, Burlington, Vermont.

Experienced news man to write and deliver morning news—40 hour week, good pay, but experience necessary. Contact William M. Winn, Program Director, WESB, Bradford, Pa.

Experienced newsman needed now for 10 kw station. Gather, write, air local news. Some general announcing. Good opportunity for right man. Send tape, resume to WPAQ, Mount Airy, N. C.

Local news reporter-announcer. Must have car. WSLB, Ogdensburg, New York.

Experienced personnel needed for all phases of radio and television in all sections of the country. Excellent jobs on file. List with National for just the job you've been looking for. Write, wire or call M. E. Stone, Manager, National Radio and Television Employment service, Fifth Floor, 1627 K Street, N.W., Washington, D. C.

Situations Wanted

Managerial

Manager—chief engineer. Presently employed as chief engineer, desires advancement and more responsibility with reasonable remuneration. 26 years experience all phases broadcast industry. Not a chair warmer but a hustler. Excellent character and technical references. Box 563G, B•T.

Do you need a commercial manager or salesman that can really produce? Not a desk operator but can dig. Proven sales record. Twenty five years selling experience. Available in June, Box 696G, B•T.

Broadcaster, over 20 years experience in management, ownership, all phases, ready for new assignment due to station sale. Open for any connection with industry, station, agency, rep, services, consultant, etc. Highest references. Box 709G, B•T.

Manager: Factual outline detailing successful administrative and personal sales record awaits your request. Documented ability and reputation. A good man looking around. Negotiations confidential. Box 715G, B•T.

Sales manager: Investigate before you invest! Request and analysis my resume. Bonafide facts and figures; top accredited industry reputation; substantiated local/national sales know-how business getting ability. "Don't let a good one get away." Write Box 716G, B•T.

Salesmen

Experienced capable mature salesman. Background of many years includes announcing, sports and managerial. Married. Civic leader. Box 666G, B•T.

RADIO

Situations Wanted—(Cont'd)

Salesmen

Salesman wants to sell for progressive, "on the ball" metropolitan station. Experienced selling local, regional, agency against television and print competition. Salesman, not order-taker. 34 years. Married. One child. Box 683G, B•T.

Salesman—Family man with successful sales record in tangible field wishes to connect with aggressive station in sales capacity. William O. Bauman, 1957 South Wichita, Wichita, Kansas.

Announcers

Question? Where can you find an experienced announcer-disc jockey, single, 26, veteran with pleasing personality and voice, plus broad knowledge of records and artists? Right here! Tape, photo, resume. Box 661G, B•T.

Combo: Five years air. DJ, classics, news. No selling or hillbilly. Now ce, announcer, 1 kw da indie. Veteran. One dependent. Sober, excellent record. Consider all offers including ce-announcer small non da. Want to make permanent move. Salary based cost of living. Available 30 days. References. Box 665G, B•T.

Look! Young radio and television announcer, veteran, currently employed, good sell, pleasant personality, on camera experience. Will accept good job in either radio or television. East. Box 668G, B•T.

Authoritative news/sports. Good pops and concert. Excellent commercial without shouting. Adlib and wry sensayuma. Vocabulary, pronunciation far above average, especially foreign names, places. Some tv. 5 years present station. Widely travelled, sober, family man. Formerly public relations director/general traffic manager domestic airline. Want expansion larger market, morning show, news, sports. Minimum $100 plus sales (or ?). Box 674G, B•T.

Sore throat, can't scream. Imaginative. Warm, friendly DJ pop personality. Effective sell. Excellent adlib, with whimsical humorous approach. Good voice. Authoritative news. Console operation. Versatile. Recent SRT graduate. Box 678G, B•T.

Experienced staff announcer-deejay now available. Tape, resume, highest references. Box 682G, B•T.

Experienced announcer (3 years tv, 5 years radio) desires position in New England area. Married with children. Available for personal interview after June 19th. Box 701G, B•T.

Experienced DJ seeks market of a least 200,000. All types of DJ. Operate board, married, sober, ambitious, veteran. Box 703G, B•T.

Northwest. Available August. First phone. 6 years. Handle anything except sales, maintenance or play-by-play. Box 704G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 710G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced announcer, currently employed, personality without network voice, prefer evening shift. Box 712G, B•T.

Stop—experienced announcer—go-getter salesman, also interested in program directing, preferably indies or new stations—independent radio in blood, but all others considered—very sincere—looking for home for family—study for 1st. Box 713G, B•T.

3 years experience announcer, DJ, sports, news, sales, writer. College graduate. 3rd phone. Relocate. See and hear the '56 DeSota. Basil DeSota, 1801 Coldwater Canyon, Beverly Hills, California.

Recent grad, radio-tv school, draft exempt, college, mature, willing worker. Some experience dj, sports, news. Available immediately. Joseph Grajek, 2127 N. Winchester, Chicago, Ill.

Southeast only—Experienced announcer (staff, dj, board)—now employed with progressive indie—desires permanent work with network affiliate. Bill Gray, 1422 Pennsylvania Ave., Durham, North Carolina.

Announcer, newscaster, pop deejay. Commercial experience; AFRS. College. Radio school. References. Draft exempt. 24, family. Negro. Voice has no dialect. Ed Lova, 2505 Morton, Parsons, Kansas. Phone 2066-R.

Recommended by Pathfinder School of Radio. Girl writer-announcer, traffic, board operator, 3rd ticket, experienced secretary, car, tape available. Jeraldine Freed, 2102 Ashwood Avenue, Nashville, Tenn. CYpress 2-7981. Staff announcer-writer, sales, DJ, newscaster, married, car, 3rd ticket. Bob Lark, 11051 Minden, Detroit, Michigan. Staff announcer, board man, DJ, newscaster, married, car, 3rd ticket. Lowell Lingo, 737 11th Street, N.W., Washington, D. C. ME 8-5255.

Technical

Want transmitter position, have 2 years am time, first phone. Box 671G, B•T.

Engineer. Permanent. S. W. Pa. 4 years experience. First phone. Box 676G, B•T.

14 years broadcast—4 as chief. Experienced all phases construction and maintenance—am and fm—STL operation—directions-remote pick-up etc. Currently vhf, fm communications. Desire spot as chief am or fm. Box 697G, B•T.

Presently employed. Combo man desires to move. Experienced in am-fm station maintenance. Capable of chief's job. Family man. Prefer states boardering Illinois. Must progress. Box 699G, B•T.

(Continued on next page)

DISC JOCKEYS—Immediate Openings!

If you're interested in being with America's most "program-minded" radio group, send your tape. We're expanding again adding WQAM, Miami, Florida, subject to FCC approval. Openings available immediately in all our markets. Interested in bright, smooth pop DJ's—men who sound good at first listen and stay that way. With your tape (inside box) include basic info. If you're good we want to talk business. Do not apply unless you are available immediately (2 weeks). All tapes carefully auditioned and promptly returned. Send all tapes to Todd Storz, President, Mid-Continent Broadcasting Company, Omaha 2, Nebraska.

WDGY	KOWH	WHB	WTIX	WQAM*
Minneapolis-St. Paul	Omaha	Kansas City	New Orleans	Miami

*Pending FCC Approval

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer—salesman. Limited announcing 12 years experience. Employed. Desires eastern location. Box 705G, B•T.

1st phone. 7 years experience chief, construction. Available immediately. Box 706G, B•T.

Programming-Production, Others

3 years news editor and tv newsman, B.A. and post-grad, taught university English, seek solid radio or tv. Equally competent writing and delivery. Box 628G, B•T.

Producer-director with four years experience at creative station—1½ years as studio supervisor—desires opportunity with network or large commercial station—west coast preferred. Expected salary start at $8,000. Box 681G, B•T.

Commercial writer, 5½ years experience in radio and tv, would like position in agency or station. $75 to start. Ellis Babcock, Box 55, Orwell, N. Y. PUlaski 958-F5.

TELEVISION

Help Wanted

Salesmen

Our top radio salesman on a 250 watt fulltime station is making $12,000.00 a year. Want a tv salesman who can match him. Station is an NBC affiliate, uhf, with plenty of power, in a good midwest small market. Almost no competition. Starting draw $350.00 a month with much better than average commission. If you want a chance to make $12,000.00 this is it. If you want a sure thing, better stay where you are. Tell all in first letter. Box 669G, B•T.

Technical

Immediately. Engineer for permanent position with aggressive vhf station capable of operating and maintenance responsibilities. Salary commensurate ability. Box 673G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Need capable cameraman with minimum one year experience on RCA camera. Opportunity to join progressive, growing organization. Box 679G, B•T.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

Colorado independent station needs tv copywriter. Send samples of work and resume of experience, etc., to Box 708G, B•T.

Prominent tv station accepting applications for experienced tv continuity writers. Forward copy samples and complete resume with picture and salary requirements to Steve Briggs, Program Manager, WISH-TV, 1440 North Meridian Street, Indianapolis 2, Indiana.

Situations Wanted

Managerial

Manager/sales manager: You can't top a proven "pro"; but you can buy his experience and know-how. A concise documented quality experience resume is yours for the asking. "Don't let a good one get away". Write Box 714G, B•T.

Announcers

Versatile on-camera announcer earning $7500 in Florida wants relocation in metropolitan market at $10,000 minimum. Solid ten year background with top station, agency references. Will fly anywhere for interview. Box 688G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Technical director—chief engineer seeks permanent connection with large television operation. 18 years experience in administration, construction, operation, allocation of am, fm and tv. Married, age 37. Full resume and references on request. Salary open. Prefer west or southwest, consider all. Box 702G, B•T.

Programming-Production, Others

"Publicity with felicity—adroit in public relations, promotion." Radio network publicity, production. National ad agency. Desirous to work for solvent tv station who wishes progress. 30 years, married, college. Prefer mid or southern U. S. Will be in that region June 8 to July 1. May I call on you? Box 670G, B•T.

Cameraman, switching, floor, music, aiming at producing. Intelligent, capable, young man. Just finished schooling with United Television Corporation. Interested in midwest or western market. Unattached and will relocate. Box 690G, B•T.

Sports/news director . . . 11 year radio-tv currently with basic affiliation doing 15 shows weekly. Sold solid nationally. Prefer western states. Can produce for sports minded station. Experience includes top national coverage, play-by-play, plus heavy emphasis local sports. Will visit you. Box 695G, B•T.

FOR SALE

Stations

Internationally famous southwest resort area. Diversified economy, delightful climate. A single station city. Combo operation, one site. Offered to qualified principals only. $25,000 cash down. Exclusive with Ralph Erwin, 1443 South Trenton, Tulsa.

Rocky Mountain area. Special listing. Active city 10,000 population. Only station. Operated by same owners since original establishment. Now offered for private sale to qualified applicants only. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.



HOME OFFICE
PORTLAND, OREGON

OTHER SCHOOLS

ANYONE INTERESTED

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.

OVER 16,000 SQ. FEET

DEVOTED TO THE **PROPER** TRAINING OF TV PERSONNEL. FOUR SCHOOLS—NATION-WIDE—EQUIPPED WITH 6 COMPLETE CONTROL ROOMS, FIVE COMPLETE IMAGE ORTHICON CAMERA CHAINS. IN THESE MODERN FACILITIES, STUDENTS RECEIVE PRACTICAL TRAINING, PARTICIPATING IN CLOSED CIRCUIT PRODUCTIONS UNDER THE GUIDANCE OF PROFESSIONALS WHO ARE PRESENTLY WORKING IN THE INDUSTRY.



HOLLYWOOD



CHICAGO



WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE—(Cont'd)

Stations

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

BC603 FM receiver (AC) BC604 FM transmitter (12 volt dynamotor) 26.11 Mc crystal. For remote broadcast pickup. Instructions. $70.00 F.O.B. Box 662G, B•T.

New Ampex 350 recorder. Will trade for fm equipment, 250 watt or 1000 watt. Box 693G, B•T.

Three 6 X 8 foot plane reflectors, made by Tower Equipment for sale below cost. New, in crates ready for immediate shipment. Phone, or write, Pete Onnigian, Chief Engineer, KBET-TV, Sacramento, California.

Ampex 450P. Background music equipment. Excellent condition. Available immediately. KBMY, Billings, Montana.

5 kilowatt am Western Electric 5 C modified and now in operation. Two final tubes water cooled. Price includes FCC spares. Buyer would be expected dismantle about June 20. $1500. Crystals for 1360 and 600 kc. Now operating on 600. Also, 250 watt Raytheon, excellent condition. Complete spares and equipped for low or high band. Crystals for 600 and 1360 kc. Quick sales price, $1500. Also, 100 feet 52 ohm coax ¾ inch with end seals $100.00, save $125.00. KCLS, Flagstaff, Arizona.

For Sale: Fm transmitting with 100kw power supply. Offers will be received for equipment in whole or in part. Contact: Ross Utter, WEFM, 135 S. LaSalle, Chicago 3, Illinois. State 2-1358.

Little used ATR, dc to ac inverter, six volt input, 110 volt output, 150-175 watts. Gates model MO2993 audio line amplifier. Contact D. A. Thurston, WIKE, Box 586, Newport, Vermont.

For sale: Collins 300-G, 250 am transmitter. Excellent appearance. Good condition. WKOZ, Kosciusko, Mississippi.

Western Electric 443-A1 broadcast transmitter. 550-2750kcs, 1000 watts. Best offer takes it. Telecom Corp., 82 Lower Main, Matawan, New Jersey.

WANTED TO BUY

Equipment

Low power fm transmitter, frequency and modulation monitor and antenna. Box 692G, B•T.

New 100 watt station, SE North Carolina needs, console, turntables, 150 ft. tower and limiting amplifier. Give full details in reply to WBLA, Elizabethtown, N. C.

Magnecorder wanted at once. State model, condition and price by wire WPDR, Portage, Wisconsin.

Used RCA, Raytheon or Federal tv microwave link, tv master monitor or whatever you have—quote lowest price. Carl Butman, National Press Bldg., Washington, D. C.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

Wanted: Side band analyzer, RCA BWU-5A. State condition, price. P.O. Box 1566, Baton Rouge, Louisiana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

The National Academy of Broadcasting, 3338 16th St., N. W., Washington, D. C. trains and places men and women in excellent jobs as radio and tv announcers, disc jockeys, newscasters, writers and producers. Established in 1934, it has alumni in every state. Write for list of graduates and their jobs. Catalog mailed on request. New term starts June 4.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

Home study or residence course in staff announcing, newscasting, copywriting, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

SERVICES

Owners-managers. Increase your audience and sales with proven news-program-special events-promotion methods that have built and kept metropolitan area indies first above higher power competition. Now available for all markets. Individual recommendations specifically for your operation. Broadcast Advisors. Box 640G, B•T.

RADIO

Help Wanted

EXPANDING -- Southern Regional Network

NEEDS

2 Top producing Station Managers.
4 Seasoned DJ's—must be real air salesmen and tops in their field.
2 Radio and One (1) TV salesmen—Guaranteed Salary PLUS commission.
1 Program Director—DJ combo, with ideas for Music-News-Sports.
1 Strong air selling experienced radio newsman. Permanent and growing.

Top earnings for right men in all positions.

Send Full Details And Photo First Letter, To:
Aaron B. Robinson
THE DIXIE NETWORK
P. O. Box 309
Jackson, Tennessee

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Program Director

With enterprising ability, capable of directing-producing top rated shows. Must be able to select DJ's who are energetic performers worthy of popular appeal. Gifted with the local touch for our metropolitan Ohio market. Only experienced "mike-men" need apply. This job is a position that will require a performance contract for $10,000-$15,000 per year, person who is a steady, reliable and sincere individual, determined to develop successfully in cooperation with our established community station. The above includes talent as a working broadcaster in a featured role. Send confidential qualifying information to

Box 689G, B•T.

Wanted: Top Man For Top Job At Top Station

One of the nation's great stations wants an outstanding program manager with ideas and fire. Wide latitude, exceptional facilities, aggressive management will enable you to set a fast pace and make the whole industry follow you. Big market, wonderful town. Reply in full in complete confidence.

Box 717G, B•T

California Television-Radio Station Promotion Manager

KSBW-TV and KSBW-Radio, Salinas, California . . . needs at once . . . all around top flight promotion, publicity, merchandising manager. Requires complete knowledge of production, newspapers, trade papers, direct mail, point of sale, market and audience research and creative presentations. The man we want has boundless energy and creativity. He may be the artist now working as the second man in a department, but has good copy ideas and all around knowledge. This job offers a good salary plus profit participation and ground floor opportunity in an expanding organization situated in the beautiful Monterey Bay area of California. We also need expert woman secretary with promotion knowledge for same department. Send full information, samples of work, references and photo first letter. KSBW-TV, P. O. Box 1651, Salinas, California.

CAROLINAS

Metropolitan market, regional facility, with past history of earnings but presently suffering under absentee ownership. $99,000 on terms or discount for cash.

Small market daytimer, priced under investment costs at $39,000 total. Terms can be arranged for proven management.

Medium market, fulltime station, middle dial, grossing over one hundred thousand yearly, priced at $135,000 including real estate of some value and accounts receivable. Substantial cash required.

TO BUY OR SELL A STATION IN THE SOUTH, CONTACT

PAUL H. CHAPMAN COMPANY

84 PEACHTREE STREET, ATLANTA, GEORGIA

RADIO

Situations Wanted

Managerial

manager . . .

with 20 years of good experience. Successfully employed for ten years in network executive posts and, for the past ten, managing a major market station. Took this station from insolvency to high earnings; from the bottom of the Hooper ladder to battling for top. Knows programming, promotion, sales management, agency-representative contacts. Salary is not the major factor. If you have the facility and the market, I'll bank my experience on our mutual future. Available immediately. Write in confidence to Box 694G, B.T

FOR SALE

Equipment

Complete RCA Microwave System
0.1 watt—modified for color.
System now in operation.
Available in approximately 60 days.
Make offer. Write Box 672G, B•T.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

WANTED TO BUY

Stations

WANTED IMMEDIATELY

1 to 10 kw station in east, south or southeast in a one to six station market. We are in a position to make immediate settlement for suitable properties.

Connie B. Gay's
Town & Country Network
1122 North Irving Street
Arlington, Virginia
JAckson 5-5067

WANTED TO BUY—(Cont'd)

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

MISCELLANEOUS

NEW YORK TOWN HOUSE AVAILABLE

Cool, elegantly furnished ten room house with garden, for summer sublet. Unusually charming Manhattan brownstone, air-conditioning, spacious, high ceilinged rooms. Two kitchens, two tv sets, Victorian fire places (interior has been photographed by national magazine). June 1st to October 1st. $500 monthly. Call Plaza 1-0900, Ext. 21, or write Kay Daly, 488 Madison Avenue, New York 22, N. Y.

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisment in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

FOR THE RECORD

(Continues from page 110)

control to **John R. Woodroofe** and **Dorothy W. Woodroofe. Paul A. Schumacher** and **Erma H. Schumacher,** equal partners with Woodroofes, are dropping out of corporation. Filed May 29.

Hearing Cases . . .

FINAL DECISION

San Antonio, Tex.—FCC granted Mission Telecasting Corp. cp for new tv to operate on ch. 12 in San Antonio and denied competing application of The Walmac Co. By separate orders, it also (1) denied petition by Walmac to reopen record, and (2) made editorial changes in oral argument transcript. Action May 23.

INITIAL DECISION

KFMB San Diego, Calif.—Hearing Examiner Elizabeth C. Smith issued Initial Decision looking toward grant of application of Wrather-Alvarez Bcstg. Inc. for cp to change operation of KFMB from DA-2 to DA-N. Action May 24.

OTHER ACTIONS

WSLA (TV) Selma, Ala.—FCC denied petition by Air Transport Assn. to review denial by hearing examiner of motion by that association to make aerial flight over site of tv tower proposed by WSLA (TV) in proceeding involving its application for mod. of cp. Action May 24.

South Georgia Bcstg. Co.; WBHB Fitzgerald, Ga.—FCC designated for consolidated hearing competing applications. (South Georgia for new am to be operated on 1380 kc, 5 kw D, and WBHB to change to same facilities from 1240 kc, 250 w unl.) Action May 23.

Hearings—FCC designated for consolidated hearing following am applications: Middlesex Bcstg. Corp. to increase power of **WTAO Cambridge, Mass.,** from 250 w to 1 kw on 740 kc, D; Princess Anne Bcstg. Corp. for new station on 740 kc, 1 kw D, in Virginia Beach Va.; Huntington-Montauk Bcstg. Co. to change location of **WGSM Huntington, Long Island** to Deer Park, Long Island, and operate on its present frequency of 740 kc, 1 kw D; Winslow Turner Porter for new station on 730 kc, 500 w D, in Bath, Me., and Television & Radio Bcstg. Corp. for new station on 730 kc, 250 w D, in Hyannis, Mass.; made **WHEB Portsmouth, N. H., WNBL Moorehead City, N. C.,** and **WVCH Chester, Pa.,** parties to proceeding; in event of favorable action to either Princess Anne or WTAO, application will be returned to pending file until ratification and entry into force of new NARBA. Actions May 29.

Citizens Bcstg. Co., Terre Haute, Ind.; Salem Bcstg. Co., Salem, Ill.—FCC designated for consolidated hearing mutually exclusive applications for new am stations to be operated on 1350 kc, 500 w D; made **KCHR Charleston, Mo.,** party to proceeding. Action May 29.

Booth Radio & Tv Stations Inc.; Knorr Bcstg. Corp., Lansing, Mich.—FCC designated for consolidated hearing competing applications for new am to be operated on 730 kc, 500 w D; made **WGN Chicago, Ill.,** party to proceeding. Action May 23.

WHVR Hanover, Pa.—Designated for hearing application to increase D power from 1 kw to 5 kw and install DA-2, continuing operation on 1280 kc, 500 w N; made **WSUX Seaforth, Del.,** party to proceeding. Action May 23.

Bill Mathis; Key City Broadcasters, Abilene, Tex.—FCC designated for consolidated hearing applications for new am to be operated on 1280 kc, 500 w D; made **KTRN Wichita Falls,** party to proceeding. Action May 29.

KRGV-TV Weslaco, Tex.—By Memo Opinion and Order, FCC dismissed protest and petition filed by H. C. Cockburn directed against FCC action of April 4 in granting consent to relinquishment of positive control of KRGV-TV

DISC JOCKEY'S ANNOUNCERS

We'll roll out the red carpet IF!!

Yes *if* you have ability. We want the fellow who reads a better commercial, who runs a better show. Opportunity unlimited with Erie Pennsylvania's No. 1 Station, top-rated for years. Slick independent format, exciting mobile unit news & plenty of action. SALARY IS TOPS AND THERE'S PROFIT SHARING TOO!

Let us hear YOU!! Extra Special opening for jockey with teen-age appeal. Rush tape direct to—

Myron Jones, President
The JET Broadcasting Co.
Erie, Pennsylvania

WJET
in
Pennsylvania's
3rd City

through sale of 50% of stock to the LBJ Co. Granted May 29.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting January 30, 1941.

Change List #102 **April 30, 1956**

1320 Kc

Burlington, Ont.—(New), 500 w D. Class III. Delete assignment.

Routine Roundup . . .

May 24 Decisions

Broadcast Actions
By the Commission
Renewal of Licenses

Following were granted renewal of licenses on regular basis: **WAPL Appleton, Wis.; WATK Antigo, Wis.; WBBM-AM-FM Chicago, Ill.; WBEV Beaver Dam, Wis.; WCFL Chicago, Ill.; WEAU-AM-FM Eau Claire, Wis.; WEDC Chicago, Ill.; WEMP-AM-FM Milwaukee, Wis.; WGES Chicago, Ill.; WGEZ Beloit, Wis.; WHFC Cicero, Ill.; WHVF Wausau, Wis.; WIND Chicago; WKRS Waukegan, Ill.; WMOK Metropolis, Ill.; WOKW Sturgeon Bay, Wis.; WPEO Peoria, Ill.; KWAD Wadena, Minn.; KBIX Muskogee, Okla.; KBYE Oklahoma City, Okla.; KGFF Shawnee, Okla.; KIUL Garden City, Kan.; KOIL Omaha, Neb.; KSID Sidney, Neb.; KUSH Cushing, Neb.; KWBW Hutchinson, Kan.; KWOE Clinton, Okla.; WTVX Muskogee, Okla.; WFPL Louisville, Ky.; KXGN Glendive, Mont.; KDHL Fairibault, Minn.; KLIZ Brainerd, Minn.; KCUE Red Wing, Minn.; WCAP Helena, Mont.**

May 25 Decisions

ACTIONS ON MOTIONS

By the Commission

WHAS Louisville, Ky.—FCC, on petition by WHAS Inc., and Deep South Bcstg. Co., extended from May 31 to July 2 time for filing comments in proposal to amend Parts 1 and 17 to locate tall radio towers on "antenna farms," with rebuttal comments to be filed within 20 days thereafter. Action May 24.

By Commissioner Robert T. Bartley

KWBU Corpus Christi, Tex.—Granted petition by KWBU for extension of time to May 28 to file response to comments by Broadcast Bureau regarding KWBU's petition to clarify and mod. issues in proceeding on applications of **KOB Albuquerque, N. M.**, for mod. of cp, license to cover cp and authority to determine operating power by direct measurement. Action May 22.

Sterling, Ill.—Granted petition by Blackhawk Bcstg. Co., Sterling, for extension of time to June 4 to file exceptions and request for oral argument in am proceeding. Action May 22.

By Chief Hearing Examiner James D. Cunningham

Fresno, Calif.—Granted petition by **KBIS Bakersfield, Calif.**, for leave to intervene in am proceeding re B. L. Golden, Fresno; only to question of whether KBIS will suffer objectionable interference from operation proposed by Golden. Action May 22.

WDUX Waupaca, Wis.—On joint oral request of all parties, continued hearing from May 28 to July 16 re application for mod. of cp of WDUX. Action May 22.

By Hearing Examiner Herbert Sharfman

Tijuana, Mexico—Granted motion by Wrather-Alvarez Bcstg. Inc. to correct transcript re applications of American Bcstg.-Paramount Theatres Inc. to transmit programs to station **XETV Tijuana**. Action May 22.

By Hearing Examiners James D. Cunningham and Herbert Sharfman

WKNB-TV New Britain, Conn.—On own motion, with consent of parties, continued hearing conference from May 25 to June 8 re proceeding on applications of WKNB-TV for mod. of cp and transfer of control to NBC. Action May 24.

May 25 Applications

Modification of Cp
Accepted for Filing

KEOR Enterprise, Ore.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WATR-TV Waterbury, Conn.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KSYD-TV Wichita Falls, Tex.—Seeks mod. of cp which authorized new tv) for extension of completion date to Nov. 19.

License to Cover Cp

WEMB Erwin, Tenn.—Seeks license to cover cp which authorized new am.

WNVA Norton, Va.—Seeks license to cover cp which authorized change in frequency, increase in power and change in ant.-trans. location.

Renewal of Licenses

KRUM Ballinger, Tex.; KMIL Cameron, Tex.; KUNO Corpus Christi, Tex.; KRIS Corpus Christi, Tex.; KDDD Dumas, Tex.; KURV Edinburg, Tex.; KSET El Paso, Tex.; KCTI Gonzales, Tex.; KGRI Henderson, Tex.; KXYZ Houston, Tex.; KSEL Lubbock, Tex.; KCRS Midland, Tex.; KRWS Post, Tex.; KMAC San Antonio, Tex.; KSNY Synder, Tex.; KTLW Texas City, Tex.

May 29 Decisions

BROADCAST ACTIONS
By the Broadcast Bureau
Actions of May 25

WPVL Painsville, Ohio—Granted license for am station.

Actions of May 23

WNEG Toccoa, Ga.—Granted license for am station.

WARU Peru, Ind.—Granted license covering an increase in power.

WCAT Orange, Mass.—Granted license for am station and specify studio location at Brookside Rd., Orange.

KTCS Fort Smith, Ark.—Granted license for am station.

WEAV Plattsburg, N. Y.—Granted extension of completion date to 10-19-56.

Actions of May 22

WBAP-FM Fort Worth, Tex.—Granted license covering changes in licensed fm station.

WCBI-TV Columbus, Miss.—Granted extension of completion date to 12-12-56.

KGDM Stockton, Calif.—Granted authority to operate trans. by remote control.

WCHK Canton, Ga.—Granted extension of completion date to 10-1-56.

Actions of May 21

WLAC-TV Old Hickory, Tenn.—Granted license for tv station.

WBLR Batesburg, S. C.—Granted authority to operate trans. by remote control.

WMOD Moundsville, W. Va.—Granted authority to operate trans. by remote control.

May 29 Decisions

Broadcast Actions
By the Commission
Renewal of Licenses

Following stations were granted renewal of licenses on regular basis: **KROX Crookston, Minn.; KPIG Cedar Rapids, Iowa; KSWI Council Bluffs, Iowa; KCBC Des Moines, Iowa; KCKN Kansas City, Kan.; KCLC Leavenworth, Kan.; KFOR Lincoln, Neb.; KIND Independence, Kan.; KLCO Poteau, Okla.; KVSO Ardmore, Okla.; KWBB Wichita, Kan.; WNUR Evanston, Ill.; KOTV Tulsa, Okla.; WIBW Topeka, Kan.; KAWL York, Neb.; KTOP Topeka, Kan.; KTOW Oklahoma, City, Okla.**

May 29 Applications

Accepted for Filing
License to Cover Cp

WNES Central City, Ky.—Seeks license to cover cp which authorized new am tower and side mount proposed fm ant. Filed May 29.

KANE New Iberia, La.—Seeks license to cover cp which authorized change in ant.-trans. location.

WFOB Fostoria, Ohio—Seeks license to cover cp which authorized making changes in DA-D. Filed May 29.

WBLR Batesburg, S. C.—Seeks license to cover cp which authorized new am.

KBUS Mexia, Tex.—Seeks license to cover cp which authorized new am.

WBNS-TV Columbus, Ohio—Seeks license to cover cp which authorized changes in facilities of existing tv and correction of geographical coordinates.

WLRK DeKalb, Ill.—Seeks license to cover cp which authorized change in ant.-trans. location and to delete remote control operation.

KLOS Albuquerque, N. M.—Seeks license to cover cp which authorized new am.

WCDL Carbondale, Pa.—Seeks license to cover cp which authorized change in frequency, increase power, and change hours of operation.

WKCR-FM New York, N. Y.—Seeks license to cover cp which authorized new educational fm.

WFAM-TV Lafayette, Ind.—Seeks license to cover cp which authorized new tv.

Modification of Cp

WKNY-TV Poughkeepsie, N. Y.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 24.

Renewal of Licenses

KTSM El Paso, Tex.; KPAT Pampa, Tex.; KJET Beaumont, Tex.; KTRM Beaumont, Tex.; KBST Big Spring, Tex.; KWHI Brenham, Tex.; KEYS Corpus Christi, Tex.; KDSX Denison-Sherman, Tex.; KROD El Paso, Tex.; KLUF Galveston, Tex.; KTRH Houston, Tex.; KENN Kenedy-Karnes City, Tex.; KINE Kingsville, Tex.; KLVT Levelland, Tex.; KDUB Lubbock, Tex.; KDAV Lubbock, Tex.; KTRE Lufkin, Tex.; KMLW Marlin, Tex.; KPDN Pampa, Tex.; KOLE Port Arthur, Tex.; KOSA Odessa, Tex.; KCOR San Antonio, Tex.; KITE San Antonio, Tex.; KXOX Sweetwater, Tex.; KVOU Uvalde, Tex.; KNAL Victoria, Tex.; KVIC Victoria, Tex.; WACO Waco, Tex.; KWTX Waco, Tex.; KSYD Wichita Falls, Tex.; KREL-FM Baytown, Tex.; KRIC-FM Beaumont, Tex.; WRR-FM Dallas, Tex.; KRLD-FM Dallas, Tex.; KTRH-FM Houston, Tex.; KONO-FM San Antonio, Tex.; KISS (FM) San Antonio, Tex.

Renewal of License Returned

KXOL Fort Worth, Tex.

Remote Control

KAKE Wichita, Kan.; WKCR-FM New York.

UPCOMING

JUNE

June 4: Idaho Broadcasters Assn., Saratoga Hotel, Caldwell.

June 4: BMI Clinic, Caldwell, Idaho.

June 6: BMI Clinic, Great Falls, Mont.

June 7-8: Visual Communications Conference, Waldorf-Astoria Hotel, New York.

June 8: BMI Clinic, Detroit Lakes, Minn. (Note: tri-state clinic for North Dakota, South Dakota, and Minnesota).

June 10-12: Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.

June 11: BMI Clinic, Salt Lake City, Utah.

June 11-15: Senate Commerce Committee to hear tv networks on affiliation policies.

June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.

June 13: BMI Clinic, Sheridan, Wyo.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

June 14: Colorado Broadcasters—Telecasters Assn., Stanley Hotel, Estes Park.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

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☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

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company name

address

city *zone* *state*

Please send to home address — —

Monopolists, Do-Gooders or Neither?

DEPENDING upon which side one listened to, it has been possible lately to learn that television networks are (1) vicious monopolies seeking to subjugate television to their own commercial gain and (2) benevolent charities whose only wish is to spend their last cent in elevating the culture of America.

Television networks are neither, but you would never find that out from reading the more intensely partisan among the exchanges of the past fortnight. The argument over the position of the networks in the contemporary television world is showing signs of degenerating into name-calling.

That is too bad, for there is evident need of lucid discussion.

There can be no doubt that broadcasting networks today are facing the most severe attacks since those which led to the FCC adoption and the Supreme Court affirmation of the Chain Broadcasting Rules in the early 40s. The networks are being shot at from many sides: from an articulate spokesman for an independent television station, from film distributors, from Congress, from the FCC, and, most disturbingly of all, from the Dept. of Justice, which has had agents on the prowl in search of possible antitrust violations. Under such circumstances, it is pertinent to inquire what all the shooting is about and whether it is directed at a proper target.

The answer to this question is necessarily complex and cannot be reached without extensive study by appropriate agencies. We do not think the answer will be obtained from the issuance of news releases.

If the networks are operating in violation of the antitrust laws, that is a matter for the courts to decide.

If the networks are so dominating television as to require a revision of FCC rules, that is a matter for the FCC to decide.

If the networks have grown too big for the FCC to handle, that is a matter for the Congress to decide.

But none of these decisions can or should be reached without the most earnest and objective investigation.

And none should be reached without a thorough study of the great contributions which networks have made to the development of television and to its continuing expansion as a prime vehicle of advertising, entertainment and information.

We would also hope that no investigation would ignore the principal factor now inhibiting television competition: the scarcity of competitively comparable facilities. This is a temporary factor which, there is at least faint reason to hope, will be corrected by FCC action. If there is network dominance of the television market today, it exists because of limited station assignments in key cities. An expansion of station accommodations would radically change the competitive patterns in tv.

Broadcasting's Crying Need

BROADCASTING'S most urgent need today is a national public relations project. It is for a project that affirmatively will extol radio and television and the people behind them.

After a generation of radio and a decade of television, broadcasters still find themselves on the defensive. They are sitting ducks for the reformers, the politicians and the competitive forces that begrudge broadcasters their share of the advertising dollar.

Broadcasters have never learned to use their own media to sell themselves, except on special occasions like National Radio Week and the upcoming National Television Week. But that's only part of the front on which broadcasters fail to function.

When a do-gooder or a senator upbraids broadcasting for so-called overcommercializing, or for some other purported deviation, newspapers play the story to the hilt. The chain reaction begins. Members of Congress pick it up. It permeates the state legislatures. School boards, parent-teacher associations and the Gushing Gulch Bible Class let go.

Then comes the defense. A "spokesman" issues a statement in defense of radio or television. If the reply gets into the public prints it is usually because some telegraph editor slipped. It rarely gets on the air. Thus, the effort to defend, coming after the attack, seldom overtakes the innuendoes or the half-truths of the allegation. That, in the parlance of public relations, is a "bad press."

A few days ago [B•T, May 28] the Assn. of Better Business Bureaus released figures showing that in 1955 both radio and television were far behind newspapers in the number of advertisements requiring contact with advertisers or referrals to authorities. Of 19,618 consumer complaints warranting follow through, 17,829 appeared in newspapers. Only 474 were on radio and 356 on tv.

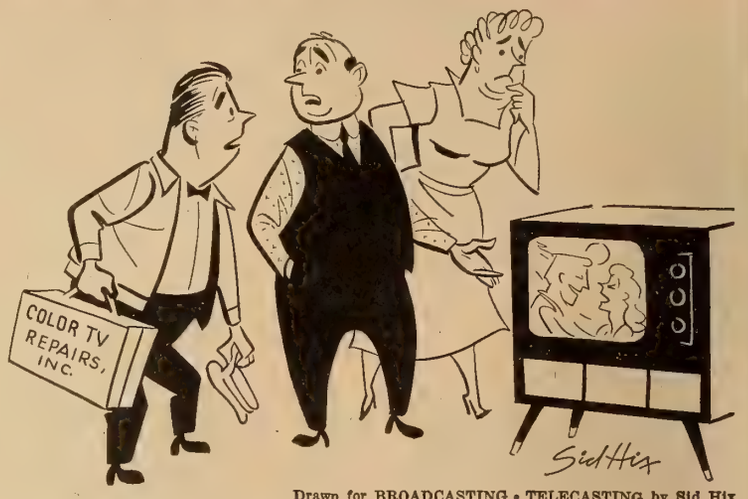
Did you read this in the newspapers? Did you hear it on the air?

We wonder how many broadcasters realized that their own hands were so much cleaner than those of newspaper competitors? (This is not to condone any bait-switch on the air, for even a single instance is one too many.)

Admitting the crying need for a public relations program, the question arises as to how it best can be undertaken.

The job cannot be done defensively, parrying each attack as it occurs. The whole assignment cannot be handled from Washington, although it could be directed from that headquarters city. The programming and talent centers are in New York and Hollywood. The public is interested in news from these points. That's why most columnists and the writers headquarter in those cities.

Broadcasters ought to have the best available public relations counsel. They should be independent contractors experienced in the methods of New York and Hollywood, as well as Washington, and should function under the aegis of NARTB. The NARTB board meets in Washington June 21-22. It should proclaim that every week should be National Radio *and* Television Week. It should activate plans for an overall day-in-day-out public relations program. There is no more urgent topic on its agenda.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"We wonder where the yellow went!"

The Blue Book Fades

AN ACTION of great significance was taken the other day by the FCC, and was handled as routine. The Commission dismissed, without comment or fanfare, renewal citations against 17 stations in Wisconsin and Illinois alleging program "imbalance" and purported overcommercialization.

The action is important because these citations were seen as the harbinger of another "Blue Book" wherein the FCC might attempt again to use the back door of license renewal as a means of imposing censorship. When the 17 stations were cited late last year, we warned of the implications in these columns. Later, we urged that the entire renewal procedure be reviewed; that the FCC should quit counting spot announcments and that its definitions of what does or does not constitute public service programming should be rescinded or at least revised.

At the NARTB convention in Chicago in April, the FCC, in a panel discussion, agreed that its renewal forms should be amended to make them less onerous and more realistic. Thereafter, the Committee on Radio & Television Broadcasting of the Advisory Council on Federal Reports, in conjunction with the Bureau of the Budget, got together. Last week, Chairman McConnaughey of the FCC named a staff committee to work with the Budget Bureau and Government-Industry Committee on renewal modifications.

The FCC action, expunging from the records the renewal citations against the 17 stations which had been on the hook, is a most encouraging sign. It seems to substantiate the FCC's good faith in seeking a swift solution of the renewal problem and avoiding the dangerous course that led to the Blue Book a decade ago.

WBAL

the station programmed UP..... to a standard never DOWN to a price!

WBAL • 50,000 watts • 1090 on your dial NBC



Measure
Of a Great
Radio Station

Nationally Represented by The Henry I. Christal Co. Inc.



Whizzo's Wonderland

11:00 AM — 12 NOON
MONDAY through FRIDAY

KMBC-TV Channel 9

KANSAS CITY'S SUPER TROUPER!



BIG GUY WITH THE SMALL FRY! That's Whizzo the Clown—the highest Nielsen-rated kid personality, network or local, in Kansas City daytime television. In fact, Whizzo's spectacular variety show outrates *every daytime program* on either of the competing stations and ranks second in ratings only to the fabulous early-evening "Mickey Mouse Club," also a KMBC-TV feature!

Okay, so Whizzo has the audience—but can he sell? Here's one sponsor's experience:

> Hill Brothers Self-Service Shoe Stores, a local chain, bought a total of five experimental spots to run one a day for a week. After only two spots had run, they put Whizzo on a TF basis. After a total of seven spots had been delivered, results were so amazing that Hill Brothers signed a firm 52-week, 260-time contract. Sales went so well that they added a special half-hour exclusive sponsorship on Saturdays . . . and 30 minutes after the completion of the first show, they extended the Saturday program to a full hour.
>
> During their first week on the air, Hill Brothers executives reported a total of over a thousand people had mentioned the Whizzo show to store employees in their five retail outlets. At a single in-person store appearance, Whizzo drew an audience of 4,000 youngsters and adults! (In five months of KMBC-TV, Hill Brothers have now expanded to nine stores).

There are still a few participations available on "Whizzo's Wonderland." If you'd like to reach 81,900 peak viewing families at a ridiculously low cost per thousand, better get your name on the dotted line today. Peters, Griffin, Woodward, Inc. can supply a contract!

FOOTNOTE: Whizzo is just one of the KMBC-TV personalities who have made Channel 9 number one in average share of audience from sign-on till sign-off—seven days a week! (Source: Nielsen Survey covering Jan. 8 through March 10.)



See Peters, Griffin, Woodward, Inc. for availabilities.

the SWING is to **KMBC-TV**

Kansas City's Most Popular and Most Powerful TV Station

"Basic ABC-TV Affiliate"



DON DAVIS, First V-P and Commercial Mgr.
JOHN SCHILLING, V-P and General Mgr.
GEORGE HIGGINS, V-P and Sales Mgr.
MORI GREINER, Director of Television
DICK SMITH, Director of Radio

...and in Radio, it's **KMBC** *of* **Kansas City—KFRM** *for* **the State of Kansas**

JUNE 11, 1956

35c PER COPY

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CA 21-Inch Colorset
Priced at $495
Page 95

25TH year

THE NEWSWEEKLY OF RADIO AND TV

60 seconds is all it takes...



First trial of Westinghouse air brakes. Engine stops on crossing saving horse and buggy rider.

After watching two trains try to stop, but collide, George Westinghouse thought there must be a more efficient way to stop moving trains. In a flash of inspiration perhaps taking no more than 60 seconds, he had an idea—*Why not use compressed air?*—Thus a new safety principle in locomotion was born!

Today, to start and stop your ad campaign *when and where* you want to—to get your product highballing to greater sales—60 seconds is all it takes on Spot Radio.

It costs *less* to reach *more* of *your* potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of *your* choice. 60 seconds—or *less*—is all it takes to sell *your* product with the right, bright buy—Spot Radio.

WSB . . . Atlanta . . . . . NBC
WFAA* . Dallas, Fort Worth . . . . . NBC, ABC
WIKK . . Erie . . . . . NBC
KPRC* . Houston . . . . . NBC
WJIM . . Lansing . . . . . NBC, ABC
KARK . . Little Rock . . . . . NBC
WISN . . Milwaukee . . . . . ABC

KSTP . . . Minneapolis, St. Paul . . . . NBC
WTAR . . Norfolk . . . . . CBS
WIP . . . Philadelphia . . . . . MBS
WRNL . . Richmond . . . . ABC, MBS
KCRA . . Sacramento . . . . . NBC
WOAI* . San Antonio . . . NBC, ABC

KFMB . . San Diego . . . . . CBS
KMA . . . Shenandoah (Iowa) ABC
KTBS . . . Shreveport . . . . . NBC
KVOO . . Tulsa . . . . . NBC
ABC . . . Pacific Radio Regional Network

* Also represented as key stations of the TEXAS QUALITY NETWORK

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

KVTV's Talent Team

Sells Sioux City



homemaker

Jan Voss

Hostess on KVTV's Open House and the *Homemaker* home makers rely on — with sales results to prove it.



weatherman

Conrad Johnson

Mr. Weather in the 3-state KVTV area. Continually sponsored, 5 days a week, by the same advertiser for over three years.



news editor

Austin Schneider

Consistently first with the *News* in Sioux City. A news show that lends authority to your sales message.



women's feature editor

Joyce O'Connor

"At Home" with Joyce O'Connor is filled with helpful "how-to's" for homemakers, women's news, fashions, and decorating ideas that make sales and faithful listeners.



sports editor

Les Davis

Dean of sportscasters in the rich Siouxland Market and an outstanding sports figure in his own right.



cowboy

Canyon Kid

Jim Henry, the genial Kid's Kowboy with a faithful retinue of sidekicks. Sioux City's only daily children's participation show.

Dominant in All Departments*

NETWORK	SYNDICATED	PERSONALITIES
34 of the top 35 Network shows	9 of the top 10 Syndicated shows	All of the top 32 local live shows

** Mid-February Sioux City Telepulse.*

CBS • ABC

KVTV Channel 9

SIOUX CITY, IOWA

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.

See Your Katz Representative

LARGE
LARGE
LARGE
LARGE

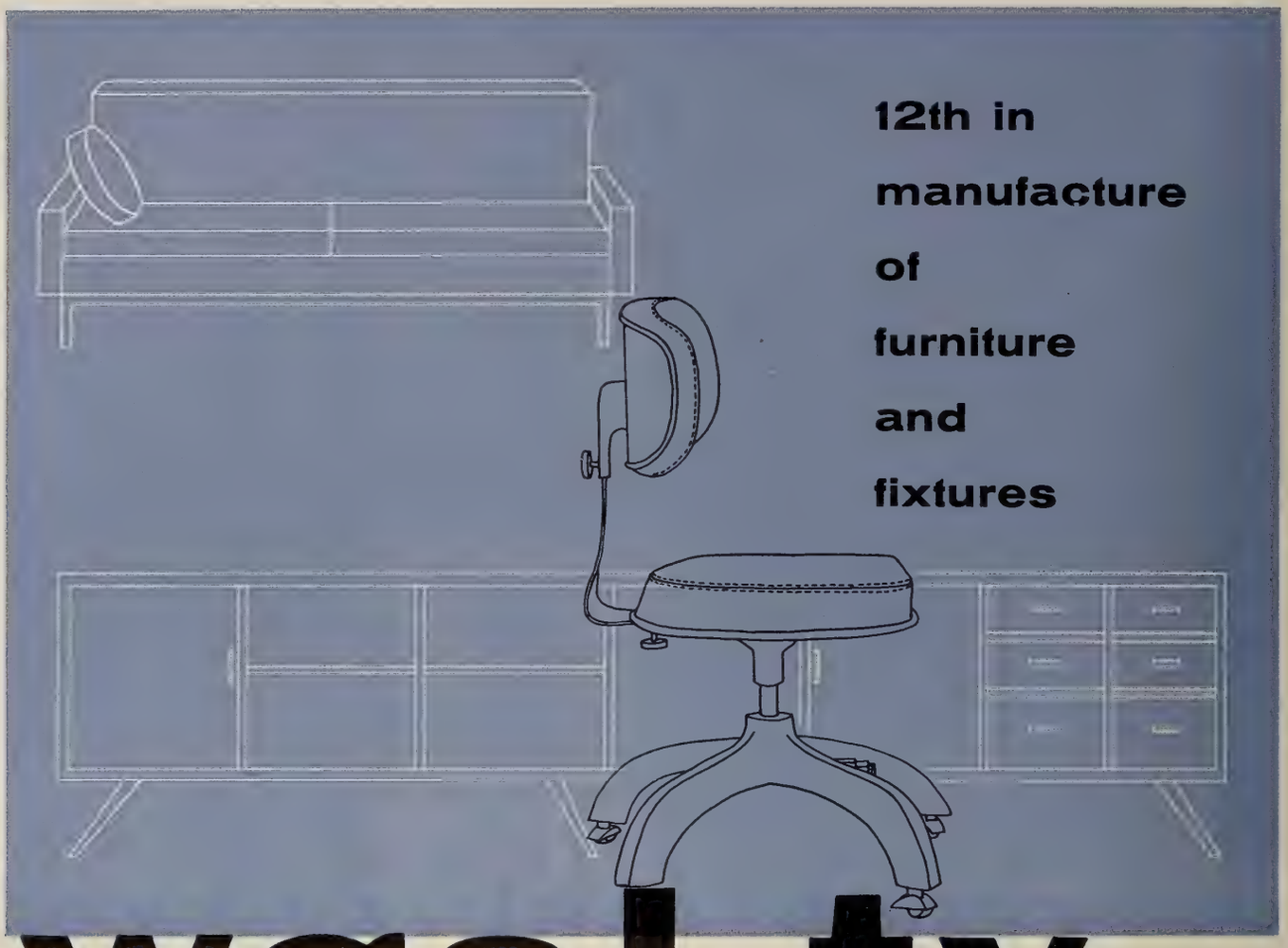
TERRE HAUTE IS A LARGE TV MARKET!

LARGE
LARGE
LARGE
LARGE

WTHI-TV
CHANNEL 10
Terre Haute, Ind.

You can obtain more information from THE BOLLING CO., New York and Chicago

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



wgal-tv

LANCASTER, PENNA.

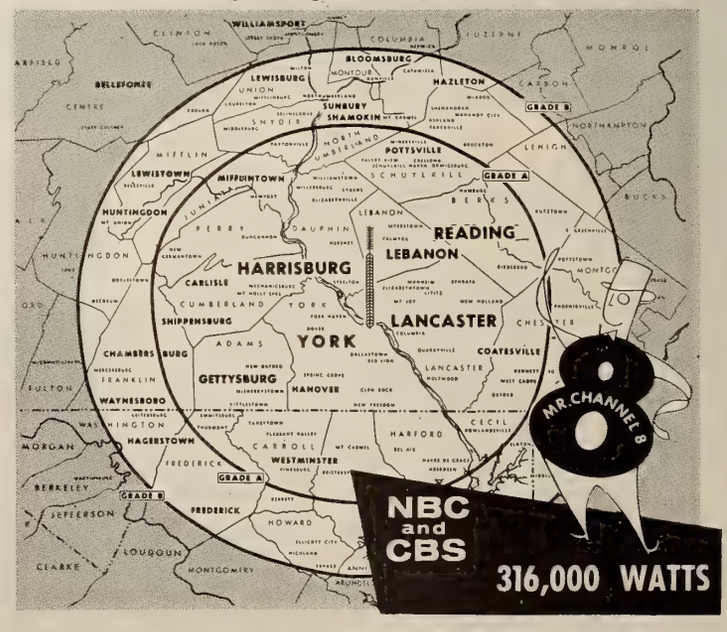
NBC AND CBS

Among the television markets foremost in the manufacture of furniture and fixtures, the Channel 8 Multi-City Market ranks twelfth, based on the production figures for America's top 100 counties (*SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956*) This is just one of the many widely diversified industries which make the WGAL-TV Channel 8 market a *buying* market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York Los Angeles
Chicago San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit.

MR. SMITH GOES TO TOWN? • If Paul C. Smith, its dynamic president, has his way, Crowell-Collier will become most comprehensive communications combine in history. He has plans to build organization encompassing magazine and book publishing (already in the fold), radio and television (nearly $20 million in station purchases awaiting FCC approval), newspapers (which he hopes to afford after beefing up company's profits) and even motion pictures. Mr. Smith envisions fabulous cross-pollinization among future properties: i.e., major stories created for magazines would be reworked as radio and tv programs, as books and as movies.

B•T

HOW FAST Crowell-Collier expands will hinge largely on success of its venture into broadcasting. President Smith is looking for top executive to run subsidiary which will operate stations and create and syndicate programs. Mr. Smith is counting heavily on broadcasting subsidiary for rapid build-up of company's income and net which would make financing of further development easier.

B•T

COLOR FILM • NBC has been blowing alternately hot and cold on acquisition of Technicolor feature backlog of Metro-Goldwyn-Mayer with eye to plans for expanding color operations next fall. Prospect is that film would be used to help swing owned-and-operated KRCA (TV) Los Angeles and WRC-TV Washington to full-color schedule within year similar to WNBQ (TV) Chicago.

B•T

ONE reason FCC commissioners aren't too keen about deintermixture was realization that only about 15 cities could be deintermixed (made all uhf or all vhf, even permitting single existing vhf outlet to remain in uhf market) without getting into chain reaction that could lead to major upheavals throughout country. This is just too few to be worthwhile, is feeling among majority on FCC.

B•T

MIAMI PURCHASE • WWPB Miami 250 watter (full time) is being purchased from Paul Brake, 100% owner, by William M. O'Neil, former owner of WJW Cleveland, for approximately $175,000. Mr. O'Neil was among bidders for WQAM, recently sold by *Miami Herald* to Todd Storz for $850,000. Mr. O'Neil, now Miami resident, would be president-general manager of WWPB upon FCC approval of transfer. Associated with him as minority stockholder will be William Lemmon, former executive vice president of WJW. Mr. O'Neil is son of W. O'Neil, president of General Tire & Rubber Co. which, in turn, owns RKO Teleradio Pictures Inc. and associated operations, including control of Mutual. He is not identified, however, with Teleradio operations. WWPB, established in 1947, is on 1450 kc.

B•T

NOT announced after NARTB Tv Code Review Board's meeting last week is proposal to clear up one of code's foggiest paragraphs. This covers back-to-back announcements at station breaks and will conform to prevailing industry practice of using identification spots between announcements. Present language (Par. 6 Time Standards) would appear to condemn i.d. spots between announcements. Amendment will be submitted to NARTB's Television Board next week.

B•T

MULTIPLE OWNERSHIP • Concerned over prospect that Congress might grab ball on multiple ownership rule, FCC last week discussed possible revision of existing regulation which arbitrarily limits ownership of broadcast stations to seven in each category (am-fm-tv, with not more than five vhfs to customer). It's understood Comr. John C. Doerfer suggested Commission consider rescinding existing limitation, and substituting rule based on population limit of 25% rather than number of stations. Bricker bill (S 3859) introduced in Senate, and companion O'Hara bill (HR 10524) would substitute 25% of population coverage limitation. Further FCC consideration slated for this week.

B•T

THOMAS F. O'NEIL's RKO Teleradio Pictures, already in radio-tv, motion pictures and record business, may next expand into legitimate theatre with RKO Radio Pictures converting top feature hits of past years into Broadway ventures. Mr. O'Neil and 11 other board members of parent General Tire & Rubber were in Hollywood last week, inspected revitalized RKO lot.

B•T

AFFILIATES' INNING • CBS-TV network affiliates to appear before Senate Commerce Committee on tv investigation June 18 will represent cross-section of outlets from big city stations to EMP outlets, uhf as well as vhf, in one, two, three and four station markets. Kicking off presentation will be John S. Hayes, president, Washington Post Broadcast Division (for WTOP-TV Washington and WMBR-TV Jacksonville), who proposes to answer explosive testimony of Richard A. Moore, KTTV Los Angeles, chapter and verse; August C. Meyer, WCIA-TV Champaign, Ill.; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex.; John S. Cohan, KSBW-TV Salinas-Monterey, Calif.; H. Moody McElween Jr., WNOK-TV Columbia, S. C., and Donald W. Thornburgh, WCAU-TV Philadelphia. Counsel is Ernest W. Jennes, Covington & Burling, Washington. Pitch will be that network and affiliates constitute partnership and that affiliates would suffer irreparable injury if current business relations were unduly interfered with.

B•T

ONE question expected to be popped during testimony of tv network presidents before Senate Commerce Committee this week is whether networks have been living up to advice contained in NARTB political broadcasting manual. It's understood Democratic National Committee has been unable to get commitments for paid time from at least one network, and Democratic Senators want to know why.

B•T

NETWORK QUESTIONS • After talking with top network brass in New York last week, Senate Commerce Committee staff experts agreed to modify 4½ page questionnaire in number of particulars, which presumably would make it less onerous. Committee majority counsel Kenneth Cox and communications expert Nicholas Zapple after sessions agreed that some answers would be deferred until Aug. 15 but that questions nevertheless would be asked at hearings this week at which network heads will testify (see page 28). Instead of seeking complete breakdowns on programming, syndication, spot billing, representation and other operations for one year, it was agreed that typical week would reflect data.

B•T

WM. WRIGLEY Jr. Co. has definitely decided not to renew CBS-TV's Gene Autry Show *after July 7 after six years' association with cowboy on television* [AT DEADLINE, *June 4*]. *Reason: Network wants gum company to extend station lineup substantially. Wrigley has made "no other radio-tv commitments at this time" beyond retention of CBS Radio time for new Pat Buttram series, also replacing Mr. Autry. Thus, fabulous Wrigley-Autry association (for 16 years) comes to end.*

B•T

POLICY PROBLEM • Resignation of Frank P. Schreiber as vice president-general manager of WGN Inc., after 38 years with Chicago Tribune company, and appointment of Ward L. Quaal, Crosley Broadcasting executive, as his successor, reportedly stems from differences in operating policies of Tribune organization since death last year of Col. Robert R. McCormick. Mr. Schreiber had reported directly to Col. McCormick. *Tribune* now is directed by Chesser Campbell, president-publisher; J. Howard Wood, vice president-general manager and president of WGN Inc., and W. D. Maxwell, editor. (See story page 81.)

B•T

WICK CRIDER, who resigned as vice president in charge of radio and television of Kenyon & Eckhardt, New York, is expected to join Young & Rubicam, New York, early this summer in executive capacity.

second thoughts

Herewith some random thoughts on being second in average daytime audience in Minneapolis-St. Paul.

- Feels good. Much better than 4 months ago, before Mid-Continent took over with new music, ideas, news.
- WDGY has momentum. New Hooper shows gain again—to 19.1% all-day average.*
- Notice wider audience gap between WDGY and Nos. 3, 4 and 5. Ahead of #3 by 67%; ahead of #4 by 154%; ahead of #5 by 169%.
- Nielsen improving, too. Up 93% daytime since last time.**
- Buyers are buying, getting results, too.

Steve Labunski, WDGY GM, can give you a lot to think about.

So can an Avery-Knodel fellow.

**April-May, 1956, 7 a.m.-6 p.m., Mon.-Sat.*
***Jan.-March, 1956, 6 a.m.-6 p.m., Mon.-Fri.*



WDGY

Minneapolis-St. Paul
50,000 watts—and almost perfect-circle daytime coverage

MID-CONTINENT BROADCASTING COMPANY
"The Storz Stations"—President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

Coming Soon—**WQAM**, Miami—Transfer Subject to FCC Approval

at deadline

TURNABOUT: CBS RADIO UPS PAY RATE TO AFFILIATES, ASKS FOR SALES PUSH

IN FIRST REVERSAL of downward slide that started with blossoming of television, CBS Radio told its affiliates Friday that it is restoring part of reductions they've taken in rate of station compensation. At same time network called for affiliate cooperation in new sales drive aimed initially at 10 a.m. to 3:30 p.m. Monday-Friday periods and which, if successful, would materially strengthen network's financial position and more than double current station compensation.

What amounts to 6¼% boost in current rate of compensation will go into effect Aug. 25 through new, one-year contract amendments specifying 15% rather than current 20% as amount of reduction borne by affiliates in comparison to pre-1951 compensation rates. Officials said it is actually first general increase in compensation ever granted by CBS Radio. When first general rate cut to advertisers was announced in April 1951, CBS Radio affiliates took 10% cut in compensation. This went to 15% in 1952, and has been on year-to-year basis since then. For year ending Aug. 25 it is 20%. New amendments restoring cut to 15% level for period from Aug. 25 this year to Aug. 25, 1957, were to be mailed to affiliates over weekend. Rates to advertisers are not involved.

Neither NBC Radio nor ABC Radio, advised of move late Friday, had any immediate comment. ABC spokesman maintained, however, that ABC's present rate of compensation to stations is higher than CBS' and would remain so under new CBS arrangement. Mutual is in process of adjusting its own compensation arrangements along different lines [B•T, April 23; also see below].

Arthur Hull Hayes, president of CBS Radio, and Kenyon Brown of KWFT Wichita Falls, Tex., chairman of board of CBS Radio Affiliates Assn., who announced compensation boost to affiliates in closed circuit to stations at 5 p.m. Friday, said they were confident it would have far-reaching effects not only on network radio but on radio generally. Speaking for affiliates board, which conferred with network officials in all-day session before announcement, Mr. Brown congratulated CBS Radio and said his group was pleased "that it is our network that is making this, what we consider important, announcement." They expressed hope that further "increases" would be possible year from now.

President Hayes made plain that return to 15% reduction level was not based on present financial situation but on "our complete confidence in the future." CBS Radio feels it is now at turning point where it could go either forward or backward, he indicated, reiterating confidence that movement will be forward. Outlining sales concentration on period from Godfrey through Linkletter (10 a.m. to 3:30 p.m., Mon.-Fri.), he told affiliates that if this whole period "were sold and other existing business retained, total station payments would be more than doubled."

Godfrey and Linkletter are practically sold out, and periods between (largely daytime serials) are "over half sold." But to sell advertisers and keep them sold, it was emphasized, stations must cooperate by clearing time (CBS officials said they were not asking for more option time than FCC rules permit, and also assured that they would cooperate with stations wishing to present local farm news programs around noontime).

Mr. Brown called attention to recent CBS Radio contracts with Colgate-Palmolive, Procter & Gamble, Bristol-Myers and General Foods as evidence of upsurge in advertiser interest, stressed need for station clearances, and expressed confidence that network "can get the business" through selling campaign currently getting underway.

Mutual Goes on Road To Sell Affiliation Plan

SERIES of regional meetings with Mutual's affiliates to explain and urge acceptance of network's new affiliation contract, which requires stations to "pre-clear" 16 hours of network programs weekly but almost halves total option time and compensates stations in free programs as well as money [B•T, April 16], will be held this month in eight cities, Robert Carpenter, director of station relations, reported Friday.

Meetings will be held June 15 in Chicago (Sherman Hotel); June 18 in Salt Lake City (Utah Hotel); June 20 in Dallas (Baker Hotel); June 22 in New Orleans (St. Charles Hotel); June 25 in Atlanta (Dinkler Plaza Hotel), and June 27 in New York (Warwick Hotel). Meetings will start at about 10 a.m., with morning session consisting of network presentation similar to that at general affiliates meeting in Chicago during NARTB convention [B•T, April 23], followed by luncheon and then open-discussion session with affiliates in afternoon.

Mr. Carpenter conceded new contract plan has encountered some opposition among affiliates but said that for most part reaction has been "extraordinarily good" and that he expects ultimate result to be highly favorable. Mutual plans to put new contract into effect Nov. 1, regardless. Stations refusing to sign would in effect be disaffiliating themselves from network [B•T, April 23].

Wesson Oil Buys 'Blondie' In Major Sale by Vitapix

NEW *Blondie* time-talent package sold by Vitapix Corp. and Hal Roach Studios to Wesson Oil & Snowdrift Sales Co. in $1½ million telefilm deal, first major Vitapix spot tv transaction. Wesson list to include Vitapix 65-station group, which cleared time prior to offer of package for sale, plus additional group covering all remaining Wesson marketing areas.

Blondie co-sponsorship package totals $3 million, with remaining co-sponsorship now under negotiation. Wesson contract calls for firm 52 weeks, utilizing 39 episodes of Arthur Lake-Pamela Britton series and 13 repeats. Fitzgerald Adv. Agency, New Orleans, handled deal for Wesson.

• BUSINESS BRIEFLY

SUNBEAM BUYS FOOTBALL • Sunbeam Corp. (electric appliances), Chicago, has completed negotiations for one-quarter sponsorship of Pacific Coast and Eastern Collegiate Athletic Conference regional football telecasts on NBC-TV, as well as Big Ten and national eight-game slate announced earlier. Agency: Perrin-Paus, N. Y.

TEXACO EYES SPECS • Texaco Inc., through Kudner Inc., N. Y., expected to buy into tv spectaculars and extravaganzas next fall. Actual schedule and shows now under consideration by agency.

RADIO FOR NESCAFE • Nestle Co. (Nescafe), White Plains, N. Y., set to launch special spot radio campaign next month in nine markets to push sale of product in these localities during summer months. Agency: Bryan Houston Inc., N. Y.

MAY TEST RADIO • Allied Chemical & Dye Co. (tobacco insecticide) considering radio spot test for four weeks in four markets. If approved, campaign would start almost immediately. Atherton & Currier, N. Y., is agency.

SOUP'S ON • Campbell Soup Co. (for Campbell "kids" promotion), Camden, N. J., reportedly has bought 10-10:15 a.m. portion of *Howdy Doody* on NBC-TV, Nov. 17, 24 and Dec. 1. Other quarter-hour those dates already picked up by Continental Baking Co. Campbell's agency: Grey Adv., N. Y.

ADMIRAL CHOOSING • Admiral Corp., Chicago, expected to name agency this week to handle radio-tv and other advertising. Choice understood to have narrowed down to Henri, Hurst & McDonald and another agency. Russel M. Seeds Co. recently resigned Admiral account.

THEY'LL STAY • Brown & Williamson Tobacco Co. (Viceroys) and Procter & Gamble Co. (Cheer) will remain on CBS-TV through summer replacing *The Lineup* with *Undercurrent*, film drama series starring Pat O'Brien, Dane Clark, Jean Pierre Aumont and others. Program, to be seen Fri., 10-10:30 p.m. EDT from June 29-Sept. 21, handled through Ted Bates & Co. (Viceroys) and Young & Rubicam (Cheer).

NOT ALWAYS JAN • Procter & Gamble Co. (Drene, Dash, Crest), through Benton & Bowles and Compton Adv., places *The Russ Morgan Show* as summer replacement for *It's Always Jan* on CBS-TV, July 7-Sept. 1, Sat., 9:30-10 p.m.

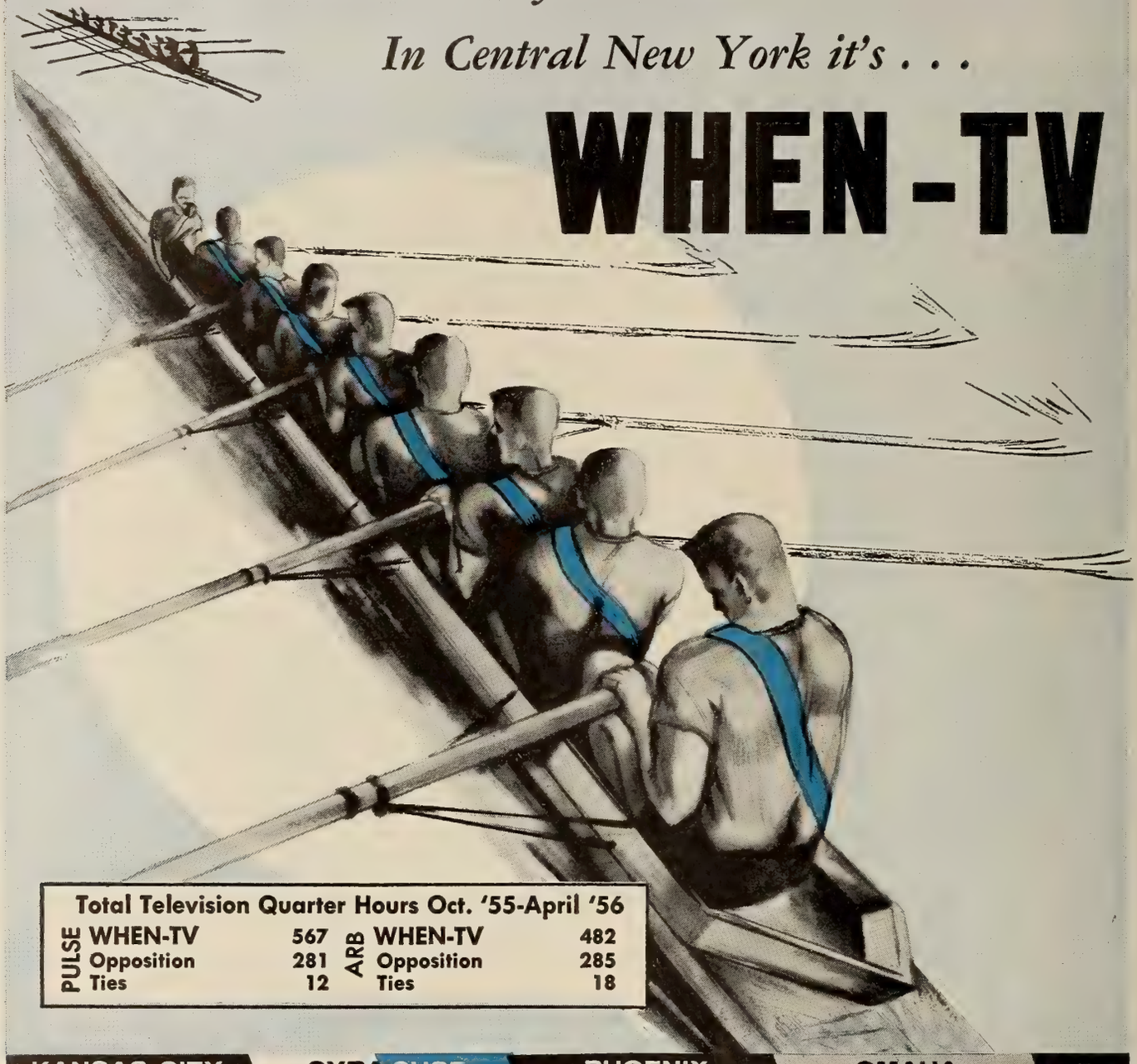
REPLACEMENT • Purex Corp., South Gate, Calif., through Foote, Cone & Belding, L. A., to sponsor *The Ina Ray Hutton Show* as summer replacement for NBC-TV's *Midwestern Hayride* (Whitehall Pharmacal Co.), Wed., 10:30-11 p.m., starting July 4.

TANGEE TAKING • Tangee Inc. (lipstick), N. Y., through Warwick & Legler, N. Y., planning four-week radio spot announcement campaign during July to reach teenagers. Nearly 50 markets are expected to be used.

There Can be Only **ONE** *Leader*

In Central New York it's . . .

WHEN-TV



Total Television Quarter Hours Oct. '55-April '56

PULSE	WHEN-TV	567	ARB	WHEN-TV	482
	Opposition	281		Opposition	285
	Ties	12		Ties	18

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	CBS	CBS	ABC		CBS	CBS

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MEREDITH *Radio and Television* **STATIONS**

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at deadline

ADVERTISERS TURN SCRUTINY ON 15% PAY

PROPOSAL that agencies establish "hourly rates" for their services as test of "the reasonableness" of 15% media commission system of compensating agencies was proposed by Ira Rubel, New York advertising accountant, in speech released Friday. He was one of several speakers at Assn. of National Advertisers' third annual budget control workshop, account of which was made public by ANA.

Speeches generally did not attack media commission system as such, but rather seemed to give—more clearly than most advertiser speeches on this subject in recent months—indications that commission method might be made acceptable as one basis for compensation provided other points of advertiser criticism can be satisfied.

Mr. Rubel, endorsing current movement among advertisers to reappraise media commission system of compensation, termed it "unfortunate" that there is apparent conflict between those favoring and those opposing present payment method. Actually, he said, there is basic agreement on importance of independent agencies' contributions. He asserted:

"One measure of value is the price that an efficient producer needs to cover his cost plus a reasonable profit. It is precisely this kind of a basis that I propose to be used to test the reasonableness of the 15% compensation . . . I propose that agencies establish hourly rates for each kind and grade of service they perform; that the people who work on accounts keep a record to show how much time has been devoted to each client's work . . .

"This hourly rate can be used to compare the cost of doing the work in the advertiser's own department with the cost of doing it on the outside. It can be used to determine the cost of performing each area of work, to help plan how much to spend to perform each function . . .

"It is up to agencies to find satisfactory means to convince their clients that they are earning what they are getting. This will require more scientific methods to evaluate the results accomplished by the agency's work. The commission system can continue to work as the main basis of agencies' compensation—the floor upon which to build, but agencies should apply another measure to show that the value of the service they perform is in proportion to the compensation they receive."

ANA President Paul B. West said "advertising management must be accountable for the amount and the kinds of services it gets from the agency and the final authority on how much the company will pay for the required agency services and the basis on which it will pay for those services. By the same token, it is the agency's prerogative, as an independent, outside purveyor of skilled professional services to determine what services it will provide the advertiser and at what cost.

"The 'close working partnership' idea so well expressed by ANA Board Chairman Edwin W. Ebel, General Foods Corp., is so well accepted in most quarters today that we should have no insurmountable problems regarding the commission arrangement and in arriving at the most productive and profitable basis of compensation for both the advertiser and the agency. Since it is the advertiser's business that is at stake and his money that is being invested in advertising services, naturally it is his prime responsibility for exercising the proper control over these expenditures. . . ."

Mr. West said "the traditional 15% commission system of the past has been accepted without sufficient questioning of its merits weighed against actual practices and in too many cases it has been used as a crutch or coverall. Responsible advertising management simply cannot condone that kind of loose practice."

Glen Harold, advertising department comptroller, General Mills, stressed that management demands greater efficiency and more accurate control of advertising expenditures. He said "each company should assume a substantial amount of responsibility for the advertising program even though it has the best of advertising agencies. Certainly, an advertising budget should be developed each year or more frequently and controls should be established to keep the expenditures within the budget. While many advertising transactions are complicated, the accounting records can be quite simple . . ."

Orrin Spellman, vice president in charge of Philadelphia office of Kenyon & Eckhardt, spelled out contributions agencies can make to clients' advertising and promotion programs.

Mortimer Hall Buys KLAC From Mother for $845,000

APPLICATION for FCC approval filed Friday for sale of KLAC Los Angeles from Mrs. Dorothy Schiff Sonnenborn to her son, Mortimer W. Hall, KLAC president-general manager, for $845,000. Terms of purchase call for $245,000 cash and $600,000 remainder to be paid off in six years. Independent KLAC, founded in 1928, operates on 570 kc with 5 kw daytime and 1 kw nighttime. Mrs. Sonnenborn is owner of *New York Post*.

Also filed with FCC was application for approval of sale of KIHO Sioux Falls, S. D., by Dr. John D. Connor, David J. Kempkes and James Sweet to Leslie P. Ware for $20,000 plus certain debts. Mr. Ware owns KLPW Union, has minority interest in KGHM Brookfield and is buying KNIM Marysville, all Mo. KIHO operates on 1270 kc with 1 kw, MBS affiliated. Broker was Blackburn-Hamilton. And announced Friday was $60,000 purchase of WICE Providence, R. I., by WCUE Akron, Ohio, principals from Louis A. R. Pieri. WICE operates on 1290 kc with 500 w daytime. WCUE principals are Tim Elliott, Jean Elliott, Frederic O. Hatch, Jack Maurer, Phillip A. Meyers and Rick Reighard. WICE purchase subject to FCC approval, negotiated by Haskell Bloomberg, Lowell, Mass., business broker.

UPCOMING

June 10-12: Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

For other Upcomings see page 113.

PEOPLE

JOHN E. MOSMAN, former radio-tv director of Biow Co., N. Y., named manager of radio-tv department, J. Walter Thompson Co., Chicago, effective today (Mon.). He succeeds **PETER A. CAVALLO JR.,** who joined McCann-Erickson, N. Y., April 15 as vice president and associate radio-tv director [B•T, March 15].

THOMAS W. SARNOFF, director of production and business affairs of NBC's Pacific Div., named to board of Kagran Corp. (NBC subsidiary). The son of Brig. Gen. David Sarnoff, RCA board chairman, and brother of NBC President Robert W. Sarnoff, he joined NBC in 1953 as assistant to director of production and finance of Pacific Div., after having held production assignments with ABC-TV and MGM.

HAROLD S. GENEEN, vice president and controller of Jones & Loughlin Steel Corp., Pittsburgh, has resigned to join Raytheon Mfg. Co., Waltham, Mass., as executive vice president.

ROBERT J. FLOOD, previously with Richard S. Robbins Co., N. Y., tv merchandising and promotion company, and Rogers & Cowan, N. Y., public relations organization, named public relations supervisor, Dancer-Fitzgerald-Sample, N. Y.

PHILLIP L. TOMALIN, radio-tv department, Biow Co., to Ogilvy, Benson & Mather, N. Y., as associate radio-tv director. **MICHAEL BENDROR,** formerly with Revlon Products Corp., to Ogilvy as account executive.

BILL PARRY, radio-tv director of Pacific Coast Conference for two years, named executive director of sports for KNX Los Angeles and Columbia Pacific Radio Network. In 1950, Mr. Parry founded Sportsvision, television producing organization specializing in filmed sports events. He sold out in 1954.

ROBERT J. MYERS, western district manager of DuMont transmitter department, has left Allen B. DuMont Labs as result of recent staff curtailment (see page 96).

Warner Bros. Features Sale Gets Capital Gains Sanction

SALE of entire Warner Bros. library of features and shorts to Lou Chesler's PRM Inc. can be computed as capital gain for tax purposes under Treasury Dept. ruling, clearing way for formal closing of $21 million deal. PRM Inc. already has arranged sales of Warner films through Elliot Hyman's Associated Artists Productions and Dominant Pictures, theatrical subsidiary. Some AAP sales include entire Warner catalog while others have been for blocks of pictures, it was reported. Dominant has set up its own sales offices in various key cities. National sales meeting scheduled June 15-16 in New York by Associated with Bob Rich, general sales manager, in charge. AAP has 15 salesmen on road.

Group Asks Wyoming Channel

PRINCIPALS in Harriscope Inc., Beverly Hills, Calif., tv film production-distribution firm, have filed application with FCC seeking tv ch. 2 at Casper, Wyo.

Harriscope partners are Burt I. Harris (40%), his cousin Irving B. Harris (40%) and Don Paul Nathanson (20%), president of North Adv., Chicago, and former vice president of Weiss & Geller agency in same city. Irving Harris is former vice president, currently director of Toni Div., Gillette Co.; Mr. Nathanson is former advertising director of same division.

the week in brief

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EDITOR & PUBLISHER: Sol Taishoff
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NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

Editorial

SENIOR EDITOR: Rufus Crater
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MIDWEST NEWS EDITOR: John Osbon
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HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
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Toronto, 32 Colin Ave., HUdson 9-2694
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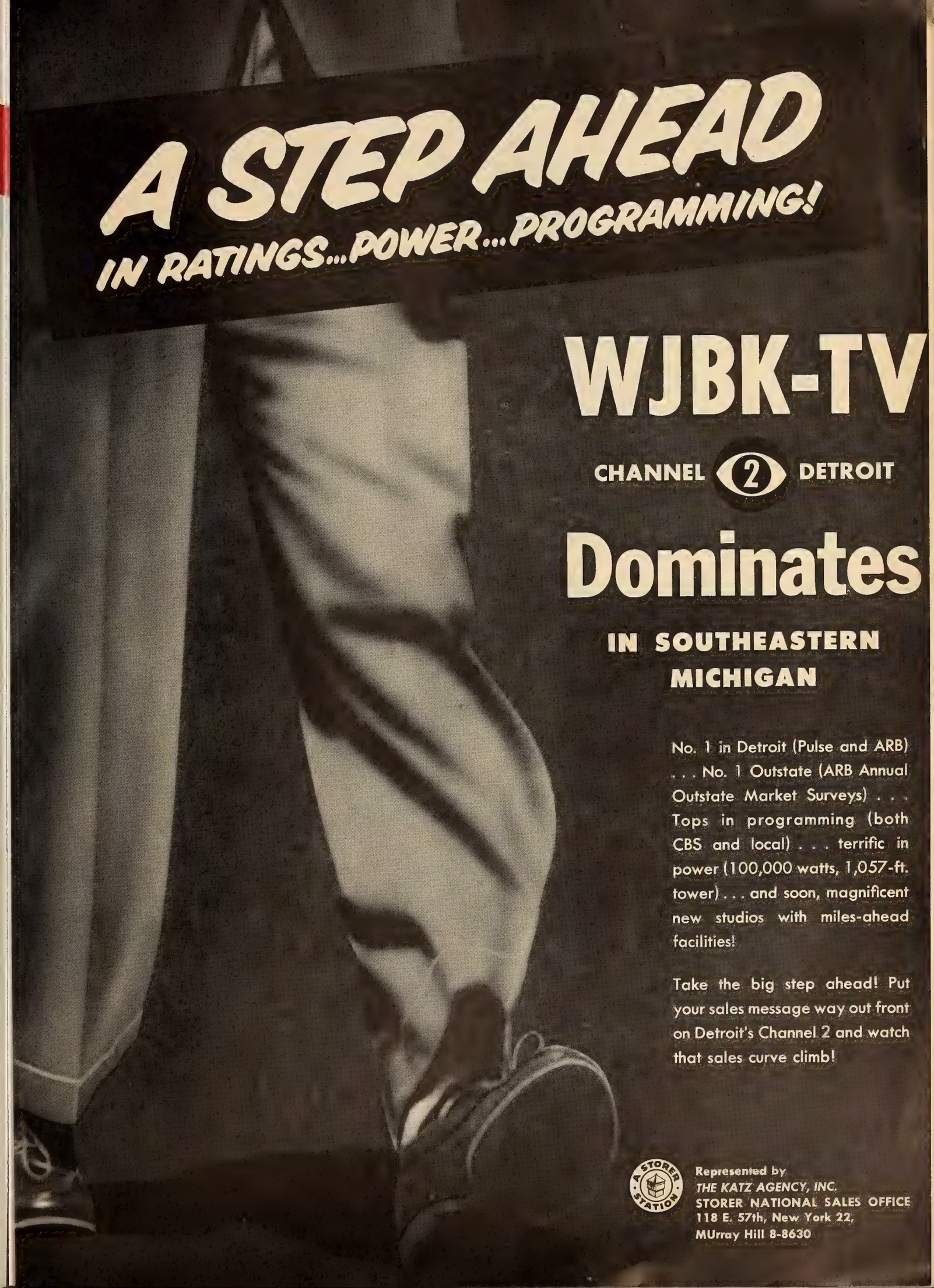
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A STEP AHEAD
IN RATINGS...POWER...PROGRAMMING!
WJBK-TV
CHANNEL 2 DETROIT
Dominates
IN SOUTHEASTERN MICHIGAN
No. 1 in Detroit (Pulse and ARB) . . . No. 1 Outstate (ARB Annual Outstate Market Surveys) . . . Tops in programming (both CBS and local) . . . terrific in power (100,000 watts, 1,057-ft. tower) . . . and soon, magnificent new studios with miles-ahead facilities!
Take the big step ahead! Put your sales message way out front on Detroit's Channel 2 and watch that sales curve climb!
A STORER STATION
Represented by
THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICE
118 E. 57th, New York 22,
MUrray Hill 8-8630



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Recently, Philadelphia turned out in force to welcome and honor WRCV and WRCV-TV, newest members of the NBC Spot Sales family.

After a spectacular parade to City Hall, Philadelphia's Mayor Richardson Dilworth presented Lloyd E. Yoder, Manager of these new NBC Owned Stations, with the Key to the City!

This warm demonstration of welcome is characteristic of the way in which *all* NBC Spot Sales stations are regarded in their communities. You'll find the same quality of showmanship and the will to serve in each of them. Each is familiar with its audience, sensitive to local sights and sounds that make popular programming. Each serves its advertisers, as it serves its public, with pride and responsibility.

Like WRCV and WRCV-TV in Philadelphia, *every one* of the stations represented by NBC Spot Sales is something to cheer about. Each can provide *your product* with the warmest reception it's ever had in its market.

There's always something extra on the stations represented by NBC Spot Sales.



SPOT SALES

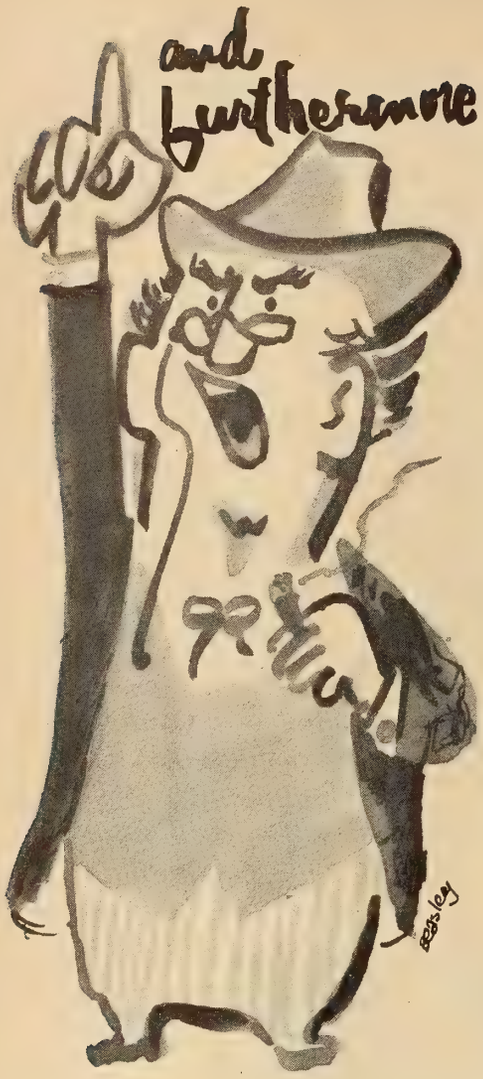
REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK **WRCA, WRCA-TV**
SCHENECTADY-ALBANY-TROY **WRGB**
PHILADELPHIA **WRCV, WRCV-TV**
WASHINGTON **WRC, WRC-TV**
MIAMI **WCKT**

BUFFALO **WBUF-TV**
LOUISVILLE **WAVE, WAVE-TV**
CHICAGO **WMAQ, WNBQ**
ST. LOUIS **KSD, KSD-TV**
DENVER **KOA, KOA-TV**

SEATTLE **KOMO, KOMO-TV**
LOS ANGELES **KRCA**
PORTLAND, ORE. **KPTV**
SAN FRANCISCO **KNBC**
HONOLULU **KGU, KONA-TV**

NBC WESTERN RADIO NETWORK



To date, every political message important in Texas has reached the Lubbock market via KDUB-TV — Texas' basic buy.

The KDUB—KPAR-TV combination is the economical way to reach over 187,780 sets in West Texas.

CBS TELEVISION

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

IT COULD BE YOU

AND it could be that this new product of the Ralph Edwards mill will find itself a big audience, each member hoping to be tapped for glory (or ignominy) by the Edwards sleuths.

This espionage system could be formidable in the service of some aggressive government. Intimate bits of life—a woman has exasperated her husband by hanging the wash on their tv antenna; another in the audience hid her report card from her mother 17 years ago—are ferreted out and revealed on the show. For the home viewer there is a delivery of anniversary flowers, or advice to Mrs. Smith in Dubuque to watch tomorrow for her surprise. And there's the Edwards signature act, the bang-up ending when long-separated loved ones (flown in by TWA) are reunited, as the audience drowns in a sea of raw emotion. Bracketing the acts is the same dreary organ that's been heard on daytime radio and tv for a quarter-century or more.

But the Edwards tricks even now are causing the calculated number of pounding hearts around the country. And with m.c. Bill Leyden doing his humorous and talented best, *It Could Be You* could become a daytime standard.

Production costs: Approximately $35,000 weekly.
Telecast Monday through Friday, noon-12:30 EDT on NBC-TV.
Producer: Steve Hatos; executive producer: Paul Edwards; director: Stuart Phelps; writers: Les Raddatz, Les Crutchfield; created by Ralph Edwards.

GOING PLACES

AS A SUMMER replacement for *Super Circus* in the Sunday afternoon 5-6 p.m. period, ABC-TV's *Going Places* started out June 3 with enough thrills and wild life to satisfy any circus fan. The only notable lack was comedy; Miami's Seaquarium, where the program originated, had no substitute for *Super Circus'* clowns. Perhaps this handicap will be overcome in subsequent telecasts from Hialeah Park, the Parrot Jungle, Spanish Monastery and other Miami area tourist attractions. Jack Gregson was adequate as master of ceremonies; Phyllis Newman was cute to see and hear as the show's singer and the acrobats and aquabats were skillfully thrilling, but the fish, turtles and porpoises, just by acting their natural selves, stole the show from the human performers.

Production costs: Approximately $15,000.
Telecast Sun., 5-6 p.m. EDT, on ABC-TV, originated live by WITV (TV) Miami, from various locations in and around Miami, with participating sponsors.
Producer: Ed Kean; executive producer: Martin Stone; director: Jack Sameth; master of ceremonies: Jack Gregson.

O'HOOLIHAN AND THE LEPRECHAUN

SURE and there were great goings-on in the best (or worst, if you prefer) low-comedy Irish traditions on CBS-TV June 3, when the *General Electric Theatre* chose to present the story of a misguided leprechaun who, substituting for an ailing banshee, came to escort the soul of O'Hoolihan to the land of the fairies and found himself at a wedding party instead of a wake. The plot was so complicated and the action so fast that the viewer had no time to find fault with its implausibilities or do anything but keep on watching and laughing.

Highspots for one amused viewer: The adroit way in which the progress of the wedding party from gaiety to shambles was graphically reported by shadows and sound effects. The solemn deliberations of E. G. Marshall, as O'Hoolihan, and Roddy McDowall, as the leprechaun, of how best to rectify the mistake without turning the bridegroom into a corpse. The transition of Meg, the militant bride, into Meg, the meek wife, brilliantly and comically performed by Anne Jackson.

Production costs: Approximately $35,000.
Sponsored by General Electric Co. through BBDO, Sun., 9-9:30 p.m. EDT.
Host: Ronald Reagan.
Producer: Lee Davis; executive producer: Mort Abrahams; director: Don Medford; writer: George Lowther; costume designer: Gene Coffin; set director: John Robert Lloyd.

A BELL FOR ADANO

AT AROUND 11 p.m. last Saturday, our 17-year-old neighbor who had dropped in to see the *Ford Star Jubilee* was moved to speak—at last. "For this," he demanded to know, "they gave it a Pulitzer Prize?"

"This," we should hasten to point out, was the Arthur Schwartz-Howard Dietz musical version of John Hersey's 1944 Pulitzer Prize-winning *A Bell for Adano,* which our friend was too young to read at the time. (Nor was he old enough to see Paul Osborn's 1945 stage version with Fredric March or to appreciate the 1947 film starring the late John Hodiak.)

"No," we reassured him, "not for 'this'."

Advance reports from Television City had it that CBS-TV programming officials "saw" in *Adano* a perfect vehicle for musical adaptation. Perhaps the word "vehicle" blinded the Ford people, or maybe the smog was unusually heavy the day this thing was gone over in story conference. At any rate, we can only say that the emasculation of John Hersey's tale of the democratization of a war-battered Sicilian village and its people was criminal.

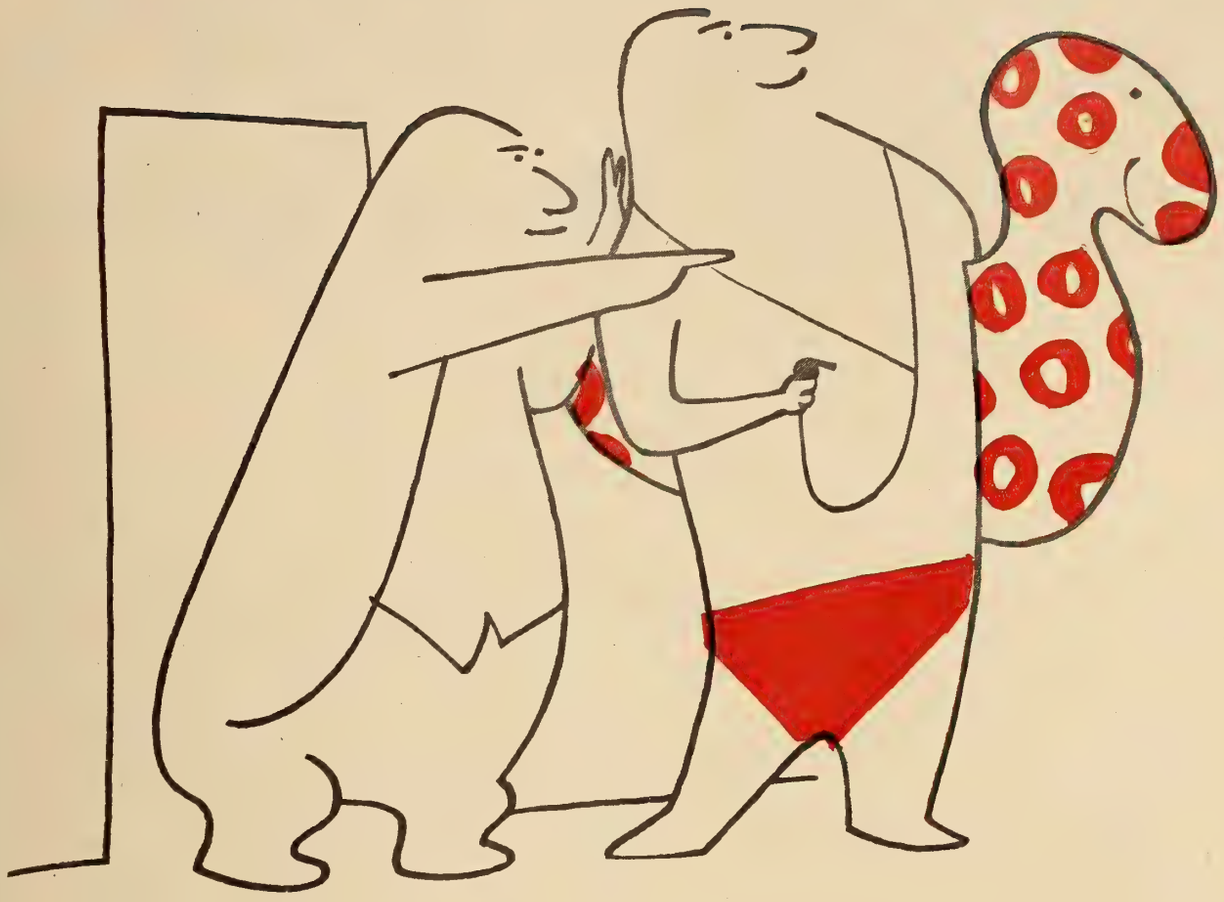
Production costs: $250,000.
Sponsored by Ford Div., Ford Motor Co., Dearborn, Mich., through J. Walter Thompson Co., N. Y., on CBS-TV, every-fourth-Saturday, 9:30-11 p.m. EDT.
Tv adaptation of the John Hersey book and Paul Osborn play by Robert Buckner; words and music: Howard Dietz and Arthur Schwartz; director: Paul Nickell; producer: Arthur Schwartz; executive producer: Harry Ackerman; conductor-arranger: David Rose; art: Robert Tyler Lee; assoc. director: John Orbison.
Cast: Barry Sullivan, Anna Maria Alberghetti, Eddie Firestone, Herb Patterson, Jay Novello, Edwin Steffe, Frank Yaconelli, Ernest Sarracino, Frank Puglia, Hugh Sanders, James Howell, Mario Siletti, Lisa Fusaro, Naomi Stevens, Micheal Vallon, Paul Picerni, John Dennis, Ross Ford, Charles LaTorre.

BOOKS

AUDIO CONTROL HANDBOOK FOR RADIO AND TV BROADCASTING, by Robert S. Oringel. Hastings House, 41 E. 50th St., New York 22, N. Y. 145 pp. $6.50.

FOR THE growing number of people without technical training who are employed today in studio operations this handbook is published. The author, broadcast engineer of the Voice of America, describes in non-technical language and with a full complement of pictures each piece of equipment used in audio control and the way in which it is used in broadcasting. As he states in his preface, the volume is "not a technical book. It is rather, a 'how-to' manual."

Another thinly disguised WJR success story



OK, son, get out there and sell real estate!

Not exactly dressed for it, you say? Well, one of WJR's advertisers does it.

He sells lake front lots. They're far enough off the beaten path to miss normal weekend traffic.

This chap makes it worth while. "Pack a picnic," he says. "Bring your bathing suits. Use the beach," he says. "After all, if you buy a lot, it's your beach."

The beach was swarming with buyers. He sold out his first lots—fast.

We wouldn't say it was all our doing, either. We merely point out this fellow with ideas who knows that WJR is the best way to get ideas across.

He's back again—back to that faithful audience only WJR gives him in the market.

Only WJR? If in doubt, here's what Alfred Politz Research, Inc. found out about us in his latest listener survey:

Politz found that 41 percent of all the adults in the area surveyed listen to WJR alone—day after day.

That's tough to match. Our advertisers—people who move goods fast in Detroit and the Great Lakes market—know it.

Your ad manager should know it, too. For all the details on WJR see your Henry I. Christal representative.

The Great Voice of the Great Lakes

WJR *Detroit*

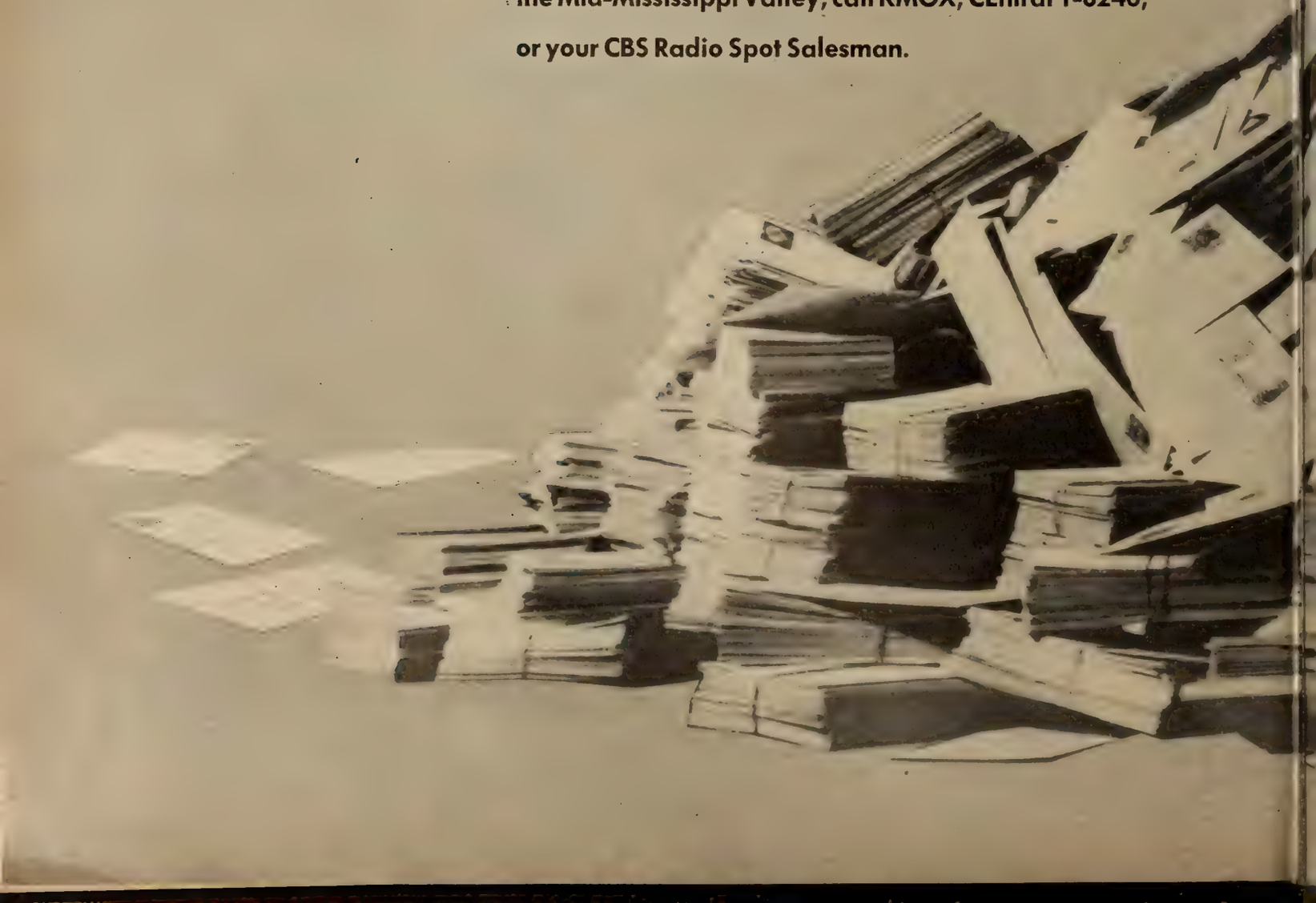
50,000 Watts CBS Radio Network



Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

A QUARTER OF A MILLION

This mountain came to KMOX during National Radio Week . . . a mountain of 251,038 pieces of mail in *only seven days.* KMOX local personalities and feature programs gave a "radio-a-day" during Radio Week, and listeners reacted with the kind of immediate "audimated" mass response that *only* KMOX can deliver in the St. Louis market. For mass sales response in the Mid-Mississippi Valley, call KMOX, CEntral 1-8240, or your CBS Radio Spot Salesman.



POSTCARDS IN SEVEN DAYS!



KMOX

THE VOICE OF ST. LOUIS · CBS OWNED—50,000 WATTS

This Personality
SELLS
To The People Who
BUY
In The
Textile Center
of the World



The Earl of Country Music

Voted Greenville's Number One Disk-jockey by independent NEWSPAPER survey. (May-56)

Earl masters 'Wake Up, Carolina' part 2 from 8:00 to 8:40 AM and 'Country Music Time' from 10:00 to 11:00 AM daily. Ratings? They're tops! He's a favorite in WESC's 105 COUNTY coverage.

RADIO
WESC
"660 IN DIXIE"
FIRST IN GREENVILLE, S.C.

REPRESENTED
BY RAMBEAU
SOUTHERN - CLARKE BROWN

5000 WATTS
THE CLEAR CHANNEL
VOICE OF GREENVILLE

Questions for Mr. McLendon

EDITOR:

I have just finished reading, "News—The Ace Up Radio's Sleeve" [B•T, March 19]. Although I agree wth Mr. McLendon on a number of points in his article, I would like to take issue with him on several statements.

On the point of radio editorials, Mr. McLendon states that his stations "don't run editorials unless we have something to editorialize about." This is all well and good, but why doesn't the same hold true for radio interviewing via beeper-phone? Mr. McLendon states that the telephone-beeper is employed frequently to aid the news story, but what concrete value is there in placing a telephone call to Moscow just to hear an ambassador say "Hello"? Is this good news? Has an interview of this sort added any value to the news item? . . .

Another point which the author makes is that news gathering at KLIF is a happy chore. Undoubtedly this is so, but is the listener equally happy and in a receptive frame of mind, after hearing five times in less than an hour that a fire is burning in Hogan's Alley? . . . It would seem to me that this oversaturation of news broadcasting would tend to deafen the listener's ear.

Michael D'Angelo Jr., Prod. Dir.
American Forces Korea Network

Mythical Price Tag

EDITOR:

I note in your May 28 issue that a statement was made in connection with the recent approval by the FCC of translator tv stations that the cost of equipment for such stations would be $1,000.

Actually no such equipment is available on the market as far as I know and our unit will sell for $2,750, including tubes, crystal and transmitting antenna. Extras involved will be a vhf receiving antenna, a shack to house the equipment, a supporting structure for the antennas and the cost of running power lines in.

The $1,000 figure was floating around about six months ago and probably resulted from a question put to me by one of the commissioners who asked if a $1,000 figure would be feasible if the equipments were built in quantities of 1,000. I answered that it would be feasible. Since then the equipment has become more complicated and the quantities are not expected to reach 1,000 for any one production; hence the higher cost.

I would appreciate your squaring this away because we are already receiving adverse comments concerning the mythical $1,000 equipment.

Ben Adler, Pres.
Adler Electronics Inc.
New Rochelle, N. Y.

Public Spirited Performers

EDITOR:

In Marie Torre's column in the *New York Herald Tribune* she blasted "the thankless nature of tv and radio stars" in an item headed "A Case of Unrequited Love." The column described an ad agency's frustration in attempting to line up performers for a public service chore in connection with a New York City campaign against juvenile delinquency.

It just happens that the Institute for Democratic Education, which has been producing public service broadcasts for the last ten years, had much the same idea at about the same time as the ad agency to whom Miss Torre refers. We felt that teenagers would respond favorably to straight-from-the-shoulder appeals from radio and tv stars they idolize on such subjects as respect for the rights of others, democratic living, brotherhood, good citizenship and law and order. So . . . in April we released a library of 23 celebrity spots to disc jockeys and program managers of radio stations across the country.

We managed to assemble a pretty fair cast consisting of Ed Sullivan, Martha Raye, Mitch Miller, Steve Allen, Count Basie, Jose Ferrer, Rosemary Clooney, Patti Page, Guy Lombardo, Ralph Flanagan, Vaughn Monroe, Cab Calloway, Bill Hayes, Harry Belafonte, Frankie Laine and Julius La Rosa. . . .

The recordings have been requested by and are in use on over 500 radio stations to date. Practically every star we approached to participate in this project responded favorably and cooperated fully. Those who couldn't make the recording dates because of the press of other engagements asked for a raincheck! . . . We pay scale for all talent and more often than not we find stars sending their own checks back to us as contributions a few days after the broadcast.

On the basis of our long experience in public service broadcasting we want to go on record with the unqualified statement that no group in American life is more conscious of its community responsibilities or more willing to contribute time and effort to decent causes than the performing artists in every phase of show business. And that goes for their guilds and unions as well. AFTRA, SAG, Equity and AFM have always extended every consideration to the Institute. . . .

Maury J. Glaubman, Program Dir.
Institute of Democratic Education
New York City

Filling Them in on Fm

EDITOR:

. . . I am writing to request your permission to allow us to photostat the page which summarizes the Maxon report on fm broadcasting in order that we can reproduce it for distribution to potential sponsors in the area.

I am associated with William Colin Kirk in the construction of a new fm good music radio station to serve the Denver area. We will actually be the second fm good music station to serve this area. So we would doubly appreciate the privilege of being able to duplicate your article and be the station to really fill the local people in on the fm situation.

Irving C. Jackson
Lakewood, Colo.

[EDITOR'S NOTE: Permission freely granted, with credit to B•T.]

EDITOR:

Please send and bill us for 50 copies of the article concerning the Maxon Agency and its fm study . . .

Ben Strouse, President
WWDC-AM-FM Washington, D. C.

Free Loading

EDITOR:

Congratulations on a very effective exposure of "free loading on the air" in your May 21 issue.

While this practice [of sneaking mentions of commercial products into programs] is of minor effect on a small radio station, the cumulative damage to the entire broadcasting industry is such that everyone is affected and should be interested.

Keep up the fine work of protecting our industry from attacks without and within.

R. T. Mason, Pres.
WMRN Marion, Ohio



...JUST LOOK AT

KFBK



THE BEELINE'S 50,000 WATT SACRAMENTO STATION

KFBK has more top rated daytime shows ... 9 out of the 10 most popular daytime programs in the Sacramento area are KFBK shows, reports latest Pulse.

KFBK has greater coverage than any competitive station, daytime or nighttime. (SAMS)

KFBK has a greater FCC contour, daytime and nighttime, than any competitive station.

Beeline stations, purchased as a unit, give you more listeners in Inland California and Western Nevada than any competitive combination of local stations . . . and at the lowest cost per thousand. (SAMS & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

Not Just Luck!



makes WREX-TV TOPS IN SALES POWER

(1) Program Promotion — the kind that won WREX-TV four top awards this year!

(2) Market Coverage — positive coverage of Southern Wisconsin and Northern Illinois — representing a multi-billion dollar sales area — industrial and agricultural!

(3) Best in Network Programming — plus high-rated syndicated and feature film programs — provides peak round-the-clock viewing.

NOT JUST LUCK, but these three important factors make WREX-TV the choice of Time Buyers and Viewers alike.

WREX-TV
ROCKFORD, ILLINOIS
channel 13
CBS-ABC AFFILIATIONS
telecasting in color
represented by
H-R TELEVISION, INC.

our respects

to FREDERICK ANDREW SEATON



ALTHOUGH Fred Seaton, broadcaster, publisher and farmer, prefers the privacy of his midwest enterprises, he's likely to be a public figure as long as President Eisenhower is in the White House. Now, as the just-confirmed Secretary of the Interior, he will be a headline target every time he makes an important decision.

Secretary Seaton has behind him a quarter-century of broadcast experience plus two-score years of newspaper work. His media career started at the age of six in the composing room of his father's *Manhattan* (Kan.) *Mercury*. Perched atop a boiler-plate box mounted on a stool, he learned to set type out of the case. All through his public school years he worked on the paper, doing every job in the plant.

He got into radio at Kansas State College of Agriculture & Applied Science (now Kansas State), broadcasting all types of sports events on KSAC, the college station. Since KSAC split time with WIBW Topeka, his voice was carried on both stations. Before diploma time he had become involved in a student revolt over archaic curricula and left the campus without a degree, an oversight repaired 25 years later when he received an honorary doctorate.

For a time he freelanced around the midwest as sports announcer and reporter, and in 1931 turned down a CBS offer—"a lot of money in those days," as he put it. Instead he went to Hastings, Neb., joining his father and brother, Richard M., becoming general manager of the *Hastings Tribune* which the family had just purchased. They started KHAS Hastings in 1941 and Fred Seaton became president. He still holds the post, among other media responsibilities. When the *Coffeyville* (Kan.) *Journal* was acquired, KGGF became the second Seaton radio station. They started KMAN Manhattan in 1950 and just last Jan. 1 opened KHAS-TV in Hastings. Newspaper properties include journals in the three cities already mentioned plus Winfield, Kan.; Alliance, Neb.; Lead and Deadwood, S. D., and Sheridan, Wyo. The Seaton-published *Western Farm Life* has 170,000 circulation and there are weeklies in Deadwood and Manhattan.

The Seatons operate each property as a separate corporation, with their key executives owning up to 49% of stock purchased out of earnings plus any capital they contribute. They hold stock as long as they are connected with the firm. No stock is held by the public.

Secretary Seaton's quarter-century in radio has given him decided views on how a broadcast station should be operated. Because of his mechanical background he insists that each enterprise have the best possible physical equipment. As to programs: "If a station carries inadequate public service programming there's no excuse for its existence. Radio must have a heart and a conscience." And as to radio's future, "There's nothing dead about radio—only about some radio operators. It's future is unlimited."

Some phases of the secretary's White House activity since he joined the executive staff three years ago are hard to pin-point. Even before that time he had been credited with framing the strategy employed when Vice President Nixon became a controversial figure in the 1952 political campaign because of contributions.

Since that time he has been chief trouble-shooter in many White House incidents, a role he will continue in the new post. It's known, too, that the President consulted him constantly, along with James C. Hagerty, news secretary, in developing radio-tv contacts with the nation. These include the recorded telecasting of all presidential news conferences.

The story of Secretary Seaton's entrance into political life started over a score of years ago when he was chairman of a Kansas Young Republican group. At that time Sen. Frank Carlson (R-Kan.) was chairman of the senior party organization. Mr. Seaton became secretary to former Gov. Alf M. Landon of Kansas during the latter's 1936 presidential campaign and in 1948 was executive secretary to Harold E. Stassen, Republican aspirant to the Presidency. In 1951 he was named to fill the unexpired term following the death of Sen. Kenneth S. Wherry, but did not seek re-election.

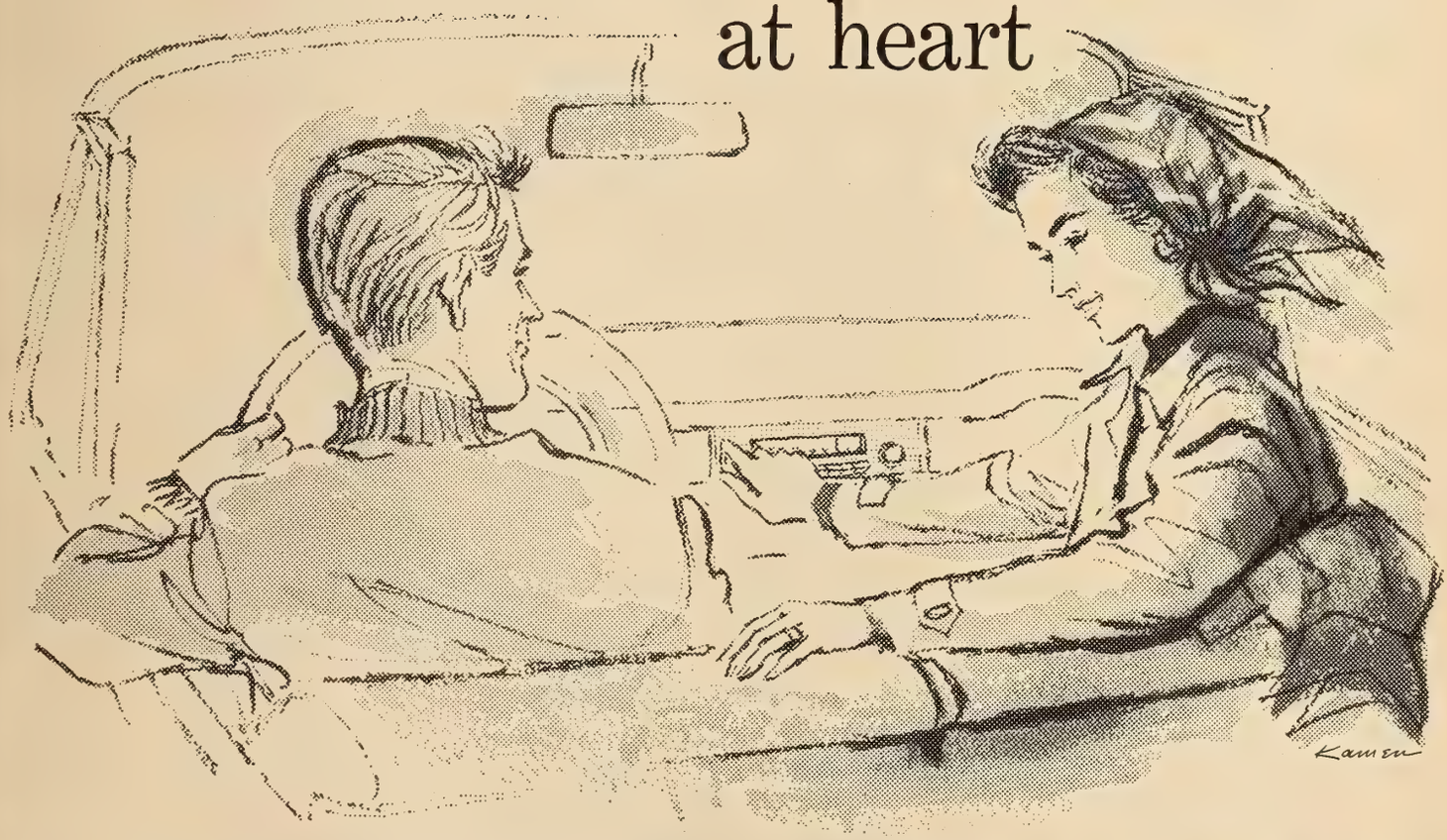
His friendship with the President began early in the present decade when he and Mrs. Seaton visited their friend, Gen. Alfred M. Gruenther, in Paris. They were in Europe completing arrangements to adopt two war orphans. Gen. Eisenhower was a guest at the Gruenther home at the time and the two became friends.

While Secretary Seaton was active in the 1952 Eisenhower campaign, he made clear that he would not accept another Washington assignment. The Seaton farm just west of Hastings, with cattle and fodder, holds his interest along with management of the media enterprises. In 1953, however, Pentagon public relations problems became acute so he packed up and returned to Washington in response to a presidential summons. He became Assistant Secretary of Defense and served in key Pentagon activities until the President called him to the White House in February 1955.

A genial, obliging public official, he handles a crushing work-load with ease and has the knack of shifting mental gears every few minutes or seconds.

Frederick Andrew Seaton was born in Washington, D. C., Dec. 11, 1909, while his father was secretary to a senator. He met Mrs. Seaton, the former Gladys Dowd, at college. They have four children, all adopted. At Hastings he is active in the Episcopal church. Hobbies include hunting, fishing, stamps and old books.

the radio station for the young at heart



KLAVAN & FINCH • JERRY MARSHALL • HAL MOORE • BILL HARRINGTON • WILLIAM B. WILLIAMS • ROY ROSS • DICK SHEPARD • LONNY STARR

ART FORD • JACK LAZARE • BOB HOWARD • HENRY WALDEN • JOHN DALE

WNEW

Enjoyable music . . . *complete* news and weather . . . 24 hours a day

1130 on your radio dial

One of a series of advertisements appearing in the NEW YORK DAILY NEWS *and the* JOURNAL-AMERICAN *. . to attract more and more listeners to the most popular radio station in the world's greatest market.*

Represented by SIMMONS ASSOCIATES, INCORPORATED.

Claims Department

(Sweeping Eastern Iowa Division)

- In Eastern Iowa more people watch WMT-TV than any other station.

- The 25-county Area Pulse shows WMT-TV first in share of audience for 8 or 9 day parts measured, with 418 out of a possible 461 quarter-hour firsts.

- 15 of the top 15 once-a-week shows are on WMT-TV.

- 10 of the top 10 multi-weekly shows are on WMT-TV.

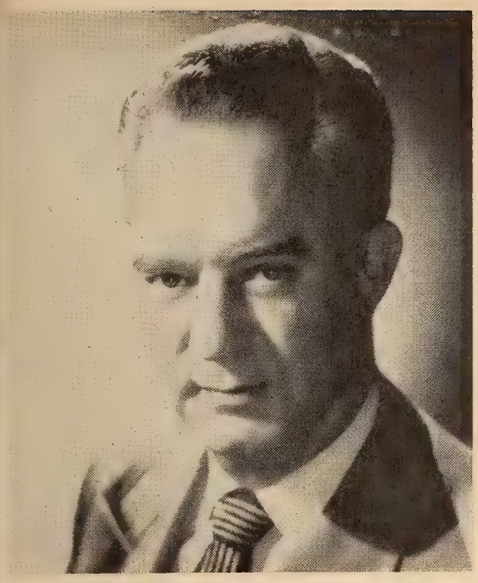
- Separate reports for 3 of Iowa's 6 largest markets show WMT-TV the overwhelming favorite in each.

- *Dateline Iowa* (early evening news) and the 10:30 *Night News* attract a greater average audience than *any* show, network or otherwise, on any other station in Eastern Iowa.

- The noon weather and market report is among the top 10 multi-weekly shows (with 69% of the audience).

- Marshall "J" (spur-and-bridle operator) attracts more small fry than any other children's program, including a mouse, programmed opposite, who comes in second.

- No other tv station whose mail address is Cedar Rapids has The Katz Agency as its national reps.



RAY STRICKER

on all accounts

SOUTHWEST and midwest radio-tv advertisers and broadcasters for nearly 30 years have been exposed to the creative and time-buying talents of Ray Stricker, vice president of Maxon Inc., Chicago. And for such clients as Dodge, Dr. Pepper, Hotpoint Co. and Gillette Safety Razor Co., among others, the exposure has been a successful one.

Mr. Stricker joined Maxon March 1, after 18 years with Ruthrauff & Ryan in St. Louis and Chicago, first as an account executive and client relations specialist and later as a vice president.

Raymond C. Stricker originally planned an art career in St. Louis, where he was born Aug. 7, 1908. He attended Central High School and received private tutoring in art. While still in high school, he worked as a copy cub during the summers on the *St. Louis Times*. When only 16 he covered the old St. Louis Browns of the American League.

In 1927 he became advertising manager of the St. Louis Music Co., a mail order house for phonograph records, leaving there a year later to join the art department of D'Arcy Adv.

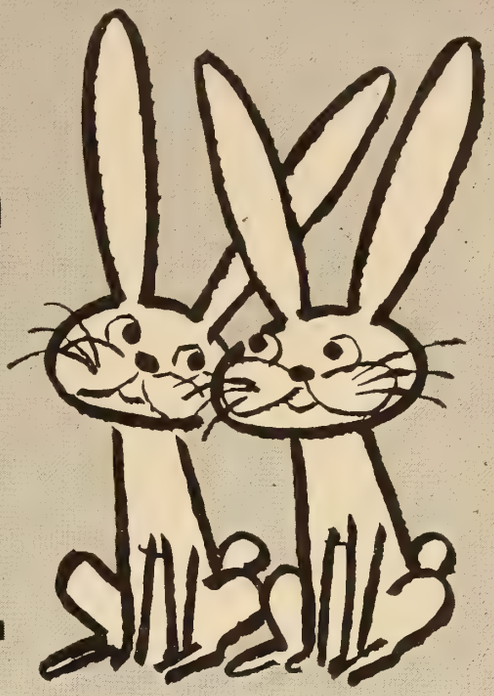
The following year (1929), young Stricker returned to the job of advertising manager, this time for the St. Louis zone of Buick Motor Co. (Vesper Buick distributor). A short time later he moved to Shaffer-Brennan Adv. Co. (now Shaffer-Brennan-Margulis), St. Louis. After another fling at art, he moved to account work, charged with bringing in new clients and writing and servicing their accounts.

He joined Ruthrauff & Ryan in St. Louis May 1, 1938, and, on the strength of his automotive background, was assigned to the Dodge account, buying time in Texas, Oklahoma and Missouri. He helped R&R open its Houston office in 1940 and its Dallas branch (with the acquisition of the Dr. Pepper account) in 1949. He was elected a vice president of the agency in September 1949 and transferred from St. Louis to the Chicago office three years later.

An "old timer" in the use of radio, Mr. Stricker has joined an agency that is traditionally radio-tv minded and expects to bill approximately $30 million in all media during the current year. Radio will continue to prosper, he says, and predicts an "era of prosperity that will dwarf anything in the past."

Mr. Stricker married the former May V. Eichlag of St. Louis June 1, 1929, and they make their home in Wilmette, Ill. His love of art is apparent in one of his leisure-time pursuits, watercolor painting. Another favorite pastime is gardening.

they're all ears...



for the **116 NEWSCASTS** they hear each week on **WSAM** in Saginaw!

No wonder WSAM's listening audience is multiplying by leaps and bounds! 116 times a week Saginaw folks perk up their ears to WSAM newscasts, morning, afternoon and evening. It's a big, wonderful, receptive audience . . . ALL EARS for your sales message as well!

SAVE.. up to 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit **WKMF** Flint, Mich. **WKHM** Jackson, Mich. Jackson Broadcasting & Television Corp. **WSAM** Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WSAM SAGINAW MICHIGAN

Fred A. Knorr, *Pres.*
Richard Schueher, *Mg. Director*

Represented by HEADLEY-REED

The Community Stations

KNORR BROADCASTING CORP.


SUMMERTIMED.

Hiatus? Not on WBZ-TV Boston! For 1956, we're *reversing* the usual trend of summer programming.

We're taking the kind of choice attractions and events that some people reserve for the winter season, and we're cramming them all into June, July and August.

Oh, there's a wonderful summer ahead in the country's sixth market, for WBZ-TV advertisers! *Be* one. Get information and availabilities before the best ones are taken. Phone Herb Massé, ALgonquin 4-5670, Boston or call A. W. "Bink" Dannenbaum, WBC National Sales Manager, MUrray Hill 7-0808, New York.

In Boston, no selling campaign is complete without the WBC Station...

WBZ 4 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WBC

WBZ 4 TV

WITH YOU IN MIND!



KTHV

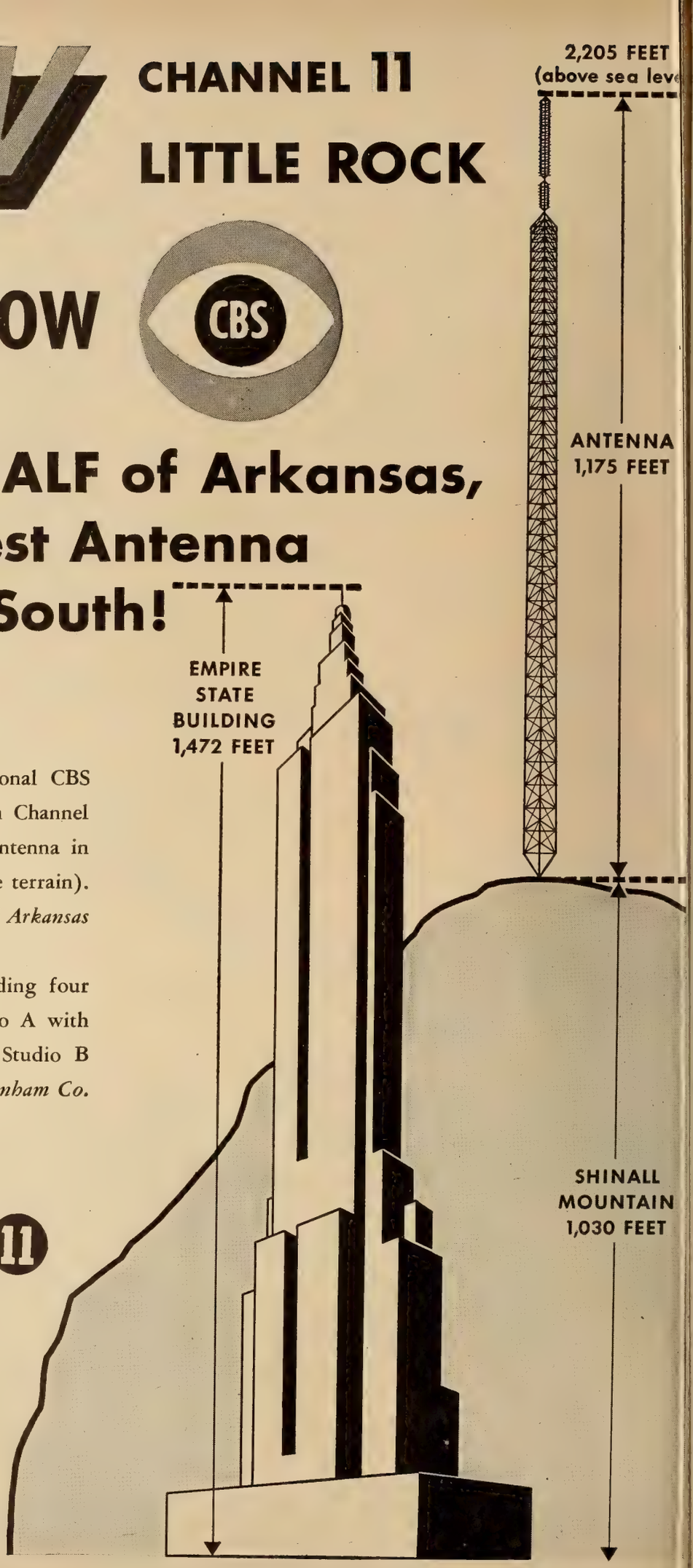
CHANNEL 11
LITTLE ROCK

NOW CBS

Covers Over HALF of Arkansas, with the Highest Antenna in the Central South!

KTHV, Little Rock, went Basic Optional CBS on April 1—with maximum power, on Channel 11, and telecasting from the highest antenna in the Central South (1756′ above average terrain). *Good TV coverage of more than half of Arkansas is now an accomplished fact.*

KTHV has finest new facilities including four camera chains, a 40′ x 50′ x 24′ Studio A with 20′ revolving turn-table—a 30′ x 50′ Studio B with complete kitchen, etc. *Ask the Branham Co. for full details.*



CBS **316,000 Watts . . . Channel 11**

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport

BROADCASTING TELECASTING

June 11, 1956 Vol. 50, No. 24

CBS-TV TELLS INSIDE STORY OF TV NETWORK OPERATIONS

If they had the time and inclination, members of the Senate Commerce Committee last weekend could have learned a lot about the functions and fundamentals of television networking. In their possession was a 150-page primer prepared by CBS in anticipation of the testimony this week of Frank Stanton, CBS president.

Though it came from a partisan source and was frankly a defense of present network practices, the primer was a clear and comprehensive lesson in the complexities of network broadcasting. It explained, step-by-step, how a network functions, how advertisers use tv, how networks build and find the great volume of programming which they must present on regular, predictable schedules and why, in CBS's view, it would be fatal to the tv system to halter networking by more government regulation.

The primer was submitted in the form of a memorandum supplementing the testimony which Mr. Stanton will give tomorrow (June 12) as the first of three tv network presidents scheduled as witnesses this week in the Senate committee's investigation of network practices. Here B•T presents, in condensed text, excerpts of the CBS memorandum:

TODAY, over 34 million families in the United States have one or more television sets. They have invested $16.6 billion for the purchase and maintenance of these sets, and the latest figures show each family averages slightly over six hours a day watching television.

The universality of television in the United States is further evidenced by the fact that 99.2% of United States families live in areas which are within range of at least one television signal. More than seven out of ten United States families actually have television sets. Exclusive of educational stations, by March 1, 1956, there were 429 stations on the air, of which 393 were affiliated with a nationwide network.

Despite misconceptions to the contrary, in the vast majority of cases the American public has a considerable choice of service. A total of 9.4 out of every 10 television homes have a choice of two or more signals, while 8.7 out of every ten have a choice of three or more signals. The average television home has a choice of 5.1 different signals.

Thus the size of television today is established by the availability of televison signals, by set ownership, by the choice of programs available to each viewer and by the amount of viewing. But there is another important measure of television today—the advertisers' evaluation of television in the concrete form of their dollar investment in television advertising. From a volume of $57.8 million in 1949, advertising on television grew to more than $1 billion in 1955, far outstrippng the rate of growth of national advertising revenues for newspapers and magazines during that period.

There can be no serious question that the stimulus for television's growth and a basic, if not *the* basic, reason for its current size is *network* television.

The networks were active in the development of television long before most others now on the scene. By the end of 1930, both CBS and NBC had established television laboratories and had been licensed to operate experimental television stations. By the end of 1931, CBS was broadcasting on a regular schedule over its local station in New York. It was not until after the war, in 1946, however, that full scale broadcasting operations were possible.

But in the early postwar period there were few sets, numbering only in the tens of thousands. Because there were so few sets, there were few programs, since advertisers were unwilling to pay for programs which had such small potential audiences. Conversely, because there were so few programs, there was little incentive to purchase receivers. The industry was thus bound within a tight circle of economic frustration.

There was only one way to break out: to program far in excess of what was then justified by the number of sets, the potential viewers and advertiser interest. It was the television networks which, at enormous cost to themselves, broke the circle. They embarked on what was then an extremely uncertain and risky course. They provided the major entertainment programs and the broadcasts of popular sports events and important political events of national interest.

In priming the television network pump so as to lead to the flow that we know today, CBS, alone invested $53.1 million from 1934 through 1952, without a single year of network profit.

Today, through the networks and without paying any fee, the entire nation can see the Sadler's Wells Ballet, the World Series, "Peter Pan," "The Caine Mutiny Court-Martial," a debate between Leonard Hall and Paul Butler, a discussion of the Federal Constitution by Joseph Welch and an infinite variety of the best that the entertainment world has to offer. Never before have such opportunities for education and amusement been made so universally available, and on such a scale, to the people of any nation.

It should be emphasized that the only source of nationwide *live* programming is the networks. Only by live network programming can events of national interest be seen throughout the country as they happen. The entertainment and informative qualities of some film programs cannot be denied; indeed some programs require film and are better because of it. But good as film programs are, it is the live quality, the sense of seeing the actual event or performance taking place before the eyes of the viewer as he sits in his living room, that is the real magic of television. To remit television largely to film is to confine its ex-

citement, scope and impact, and even more important, it is to destroy the only effective means of nationwide visual communication to the entire country for national emergency purposes.

Evolution and Economics Of One Network Show

UNLIKE tangible manufactured products for mass consumption, the product which a network offers to the public—the network programs—is not fungible. Each program differs to a greater or lesser degree from the other; each has its own history, presents its own problems and has different requirements in terms of conception, production and costs. For purposes of this memorandum the full-hour drama entitled *Climax!,* broadcast on Thursdays from 8:30 to 9:30 p.m. (EST) and sponsored by the Chrysler Corp., has been chosen as illustrative of some of the functions of a network and some of its basic internal economics.

Climax! currently is broadcast over 164 CBS Television affiliates, of which 139 are in the United States and the remainder in Canada. The broadcast of March 1, 1956, was watched by more than 26,000,000 people in the United States. That was approximately 45.9% of all the people watching television at the time the program was broadcast. These figures are typical of the audience sizes which have been attained by *Climax!* this season.

In the fall of 1953 and spring of 1954, the hour between 8:30 and 9:30 p.m. (EST) on Thursdays was occupied on the CBS Television Network by two half-hour sponsored programs. Those two programs were broadcast weekly on a line-up which averaged 80 stations, and had an average weekly audience of less than 11,000,000 viewers, or 29.3% of the total audience watching television at that hour. Thus neither the public nor CBS Television affiliates were fully served, since during 8:30 to 9:30 p.m. less than half the number of affiliates were supplied with the programs and less than half as many viewers were tuning to CBS Television in 1954 as are currently tuning to it. As a result the sponsors were dissatisfied and one of the sponsors had issued a notice of cancellation.

Although the situation had crystallized in this fashion by the spring of 1954, actual detailed planning of the new program had begun late in 1953. The program department had felt that a half-hour time period, then commonly utilized for mystery dramas and melodramas, was insufficient for development of this type of program and hence after discussion, it was decided to adopt the concept of an hour program. In March 1954, although there was not yet a definite determination of what time period the program might ultimately fill, the actual preparation of *Climax!* began. Involved in the preparation were the research department, the program development department and the production department, each of which would necessarily play a part if the program were eventually to be broadcast in the fall of 1954.

By April 1954, 13 stories, representing an investment in excess of $40,000, had been acquired. By July 1954, seven or eight of these stories had been reduced to the form of a first draft of script—a process which cost an additional $15,000.

The program was sold to the Chrysler Corp. late in May 1954. The sale was possible only because the months of preparation had sufficiently crystallized its ultimate form to permit concrete presentation to the sponsor.

From May until the fall of 1954, the creative work was accelerated and the station relations and sales service departments were active in informing CBS Television affiliates of the program and arranging for time clearance.

On Oct. 7, 1954, the first program of the *Climax!* series was broadcast by the CBS Television Network. But despite all the planning, preparation and financial investment, the program, as it was actually broadcast, did not meet the network's expectations. Accordingly, almost immediately after the program first was broadcast, the creative team which had been assigned to the program by CBS Television was reorganized and supplemented. The program department continued to work on the program, sharpening its concept, changing its production team and developing it to the successful stage which it has since attained.[1]

The foregoing brief history of the inception and ultimate evolution of *Climax!* is representative of the effort and expense involved in program development. Some programs, even after investments in time and energy like those devoted to *Climax!,* never do evolve satisfactorily and are abandoned even before the first broadcast. Some are carried to the stage of pilot films, or to the point where several actual filmed programs of a series are produced, yet because they do not satisfy the network's standards, or a sponsor's, are abandoned. In some cases the planning and preparation have taken a far longer period—sometimes as much as two years between initial conception and ultimate first broadcast.

This planning and preparation—even to the purchase of stories—goes forward without any certainty as to the time period the program might fill, or whether, indeed, any time at all can be found for it. For, in order to achieve the most effective schedule possible, a network's program department must engage in a constant process of forward planning for the next year, and the year after that. It must have a reservoir of programs so that, whenever the occasion demands (and failures of programs or changes in public taste often cannot be anticipated), a suitable program is ready.

Another aspect of the history of *Climax!* also underscores the special character of network programming activities: the process of reorganization and evolution even after the first broadcast and in response to the actual experience gained from it. Since *Climax!* was a live program, and since it had been conceived planned and produced by the network's own program department, it was possible to take prompt action to remedy the initial defects which became apparent after its early broadcasts. Because it was a network produced program, all the skills and program and production resources of the network could be brought to bear promptly and directly to continue the process of shaping and evolving it. And, as noted, it was by this process that *Climax!* was ultimately brought to its successful state.

Necessarily involved in any television programming are the advertiser dollars which must support it. The average gross weekly charges to the advertiser for *Climax!* during January, February and March, 1956 total $137,007. This gross charge is composed of two elements: program charges of $43,287 and time charges of $93,720.

Time charges are applicable in the case of all programs—regardless of their source—broadcast by the network. They are the aggregate of the hourly rates, as published in the CBS Television Network rate card, of each of the 164 CBS Television Network stations which are used by the Chrysler Corp.

Program charges, however, are applicable only where the program is one created and produced or sold by the CBS Television Network. Where the program is produced and sold by outside producers, the program charge is made by the outside producer.

As noted, the Chrysler Corp. is charged $43,287 weekly for the production of *Climax!* Fifteen per cent of this amount, or $6,493, is paid by the network, in behalf of Chrysler, to Chrysler's advertising agency as the customary agency commission. After this deduction of $6,493, there remains to the CBS Television Network $36,794 to apply against the costs which the network incurs for the program. Those costs fall into two general categories: (1) the cost of creating the program each week, known as "above-the-line costs," and (2) program production and (studio and technical) facilities costs, known as "below-the-line costs."

The direct above-the-line creative costs for *Climax!* average $26,065 weekly which is paid out in the form of salaries to 59 people who may be categorized as creative talent. Those 59 people, who prepare, rehearse and present each program, devote an average of 2,454 hours to each week's program, which may be broken down as follows:

	personnel	*man-hours*
Producer	1	60
Director	1	100
Program Staff	5	216
Story Editor and Staff	10	98
Script	1	?[1]
Writers (script adaptation)	3	240
Music Scoring	5	36
Music Record Library	3	4
Cast	30	1,700
	59	2,454 *plus "?"*

[1]The original script or story may be in the form of a book, or a play, or a magazine story, or a script specially prepared for television. The number of hours, days, or even years which went into the preparation of the original story cannot, of course, be normally estimated.

[1]In addition, during the first four months the program was on the air, CBS Television spent over $115,000 on special newspaper advertising to promote the program.

Committee Sets Prelims For Network Hearings

PRELIMINARY witnesses who will lead off with testimony today (Monday) before the Senate Commerce Committee—with the main events scheduled to begin tomorrow when the first of the three tv network presidents goes on the stand—were announced last week by the committee staff.

The two witnesses, scheduled to appear at 3 p.m. today before the Senate group, are Everett C. Parker, director of the Office of Communications, Congregational Christian Churches, who will talk on religious broadcasting, and Leonard H. Marks, of the Washington radio-tv law firm of Cohn & Marks, who will appear on behalf of Fm Broadcasters, a new organization formed to protect the present part of the spectrum assigned to fm.

Long-awaited testimony of the tv networks—in defense of network practices such as "must-buy" and "option time" policies, as well as other affiliation and business practices—opens tomorrow when CBS President Frank Stanton goes before the Senate group.

On Thursday, NBC President Robert W. Sarnoff takes the stand to give NBC's views. On Friday, ABC President Robert E. Kintner will speak on behalf of his network's operations.

Next week, representatives for affiliates of the three networks will testify: CBS-TV affiliates, names not announced, on June 18 (Monday); ABC-TV affiliates, also not announced, June 19 (Tuesday), and NBC-TV affiliates Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and Joseph L. Floyd, KELO-TV Sioux Falls, S. D.

The direct below-the-line costs for production and facilities average a total of $19,451 a week, including salaries to 263 additional people who spend an average of 2,105 man-hours providing the physical elements necessary for each program. The number of personnel and the man-hours which they devote to each program break down as follows:

	personnel	*man-hours*
Production Conference	15	24
Cost Control	8	26
Network Operations & Scheduling	4	6
Scenery Design	6	111
Scenery Construction and Painting	39	631
Costume Design	1	40
Wardrobe Handling	7	78
Props	14	110
Trucking	6	18
Stagehands	74	480
Special Effects	2	16
Technicians & Supervisors Cameramen, Boom Operators, Dolly Operators, Audio & Video Control	24	192
Maintenance	4	8
Audio Engineer	1	8
Scheduling and Administration	5	5
Music Recording Equipment	3	48
Sound Effects	2	10
Lighting Supervision	1	20
Makeup	7	42
Graphic Arts	3	15
Statge Managers	2	64
Ushers	3	24
Building Maintenance	12	86
Telecine	5	12
Film Production	7	25
Master Control	5	4
	263	2,105

Thus it will be seen that, each week, a total of 322 people, devoting more than 4,559 man-hours, work directly in the creation of each *Climax!* program.[1]

It will be noted from the foregoing that although the Chrysler Corp. pays $43,287 per week for program charges for *Climax!* the actual amounts expended by CBS Television directly for the program total $52,009—$8,722 in excess of the amount paid by the sponsor.

It is in this sense that *Climax!* is not typical; the amount by which the program costs exceed program payments by the sponsor are abnormally large. CBS Television does attempt to attain full reimbursement for its program expenses. But some loss to CBS Television in programming is not unusual; the loss is the price which the network pays in order to develop and maintain a strong over-all program schedule for the public, for the affiliates and for the advertisers.

In 1955, the loss *for commercially sponsored programs alone* was in excess of $7.1 million without any allocation of general overhead such as selling and administrative expense. In addition, CBS Television spent over $10.5 million for sustaining entertainment and public affairs programs for which it received no revenues. It is estimated by CBS accountants that an additional $4.5 million in overhead expenses is attributable to program production. In total, sustaining programs and the loss on the sale of commercial programs cost more than $22 million in 1955.

The gross time charges, comprising the total of the hourly rates of the CBS Television affiliates carrying *Climax!* has been shown to be $93,720 each week. In order, however, to encourage (1) the advertiser's use of the maximum number of stations and (2) week-to-week continuity in advertiser sponsorship by making it more economic for advertisers to support major programming throughout the year, the CBS Television Network provides for discounts designed for those purposes. In the case of *Climax!* these discounts total $23,175. Thus, *net* time charges to Chrysler are reduced to $70,545.

From this latter amount, in turn, the advertising agency commission of 15% is deducted—totaling, in the case of *Climax!* $10,582—the customary commission which is paid by the network to Chrysler's advertising agency.

After deducting the discounts and the 15% agency commission, therefore, there remains to the CBS Television Network $59,963 as revenue accruing from the time charges for the 164 stations over which *Climax!* is broadcast. But the network incurs another major category of expenses directly attributable to the program—the costs of physically bringing the program to each of the affiliates which carries it. These costs of distribution include a share of the network's payments to AT&T, estimated to be $6,056, which represents the approximate cost for use of AT&T transmission lines allocated to the program. The network also pays approximately $1,259 each week for television recordings (TVR's) for stations which wish to carry the program on a delayed basis or which are not interconnected by regular AT&T facilities.

Thus of the total gross time charges of $93,720 for *Climax!*, there remain after these several deductions and expenditures $52,648.

This $52,648 amount is further substantially reduced by the network payment to the affiliates for the station broadcast hours which they devote to *Climax!* The payments to those stations each week total $26,185.

It is of first importance to note that the affiliation contracts normally provide for payment to the stations of a percentage of the *gross* time charges to the advertiser. As has been shown, this gross amount is not in fact received by the network; rather it is reduced by several direct major deductions and expenditures totaling $41,072 or about 43.8% of the total. Hence the total of $26,185 paid by the network to the stations for their broadcast time for *Climax!*, is almost equal to the $26,463 which is retained by the CBS Television Network after all the deductions, payments and charges which have been described. Before taking into account the $8,722 deficit incurred by the network in the production of the pro-

[1]A typical CBS Television half-hour dramatic program is the product of 1,374 man-hours, involving 154 people exclusive of the services of such departments as Sales, Advertising, Press Information and Traffic. Even for such an apparently simple program series as *Douglas Edwards with the News*, in which normally only one person appears on camera, a total of 829 people is involved (14 program staff, 37 administrative staff, 147 newsfilm staff, 16 studio staff, and 615 foreign and domestic camera correspondents)—exclusive of the facilities and services of the Operations, Engineering, Reference and other Departments of CBS Television. Similarly, the coverage of the 1952 political conventions involved over a year of planning and preparation, and, for the 118 hours and 11 minutes of actual convention broadcasting, 41,750 man-hours were required.

RATE REGULATION FOR TV MAY BE NEEDED—BRICKER

SEN. JOHN W. BRICKER (R-Ohio)—who long has advocated FCC regulation of the networks as public utilities—last week went on record as saying the time "may come" when networks should be subjected to "full public utility regulation," which he added probably would include the fixing of rates for tv advertising and a station's network programming time.

The Ohio Republican revealed these sentiments in an interview with Karl B. Pauly of the *Columbus* (Ohio) *Dispatch* (WBNS-AM-TV). Although Sen. Bricker is author of a Senate bill (S 825) to place the networks under FCC regulation and most recently issued his report on "The Network Monopoly," the Ohioan's statements in the *Dispatch* represented the first time he has stated publicly he feels rate regulation may be necessary.

Observers, however, have long felt that Sen. Bricker's S 825, his release of the Jones Report [B•T, Feb. 21, 1955], his interim report on "The Network Monopoly" [B•T, April 30], plus statements at various times during the Senate Commerce Committee's investigation of tv networks and uhf-vhf troubles, all have tended in this direction.

As Sen. Bricker explained his position last week:

"I don't think the time has come, but it may, when the networks should be subjected to full public utilities regulation. Whether they ultimately are so regulated will depend on how they use the authority and power in their hands." He then conceded that "full public utility regulation" of networks probably would include rate-fixing on television advertising and regulation of a station's network rate.

Sen. Bricker entered denials to several "guesses" that have been advanced as to his "motive" in seeking government regulation of the networks. Among these:

1. That he was "cut off" from Edward R. Murrow's *See It Now* on CBS-TV after only eight minutes, although he had appeared on the show with the understanding he would be on longer, during discussion on the Bricker Amendment to the Constitution in 1954. Although he denied this incident had anything to do with his stand on FCC regulation of networks, Sen. Bricker said, "Murrow is slanted and he did misrepresent the program to me." CBS Inc. has denied any "editorializing" against the amendment, which failed in the Senate by one vote.

2. That the senator is "going to bat" for a friend or political supporter who has a grievance against the networks. The *Dispatch* story said one story "told in tv circles" concerns an Ohio uhf operator who sought ABC and DuMont tv network programs broadcast occasionally by two vhf competitors, CBS and NBC affiliates. When the stations refused and the uhf failed, the uhf operator made statements that his "friend John Bricker" would "break up the whole network situation."

3. That Sen. Bricker is influenced by his friend, Robert F. Jones, former Ohio congressman and FCC commissioner and majority counsel for the Senate Commerce Committee's tv probe during Sen. Bricker's chairmanship of that body in the 83d Congress. Mr. Jones as an FCC member dissented to the 1952 Sixth Report & Order. The Jones Report, made when he left the Senate committee, outlined recommendations that many have considered to be leading toward public utility type regulation of networks.

4. Influence of the "uhf crowd" or tv film and package producers.

5. Influence of pay tv proponents.

Denying all these, Sen. Bricker said the networks "don't seem to be able to understand that someone can aproach an important matter with an unbiased view . . . If there ever was anything I entered into without bias or prejudice or preconceived ideas, it's this one."

Sen Bricker denied he favors censorship of news programs by the government, but "likewise, I don't want the news controlled by a small majority of people who own the network business."

On FCC regulation of networks, he said: "The best measuring stick is the public interest. I never want to see government ownership and operation of television. The best guard against it is proper government regulation—and that is what I am thinking about."

gram, there is an almost exact equality in the amounts shared between network and stations.

For the $26,185 which is paid by the network to the CBS Television affiliates for their broadcast of *Climax!*, the station provides the use of its transmitter and the most valued commodity which the station has to offer—its time. In providing its transmitter and time, the station must, of course, attribute to that hour a proportionate share of its investment and of the costs of its over-all operations. Since *Climax!* is produced for the station, sold to the advertiser by the network, carried to the station by AT&T or by television recordings prepared and paid for by the network, the actual out-of-pocket expenses of the station attributable to its programming are normally minimal.[1] And, in turn, the personnel of the station are thus freed to create local programming, to sell the station's own (or outside produced) non-network programs to national spot and local advertisers and to do all the things necessary for successful local operation. As a result of the network program, the stations benefit triply: (i) the share of the revenues, (ii) the saving of costs which would be incurred if the station were required to program that period itself, and (iii) the increased circulation which enables the station to charge substantial rates and to attract national spot and local advertising revenues directly to it.

As has been shown, the net residue to the CBS Television Network accruing from the gross charges of $137,007 to Chrysler for the 8:30 to 9:30 p.m. (EDT) period on Thursdays, is only $17,741. This residue varies from program to program and in a number of cases is not subject to so large a reduction for loss in respect of direct program changes. Nevertheless, except for the program deficit, this amount of residue and its relationship to the gross charges approximates the magnitude of net revenues to the network for nighttime hours.

It is out of this (and similar) net residue that the CBS Television Network must pay for the network staff and facilities, and for all the functions and services which it must render. Out of this residue, the network must maintain its organization and its over-all programming schedule, including all its sustained and public service programs.

The network organization is large and complex. It must be maintained in order to provide the highest quality programs possible, integrated into a balanced over-all weekly schedule of entertainment and information. Such a schedule requires an organization of the best creative personnel obtainable—executive and talent, writers and performers. Also there are enormous risks which must be taken through entering into the long term contracts and expensive commitments necessary to attract creative skills.

Not all risks crystallize in success, as they did in the case of *Climax!* Some of the projects in which tens of thousands or hundreds of thousands of dollars are invested have to be abandoned; programs in which the network has made large investments in energy and dollars sometimes have failed even to get on the air.[2]

Inherent in the complexity of the network business is the phenomenon of the delicate balance and the violent swing.

Unlike most businesses, a decline in network business involves a double liability to a network. If a shoe factory's sales are reduced, the factory can reduce production and thus reduce costs. Its chief loss, when sales are reduced, is loss of revenue, which is normally offset in some substantial degree by reduced operating costs.

When a network loses time sales, it not only loses the revenues; in addition, its costs are vastly *increased* as it continues its network service. Its program service to its affiliates cannot, in general, expand and contract in direct proportion to advertisers' time purchases but must continue at the same pace regardless of whether time and program revenues are forthcoming.

Hence the network, when it loses a time sale, not only loses the revenue but incurs the costs involved in broadcasting the unsponsored program which must take its place.

Thus it is that failure to sell one hour between 7:30 and 10:30 p.m. each night for a year (whether because of refusal of stations to clear time or for any other reason) would result in an enormous swing in a network's profit and loss figures. The net revenues (net time charges less station payments) that would be lost from the failure to sell one nighttime hour each broadcasting day throughout 1955 would have been $13 million. In addition, the expenses to provide sustaining programs of comparable quality for the period would have been increased by some $13 million to $15 million. The possible swing, therefore, for one Class A hour each day for one year is in excess of $26 million.

WITNESS



FRANK STANTON, CBS president, will submit more documents to Senate Commerce Committee this week. Among them will be detailed answers to Sen. Bricker's "Network Monopoly Report" and to anti-network testimony of Richard A. Moore, KTTV (TV) Los Angeles.

Despite the risks and the complexity of the business and despite the inherent hazards, television networking has, in general, been profitable. According to public FCC figures for the year 1954 (the latest figures available), the profit before taxes of the four then existing networks as a percentage of broadcast revenue[1] was 2.3 per cent.[1] These profit percentages for the networks are in sharp contrast to those for stations. The 377 independently owned stations included in the FCC figures show a profit, before taxes, of 18.8% of sales.

Still further confirmation of the relative profits of stations and networks is drawn from data concerning the 1954 revenues and income of two station operators not engaged in networking.[2] The operators are Storer Broadcasting Co., a licensee of seven television and seven radio stations, and Gross Telecasting Inc., a licensee of one television and one radio station, at Lansing, Mich. These data are:

	total tv revenues	*total am revenues*	*income before taxes*	*return*
Storer	$13,391,027	$4,345,504	$7,105,103	40%
Gross	1,973,031	268,558	1,320,464	60%

It is estimated by CBS that in 1954 the total net profits of the seven largest CBS Television affiliates (exclusive of the stations owned by CBS) *exceeded the net profit of the CBS Television Network.* In 1955, when the CBS Television Network profits were greater, it is estimated that nevertheless the total net profits of between 12 to 14 of its largest affiliates exceeded the total net profits of the network.

THE several charges which have been leveled at the networks and the several proposals which have been advanced will be examined seriatim.

A. THE CHARGE THAT THE NETWORKS RECEIVE A DISPROPORTIONATE AMOUNT OF TELEVISION NETWORK REVENUES. The facts concerning the economics of networking and the distribution of revenues between stations and the network readily establish that networks do not receive a disproportionate amount of television revenues. In fact, as has been shown, the station profits in terms of percentage of return on total broadcasting revenues (i.e., sales) far exceed network profits in percentage of return, despite the sharply contrasting functions of networks and stations and the relative risks which each takes. In order for a network to perform its functions at all, it must maintain a large organization and extensive facilities. Necessarily, therefore, the very nature of a network's functions is such that its revenues are large; but for the same reason, its expenses are also proportionately large.

In the circumstances, a comparison of the total revenues of the stations and the total revenues of the network would appear to be wholly irrelevant. If the inquiry is a proper one at all, it must take into account the contrasting functions; and the basis of comparison must be the relative percentage of profits in their relation to revenues. On that basis, there is clearly no disproportion in favor of the network.

B. THE CHARGE THAT NETWORKS INSIST ON THE USE OF NETWORK PRODUCED PROGRAMS. The charge that the CBS Television Network discourages, or discriminates against, non-network produced programs by making valuable time periods available only to network produced programs is mistaken. CBS Television follows no such policy; there is no such discouragement or discrimination.

No evidence of a program tie-in has been adduced before this Committee and none can be for there is none. Indeed, the facts refute the charge: during the week ending April 7, 1956,

[1] Although AT&T costs are normally assumed by the network, there are cases in which stations assume incremental expense.

[2] In 1955, CBS Television spent a total of one million dollars on the development of programs and program ideas which never saw the light of day.

[1] Broadcast revenue is defined as net revenue after reductions for (1) discounts, (2) agency commissions, and (3) station payments, plus the incidental broadcast revenue from sales of programs and charges for production costs.

[1] This percentage for network profits is depressed since it would appear that DuMont and ABC both lost money in 1954. It is estimated that if these two networks were excluded for the year, the percentage of profits *before* taxes would be about 9%. In the same year, the profits *after* taxes of the CBS Television Network, were 4.6% of net sales.

[2] These data were made public in 1955 in connection with offerings by the two companies of their securities.

72¾ hours of sponsored programs were broadcast by the CBS Television Network. A total of 36½ of those hours, or 50.2%, were occupied by programs created and produced entirely by 38 outside producers with whom CBS Television has no direct connection, and an additional 19¾ hours, or 27.1%, were occupied by programs produced by eight companies or individuals in association with CBS Television. That total of 72¾ hours was comprised of 74 different programs or program series, only 17 of which were wholly produced by the network. Of the remaining 57 programs or program series, 47 were wholly produced by outside producers and ten were produced by outside producers in association with CBS Television.[1]

Not only do the facts show that CBS Television does not insist on advertisers using CBS Television produced programs in order to buy time on the network, but the charge becomes frivolous when one considers that CBS Television lost $7.1 million on commercially sponsored programs alone in 1955, without any allocation of general overhead expenses. It can be easily understood that incurring such a loss is not the voluntary choice of a domineering businessman engaged in restrictive practices. Rather it is the natural result of trying to serve the public, the affiliates and the advertisers in the best manner possible even though such a result eats heavily into over-all profits.

In the final analysis, it would seem that the charge that the CBS Television Network insists on using its own programs by making prime time available only if the advertiser uses a CBS Television produced program is in reality an attack designed to prevent networks from engaging at all in creating and producing programs.

If a network is to fulfill its responsibility to its affiliates and to the public, it must, however, engage in program production. Only in this way can there be assurance of day-in, day-out, and week-in, week-out high quality programs.

Indeed, those basic facts have long since been emphasized by the FCC itself which, in "Public Service Responsibility of Broadcast Licensees" March 1946, p. 13, criticized networks for *not* engaging in program creation and production and hence failing to exercise their programming responsibilities.

C. THE CHARGE THAT THE NETWORKS HAVE A MONOPOLY. The charge that the networks, or CBS and NBC, constitute monopolies is reckless and insubstantial.

The facts establish that no monopoly exists in any ordinary meaning of the word. As has been shown, many other national advertising media are in competition with network television. Network television has only a 9.8% share of the national advertising dollar. The CBS Television Division—the Network and the four CBS owned stations—receive only 3.2% of the national advertising dollar and about 20% of the television advertising dollar.

Indeed, the entire history of the growth of networks and of national advertising expenditures in network television is wholly inconsistent with the normal indicia of monopoly—i.e., a smaller and smaller share to those behind the leader. In the television network field, perhaps the outstanding phenomenon of recent years has been the growth of ABC. Like CBS and NBC, ABC started from scratch in 1948, but it soon fell behind because of lack of capital to invest in the necessary amount of facilities, organization, talent and programs. In 1953, ABC merged with the United Paramount Theatres and as a result new capital was available. It has made substantial investments in facilities, programs and talent commitments since 1953 and its billings rose from $21 million in 1953 to $34 million in 1954 and to $51 million in 1955, while according to trade reports its current billings for 1956 are at the rate of $76 million a year.

It is true that the very nature of the network business, with its requirements of enormous effort and investment, makes the establishment of new networks difficult. But it is not impossible.

Under FCC regulations, no station is, or may be, closed to other networks even where the station may be a primary affiliate which grants option time to the network with which it is affiliated. The FCC regulations provide that option time is not effective against programs of competing networks and all three networks have programs which are carried by primary affiliates of the other.

The touchstone is strong programming. For example, ABC's *Disneyland* has crossed network affiliation lines; even when the program was first broadcast, 60 CBS Television affiliates, including ten primary affiliates, carried the program. On February 11, 1956, 79 CBS Television affiliates carried *Disneyland*, including 65 CBS Television primary affiliates.

An additional network, therefore, is not restricted to new stations which are unable to obtain a primary affiliation with one of the existing networks. If a new network's programming is strong, it will have a market even among stations primarily affiliated with another network, and if its over-all programming schedule should prove to be consistently better and more attractive than the programming of the existing networks, there is no question but that stations would readily change their affiliation in order to obtain the best schedule.

D. THE CHARGE THAT NETWORKS CHANNEL A DISPROPORTIONATE SHARE OF TELEVISION REVENUES INTO STATIONS IN LARGE MARKETS AND IGNORE STATIONS IN SMALL MARKETS. Related to the charge of monopoly is the charge that networks tend to channel a disproportionate share of television revenues to stations in larger markets and to ignore small markets. That charge is inaccurate; the facts, indeed, are to the contrary, for networks are of particular importance and assistance to the stations in the smaller markets.

There are strong natural economic forces working to the advantage of stations in the larger markets, since their rates are higher, but their cost per thousand lower than those of stations in smaller markets. It is networks, in fact, which tend to counteract the normal disproportionate flow of revenues to large markets and to divert a share, which would otherwise not be available, to stations in the smaller markets. Standing alone, because of their relatively small circulation and higher cost per thousand, the stations in the smaller markets tend to be ignored by the advertiser. For the administrative cost which an advertiser must incur to place a program or an advertisement directly on a small station on a station-by-station spot basis is generally just as large as the administrative cost involved for a larger station. Similarly, for every additional station bought on an individual basis by the spot advertiser, additional program costs are usually incurred since independent program suppliers often sell programs on a per-station basis. Networking offsets these disadvantages of the smaller stations. A network advertiser can add smaller stations as a by-product through a single network order, with no additional program or administrative costs.

In addition the CBS Television Network has taken affirmative steps to adapt its sales and distribution policies to accentuate those normal

WHAT CBS-TV CONSISTS OF

Here's a summary of the description of the structure of the television network given in the CBS memorandum submitted to the Senate last week:

People

As of last March 1, CBS-TV employed 2,412 people full-time and a total of 5,493, including per diem personnel, talent and supporting corporate personnel. Weekly cost of maintaining this organization and staff amounts to $700,000.

Plant

The network has 29 broadcast studios (22 in New York, five in Hollywood and two in Chicago) containing 148 live cameras and 35 film cameras with associated control equipment, 792 microphones, 1,403 video amplifiers, 896 picture monitors, 68 film projectors, 41 studio, telecine and master control rooms—among other things. CBS has invested nearly $28 million in tv program production facilities, is now considering new investments of up to $25 million for more plant facilities "over the next few years."

Affiliates

As of March 1, CBS-TV had 151 primary affiliates, 38 secondary affiliates, 26 Extended Market Plan affiliates and per-program agreements with 52 other stations—a total of 267.

Interconnection Facilities

CBS-TV is paying AT&T $13.5 million a year for interconnection.

WHAT CBS-TV PRODUCES

During 1956 the network will broadcast 1,508 hours of its own programming and 1,053 hours of shows produced in association with outside sources—a total of 2,561 hours. These figures do not take into account programs broadcast by the network but produced by others.

Total production of U. S. feature film released in 1955 represented 427 hours of running time. Hence in 1956 CBS-TV's own production will be more than three times that of movies last year and the total broadcasting on the network six times the movie volume.

[1]In addition, there were 13 sustaining programs and program series occupying 13½ hours. Of those sustaining programs, CBS Television produced 11 which occupied 12½ hours. Of the 28 programs produced by CBS Television alone, 11 were news and public affairs programs which, under CBS Television policy, must be produced under its supervision and control.

. . . networks need option time, must-buys and own stations

trends on behalf of small stations. The Extended Market Plan and the Extended Program Service Plan were explicitly designed for those purposes.

The CBS Television Network discount structure also provides positive stimulus encouraging advertisers to order small market stations. Its discounts depend on the number of stations ordered, and the percent of discount increases as the number of stations ordered increases. This means that when an advertiser orders a large number of stations (including small market stations) he receives a larger discount on the more expensive, large market stations than he would if he did not order the small market stations.

As a general rule, a national advertiser, even though he may have nationwide distribution, purchases fewer stations on a national spot basis than he does on a network basis. A vivid example is provided by Philip Morris, which sponsored *I Love Lucy* on the CBS Television Network with a line-up of 152 stations. When it cancelled its sponsorship of the program and embarked upon a national spot advertising campaign, it ordered only the 50 top markets.

The facts establish, therefore, that networks tend to *prevent,* rather than accentuate, a disproportionate flow of revenues to the larger markets.

E. THE PROPOSAL TO PROHIBIT OPTION TIME. Option time is sharply limited so as to permit broad discretion by the station. As the option clause provides, a station has the right to reject any network programs in option time in order to substitute other programs "of outstanding local or national importance." But a station's rights are much broader. It may also reject or refuse any network programs offered which the station "reasonably believes to be unsatisfactory or unsuitable" or, even though the program has already been contracted for by the station, which the station believes "is contrary to the public interest." Those provisions have been construed by CBS Television to permit wide discretion to the station to reject network programs which the station believes will not serve the local audience as fully as a non-network program which the station proposes to broadcast.

The precise limits of the respective rights of the CBS Television Network and its affiliates under these provisions of the option time clauses have never been fully delineated, because in practice there has been no necessity for it. Rather, acceptance by stations of network programs has been based on the cooperation which is inherent in the basic partnership relations which exists between the network and its affiliates. There has been no rigid invocation of its option rights by the network, and affiliates' schedules are studded with non-network programs in option time.

While option time is thus in fact administered flexibly, either it or some equivalent tool is the keystone of network operations. Without such a tool, networks cannot operate. Without some reasonable assurance of general clearance by stations, the effectiveness of the over-all, day-in, day-out, week-in and week-out network schedule would be eroded.

It would take the defection of only a few key stations in major markets to deprive a network television advertiser of so substantial a part of his circulation that the program would not continue and thus would be lost not only to the network but, far more important, to the vast majority of stations which need and want the program. It is the public, then, and the stations in the smaller markets which would suffer most acutely, if any major pattern of non-clearance developed.

It is wholly possible that an entire schedule could be eroded by a pattern of non-clearance that would checkerboard across the schedule. It is hardly likely that key stations would pick the same programs and the same time periods for non-clearance. What would be more likely to occur is that some key stations would refuse to clear during one half-hour, another group of key stations might pick another half-hour and another still a different half-hour. If the stations were in enough large markets, each network time period would then become unsalable to national advertisers. Obviously, no network could afford to program, with a quality schedule, so many time periods on a sustaining basis.

Option time, in sum, is a necessary device based on, and arising out of, the very nature of networking and network advertising. Its benefits to networking are not offset by detriment to other segments of the industry. Non-network sources of programming are numerous and plentiful—and have been expanding rapidly. There is more than ample opportunity on stations and on networks for exposure of the product of these non-network sources, and indeed, they enjoy such wide exposure. And option time has had no contracting effect on non-network television advertising. On the contrary, the record is clear that such advertising has grown rapidly, and in recent years, at a higher rate than network advertising.

F. THE PROPOSAL TO ELIMINATE "MUST-BUYS." CBS Television, in accordance with a long standing practice in the broadcasting industry which has never before been seriously questioned, had, as of March 1956, a list of 52 affiliates which it designates as "basic required" stations. Those stations cover substantially all the major markets in the United States and 81.8% of American television homes. With a few exceptions arising out of special circumstances and the special needs of network advertisers, the effect of the basic required list is to require advertisers who wish to use the network to order these stations as a minimum.

It is interesting to note that the advertisers—the only group to whom the basic required practice directly applies—have never raised a question about the practice. The answer is simple. Those who need nationwide coverage use network advertising, and their normal wants include coverage in all the major markets represented by the basic required stations. Those who need something less than nationwide coverage turn naturally to spot advertising, or share the network facilities on a regional basis with other advertisers.

Once a network has determined the character and dimensions of its basic product (the basic required group) and geared its operations to satisfying the demand for that product, there are compelling economic reasons for prohibiting fragmentation of the product. The network, as stated, makes heavy commitments for AT&T interconnection service among its affiliates, on a minimum basis of eight hours per day. The cost of maintaining the interconnection service simply could not be supported by orders for only a few major stations. If an advertiser were to place an order, for example, limited to New York, Chicago and Los Angeles, the costs for interconnection facilities, alone, would be unbearably excessive. There must be stations along the line to provide sufficient revenues to defray the cost.

The other extensive network services that are described in this memorandum also require the broad financial support of sales of the combined time of the major network affiliates. Those services cannot be supported by sales of only a small fraction of a network.

In summary, the policy of the basic required group is no more than a conformance to the normal demand of national network advertisers, and it is no different from any other minimum order policy which a supplier adopts where the nature of his product, the requirements of his customers and the economics of distribution justify it.

G. THE PROPOSAL TO PROHIBIT NETWORK OWNERSHIP OF STATIONS. Network ownership of stations is essential as a matter of economics. In previous portions of this memorandum it has been shown that the station profits as the percentage of revenues are far larger than network profits. This fact is indeed confirmed by CBS' own experience as is demonstrated by the following table:

		percent of gross sales attributable to:		*percent of broadcast profits before taxes attributable to:*	
	year	*network*	*owned stations*	*network*	*owned stations*
Television	1955	85	15	58	42
	1954	85	15	51	49
	1953	84	16	34	66
	1952	88	12	0	100
Radio	1955	69	31	22	78
	1954	75	25	45	55
	1953	76	24	44	56
	1952	75	25	31	69
	1951	77	23	43	57
	1950	77	23	46	54

It should be noted in connection with the foregoing table that in 1952, and for the first month of 1953, CBS owned only two television stations, and from February 1953 until February 1955, it owned only three television stations. Since February 1955, it has owned only four television stations, of which one, WXIX Milwaukee is a uhf station.

Not only is station ownership, in general, more profitable than network ownership, but equally important, station revenues are far more stable. As has been shown, the margins of network profit in relation to sales are narrow and the swings are violent. Because networks are particularly vulnerable in periods of decline, and because of this phenomenon of the violent swing, station ownership provides an essential bulwark supporting network operations.

It has been suggested that the force of the economic justification for network ownership of stations is fatally weakened by the success of CBS Television in the face of the fact that, unlike NBC and ABC, it has not owned its full quota of stations. But this is hardly assurance for the future; on the contrary, past history indicates that it is a weak reed upon which to rely. For the past few years hardly represent a typical period in the life cycle of television. It has been a period of explosive growth and of shortage of stations. There has not yet been a period of normal conditions, nor a period of any degree of recession. Hence none of the stresses against which station ownership is such powerful insurance have in fact obtained. And, in any event, as the table above shows, the CBS owned television stations have contributed a significant portion of CBS Television profits.

While the economics of networking provide the primary reason for the essentiality of networks' ownership of stations, there are other important reasons. Thus, network owned stations are far more likely to accept sustaining programs produced by the news and public affairs department, and it is because of that reasonable assurance of substantial exposure for such pro-

Continues on page 91

the map tells the story



WMAR-TV's coverage area encompasses more than 2,500,000 homes which means vast selling power for advertisers

The WMAR-TV story means a lot of wonderful things to a lot of people. To the viewer it means the top comedy, dramatic, and variety shows such as: I Love Lucy, The Jack Benny Show, Studio One, Climax, The Ed Sullivan Show, and Arthur Godfrey and his Friends.

To WMAR-TV's advertisers, it means Baltimore's largest audience. We list the Nielsen report figures for April, 1956, showing total station shares based on quarter-hour homes reached by Baltimore stations in one week between 6 A.M. and midnight.

	NSI Area	Total Area
WMAR-TV	40.2%	41.1%
Station B	34.5%	33.8%
Station C	25.3%	25.1%

Off-the-map coverage . . . WMAR-TV's signal extends clear off the map, reaching out to the rich market surrounding Baltimore. It may be "fringe" to the TV engineer, but it is increased potential for WMAR-TV advertisers. That additional audience, which includes most of Maryland's rich countryside, has a buying potential on a par with the per household potential in Baltimore.

Important services . . . WMAR-TV services bring your product to meet the buyer through intense coverage of a quality market, continuing leadership of Baltimore's top-rated local and national programs, vigorous merchandising and promotion, and vast technical facilities . . . studio, film (including color film) and remote.

***In Maryland, most people watch* WMAR•TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles



Greatest food merchandiser in America!

Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them *all* to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give *your* grocery product over a 13-week period.

● **W-I-T-H Feature Foods Merchandising Service.** You get *all* this:

1. A minimum of **60 store calls** in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
2. A minimum of **20 special one-week displays.**
3. **20 days of Bargain Bar promotions** in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
4. Complete merchandising reports issued to you twice each 13 weeks.

● **W-I-T-H Chain Store Food Plan,** providing for dump, end-of-aisle and shelf extender displays in leading chain stores.

● **W-I-T-H Weekly Merchandising Service** with independent GA Stores.

● PLUS merchandising letters . . . PLUS trade paper advertising of *your* product . . . PLUS potent advertising material for your own salesmen's kits . . . PLUS personal supervision by head of W-I-T-H Merchandising Dept.

Add W-I-T-H's low, low rates and W-I-T-H's *complete* coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

Buy

Tom Tinsley
President

R. C. Embry
Vice Pres.

W-I-T-H

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

STUDY DEFENDS DIARY METHOD TV SURVEY

ARB's year-long project concludes that method is 'shade' higher than telephone coincidental technique. 'Important' differences between television tune-in and viewership cited.

THE diary method of measuring program audiences, often accused of under-rating tv viewership, actually produces ratings that are "virtually identical" to—but "a shade" higher than—the telephone coincidental technique, American Research Bureau maintained last week on the basis of a year-long study.

ARB Director James Seiler also reported that the study established "important" differences between television tune-in and actual viewership. He said that although A. C. Nielsen Co. has maintained such differences would not exceed .09%, the ARB study demonstrates that "tune-in" may over-state the size of the viewing audience by 5 to 100% in almost 41% of the programs. A subcommittee of the Advertising Research Foundation, which has been working on standards for audience measurements for some years, also is on record as favoring the use of "tune-in" rather than actual viewing as the standard for measurement [B•T, Dec. 27, 1954].

The ARB study released last week—all details of which have been turned over to ARF, Mr. Seiler said—was designed to answer two questions which in ARB's opinion embody "practically every criticism" of the diary technique: "(1) How do we know that the viewing habits of families refusing to keep the diary record aren't different from those who do cooperate? (2) How do we know that the cooperating families keep a completely accurate record?"

Proof of Method's Validity

Mr. Seiler said the project was an "urgently needed" validation study of the diary method. More time is bought and sold in the nation's tv market on the basis of figures produced by diaries than by any other method, he asserted. Under questioning, he said ARB probably would not have considered the study necessary if the ARF committees working on rating standards had acceded to requests that they conduct field tests themselves.

Mechanics of the ARB story were described thus: From 1955 through April 1956 ARB conducted telephone coincidental cross-checks in eight major cities while ARB's regular supervised-diary surveys were under way. Samples for both techniques were selected in the same way, from the same telephone directories (diaries were limited to telephone homes). The telephone coincidental survey included approximately 300 calls per half-hour per city in the 8 a.m. to 8 p.m. period covered. The tabulated diary sample also was about 300 per half-hour per city. The eight cities were New York, Washington, Cincinnati, St. Louis, San Francisco, Los Angeles, Atlanta, and Chicago.

The test coincidental survey employed a modification designed to develop coincidental ratings for both "sets turned on" and "viewed sets." Because of the "differences" between these two, the report said, ARB used the "viewed sets" figure in making comparisons with the diary figure.

On this basis the diary and coincidental method were shown to produce figures "virtually identical, with the diary slightly higher" (the difference was attributed to the fact that the diary measures total audience while the coincidental measures average audience). In 67.5% of all cases (739 pairs), the report continued, the difference between the diary and coincidental rating was less than 1.5 points, and in 83.8% of all cases it was less than 2.5.

By program type, average ratings as determined by the two methods were shown as follows:

	Diary	Coincidental
Children's	6.4	5.3
Variety	4.7	3.6
Dramatic Serials	3.7	4.2
News	4.3	3.8
Feature Films	2.9	3.0
All Other Types	3.7	3.4

"The extremely close agreement between the two techniques," Mr. Seiler said, "supplies ample evidence that unadjusted television audience ratings obtained from diary homes do not differ appreciably from those obtained by the coincidental method. The complete findings emphasize that a properly engineered, interview-supervised diary correctly reflects viewing levels and program popularity with accuracy more than sufficient for day-to-day television decisions."

He said the findings had been shown to several large advertisers and their agencies, and that their reactions "exceeded our fondest hopes."

On the subject of differences between "sets turned on" and "viewed sets," the report said the variations are "neither constant nor insignificant. . . . When these differences are measured for individual programs, some cases show that over half of a program's 'sets turned on' do not have anyone aware of what is being telecast."

The following table, based on results of the coincidental sampling, was offered to show "the percentage of overstatement encountered from 8 a.m. to 8 p.m., Monday-Friday when 'sets tuned' is the standard rather than 'sets actually viewed' ":

Overstatement of Average Audience	% of All 739 Programs in This Category (Cumulative)
Over 50%	4.6%
Over 40%	5.8%
Over 30%	9.2%
Over 20%	16.0%
Over 15%	21.7%
Over 10%	30.0%
Over 5%	40.9%

Anahist Denies Favoritism In United Cigar-Whelan Ads

ANAHIST Co. (Anahist, Hist-O-Plus), Yonkers, N. Y., last week denied Federal Trade Commission allegations that it discriminated against certain of its customers by paying United Cigar-Whelan Stores Corp. for participations on the latter's tv shows. Anahist said the spot commercials it purchases on the drug chain's shows are the same as all the other tv advertising it does and in no way violates any laws.

The FTC issued complaints last March [B•T, March 12] against Anahist, three other suppliers and the drug chain. The suppliers were charged with giving special allowances to United-Whelan in exchange for advertising on the latter's tv shows while not making the same allowances available to other customers. United-Whelan was charged with accepting same with the knowledge that its competitors were not given the same opportunity.

Help Thy Neighbor

THE RELATIONS of two Los Angeles advertising agencies are very cordial, so friendly in fact that June 1 they began using the same production, traffic, art and research facilities. This came about when the McNeill & McCleery agency moved into offices adjacent to those occupied by The McCarty Co., at 3576 Wilshire Blvd.

According to T. T. McCarty and Kenneth McNeill, presidents of the two agencies, the arrangement will be duplicated in San Francisco. Both presidents emphasized that "each organization will preserve its identity and individuality in every way."

Merger of McCarty, Goebel Co. Announced

MERGER of McCarty Co. with Goebel Co., Phoenix, under the new name of the McCarty Co. Advertising of Arizona Inc., was announced last week by T. T. McCarty, president of the national agency, and Richard E. Goebel, president of the Phoenix firm. The Phoenix office becomes the seventh for McCarty, which already functions in Los Angeles, San Francisco, Seattle, Chicago, New York, and Dallas.

Local management and operation of the Phoenix agency will remain unchanged with Mr. Goebel as president and general manager; Richard R. Fansler, vice president in charge of creative work; Donald A. Elliott, vice president in charge of media, production and client service, and attorney Clarence J. Duncan as secretary-president of McCarty Co., becomes chairman of the board of the new Phoenix agency. New and enlarged office facilities are located in the Phoenix National Bank Bldg.

Six Advertisers Signed For Fall Como Program

COMPLETE sponsorship of the *Perry Como Show* (NBC-TV, Sat., 8-9 p.m. EDT) has been set for the 1956-57 season, it was announced last week by George H. Frey, vice president in charge of sales for NBC-TV. Six advertisers will sponsor one-third of each program on an alternating basis, starting Sept. 15.

Four current advertisers who are renewing include the Gold Seal Co., Chicago, through North Adv., Chicago; International Cellucotton Products (Kleenex), Chicago, through Foote, Cone & Belding, Chicago; Toni Co., Chicago, through North, and the Noxzema Chemical Co., Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York. New advertisers are S&H Green Stamps, New York, through SSC&B, and the Sunbeam Corp., Chicago, through Perrin-Paus Co., Chicago.

Citrus Commission Earmarks $3.2 Million for Ad Budget

BENTON & BOWLES Inc., which a year ago was awarded the Florida Citrus Commission account, last week received approval "in principle" by the commission of a $3,200,000 budget for the 1956-57 citrus season, with nearly half the funds allocated for tv spots.

The proposed new budget, which must be approved by the commission's budget committee before it can be put into effect, earmarks $1,571,000 for tv spots and $104,000 for radio spots.

Magazines and tv will be substantially raised

from last year, with radio reduced by about a third, and Sunday supplements cut by more than $400,000. Black-and-white newspapers were cut slightly.

Reporting on effectiveness of the past season's tv schedule, all spots, A. W. Hobler, chairman of the executive committee of Benton & Bowles, said the new program would provide 276 spots a week on 107 stations in 67 markets, with more than 27 million homes reached. He said the weighted rating per daytime spot is 6.5 and night spots are 20.5. The *Today* show will be used part of the season.

FREE PUBLICITY SCOOP CITED BY PARAMOUNT

Film company says 'unprecedented radio and television coverage' has been lined up to promote 'Funny Face,' now being filmed in Paris.

WHILE NBC last week announced that the purchase of "The King and I" advertising by 20th Century-Fox on the network's weekend *Monitor* program constitutes "the first national film promotion ever presented by a major motion picture studio on NBC Radio," Paramount Pictures was telling the trade of its extensive free publicity scoop on NBC, CBS and independent stations for "Funny Face," now filming in Paris.

Paramount claimed "unprecedented radio and television coverage of a major motion picture on foreign location has been lined up for Paramount's "Funny Face" while the Audrey Hepburn-Fred Astaire musical is on location through June."

20th Century-Fox is buying NBC Radio spots on *Monitor* to promote the national release of "The King and I" with the advertising scheduled for the weekends of June 30 and July 7. Charles Schlaifer & Co., New York, is agency for Fox. Paramount buys radio and tv advertising to promote release of its features through Buchanan & Co., Los Angeles.

Paramount claimed its publicity coup includes multiple taped reports and on-scene interviews on NBC Radio, CBS Radio and CBS-TV. The studio said NBC's "Weekday" show will cut to Paris several times daily for two days this month "for on-the-spot reports and interviews as the VistaVision picture films in the streets, churches, parks and landmarks of the French capital.

Paris Pickups

Paramount said "NBC also plans several cuts to Paris on the weekend *Monitor*" while NBC star Shirley Thomas also "will cover some segments" on her programs.

The movie studio reported CBS "will cover via radio on its *Sunday News Desk* when George Fisher talks with Paris." George Sanders, KRKD Los Angeles, is feeding coverage on his five-weekly syndicated show to 266 independent radio stations in the U. S., the studio said, while other "special feeds" will be made to Canada and Voice of America.

CBS-TV star Art Linkletter while on vacation in Paris this month will film tv interviews on location, Paramount told B•T and tv newsreel footage "via Actualite Francaise and Pathe will keep the company's progress tied in with top U. S. tv news shows." Paramount said "other regional network coverage is currently being scheduled and European networks will have their representatives on the site."

The studio also announced "an all-Paramount weekend on NBC Radio *Monitor*" is shaping up this month.

The extent to which Hollywood is going to make the most of the Hecht-Lancaster feature "Trapeze" was indicated in the June 3 CBS-TV *Ed Sullivan Show*. Realizing they would get exposure to some 35 million viewers, the Oscar-winning production team hired tv writer Herb Baker to prepare an act for Burt Lancaster and Tony Curtis which integrated "Trapeze" into the script most effectively. Messrs' Hecht and Lancaster rehearsed the bit a full week in Hollywood before going to New York for two more days of rehearsals before the Sullivan appearance.

Last summer Paramount announced that in Rome, where "War and Peace" has been in production by an Italian company, a complete 16mm documentary film was being made to show behind-the-scenes activity for tv exposure. The studio reported 66 tape recordings had been made by that date for international broadcasting in nine languages and five radio writers were under contract to provide material for radio publicity.

VISUAL COMMUNICATIONS ROLE STRESSED

N. Y. meeting of industry's first Visual Communications Conference sees top advertising executives exchange ideas on all facets of tv advertising.

PEOPLE can—and should—be sold "painlessly" through television in such a way as to please the advertiser as well as the viewer, several leading agency and tv production art executives last week told the industry's first Visual Communications Conference held Thursday and Friday in New York.

The sessions, climaxing the Art Directors Club of New York's 35th Annual National Exhibition of Advertising and Editorial Art and Design, heard 16 top creative executives in the advertising and allied fields explore ideas ranging from the scientific basis of seeing and understanding to today's role of visual communications.

Leo Burnett, chairman of Leo Burnett & Co., Chicago, pointed out at the awards luncheon Wednesday (see story, page 98) that tv is in dire need of expert art directors to make the medium more palatable to current taste trends. Mr. Burnett was cited by the ADC for "inspiring and encouraging a high and consistent standard of artistic excellence" in ads produced by the Burnett Agency. Others honored at the luncheon: Gardner Cowles, president of *Look* magazine, for the publication's "high standard of excellence . . . in visual appearance"; Donald McMaster, vice president and general manager, Eastman Kodak Co., "for technical improvement in graphic processes," and Lester L. (Tex) Colbert (*in absentia*), president of Chrysler Corp., for the "excellent . . . over-all concept and execution of Chrysler's automobile advertising."

On Thursday, John K. Hubley, president of Storyboard Inc., New York and Hollywood, which won an ADC medal for the second consecutive year (following up its successful Heinz 57 campaign of 1954-55 with one for Snowdrift shortening), predicted that animated tv commercials may "rival or even surpass the entertainment programs in which they are imbedded." Mr. Hubley said that because tv commercials are short," they sustain ideas that might not stand up for a full show." Suggested Mr. Hubley: combine "hard sell" with everyday human problems, stress emotional as well as product needs, animate to "grab and hold" viewer attention, so that tomorrow's commercials "can bring sparkle to what are now all too often prosaic hard-sell dead spots on the air." Too many advertisers and agencies, Mr. Hubley said, fail to bear in mind that the average viewer turns on his set to be entertained, not to be sold.

The need to respect the viewer's intelligence was also underscored by Alton Ketchum, vice president and copy group head, McCann-Erickson Inc. in a speech scheduled for delivery Friday, Mr. Ketchum criticised the "prevalent illusion" that viewers *en masse* maintain a "14-year-old intelligence."

Because television is "the most powerful communications instrument of them all," Mr. Ketchum pointed out, the creator of successful messages must believe in people and respect their intelligence. Communication basically, he asserted, "is saying what people want to hear," but he warned that "we must never forget that there is a fatigue factor in the public mind, that when the brilliant expression of yesterday is slavishly imitated by a host of dull, metooers, inevitably the reaction is less and less enthusiastic."

Fatigue need not necessarily come only of seeing "revolutionary" ads, added William H. Schneider, vice president and creative head, Donahue & Coe, New York, but also can emanate from the traditional "hard sell or sledge hammer claims that have lost their conviction." Calling for a re-evaluation in agencies of the art director's function, Mr. Schneider urged top level executives to take the art director into consideration when planning campaigns.

Mr. Schneider recommended that the art director be given a complete dossier in each advertising problem including analysis on market, media and research, as well as a more forceful voice in the agency.

Eye Impact

Wallace Elton, vice president and director of J. Walter Thompson Co., quoted JWT researchers' contention that "65 percent of the knowledge of the human being is assimilated through the eyes. Twenty-five percent is obtained through auditory experience, and the remaining 10 percent is attributed to other senses . . . touch, taste, smell." Declaring that Mr. Elton may have "understated the case somewhat," Prof. Josef Albers, chairman of the design department, Yale U. School of Architecture and Design, said that "psychologically, 80 if not 90 percent of all our perception is vision."

Other points brought out before the 400-odd guests included:

- That too many agency people see housewives as stereotyped, *i.e.* tied to the home and the stove and always busy shopping for goods, but fail to realize that much of an advertisement's success depends on whether the "looker" likes what she sees. (Andrew Armstrong, vice president in charge of creative services, Leo Burnett Co., Chicago.)
- That "the great tv commercials are as yet undelivered, unproduced, unthought-of," and that with the stupendous growth of tv no artists (save perhaps the architect) ever before had a chance of such "a mass audience." (John J. Cunningham, president, Cunningham & Walsh, N. Y.)

K&E Mexico Appointments

APPOINTMENTS by Kenyon & Eckhardt Inc.'s new International Div. [B•T, June 4] to Kenyon & Eckhardt de Mexico S. A., Mexico City, were announced last week by Robert Cole, vice presi-

In Just 3 months

FIRST IN LOUISVILLE!

In only 90 DAYS **WINN**, according to the NIELSEN SURVEY for March 1956, LEADS ALL LOUISVILLE STATIONS BETWEEN THE IMPORTANT 3 to 6 PM PERIOD, AND IS NEVER LOWER THAN 3rd PLACE ALL DAY LONG!

Louisville's four great radio personalities on WINN – Johnny Martin, Bill Gerson, Joe Cox, and Pat O'Nan – plus alert and aggressive audience-promotion and merchandising, produced this spectacular rise under WINN's new ownership and management.

Before you place an advertising campaign in Louisville, check the WINN dominance in the market with Forjoe & Company or Glen Harmon, General Manager. The facts will provide exciting proof that WINN is Louisville's showmanship station, giving advertisers more merchandising, more audience, more results.

BUY WINN TO SELL LOUISVILLE

Glen Harmon, Gen. Mgr. — Forjoe & Co., Nat'l. Rep.

BUY WALT TO SELL TAMPA

Over 100,000 Latin Americans stay tuned to WALT for FIESTA EN TAMPA, with Ruben Fabelo, all in Spanish. Call John E. Pearson Co., or Charles Baskerville, General Manager, for a special report on the Spanish market.

BUY WMFJ TO SELL DAYTONA BEACH

Thousands of vacationers are already flocking to world famous Daytona Beach, Florida's summer playground. WMFJ has most of the audience, most of the day. Talk to McGillvra, or Carl Abel, Station Manager.

can't help lovin' that gal...





Patti Page Show

Just finished selling **OLDSMOBILES** for General Motors in 122 markets . . . . . .

NOW...

via **SCREEN GEMS** syndication with 78 fifteen minute programs for every television market...she is ready to...

SING and **SELL** for **YOU!**

an **ARGAP** production in association with **G.A.C.-TV**

presented by

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF
COLUMBIA PICTURES CORP.
233 WEST 49 ST., NEW YORK 19, N.Y.

dent in charge of K&E's international operations. Burt S. Avedon, of K&E's San Francisco regional office, moves to Mexico as vice president and managing director of the Mexico City office; Pedro Valderrama, formerly with J. Walter Thompson as assistant manager and senior account executive in that agency's Mexico City office, has been appointed to K&E's Mexico branch in the same capacity, and Nicholas Remus has been named office manager and accountant there.

C-E Opens Hollywood Office

CAMPBELL-EWALD Co., Detroit Advertising agency, opened a new office in Hollywood June 1 with Richard L. Eastland as manager, according to C-E President H. C. Little. Located in the Capitol Tower, 1750 N. Vine St., the new office is in addition to the firm's Los Angeles operation, headed by R. C. Francis. Willard Hanes is supervisor of Hollywood production.



MR. EASTLAND

Mr. Eastland has several years experience in the radio and television departments of advertising agencies. Other C-E offices are located in New York, Chicago, San Francisico, Atlanta, Dallas, Kansas City and Washington.

FC&B Has Celebration

FORTIETH anniversary of the Los Angeles office of Foote, Cone & Belding was honored June 1 at a luncheon meeting attended by Mayor Norris Poulson and other civic leaders plus executives of 17 western advertisers serviced by FC&B. The agency's Los Angeles office claims to be the West's oldest advertising operation. Don Belding, who started with FC&B's predecessor Lord & Thomas as office boy and now is chairman of the agency's executive committee, was host at the birthday party in cooperation with Roy Campbell, executive vice president in charge of the western division, including Los Angeles, San Francisco and Houston.

Life Savers, Beech-Nut Merge

PLANS for merger of Life Savers Corp. (candy confections) and Beech-Nut Packing Co. (chewing gum, coffees, peanut butter, and baby foods) into a new Beech-Nut Life Savers Inc., were announced last week by Edward J. Noble, Life Savers executive committee chairman, and W. Clark Arkell, Beech-Nut board chairman. Plans are subject to approval by the companies' boards of directors and their stockholders. Mr. Noble is chairman of the finance committee of American Broadcasting-Paramount Theatres and owned ABC before it was merged with United Paramount Theatres to form AB-PT.

New Address for Grey, Bates

LATEST agency tenants announced for the Capitol Tower, new Hollywood building of Capitol Records Inc., are Grey Advertising Agency and Ted Bates & Co. They will occupy their new quarters on Hollywood Blvd., just off Vine, by July 1. Campbell-Ewald Co. was to move in this week. Guild, Bascom & Bonfigli advertising took space in the Tower earlier this month, as did Peters, Griffin, Woodward Inc., radio-tv representative.

DENTIFRICES IN DETROIT TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Gleem (Compton)	7	2	9	109
2.	Colgate Dental Cream (Ted Bates)	8	2	10 1/3	105
3.	Ipana (Doherty, Clifford, Steers & Shenfield)	2	2	6	103
4.	Crest (Benton & Bowles)	10	2	11	92
5.	Brisk (William Esty)	4	1	6 1/3	71
6.	Pepsodent (Foote, Cone & Belding)	4	2	4	61
7.	Ammident (Harry B. Cohen)	(P)	1	3	17
8.	Kolynos (Grey)	1	1	2	16
9.	Dr. Lyons Tooth Powder (Dancer-Fitzgerald-Sample)	1	1	1/2	3

DETROIT INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Crest (Benton & Bowles)	10	3	18	182
2.	Gleem (Compton)	7	3	17	155
3.	Brisk (William Esty)	3	3	14	129
4.	Ipana (Doherty, Clifford, Steers & Shenfield)	2	2	6	111
5.	Colgate Dental Cream (Ted Bates)	8	2	12 1/3	106
6.	Pepsodent (Foote, Cone & Belding)	4	3	6	68
7.	Ammident (Harry B. Cohen)	(P)	3	9	44
8.	Listerine (Antizyme) (Lambert & Feasley)	—	1	7	37
9.	Kolynos (Grey)	1	1	2	13
10.	Dr. Lyons Tooth Powder (Dancer-Fitzgerald-Sample)	1	1	4 1/2	12

(P) Participations, as distinguished from sponsorship.

In the above summary, monitoring occurred the week ending April 20, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred week ending April 22, 1956.**

Armstrong Renews on NBC-TV

ARMSTRONG CORK Co., has renewed *Armstrong Circle Theatre* on NBC-TV for 26 alternate Tuesdays, starting Oct. 2, beginning the firm's seventh straight year as sponsor of a live Tuesday night dramatic production. BBDO is the agency for Armstrong. Alternate weeks will be sponsored by Kaiser Aluminum & Chemical Corp. *(Kaiser Aluminum Hour)* in the Friday, 9:30-10:30 p.m. EDT period starting July 3. Young & Rubicam is Kaiser's agency. Executive Producer Worthington (Tony) Minor and a team of three alternating producers-directors will individually select material ranging from musical to dramatic.

Wine Firm Signs for Quiz

MOGEN DAVID Wine Corp. reportedly has signed for a new show, *Treasure Hunt,* to premiere on ABC-TV Sept. 7 in the Friday, 9-9:30 p.m. EDT period. The quiz show, offering a top prize of $25,000, will feature Jan Murray as m.c. He now emcees *Dollar a Second* on ABC-TV, which the new show will replace. Weiss & Geller is the agency. Also understood to be considering the program as a co-sponsor is Helene Curtis Industries Inc., through Weiss & Geller, although decision reportedly was not firm last week. Helene Curtis now co-sponsors the *Dollar a Second* show with the Mogen David company.

WCTU President Hayes Again Hits Radio-Tv Ads

ANOTHER attack on radio-tv beer advertising was made last Monday, this time by the head of the Women's Christian Temperance Union, Evanston, Ill.

Mrs. Glenn G. Hayes, WCTU president, claimed that "radio and television commercials influence hundreds of thousands of teen-agers to start drinking." She charged that "alcoholic beverage advertising will continue to be dishonest until it shows what it creates"—drunkards, associations with crime, reckless driving, and deserted families and impoverished children.

What's Heard, Seen or Read Before the Customer Buys?

WHICH of the various media has the biggest before-purchase impact on supermarket customers? Radio Advertising Bureau expects soon to release a special study of 10 high-volume grocery items, showing the "media exposure" of women before they purchased the products. The products measured: cake mix, canned soup, cigarettes, coffee, cold cereal, frozen orange juice, hand soap, laundry soap or detergent, packaged desserts and shortening or cooking oil.

RAB said last week the media study, which it described as one of the "most exhaustive" ever made among supermarket customers, was conducted by Advertest Inc., independent researcher. It included 14,000 supermarket customers at checkout stands in Atlanta, Boston, Los Angeles and Cincinnati and compares shoppers' exposure to radio, tv, newspapers and magazines during the day before they enter the stores. Advertest had made a study last year of the overall impact of media on supermarket shoppers in four cities: Buffalo, Kansas City, New Orleans and San Francisco.

Time Buys CBS-TV Show

TIME INC. (*Time* and *Life* magazines), New York, will sponsor *Person to Person* (CBS-TV, Fri., 10:30-11 p.m. EDT) on alternate weeks, succeeding Elgin American Watch Co. *Time* will start sponsorship of the summer replacement program, which may be *Pantomine Quiz,* and pick up *Person to Person* in the fall, alternating with American Oil Co. Young & Rubicam, N. Y., is agency for Time Inc.

Bristol-Myers Expands Buys

BRISTOL-MYERS Co., N. Y., for Sal Hepatica, will sponsor 15 minutes weekly (two 7½ minute portions) of CBS Radio's *Road of Life* daytime serial July 3-31, at which time the drug house plans to expand its sponsorship to two full programs weekly. Agency is Young & Rubicam, N. Y.

Brewery Takes 'Potter' Show

REGAL PALE BREWING Co., San Francisco, has signed for an hour kinescope version of *Peter Potter Juke Box Jury* on KRCA (TV) Los Angeles, for weekly airing on 18 tv stations in 11 western states, effective July 26. *Juke Box Jury* is aired 10-11 p.m., Fridays, on KRCA. The contract for 26 weeks was placed by Guild, Bascom and Bonfigli, San Francisco.

WHLI "THE VOICE OF LONG ISLAND"

DELIVERS

A MAJOR INDEPENDENT MARKET

NASSAU COUNTY

POPULATION	1,065,000	43%	INCREASE SINCE '52
		163%	INCREASE SINCE '40
BUYING INCOME			
TOTAL	$2,582,323,000	9th	AMONG U.S. COUNTIES
PER FAMILY	$ 8,187	3rd	AMONG U.S. COUNTIES
RETAIL SALES ..	$1,479,111,000	10th	AMONG U.S. COUNTIES
FOOD STORE	$ 385,282,000	9th	AMONG U.S. COUNTIES
AUTO STORE	$ 266,761,000	11th	AMONG U.S. COUNTIES
HOUSEHOLD, ETC.	$ 77,618,000	12th	AMONG U.S. COUNTIES

(Sales Management, May 1956)

ONE STATION — WHLI

has a larger daytime audience in the MAJOR LONG ISLAND MARKET than any other station! (Pulse Survey)

BIG BONUS COVERAGE

(Nassau, parts of Queens, Suffolk & Brooklyn)

POPULATION 2,903,765
NET INCOME .. $6,132,673,150
RETAIL SALES .. $3,268,444,450

WHLI AM 1100 FM 98.3 HEMPSTEAD LONG ISLAND, N. Y. the voice of long island

Represented by Gill-Perna

Paul Godofsky, Pres. and General Manager
Joseph A. Lenn, Exec. V.P. Sales

TV NETWORK BUYS AND BUYERS

TOP 10 TV NETWORK ADVERTISERS IN MARCH 1956

1.	Procter & Gamble	$3,491,826
2.	General Motors	2,054,581
3.	Chrysler	1,836,937
4.	Colgate-Palmolive	1,689,965
5.	American Home Prods.	1,338,488
6.	General Foods	1,285,441
7.	R. J. Reynolds	1,127,057
8.	Lever Brothers	1,012,369
9.	Gillette Co.	1,011,428
10.	American Tobacco	958,471

NINE SPONSORS TOP MILLION MARK IN MARCH OF '56

HIGH rate of blue chip money was funneled into network tv in March of 1956, according to a compilation of Publishers Information Bureau figures. Eight of the top 10 national advertisers allocated more in March than in February of this year.

This was the picture as gross time sales by the tv networks continued to register $6 million ahead of the totals of that month a year ago [B•T, May 28]. The 1956 gross for March was $40,603,332, the 1955 gross for the month, $34,594,139.

Six of the top 10 advertisers in network tv spent $1 million or more in March 1955; last March (1956) the number in this category stood at nine with the 10th, American Tobacco Co., spending $958,847. All of the leading advertisers except American Home Products and American Tobacco placed more "chips" in network tv in March than in February of this year.

Pacesetter of March's top 10 was Procter & Camble, ahead of its February total by more than $60,000 and in front of the March 1955 level by $600,000. General Motors was over $300,000 above the March of 1955 total; Chrysler nearly $400,000. Colgate-Palmolive off only some $10,000 dropped to the No. 4 ranking from its second-place perch in March 1955.

With the big boosts in individual spending, rankings were shuffled, causing some peculiar results. For example, General Foods spent about $80,000 more in March of this year than in March 1955 and yet moved from fifth to sixth in the lineup. American Tobacco spent more than $100,000 above its March 1955 total which had put the firm in eighth place but barely clung to the 10th spot in the March 1956 listing.

Most of the product categories showed a sustained strength, though minor drop-offs were noticeable (e.g., household equipment declined from $2.8 million to a little under $2.5 million; radios were off nearly $300,000 according to the current compilations of PIB).

GROSS TV NETWORK TIMES SALES BY PRODUCT GROUPS FOR MARCH AND JANUARY-MARCH, 1956 COMPARED TO 1955

	March '56	Jan.-Mar. '56	March '55	Jan.-Mar. '55
Agriculture & Farming	$ 85,493	$ 150,584	$	$ .....
Apparel, Footwear & Access.	276,057	838,506	408,248	1,003,368
Automotive, Auto. Equip. & Supplies	5,510,012	15,815,615	3,724,709	10,469,081
Beer & Wine	574,521	1,670,714	561,864	1,562,930
Bldg. Materials, Equip. & Fixtures	283,492	698,820	107,589	238,112
Confectionery & Soft Drinks	991,831	2,722,835	786,881	2,403,295
Consumer Services	77,953	176,746	120,806	418,643
Drugs & Remedies	3,135,059	9,388,243	1,938,068	5,700,462
Food & Food Products	7,532,000	22,098,911	7,203,704	20,661,231
Gasoline, Lubricants & Other Fuels	431,532	1,146,102	362,953	1,220,227
Horticulture	.....	.....	.....	4,746
Household Equipment & Fixtures	2,469,335	7,513,398	2,806,600	8,445,112
Household Furnishings	303,450	710,092	236,848	704,514
Industrial Materials	774,324	2,364,860	701,645	1,848,638
Insurance	332,002	1,098,371	160,280	508,493
Jewelry, Optical Goods & Cameras	482,640	1,156,149	452,531	1,243,873
Office Equipment, Stationery & Writing Supplies	424,918	1,119,263	518,267	1,691,991
Publishing & Media	111,013	318,194	70,614	219,563
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	689,154	2,185,037	969,756	2,639,339
Retail Stores & Direct by Mail	.....	.....	.....	10,392
Smoking Materials	3,872,530	11,000,907	3,600,922	10,250,957
Soaps, Cleansers & Polishes	5,131,048	14,269,762	3,728,295	10,514,981
Sporting Goods & Toys	31,545	104,889	4,818	22,674
Toiletries & Toilet Goods	6,704,033	19,221,274	5,718,926	16,519,250
Travel, Hotels & Resorts	42,090	145,320	37,980	124,425
Miscellaneous	337,297	777,928	375,955	994,126
TOTALS	$40,603,332	$116,692,520	$34,594,139	$99,319,468

Source: Publishers Information Bureau

LEADING TV ADVERTISERS IN PRODUCT GROUPS FOR MARCH, 1956

Ralston-Purina Co	$ 85,493
Knomark Manufacturing Co.	73,608
General Motors Corp.	1,873,303
Joseph Schlitz Brewing Co.	245,055
American Radiator & Standard Sanitary Corp.	115,444
Coca-Cola Co.	392,059
Western Union Telegraph Co.	50,130
American Home Products Corp.	1,259,562
General Foods Corp.	1,285,441
Gulf Oil Corp.	207,900
.....	.....
General Electric Co.	439,417
Armstrong Cork Co.	146,030
Aluminum Co. of America	165,240
Prudential Insurance Co. of America	259,215
Eastman Kodak Co.	171,720
Hallmark Cards Inc.	112,393
Time Inc.	111,013
Admiral Corp.	198,880
.....	.....
R. J. Reynolds Tobacco Co.	1,127,057
Procter & Gamble	3,260,842
Mattel Inc.	31,545
Colgate-Palmolive Co.	1,259,391
Pan-American World Airways Inc.	42,090
Sperry & Hutchinson Co.	118,115


more girls in Dallas have coffee with Cliff...
than with any other Dallas radio station.
result is that KLIF has...
by far the top Hooper: 41.6%
by far the top Trendex: 47.8%
by far the top Pulse:
first in every weekday quarter-hour.
KLIF . . . DALLAS
KELP . . . EL PASO
KILT-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
*In operation soon
NOEMAC STATIONS
NEWS MUSIC
AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS

Jan. 1 Working Radios Placed at 124 Million

TOTAL NUMBER of radio sets in working order in the U. S. stood at 124 million on Jan. 1, a gain of three million in six months, according to estimates released last week by Radio Advertising Bureau in conjunction with the four national radio networks.

RAB President Kevin B. Sweeney stressed that "this is a very conservative estimate" that does not take into account radio set sales made in the past five months. The unofficial forecast for mid-1956 has been 126 to 127 million sets in working order [CLOSED CIRCUIT, May 28]. "Since January," Mr. Sweeney said, "radios have been selling at a terrific rate, right up with last year's record-breaking 14.9 million set sales. And we're just now getting into the portable radio season."

He also pointed out that latest RETMA figures place radio set production for the first quarter of 1956 at 3.5 million sets, including about 1.5 million car radios. The 3.5 million figure, he added, is approximately twice the number of tv sets produced during the same three-month period.

The 124 million estimate as of Jan. 1 includes 82 million working-order radios in 45 million homes (or almost two radios for every radio family); 32 million radio sets in automobiles, and 10 million radios in public places and business establishments. It was emphasized that the 124 million figure covers only those radios that are in working order. Additionally, RAB said, there are another 18 million sets out of repair, which would bring total radio ownership up to 142 million sets.

The January estimate by RAB and the four networks—ABC, CBS, NBC, and Mutual—is based on Advertising Research Foundation, Alfred Politz Research Inc. and A. C. Nielsen Co. data.

John A. Thomas Joins B&B

JOHN A. THOMAS, media director and member of the plans board, C. J. LaRoche & Co., New York, last week joined Benton & Bowles, N. Y., as a vice president and account supervisor. He will be working on General Foods Corp. products. Before his association with LaRoche, Mr. Thomas was advertising consultant to Willys-Overland Motors Inc., and before that with BBDO.



MR. THOMAS

Armour Signed for 'Daddy'

ARMOUR & CO. (Soap Auxiliary), Chicago, completed negotiations for co-sponsorship of ABC-TV's *Make Room for Daddy* this fall through Foote, Cone & Belding, Chicago, confirming reports the past fortnight [B•T, June 4]. Starting Sept. 10 Armour will alternate as sponsor of the Danny Thomas show with Kimberly-Clark Corp. (Delsy tissues, Kleenex tissues and table napkins, other products), advertising its Dial soap, shampoo and liquid shampoo. Both contracts, for 52 weeks, were placed through Foote, Cone & Belding, Chicago.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

June 16 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co., through Ruthrauff & Ryan (also June 23, 30).

NBC-TV

June 11-13 (3-4 p.m.) *Matinee*, participating sponsors (also June 19-22, 25-29).

June 13 (9-10 p.m.) *Kraft Television Theatre*, "Boy in a Cage," Kraft Foods Co., through J. Walter Thompson.

June 17 (5-5:30 p.m.) *Zoo Parade*, sustaining (also June 24).

June 17 (7:30-9 p.m.) *Sunday Spectacular*, "The Bob Hope Show," participating sponsors.

June 20 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.

June 25 (8-9:30 p.m.) *Producer's Showcase*, "Happy Birthday," Ford Motor Co., Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

June 26 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also June 28).

[Note: This schedule will be corrected to press time of each issue of B•T]

Three 'Breakfast Club' Sales

THE DRACKETT Co., Cincinnati, Tuesday began sponsoring three weekly, five-minute segments of ABC Radio's *Breakfast Club* with Don McNeill on behalf of Twinkle copper cleaner, through Ralph H. Jones Co., Cincinnati. Segments are Wednesday, 9:35-9:40 a.m., Thursday, 9:55-10 a.m., and Friday, 9:30-9:35 a.m.

Additional *Breakfast Club* purchases announced last week were Milner Products Co. (Perma-Starch), Jackson, Miss., for an additional five-minute segment, Thursday, 9:50-9:55 a.m., through Gordon Best Co., Chicago. (Milner also sponsors the Friday, 9:35-9:40 a.m. slot.) Also reported was a renewal by the Sandura Co. (wall and floor coverings), Philadelphia, for the Tuesday and Thursday, 9:40-9:45 a.m. segments, through Hicks & Greist, New York.

Benrus Names Eight V.P.'s

HARVEY M. BOND, advertising director, Benrus Watch Co., New York, last week was elected vice president in charge of advertising in a series of promotions that saw seven other key Benrus executives upped to vice presidencies. They are Clifford L. J. Siegmeister, sales manager; Jay Kay Lazrus, merchandising director; Norman Slater, head of manufacturing at the Waterbury, Conn., plant; Robert Gasser, head of production of the New York division; Martin Rasnow, comptroller; Samuel Feldberg, general manager of the New York office, and Stanley Karp, assistant secretary of the firm.

Pontiac Back to Network Radio With Irish Football on MBS

AFTER an estimated six-year absence from network radio, Pontiac Motor Div. of General Motors Corp. plans a return to the medium this fall with half sponsorship of the 10-game Notre Dame U. football coverage on MBS.

Under an agreement between MacManus, John & Adams, Pontiac agency, and MBS, which will carry the schedule over a guaranteed 85% of its total station grouping, Pontiac will sponsor half of each game, with the remaining half being offered for co-op sponsorship by local Pontiac dealers. The contract is estimated to involve $175,000. Pontiac also will present another MBS football game—North Carolina U. vs. Oklahoma—on Sept. 29 when Notre Dame does not play.

An agency spokesman for Pontiac told B•T last week that while Pontiac's broadcast budget —as well as other GM divisions'—will be somewhat lower next season than this year, the auto manufacturer will look into additional sportscasts. It already has signed with NBC-TV for sponsorship of the Dec. 30 professional football championship game and is contemplating purchase of NBC Radio's coverage of that event as well. The spokesman also said that "as of now" no decision has been made on whether the auto firm will renew its segment of NBC-TV's *Wide Wide World*, which, he said, "is a good show for Pontiac."

Council of Churches Hits Paid Religious Broadcasts

THE PURCHASING of radio and television time for religious broadcasts was adversely criticized last week by the governing board of the National Council of Churches.

A report to the board, meeting at Toledo, Ohio, by the council's broadcasting and film commission also said networks and stations do not adequately discharge their responsibility in providing free time for religious broadcasts and evade their obligations by airing paid and sponsored religious programs in the major time spots allotted for religious programs. The report called for free time for the nation's major Protestant and Orthodox groups and the council's affiliates.

Baptists Boost Tv Budget

AN ADDITIONAL $250,000 was added to the tv budget of the Southern Baptist Convention, which earlier this year launched the first color-tv series based on Bible parables and titled *This Is the Answer*. The money, according to a SBC spokesman, will be used during 1957. *Answer*, currently showing on 60 tv stations in 27 states and Alaska, is reported as costing $25,000 per episode.

Ayer Announces Additions

STAFF ADDITIONS and a transfer announced last week by N. W. Ayer & Son, Philadelphia and New York, included Betty A. Barber, copywriter, The Biow Co., and Thomas P. Hagan, copywriter, BBDO, to New York radio-tv copy department; Ellwood H. Bauhof, art director, Arndt, Preston, Chapin, Lamb & Keen, to Philadelphia office in similar capacity; Richard B. Beal, media director, Doremus-Eshleman Co., Philadelphia, to auto-co-op department, also Philadelphia; F. Eugene Davis, Proctor Electric Co., to plans-merchandising department, and Robert R. Weikart, eastern zone supervisor of Ayer's retail advertising field force, transferred to Detroit office.



16,237 visit "White Columns" in 7 weeks

In the friendly vernacular of Dixie, we said, "Come see us!" The public invitation was tendered immediately after the formal opening of "White Columns" April 8. Just three little words — but what response!

Our neighbors, those who know us best, have come to see, marvel, and share with us a civic pride in the wonders of this modern home of broadcasting and telecasting. School children by the bus-loads, civic clubs, church groups, college students, adults, teen-agers from far and near. And they're still coming!

The experience imbues us with grateful humility. It is evidence for us, and for all who use the facilities of these stations, that a dedication to service in the Public Interest earns heart-warming rewards.

WSB and WSB-TV are affiliates of The Atlanta Journal and Constitution. Representatives are Edw. Petry & Co. NBC affiliate.

Leadership is traditional . . .



wsb
wsb-tv
ATLANTA

"White Columns" is the home of WSB Radio and WSB-TV in Atlanta



PROMOTION by Minute Maid-Snow Crop frozen foods has been increased by means of the *Tennessee Ernie Ford* tv show on NBC-TV. Here Mr. Ford makes a point with sales and advertising executives of the Minute Maid organization and its advertising agency (l to r): William McCormack, product manager, Minute Maid; A. G. Munkelt, assistant sales manager; Joseph Durber, assistant advertising manager; Al Hoppe, Detroit, Central region sales manager; William Carey, assistant national sales manager; A. E. Stevens, vice president, sales and advertising; Mr. Ford; James Rayen, advertising and public relations director, and William Musser, account supervisor, Ted Bates agency.

Bon Ami Co. Names R&R

BON AMI CO., New York, has named Ruthrauff & Ryan, New York, to handle its advertising, effective immediately. Billing is nearly $1 million. The firm is planning to place 13-week campaign in New York starting in July, using radio-tv and print with a budget of $250,000 for that market. The account had been serviced by Norman, Craig & Kummel, New York, which resigned a fortnight ago [B•T, June 4].

NETWORK NEW BUSINESS

Mack Trucks Inc., N. Y., will launch institutional campaign on trucking industry this summer with 42 announcements on NBC's weekend service, *Monitor*, starting June 30 and ending Sept. 2. Schedule will include a series of remote broadcasts from all parts of nation describing essential trucking operations. Doyle, Kitchen and McCormick Inc., N. Y., and Allied Public Relations Assoc., N. Y., are arranging campaign for Mack Trucks.

Warner-Hudnut (Richard Hudnut's quick home permanents) and **American Tobacco Co.** (Lucky Strike cigarettes) signed for alternate week sponsorship of NBC-TV's *Adventure Theatre* (Sat., 10:30-11 p.m. EDT). Agencies are Kenyon & Eckhardt, N. Y., for Warner-Hudnut and BBDO, N. Y., for American Tobacco. Film program replaces *Your Hit Parade* for summer, beginning June 16 and ending Sept. 1, after which *Parade* returns.

Reynolds Metals Co., Richmond, Va., will sponsor *Circus Boy* tv film series on NBC-TV (7:30-8 p.m. EST), starting Sept. 23. Agencies are Clinton E. Frank, Chicago, and Buchanan & Co., N. Y.

General Foods Corp., White Plains, N. Y., will sponsor new tv film series, *Zane Grey Theatre* on CBS-TV starting next fall on Friday, 8:30-9 p.m. NYT period currently occupied by *Our Miss Brooks*. Series is being produced by Four Star Films Inc., Hollywood. During interim, General Food, for Maxwell House coffee, Grape Nuts and 40% Bran Flakes will sponsor *Hollywood Summer Theatre* (Friday, CBS-TV, 8-8:30 p.m. EDT) for eight weeks, starting Aug. 3. Agency: Benton & Bowles, N. Y.

NETWORK RENEWALS

Pabst Brewing Co., Chicago, through Leo Burnett Inc., Chicago, and **Mennen Co.,** Morristown, N. J., through McCann-Erickson, have renewed ABC-TV's *Wednesday Night Fights* through forthcoming season.

Frontier Airlines, Denver, through Rippey, Henderson, Kostka & Co., that city, has renewed five-day weekly newscasts on Intermountain Network and Arizona Network.

AGENCY APPOINTMENTS

RCA Victor de Mexico S. A. to Kenyon & Eckhardt de Mexico S. A. New K&E office, part of agency's international expansion, opened in late May [B•T, June 4].

Commonwealth Shoe Co. (Bostonians, Mansfields, Footsavers), Whitman, Mass., appoints Grey Adv., N. Y., effective July 1.

Rexall Drug Co. Ltd. of Canada names BBDO, Toronto, effective Jan. 1, 1957. Account currently is serviced by Cockfield, Brown & Co. Ltd., Toronto.

R. T. French Co., Rochester, N. Y., appoints Compton Adv., N. Y., for new mustard sauce and spaghetti sauce mix. J. Walter Thompson Co., N. Y., is agency for other French products.

Dale Carnegie Courses Inc. and **RCA Victor Distributing Co.** appoint Beaumont & Hohman Inc., Chicago.

Perk Dog Food Co. (Perk, Vets dog and cat food, Peak mix and horsemeat), Chicago, appoints Weiss & Geller Inc., same city.

Mother's Cake & Cookie Co., Oakland, Calif., names Guild, Bascom & Bonfigli Inc., San Francisco, effective July 1.

C. H. Musselman Co. (food products), Biglerville, Pa., to Arndt, Preston, Chapin, Lamb & Keen Inc., Phila.

Otoe Food Products Co. (Morton House packaged foods), Nebraska City, Neb., names Buchanan-Thomas Advertising Co., Omaha.

Toni Co., Chicago, names North Adv., that city, for Adorn hair spray and hair dressing products.

A&A SHORTS

White & Shuford Adv., El Paso, Tex., moved to 1821 Wyoming.

North Adv. Agency, Chicago, has been elected subscriber to Advertising Research Foundation.

A&A PEOPLE

Barrett Brady, senior vice president in charge of creative services, Kenyon & Eckhardt, N. Y., elected director of agency. **George Simons,** vice president of Kenyon & Eckhardt Inc., appointed account supervisor in agency's Chicago office. **Dik Warren Twedt,** formerly psychologist and research supervisor, Needham, Louis & Brorby, Chicago, to Kenyon & Eckhardt, same city, as research director.

Thomas Wright Richey, formerly account executive, Young & Rubicam, N. Y., to Robert W. Orr & Assoc., N. Y., as vice president and account executive on Jergens Lotion.

S. Champion Titus, supervisor, Wildroot Co. account, BBDO, Buffalo, elected vice president of agency. **Ralph W. Peck,** account executive, Cockfield, Brown & Co., Toronto, to BBDO that city.

LATEST RATINGS

VIDEODEX

TOP TELEVISION SHOWS (MAY 1-7)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	% Tv Homes	No. Tv Homes (000)
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	31.5	11,030
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	31.1	10,921
3.	I Love Lucy	Procter & Gamble General Foods	Biow Young & Rubicam	CBS	155 157	Mon., 9-9:30	30.2	10,216
4.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	29.3	10,221
5.	Alfred Hitchcock Presents	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	29.1	9,282
6.	GE Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	28.9	9,543
7.	Ford Star Jubilee	Ford Motor Co.	J. Walter Thompson	CBS	175	Sat., 9:30-11	28.5	9,914
8.	Phil Silvers	R. J. Reynolds Tob. Amana Refrigeration	Wm. Esty Maury, Lee & Marshall	CBS	169 151	Tues., 8-8:30	28.1	9,331
9.	George Gobel	Armour Pet Milk	J. Walter Thompson Gardner	NBC	177 169	Sat., 10-10:30	28.0	9,497
10.	Person to Person	American Oil Hamm Brewing Elgin National Watch Co.	Joseph Katz Campbell-Mithun Young & Rubicam	CBS	50 34 100	Fri., 10:30-11	27.2	....
	The Honeymooners	Buick Div. of General Motors	Kudner	CBS	187	Sat., 8-8:30	....	9,461



Camera Three



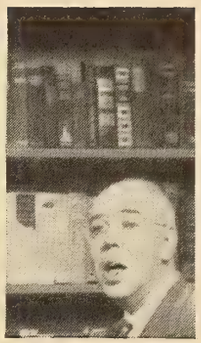
Eye on New York



Give Us This Day



The Pastor



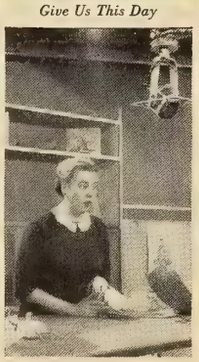
Our Goodly Heritage



On the Carousel



Right Now!



Hickory Dickory Dock



America in the Making



Yesterday's Worlds

One television station last year used $3,204,089 worth of time and production facilities for local, unsponsored public interest programs and announcements.

CBS OWNED
WCBS-TV, CHANNEL 2
NEW YORK

RADIO-TV: PIED PIPER

MEDIA ATTRACT THOUSANDS TO OUTDOOR 'STORE' IN LOS ANGELES, RING UP $600,000 IN SALES

TELEVISION and radio are credited with the major share of sales at a unique four-day merchandising venture by White Front Stores Inc., Los Angeles, to regain customers and sales volume after two weeks of no business because of a major fire.

"Tv and radio brought us $600,000 of our $1-million volume and cost only one-half of what we spent on 19 full-page ads in the four local daily newspapers," according to Arnold Isaak, executive vice president of Robin, Lee & Arnold, Beverly Hills agency for White Front.

Mr. Isaak explained that White Front has been grossing about $100,000 weekly at its Los Angeles household and general appliance store, did a $4-million volume last year and expects to hit $6 million this year. Before the fire, the company was a regular user of local television, spending about $150,000 annually, or the major share of its advertising budget and supplementing this with radio and newspapers.

The agency executive said a four-alarm fire closed the store in early April and all merchandise in it was turned over to the insurance company as salvage. To get back in business, White Front went to its distributors and stocked up on everything that was available and in two weeks rented a four-block open area in another location which formerly had been a used-car lot, for its huge outdoor sale. Hundreds of truckloads of new tv sets, radios, refrigerators, washers, dryers, ranges, freezers, hi-fi's, luggage, jewelry, furniture, carpeting and thousands of other items were unloaded and stacked high in their original factory cartons. The sale began at 10 a.m., Friday (April 20) and ran through Monday of the following week.

Advertising employed included 200 30-second and 60-second spots on KMPC, KLAC and KFWB and 19 20-second spots on KTLA (TV). A seven-hour remote show on KTLA was telecast on Saturday, 11 a.m.-6 p.m., and another remote on the tv station on Sunday, 1-4 p.m. featuring circus talent and crowd interviews. A radio remote on KFWB was aired Saturday, 8 p.m. to midnight. Other advertising consisted of 19 full pages in local newspapers.

Sam Nassi, White Front general manager, said: "It was unbelievable. Even though there was free parking for over 2,000 cars, there were thousands who were unable to get near the lot because of the traffic jams and lack of parking space. It was like a county fair."

Mr. Isaak told B•T the impact of tv and radio was visible in the crowd movement: "About 45 minutes after each broadcast we were just inundated with people and our interviews showed they were there as a direct result of hearing about the sale on radio and tv. People drove in from far distances during the Saturday night radio show and told us they came as a result of hearing it."

The agency said other non-competitive businesses in the area enjoyed big increases in store traffic as a result of the sale and the Safeway grocery across the street reported one of its biggest business days.



CUSTOMERS flock to White Front Stores open-air merchandising venture at the beckon of radio and tv commercials on Los Angeles stations.

Alexander Frances, account executive, Mumm, Mullay & Nichols Inc., named head of agency's N. Y. office, succeeding **Arnold Cohan,** resigned to join the N. Y. public relations firm of Sidney S. Baron & Co. [B•T, June 4].

Jonathan Yost, writer-producer, Cunningham & Walsh, to L. A. office of Doyle Dane Bernbach as tv-radio director.

Bruce Hamilton, assistant advertising manager, U. S. Tobacco Co., to Kudner Agency, N. Y., as account executive.

Ken Thompson, radio-tv department, M. R. Kopmeyer Co., Louisville, Ky., promoted to radio-tv director.

Carl N. Everett, formerly account executive, Campbell-Mithun, to McCann-Erickson, N. Y., as executive on Coca-Cola account.

Alice J. Wolf, timebuyer, J. Walter Thompson Co., N. Y., to Grey Adv., N. Y., as group head timebuyer handling Block Drug Co., Chock Full O' Nuts coffee, Exquisite Form brassiere, and Dan River Mills for radio and tv.

Russell F. Willie promoted from advertising production manager to assistant advertising director of Norge Div. of Borg-Warner Corp., Chicago.

Edward D. Kuhn, account executive on Kendall Co. accounts for past six years at Leo Burnett Co., Chicago, to Weiss & Geller Inc., same city, as account executive on Mogen David wine.

Edward J. O'Malley, formerly with McCall Corp. and Hearst Magazines advertising departments, to Presba, Fellers & Presba Inc., Chicago, as account executive.

Niles Swanson, previously assistant production manager at Fred A. Niles Productions Inc., Chicago, and formerly with CBS Central Div., to production staff of D'Arcy Adv. Co., that city. **Robert Q. Lewis,** assistant radio-tv director at D'Arcy, Chicago, to Foote, Cone & Belding, same city, as radio-tv supervisor, effective July 18.

Gerald L. Brant, acting executive director of Tea Council of the U. S. A., N. Y., and previously director of advertising for National Assn. of Mfrs., appointed executive director of Tea Council.

Edward Reynolds, manager of radio press information, CBS, N. Y., to N. Y. office of Ketchum, MacLeod & Grove Inc. as public relations executive.

Curtis R. Winters Jr., associate manager of Chicago office of The McCarty Co., to firm's L. A. office as director of plans. **Bill Wood,** account executive, named creative director for all accounts in L. A. **Chester Craft,** account executive, named to succeed Mr. Winters as Chicago associate manager.

H. M. Robinson, former assistant general advertising manager, Armour & Co., Chicago, named creative director of Lowe Runkle Co., Oklahoma City agency.

Edward Boris, art director, Rogers & Smith, Chicago, and **Richard Hesser,** Geare-Marston, Reading, Pa., agency, to art department, Arndt, Preston, Chapin, Lamb & Keen, Phila.

Truman Fossum appointed assistant account executive on Florists Telegraph Delivery Assn. account at Grant Adv. Inc., N. Y.

Dr. R. L. Freeman, chief engineer, A. C. Nielsen Co.'s broadcast division, N. Y, elected vice president and named coordinator of field, inspection, and engineering operations. He will be succeded as chief engineer by **C. H. Curry,** former assistant chief engineer.

For the Second Year . . .

KONO Proudly Announces Winning the Alfred P. Sloan Award



For Our Contribution in the Promotion of Highway Traffic Safety

We are grateful that the Alfred P. Sloan Foundation once again has recognized KONO for its outstanding service to the cause of traffic safety. The campaign for traffic safety will continue to be a vital part of the station's broad program of public service . . . service in the best interest of the people of the great Southwest.

KONO

5000 watts San Antonio 860 kc.

DEDICATED TO PUBLIC SERVICE FOR THREE DECADES

PARAMOUNT BIDES TIME ON LIBRARY SALE

Barney Balaban tells stockholders that company will not sell features to television until price offered approaches "realistic relationship to value."

CONSIDERATION of price is what holds back Paramount Pictures Corp. from selling part or all of its library of feature pictures to television. Until the movie company is offered the value it thinks its features are worth, it has no intention of selling.

This restatement of Paramount's policy on its feature film library was made Tuesday by Barney Balaban, president, at a stockholders meeting held in New York.

Noting the "recurring questions" about such a sale, Mr. Balaban would refer in answer to what he told the FCC that "the then current television market did not justify serious consideration of the sale of any of our feature pictures; that only when the price for such pictures approached a realistic relationship to their value could we consider it seriously." Mr. Balaban asserted, "our position remains the same."

Also at the meeting Mr. Balaban reviewed:

• Short subjects to tv—Paramount is "concluding negotiations" for the sale of its "Popeye" shorts for about $1.5 million (see story page 52); has sold all of its short subjects made before Sept. 30, 1950, and for which payment is being made in installments and totaling to $2,771,000 before taxes, and has sold a "couple of minor properties" that will yield $345,000. (National Telefilm Assoc. now has the short subject library, except for the "Popeye" series, the output including film shorts, cartoons, musical shows and specialized presentations).

• Television operation—New policies and management at DuMont Broadcasting Corp. (WABD (TV) New York and WTTG (TV) Washington) "should result in a cash profit for this year which represents a material improvement over the substantial losses sustained by this unit over a period of years." Paramount Pictures holds a "substantial" interest in both the broadcasting firm and Allen B. DuMont Labs. It also has about 51% interest in Famous Players Canadian Corp. Ltd., which in addition to its motion picture interests, has 50% ownership of two Canadian tv stations—CFCM-TV Quebec City and CKCO-TV Kitchener, Ont.—where "profits are up to all expectations and considerably exceed the profits of a year ago."

• Pay television—International Telemeter Corp. (Paramount has an 85% interest) is considering closed-circuit pay tv which does not require FCC approval "and could well be the basis for establishing the validity of pay television."

• Color tv—Chromatic is nearing "commercial acceptability" for its color set that would sell under $400 [see story, page 95].

• Profits and movies—Paramount Pictures expects record net income for the second quarter as a result of non-recurring profits; earnings for the first quarter were the highest in the corporation's history but profits from movie operations in the second quarter will be lower than the comparable 1955 period. The firm is continuing a policy of shrinking its capital structure with the picture business progressing through a period of "transition".

Mr. Balaban admitted that tv "has unquestionably influenced the level of our grosses since it became a major competitor for the leisure time of the public," and that "there can be no doubt that certain new types of tv programs are having an effect on theatre business." He held forth hope, however, that these may be "transient" and would not be a "basic, long-term influence . . . that we cannot meet competitively."



WHEN NBC Television Film's *Crunch & Des* series premiered last week on WTVJ (TV) Miami, author Philip Wylie (r) was on hand to launch the show. With him are Ted Sisson (l), director of NBC Television Films and Louis Garrard, president of the American Brewing Co., which sponsors the series. The tv program is based on Mr. Wylie's *Saturday Evening Post* series.

Old Warner Bros. Movie Lot Opened for Tv by Paramount

THE OLD Warner Bros. movie lot at 5842 Sunset Blvd., Hollywood, where Al Jolson made history nearly three decades ago in the filming of the first talking picture, will re-open July 10 as a modern tv film studio rental facility under Paramount Sunset Corp. The lot also is headquarters for Paramount's KTLA (TV) Los Angeles.

Paramount has completely renovated six huge sound stages, ground floor dressing rooms, scene storage and construction facilities, film vault, executive offices and projection and editing rooms. General Manager Stanton Osgood said the rental lot can handle every possible type of tv program, from the personal, intimate show to the most elaborate one with all production, recording and lighting facilities available.

Mr. Osgood announced appointments of Fred Alvin, formerly with ABC-TV and RCA, as technical manager and Fred Gammon, formerly assistant comptroller of Paramount's Telemeter Corp., as manager of business affairs. Mr. Alvin is known as one of the developers of the Kinescope film process.

WCBS-TV New York Buys 152 Warner Bros. Features

IN A TRANSACTION estimated at $1.5 million, WCBS-TV New York last week purchased 152 Warner Bros.-produced feature films from Associated Artists Productions, New York. The purchase was described by the station as "the largest single purchase" it has made to date.

The contract, which was signed by Sam Cook Digges, general manager of the station, and Robert Rich, Associated Artists general manager, calls for WCBS-TV to acquire most of the films by Jan. 1, 1957, for exclusive showings in the New York area. The remainder will become available to the station on July 15, 1958, after the films have completed re-runs in theatres.

Included in the package are such feature films as "The Maltese Falcon," "Juarez," "The Petrified Forest," "Arsenic and Old Lace," "Dodge City," "George Washington Slept Here," "Of Human Bondage," and "The Adventures of Mark Twain." William C. Lacey, manager of WCBS-TV's film department, observed that the purchase raises the station's current library of films to more than 300 features.

Producers Decry Poor Quality Of Tv Commercial Film

DISCUSSION on the increasing problem of poor quality prints of tv film commercials at the regular monthly meeting of the Film Producers Assn. of New York last week brought agreement that the condition resulted from loss of control of finished negatives by producers.

It was noted that in the last few years, agencies have followed a policy of consigning finished negatives to service organizations which arrange for mass production of release prints and for shipping. Producers reported that this practice began when a number of heavy spot-buying agencies decided to centralize the location of agency-owned negatives heretofore spread among many producers.

FPA members, who produce the bulk of tv commercials produced in the U. S., claimed that optimum quality images and sound tracks of release prints "are best attained when the individual producer involved deals directly with the film processing laboratory." At the next meeting of FPA on July 2, according to an association spokesman, concrete proposals will be offered to help expedite the centralization of agency-owned negative film without sacrificing release print quality.

Van Praag Productions Expands N. Y. Facilities

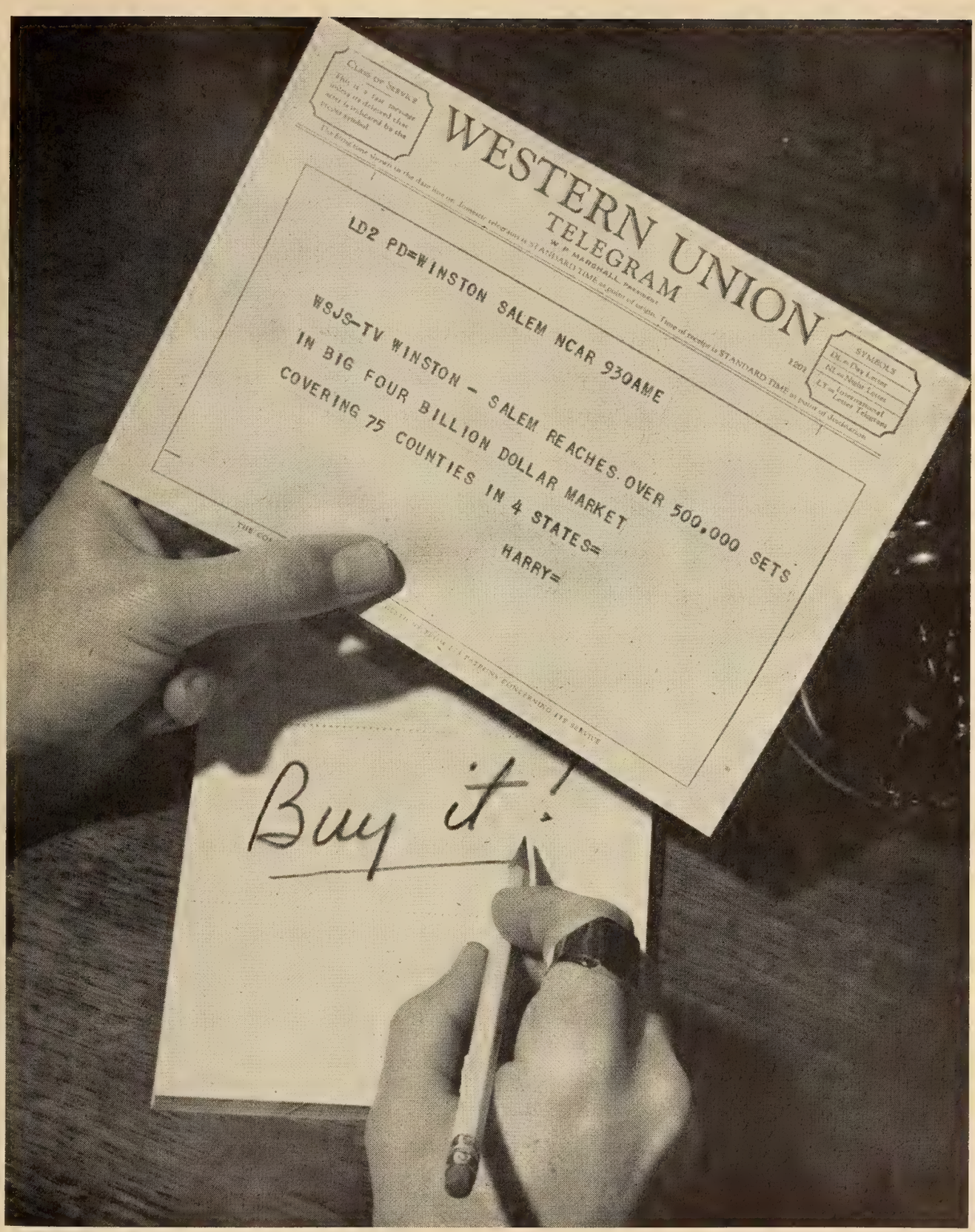
OPENING of expanded studio and executive offices in New York of Van Praag Productions on the fourth floor of 1600 Broadway is being announced today (Monday) by William Van Praag, president of the film company. The new offices are modern and air conditioned, occupying 21 rooms and equipped to handle all phases of film production.

The enlarged space in New York follows the Van Pragg decision to open a new branch in Hollywood, Calif., in order to handle increased business volume of the firm, which is in tv, industry, commercial and theatrical film. The company also has studios and offices in Coral Gables, Fla., and Detroit.

National Telefilms Session Discussing New Sales Plans

SALES plans on behalf of National Telefilm Assoc.'s newly-acquired 20th Century-Fox package of 52 feature films and the Paramount short subjects library were to be discussed at a four-day sales convention of the company which opened in New York last Saturday and continues through tomorrow (Tuesday).

Company officials who will address the meeting are Harold Goldman, vice president in charge of sales; Ely Landau, president; and Oliver Unger, executive vice president. Sales personnel attending includes E. Jonny Graaf and Al Wallace, Chicago; Edward M. Gray, Peter S. Rogers and John Cole, Los Angeles; Donald Swartz and Gerald Corwin, Minneapolis; Nicholas W. Russo, Boston; Charles D. McNamee, Memphis; Bill Boyce, Dallas; Bill Whalen, Kansas City; Seymour Kaplan, New York and Napolean Vaillancourt, Montreal.



WSJS-TV

channel 12

CALL HEADLEY-REED, REP.

WINSTON-SALEM

NBC AFFILIATE for WINSTON-SALEM GREENSBORO HIGH POINT

New Madrid Film Firm Plans First U. S. Release in Fall

ESTABLISHMENT in Spain of Martin Gosch Productions as a tv film and motion picture production organization was announced last week in New York by Martin Gosch, president. He claimed the company's output is comparable to American standards but can be produced at less than one-half what the production costs would be in the U. S.

Mr. Gosch reported that the company currently is filming in Madrid a 39-episode, half-hour tv film series, *The Adventures of the Americano,* starring Scott McKay. He said the series is slated for fall release and he has been negotiating with ABC Film Syndication as distributor. A second tv series, *The Red Mask,* will be filmed in color, Mr. Gosch revealed, with starting date not set.

AAP Buys 'Popeye' Films For Tv Station Release

ASSOCIATED Artists Productions has acquired from Paramount Pictures Corp. a library of 234 "Popeye" cartoons, which will be released to tv stations, it was announced last week by Eliot Hyman, AAP president. The cost of the library is estimated at $1.5 million (also see Paramount Pictures stockholders story, page 50).

AAP previously had obtained distribution rights to 337 Warner Bros. cartoons, including such characters as "Bugs Bunny," "Porky Pig," "Daffy Duck" and others. The AAP cartoon library, according to Mr. Hyman, now includes 411 different subjects in color.

Former Employe Sues Loews

DAMAGE SUIT for $202,000 against Loews Inc. was filed in Superior Court at Santa Monica, Calif., last week by Marvin Lee Miller, charging that the format of promoting upcoming MGM feature movie releases on ABC-TV's *MGM Parade* is an appropriation of a suggested format which he submitted to MGM several years ago. Mr. Miller, now a civilian employee with the U. S. Army in Germany, formerly was secretary to the late Harry Rapf, an MGM executive. He contends in the suit that MGM told him it was not interested in his program format idea and failed to return his manuscripts or to compensate him for them.

Briskin to Form Company

IRVING BRISKIN, studio manager at Columbia Pictures, Hollywood, relinquishes his post July 1 to form his own tv production company, which will release through Columbia's tv film subsidiary, Screen Gems. According to his agreement with Columbia President Harry Cohn, Mr. Briskin and his new unit also will supervise all Screen Gems production.

FILM SALES

Sterling Television Corp., N. Y., has sold *Sports Shorts* and *Vienna Philharmonic* to WATV (TV) Newark; *King's Crossroads* to WHIO-TV Dayton; *Movie Museum* to KOMO-TV Seattle and WTVD (TV) Durham, N. C., and *Music for Everybody* and *Tales of Tomorrow* to KFBB-TV Great Falls, Mont.

Screen Gems, N. Y., has sold 78 quarter hours of *The Patti Page Show* to WCBS-TV New York. Show will be scheduled Saturday, 6:15-6:30 p.m. EDT, replacing *The Frankie Laine Show,* effective July 7.



WHEN WLAC-TV Nashville, Tenn., set out to obtain the film show Code 2, it found that the show was for regional sale only. So station executives got busy and sold the show in two other tv markets—Chattanooga and Knoxville. At the contract signing are, l to r: T. B. Baker Jr., executive vice president-general manager of WLAC-TV; J. Robert Clark, station account executive; W. L. Mitchener, general manager of Nashville Chair Co., sponsor; Joe Porter, manager of Atlanta branch of ABC Film sales, and Jack Sandefur, Buford-Lewis Agency, Nashville.

Television Programs of America, N. Y., reports Campbell Soup Co., Camden, N. J., has purchased *The Count of Monte Cristo* for showing in Puerto Rico starting this summer. Robert Otto & Co., N. Y., is Campbell agency for international advertising.

Brent Gunts Productions, Baltimore, announces sale of *Shadow Stumpers,* silhousette tv quiz game, to nine U. S. and Alaskan tv stations. Buyers are KHOL-TV Holdrege, Neb.; WNCT (TV) Greenville, N. C.; WTVD (TV) Durham, N. C.; KBET-TV Sacramento, Calif.; KOPO-TV Tucson, Ariz.; WISN-TV Milwaukee; KZTV (TV) Reno, Nev.; KFAR-TV Fairbanks and KINY-TV Juneau, both Alaska.

FILM DISTRIBUTION

CBS-TV Film Sales, N. Y., has placed *Brave Eagle* tv film series into syndication following completion of cycle on CBS-TV June 6.

Richard S. Robbins Co., N. Y., public relations-sales promotion agency, has obtained syndication rights to 30 British film comedies, which firm is making available on library basis to stations. Robbins also has secured radio-tv syndication rights to Pip, Squeak & Wilfred comic strip in *London Daily Mirror.* Negotiations are under way for filming of 39 episodes.

Arts & Audiences Inc., N. Y., non-profit cultural agency, has produced series of 13 half-hour tv films on music appreciation for children, *Musis for Young People,* for distribution to educational stations by Educational Television & Radio Center, Ann Arbor, Mich. Following its cycle on those stations, films will be made available for other showings, including presentations on commercial tv stations during sustaining time.

Alfred D. LeVine, Chicago film salesman, announces acquisition of national tv rights to new *Bud Wilkinson Show* (formerly *Sports for the Family*), 13 quarter-hour series starring Bud Wilkinson, U. of Oklahoma coach, and produced by Bud Wilkinson Productions. In June 4 issue of B•T it was incorrectly indicated that Screen Gems Ltd. of Canada had acquired rights. This organization has been appointed Canadian distributor for the Byron Nelson *Let's Go Golfing* film serise.

FILM PRODUCTION

Youth in Focus Films Inc., Hollywood, has been formed by producer Ronald V. Ashcroft, attorney Leon Seltzer and Irving Berlin of Hollywood to film 26 half-hour programs.

Victor Stoloff, L. A., has purchased rights to *Tales of the Turf,* novel by Harris Wade, with intention to start production of adapted tv series in early summer.

Guild Films Co., N. Y., will produce special color feature film for National Arthritis & Rheumatism Foundation featuring actor Charlton Heston. Film will be distributed by Guild's public service division.

Bill Stern, ABC sportcaster, will play himself in semi-documentary half-hour tv film series, *College Coach,* being written and produced in New York by Thor Brooks and Malvin Wald. Series to be available to tv stations in fall.

Walter Schwimmer, president of syndication firm, announces new group of 26 filmed *Championship Bowling* programs will be produced this summer and be available for distribution to tv stations around Oct. 1. Five regional beer advertisers have signed for additional series in New York, Texas and other major markets. Peter DeMet Productions will shoot films. Current series has been sold in 140 markets.

K-T Productions, N. Y., tv package and theatrical property firm, announces plans to produce new tv comedy-panel series, *Brain Trust,* and has signed Russell Beggs as writer.

Robert Alexander Productions Inc., Hollywood, has announced plans to begin three new romantic-adventure film series at California studios in addition to *Fremont, The Trailblazer,* starring Steve Cochran, now underway for showing on CBS-TV in fall. Mr. Cochran, firm head, will direct three new series with Harrison Reader as producer and John Dunkel as writer.

FILM PEOPLE

W. A. Pomeroy, Detroit representative of Guild Films, resigned. Mr. Pomeroy, former general manager of WILS and WILS-TV (uhf no longer operating) Lansing, Mich., has filed application for am station at Tawas City-East Tawas, Mich. He is past president of Mich. Assn. of Broadcasters.



MR. POMEROY

Ben B. Odell, vice president, California Bank, Hollywood, to Cathedral Films, Burbank, Calif., as treasurer.

Walter K. Scott, formerly chief of motion picture services, U. S. Department of Agriculture, Washington, to Capital Film Laboratories, Washington, as special sales representative.

Louise Gruner, previously with college department of Rinehart & Co., N. Y., publishing company, named assistant to advertising-publicity-promoton director of C&C Television Corp., N. Y.

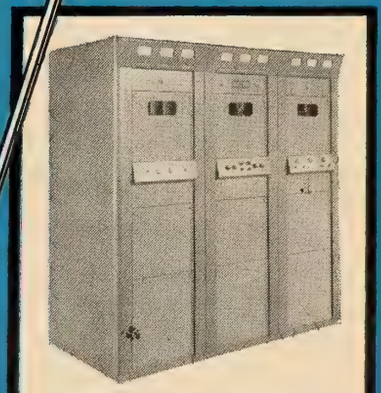
Marvin Schlaffer, Emil Mogul Co., N. Y., to National Telefilm Associates, N. Y., as sales service coordinator.

LEADERSHIP

When should a new model replace the old? Our automobile industry says, "annually". If it's boats, possibly every two years. If our daughter's formal, then one party is the duration.

The formula adopted by Gates is no secret. "Keep a new model on the drafting board all the time." True, it may be on again off again but each time a new advancement appears, the drawing addition is made. --- Progress, in this way, is continual and not spasmodic. Engineers are always alive to today's needs. Production people know what's coming and prepare in unison.

Indeed Gates out new models them all! By no means to set a record but to fill the need of a progressive industry. It is through the parade of new and better things that leadership becomes factual --- more than just a claim.



Gates new Five for 1957 is already being installed in American broadcasting stations

GATES

GATES RADIO COMPANY

Manufacturing Engineers Since 1922

QUINCY, ILLINOIS

MORE THAN A CLAIM NO. 7213

REINSCH TO RUN DEMOCRAT CONVENTION

Executive director of Cox stations named assistant chairman of Democratic National Committee to plan party's nominating parley. He announces plans to press for GOP agreement on tv debates.

J. LEONARD REINSCH, executive director of the James M. Cox radio-tv properties (WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WIOD-AM-FM Miami, Fla.), last week was appointed as assistant chairman of the Democratic National Committee in charge of the 1956 Democratic nominating convention, which begins Aug. 13 in Chicago.



MR. REINSCH

As convention manager, he succeeds William Neale Roach, who resigned May 18 "for personal and personnel reasons," according to Democratic National Chairman Paul M. Butler, who announced the new appointment last Monday in Chicago.

Mr. Reinsch, as voluntary tv-radio consultant to the Democratic National Committee, has been handling arrangements for television, radio and newsreels, physical planning of the convention amphitheatre and development of the convention's program.

Mr. Butler expressed appreciation to former Gov. James M. Cox and his son, James M. Cox Jr., owners of the radio-tv properties which Mr. Reinsch directs, for making the broadcast executive's services available. He said the Democratic Party is fortunate to have a man of Mr. Reinsch's background working with the committee. The elder Mr. Cox was the Democratic presidential nominee in 1920 and was defeated by Warren G. Harding.

Mr. Reinsch was radio director of the 1944 convention and presidential campaign, is a former radio advisor to the White House and was radio-tv director of the 1952 Democratic national convention. He is a member of the board and stockholder of the Knight-Cox WCKT (TV) Miami (ch. 7), due on the air next month.

Mr. Reinsch also serves on the Democrats' Special Advisory Committee for 1956 convention rules and was on the convention site committee.

Mr. Reinsch addressed the last meeting this season of the Broadcast Adv. Club of Chicago at the Morrison Hotel in that city.

Weekly appearances of DNC Chairman Butler and his Republican counterpart, Leonard Hall, on a program like NBC-TV's *Today*, as originally suggested by the Democrats and rejected by the GOP, would prove "advantageous to the American people" on certain controversial and crucial issues, Mr. Reinsch felt. He also reported "not much interest" by the Republicans in the proposed debates involving joint appearances by presidential candidates on a single program.

Mr. Reinsch said he had in mind actual debates and not "discussions" like those held by Sen. Estes Kefauver (D-Tenn.) and Adlai Stevenson, Democratic Presidential aspirants, on ABC radio-tv from Miami last month. At that time Mr. Hall called the telecast a "flop".

The Democrats' radio-tv campaign has been set, he noted, with formats depending somewhat on what candidate the party selects.

Convention planning for Chicago's International Amphitheatre and Conrad Hilton Hotel were reviewed in detail by the Democratic radio-tv consultant, with comparisons of 1952 coverage. He also expressed passing interest in WNBQ (TV) Chicago's color tv operations.

Among his new extra duties, Mr. Reinsch cited telephone installations, hotel accommodations, radio-tv facilities, credentials, air conditioning, transportation, food, camera placements and a host of other arrangements. He said "we think we have the problem licked" on avoidance of any "view-blocking" between convention chairman and state delegates. The Democratic National Committee has devised a miniature "mock-up" showing the amphitheatre floor arrangement.

Mr. Reinsch also observed that, contrasted to the Democrats' convention, "the Republicans should be able to schedule San Francisco (the GOP convention site) like a studio show." He traced streamlining of convention procedures already adopted in view of 1952 experience, such as polling of delegates, to be backgrounded this year. He also felt the GOP does have a "tremendous financial advantage" and that "finances are and will continue to be a problem in the Democratic Party."

Butler-Hall Tv Debates Still Goal of Democrats

THE DEMOCRATIC PARTY will "continue to press" for GOP agreement on a series of proposed weekly Butler-Hall debates on network television, Mr. Reinsch (see above) asserted last Wednesday.

Mr. Reinsch suggested to midwest broadcasting-advertising representatives that "the more we become acquainted with the candidates, the better chance we have later to discuss problems of interest to us" when one of the candidates becomes President. In that way, he noted, "our case will be heard and our treatment will be on a fair rather than prejudicial basis," notwithstanding newspaper headlines. He obviously alluded to the various broadcast and related investigations in Congress and government departments and agencies.

CBS-TV to Show Delegates How It Covers Conventions

AN UNUSAL service will be provided by CBS-TV to more than 7,000 delegates and alternates to the presidential nominating conventions this summer when they will be invited to attend two special orientation telecasts showing how tv plans to cover the conventions.

The telecasts will be on closed-circuit over CBS-TV from 5-5:30 p.m. EDT July 23 for all Democratic delegates and July 25 for all Republican delegates. According to Sig Mickelson, CBS vice president in charge of news and public affairs, delegates will be invited as soon as their names are received. Each delegate will receive a written invitation to view the broadcasts at the CBS-TV affiliated station nearest to him. Mr. Mickelson noted that tv recordings of the telecasts will be made available to delegates in Alaska, Puerto Rico, Canal Zone and the Virgin Islands.

"These delegates constitute perhaps the only special group in the nation who will be unable to watch the progress of their conventions on television," Mr. Mickelson pointed out. "As these same delegates will be participants in the convention broadcasts, we feel it both useful and important that they be familiar with the workings of the broadcasts and their part in them."

The closed-circuit telecasts, which will originate in New York, will show delegates sections of the interiors of Chicago's International Amphitheater and San Francisco's Cow Palace through the use of large artists' drawings and life-size "mock-ups." The telecasts will show delegates where they will be located, plus information on delegate and party headquarter hotels, airports and rail terminals, scenic highlights and direct routes to the convention halls.

Ike Not Set on Speeches

PRESIDENT EISENHOWER has no idea how many campaign speeches he will make in the autumn race, he said Wednesday at his news conference. Answering a question by Ray Scherer, NBC, who wondered if the President might make more than the six speeches GOP Chairman Leonard Hall had specified. The President said he had not discussed campaign details with Mr. Hall or anyone else in a specific or definitive form.

Hall Likens Time Requests To Gratis Campaign Trains

REPUBLICAN National Chairman Leonard Hall said last week he feels networks should no more be asked for free time by political candidates than a candidate would ask the railroads to furnish him an expense-free campaign train.

Mr. Hall expressed this sentiment in an address to the National Press Club Thursday after being asked about "equal time" bills pending in Congress. He cited the difficulties encountered by broadcasters from candidates of minority parties asking for equal time.

The GOP national chairman said he was not disclosing campaign plans, but declared the Republican effort would emphasize full and intensive use of the "new" medium.

WNAC-TV Gives Low Rates To Political Candidates

CANDIDATES for state-wide public office will receive lower rates than other advertisers on WNAC-TV Boston, according to George W. Steffy, vice president.

Rate Card No. 9, which incorporates a general increase in rates, became effective June 1. However, until the general election Nov. 6, political candidates will be charged at the rates quoted in the old card, which had a top hourly rate of $2,000.

Get-Out-Vote Campaign Scores in Davenport Test

PILOT CAMPAIGN to test ways of increasing registration of voters during the campaign year, conducted in Davenport, Iowa, brought out 2,267 new registrants compared to a normal 200, according to American Heritage Foundation. The drive was conducted in cooperation with NARTB in an effort to develop techniques for the get-out-the-vote effort planned later in the year.

The local steering group consisted of the American Legion, Junior Chamber of Commerce and League of Women Voters. Davenport broadcasters staged a series of special programs and promotions, with Ernest C. Sanders, WOC-AM-TV, as local chairman. John A. Carter, Charlotte, N. C., agency head, is on leave to ARH to work on the drive.



"RAINY DAY COVERAGE"

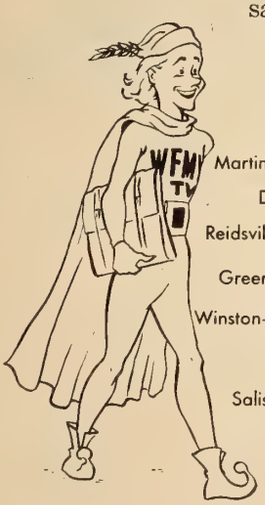
The "rainy-days" of hundreds of thousands of families from coast to coast are covered by giant insurance companies located in the Prosperous Piedmont section of North Carolina and Virginia . . . one of the major insurance centers of the Nation.

WFMY-TV, located in the heart of the Prosperous Piedmont, gives you "rainy-day," as well as every day, coverage too!

Rain or shine—since 1949, WFMY-TV has been the No. 1 salesman in this 50 county area where there are more than 2 million potential customers for your product.

With full 100,000 watts power on Channel 2, WFMY-TV is the *only* CBS station that gives you unduplicated CBS coverage of this $2.5 billion market.

For outstanding sales results in the Prosperous Piedmont . . . *every day of the year* . . . call your H-R-P man today.



Martinsville, Va.
Danville, Va.
Reidsville
Chapel Hill
Greensboro
Winston-Salem
Durham
High Point
Pinehurst
Salisbury
Sanford
Fort Bragg

WFMY-TV...Pied Piper of the Piedmont

wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

CBS TELEVISION NETWORK
Now In Our Seventh Year

KNUCKLE-RAPPING FACES CODE VIOLATORS

NARTB Tv Code Review Board to issue ultimatums to chronic offenders. Disciplinary action would be in form of code membership withdrawal.

TELEVISION'S self-regulation project, designed to prevent advertising and programming excesses, is nearing the crackdown stage.

Last Thursday the NARTB Television Code Review Board decided to give a number of tv code violators a last chance to raise their standards and thus avoid the first disciplinary action in the four-year history of self-regulation.

G. Richard Shafto, WIS-TV Columbia, S. C., Tv Code Board chairman, announced Thursday that several tv stations had been advised their code memberships are in jeopardy. Operators of the stations are being asked to confer personally with Edward H. Bronson, director of tv code affairs, and to consider "remedial measures in order to bring their operation into conformity with the code."

This policy action was taken after code officials had increased their monitoring of tv stations and networks. It's known that similar disciplinary action is considered with other stations now under review.

In a three-day meeting that started Tuesday the code board issued rulings on pitch programming and piggy-back or combination announcements. The board issued a directive to all code subscribers to take pitch advertising off their schedules as soon as present contracts have expired. Pitch programs, designed to entice buyers with bargain offers for merchandise the advertiser has no intention of selling, are found mainly in major metropolitan centers. Because of recent agitation, many pitch programs have been shortened from a quarter or half-hour to a minute or less.

Under the new interpretation, the board held "sponsored programs . . . consisting substantially of continuous demonstration or sales presentation violate not only the time standards established in the code, but the broad philosophy of improvement implicit in the voluntary code operation."

After reviewing a series of spot announcements that advertised more than one product, the board held, "When unrelated products are advertised as separate and distinct messages within one announcement, they in effect constitute separate announcements." However, it was noted that it is "an acceptable practice to advertise related (e.g., various frozen food products, or automobiles of one manufacturer) or compatible (e.g., pancakes and syrup, or furniture and carpeting) products within the framework of a single announcement, when integrated to form a single message."

The board reiterated an earlier ruling that film plugs should be counted against the advertising copy time allowance for the program in which they appear.

Amendments to the tv code language were adopted, covering multiple announcements and admission of producers and distributors of tv films as affiliate code subscribers. These actions are subject to NARTB Tv Board action at the June 20-22 directors meeting in Washington.

RETMA Annual Convention Opens Tuesday in Chicago

ANNUAL convention of Radio-Electronics-Tv Mfrs. Assn. opens tomorrow (Tuesday) at the Edgewater Beach Hotel, Chicago, winding up Thursday night with presentation of the association's medal of honor to Paul V. Galvin, president of Motorola Inc. and a RETMA board member for 22 years.

H. Leslie Hoffman, RETMA president, will preside at meetings. All directors and officers will be elected simultaneously, a change in RETMA custom. Directors will serve one-year terms. A meeting of the Public Relations & Advertising committee will be held Tuesday morning. Topics are expected to include plans for National Television Week, to be held in September.

Panel at AFA's Convention To Feature Jones, McGannon

MERLE JONES, executive vice president of CBS-TV, and Donald H. McGannon, president of Westinghouse Broadcasting Co., will represent tv and radio, respectively, at a media panel session tomorrow (Tuesday) at the Advertising Federation of America's 52nd annual convention in Philadelphia.

CBS-TV President J. L. Van Volkenburg had been slated to join Mr. McGannon as the tv representative but yielded his place to Mr. Jones in order to be available at the Senate Interstate & Foreign Commerce Committee hearings in Washington this week (see story page 28). The nine-man media panel, appearing at AFA's Tuesday luncheon session, will discuss "How Will Media Meet the Changing Trends in Marketing?"

AFA's convention was scheduled to open yesterday (Sunday) with a brunch, sponsored by the Council on Women's Clubs, at which Mrs. Harriet Edmunds, president of Chartmakers Inc., New York, was to be designated as 1956 Advertising Woman of the Year. Bonnie Dewes of D'Arcy Adv., St. Louis, was to make the presentation. Mrs. Edmunds was chosen by a judging panel consisting of Leo Burnett, Leo Burnett Co., Chicago; Allan Clark, D'Arcy Adv., St. Louis, and Herman C. Sturm, *Nation's Business* magazine.



ADVERTISING and program standards were discussed by FCC Chairman George C. McConnaughey and members of the NARTB Tv Code Review Board at Tuesday luncheon. Left to right: Richard A. Borel, WBNS-TV Columbus, Ohio; William B. Quarton, WMT-TV Cedar Rapids, Iowa, vice chairman; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; FCC Chairman McConnaughey; G. Richard Shafto, WIS-TV Columbia, S. C., chairman; Roger W. Clipp, WFIL-TV Philadelphia.

Nine Vice Presidents Named By International Advertising

APPOINTMENTS of nine new vice presidents of the International Advertising Assn. were announced last week by IAA as a step toward improved coordination of association activities throughout the world.

The new vice presidents are Dr. Eric W. Stoetzner, director of foreign advertising, *The New York Times,* international activities; K. Presbrey Bliss, vice president of McGraw-Hill International Corp., national activities; Dr. Rudolph Farner, president of Rudolph Farner Advertising & Public Relations Agency, Zurich, Switzerland, Europe; Augusto Godoy, president of Godoy & Ctoss, Havana, Carribean area; Ricardo de Luca, owner and director, Ricardo de Luca—Publicidad Tan, Buenos Aires, Argentina; Michel Touma, general commissioner of tourism, Beirut, Lebanon, the Middle East; Hideo Yoshida, president of Dentsu Adv. Ltd., Tokyo, the Far East; Charles W. Applegate, export sales manager, The Esterbrook Pen Co., eastern U. S., and Fitzhugh Granger, manager merchandising services, International Harvester Export Co., central U. S.

Radio, Tv Sessions Set For Engineers' Conference

THREE sessions on radio and tv are scheduled at the 1956 summer and Pacific general meeting of the American Institute of Electrical Engineers June 25-29 at San Francisco's Hotel Fairmount.

One session, Wednesday afternoon, June 27, will deal with high fidelity amplifiers, am-tv research and transmitter remote control. J. B. Epperson, WEWS (TV) Cleveland, Ohio, will preside. The Thursday morning session will be devoted to television networks, measurements, recording and vhf propagation, with O. W. B. Reed Jr., Jansky & Bailey Inc., Washington, presiding. The Thursday afternoon meeting will discuss color television and industrial television, under the guidance of George H. Brown, RCA Labs, Princeton, N. J.

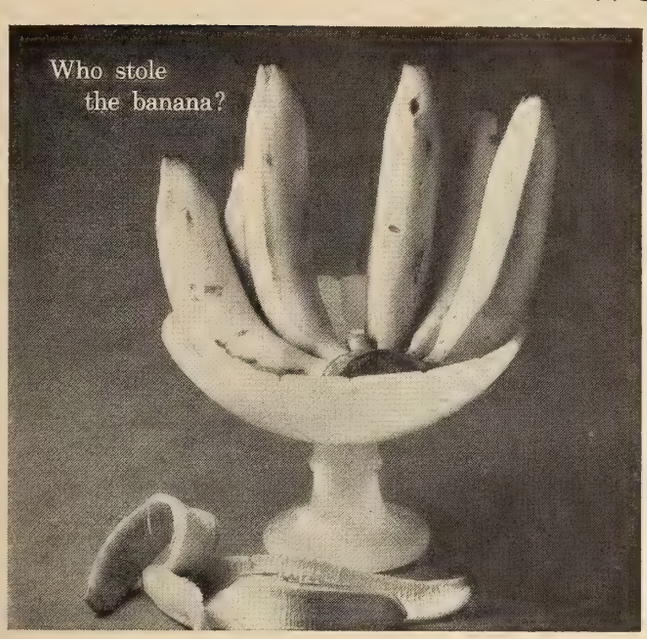
Mr. Epperson is chairman of the AIEE's Committee on Television and Aural Broadcasting Systems, which is sponsoring the radio-tv sessions.

Michigan AAAA Council Plans Detroit Meeting

THE Michigan Council of the American Assn. of Advertising Agencies will hold its spring meeting tomorrow (Tuesday) at the Rackham Memorial Bldg., Detroit. Robert E. Anderson, Batten, Barton, Durstine & Osborn and chairman of the Michigan Council, will open the meeting.

Speakers include George Wolf, vice president in charge of radio-tv, Ruthrauff & Ryan, New York, and Barrett Brady, vice president in charge of creative services, Kenyon & Eckhardt, New York.

Which ad would you run?



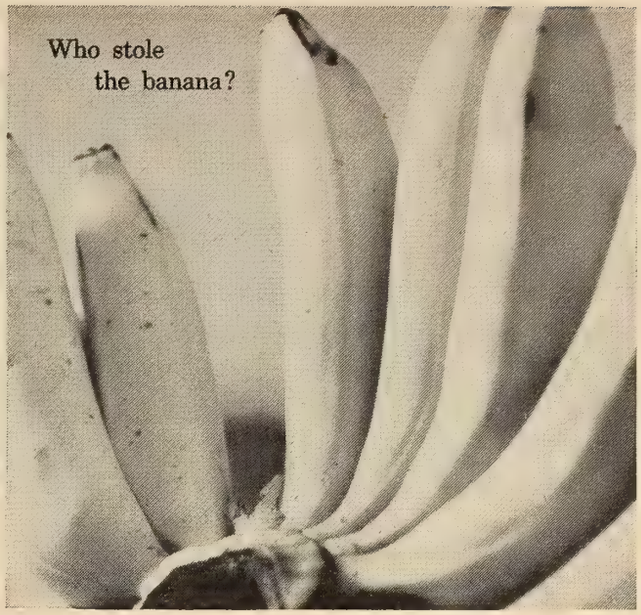
Clue No. 1: *He was hungry and he was smart.*

Clue No. 2: *He got away with one of the most valuable protective foods known.*

Deduction: You can't protect bananas from people, but bananas protect people from lots of things. Bananas provide needed vitamins and minerals. They are the natural way to get energy-building sugars. Also, they are one of the easiest of all foods to digest. Isn't it lucky they taste so darned good?

United Fruit Company

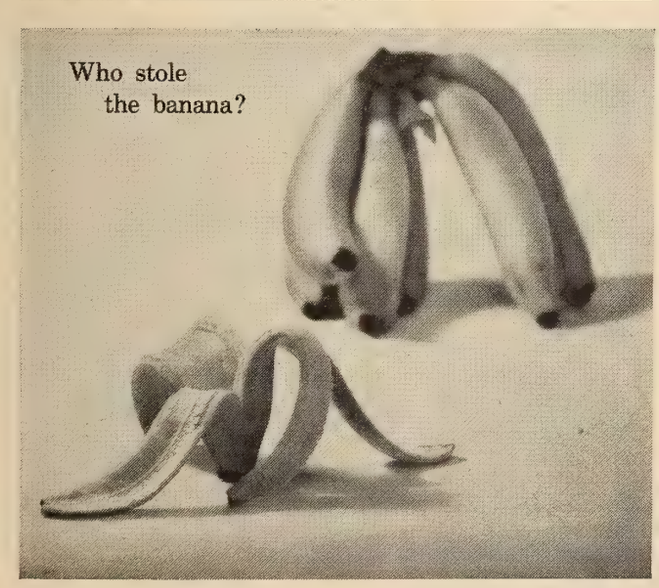
A



It could have been Mom. She's been weight-watching lately. Health expert that she is — she knows that a banana has "satiety value" (which means it fills you up). That makes it easy to eat moderately at mealtimes . . . easy to keep weight down.

Bananas can help solve many weighty food problems you might have. This streamlined fruit is high in vitamins, minerals and energy-building sugars. And it's one of the easiest of all foods to digest. Bananas make such satisfyingly healthy eating when you crave something sweet. Isn't it nice that such a good-tasting food is so good for you? UNITED FRUIT COMPANY

B



Foxy grandpa took it! Like many older folks, he finds that bananas are easy to chew, easy to digest. And they're low in sodium, high in the food values people of all ages need.

It's a wise man — old or young — who chooses a banana for a delicious helping of health. Along with their wonderful taste, bananas bring a rich supply of protective vitamins and minerals and quick-energy sugar. Bananas come wrapped in their own nature-perfected package — protected from just about everything but your appetite. Aren't you lucky that they're so good for you? You can have them any time! UNITED FRUIT COMPANY

C



A smart burglar, whoever he was! He helped himself to a handful of health, safely wrapped in nature's convenient dustproof package.

Bananas are a "protective food" — rich in the vitamins and minerals we literally couldn't live without. A banana is a wholesome, natural way to get energy-building sugars. And bananas are one of the easiest foods in all the world to digest. Isn't it lucky that they taste so good? UNITED FRUIT COMPANY

D

One of these four advertisements will appear in LIFE and The New Yorker magazines the week of June 30. Which do *you* think it should be?

It took us some time to decide on the best copy approach — mainly because there are so many good things to say about bananas. They have a rich supply of protective vitamins, minerals and energy-building sugars. They're a wonderful food for dieters — and they're also one of the easiest foods to digest. Bananas know no age barrier — they're an important food from infancy to old age. And they come wrapped in a nature-grown dustproof package.

We narrowed the banana story down to four different copy approaches. Then we selected four different photographs. And, after careful consideration, we made our choice. Wonder if it's the same one you would choose?

P.S. Write and tell us which ad you would pick to run — A, B, C, or D. Pick the winner, and United Fruit Company will send you an award in keeping with your status as an advertising expert. Send your choice to United Fruit Company, Pier 3, North River, New York, N. Y.



NEW officers of the Southern California Advertising Agency Assn. include this Los Angeles group (l to r): front row, Marvin Cantz, Tilds & Cantz Adv., 1st vice president; Jim Christopher, Hill & Christopher, president; Ted Neale Jr., Neale Adv. Assoc., 2d vice president, and Irving Eckhoff, Roche, Eckhoff & Lee, secretary-treasurer. Back row, Rod Mays, Mays & Co., director; Jim Speer, Speer Adv., director; Phil Lansdale, Lansdale Co., director; Martha Jeffres, executive secretary; Bob Boone, Van Der Boom, Hunt & McNaughton Inc., director; Harry Lindersmith, legal counsel, and Walter Marto, Walter Marto Adv., director.

RAB PLANS INCREASED SALES ACTIVITIES

Bureau board of directors also approves second budget increase in six months, sets four regional management conferences for August and September and intensifies participation in local selling program.

HEAVILY stepped-up sales activities backed by the second budget increase in six months were approved by the Radio Advertising Bureau's board of directors last week.

The board, headed by Joseph E. Baudino of Westinghouse Broadcasting Co., approved:

• A series of four regional management conferences to be held in August and September as "seminars" for managers and sales managers.

• Intensification of RAB's local "sales committee" program, enabling teams of RAB executives to make more presentations to more local and regional advertisers in more cities during the next year.

• Expansion of this year's second annual National Radio Advertising Conference, to be held Oct. 29-30 at New York's Waldorf-Astoria Hotel [B•T, June 4].

• Expansion of RAB's "blitz" plan of bombarding key advertisers with material on radio's selling power.

• Increase of RAB's operating budget to an annual rate of $790,000. This represents a $15,000 increase over the figure set three months ago when 1956's first upward revision moved the budget to $775,000.

• Plans for participation in next year's National Radio Week, endorsing the week of May 5 as the period for that salute [B•T, June 4].

Each of the four regional management conferences will bring together between 40 and 50 stations and station sales managers in two-day sessions to hear "125 different solutions to problems that impinge on sales—sales management problems, promotion problems, program problems and general management problems," President Kevin Sweeney told the directors.

First of the conferences is scheduled Aug. 16-17 at Rickey's in Palo Alto, Calif., for west coast station executives. It will be followed by one for the Midwest on Sept. 6-7 at a site to be selected; a southern meeting Sept. 10-11 at the Buena Vista in Biloxi, Miss., and an eastern meeting Sept. 13-14 at Skytop Lodge, Skytop, Pa.

Under RAB's local "sales committee" program, RAB member stations in an area work jointly with an RAB executive in making united presentations on radio's sales effectiveness to key local advertisers. The expanded plans approved last week call for such visits to 20 cities during the next year, with four RAB executives (instead of one) working each city and making up to 45 presentations (instead of three to nine) to local and regional advertisers [B•T, June 4]. First cities to be visited are Boston, Chicago and San Francisco.

In the expansion of the second National Radio Advertising Conference, RAB plans to invite more than 500 agency-advertiser decision-makers, as against 300 who were RAB's guests last year. RAB sponsors and arranges the conference but principal speakers are advertiser and agency people who present case histories on their successful use of radio.

The "blitz" plan, also to be expanded, involves the concentration of RAB direct-mail, original research, special presentations and similar radio sales material upon all important executives within a given industry for a 30-day period, instead of spreading it over a period of a year. This technique has been used in the beer industry, is currently being used among watch advertisers, will be expanded to other fields including tobacco, food, chain stores, appliances and cosmetics.

The board meeting was held Wednesday. It was preceded by Tuesday sessions of the executive and finance committees, whose members also are on the board.

John Poor, president of Mutual, was elected to the board and appointed to the finance committee. He replaces Robert A. Schmid, also of Mutual but now more closely identified with activities of the parent RKO-Teleradio Pictures and the General Teleradio Film Div. than with the radio operation alone.

Agency Film Demands Explained to SMPTE

IN AN attempt to familiarize film producers with the reasons behind the demands made upon them by advertising agencies, two executives from J. Walter Thompson Co., New York, last week spoke on current day advertising practices before the Atlantic Coast section of the Society of Motion Picture & Television Engineers in New York.

William Briggs, account executive, briefed the SMPTE audience on the growing importance of market (product and consumer) research today. He cited the increasing and changing populations and shifting tastes as considerations that make it impractical to rely on experience in predicting marketing attitudes. He explained that advertisers and agencies must make use of product research to determine "the preferences of the market as applied to the characteristics of products and their containers." Consumer research, he said, is used to analyze "the characteristics of the ultimate user in reference to a specific product . . . and provides a better understanding of end uses of the product."

Wallace Elton, vice president and director of J. Walter Thompson, spoke on "the use of pictures in communications." He made the point that pictures are a significant force in communications, quoting a research study that "65 percent of the knowledge of the human being is assimilated through the eyes." He cautioned that it takes a better picture to hold the eye because it is constantly being "assaulted by competing pictures."

Mr. Elton used slides to demonstrate steps in the development of advertisements and indicate the reasons for selecting a particular approach for a particular selling job. He explained that the selection of photography or art work and other components of an advertisement usually are the result of an agency's knowledge of its audience and of the tools of its trade. He pointed out that changes made along the way toward the finished filmed commercial are necessary ones but often lead film producers to consider an agency a difficult customer.

Gitlin Talks on Tv's Service

IRVING GITLIN, CBS director of public affairs, is scheduled to address the principal luncheon of a June 13-14 workshop on tv production for national social welfare organizations, in New York, under the sponsorship of the National Social Welfare Assembly. Mr. Gitlin will discuss "Television's Role in Interpreting Community Service and Social Welfare." Other broadcasters who will participate in the program—part of which will be on "Solving Basic Tv Problems"—are Clarence Worden, WCBS-TV New York public affairs director; Robert B. MacDougall, WATV (TV) Newark program director, and A. Cledge Roberts, New York U. radio-tv summer workshop director.

TRADE ASSOCIATION SHORTS

Avery-Knodel, N. Y. station representation firm, signed as member of Television Bureau of Advertising, bringing TvB's membership in representation field to 12.

in Philadelphia WPEN is the station of

perSELLnalities

STEVE ALLISON



Monday through Sunday
11:05 P.M.—2:00 A.M.

The personality with the highest "excitement" rating in broadcasting anywhere. Firecracker-names and issues keep studios packed and even staid Philadelphia up 'til after 2 A.M.

SOLD OUT

FRANK FORD



Sunday
4:05 P.M.—6:00 P.M.

The world's only living disc jockey who doesn't play jazz, barrelhouse, or rock 'n roll. He features songs that were popular when you and I were young, Maggie, as well as hits from Broadway shows. Two hours of relaxation on Sunday afternoons.

FIRST IN PULSE RATINGS

THE 950 CLUB
CAL MILNER & LARRY BROWN



Monday through Saturday
1:05 P.M.—7:00 P.M.

For 15 years the 950 Club has been passing an inheritance of the best in popular music from generation to generation. Top ratings, the highest city mail-count and daily studio-jamming crowds, prove that *all* generations are loyal to this legacy.

FIRST IN RATING INCREASES*

PAT AND JACK



Monday through Saturday
9:05—10:00 A.M.

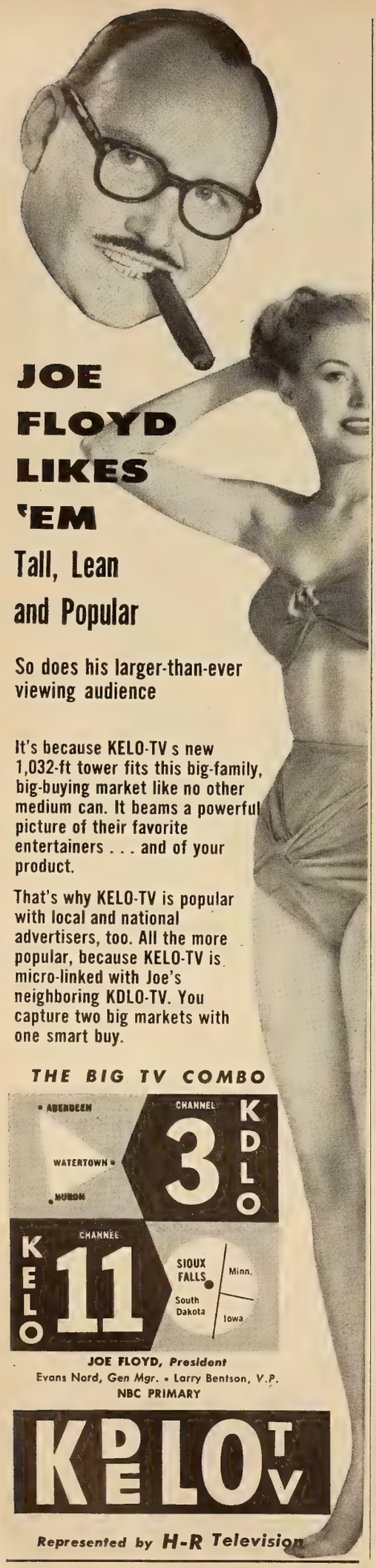
The only team in Philadelphia that rivals the Phillies in popularity. Leads all other food shows with the "Angel-in-the-kitchen", "Princess-in-the-parlor" and — delivers guaranteed merchandising extras in the Penn Fruit Company, the food chain named *Brand Name Retailer* of the year.

SOLD OUT

dial 950 WPEN

Represented Nationally by Gill-Perna, Inc.
New York, Chicago, Los Angeles, San Francisco

*Pulse



—PERSONNEL RELATIONS—

TV NETWORKS SIGN PACT WITH WRITERS

Nationwide walkout averted when guild wins recognition of two strike issues which include separation of rights and non-exclusivity of services.

A LAST MINUTE agreement between the three major television networks and Writers Guild of America in Hollywood averted a nationwide strike Monday as tv film writers won recognition of two strike issues—separation of rights for all writers and non-exclusivity of services.

The new agreement is effective until Jan. 1, 1960. Negotiators were in continuous session during the final two weeks of the talks.

On the first of the two chief issues, the networks agreed to make no distinction between writers assigned to a single tv film series and writers assigned to multiple series and to accord separation of rights to all freelance writers whether employed on a week-to-week or per-script basis, or assigned to a single or multiple series.

An exception to this understanding covers writers hired for several duties such as writer-director-producer, for instance, who also create ideas for a program series. In this case, the networks will acquire all rights for three years with specific compensation to the writer if a series is developed for his idea within that time. This would include a $225 royalty for each episode, participation in re-runs of each episode up to a total of 140% of minimum and a 25% interest in all subsidiary rights. If the network fails to exploit the program series within the three-year period, all rights revert to the writer.

On exclusivity of a writer's services, something which the networks have favored to assure continuity of creative thought, certain guarantees of employment were established in the new pact. In order to require the writer's services on a basis of complete exclusivity, the network must guarantee at least six one-hour, 13 half-hour or 26 quarter-hour shows, for which the network would be entitled to a maximum of 26 weeks of the writer's exclusive services. The writer during this time, however, could write for other media such as movies, plays or books.

Financial terms of the new network agreement are comparable to those signed by WGA recently with the Alliance of Television Film Producers, other independent tv film producers and the Assn. of Motion Picture Producers. Half-hour story and teleplay writers draw $1,100 while the hour program writers get $2,000 and 90-minute show writers get $2,900. First re-run draws 35% of minimum, second re-run 30% and the third, fourth and fifth 25% each.

Taradash, Kanter Winners In Writers' Mail Election

NEW officers of Writers Guild of America [West] were announced in Hollywood last week following a supplementary mail election made necessary by a constitutional amendment reorganizing the officers upon amalgamation of the tv and radio writers into a single branch of the union. Daniel Taradash was elected first vice president and Hal Kanter was named secretary. They join Edmund Hartmann, president; Gomer Cool, second vice president, and Curt Kenyon, treasurer, hold-over officers from last year.

New members of the WGAW Council for the



We mean B-5, WLOL'S Big 5 disc jockeys. They give a million-and-a-half radio listeners in the Twin Cities market exactly what they want in Music, News, and Sports . . . in shopping hints, too.

B-5 is the reason WLOL provides the most responsive, quick sell, block-by-block, town-by-town coverage in the Twin Cities orbit. WLOL is the top rated station for out-of-home listening. All in all, WLOL gives you more radio homes per dollar (Pulse and SRD) than any other station.

WLOL

MINNEAPOLIS ST. PAUL
1330 on your dial 5000 watts
LARRY BENTSON, President
Wayne "Red" Williams, Mgr., Joe Floyd, V.P.

PULSE PROVES WLOL
No. 2 STATION IN THE NORTHWEST
No. 1 BUY IN THE TWIN CITIES

represented by AM Radio Sales



The plans board retires into closed session • works up a preliminary program that runs into six figures • your medium is mentioned • a big contract hangs in the balance • the media director reaches for Standard Rate •

and if you have a Service-Ad near your listing...

you are there



For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.



Television-Radio Branch include President David Dortort, Vice President Gene Wong, Secretary-Treasurer Al Martin and board members James Allardice, True Boardman, Erna Lazarus, Phil Leslie, Fenton Earnshaw, Les Farber, Howard J. Green and Malvin Wald.

Earnings for Writers In Tv, Films Increase

A STRONG JUMP in tv and film writers' income in Hollywood was registered during the past year, according to the annual financial report of Writers Guild of America (West) by its treasurer, Curtis Kenyon. Important gains were made in both motion picture and television fields with the result that revenue for film writing is showing signs of recovery and television writers have pulled to within nearly 50% of total earnings of screen writers. Gains in radio earnings also have been made.

Dues from screen writers increased from $86,200 for the year ending March 31, 1955, to $107,500 for the year ending last March 31. According to Don Taradash, president of the Screen Writers branch, this means that screen writer income is back above the $10 million annual figure for first time in three years. After a 1952 high of $11.8 million, screen income by mid-1955 had slid to $8.6 million, he said. But for this past year the figure jumped to $10,750,000. Television dues rose from $19,600 for year ending March 31, 1955, to $47,400 for the twelve months ending March 31, 1956, representing income of $4.74 million.

Approximately $250,000 in re-run payments have been collected by the Writers Guild of America (West) for members in its television writers branch, according to David Dortort, president of the latter group.

In a report at the guild's annual meeting in Los Angeles, Mr. Dortort said that the payments accrued under a film television contract now superseded by new agreements. These new agreements, recently concluded with major film tv subsidiaries and the Alliance of Independent Film Television Producers, will assure an even quicker and greater return on re-runs, Mr. Dortort said.

AFM Opens Convention Today; Local 47 Battle in Spotlight

THE American Federation of Musicians opens its annual convention at Atlantic City, N. J., today (Monday), with the spotlight centered on an expected appeal to be laid before the meeting by 11 rebel leaders of Los Angeles Local 47 who have been ordered suspended from the union for varying periods of times [B•T, May 14]. The International Executive Board of AFM agreed to hold the suspension in abeyance until their appeal could be placed before the AFM.

AFM Hearings Will Continue

FURTHER investigation of the AFM music performance trust fund, with hearings expected to be held in New York and Washington, was reaffirmed last week by Rep. Joe Holt (R-Calif.). He is the Republican member of the three-man subcommittee of the House Labor and Education Committee which probed the trust fund and its relation to the anti-Petrillo rebellion within AFM Hollywood Local 47 a fortnight ago [B•T, May 28]. Congressman Holt said the hearings will be resumed after the AFM national convention in Atlantic City this week.

We're selling more clothes in well-dressed San Diego!



55% More Than in 1950*
Now more than Portland, Ore.; Birmingham, Alabama; Columbus, Ohio or Norfolk and Portsmouth, Virginia combined.

San Diego has more people, making more, spending more and watching Channel 8 more than ever before.

Sales Management, 1955

KFMB 8 **TV**
ABC CBS

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

THE
L. B. Wilson
STATION

WCKY

CINCINNATI
OHIO

"31,835 NEW Customers"

SHAFFER BRENNAN MARGULIS *Advertising* COMPANY
ESTABLISHED 1912 — MAIN 1-2579
4 NORTH EIGHTH STREET. SAINT LOUIS 1. MISSOURI

May 11, 1956

Mr. C. H. Topmiller
Radio Station WCKY
Cincinnati, Ohio

Dear Top:

31,835 new customers!

Yes, Top, WCKY has produced, in a few months, exactly 31,835 new customers with more coming every day, for our client, Ellers Company of Burbank, California.

WCKY has always produced box-car totals for our clients. We're writing you about the Eller results because they prove that WCKY is still booming along, even as of old, despite television.

And here is a point which interests our client (and us) even more than the actual results: As you know, Ellers Company distributes on an ON-APPROVAL FREE TRIAL basis, an automotive item called the GAS SAVER or GANE NEEDLE. Ellers collects no money in advance-- and none until and unless the prospective customer wants to pay for the Gas Saver. So, it looks like our client takes TWO chances
1. That their automotive item will do the job claimed for it.
2. That the quality of your listeners is satisfactory and enough listeners will pay for the Gas Saver, if they like it.

The fact that we've just authorized you to produce 50,000 more responses is proof beyond doubt, of the quality of your listeners. And, of course, it's proof that WCKY is still the best-producing station in the country.

Sincerely,

SHAFFER BRENNAN MARGULIS ADV. CO.

S. I. Rosenfeld

S. I. Rosenfeld

SIR:lz

"....best producing station in the country"

WCKY . . . ON THE AIR EVERYWHERE ● TWENTY

WCKY....

"Best producing station in the country" can get BIG SALES RESULTS for You.

Large Audience
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Low Cost
BIG SALES RESULTS

make WCKY your BEST BUY in Cincinnati

50,000 WATTS OF SALES POWER

BUY WCKY . . . INVESTIGATE TODAY



NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO	LOS ANGELES
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Eastern Sales Mgr.	WCKY Cincinnati	Jerry Glynn	Ken Carey	Bob Block
53 E. 51st St.	Phone: Cherry 1-6565	400 N. Michigan Ave.	607 Market St.	5939 Sunset Blvd.
Phone: Eldorado 5-1127		Phone: Mohawk 4-6555	Phone: Garfield 1-0716	Phone: Hollyw'd 5-0695

FOUR HOURS A DAY ● SEVEN DAYS A WEEK

FCC PREPARED TO FINALIZE PROPOSALS ON TELEVISION ALLOCATIONS THIS WEEK

Commission meets tomorrow to study problem and is expected to entertain plans looking toward moving major portion of U. S. to high-band if present coverage can be maintained; some deintermixture seen permitted soon.

BUTTRESSED by a new court ruling giving it virtual *carte blanche* in handling of tv allocations, the FCC this week is prepared to finalize pending proposals designed to get it off the Congressional hook, and pave the way for greater competition in nation-wide video service.

The action will be preliminary, and preparatory to new rule-making proceedings. It looks toward a spectrum that will encompass both uhf and vhf, but with the immediate objective of providing at least three competitive tv services in primary markets (three basic network competition), even if it entails some slight deviations from established standards.

While the report to be considered tomorrow (Tuesday) will anticipate the eventual move of tv service to uhf, either for the entire country, or a major segment of it, there will be no "deadline" for the shift. It would come only if uhf is found capable of providing adequate coverage, comparable to that offered by vhf.

It will also, it is generally known, offer to entertain petitions for deintermixture or vhf drop-ins—provided that certain conditions are met.

And it will boost uhf maximum permissible power to 5 million watts. Uhf maximum at present is 1 million watts.

The Commission met last Monday and was in general agreement on its course of action. Only Comr. Rosel H. Hyde was understood to completely oppose the move. The vote is expected to be 6-1.

[For a more detailed report on the pending proposal, see below.]

If accepted by the Commission tomorrow the report could be issued this week. However, this is believed problematical because editorial revisions may be required.

One of the major editorial changes is expected to be concerned with the implications of Thursday's Court of Appeals decisions in the deintermixture cases (see story page 68). There is anxiety in some FCC circles that the appellate court's ruling was based in part on one of the FCC's arguments—that the Commission felt deintermixture could only be accomplished on a nationwide scale, not on a piecemeal basis. Since this is virtually what the Commission is proposing to do, some rewording of the report to bolster the Commission's decision to provide for case-by-case consideration may be expected.

Meanwhile, behind the scenes activity which was aimed at establishing a non-profit foundation to upgrade uhf along the lines of Chairman McConnaughey's call for a "crash" uhf program, made at the NARTB convention last April, reached a climax last Monday when a group of manufacturers and broadcasters met and failed to agree on a method of operation.

At the same time, it was learned that the *ad hoc* committee appointed by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, within a week or two may agree on a report which would call for an independent "audit" of television from a technical, economic and social aspect (see story page 72).

How It Might Be Done

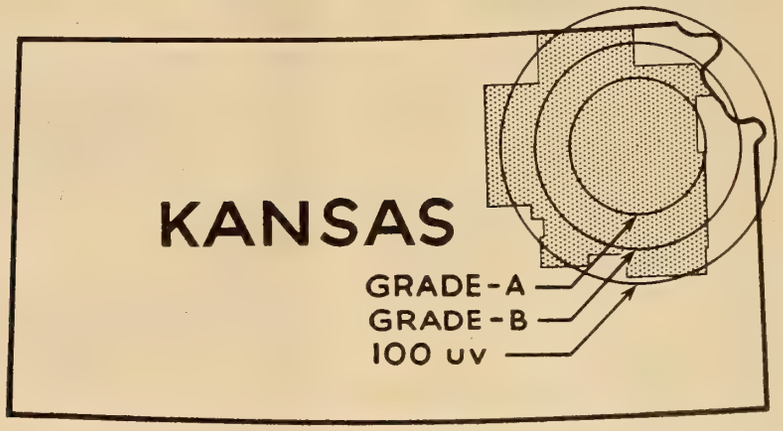
The FCC's plan of action—if adopted without serious revision tomorrow—envisages a possibility of eventually moving all television to the uhf band or doing so in certain areas (such as Zone I or that area east of the Mississippi River).

But, the Commission holds, this cannot be done until it is known whether uhf can do the job now being accomplished by vhf. The goal the Commission apparently seeks is that uhf perform in coverage and otherwise on a par with vhf. This means a development program—not only to determine uhf's overall potential, but also to increase the capabilities of uhf transmitters, antennas and receivers.

Chairman McConnaughey called for a uhf development "crash" program in his speech before the NARTB convention last April.

Until the potential of uhf is known, and equipment is improved, the Commission is agreed, it is understood, that there should be no mass deintermixture, no deletion of the table of allocations, no formal changes in milage separations. The Commission will, however, look with favor, it is understood, on deintermixture requests where such a move will

THESE 20
KANSAS COUNTIES



ARE DOMINATED
BY WIBW-TV
for the full story
SEE YOUR A.R.B.
for the TOPEKAREA

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
VHF
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
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Fastest aircoach coast-to-coast



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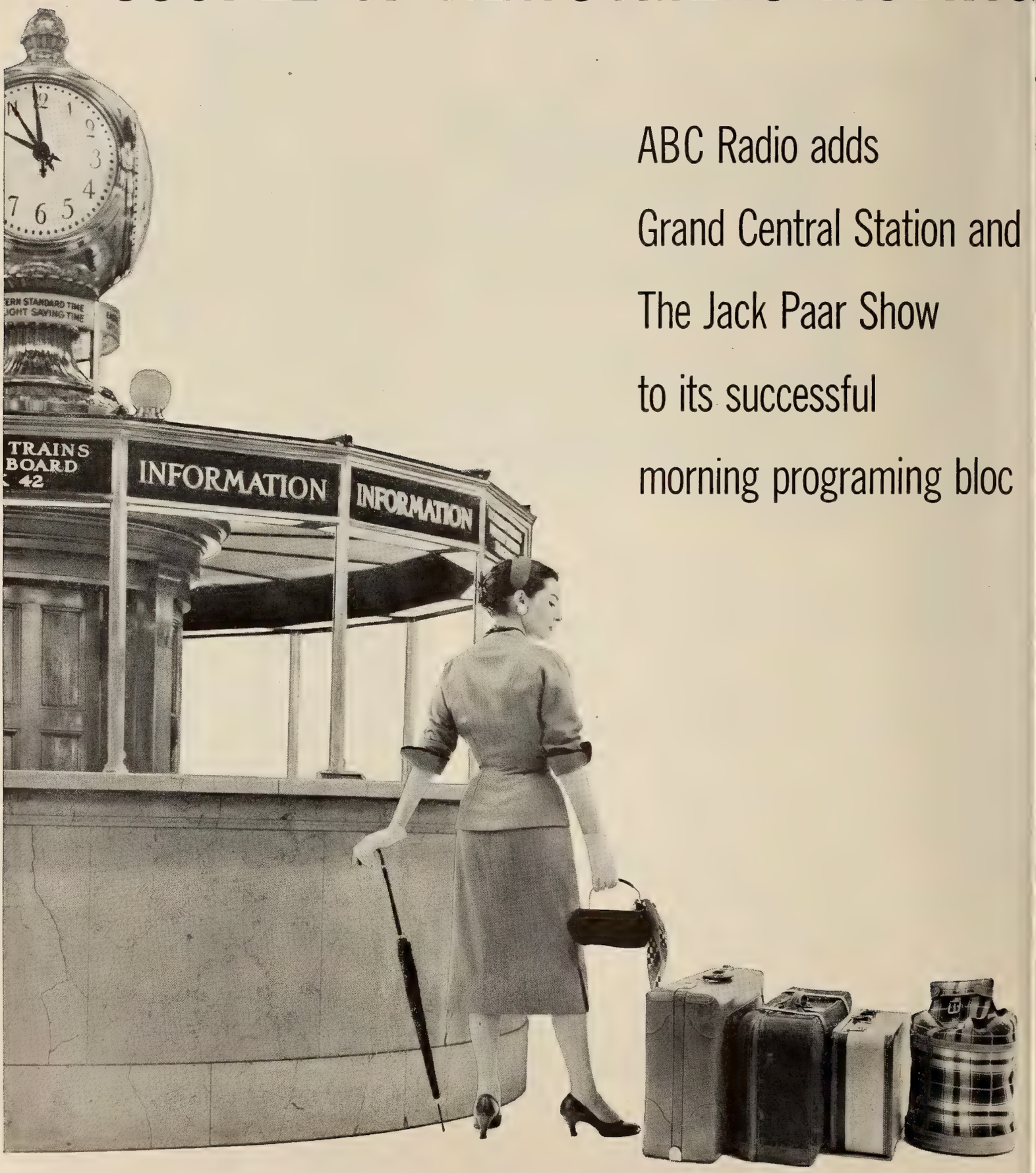
The first nonstop trans-continental DC·7 aircoach

Already the star of the vacation season, American's new "Royal Coachman" is the *first* nonstop aircoach service coast to coast on the DC•7, world's fastest airliner. This luxury aircoach is an all-coach service. It offers reserved seats . . . passenger lounge . . . and fine meals, served at economical prices. There are three "Royal Coachman" flights daily—two between New York and Los Angeles offering the fastest daylight or overnight low fare service—and one between Washington and Los Angeles, over 2 hours faster than any other aircoach. Make your reservations now!

AMERICAN AIRLINES

America's Leading Airline

COUPLE OF NEWCOMERS MOVING



ABC Radio adds
Grand Central Station and
The Jack Paar Show
to its successful
morning programing bloc

INTO THE BLOC!



July 2 is moving day. First, *Grand Central Station* moves into the 11 AM (NYT) slot, Monday through Friday. And right next door, at 11:15 AM (NYT), Monday-Friday, comes the lively *Jack Paar Show!*

Grand Central Station — the famous drama series created by Martin Horrell—*returns* to radio with all the expert acting, production and scripting that made it famous. Stories are *weekly* — start Monday, end Friday to maintain ABC Radio's unique morning programing formula.

The Jack Paar Show — built around Paar's special brand of humor. Jack comments on human foibles, plays hit tunes, talks and kids with famous guests. He not only delivers the commercials for you, but also is one of the nation's most merchandisable personalities to trade and public alike.

Two bright newcomers in a bloc of old (and substantial) friends:

NYT	Monday through Friday	ABC
9:00 am	Don McNeill's Breakfast Club	23 years
10:00 am	My True Story	12 years
10:30 am	When a Girl Marries	4 years
10:45 am	Whispering Streets	3 years
11:00 am	GRAND CENTRAL STATION	*
11:15 am	THE JACK PAAR SHOW	*

Two *additional* quarter hours of topflight network morning radio from the network that is *e-x-p-a-n-d-i-n-g*.

*Special introductory rates *through Dec. 28, 1956,* to prove to you, your slide rule and the most merchandising-minded sales manager alive that ABC Network morning radio is the move for you.

ABC RADIO NETWORK

result in assigning to a market at least three comparable facilities. Presumably, such a request will have to prove no serious loss of service to viewers now being served by existing or potential vhf stations.

The FCC will, it is indicated, accept some reduction in vhf co-channel mileage separations in order to permit the shoehorning of additional vhf channels into a market in order to meet this three-to-a-city goal. No change in adjacent channel separation will be tolerated, it is presumed.

Present vhf mileage separations call for 170 miles between stations on the same channel in Zone I, 190 miles in Zone II and 220 miles in Zone III.

The only affirmative action which it is believed the FCC will take in tomorrow's meeting will be the boost of uhf maximum permissible power to 5 million watts. This compares to today's maximum of 1 million watts. Only four uhf stations are operating, or are authorized this maximum today. They are WBRE-TV and WILK-TV Wilkes-Barre, Pa.; KPTV (TV) Portland, Ore., and WJMR-TV New Orleans, La.

Zone 1 Tower Proposal

The proposal to permit vhf stations in Zone I to increase their antenna height above average terrain from the present 1,000 ft. maximum to 1,250 ft. will be denied, it is indicated. Maximum antenna heights are those heights at which maximum power may be used. Stations over the maximum heights today must reduce power according to a height-power ratio. Last December, the Commission revised its antenna height rules to aprove the 1,210-ft. antenna of WBEN-TV Buffalo, N. Y. The tower was built in 1951 when the Commission issued its Third Report on tv allocations permitting this height. However, when the Commission issued its Sixth Report and Order in 1952, the maximum was set at 1,000 ft.

Running throughout the Commission's thinking regarding the future move of all tv to uhf (or in a major section of the country) is the fear that uhf may not be able to meet the service performances now in existence with vhf. Yet, it is acknowledged that the uhf band provides the only space where there are sufficient channels to permit a national, competitive television service.

There are strong inferences that proposals for selective deintermixture, changes in mileage separations to permit more vhf channels in various markets and other plans are palliatives, at best. The Commission presumably is denyinig these suggestions, including recommendations submitted by ABC, CBS, Comr.-designate T. A. M. Craven, Mullaney-Welch, Mott & Morgan.

Will Solicit Comments

It is understood that the FCC will call for comments on its plan to move tv to uhf and its desire for research and development with the deadline to be in 60 days after issuance of the report on the allocations proceeding. After that, the Commission is understood to hold to the idea that further proceedings may be necesary.

In requesting ideas and recommendations on how it should go about realizing this move of tv to uhf (provided uhf is shown to have the desired capabilities), the Commission inferentially also is inviting comments from non-broadcast services, military services and government agencies on their needs and intentions regarding the use of vhf. The lower vhf band (chs. 2-6) is said to be particularly desirable for international communications, "scatter" communications and for aditional spectrum space for such non-broadcast services as taxicab, petroleum, railroad, industrial, etc.

Among the ideas the Commission seemingly is looking for regarding uhf's potentials are those involving shadow areas, the use of boosters and satellites, as well as improvements in transmission and reception equipment.

A basic implication in the Commission's thinking, it is believed, is that uhf must be the equal of vhf—not in every respect, perhaps, but certainly on an overall basis.

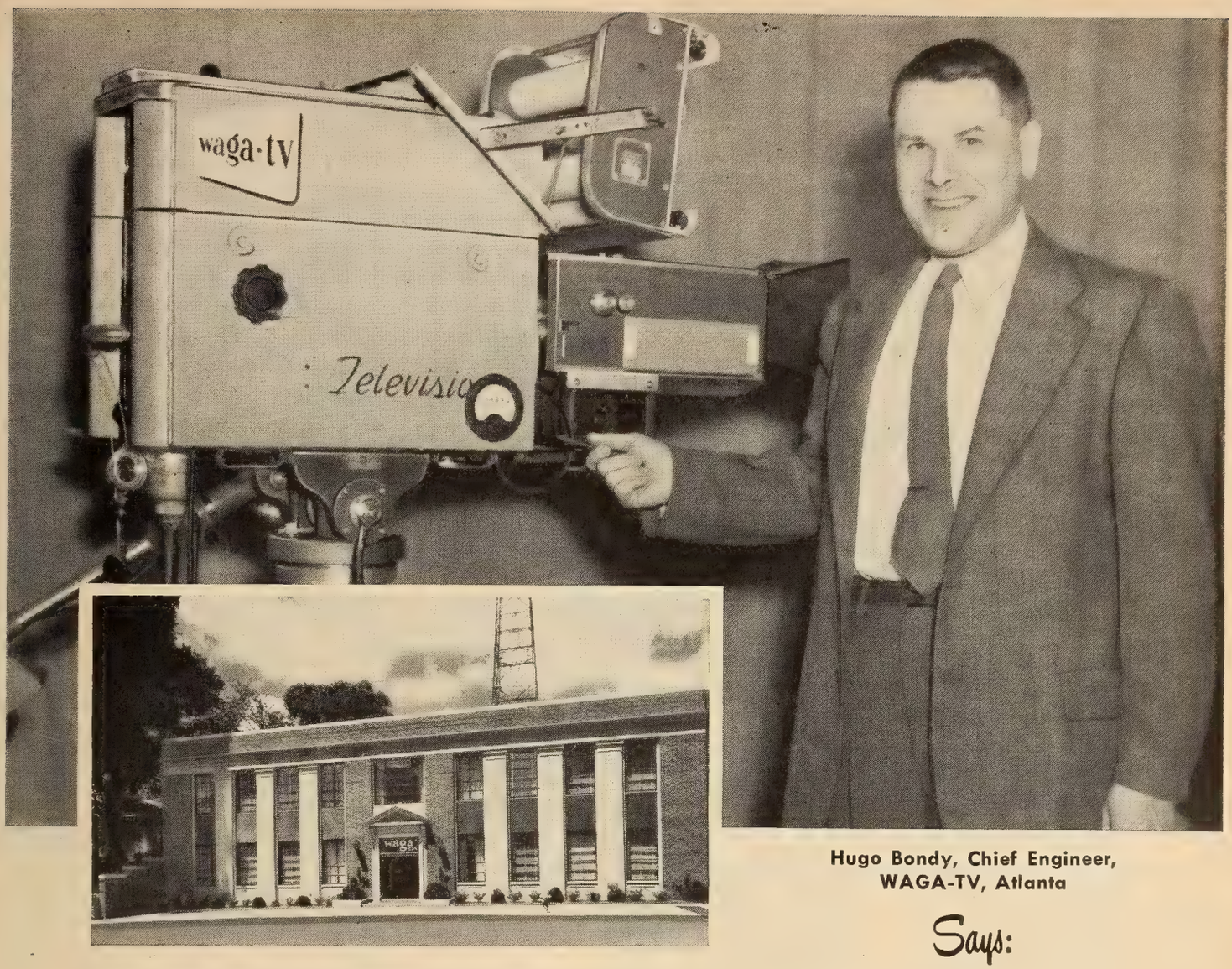
If there is a changeover to uhf, the Commission presumably would afford vhf stations a transition period—the figure of 10 years has been mentioned. This would also protect the public's investment in vhf receivers. During this transition period, vhf stations would undoubtedly be permitted to operate simultaneously on vhf and uhf. There has been some talk of a deadline date—perhaps five years after official notice of the changeover—when vhf stations would be required to begin simultaneous broadcasting.

May Seek Shipment Plan

There may be a request that Congress cooperate by passing legislation forbidding the interstate shipment of vhf-only receivers after a certain date. This would force manufactures to fall in line with the FCC's action, it is felt.

This synopsis of Commission thinking is expected to be adopted by a six to one vote. Comr. Rosel H. Hyde is understood to be the lone holdout. There also is talk that Chairman McConnaughey will try to get Mr. Craven to express his approval of this approach to the vexatious allocations problem.





Hugo Bondy, Chief Engineer, WAGA-TV, Atlanta

Says:

"G-E image orthicons pay us a bonus in extra hours of top-grade performance!"

"The first General Electric tube that WAGA-TV bought has clocked over 800 hours, and image reproduction is as sharp and clean as the day we put it in the camera. Other G-E 5820's are showing the same long-life efficiency.

"In all ways, General Electric image orthicons are proving a good investment. Even the packaging is professional—the square containers won't roll off shelves, and damage to the tubes from handling is prevented by cushioning, so that the tubes are protected top and bottom.

"Plenty of research, manpower, and money went into G-E Broadcast-Designed camera tubes. That's evident to satisfied users like Station WAGA-TV!"

* * *

Phone your local G-E tube distributor . . . he stocks Broadcast-Designed image orthicons, gives fast delivery service! *Tube Department, General Electric Company, Schenectady 5, N. Y.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1F3

COURT UPHOLDS FCC IN VHF GRANTS

Appellate unit says it is for Commission to decide if granting v's in established u markets will destroy the uhfs, upholds Corpus Christi, Evansville and Madison grants.

IT IS UP to the Commission to bear the responsibility of deciding whether the grant of a vhf facility to a uhf city might destroy the uhf outlets now in operation there.

That is what the full nine-judge U. S. Court of Appeals in Washington decided last week when it issued a sweeping affirmation of the FCC's power to use its discretion in refusing to stay vhf grants in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis. These were the bellwether cases involving the petitions of uhf stations to intervene in pending vhf cases or to have the FCC "freeze" vhf decisions until the allocations proceeding was completed.

Argued last April before the full appellate court, the precedent-making ruling upheld the right of the Commission to proceed in making vhf grants, even while it was considering a possible revision of its allocations standards.

The court's decision, written by Circuit Judge George T. Washington, with Judge David L. Bazelon concurring, asserted that "the Commission decision to adhere to the 1952 allocation for the time being, as reflected in its refusal to institute a 'freeze' on construction permits for vhf stations to prevent competition with existing uhf stations, is well within its statutory authority; its decision was based on its finding that the vhf stations would bring additional television service to a significant number of people."

Judge Washington went on: "True, there would be loss to the public if vhf competition should destroy existing uhf stations before the current rule-making proceeding decides the ultimate fate of uhf television. But whether one factor should outweigh the other is precisely the sort of question which Congress, by employing the broad language of Section 303, wished to commit to the discretion of an expert administrative agency, not the courts. It is for the Commission, not the courts, to pass on the wisdom of the channel allocation scheme . . . So long as the Commission's action in such an area of discretion has a reasonable factual and legal basis, we may not overturn it . . . And we clearly should not compel the Commission to delay existing adjudicatory proceedings conducted in accordance with the statute and valid regulations thereunder in order to await the outcome of rule-making proceedings."

Vhf Litigants

Stations involved in the proceeding were ch. 6 KRIS-TV Corpus Christi, now operating; ch. 7 WTVW (TV) Evansville, Ind., and ch. 3 WISC-TV Madison, Wis. Opponents were uhf stations in those communities striving to persuade the FCC to deintermix these cities by deleting the vhf channels.

Still pending a court decision is the Commission's action in assigning ch. 10 to Vail Mills, N. Y., outside of Albany, N. Y. This was stayed by the court and is under attack by uhf stations WMGT (TV) Pittsfield, Mass., and WTRI (TV) Albany, N. Y.

FCC Gets Protests On 'Economic Injury'

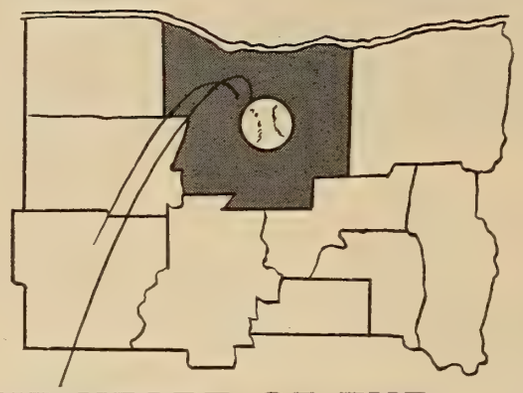
HOW the FCC should handle "economic injury" protests is due to come into focus today (Monday) in oral argument in the Cleveland, Tenn., case where WBAC that city is objecting to the grant of WCLE there.

Briefs covering legal and policy questions raised by the Commission last month [B•T, May 14] have been filed by the Broadcast Bureau, WCLE, WBAC and WHLN Harlan, Ky.

The latter also was involved in an economic injury protest case, but protestant WKYV Harlan gave up the fight and withdrew its application. WKYV received a monetary settlement from WHLN for this move [B•T, June 4].

Broadcast Bureau and WCLE took the position that the FCC cannot legally deny a broadcast application because of economic impact on an existing station, and, they said, even if the Commission has this authority it should not exercise it. WBAC and WHLN took the opposite view.

The economic injury factor, raised by WAML and WLAU Laurel, Miss., against the grant of WPWR to that city, was dropped prior to oral argument before the Commission *en banc* last week. However protestants argued that the Rev. Carroll F. Jackson, Baptist minister and WPWR principal owner, had misrepresented financial qualifications and technical elements to the Commission. Mr. Jackson, arguing his own case, denied any wrongdoing. Broadcast Bureau held that there had not been "willful intent" to deceive and indicated it was agreeable to the grant being sustained.



WHEC
WALLOPS
YOUR
SALES MESSAGE
RIGHT INTO THE HEART OF THE
RICH ROCHESTER AREA!



You pack plenty of sock when you bat out your sales message over Station WHEC, the Station that most Rochesterians listen to most of the time!

We call your special attention to our consistently highly rated daytime hours. ALL of the Top Ten daytime radio shows are carried by WHEC! . . . Write today for availabilities.

BUY WHERE THEY'RE LISTENING: —

WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"People Were Hanging On and Yelling . . . ."

Case History No. 21

The worst California disaster since the San Francisco earthquake struck unexpectedly three days before Christmas, 1955. Within hours, the heaviest torrents anyone could remember inundated entire communities.

In the north, the rain-gorged Eel and Klamath Rivers burst their banks. Eureka, a city of more than 23,000, was isolated—its transportation and communication facilities out. To the south, 325 miles away, six feet of water submerged Santa Cruz, where communication facilities also were disrupted.

Frank R. Brown, manager of Eureka's KHUM, had a story to tell —and what a story!

He told it to The Associated Press over a short wave system he had the foresight to set up among amateur radio operators in Eureka and AP in the San Francisco bay area.

Working round-the-clock, Brown ranged the flood-stricken area. Then he hitched a ride with a helicopter pilot and returned to Eureka. He used the air waves to furnish fellow AP members graphic descriptive such as this: **"Can't say how many houses I've seen go down the river, but there were at least 70 or 80—some with people hanging on and yelling."**

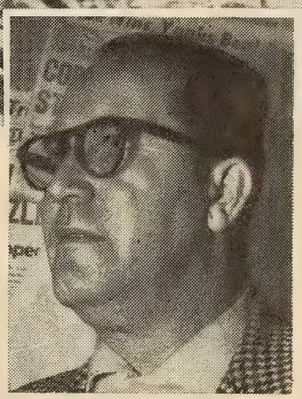
At Santa Cruz, Gloria Lorenzo, News Director of KSCO, also had a story to tell—and what a story!

She decided to risk a 20-mile drive across the Santa Cruz mountain to Los Gatos in hope of finding a telephone line over which to reach AP. She weaved her way around twelve landslides, only to face another disappointment. The wires at Los Gatos also were out. She pressed another hazardous ten miles to Saratoga. Telephones there were operating. She called AP in San Francisco and poured out her story.





Gloria Lorenzo
KSCO,
Santa Cruz, Calif.



Frank R. Brown
KHUM
Eureka, Calif.

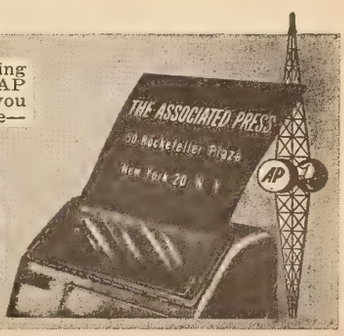
Days later a final count on the California holocaust began to emerge. Known deaths rose to 66; 12,500 were evacuated from one community alone, and damage was estimated at $150,000,000.

It was one of the big stories of the year, and AP coverage was fast and accurate, thanks to the cooperation of AP members.

Miss Lorenzo and Frank Brown are among the thousands of reporters who make AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP



CRAVEN BID FINDS FAVORABLE RESPONSE

One-man subcommittee hears first stage of FCC candidate's nomination. There's no opposition in sight; confirmation could come this week.

THE NOMINATION of T. A. M. Craven to the FCC breezed through a hearing by the Senate Commerce Committee's Communications Subcommittee last week in a session that lasted only a few minutes.

No testimony was offered opposing President Eisenhower's nomination of Mr. Craven, a Democrat, to fill the FCC vacancy which will be caused by the expiration June 30 of the term of Comr. Edward M. Webster, an Independent. He was questioned briefly on only two subjects—deintermixture and daytime broadcasters' problems—but was not asked to commit himself beforehand.

Sen. John O. Pastore (D-R. I.), subcommittee chairman, was the only senator present at the brief proceedings. Other members of the subcommittee are being polled and the unit no doubt will report favorably on the nomination to the parent committee, which will act on the nomination at its regular meeting Wednesday morning. The nomination is not expected to meet any significant opposition, either in the Senate Commerce Committee or the Senate itself. The latter body could confirm Mr. Craven's nomination the following day.

Other members of the subcommittee who are being polled: Sens. A. S. Mike Monroney (D-Okla.), Sam J. Ervin Jr. (D-N. C.), John W. Bricker (R-Ohio) and Charles E. Potter (R-Mich.).

Mr. Craven told Sen. Pastore he was severing "absolutely" his connections with Craven, Lohnes & Culver, Washington radio-tv consulting engineers firm of which he is a partner. He listed 45 applications by CL&C clients to the FCC on which he said he will disqualify himself from voting and will not attempt to influence the vote of other commissioners. He has no other interests, he said, which are "incompatible" with FCC membership.

Most of the 45 CL&C client applications are routine, Mr. Craven said, and the only ones which are likely to prove troublesome are the Boston ch. 5 case, in which Greater Boston Tv Corp., a CL&C client, has been favored for the grant by an initial decision, and the Pittsburgh ch. 4 case, in which Tv City Inc., a client of CL&C, has been recommended by an examiner for the grant.

To a question on whether he had any comment on North Carolina daytime broadcasters' troubles, submitted by Sen. Ervin, Mr. Craven said that he was generally familiar with daytimers' problems all over the country, recalling his service on the FCC from 1937-44.



NOMINEE T. A. M. Craven (r) shakes hands with Sen. John O. Pastore after last week's brief, one-man hearing.

Asked by Sen. Pastore whether he wanted to state his views on deintermixture, Mr. Craven said he would rather join the FCC with an "open mind." He said he realized, however, that "something must be done to rectify the existing situation."

Sen. Pastore entered into the record statements by Virginia's two Democratic senators—Harry F. Byrd and A. Willis Robertson—supporting the nomination. Others approving the nomination included Norwood J. Patterson, KSAN-AM-TV San Francisco, and Charles S. Rhyne, District of Columbia Bar Assn.

Two Favor Cueing Proposal

TWO COMMENTS—both favorable—had been received at the FCC by last Monday's deadline for comments on a proposal to license cueing transmitters on a regular basis. NBC and WRFC Athens, Ga., went on record as favoring rulemaking which would license the cueing transmitters (broadcast station inter-com units), under the provisions for remote pickup broadcast stations. The FCC advanced the cueing proposal early last month [B•T, May 7].



Ask the BRANHAM BOYS . . .

NBC AFFILIATE

CHATTANOOGA

WDEF Radio

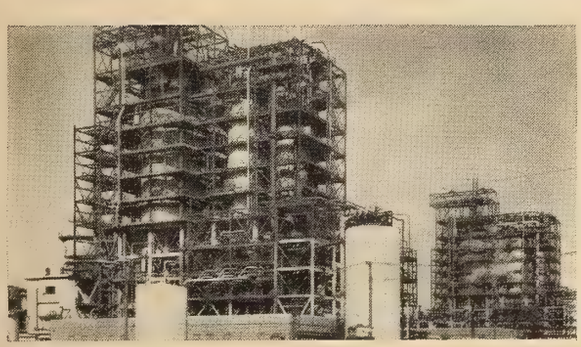
CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager



Well-known Newscaster,
WJBK-TV, Detroit

Jac LeGoff asks:

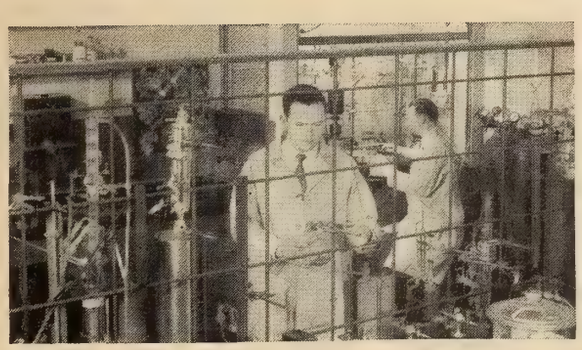
"What happens to the money a business takes in?"





W. J. Hallmann, General Accounting Department, Standard Oil Company, Chicago, Illinois:

"Our company did a whale of a business last year... $2,102,308,139. That's what we 'took in' as you say and includes taxes collected from customers for government agencies. At the same time we were spending $1,424,739,000 for materials used, operating and general expenses, and salaries and wages. That's equal to 67.8 per cent of the total we took in. Charges for wear and tear amounted to $139,184,000—6.6 per cent. Federal taxes on income and other taxes, including those we collected from customers for government agencies, amounted to $381,267,000—another 18.1 per cent. These costs and expenses amounted to $1,945,190,000 for Standard Oil and its subsidiaries in 1955. That's more than 92 per cent of what we took in."





P. H. Towle, Research Group Leader, Standard Oil Laboratories, Whiting, Indiana:

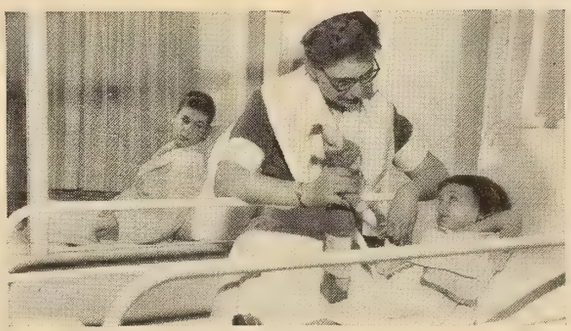
"In a business as competitive as ours you can't stand still or you won't stay in business very long. You have to keep on improving your product and your service all the time—and that takes money. The two-octane number increase in gasoline made between July 1, 1954, and July 1, 1955, costs the consolidated company over $10,000,000 each year. And last year alone Standard Oil invested millions of dollars in research to bring our customers more powerful gasolines, all-weather motor oils, and other product improvements."





Cyrus Wright, Payroll and Tabulating, Standard Oil Company, Sugar Creek, Missouri:

"There are more than 50,000 Standard Oilers, so you can imagine the size of our payroll! Our people earned $330,800,000 last year in wages and benefits. Yet, believe it or not, large as our payroll was, we paid out $381,267,000 for taxes of all kinds. That includes our own taxes and the taxes we collected from customers for local, state and national governments."





Marvin L. Hayes, Treasurer's Office, Standard Oil Company, Chicago, Illinois:

"Well, it's a small part of the total taken in, but as a return on their investment, a company pays dividends to its share owners. Dividends were paid in 1955 for the 62nd consecutive year. Our last dividend of the 1955 year went to 132,400 owners, many of whom are educational or charitable institutions like Children's Hospital, Detroit (shown above). Dividends amounted to 2.7 cents of each dollar we took in. The rest of what we took in, 4.8 cents per dollar, was retained for use in the business. Including the market value of the special dividend in Standard Oil Company (New Jersey) stock our dividends were equal to about 1/2 of net earnings."

What makes a business a good citizen?

Being open-and-above board, for one thing. That's the American way. Standard Oil Company and its subsidiaries report fully each year to government, shareholders, employees, and the public just what use was made of the money we took in. Copies of our Annual Report for 1955 are available on request as long as the supply lasts. Our address—Standard Oil Company, 910 South Michigan Avenue, Chicago 80, Illinois.

STANDARD OIL COMPANY (INDIANA) STANDARD

HOPE EVAPORATES FOR UHF PROJECT

Closed meeting of broadcasting and manufacturing executives in Washington fails to agree on common ground for non-profit organization for improvement of equipment.

HOPE faded last week for the establishment of a non-profit foundation which would contract out development and research projects among university and industry laboratories for the improvement of uhf equipment.

The project, which was instituted in answer to FCC Chairman George C. McConnaughey's call for a "crash" uhf development project at the NARTB convention last April, failed when broadcaster and manufacturer representatives could not agree on a common ground for the undertaking at a closed informal meeting of broadcasting and manufacturing bigwigs in Washington. It had been hoped that the foundation would be financially underwritten by broadcasters and manufacturers.

Manufacturers are expected to offer to undertake directly the development program called for by Mr. McConnaughey. Through Radio-Electronics-Television Manufacturers Assn., manufacturers last October offered to establish another National Television System Committee. NTSC was instrumental in hammering out the compatible color system finally adopted by the FCC. RETMA convention begins tomorrow (Tuesday) in Chicago's Edgewater Beach Hotel, Chicago.

Among those at last Monday's meeting at NARTB headquarters in Washington were: Broadcasters, Harold Fellows, Thad H. Brown, Robert Heald, and A. Prose Walker, NARTB; Jack Jett, WMAR-TV Baltimore; Campbell Arnoux, WTAR-TV Norfolk, Va.; Joseph E. Baudino, Westinghouse Broadcasting Co., and Frank M. Russell, NBC. Manufacturers: W. R. G. Baker, GE; O. B. Hanson, RCA; Wilson Boothroyd, Philco; and James D. Secrest, RETMA. Present as an observer for the Senate *ad hoc* committee, was Donald Fink, Philco. Mr. Fink is secretary of the Senate working committee.

Meanwhile, a recommendation that Congress appropriate a large sum of money ($1 million has been mentioned) to permit the FCC to contract out to a leading university or research organization a full-scale socio-eco-technical "audit" of television was in the works by a panel of the *ad hoc* committee established by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. The *ad hoc* committee is headed by Dr. Edward Bowles, MIT professor of industrial management. The report is being drafted by a panel under the chairmanship of Ralph N. Harmon, Westinghouse Broadcasting Co. engineering vice president.

Stanton, Fellows Named

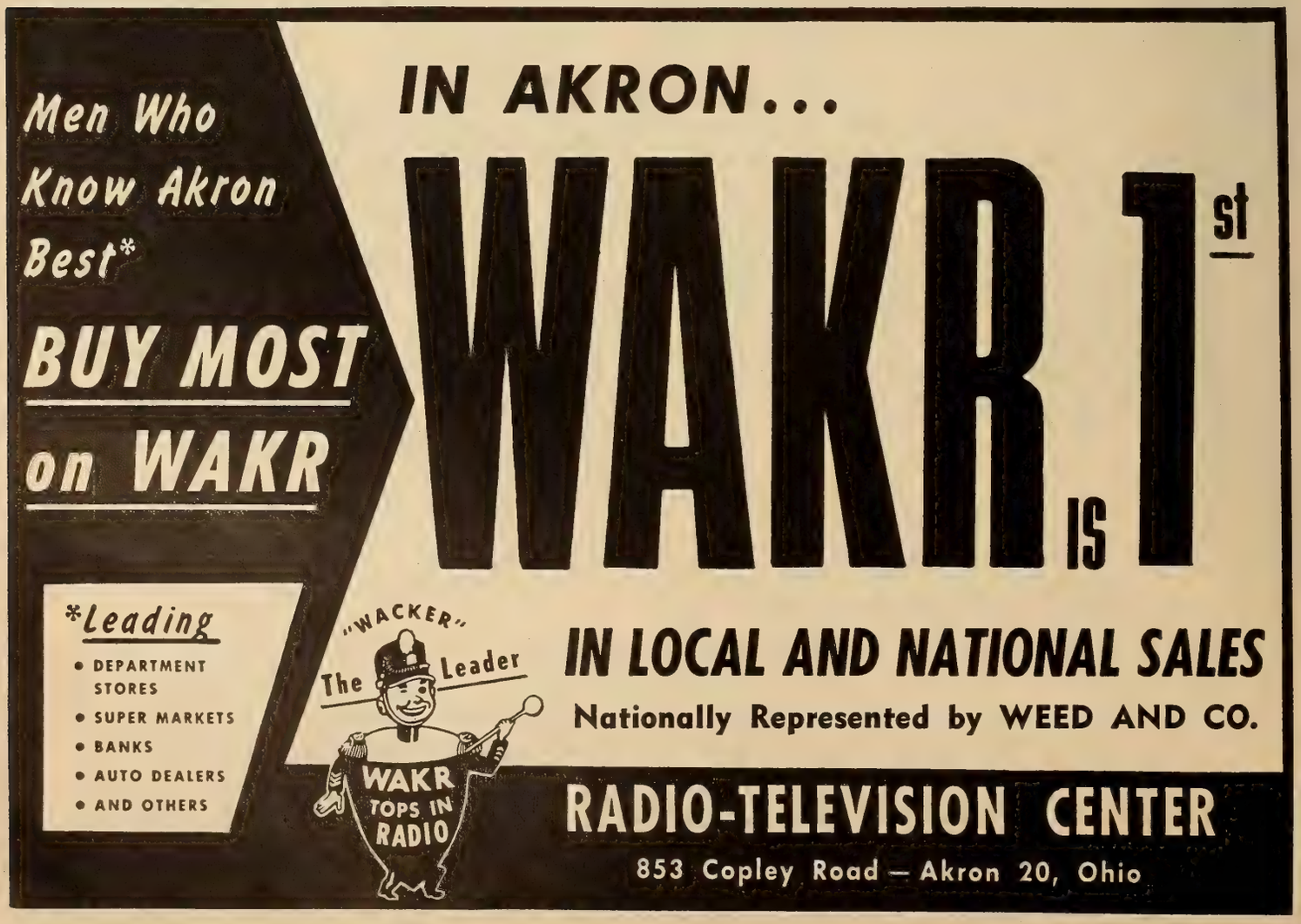
FRANK STANTON, president of CBS Inc., and Harold E. Fellows, NARTB president-board chairman, last week were named co-chairmen of the Radio-Tv Committee of the President's Conference on People-to-People Partnership. The conference, including a select group of national leaders in various fields [B•T, June 4], was called by President Eisenhower to promote understanding among peoples in a common effort to advance world peace. The conference will meet Tuesday in Washington.

Second Biloxi Initial Grant Favors Ch. 13 for WVMI

SECOND initial decision—reversing a 1954 proposed grant of another FCC examiner—was issued last week recommending that television ch. 13 at Biloxi, Miss., be awarded to WVMI there with denial of the competing application of WLOX, also Biloxi. Last week's decision was handed down by FCC Hearing Examiner J. D. Bond; the first was issued by former Examiner Harold L. Schilz, in July 1954, and favored WVMI for integration of ownership with management, past radio experience and local programming proposals. Examiner Schilz found unfavorable to WLOX's cause the fact that J. S. Love, president-44.6% stockholder, permitted alcoholic beverages to be sold in his Biloxi hotel, contrary to the laws of the state.

The Commission reopened the case on charges that Edward Ball, 1.5% WVMI stockholder and himself the owner of a local hotel also was guilty of law violations with respect to the sale of liquor in his hotel. Also questioned was an agreement whereby Mr. Ball would lend WVMI money to construct the tv station and would receive as security 55% of the stock.

Mr. Bond found that the loan arrangement with Mr. Ball would not deprive Odes E. Robinson, WVMI principal, of "unimpaired management authority" of the proposed tv station.



"Our key executives read Advertising Age regularly"



says **EDWARD H. WEISS**
President
Weiss & Geller, Inc. (Chicago)

"We believe it is our responsibility to both our clients and ourselves to keep in touch with the pulse and thinking of current advertising. That is why our key executives read Advertising Age regularly, and I might add this has proved to be a real service to our organization."

EDWARD H. WEISS

A member of the board of directors of both the Menninger Foundation and the Institute for Psychoanalysis, Mr. Weiss pioneered in the use of social science techniques to uncover keys to better understanding of buying behavior. The result has been a new approach to advertising ideas that have consistently helped to set new sales records for clients. "The task of an advertising agency," says Mr. Weiss, "is to find and touch the buyer's 'pocketbook nerve'. We have learned that this task can be discharged more effectively by utilizing the knowledge and techniques of social scientists. In combination with other forms of market and consumer studies, we have found this understanding of the psychology of buying helps our creative staff."

Getting the pulse of today's marketing and advertising through Advertising Age is a weekly habit with most of the executives who are important to you. Wherever important people need up-to-the-minute information to formulate important advertising plans, there you'll find Advertising Age getting read, quoted and discussed — by those who *influence* as well as those who *activate* important market and media decisions.

Take Weiss & Geller for example. Ranking among the top agencies, it placed some $13,000,000 in 1955 billing — $10,000,000* of it in radio-tv. Among its clients, W.&G. counts such spot advertisers as Wm. Wrigley Co., Sealy Inc., Mogan David Wine, Visking Corp. and Helene Curtis.

Every week, *48 paid subscription* copies of Ad Age reach important desks at Weiss & Geller, copies that get intense, page-by-page readership in executive homes as well as executive offices. Further, Ad Age gets similar readership among advertising, sales and marketing executives of Weiss & Geller clients, for example, 14 copies each week among those mentioned above.

Add to this AA's penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way in 1956.

*Broadcasting-Telecasting 1955 Report


Advertising Age

THE NATIONAL NEWSPAPER OF MARKETING

FCC Moves to 'Drop In,' Not 'De-Intermix'

The Broadcasting Industry

Is Color TV Coming Out from Under?

High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV

'Scoop' or 'Scope' in News Coverage?—TV Wants 'Em Both

'American Aviation' Resigns from ABC and Blasts 'Evasion' in Auditing Free Copies

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

Examiner Favors Transmission By ABC to Tijuana Tv Outlet

FCC Hearing Examiner Herbert Sharfman last week recommended that ABC be permitted to transmit live programs to ch. 6 XETV (TV) Tijuana, Mexico, as the ABC affiliate in the San Diego, Calif., market. Mr. Sharfman's ruling came after a hearing on the protests of San Diego stations KFMB-TV and KFSD-TV to FCC approval to this arrangement last November.

The San Diego stations, each of which has a secondary affiliation with ABC (KFMB-TV is CBS and KFSD-TV is NBC), objected to the FCC grant of ABC's request on the ground that XETV's program policies violated both FCC and Mexican regulations and that the association between ABC and XETV would mean unfair competition to San Diego stations.

Examiner Sharfman held that ABC's effort to improve its competitive position in the San Diego area could be met through use of XETV and that there was no policy objection to using a Mexican station to reach American viewers. Charges that XETV violated Mexican radio regulations, Mr. Sharfman dismissed as not possible of adjudication by the FCC. ABC already has an affiliation contract with XETV for film and kinescope programs. This did not require FCC approval.

Station Comments Favorable To Remote Control Extension

ABOUT 50 comments have been filed with the FCC on the Commission's proposed rulemaking to extend remote control transmitter operation to all am and fm stations. Most of the comments are from stations, which are overwhelmingly in favor of the proposed rulemaking, which is backed by NARTB.

Deadline for comments was extended by the FCC last month to July 2 [B•T, June 4].

Most of the stations simply go on record as favoring remote control of all am and fm stations. Present FCC rules allow remote control operation only for non-directional am and fm stations, both of 10 kw or less.

The stations are backed in favoring the proposal by several consulting engineer groups, among them A. Earl Cullum Jr., Dallas, and Kear & Kennedy, Washington, D. C. Among opponents of the proposal are Palmer A. Greer, radio-tv consultant, Greenville, S. C.; Gerald R. Chinski, radio engineer, Houston, Tex., and F. A. Kilgore and Eugene T. Goldrup, Sonoma, Calif.

Many of the stations and engineers, while approving the FCC proposal, suggested specific methods for maximum efficiency and safeguards.

The International Brotherhood of Electrical Workers is collecting performance data on individual stations from local chapters whose members are employed by the stations concerned [B•T, June 4].



SAVANNAH is yours on WTOC-TV

and the Coastal Empire with six new counties added by Television Magazine May issue.

PULSE POSITIVE!

PULSE, INC., MARCH 1956

11

CBS - ABC
HIGHEST POWER
HIGHEST TOWER
GREATER COVERAGE

- 15 OF THE TOP FIFTEEN ONCE A WEEK SHOWS!
- 8 OF THE TOP TEN MULTI-WEEKLY SHOWS!

WTOC-TV LEADS!

MORNING 164% greater share of audience than Station B and WTOC-TV has 66% of the total audience!

AFTERNOON 39% greater share of viewers watch WTOC-TV than Savannah's other station — 57% of the total audience!

NIGHT 54% greater share of viewers than Station B and 60% of the total evening audience!

SATURDAY, SUNDAY

Saturday morning WTOC-TV delivers 255% greater share and 44% greater share of audience in the afternoon, 152% more at night than Station B. Sunday from 1:00 P.M. to 6:00 P.M. WTOC-TV delivers 73% greater share of audience and 152% greater audience Sunday Night!

WTOC — AM - FM - TV

Represented by Avery Knodel, Inc.

Brownwood, Tex., Milwaukee Tv Grants Issued by FCC

GRANT of tv ch. 19 Brownwood, Tex., was made by the FCC last week to O. L. Nelms, Dallas realtor, who a fortnight ago was awarded a grant in Flagstaff, Ariz., for ch. 9 [B•T, June 4], and who has two other tv applications pending for his native state—for ch. 12 in Alpine and ch. 19 in Victoria.

Also granted last week by the FCC was ch. 10 in Milwaukee to Milwaukee Board of Vocational & Adult Education, marking the 41st educational tv grant.

Mr. Nelms' grant calls for .645 kw visual power. Proposed antenna height above avarage terrain is 307 ft. Costs are estimated at $67,635 for construction and $84,000 for first year operation. First year revenue was listed at $120,000. The educational grant calls for 107 kw visual power, while operating with an antenna 370 ft. above average terrain.

Ashtabula Uhf to Quit

EXPRESSING HOPE that a truly competitive tv service will result from the FCC's decision on the overall allocations, ch. 15 WICA-TV Ashtabula, Ohio, last week informed the Commission that it will indefinitely suspend operations commencing Saturday, June 16. WICA-TV told the FCC that a return to operations will take place as soon as economic conditions warrant. This makes the 37th uhf station to cease operation and retain its construction permit. A total of four v's and 23 u's have gone off the air and returned their cp's.

Gladstone to New FCC Div.

APPOINTMENT of Arthur A. Gladstone, chief of Services and Facilities Branch, FCC's Common Carrier Bureau Telephone Div., as head of newly-created Domestic Radio Facilities Div. was announced last week. The new division will handle common carrier functions concerning the radio services and facilities of domestic common carriers, now under the Telephone and Telegraph Divisions. Mr. Gladstone joined the FCC in 1941.

Need an IDECO tower in your front yard?



JOB DATA: Station WTOC-TV, Savannah, Ga. Self-supporting Ideco tower, 501 feet including 12 bay antenna, 40 lb. wind load. Transmitter building partially surrounds steel frame base for tower.



● That's just what WTOC-TV wanted . . . and Ideco tower engineers met this unusual requirement, neatly solved the problem of putting tower and transmitter building in the tiny area shown in the photo.

Unusual? Sure . . . and maybe you'll never have to wrestle with such a problem. But it does dramatize the breadth of knowledge, the varied skills, that Ideco tower engineers have to draw on for **every** tower job. Since broadcasting's infancy, towers by Dresser-Ideco have served the broadcasting field.

Whatever your requirements, a tower by Dresser-Ideco . . . tailored to your specific needs . . . can best serve you, too. Write us . . . or contact your nearest RCA Broadcast Equipment representative.

DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

IDECO®

Tall or Short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" Keeps You on the Air

Tax Relief for Uhf Sets Proposed in Senate Bill

SEN. EDWARD MARTIN (R-Pa.) last week introduced a bill (S 3994) to reduce from 10% to 5% the federal excise tax on tv sets which receive vhf channels and 50 or more uhf channels. The tax on vhf-only receivers would be kept at 10% under the bill.

Sen. Martin's bill is identical to one (HR 10,424) introduced by his colleague in the House, Rep. Carroll Kearns (R-Pa.). Rep. Kearns' measure was introduced in April following a meeting of the Pennsylvania congressional delegation with representatives of the Committee for Competitive Television [B•T, April 16]. CCT asked the Pennsylvania and North Carolina delegations at that time to introduce bills to reduce the tax on uhf sets.

The Martin bill was referred to the Senate Finance Committee.

KITE Protests KTSA Sale

KITE San Antonio, Tex., has protested to the FCC against the $306,000 sale of KTSA there to McClendon Investment Corp., approved by the Commission last month [B•T, May 7]. KITE (930 kc, 1 kw day) told the FCC that operation of KTSA by McClendon interests puts KITE in an unfair economic position and subjects it to economic injury. KTSA becomes the eighth Noemac (James Noe-Gordon McClendon) station and with its enhanced purchasing power the station is in a better position to compete unfairly, KITE said. In asking a hearing on the sale, KITE also attacked the new KTSA programming practices, claiming they are designed to destroy competition.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.; Hartford, Conn., ch. 3; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4.

AWAITING ORAL ARGUMENT: 7

Boston, Mass., ch 5; Charlotte, N. C., ch. 9; Orlando, Fla., ch 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13.

AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING 6

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

WQAM-AM-FM Sale Filed For Commission Approval

APPLICATION seeking transfer of control of WQAM-AM-FM Miami, Fla., from Miami Broadcasting Co. (*Miami Herald*-Knight) to Mid-Continent Broadcasting Co. for $850,000 has been filed with the FCC.

Mid-Continent, headed by Todd Storz, was selected from a score of bidders for the property, required to be sold under the FCC's duopoly rule because John S. Knight interests and the James M. Cox interests (WIOD-*Miami Daily News*) are joint stockholders in new ch. 7 WCKT (TV) scheduled to begin operation in July.

WQAM's balance sheet as of April 30 showed the following: total assets, $184,288; cash on hand, $75,946; receivables, $28,166, and current liabilities, $39,857. Mid-Continent's figures as of April 30 were reported at: total assets, $1,257,230; current assets, $507,205, and current liabilities, $574,539.

Acquisition of WQAM will give Mid-Continent its fifth radio outlet, others being KOWH Omaha, WTIX New Orleans, WHB Kansas City and WDGY Minneapolis.

KAKC, WJBC-AM-FM Sales Win Commission Approval

AMONG 10 ownership changes approved by the FCC last week [see FOR THE RECORD, page 103] were the sale of KAKC Tulsa, Okla., by Forrest G. and Charlene Conley and Allen E. Barrow to Lester Kamin for $115,000 and transfer of 50% ownership of WJBC-AM-FM Bloomington, Ill., from The Daily Pantagraph Inc. to Leslie G. Johnson for $75,000.

Mr. Kamin owns the Kamin Adv. Agency, Houston, is 20.5% owner of WMRY New Orleans and KCIP Shreveport, La., and 33.3% owner of WCKG (TV) New Orleans.

In the WJBC transfer, Mr. Johnson, 25% owner of WHBF-AM-FM-TV Rock Island, Ill., will own 50%; Pantagraph will continue to hold 50%. Principal Pantagraph owner is Adlai E. Stevenson, Democratic presidential hopeful, who owns 24.6%.

Senate Approves Bill Seeking Over $7.8 Million FCC Budget

THE SENATE last week passed the Independent Offices Appropriation Bill (HR 9739) for fiscal 1957, which carries an FCC budget of $7,828,000—$28,000 above the House-passed figure for a monitoring station at Douglas, Ariz. The measure goes to a Senate-House conference committee to resolve differences.

The Senate also approved $5,550,000 for the Federal Trade Commission, representing restoration of a $150,000 cut by the House, plus $50,000 for enforcement of the Fur Products Labeling Act. The $150,000 restoration had been recommended by the Senate Appropriations Committee with the understanding that "increased effort will be exerted in the field of monitoring radio and television advertising."

Seaton Formally Sworn In As Secretary of Interior

FRED A. SEATON, midwest broadcaster, was sworn in Friday as Secretary of the Interior after receiving unanimous confirmation from the Senate (see OUR RESPECTS, page 20). He succeeded Douglas McKay, resigned.

Since late 1953 he has been deputy assistant to President Eisenhower, serving in important administrative roles.

At his news conference Wednesday, President Eisenhower, answering a question, said he had picked Mr. Seaton because he felt he was the best qualified man for the Cabinet position. Mr. Seaton is a former U. S. Senator from Nebraska. At a Tuesday hearing before the Senate Interior Committee, Mr. Seaton was questioned about his views on water resources, Alaskan statehood and public power. The committee reported his nomination unanimously.

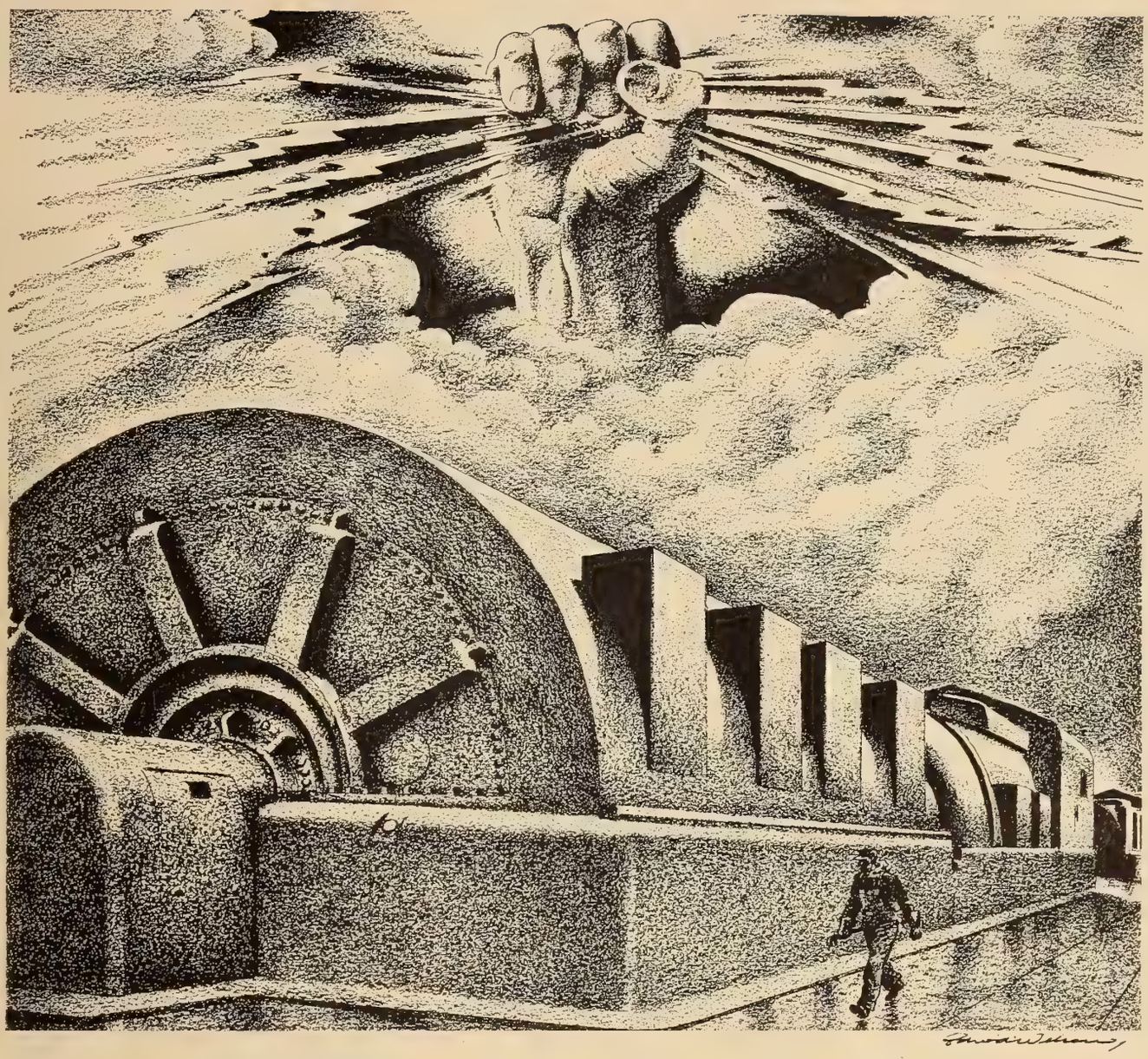
DECISION-MAKERS WHO DIRECT NATIONWIDE BUSINESS EXPANSION ARE



LAWRENCE L. MACK, THE PRESIDENT AND FOUNDER OF SLENDERELLA INTERNATIONAL, PULLS NO PUNCHES WHEN HE DESCRIBES SPOT'S ROLE IN HIS BUSINESS:

"WE'VE FOUND THAT SPOT RADIO IS THE MOST EFFECTIVE MEDIUM TO BUILD OUR SERVICE, MARKET BY MARKET. WE'RE LIVING ON OUR SUCCESS WITH SPOT!"

NBC SPOT SALES



Behind Today's Miracle Machines... a Master's Touch in Oil

World's largest outdoor turbine plant, producing electricity for Atomic Energy Works at Paducah, Kentucky . . .

Giant eye of the Mt. Palomar telescope through which man sees farther into space than ever before . . .

World's most completely automated plant, manufacturing automobile engines . . .

First successful diamond-making machine . . .

One of every six industrial wheels turning in the free world—more than half the big turbines (5000 kilowatts and over) . . .

All have one thing in common—SOCONY MOBIL'S *master touch* in lubrication.

Good reason! Men who depend on machinery depend on SOCONY MOBIL, as a partner in its protection.

★ ★ ★

Wherever there's progress in motion—in your car, your factory, your farm or your home—*you, too, can look to the leader for lubrication.*

SOCONY MOBIL OIL COMPANY, INC.

LEADER IN LUBRICATION FOR NEARLY A CENTURY

Affiliates: General Petroleum Corporation and Magnolia Petroleum Company

VIEWERS WANT IT FREE, POLITZ SHOWS

Survey for 'Look' reveals that public, by two to one vote, does not want pay tv, even at 25 cents a show. Even fewer want to pay 50 cents or a dollar for programs.

THE PEOPLE's preference for free television —commercials and all—is at least 2-to-1 over toll television, even if the charge were only 25 cents.

This conclusion emerges from results of a survey conducted by Alfred Politz Research Inc. for *Look* magazine and released by *Look* last week. The magazine published an article by FCC Comr. Robert E. Lee last March recommending a public trial of toll tv [B•T, March 26].

The Politz study showed that the number of people interested in watching seven out of nine specified program types for free was within fractions of being twice as large as the number who would pay a quarter for the privilege. In the two other categories (a World Series baseball game and a leading current Broadway play) the difference was only slightly less.

Viewers were even less willing to pay 50 cents or a dollar to see such shows, although proportionately the dropoff was not so great. (In the case of a World Series game and of a performance by a leading ballet company, according to the tables released by *Look*, slightly more people were willing to pay $1 than to pay 50 cents. Among people in the over-$5,000 income class, more were willing to pay $1 than 50 cents for both a variety show and a heavyweight championship boxing match.)

In the case of a political convention—a facet of national affairs where television is deemed to have a particularly high potential for vital public education—the number of viewers would drop from 23.9% to 7.6% if a 25-cent tax were imposed and to 3.5% if the cost were $1, the report showed.

Look stressed that the percentages willing to pay, though much smaller than those inclined to watch free tv, are nevertheless considerable. For instance, it was pointed out, the 22.6% who said they would be willing to pay $1 to see a World Series game on tv represent 19.7 million people 15 years of age or older living in U. S. tv households.

The survey was part of a broader one dealing with the current buying mood of consumers, conducted for *Look* by the Politz firm. In the tv portion, the sample was split three ways: One-third were measured on their willingness to pay 25 cents to watch tv shows in which they were interested (by program types, not specific shows); another third on their willingness to pay 50 cents, and the remaining third, willingness to pay $1. Each group represented a statistically accurate cross-section of the population and therefore the findings of each represent a national sampling of opinion, *Look* asserted.

The overall findings were broken down three ways: by sex; by age groups (15-39, 40 up), and by annual household income (under $4,000, $4,000 to $4,999 and $5,000 and over). Income, the magazine concluded, does not seem to be the determining factor in willingness to pay for tv shows.

The following table, prepared from those released by *Look*, compares reaction—in terms of percentage of total respondents—where no money consideration is involved, when the price would be 25 cents, 50 cents and $1:

Program Type	No Money	25 Cents	50 Cents	$1.00
Performance of a leading opera company	18.2	9.2	7.9	7.1
Heavyweight boxing championship	40.9	20.7	15.7	18.6
National political convention	23.9	7.6	6.4	3.5
Film never shown in movie houses	47.7	21.1	18.4	13.3
Variety show (music, dancing, comedy)	63.7	28.1	19.2	16.5
A leading current Broadway play	42.7	21.8	18.5	15.1
A World Series game	46.5	25.9	21.9	22.6
Performance of a leading ballet company	14.9	5.3	4.4	4.5
Series of lectures on child raising by leading doctors	21.1	7.8	6.8	6.3

SESAC Revises Library Policy

SESAC INC., New York, last week reported that it has adopted a new policy whereby its SESAC Transcribed Library now will be available also in individual sections to stations that have specialized needs. Stations now may order one or more of seven sections, plus a special gospel section. Sections are made up of American folk, cowboy, hillbilly and western music ("A"); band music ("B"); concert ("C"); Hawaiian music ("H"); novelty dance and jazz music ("N"); religious music ("R"), and Spanish and Latin-American music ("S").

Welk to Star on Thesaurus

LAWRENCE WELK last week was signed by RCA Program Services as star of his own RCA Thesaurus musical series, thus giving radio station subscribers—according to Ben Selvin, Thesaurus artists and repertoire director—"an enviable programming lead over rival stations."

Meehan Heads WCAU Muzak

EDWARD J. MEEHAN Jr. has been appointed manager of the newly-organized Magnetic Muzak Div. of WCAU Philadelphia, which will take over the Muzak franchise for the Philadelphia area Aug. 7. He has been an executive in the sales department of RCA for the past 10 years, most recently as head of the am sales office in Camden, N. J.

PROGRAM SERVICE PEOPLE

Charles D. Hilles Jr., vice president in charge of IT&T telephone and radio operating department, named executive vice president of IT&T. Also reassigned: **Henri G. Busignies,** executive vice president, Federal Telecommunications Labs., IT&T research arm, to president, and **Henry H. Scudder,** vice president, International Standard Electric Corp., IT&T's holding and management unit, to executive vice president. **George A. Banino,** assistant comptroller of Federal Telephone & Radio, IT&T manufacturing division at Clifton, N. J., promoted to comptroller. **Charles G. Horstman,** chief cost accountant of Federal, named assistant comptroller.

Joseph E. Dunn, manager of Cleveland newspictures bureau of United Press, appointed newspictures manager of Eastern States Div. **James P. Dever** of Cleveland staff named to succeed Mr. Dunn as bureau manager.

Robert Fenwick, chief animator, Milner Productions, Baltimore, named vice president in charge of production.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

TOP 50!

ROANOKE . . .

one of the 50 FASTEST GROWING MARKETS . . . of over 100,000 . . . in the United States! *

AND . . .

again this year . . . the 32nd consecutive year . . . YOU choose any measurement you like; you'll find WDBJ to be THE MOST RESULTFUL Radio Station in ROANOKE and WESTERN VIRGINIA!

Ask Peters, Griffin, Woodward, Inc.!

*TIDE Magazine, March 24, 1956 issue.

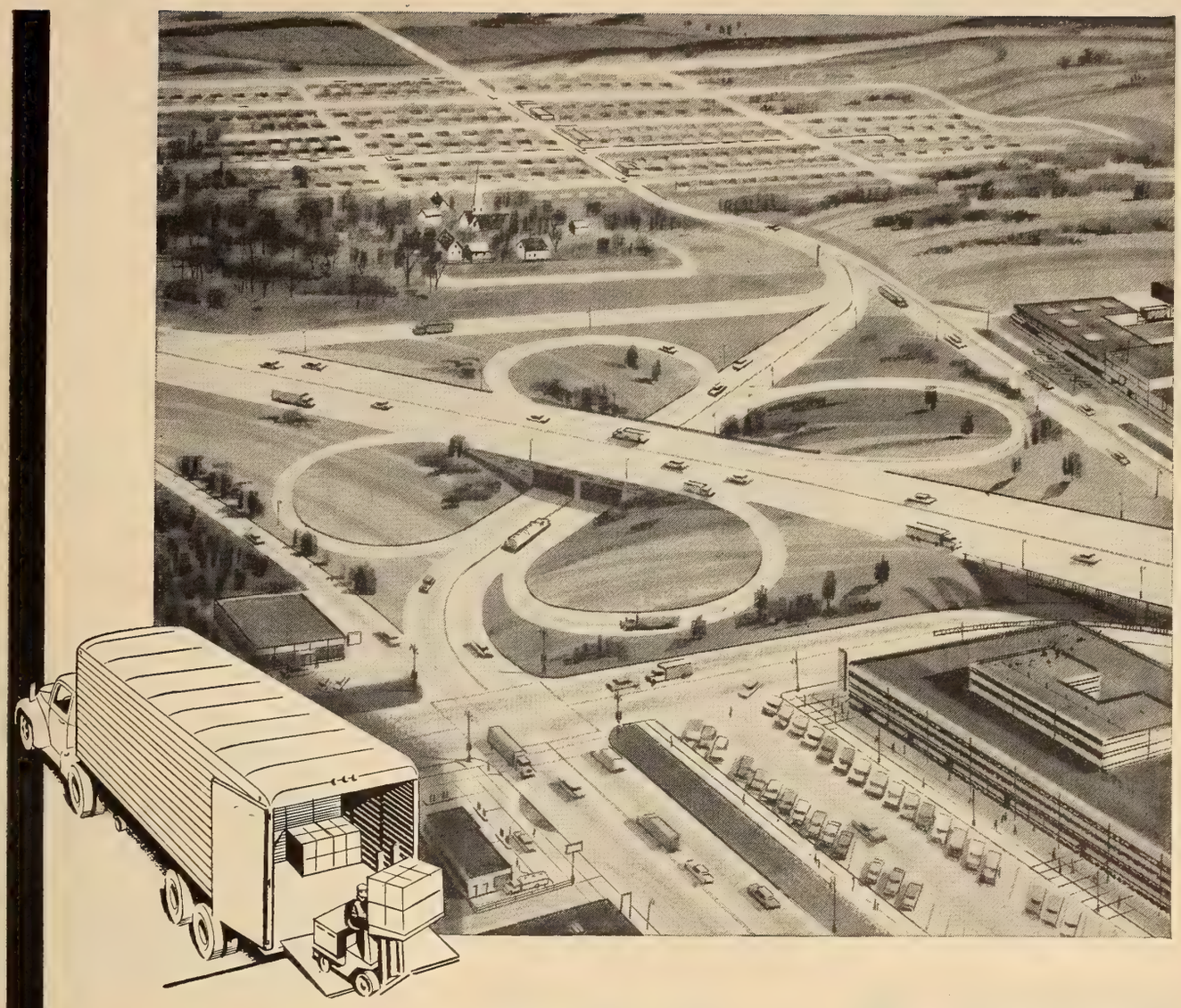


WDBJ CBS *radio*

AM 960 KC
FM 94.9 MC

Owned and Operated by TIMES-WORLD CORPORATION

PETERS, GRIFFIN, WOODWARD, INC., National Representatives



TRUCKS . . . And Tomorrow . . . And You!

Your life is blessed by trucks in many ways—and not the least of the good things they bring you is the freedom to live or do business *anywhere* under the sun—so long as there's a road by your door!

And man—America is really moving out into the suburbs as a result!

In the next 20 years, the U. S. Census Bureau forecasts a population boost of more than 63 million people! And 80% of this booming population growth will take place in suburban U.S.A.!

Naturally, it just wouldn't be possible without trucks. They provide the only transportation flexible enough to serve the shopping center in the valley, the house on the hill, the manufacturing plant off Highway 11—and do it just like downtown.

The trucking industry welcomes the challenge of an America on the move—on the move as it has never been before. Constantly adding new and better equipment, improving driver selection and training, and perfecting its fine safety record, the trucking industry is gearing itself to be well ahead of the growing demands which will be made upon it in the years ahead.

Like all public transportation in this country, trucking owes much of its progress to intelligent, time-tested and just regulation.

Your own interest—and the public interest—both call for sharp and vigorous protest by you against proposals to neutralize or destroy public controls over transportation . . . proposals now being made in the name of "improved competition."

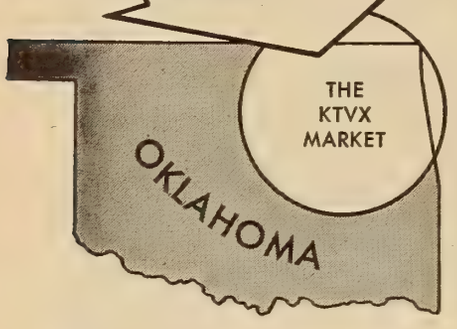
AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!

Looking for Oklahoma's BIGGEST MARKET?

HERE 'TIS!



Sell to this ONE BILLION DOLLAR Market on

KTVX

Studios in BOTH Tulsa and Muskogee
UNEQUALLED FACILITIES
316,000 WATTS

KTVX — The ONLY Television Station in Oklahoma with Studios in TWO MAJOR Markets.

Ask Your AVERY-KNODEL REPRESENTATIVE

Channel 8 KIVX

L. A. (Bud) Blust
V. P. and Gen. Mgr.

•

BEN HOLMES, Natl. Sales Mgr.
TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma

PLAYBACK

QUOTES WORTH REPEATING

WAITING AT THE CHURCH

The New York Times, *commenting editorially on the North American Regional Broadcasting Agreement, which has awaited Senate ratification for five years:*

INTERFERENCE from Cuban radio stations is effectively destroying the service rendered by some United States broadcasters, particularly in the South and along the eastern seaboard. Radio waves do not respect national boundaries and an international agreement is the only practical method of obtaining mutual protection.

Although the proposed NARBA does not satisfy everyone, in many respects it is more favorable to the United States than any earlier agreement. Opposition to it comes from only 15 of the more than 2,500 am stations in this country. Some critics of NARBA say that ratification still will leave us without a radio treaty with Mexico. Efforts are being made to work out an agreement with that country, but in order to strengthen our position in Mexican negotiations we should have a deal with the other North American stations. NARBA would give us a much-needed bargaining tool.

The work of the FCC constantly is hampered by trying to adhere to the provisions of a treaty which in fact does not exist. The Senate should make a decision before adjournment this summer and, in the public interest, we think that decision should be to ratify NARBA.

RADIO, THE UNIFIER

Dr. Preston Bradley, pastor of Peoples' Church of Chicago and pioneer (33 years) user of radio, in a sermon:

IN MY humble opinion, radio has been one of the greatest influences for understanding. More Protestants have heard Catholic priests than they would ever have heard without it; more Catholics have heard more Protestant ministers than they otherwise would have heard; more Jewish people have heard more Protestants and more Catholics, and more people have heard Jewish speakers. There are great segments of distinction that separate our body politic, and radio has given the opportunity of hearing all sides, various personalities—radio has been the great unifier in our whole opportunity of trying to solve the problems of civilization!

SPEEDER-UPPER

David F. Austin, executive vice president, commercial, U. S. Steel Corp., addressing National Industrial Advertisers Assn. in Chicago:

ADVERTISING has one function and only one function—to speed up the selling process . . . Picture, if you can, a single industry suddenly deprived of the forces of mass communication. Under these conditions, the sole contacts with customers would be confined to the personal calls made by salesmen. Under these conditions the salesman would have to explain, in detail, the function and worth of the product. He would be forced to spend his time introducing the company, what it does, and why the company warrants confidence and he would have to see personally all the people who might have a negative influence on purchases. Think in the matter of time alone how the efficiency of the salesman would be impaired by the lack of proper communication . . .

A company can survive without advertising, but an industry—not ever.

COMEDIAN'S LAMENT

Comedian and author Steve Allen, commenting in his introduction to The Funny Men *(a study of broadcast comedy techniques, to be published June 14 by Simon & Schuster, New York):*

THE TV HUMORISTS are fallen upon evil times. They have learned a depressing fact: people get tired of you a lot quicker on tv than they do on the radio. They pick you up faster, but they drop you faster, too. On the radio, it took a long time to become a star, and if you made it you could stick around for maybe 10 or 15 years right at the top.

On television, the first favorable reviews are hardly dry before critics, cab drivers and relatives are telling you what's the matter with your program. Maybe it's just that familiarity breeds contempt, and people can get a lot more familiar with you if your face pops right into their living rooms week after week.

It's a little like falling in love. You meet an attractive person and all you want to say to her is "You're lovely." Six months later you're saying "You're lovely, but do you *have* to do your fingernails in public?" In another year, if you've married the girl, you're saying, "Of course I love you, but don't you think you ought to take off a little weight?"

HE WHO HESITATES

U. of New Hampshire Prof. Jonathan Karas, criticizing educators for lack of enthusiasm for tv:

IT is completely unrealistic to wait until educational stations are built before taking advantage of the available time offered by commercial stations to gain valuable experience. Building a $400,000 station for an uninitiated group who might like to try the medium is like building a symphony hall before checking to see whether anyone is available to play.

QUAAL SUCCEEDS FRANK SCHREIBER

Crosley-Quality Radio Group executive returns to WGN Inc. succeeding Schreiber, vice president and general manager, who resigns from Chicago stations.

WARD L. QUAAL, for four years vice president and assistant general manager of Crosley Broadcasting Corp., Avco's radio-tv subsidiary, returns to WGN Inc., Chicago, Aug. 1, succeeding Frank P. Schreiber, who has resigned as vice president and general manager. Announcement of Mr. Quaal's appointment was made by J. Howard Wood, president of WGN Inc. (WGN-AM-TV).

A major figure in industry affairs, Mr. Quaal goes back to the WGN properties after seven years service in executive broadcast posts. He left WGN in 1949 after eight years service to become director of Clear Channel Broadcasting Service, headquartering in Washington. Before joining WGN he had worked at WDMJ Marquette, Mich., and WJR Detroit as announcer, writer and producer.

During World War II he was in the Navy, serving as communications officer with the Atlantic Fleet and later as officer in charge



MR. QUAAL MR. SCHREIBER

of the Navy radio installation at Norfolk, Va. In the Korean conflict he served on the President's Broadcast Advisory Council and as a member of the Citizens' Committee assigned to a Hoover Commission task force.

His present assignments include membership on the NARTB Tv Board; vice president for tv, Ohio Assn. of Radio & Tv Broadcasters; president of Quality Radio Group and president of Cincinnati Executives Club.

Mr. Wood said the new WGN executive will have the major responsibility for the stations' plans to become the leading independent radio and tv properties. "These plans reflect our belief that both WGN radio and tv will play an important role as advertising as well as entertainment and public service media," Mr. Wood said. "As independents with no network commitments we can better serve the Chicagoland audience."

Mr. Schreiber joined the parent *Chicago Tribune* in 1918 and moved to WGN in 1931, becoming station manager in 1940. He is expected to announce his plans shortly and reportedly intends to remain in station operation.

WDSU Announces Separation Of Radio, Tv Operations

A COMPLETE separation of the am and tv operations of WDSU New Orleans was announced last week by Robert D. Swezey, executive vice president and general manager of WDSU Broadcasting Corp. Simultaneously, Mr. Swezey announced the appointment of Harold F. Mathews as manager of WDSU-AM.

Mr. Mathews has been a member of the radio sales staff of WDSU for the past six years and sales manager for the last three. Hal Fredericks, veteran St. Louis and Chicago broadcaster, recently joined the station as radio program director.



MESSRS. Swezey, Mathews and Fredericks discuss WDSU separation plans following the announcement last week.

Mr. Swezey also stated that plans are under consideration for a separate physical plant for the two.

GUILD FILMS BUYS WISCONSIN AM-TV

APPLICATION for FCC approval of the sale of WMAM and WMBV-TV Marinette-Green Bay, Wis., by William E. Walker, Joseph Mackin and associates to Guild Films Co. Inc., New York, tv film syndicator, for more than $600,000 was filed last week.

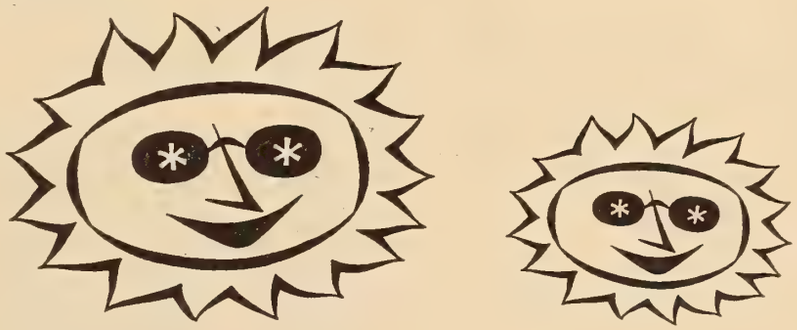
The transaction involves the acquisition of 100% of the stock of M&M Broadcasting Co., licensee of both stations, for $287,500 in cash, plus the assumption of current and long-term liabilities totaling $407,800.

WMAM was founded in 1939 and operates on 570 kc with 250 daytime and 100 w nighttime. WMBV-TV on ch. 11 began operating in Sept. 1954. Both stations are affiliated with NBC, with the tv station having ABC also. Both are represented by Venard, Rintoul & McConnell.

Guild Films, the stock of which two weeks ago was admitted to be traded on the American Stock Exchange [B•T, June 4], came into existence in 1952. Its first property was the *Liberace Show*. It now has a catalogue of 12 television series, plus cartoons and features.

Reub Kaufman, president of the company, and with his wife the principal stockholder (7.5%), announced the purchase last week as the initial move of Guild in station ownership. "Someday we expect to own and operate the full quota of stations permitted by FCC regulations," he said.

Guild's balance sheet as of Feb. 29 of this year showed total assets of $5.6 million, of which $5.5 million was in current assets. Total liabilities amounted to $3.3 million, with capi-



there's something special about summertime programming . . .

so start your planning with something **really** special

SESAC music . . . "the best music in America"

found in the wonderful, wonderful SESAC Transcribed Library

(now also available in sections)

SESAC 475 FIFTH AVE. NEW YORK 17, N. Y.

Celebrating Our 25th Anniversary



BREAKING ground for the building to house WFIS Fountain Inn-Simpsonville, S. C., are officers of the parent firm, Fountain Inn-Simpsonville Enterprises Inc. From l to r: Melvin K. Younts, secretary; Edwin A. Green and Robert W. Edwards, vice presidents; D. L. Bramlett, president; Charles W. Spence; Steve W. Hiott, treasurer, and Joe Thomason. WFIS will operate on 1600 kc with 1 kw and plans a September start.

tal $103,500; capital surplus $2 million and earned surplus $208,600.

M&M company is owned 50% by William E. Walker and 23.3% by Joseph D. Mackin. It has nine other stockholders. Mr. Walker is a director and 2.2% stockholder in Guild Films and also owns 36% of WBEV Beaver Dam, Wis., and 17.33% of WRRR Rockford, Ill. Mr. Mackin, who has minor stockholdings in WBEV and WRRR, will remain as general manager of the Marinette-Green Bay stations, it was announced. No personnel changes will be made, it was said.

Corporate Worth

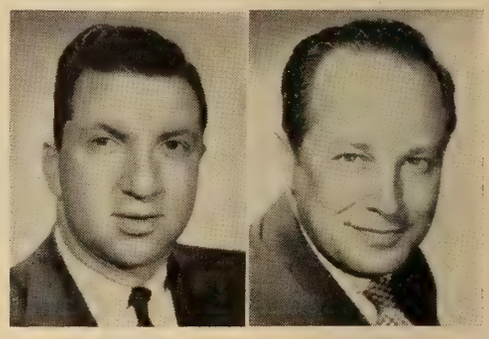
Balance sheet of M&M company as of March 31 showed total assets of $590,000, with total current assets amounting to $79,798. In addition to the $407,800 liabilities ($163,600 current liabilities), M&M company showed capital at $182,000, earned surplus at $37,000. The tv station lost $11,543 last year, while the radio station earned $6,700, the balance sheet showed.

Negotiations were conducted by Aaron Katz, vice president-treasurer of Guild, and Mr. Walker, for M&M. Herman Odell, general counsel for Guild and Ben C. Fischer, of Fischer, Wayland, Duval & Southmayd, attorney for M&M, assisted.

Shapiro, Walls Appointed To WCAU-TV Sales Posts

WCAU-TV Philadelphia has reorganized its executive sales staff as the result of the establishment of national and regional sales divisions, Robert M. McGredy, vice president in charge of television sales, is announcing today (Monday).

National sales manager will be Marvin L. Shapiro, returning to WCAU-TV from the CBS-TV Spot Sales staff in Chicago, which he joined as an account executive in March 1955 after five years on the WCAU-TV local sales staff.



MR. SHAPIRO MR. WALLS

E. Gordon Walls will be regional sales manager. Mr. Walls joined the WCAU-TV sales staff in April 1950 from General Outdoor Advertising and has been in charge of local sales since July 1954.

The appointments become effective June 25 according to Mr. McGredy's announcement of last week.

AFTRA Goes to Sponsors In Dispute With WPAT

NEGOTIATIONS continued last week between WPAT Paterson, N. J., and the New York local of the American Federation of Television and Radio Artists on a strike by five station announcers in a wage dispute. The station has continued operations since the May 17 start of the strike, utilizing the services of "non-union professional help," according to a station spokesman.

AFTRA last week inserted paid advertisements in New York newspapers, calling on WPAT advertisers to withdraw their commer-

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—*We invite the station owner to take advantage of this dual coverage when considering the sale of his property.*

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Versatile Staff

EMPLOYES of KFSD-TV San Diego are getting a first hand opportunity to learn about their fellow workers' jobs.

On the station's new *Channel 10 Workshop,* the station's chief news cameraman is set designer, announcers are directors, directors are communicators, floormen are actors and so forth.

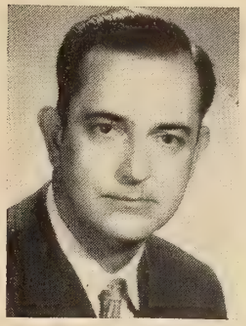
Plans call for a show a month to be telecast locally. One has an audience participation format, another is a panel show, still another is a musical-variety program and a fourth is a drama. Studio Operations Director Jean Pythian is producer. The plan was spearheaded by William E. Goetze, general manager of KFSD-TV, who says that the workshop idea "is creating great rapport and respect among employes." Mr. Goetze adds that due to union restrictions, no one but an engineer can work in an engineers' position.

cials for the duration of the strike. It also sent letters to the station sponsors urging them to boycott the station and stating that "in spite of newspaper reports and false statements by management, the strike is not settled." There had been several reports of settlement. On one occasion, the strikers returned for one day.

The dispute centers around wages. Announcers, who currently earn $160 weekly, reportedly seek an increase in commercial fees that would raise their average earnings to about $180 weekly. Dickens Wright, president of WPAT, told B•T through a spokesman that he has proposed a formula that would raise average weekly earnings to $180, but that the union has countered with an offer that would raise announcers' remuneration beyond that figure. Officials claim that Mr. Wright's proposal would make it difficult for staffers to attain the $180 figure.

A-K Opens Dallas Office; George Stevens Named Head

AVERY-KNODEL Inc., radido-tv representatives, last week announced the opening of a newly-expanded Dallas office at 320 Fidelity Union Life Bldg. Telephone is Prospect 7330. Named to head the new facility was George A. Stevens, former tv salesman, Edward Petry & Co.; Chicago. He also has been sales and program director, KOCA Kilgore; merchandising and publicity director, KNOW Austin, and local sales manager, WFAA Dallas, all Texas.

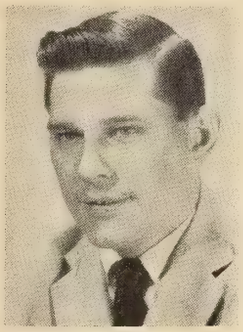


MR. STEVENS

The new Dallas operation will service the firm's clients in the Southwest.

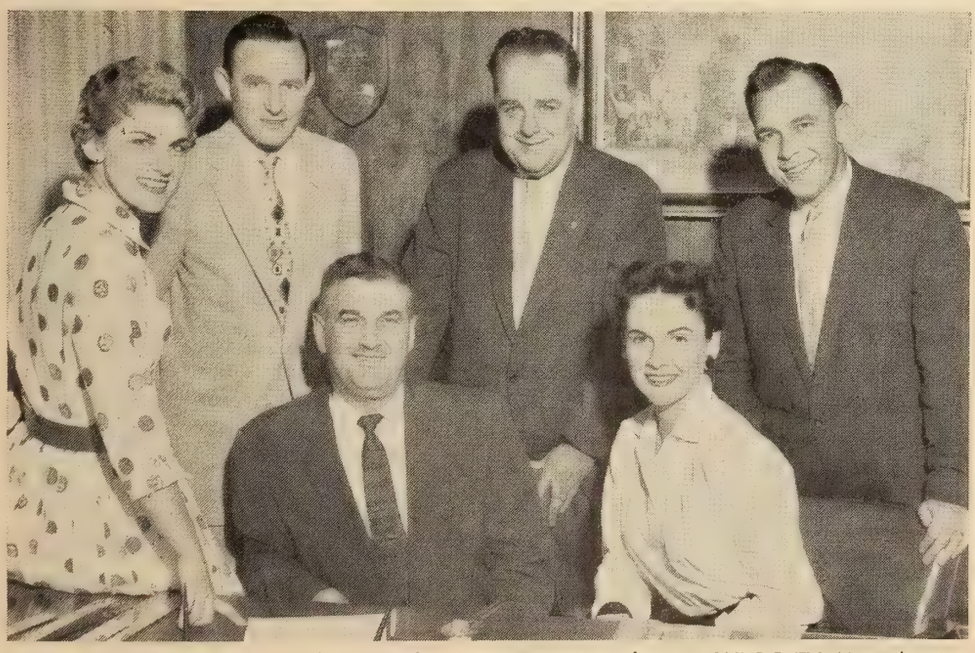
WSAZ-AM-TV Promotes Hurd

JOHN HURD, WSAZ-AM-TV Huntington, W. Va., news director, has been promoted to supervising editor of the stations' news operation, it was announced last week by Lawrence H. Rogers, vice president - general manager.



MR. HURD

Mr. Hurd, who came to WSAZ-AM-TV from WMBS Uniontown, Pa., also will be seen on the air with a Sunday evening news and sports show.



FIRST ADVERTISER to use the new daytime saturation plan on WHBQ-TV Memphis is Pepsi-Cola, through Kenyon & Eckhardt, New York. The buy includes daily participation in five of the station's personality shows. At the contract signing are (l to r) "Miss Betty" Graham, of the station's *Romper Room;* Freddie Burns, host for Autry-Rogers movies on *Adventure Hour;* Mario Caruso, general manager of Metropolitan Bottling Co., Memphis Pepsi-Cola bottler; Tom Ragland, WHBQ-TV sales manager; Barbara Walker Hummel, Miss America of 1947, of *Miss America Matinee,* and Hal Miller, *Lunchtime Theatre.*



Milly Sullivan is the personable hostess on "Valley Playhouse," highest rated local daytime show in the big Sacramento TV market.

Everyday from 2-5 P.M., following "Queen for a Day," Milly presents a first-run double-feature from the complete Columbia-Screen Gems film package.

"TV This Week" says of Milly: "...her real charm is the NON-professional touch she gives her show...It has endeared her to her viewers."

Petry has the full story on Milly and "Valley Playhouse."

*Sacramento Television Audience ARB: February 8 - 14, 1956



Spots Available

Covering the Entire
Shreveport Market
on the
TENNESSEE ERNIE FORD SHOW



at a
New Time
12:30 to 1 P.M., Mon. thru Fri.

Tennessee Ernie Ford is a big 2 to 1 favorite in the rich Shreveport Market where more than one and a quarter million people own 200,000 TV sets. Ask your Petry Man about our package deal that gives you twice the viewers at one low cost.

MAXIMUM POWER

KTBS-TV
CHANNEL 3
SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

WJR Re-Elects Officers, Reports Increase in Sales

OFFICERS and directors of WJR Detroit, Mich., the Goodwill Station Inc., were re-elected at the company's annual stockholders' meeting, which also heard a report by President John F. Patt of a record increase in WJR sales and earnings in the first four months of this year.

Re-elected as officers were Mr. Patt; Worth Kramer, vice president-general manager; William G. Siebert, secretary-treasurer and F. Sibley Moore, vice president. Directors re-elected: Mrs. Frances S. Parker, Mr. Patt, Mr. Kramer, Mr. Siebert, Selden S. Dickinson, Mr. Moore and G. F. Leydorf.

Mr. Patt reported that WJR sales for the first four months of 1956 were $1,139,849, compared with $870,736 for the same period last year. Net profits after taxes were $186,537, compared with $85,998 last year, and earnings for the period were 36 cents a share, compared with 16 cents the year before.

The stockholders voted a dividend of 10 cents a share to be paid June 20 to stockholders of record at the close of business June 8.

WHUM-AM-TV Names Magee As New General Manager

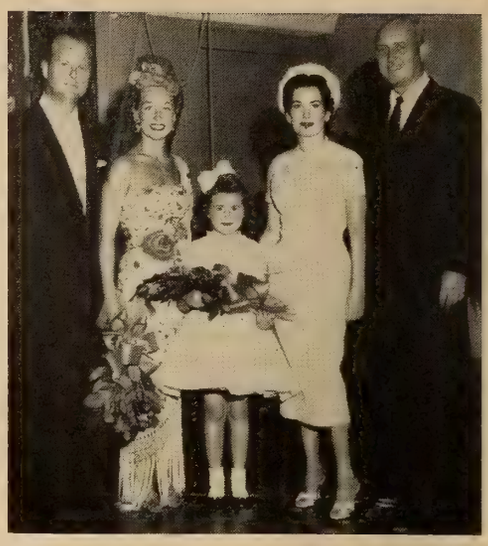
ROBERT C. MAGEE, veteran broadcaster, has been appointed general manager of WHUM-AM-TV Reading, Pa., it was announced by Paul A. Flickinger, secretary of Eastern Radio Corp., which operates the stations. Mr. Magee succeeds H. J. Greig, who served as both general manager and president.

Mr. Magee formerly was vice president and general manager of WHUM and owned 18% of the stock of Eastern Radio Corp. from July 1946 to November 1949. In 1949 he sold his stock interest and settled in Florida, where he became engaged in non-broadcast endeavors.

Mr. Flickinger said the position of president of Eastern Radio Corp. is being left vacant for the time being.



I. R. MOORE, vice president in charge of operations for Standard-Humpty Dumpty (supermarket chain), signs for the *Humpty Dumpty Show* on WKY-TV Oklahoma City, as W. J. Willis, who handles the account, looks on. *Humpty Dumpty Show* is a 30-minute weekday morning series for preschool children, and brings the supermarket chain's weekly tv sponsorship on WKY-TV to 5½ hours.



KFMB-TV San Diego celebrated its seventh birthday with a *Going on 8* special telecast and party. Present were (l to r) J. D. Wrather Jr., president of Wrather-Alvarez Broadcasting Inc.; Bonita (Mrs. Wrather in private life) Granville, one of the stars of the special telecast; Beverly Jean Storrs, "Little Miss Ch. 8"; Maria Helen Alvarez of Wrather-Alvarez, and KFMB-AM-TV General Manager George Whitney. Meredith Willson, Edgar Bergen and Charley McCarthy, Red Skelton and Art Linkletter also appeared on the 30-minute *Going on 8* special birthday telecast.

WOR-TV Billings Up 142.6%

BUSINESS from local advertisers played the "major role" in boosting WOR-TV New York billings in the first five months of 1956 by 142.6% over the corresponding period of 1955 and 454.9% over 1954, it was announced last week by Gordon Gray, vice president and general manager of the station. He said one plan which proved "particularly attractive" to the local advertiser was a package consisting of 25 run-of-the-station, one-minute announcements per week.

New KAVE-AM-TV Building

KAVE Carlsbad, N. M., began operating June 1 from its new 30x80 ft. building, which also will house KAVE-TV when that station goes on the air early in JULY with DuMont equipment. A downtown office and studio also are being maintained in the Crawford Hotel for broadcasts and sales personnel.

Parents Should Approve

A NOVEL PROGRAM course—that WNHC-TV New Haven, Conn., believes can provide an answer to critics of tv who decry the medium as a factor in fostering juvenile deliquency—is set to appear on the station July 2. The series, to be shown Mondays, 1-1:45 p.m. EDT, for eight weeks, will be called *Baby Sitters, C. O. D.* The "course on decorum", featuring Joan Crowther, is designed to meet informational needs of sitters by pointing up responsibilities.

The station reported last week that it already has received 2,000 applications for registration. Graduates will be presented with wallet-size certificate cards.

WCCO Cashorama

LISTENING gets more and more worthwhile for Twin Cities radio fans as WCCO Minneapolis-St. Paul expands the "Cash on the Line" promotion it began last March 12. Latest development in the big giveaway is a 10-day "Cashorama." By the time it ends Saturday, WCCO will have given away $250,000 in lots of $1,000-$5,000 to each recipient. "Big Bill Cash" is making telephone calls throughout the broadcast day and asking telephonees to repeat a key word announced before each call. Phone numbers are selected at random from the station's 109-county primary listening area in Minnesota, Wisconsin, Iowa and South Dakota.

Roddy To Manage KILT-TV, July 1 Air Date Planned

JOE RODDY Jr. has been named manager and Glenn Callison technical director of KILT-TV El Paso, Tex., which has a target date of July 1, according to Gordon McLendon, president. Mr. Roddy also will continue as manager of KELP El Paso while Mr. Callison moves from chief engineer of KLIF Dallas.

KILT-TV will operate on ch. 13 with a power of 28.2 kw. Initial programming will consist principally of film. McLendon Investment Corp., KILT-TV owner, also owns KELP, KLIF, KTSA San Antonio, WTAM Atlanta and programs WNOE New Orleans and KNOE Monroe, La. The firm has an application before FCC for a 10 kw outlet in Houston.

KPDQ Builds New Quarters

KPDQ Portland, Ore., plans to move into its new studio and office building at 4903 N. E. Sandy Blvd. in the near future, according to Jack Davis, owner-manager. KPDQ operates on 800 kc with 1 kw.



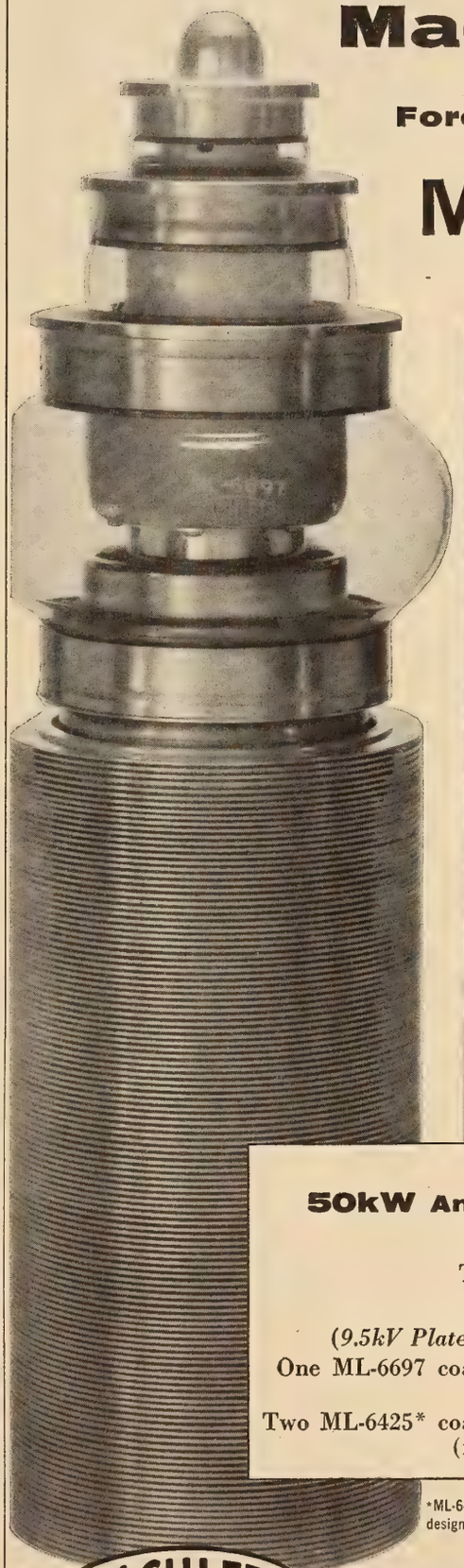
LESLIE G. ARRIES Jr. (l), general manager of WTTG (TV) Washington, D. C., and Fred J. Hughes Jr., manager of the Washington branch of Anheuser-Busch Inc., sign a contract for half sponsorship by Budweiser beer of four of the television station's new programs. The programs are *The Great Gildersleeve, Crunch & Des, Stars of the Grand Ole Opry* and *Dangerous Assignment.*

Clean R-F Circuitry for 50kW AM Transmitters

with

Machlett Light-Weight, Forced-Air Cooled

ML-6697 Triode



...built for

- Light Weight—Only 29 lbs; no hoists required for tube removal.
- Compact Installation—Only one inch vertical lift to remove tube from tube support and cabinet.
- Long Life—Basic design similar to Machlett ML-5681 and ML-5682 triodes now giving unprecedented life in television and superpower transmitters.
- High Transconductance, High Plate Efficiency, Low Grid Drive, Low Distortion—Achieved through mechanically stable, close spaced elements, plus high filament emission.
- Low Terminal Inductance, Cool Terminal & Seal Operation—Achieved through use of large diameter coaxial terminals having large seal and contact area.
- Great Mechanical Strength—Provided by Kovar metal-to-glass seals and massive terminal components.

Recommended 50kW Amplifier Tube Complements—

DOHERTY OR LINEAR
Two ML-6697 coaxial triodes

HIGH LEVEL CLASS C

(9.5kV Plate Operation)	*(8.5kV Plate Operation)*
One ML-6697 coaxial triode (final)	Two ML-6427* coaxial triodes (final)
Two ML-6425* coaxial triodes (modulators)	Two ML-6427 coaxial triodes (modulators)

*ML-6425 and ML-6427 tubes, weighing 15 and 20 pounds respectively, are of the same design family as the ML-6697. Water cooled versions of all these types are also available

MACHLETT

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

SALES WINNER in BATON ROUGE!

"Champ" Tells 'em and the "Champ" Sells 'em!



No more potent salesman in the Baton Rouge trade area than WAFB-TV . . . "The Champ" when it comes to Rating, and "The Champ" when it comes to merchandising.

WAFB-TV's rating leadership is nearly 5-to-1. WAFB-TV's merchandising leadership is unsurpassed. For example:

ROUND 1
First place winner in "Lucy Show" competition with a double first prize for special merchandising job.

ROUND 2
First place in Screen Gems, Inc. contest on program promotion.

ROUND 3
Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."

ROUND 4
WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."

WAFB-TV CHANNEL 28 Affiliated with WAFB AM-FM
CBS-ABC 200,000 WATTS

Reps: Call Adam Young, National or Clarke Brown in South and Southwest

Helping Hand

EXECUTIVES and staff members of WFDF Flint, Mich., donned their work clothes the weekend of May 19-20 to help ease the plight of a fellow worker, Mrs. Clarida Musolf. The Musolf's home was destroyed by a tornado May 12.

The volunteer workers, led by General Manager Lester W. Lindow, helped clean up the debris and install the Musolfs in a house trailer, serving as their temporary home.

The cleanup work was going on while special crews were at work repairing damage to WFDF's broadcasting towers. One of three towers was blown to the ground and the other two were damaged [B•T, May 21].

WBC Sets Up New Award For Its Program Managers

ESTABLISHMENT of annual Westinghouse Broadcasting Co. Lamp of Knowledge awards for outstanding achievement in public service and educational programming is being announced today (Monday) by Donald H. McGannon, vice president in charge of WBC.

The program managers of WBC's five radio and four television stations will compete for the two top awards—$1,000 college scholarship grants for a child of each of the winners. Two members of the winning radio program manager's staff will receive grants of $500 and $300, and one grant of $500 and two of $300 will be awarded to three members of the winning tv program manager's staff.

In addition, each of the winning stations will receive a silver Lamp of Knowledge trophy, which will travel from station to station in the WBC group as the award changes hands each year.

The awards will be judged on the basis of programming during the 12-month period, beginning this month, specifically in four general areas: American history, mental health, the teacher, and America's need for more scientists and engineers. Judging the competition will be Mr. McGannon and Richard Pack, vice president in charge of programming for Westinghouse; William Kaland, WBC national program manager, and two nationally-known educators whose names will be announced at a later date.

"These awards," Mr. McGannon stated, "will be based on the overall quality and impact of the station. Taken into consideration will be news, special programs, adaptation of regular programming and general showmanship. Our goal is to make public service and educational programming as exciting and interesting as our commercial shows."

WTRI (TV) Issues Rates

ISSUANCE of the first rate card of WTRI (TV) Albany (ch. 35) under its new management was announced last week by William A. Riple, general manager. WTRI, which suspended operations early in 1955 and is set to return to the air July 1, has established a $400 hourly rate for class "A" time.

Other one-hour rates of the ABC-TV affiliate, are Class "B", $300, and "C", $200. Announcement rates range from $15 to $60. WTRI will go on the air with test programming June 15, according to Mr. Riple.

WISN Managership Added To Soell's Video Duties

JOHN B. SOELL has been named acting manager of WISN Milwaukee in addition to his duties as director of WISN-TV, D. L. (Tony) Provost, vice president in charge of the radio-tv division of the parent Hearst Corp., announced.

He replaces former manager Harry Goodwin, who resigned to return to the East Coast in an unannounced capacity. Before joining WISN-TV, Mr. Soell was associated with H-R representatives and the DuMont Television Network.

Jones Funeral Services Held

FUNERAL SERVICES were held last week for financier Jesse H. Jones, 82, who died June 1 in Houston. His vast business holdings included interests in KTRK-TV and KTRH Houston. Mr. Jones also served as head of the Reconstruction Finance Corp. for several years and as Secretary of Commerce.

Survivors include his widow, Mary Gibbs Jones; Tilford Jones, Houston attorney, a stepson, and a nephew, John T. Jones Jr., president of the *Houston Chronicle* and of KTRK-TV.

KDOK Tyler, Tex., on Air

KDOK Tyler, Tex., has gone on the air as a 500 w daytime operation on 1330 kc.

Dana W. Adams is president and general manager of the station, whose personnel includes Robie Morgan, chief engineer; Pat Morgan, sales manager; Rusty Reynolds, chief announcer; R. J. Dodson, newsman; Allen Bobbitt, disc jockey-librarian; Helen Harvey, secretary, and Lafon Young, copywriter.

KYW-AM-TV Sales Pitch

KYW-AM-TV Cleveland sales managers made sales presentations June 5 in Chicago and New York before Peters, Griffin, Woodward representatives. John McIntosh Jr. made the radio pitch in Chicago while Al Krivin did the tv honors in New York. The stations are owned by Westinghouse Broadcasting Co.



BIG SMILES mark the renewal of the 3,120-announcements-a-year contract on KBIG Catalina, Calif., by McDaniels Supermarkets of Los Angeles. L to r: Jimmy Fritz, president of Jimmy Fritz & Assoc. advertising agency, Hollywood; Phil Dexheimer, KBIG account executive; Albert L. Wolins, McDaniels' general manager; Bob McAndrews, KBIG vice president-commercial manager, and Cliff Gill, the station's vice president and operations manager. With the KBIG campaign as the only addition to its previous newspaper-tv budget, McDaniels enjoyed a 1955-56 business increase of over 100%.

PROFILE ON A CRUSADING NEWSMAN

A HARD-HITTING editorial policy is building a large following for a news program on one television station in the South.

The program, *Knight Beat,* is conducted each evening on WDXI-TV Jackson, Tenn., by John Knight, head of the station's news department and only seven months removed from the news desk of a large metropolitan newspaper.

Each evening *Knight Beat* features five minutes of local news followed by a strong editorial which ties into the local picture. In the short time in which the telecasts have been aired, WDXI-TV has been given credit for a number of civic improvements and has received public praise from city officials, civic and church groups and the general public.

Among the improvements:

A Knight editorial pointing out the need for new traffic lights and protesting against shrubbery hiding a dangerous intersection has brought about police action on one hand and a rash of hedge trimming on the other. Three traffic lights have been installed in line with his suggestions.

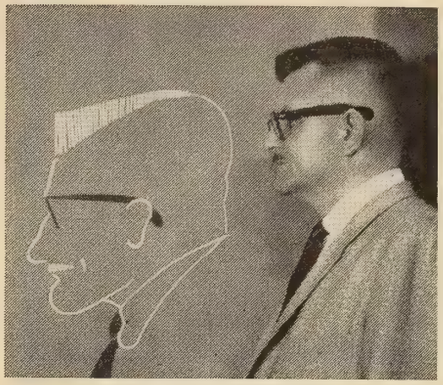
In response to a series of editorials on the need for slum clearance in Jackson, the city commission is making plans for an urban redevelopment project which will eliminate the substandard housing groups throughout the city. A survey is in the process of development.

When the administrator of the local hospital reported the need for a new wing to take care of a large increase in hospital patients. Mr. Knight appealed directly to the county court and the city for support. Both groups have given approval to a hospital expansion program.

A series of editorials on speeding and reckless driving appeared just a week before the police department staged an all-out traffic drive which has resulted in an absence of traffic fatalities within Jackson since Jan. 1.

A controversy developed around the location of a new Negro high school in a white residential district. Mr. Knight came out strongly for the location and pointed out the need for a central location for Negro students. The city commission voted unanimously to locate the school at the spot favored by Mr. Knight.

More than 8,000 citizens went to the polls in a recent recall election and returned a five-to-one vote of confidence for the incumbents. Fewer than 800 voters had gone to the polls in the earlier general election, and subsequent editorials by Mr. Knight were given credit for arousing the public to the danger of a light vote.



NEWSMAN KNIGHT

His editorials end in action

"We feel the public is ready to support television as an editorial and news source but very seldom has the viewer been rewarded for his loyalty by meaty and thought-provoking materials," says the news editor. "There is no sense to the idea that the public must look to the newspaper and other printed media for its editorial fare. This field, I believe, is wide open to the station which will give its viewers what they want.

"I don't mean by this that we will get into the field of yellow journalism or strive for the sensational but any station that's worth its salt should be ready to stand up and be counted on important issues. We are a mature medium for mature people and they have a right to expect our whole-hearted support, yes, and leadership, in anything which benefits the community."

On several occasions Mr. Knight has invited rebuttal and has a standing offer for anyone who disagrees with his views to appear on his program or to write. Whenever a letter is sent in disagreeing with the editorial policy, it is read over the air without comment. As yet no one has asked to present personally an opposing argument on the air.

Knight Beat, sponsored by a department store and a loan company, currently is silmulcast over WDXI-TV's sister radio station, WDXI, and may in the future be carried over other stations in the Dixie Network.

Mr. Knight has no restrictions placed on him by Aaron B. Robinson, president of the network.

"He's a trained news man," says Mr. Robinson. "He knows what we want. As long as he's right and as long as he's objective, we feel that his news judgment is the only guarantee we need that Dixie will be getting the best possible coverage. . . ."

REPRESENTATIVE SHORTS

Radio-Tv Representatives Inc. moved to larger N. Y. offices at 7 E. 47th St. Telephone Murray Hill 8-4340.

W. S. Grant Co. L. A. office moved to 6606 Selma Ave. Telephone Hollywood 3-7194.

STATION PEOPLE

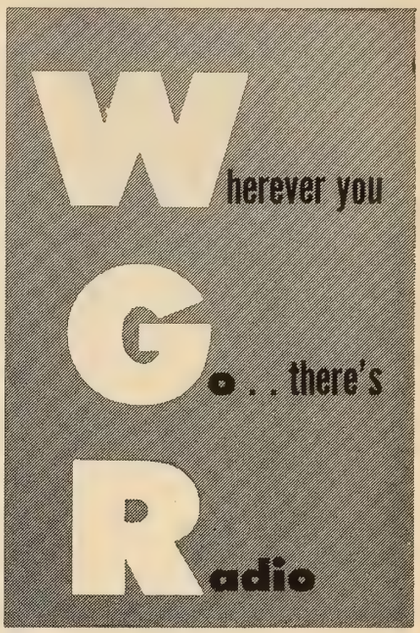
Herchel Cary, sales manager, KIMA-TV Yakima, Wash., named general sales manager of Cascade Broadcasting Co. (KIMA-AM-TV and satellites KEPR-TV Pasco, Wash., and KLEW-TV Lewiston, Idaho.

Edward D. Somes, chief engineer, WTSA Brattleboro, Vt., appointed assistant manager.

Robert J. Heiss, sports director and chief announcer WTMJ-AM-TV Milwaukee, named assistant manager.

Wade Patterson, account executive, WDGY Minneapolis, to KSTP (TV) Minneapolis, as member of sales staff. He also has been general manager of KCRG-AM-TV Cedar Rapids, Iowa.

Stanley Kaplan, formerly commercial manager of WEIR Wheeling, W. Va., appointed to similar



Sell the Nation's 14th Largest Market! . . . use WGR's Salesmen of the Air

MUSICAL CLOCK
Starring John Lascelles
6:30 - 9:15 AM — Mon. thru Sat.
Buffalo's oldest service-type wake-up program. Music, time, weather.

SOUND ON
with Bob Conners
2 - 6 PM Monday thru Friday
Exciting, new Western New York radio personality.

PLUS
Outstanding 5 and 10 minute News and Weather Spots

WGR
Buffalo's FIRST RADIO Station
Hotel Lafayette
Buffalo, N. Y.

Representatives:
PETERS, GRIFFIN, WOODWARD, Inc.

These guys get the fan mail . . . and MAKE SALES!

. . . check these availabilities

MORNING WATCH
MUSIC-NEWS-TIME AND THINGS
With Jay Jones
6:00 A.M. till 8:55 A.M.
Monday through Friday

DON WALLACE SHOW
TUNES - CHATTER & STUFF
2:30 P.M. till 3:40 P.M.
Monday through Friday

VIRGIL DOMINIC — NEWS
Monday through Friday at
3:00 P.M., 4:00 P.M., 5:00 P.M.
10:00 P.M. and 11:00 P.M.

RHYTHM ROUNDUP
with Frank Berry, "The Best" Music for Everybody.
Lots of Fan Mail.
Monday through Friday
10:05 - 11:30 P.M.
Saturday
10:15 to 11:30 P.M.

KTUL

- AVERY-KNODEL Representative
- L. A. (Bud) BLUST V. P. & Gen. Mgr.

Affiliated with KFPW, Ft. Smith; KTVX, Muskogee

CBS RADIO IN TULSA, OKLAHOMA



SHELL Oil Co. has signed a contract with WKZO Kalamazoo for sponsorship of the U. of Michigan football broadcasts this fall. Completing arrangements at Shell's annual spring dealer meeting in Kalamazoo are (l to r): Len Colby, sports director of WKZO; John W. Southworth, Shell's Detroit division manager; Orville F. Schneider, Grand Rapids district manager, and Tony Gaston, WKZO radio administrative assistant.

position with WBMS Boston. He formerly headed his own advertising agency in Pittsburgh, Pa.

Ian K. Harrower named program and production manager, WWJ-TV Detroit; **Frank A. Picard II** to producer-director and **Robert A. Benyi** named film services manager.

Bob Van Roo promoted from assistant promotion manager to promotion and publicity manager at WXIX (TV) Milwaukee. He succeeds Bill Ryan, transferred to KPIX-TV San Francisco.

Herman Amis, Mary Cunningham and **Bill Jenkins** to WOV New York for Negro merchandising project.

Dick Smith, news director, KXOL Fort Worth, Tex., to KFSD San Diego, Calif., in same capacity. **Reginald George Bennett,** Detroit agencyman, to KFSD as account executive.

Milt Flack, news editor, WBML Macon, Ga., appointed news director. **J. Howard Absolom,** WMAZ Macon, Ga., to WBML as night news editor. **John Robinson** and **Dale Bagley** to WBML as reporter and announcer, respectively. **Joe Lipton,** WTOC Savannah, Ga., to WBML as announcer.

Phil Young, formerly advertising manager of Pontiac (Ill.) newspaper, to WICS (TV) Springfield, Ill., as account executive. **Bryan S. Halter Jr.,** formerly with WLDS Jacksonville, Ill., to WICS as continuity assistant-announcer, and **Marion Leimbeck,** formerly advertising department of *Chicago Tribune,* to same station as continuity and traffic assistant.

Jacques Biraben, with WINS New York for two years in various sales capacity, to sales staff of WOR New York.

William B. Reed, announcer, WKNB New Britain, Conn., transferred to sales staff, WKNB-TV.

Ken Miller, news director, KVOO Tulsa, Okla., named news director of KPHO-AM-TV Phoenix, Ariz. **Paul Gribben,** newscaster formerly with KOY and KTAR Phoenix, to KPHO-TV.

Stuart Leslie, Syracuse U. graduate, to WTAP-TV Parkersburg, W. Va., as account executive.

Charles M. Pickering, account executive, Chambers & Wiswell, Boston agency, to WBZ-TV Boston in same capacity.

Leslie Nichols, news division, WGN Chicago, to KIMN Denver and Intermountain Network.

Leonard Mosby, director-producer, WMBR-TV Jacksonville, Fla., promoted to production manager.

Everett Holle returned to WABT (TV) Birmingham, Ala., after Army duty.

Mary Pyemont Marsh, traffic manager of KGMS Sacramento, Calif., to traffic department of KFWB Hollywood.

Richard J. Jennings, announcer and writer-producer, WGY-WRGB (TV) Schenectady, N. Y., to WRCA New York as staff director.

Mel Fine, disc jockey, WIKK Erie, Pa., to WICH Norwich, Conn.

Bill Dunn, journalism graduate, Creighton U., Omaha, to WOW-TV Omaha promotion staff.

Bob Segrist, newscaster, WISN Milwaukee, broadcasting daily on 15-station Wisconsin Network.

Henry Kimbrell, musician and night club entertainer, to WAPI-WABT (TV) Birmingham, Ala., as member of production department assigned to create musical commercials.

Overwhelmed

RADIO spot commercials publicizing the opening of a San Diego, Calif., drive-in restaurant brought such an overflow of customers to the eating place that the advertising campaign had to be cancelled three hours before its completion. The spots, aired over KCBQ San Diego by Pat's Drive-In of that city and broadcast by the station's *Hit Parade Dee Jays,* advertised 45-cent hamburgers at 11 cents as a grand opening special.

Jim Turner, manager of Pat's, had this to say about the opening:

"Friday, the first day . . . we sold more than 4,200 hamburgers. Saturday, well over 7,200, and we must have turned away at least the same number. We just couldn't handle it.

"On Saturday night, we had to close three hours early—at midnight—cancel the radio spots, and beg the people to go home. We were completely sold out of everything . . ."

Mr. Turner feels that "the remarkable part of this success is that KCBQ was the only advertising used, and we used only one 1-minute spot per hour for 45 hours plus a remote. KCBQ did a sensational job and can count us as a permanent customer."

Said the owner of a competitive drive-in a few blocks away:

"We were swamped just from the overflow. If they plan any future deals like this, how about letting me know in advance so I can get extra help and supplies."

Bob B. Davis, director, WXEX-TV Petersburg, Va., to WRC-TV Washington as assistant director.

Walter Bange, former art staffer, WCPO-TV Cincinnati, to WKRC-TV Cincinnati as assistant to art director.

Mrs. Evadna Hammersley, director of woman's programming, KOA Denver, resigned to join American Lamb Producers Council, Denver, as national director of Lamb Consumer Service Div.

Dick Bertel, Darien, Conn., to announcing staff of WTIC Hartford, Conn.

Dick Sinclair returned from U. S. Army to WKZO-AM-TV Kalamazoo, Mich., in production department.

Ed Stanton, WJWL Georgetown, Del., announcer, to WHLI Hempstead, N. Y., in similar capacity.

Dick Winters, formerly with WAAF Chicago and other independent stations, to WXLW Indianapolis as disc jockey.

Mrs. Mathilde Sorensen Lund, mother of Harold C. Lund, vice president and general manager, KDKA-TV Pittsburgh, Pa., died May 31.

Paul De Chant, account executive, WOKY Milwaukee, father of girl, Patricia Davis, May 27.

Justine Fitzpatrick, office manager for Storer Broadcasting Co.'s N. Y. office, married June 1 to Robert H. Woollard of Miami. They will reside in Miami.

Bill Hanson, announcer-producer, WEEI Boston, married to Shirley Nuzum of San Diego, Calif.

Bernie Carey, production manager, KING-TV Seattle, married to Shiela Musgrave.

Johnhenry Schweiker, sales promotion manager, WHO-AM-TV Des Moines, Iowa, elected president of Advertising Club of Des Moines.

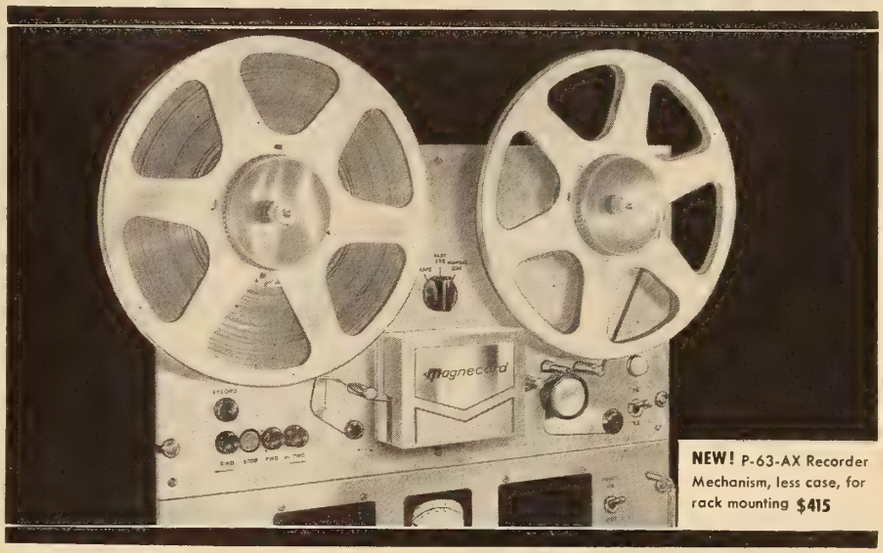
Claire Corbin, executive director of WOR New York Children's Christmas Fund, received Ph.D. degree from Hofstra College, Hempstead, L. I. Her thesis was study of impact of women's civic groups on community life.



BILL WAKEFIELD Jr. signs for his firm, Wakefield Buick Co., to sponsor nightly *Looking at Sports* on WSPA-TV Spartanburg, S. C. Present are Charlie Bell, WSPA-TV director of national sales, standing, and sports personality Bill Goodrich. The ch. 7 CBS affiliate went on the air last April [B•T, April 30].

IMPORTANT

to 10,000 present Magnecord users . . .



NEW! P-63-AX Recorder Mechanism, less case, for rack mounting **$415**

INSTANTLY

convert your present tape recording equipment to the industry's highest standards

Now, by replacing your present Magnecord tape transport with the new magnificently engineered P-63-AX, you instantly convert your professional equipment to the finest available in the industry! And you save the cost of a new amplifier at the same time! Just plug the P-63-AX into your present amplifier—you're ready to go!

The P-63-AX is powered by 3 motor direct drive, with two-speed hysteresis synchronous drive motor. All controls are swiftly operated by push buttons. Tape speeds of 7½ and 15 IPS are changed by switch . . . no outmoded changing of rollers. Deep slot loading and automatic tape lifter for fast forward and rewind are provided. Both manual and electric cueing simplify programming, editing.

Solenoid brake control automatically puts greatest brake action on unwinding reel to eliminate tape spillage. Easily adjustable bias current. Takes 10½" NAB reels; automatic shutoff at end of reel, no thrashing! Separate erase, record and playback heads allow simultaneous record and playback.

Performance? We guarantee the P-63-AX to be even greater than its laboratory specifications; Frequency response, 40 to 15,000 cycles at 15 IPS. Signal to noise ratio, 50 db at 3% THD full track; wow and flutter, .2% at 15 IPS; timing accuracy, 3 sec. plus or minus in 30 minutes.

Just plug the P-63-AX into your present Magnecord amplifier (any of the PT6, PT63 and PT7 models). The P-63-AX heads are compatible with your amplifier. On-the-spot servicing of the new P-63-AX is simplicity itself; all motors and controls are on separate assemblies held by four easily removable bolts.

NOTE: New NARTB equalizer and modification kit will be available at very modest cost.

FREE BROCHURE—Get all the facts. Use the convenient coupon today!

© COPYRIGHT, 1956

magnecord, inc

The Choice of Professionals

1101 S. Kilbourn Ave., Chicago 24, Ill.

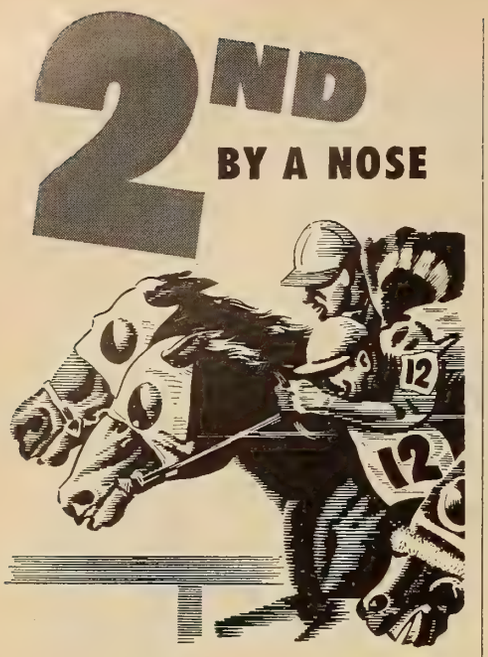
MAGNECORD, INC.
1101 S. Kilbourn Ave., Chicago 24, Ill.

Please send me your illustrated folder on the new Magnecord P-63-AX

Name_____

Address_____

City_____ State_____



In one short year, thanks to ABC network and good local programming we have come up faster than "Needles" — and twice as sharp. April pulse ratings multiplied by total coverage divided by KLOR rates equals the best bet by far—on the nation's fastest track: the Portland market.

	FIRST	SECOND	THIRD
KLOR	35	54	30
STA-CB	59	42	18
STA-NB	27	27	65

Comparative standing based on all quarter hours 6:00 p.m. to midnite Monday through Friday in April pulse.

The payoff is GOOD too— Portland's Brightest Picture Sellingest Merchandising

ABC
KLOR 12
The Good Looking Channel
PORTLAND, OREGON

GEO. P. HOLLINGBERRY, *Representative*
S. JOHN SCHILE, Gen'l Mgr., HENRY A. WHITE, Pres

TV NETWORK GROSS UP 19.2% IN APRIL

Time charge gain over same month in 1955 reflected in totals of three networks which neared the $39 million mark.

GROSS time charges of the tv networks totaled $38,964,728 in April, or an increase of 19.2% over April 1955, according to Publishers Information Bureau data. The April gain compared to the 17% increase in March of this year over March of 1955.

Four-month total for all three networks this year was $155,642,508, or 17.9% ahead of the period last year. Dumont with $462,335 was included in the April 1955 total.

All three networks boosted their gross billing in April, CBS-TV by 14.4% over that month in 1955; NBC-TV, 13.9%, and ABC-TV, 75%. ABC-TV grossed $25,722,106 in the four-month aggregate, placing the network's gross billing 75.9% above last year's total for the January-April period.

The full PIB table of gross time charges for network tv follows:

NETWORK TELEVISION

	April 1956	April 1955	% Change	Jan.-April 1956	Jan.-April 1955	% Change
ABC	$ 6,173,922	$ 3,527,558	+75.0	$ 25,722,106	$ 14,619,874	+75.9
CBS	17,654,210	15,426,214	+14.4	70,288,002	61,988,977	+13.4
DuM**	——	462,335	——	——	2,412,195	——
NBC	15,136,596	13,285,933	+13.9	59,632,400	52,980,362	+12.6
TOTAL	$38,964,728	$32,702,040	+19.2	$155,642,508	$132,001,408	+17.9

1956 NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 6,382,046	$17,820,455	*——	$14,695,116	$ 38,897,617
Feb.	6,418,210	16,928,361	——	13,845,000	37,191,571
March	6,747,928	17,884,976*	——	15,955,688	40,588,592*
April	6,173,922	17,654,210	——	15,136,596	38,964,728
TOTAL	$25,722,106	$70,288,002	——	$59,632,400	$155,642,508

* Revised as of May 31, 1956.

** Effective September 15, 1955 DuMont Television Network changed from a national network to a local operation.

NBC Yearend Figures Show 'Monitor' Take $4 Million Plus

A PROGRESS report on NBC Radio's *Monitor* weekend service issued by the network last week showed that in its first full year of operation the program attracted a total of more than 40 advertisers and grossed billings "well over $4 million."

Fred Horton, director of NBC Radio, said that 4,349 announcements were ordered the first year of *Monitor*. He claimed these announcements had delivered an estimated 2,039,-681,000 home commercial impressions. Mr. Horton said sales on *Monitor* mark "a record for weekend advertisers on NBC Radio during the past few seasons."

CBS Promotes Finn

ALLAN FINN, staff member of CBS-TV Press Information department, last week was named manager of CBS Radio Press Information, succeeding Edward Reynolds, who has resigned to join Ketchum, MacLeod & Grove, New York.

Mr. Finn has been with CBS since 1946, joining the Hollywood's office press information section and then transferring to the news staff before joining the New York tv press department in 1948. He also has been radio-tv editor of *Newsweek*.

Clayton Shields Promoted

CLAYTON SHIELDS has been named assistant business manager of ABC Radio, reporting to business manager Stephen C. Riddleberger, it was announced last week by Don Durgin, vice president in charge of ABC Radio. Miss Shields, who has been with ABC since 1945 in various administrative capacities, served most recently as business manager of the ABC Radio program department.

Twining Gets NBC Offer

NBC reported last week it had offered its "full facilities" to be put at the disposal of Gen. Nathan F. Twining, U. S. Air Force chief of staff, when the general visits Moscow as a guest at Soviet Air Force Day ceremonies on June 24. The offer was made in a telegram by Davidson Taylor, NBC vice president in charge of public affairs.

Mr. Taylor encouraged Gen. Twining to consider the use of tv and radio facilities of NBC, either while he is in Moscow (through Irving R. Levine, NBC correspondent there) or "immediately on your return" to the U. S.

Keeping in Touch

ABC NEWSMEN will be able to keep in touch with the network's convention headquarters in San Francisco and Chicago through means of a newly-developed audio-receiver (Page-Boy) during the periods they leave the convention halls. The Page-Boys will be "locked" to the frequencies of ABC stations—WLS Chicago and KGO San Francisco—with the stations broadcasting signals during their station breaks.

Each staff member carrying a Page-Boy will have a particular signal, which will indicate to him that ABC conventional headquarters is paging him. The Page-Boy is intended for use outside the convention hall, while the recently-announced Audi-Page is designed for use in the hall. Both devices were developed by the Philco Corp., sponsor of ABC's radio and television coverage of the conventions and of election day returns.

NETWORK PROBE— *(Continues from page 32)*

grams that it is possible to plan and produce these at all.

Similarly, owned stations are laboratories for program ideas and talent. In a number of cases, programs developed by its owned stations have later been added to the network schedule.

But television stations owned by CBS contribute not only to the network but, even more important, to the communities which they serve. It has long been the policy of CBS that both the personnel of the owned stations and the stations themselves play an active role in the civic life of their cities. The stations owned by CBS have concentrated heavily on local programming and community service.

It is submitted that no facts and no considerations of public policy would justify discriminating against networks, among all potential owners, as ineligible to own stations. On the contrary, as has been shown, the public would be seriously disserved by such a prohibition, not only because of its grave effect on networking operations, but also because it would deprive important local communities of station ownership which has proved by its record that it serves the communities well.

H. THE PROPOSAL TO REGULATE NETWORK AFFILIATIONS. The proposal that the Federal Government intervene in the question of network affiliation with stations and in effect determine with which stations a network must affiliate is apparently based on the premise that networks have been arbitrary and whimsical in their affiliation determinations. The facts are to the contrary.

It is submitted that any careful examination of the procedures, practices and criteria which the CBS Television Network has adopted in making its affiliation determinations readily establishes that the network is not arbitrary or whimsical. These practices, policies and criteria have been described in full in response to a "Questionnaire for TV Networks," submitted to this committee in December 1954. [For full text, see B•T, Feb. 21, 1955.]

I. THE PROPOSAL TO REQUIRE VHF STATIONS TO SHARE NETWORKS. ABC has suggested to this committee that vhf stations in one- or two-station markets be required, for an unspecified "interim" period, to "share their service equally and equitably among the three networks."

Proposals such as this have been advanced in recent years. A similar proposal was the subject of FCC rule making proceedings in 1950-51. It was also advanced by DuMont in 1954. Both times it has been rejected; both times, indeed, it was opposed by ABC itself.

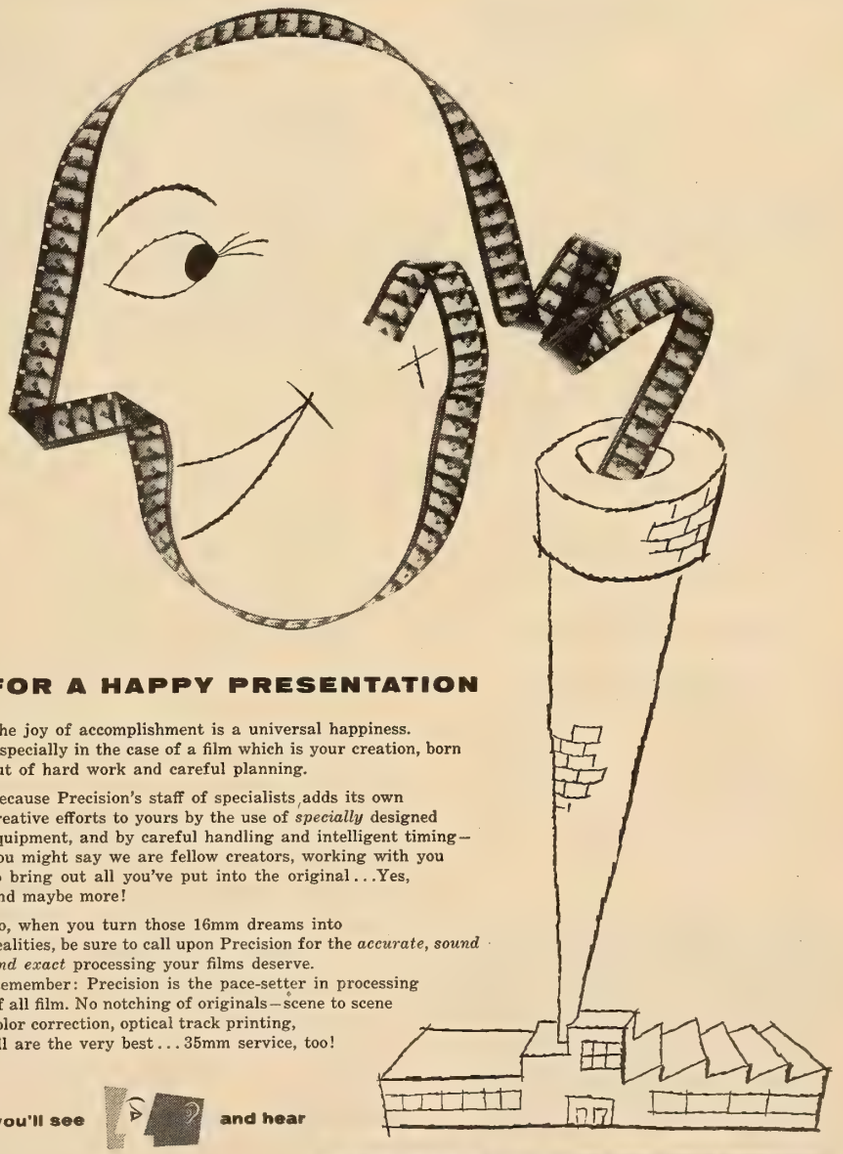
In essence the proposal, under the guise of encouraging and equalizing competition, in fact is antithetical to competition. It would dilute the incentive of networks constantly to provide the best possible programs, for no matter how good their programs, the networks would *by law* be forbidden access, during certain periods of the day, to stations in favor of a competitor.

Nor can these undesirable consequences be considered, as ABC seems to suggest, in the light only of a *third* network. The possibility of fourth, fifth, sixth, etc. networks must also be considered, particularly if, as the proposal contemplates, each has a right automatically to a free ride in sharing stations' time. Thus, the moment a fourth organization declares itself a network and enters the business, it would have an automatic right, regardless of its performance, schedule, or record, to share one quarter of the aggregate time of stations in markets which have less than four stations; a fifth network would get one fifth of stations' time in markets of less than five stations—and so on, cutting down on the time available to existing networks with each new "network."

J. THE PROPOSAL TO LICENSE NETWORKS. The proposal to license and regulate networks is, on its face, simple. But since the Commission already exercises considerable regulatory powers over a network through its licensing of the stations owned by the network, as well as through its licensing of stations affiliated with the network, the implications of a proposal directly to license and regulate networks are both wide and unknown. In effect, it would seem that the proposal is designed to regulate, and hence license, anyone entering into the business of networking, irrespective of the fact that the network may own no stations and thus make no use of any portion of the broadcast spectrum. Yet it is the use of the spectrum which has always provided the basis in law for licensing and regulating broadcasters.

By abandoning this concept, the proposal enters into a novel and dubious realm. Its implications are perhaps most clearly assessed by regarding it as a proposal to regulate and license a network, not only in its affiliation practices, but also as a supplier of program material—just as are film producers, independent program packagers or advertising agencies which produce programs. That is an extreme concept which may well lead to the complete destruction of the principle of free competition embodied in the Federal Communication Act and basic to the American system of broadcasting.

To the extent that the proposal is an attempt to regulate networks *per se* and wholly apart from *station* licensing, it is no different from saying that newspaper wire services or news-



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The joy of accomplishment is a universal happiness. Especially in the case of a film which is your creation, born out of hard work and careful planning.

Because Precision's staff of specialists adds its own creative efforts to yours by the use of *specially* designed equipment, and by careful handling and intelligent timing—you might say we are fellow creators, working with you to bring out all you've put into the original...Yes, and maybe more!

So, when you turn those 16mm dreams into realities, be sure to call upon Precision for the *accurate, sound and exact* processing your films deserve. Remember: Precision is the pace-setter in processing of all film. No notching of originals—scene to scene color correction, optical track printing, all are the very best... 35mm service, too!

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A DIVISION OF J. A. MAURER, INC.

In everything, there is one best . . . in film processing, it's Precision



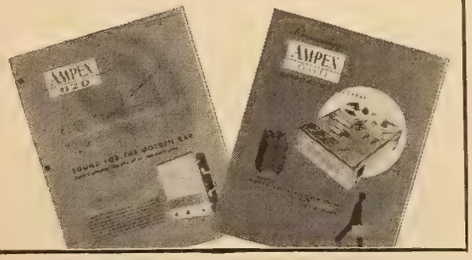
ULTRA-FIDELITY COMBINATION . . . via Graybar

The perfect companion piece for the Ampex 600 tape recorder is the matching Ampex 620 Amplifier-Speaker. The two were designed to complement each other's performance (but are available separately). Both are portable – weigh 28 and 25 pounds respectively, in Samsonite cases about the size of overnight luggage. The applications for this "walking hi-fi system" are unlimited. Both units have fidelity that equals studio console performance. Full details and a demonstration can be gotten through your nearby Graybar Broadcast Equipment Representative. A phone call is the fastest way to prompt attention.

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These booklets will answer most of the questions you have concerning the Ampex 600-620 combination. They illustrate and describe features and applications – important performance characteristics and specifications. Contact Graybar today!



615-16

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR . . . via GraybaR

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OFFICES AND WAREHOUSES IN OVER 130 PRINCIPAL CITIES.

paper syndicates should be subject to regulation in order to control the subject matter of their writings, and perhaps, even how much they charge customers. It would inject the federal government into areas which have long been forbidden to it: areas of business judgment, of program content, of determining with whom suppliers may and may not deal; all involving the most intimate details of the business relationships between networks and stations and networks and advertisers—even to the fixing of rates, although there is no payment by the ultimate consumer—that is, the television viewer—involved at all.

It is submitted that nothing in the nature of television broadcasting or of current practices warrants, or even permits, so radical a departure from existing concepts and so dangerous a philosophy of governmental intervention.

KAYE, 'SEE IT NOW' PLAN SHOW ON CHILD AID SETUP

Comedian's tv debut on Murrow program this fall to be on film of tour overseas on behalf of United Nation's international fund for youngsters.

AN UNUSUAL tie-up of CBS-TV's *See It Now* program, comedian Danny Kaye and a United Nations children's aid organization are behind a special, 90-minute show to be presented in the fall.

Details of the Danny Kaye-Ed Murrow program were revealed last week by CBS-TV and the United Nations International Children's Emergency Fund (UNICEF) at a news conference held in the Trusteeship Council chamber at UN headquarters in New York.

Mr. Kaye's first appearance on television will be in an actual role as "ambassador at large" for UNICEF. He returned over the June 2 weekend from a 32,000-mile jaunt on behalf of UNICEF covering England, France, Switzerland, Italy, Greece, Yugoslavia, Turkey, Israel, Spain, Morocco and Nigeria, where he visted and performed at medical and nutritional installations of the international child help organization.

Two *See It Now* camera and sound crews shot about 240,000 feet of film while accompanying Mr. Kaye on the seven-week travel circuit.

At the news conference, Mr. Morrow said of the program: "This will be of its kind, the finest thing yet done on tv". Mr. Kaye, who has yet to perform before the tv camera, observed that television is "as powerful a medium of information and entertainment" as exists in the world but that he has not accepted offers to appear on tv because he could not do "justice" to the medium because of other and time-consuming commitments. He said the *See It Now* program will be an "informal debut" on tv and that he has not yet decided how he will make a "formal" entry in the medium.

NBC-TV Gets Pacific Games

NBC-TV has been granted exclusive rights to telecast a five-game football schedule of the Pacific Coast Conference on a regional basis this fall, it was announced jointly last week by John K. West, vice president of the network's Pacific Division, and Al Masters, chairman of the conferences' television and radio committee. NBC-TV previously had been awarded rights to the eight-game national schedules of the National Collegiate Athletic Assn., and five-game schedules in both the Eastern and Big Ten regions [B•T, June 4].

Moore-Salant Debate Planned By Communications Bar Assn.

DEBATE between Richard A. Moore, KTTV (TV) Los Angeles, and Richard S. Salant, CBS vice president, has been scheduled by the Federal Communications Bar Assn. at a luncheon meeting June 21 in the Willard Hotel, Washington.

Mr. Moore advocated a major revision in network rules to eliminate option time and must buys in an appearance before the Senate Commerce Committee last March [B•T, April 2]. He also strongly urged these moves in a meeting with the FCC's network study staff.

Mr. Salant once before upheld the networks' side of things in an FCBA debate with Harry M. Plotkin, former FCC assistant general counsel and at that time television counsel to the Senate Commerce Committee majority. This was last year [B•T, April 4, 1955].

Two Promoted by ABC

ROYCE L. (VERNE) POINTER, in charge of maintenance at ABC, was promoted last week to chief video facilities engineer and Herbert C. Florance, ABC-TV maintenance engineer, was advanced to supervisor of maintenance for the New York engineering department. The appointments, announced by Frank Marx, vice president in charge of engineering and general services for ABC, were effective immediately. Mr. Pointer started in broadcasting with KFJB Marshalltown, Iowa, in 1939, later joined KTRI Sioux City, WKBB Dubuque and WOI Ames, all Iowa, becoming design engineer for RCA Victor Div. in 1946 and joining ABC in 1948. Mr. Florance had been with MBS, NBC, WGHF New York and KDFC San Francisco before joining ABC in 1950.

'Lassie' Suit Settled

OUT-OF-COURT settlement for $165,000 of a two million dollar suit disputing the division of profits from the CBS-TV *Lassie* show has been filed in superior court at Santa Monica, Calif. Clarence Eurist will get the settlement on his contention he once owned 40% of the program.

KOME Joins ABC

AFFILIATION of KOME Tulsa with ABC Radio was announced jointly last week by E. William George, general manager of the station, and Edward J. DeGray, national director of station relations for ABC Radio. KOME is owned by the Oil Capital Sales Corp., and operates on 1300 kc, 5 kw night and 1 kw day.

CBS-TV 'Evidence' Sought

BRITISH security forces in Cyprus have requested a copy of film taken by CBS news cameramen of the May 21 rioting in Nicosia, Cyprus, for purposes of reconstructing and evaluating the outbreak in which one British soldier was killed and five wounded, according to the network. Films were shot during the riot by CBS newsfilm cameramen Paul Bruck and Alexander Efthyvoulos, who were within six feet of exploding hand grenade tossed by rioters, according to CBS-TV. Footage was used on various CBS-TV news programs.

MAN AMID A SEA OF CAKES



PRESENTING a birthday cake to mark a star's anniversary is pretty routine in the promotional game. Not so giving 155 cakes. That's the gimmick conceived by Wauhillan La Hay of the public relations department of Kenyon & Eckhardt, the results of whose labor surround CBS-TV's Ed Sullivan in the scene above.

Occasion was the eighth anniversary (June 24) of Mr. Sullivan's *Ed Sullivan Show*, until this year *Toast of the Town*. K&E, agency for Lincoln-Mercury on the Sunday night variety program, enlisted a major hunk of the 180 or so stations which carry Mr. Sullivan to send him a culinary offering. This not because the star has an insatiable sweet tooth (the cakes themselves went to charitable organizations), but because it seemed a good vehicle for both network and stations to effect more than cursory notice of the program's longevity. The evidence supports the idea.

Many stations (like WBEN-TV Buffalo) had the cakes baked on the air, during regular cooking programs. Others (like KLZ-TV Denver and KOSA-TV Odessa, Tex.) made a production out of sending the cake off at airports. One, CHCT (TV) Calgary, Ont., gave out samples of the cake to passengers on the flight to New York. Another, KTVH (TV) Hutchinson, Kan., built a program around the cake, with telegrams from the governor and other notables.

For his side of the bargain, Mr. Sullivan posed with each of the cakes, and the pictures were sent back to the stations for local promotion. He also made an open-end announcement thanking the station for the cake. A film clip of him accepting the cakes will be used on the June 24 show.

Funeral for Jean Hersholt Held in Los Angeles June 4

LAST RITES were held June 4 at Church of the Recessional, Forest Lawn, Los Angeles, for Jean Hersholt, 69, veteran movie actor who portrayed Dr. Christian for more than 16 years on the CBS Radio series of that name. The half-hour weekly program began in late 1937.

Mr. Hersholt died just 17 days after more than 500 members of the entertainment industry paid tribute to him at a $100-a-plate testimonial banquet honoring his years of service. He had left his hospital bed to attend. Mr. Hersholt had been seriously ill for some time.

President of the Motion Picture Academy from 1945 to '49, Mr. Hersholt for 20 years had been president of the Motion Picture Relief Fund. On May 30 he was named honorary chairman of the Hollywood Hall of Fame Committee, which is planning a film capital museum.

The death of Mr. Hersholt will not alter production plans on Ziv Television Program's new Dr. Christian tv film series, it was announced by a spokesman for Ziv Tv. He said the title role will be carried by MacDonald Carey, who will portray Dr. Mark Christian, nephew of the older physician.

Community Network Changes

THE Community Network, with headquarters in Montrose, Colo., has been renamed the Colorado Network, according to George Cory, president. Mr. Cory said the network functions for the purpose of improved service to both advertisers and listeners.

Other officers in the organization include Kenneth J. Stone, treasurer; John N. McRae, national sales and operations manager, and Shulom Kurtz, executive secretary. Stations in the Colorado Network are KVOD Denver, KUBC Montrose, KRAI Craig and KSLV Monte Vista, all Colorado.

FIRST—AGAIN!

WILK is the ONLY radio station in its area to show a *real gain* over the previous PULSE. With 20 times *more power* than any other local station, WILK covers ALL of Luzerne County. Here's what PULSE says:

FIRST PLACES

WILK....28
Station "B"....15
Station "C"....12
Others.....0

TOP COVERAGE in a TOP DOLLAR MARKET.... *Yours for SURE with WILK!*

PULSE PROVES!
Call Avery-Knodel, Inc.
WILK
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Phil Evans, KMBC-KFRM Farm Service Director, is one of 22 air personalities responsible for the compelling New Sound of KMBC-KFRM.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

Your advertising message on

WHBF

is aired to 1,300,000 people in our 25,000 square mile coverage area.

EBI per capita $1646

CBS FOR THE QUAD-CITIES



NOW 1/4 MILLION PEOPLE

WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

NETWORKS

18 Join Keystone

ADDITION of 18 new affiliates was announced by Keystone Broadcasting System June 1. KBS now numbers 890 stations, according to Blanche Stein, station relations director. Stations added:

WEDR Birmingham and WJDB Thomasville, both Ala.; KAGR Yuba City, Calif.; KHIL Fort Lupton, Colo.; WAPG Arcadia, Fla.; KJCK Junction City, Kan.; WGHM Skowhegan, Me.; WSUH Oxford, Miss.; KDEX Dexter, Mo.; KPTL Carson City, Nev.; WJWG Conway, N. H.; WCRE Cheraw, S. C.; KGFX Pierre, S. D.; WORM Savannah, Tenn.; WTIP Charleston, W. Va., and KRTR Thermopolis, KGOS Torrington and KWOR Worland, all Wyo.

WFBR, ABC Will Split

WFBR Baltimore Vice President and General Manager Robert B. Jones Jr. announced last week that the station would drop its ABC affiliation, effective May 31, 1957, or earlier if the network desires. WFBR has been an ABC affiliate since 1945.

An ABC spokesman in New York said last week that the network at this time has no plans for a replacement.

NETWORK PEOPLE

James A. Macdonald Sr., sports director of N. W. Ayer & Son, N. Y., to executive radio producer for CBS sports, effective July 11.

Arthur W. Arundel of Warrenton, Va., appointed to handle press information for CBS News & Public Affairs in Washington. He has served with Arabian American Oil Co., United Nations and staff of Sen. Willis Robertson (D-Va.).

Fred Pierce, member of ABC-TV's research and sales development department, father of boy, Richard Wayne, June 5.

Gene Bayliss, ABC-TV choreographer, father of boy, Philip Martin, May 2.

PROFESSIONAL SERVICES

Pearson Starts New Firm

LLOYD PEARSON Assoc., new tv merchandising consultant firm, opened in New York last week at 420 Madison Ave. Lloyd Pearson, former west coast film producer, is head of the firm.

The firm will specialize in tv marketing and the merchandising of consumer products, stressing local markets where merchandising programs can increase sales to dealers, distributors and retailers of national manufacturers. Phone is Templeton 2-8821.

PROFESSIONAL SERVICE PEOPLE

Frank H. Burgmeier, newscaster, WHEN-TV Sycrause, N. Y., to Carrier Corp., that city, as national publicity representative.

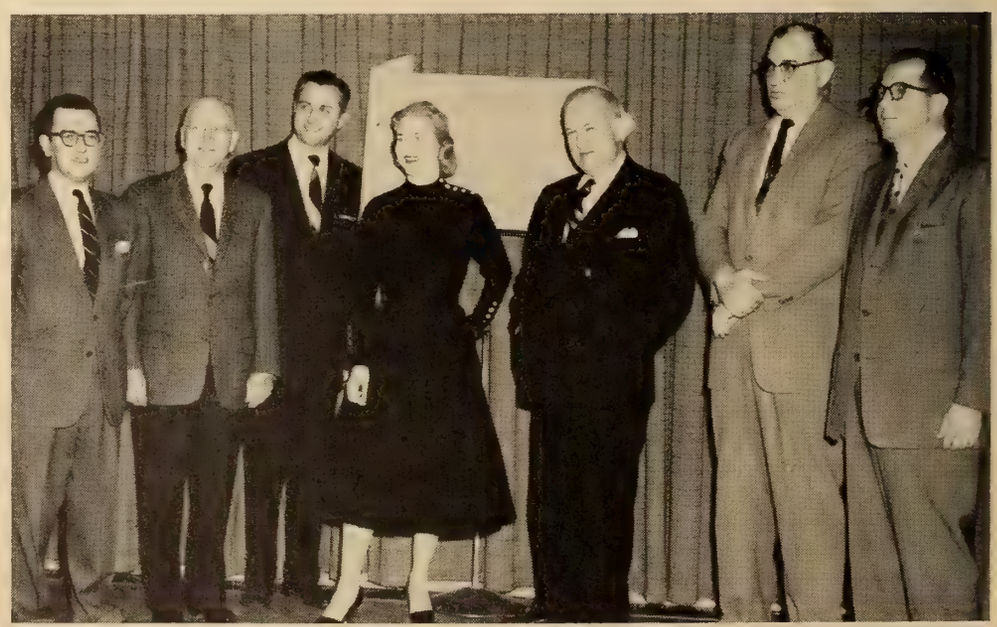
Dr. Rene G. Smoller, named public relations counsellor to public relations department of Richard S. Robbins Co., N. Y., sales promotion agency.

Virgina McPheeters, Hollywood actress and motion picture producer, to Methodist Church Television, Radio & Film Commission, Nashville, Tenn., as assistant production supervisor and unit manager.

Richard S. Smith, formerly public relations director of Advertsing Producers, Chicago agency and previously staff writer at ABC, to Chicago editorial staff of Harshe-Rotman Inc., public relations firm.

PROFESSIONAL SERVICE SHORT

Engineers Joint Council, N. Y., announces directory of all local, regional and national engineering societies, published by the Engineers Joint Council, N. Y., will be made available this summer at pre-publication price of $3.50. Copies may be ordered from E. Paul Lange, EJC secretary, 29 W. 39th St., New York 18.



A WILKES-BARRE, Pa., department store, Fowler, Dick & Walker, The Boston Store, is sponsoring a five-minute cut-in on NBC-TV's *Home* on WBRE-TV Wilkes-Barre. Titled *At Home in the Little White House*, the program gives home-making hints and news of interest to the housewife. Present for the first program were (l to r) John Green and William F. Logan, both from The Boston Store; David M. Baltimore, WBRE-TV vice president-general manager; Bonnie Pennfield, personality appearing on *Little White House*, and Joseph Purcell, Herb Shaw and Fred Butts, all from The Boston Store.

RCA COLOR TV RECEIVER TO SELL FOR $495

Announcement of new low in color video set prices made at Miami Beach session.

AS EARLY as last winter, RCA tipped its hand it would whittle the price tag of its 1956-57 color tv receiver models [B•T, Feb. 6]. Last week it was made a *fait accompli*.

At Miami Beach, Fla., where RCA Victor television distributors and sales executives were introduced to the lines, Robert A. Seidel, executive vice president of RCA's Consumer Products, announced Monday that the public next month would see the new RCA 21-inch color tv table model priced at $495. The new model is in mass production.

The $495 price tag is $200 below the current bottom price of RCA's color tv receivers. It also is the lowest price yet announced for a large-screen color set. Close to the RCA price is the Admiral Corp.'s 21-inch color receiver that is expected to retail this summer for $499.95. Other manufacturers reportedly also have lower-priced lines under study.

Mr. Seidel promptly hailed RCA's new color receiver price as an open door to the "public's realization that color television . . . has arrived."

Said Mr. Seidel: "Development by RCA engineers of a totally new color television chassis which utilizes an array of technical advances makes possible the introduction of the $495 color sets. These receivers were conceived to create a volume business and to provide the public with budget-priced color sets featuring top-quality performance and stability."

The new chassis uses 23 tubes, including the kinescope, two crystals and four rectifiers. The set has a viewable picture of 254 square inches, using RCA's 21-inch tri-color picture tube. There are 10 RCA color models in all, covering three series, "Special," "Super" and "Deluxe." Prices will range up to $850 compared to the current maximum price on RCA's color line of $995.

C. P. Baxter, vice president and general manager of RCA Victor Television Div., said the color receivers would be called the "Spectacular" line. He noted that the sets make extensive use of printed circuit boards with both color and monochrome models using up to six such boards in each chassis.

From 80 to 90% of the circuitry is on printed-circuit boards compared with about 20% in previous color models. RCA also explained that circuits have been added to all its color set models to improve reception of black-and-white pictures. When color programs are not being telecast, the color circuits are electronically "killed," thus favoring superior monochrome reception. All 10 of the color models are available with uhf-vhf tuning at "nominal extra cost," RCA explained. Other improvements in installation, tuning, color "fidelity" and sound are claimed.

Also announced at the Florida meeting were 25 newly-styled RCA black-and-white models which will be tagged from $125 to $500 compared to the current advertised $149.50 to $500 price range, and a line of multi-speaker high-fidelity music systems to be marketed in eight models ranging in price from $79.95 to $1,600.

James M. Toney, vice president and general manager of RCA Victor Radio and "Victrola" Div., told the sales meeting that RCA will market a stereophic tape player under $300, or less than half the price of similar equipment now being marketed. Portable unit will sell for $295 and a consolette at $350. The systems play on two separate amplifiers and speakers from a dual track on the tape. Also on RCA's list are eight hi-fi phonographs, ranging in price from $79.95 to $1,600.

Under-$400 Color Prospects Mulled

A DAY after RCA announced a $200 cut in the price of its lowest-priced color tv receiver for the firm's new 1956-57 line, renewed interest in a color receiver that would sell under $400 was sparked by Paramount Pictures Corp. RCA's bottom price will be $495.

Barney Balaban, Paramount Pictures' president, told stockholders at an annual meeting in New York (also see story, page 50) that Chromatic Television Labs' color set design—i.e., Chromatic's single-gun (Lawrence) tube and circuitry—"has reached the stage of commercial acceptability." Mr. Balaban also said that once certain problems "in the production design of some of its components" are solved, "we will be able to offer to the industry a color television set which can be sold to the public at a price below $400 per set." Paramount Pictures hold a 50% interest in Chromatic which for sometime has been working on color design using the Lawrence tube.

After the meeting, a showing for stockholders was held by Paramount, using hand-made color models. A color film was telecast by cable from within the Paramount Bldg. for the demonstration. Three sets—two 21-inch and one 22-inch—were used with the color reproduction, according to observers, ranging from poor to excellent. Those who witnessed the showing noted that the colors of fabrics and product packages (cigarette packs, cereal containers, etc.) showed up "good" but that shots of a salad plate and a fish course were "poor." Major stopper to mass production of the Lawrence tube was the making of the accelerating

Radio-Controlled Watches

NEW CLAIMANT for radio spectrum space may be on the horizon if the prophecies of Fred Cartoun, Longines-Wittnauer Watch Co. board chairman, come true. Mr. Cartoun, appearing before a Congressional subcommittee on foreign policy, predicted that the day may not be far off—maybe within 10 years—when watches will be activated by radio impulses; even now, Mr. Cartoun said, firms are experimenting with electronic timepieces.

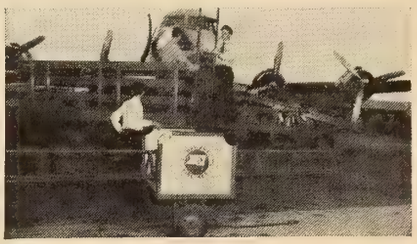
After a check with the FCC could uncover no applications for experimentation in the electronic watch field, B•T queried Bell Labs and GE, firms which Mr. Cortoun predicted would be among pioneers in the development of the techniques for radio-operated timepieces. A Bell Labs' spokesman said his firm has no plans to develop an electronic watch, but is now engaged in developing electronic timing devices for industry-use.

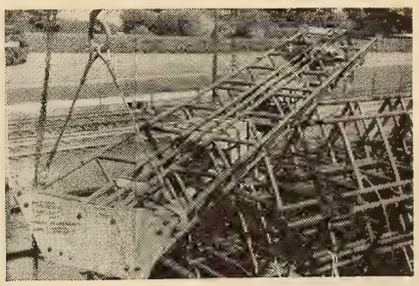
A report from GE indicated that the company may be way ahead of time, electronically speaking: a spokesman said GE already has developed an electronic clock. This clock is mounted on a wall without cords. A tiny transmitter is plugged into the power line and the radio impulses run the clock.

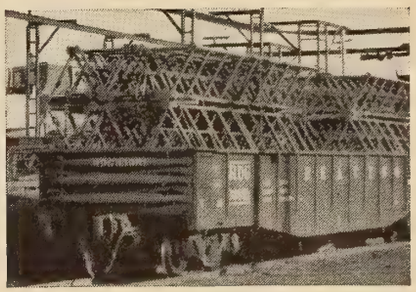
TOWERS...ANY KIND ANYWHERE...

FAST!









Stainless shipping facilities assure fast delivery! Railroad sidings adjacent to the Stainless Plant provide direct loading. Overhead crane tracks and hoists facilitate rapid loading of as many as four gondolas at a time with precision placement and security for long hauls.

The Stainless Plant is near the Philadelphia International Airport, the Port of Philadelphia and only a few hours from New York docks and rail centers.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

grid (device in the tube that selects color), it was said. A Paramount spokesman estimated it costs more than $150 to produce the tube (RCA sells its color tube to other receiver manufacturers at about $85).

DuMont Sales Staff Reduced

SALES STAFF of Allen B. DuMont Labs' tv transmitter department has been more than halved—actually five out of eight have been let go—in past weeks as part of a general overhaul or streamlining of its transmitter sales operation, it was learned last week. About a month ago, DuMont realigned its technical products division, which among others includes transmitter, mobile communications and the instrument departments. DuMont's annual report for 1955 indicated that the firm was having difficulty with the sale of its transmitter and other tv equipment because of "excessive inventories and credit problems with broadcasters" [B•T, April 9]. The report traced much of the trouble to uhf.

Emerson's Net Profits Drop

EMERSON Radio and Phonograph Corp., Jersey City, has reported a consolidated net profit for the 26-week period ended April 28 of $317,666, equal to 16 cents per share, as compared with consolidated net profit of $1,111,981, equal to 57 cents per share, for period ended April 30, 1955. Figures for both periods were computed after provisions for federal income taxes. The company offered no explanation for the income-profit drop.





W. B. VALENTINE, RCA field sales representative, points out a feature of an RCA 5 kw transmitter (BTA-5H) to O. Wayne Rollins, president of Rollins Broadcasting Co., who purchased five am radio transmitters of the new 5-kw and 1-kw types. Rollins also bought complete studio facilities from RCA for WIRI Indianapolis, a new station in the Rollins group which includes, in addition, WRAP Norfolk, WNJR Newark, N. J., WAMS Wilmington, Del., WBEE Harvey, Ill., and WJWL Georgetown, Del.

University Doing Research On Antenna for Satellites

RESEARCH is underway at Michigan State U. on new receiving and transmitting antennas which might be used eventually as a means of communication with the first artificial satellite launched into space or the first rocket sent to the moon.

Two MSU professors have been conducting research on mathematical equations involved in cigar-shaped antennas, the university reported Wednesday. Dr. Charles P. Wells, assistant professor of mathematics, and Dr. Alfred Leitner, associate professor of physics, feel it may be at least theoretically feasible to treat the rocket itself as an antenna by applying electrical charges to certain parts.

"Rockets or satellites could not use clumsy outside antenna like the ones that perch on roofs," according to Dr. Leitner. "They would slow down travel speed and break off."

The study was prompted, according to MSU, by this future need on outer space projects as well as that for improving present radio and television antennas, proximity fuse devices and radar. The project has the support of the U. S. Army Office of Ordnance Research.

The two MSU faculty members also believe it may be possible for a tv set owner to get more than one channel in the same area without rotating his antenna. Prof. Wells feels "the antenna pickup can be altered by feeding to points other than the center the same amount of power now fed into the center of the antenna." This would set up reception waves simultaneously in and from two to several directions from the antenna, he contends.

"Stations lying within range in those additional directional areas should be received if practical application of the theory proves successful," Prof. Wells declared.

Ampex Sells to WISN-TV

WISN-TV Milwaukee has ordered a $50,000 Ampex video tape recorder, John B. Soell, station director, announced last week. The recorder will be installed in the new WISN-AM-TV center, scheduled for completion early next year.

Radio, Tv Receiver Output Off Slightly

PRODUCTION of radio and tv receivers for April fell slightly below 1955 levels, according to Radio-Electronics-Tv Mfrs. Assn. Radio output totaled 992,982 for April 1956, including 299,523 auto sets, compared to a total of 1,099,775 sets in the same 1955 month. Tv production amounted to 549,632 sets in April compared to 583,174 in the 1955 month. Current April production figures were well below those of March, a five-week statistical month.

Four-month production totaled 4,525,225 radios and 2,394,264 tv sets compared to 4,739,919 radios and 2,771,426 tv sets in the same 1955 period. Of the April 1956 tv production, 74,102 sets had uhf tuners and 2,150 had fm band tuners.

April sales of radios at retail stores totaled 471,193 sets, well above the comparable 1955 figure, 367,841. These sales do not include auto sets, which seldom move through retail channels. April tv sales totaled 347,630 sets compared to 411,748 in the same 1955 month.

Radio sales for four months of 1956 totaled 1,984,915 sets, compared to 1,609,182 in the same 1955 period. Four-month tv sales were 2,036,808 this year, compared to 2,355,740 a year ago.

Factory sales of tv picture tubes totaled 830,902 units in April, compared to 788,317 a year ago. Factories sold 35.1 million receiving tubes in April, compared to 35.4 million in April 1955.

Following are radio and tv set production figures for April and the first four months of 1956:

	Television	Automobile Radio	Total Radio
January	588,347	519,648	1,078,624
February	576,282	437,611	1,093,506
March (5 wks)	680,003	478,272	1,360,113
April	549,632	299,253	992,982
TOTAL	2,394,264	1,734,784	4,525,225

New Armchair Tv Control Developed by Zenith Corp.

DEVELOPMENT of a new model remote hand-operated tuner to activate and control tv receivers was announced by Zenith Radio Corp. to its distributors last week. The latest design is claimed to work without need of wires, batteries, electricity, light or radio waves.

Called the "Space Commander," the eight-ounce unit may be operated from anywhere in a room to change or turn stations on or off or "silence annoying commercials," according to L. C. Truesdell, vice president and sales director. It may be used with 10 Zenith tv receivers and also is available in a "limited version" with eight other models, changing channels in one direction and "turning annoying commercials off and on." The Commander is a self-contained unit with push buttons. Last year Zenith introduced a "Flash-matic" gun device which serves the same purposes.

The new unit is standard equipment with all Zenith "Space Command" receivers. Suggested retail prices of the sets range from $259.95 for table models to $550 for full-door consoles, and from $349.95 to $359.95 for large-screen consolettes.

CBS Buys GPL Projectors

SALE of eight 35 mm telecast projectors (Model PA-200) to CBS was announced last week by General Precision Lab, Pleasantville, N. Y. The units, GPL reported, are scheduled for early delivery, six to the West Coast and two to CBS' New York operations.

Olympic Radio & Television Changes Name; Expansion Set

BOARD of directors of Olympic Radio & Television Inc., Long Island City, N. Y., has voted to change the corporate name of the firm and its affiliated companies to Unitronics Corp., which now becomes the parent company with ORT functioning as a separate division.

William H. Husted, chairman of the executive committee and a director, announced Tuesday that the reorganization is in step with an "activated expansion program." Negotiations are in an "advanced stage" to acquire several additional businesses, he said. One of them he identified as a west coast manufacturer of electronics equipment.

Another division of Unitronics will be David Bogen Co., maker of public address, high fidelity sound equipment and inter-communication systems and acquired by Olympic last February as a wholly-owned subsidiary. Olympic two weeks ago leased warehouse and shipping space in Brooklyn, N. Y. Another phase of its expansion program is the speeding up of efforts to develop new products and to improve existing ones in the radio, phonograph, tv and electronics equipment fields.

Olympic's first quarter sales increased from $4,800,986 in last year's period to $6,676,565 this year, with net income after taxes totaling $159,464, or 35 cents a share on 453,552 shares of common stock outstanding. Earnings in the first quarter of last year were $82,631, or 18 cents per share.

Unit sales of Olympic tv sets last month rose 102% above the number sold in May of last year, Herbert Kabat, vice president in charge of sales, announced last week. According to Mr. Kabat the sales jump was attributable to Olympic's 14-inch and 17-inch portable tv sets and to the firm's increased number of dealers.

GE to Build New Facility

GENERAL ELECTRIC Co. will begin construction this summer on a new building near Gainesville, Fla., which will be the headquarters and manufacturing facilities of the company's Communication Equipment Section, it was announced last week by Harrison VanAken Jr., general manager of the section.

Mr. VanAken said that it will take about two years to complete construction. He estimated the cost of the project "in excess of $4 million." The Communication Equipment Section has four major product categories—two-way mobile radio communication, microwave, power line carrier and terminal equipments.

MANUFACTURING PEOPLE

Alton K. Marsters, formerly general sales manager, CBS Hytron Div., elected sales vice president, Bausch & Lomb Optical Co., Rochester, N. Y. **Russell E. Craytor** appointed manager of Ray-Ban sun glass sales for company.

James R. Ronk, engineering vice president, Howard W. Sams & Co., Indianapolis, electronic engineering-publishing firm, appointed head of new research and product development division. **Lester H. Nelson** named general production manager.

Edward Willette, sales staff, Animation Equipment Corp., New Rochelle, N. Y., appointed sales manager.

C. J. Gentry promoted from salesman to national car radio specialist at Motorola Inc., Chicago, with responsibility for development and promotion of company's automobile radio field sales.



WAGM-TV Presque Isle, Me., has ordered a 5 kw DuMont transmitter preparatory to going on the air. Present for the contract signing at DuMont headquarters in Clifton, N. J., are (l to r) L. E. Hughes, chief engineer for the ch. 8 outlet; Frank O'Connell, DuMont representative, and WAGM-TV General Manager Harold D. Glidden.

George H. Clark, 75, with RCA in various executive capacities for 27 years and retired in 1946, died June 3 in New York following long illness. He was founder and former president of Veteran Wireless Operators Assn.

EDUCATION

CBS WILL SET UP $50,000 IN COLLEGE DONATIONS

Organization continues plan of making grants to alma maters of top executives. This round: $2,000 each for 25 men at 16 schools.

GRANTS of $2,000 each for a total of $50,000 will be made this year by CBS Foundation Inc. on behalf of 25 top CBS executives to 16 colleges and universities.

This is the third year of the foundation's grant program which will have allocated $122,000 in the aggregate to educational institutions. Grants are made to schools from which top-level CBS executives have graduated.

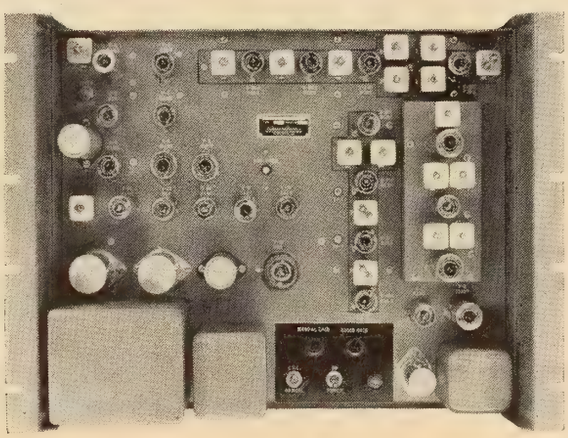
Grants made for 1956, indicating university, number of grants and executive or executives, follow:

Amherst (1), Robert Strunsky, copy chief, CBS-TV's advertising and sales promotion department; Dartmouth (2), Raymond D. Builter, assistant controller, Columbia Records, and Dudley Faust, network sales staff, CBS Radio; Davidson (N. C.) College (1), Wilbur Edwards, general sales manager, CBS Television Film Sales; Doan College (Crete, Neb.) (1), Gerhart D. Wiebe, assistant to the president, CBS Inc.; Fordham (1), Merritt H. Coleman, director of business affairs, CBS-TV; Harvard (3), Milton Neaman, CBS Inc. senior attorney; Richard S. Salant, CBS Inc. vice president, and Newell T. Schwin, tv sales manager of Terrytoons (Div. of CBS Television Film Sales).

Massachusetts Institute of Technology (1),

NEMS-CLARKE MODEL TR-1

WOAY KXJB KLEW KZTV KVOO KFBC KIDO WABI WGBS KMID WDMJ KNOX KVAL WFLB WICA WNBF KLIX WFAM KFXJ KDLO CMQ WKSN KSTF KGUL KTRE WSPD KDRO KVEC KBES WIRI WRTV WKBN KIMA WGBI WWTV WBOC WGLV KSBW



TV Rebroadcast Receiver

NOW IN USE FROM COAST TO COAST

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality, fully equal to, or better than, that provided by the usual intercity network facility.

NEMS-CLARKE Incorporated

919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

Write Dept. G-1 For Further Information

Elwood W. Schafer, manager of color planning, CBS-Hytron; New York U. (3), Norman C. Hadley, CBS-TV director of accounting dept.; Merle S. Wick, CBS-Columbia administrative vice president, and Edward Wood Jr., general manager of Housewives' Protective League, CBS Inc.; Princeton (4), James Aubrey, general manager, KNXT (TV) Los Angeles; William C. Fitts Jr., CBS Inc. vice president in charge of labor relations; Tom Gorman, WEEI Boston sales manager, and Allyn Jay Marsh, CBS Radio's sales staff; St. Lawrence U. (1), John H. Hauser, CBS-Hytron distributor sales manager.

St. Louis U. (1), Robert Hyland, KMOX St. Louis general manager; Temple U. (1), Harper Carraine, CBS Radio director of research; Notre Dame (1), Clay Adams, CBS-TV manager of film production operations; U. of Pennsylvania, Dr. Leon Levy, CBS Inc. director; Wittenberg College (Springfield, Ohio) (1), Howard Kany, CBS Inc. manager of newsfilm, and Yale (2), George Avakian, Columbia Records' eastern director of popular albums, and Louis Stone, CBS-TV director of talent commitments.

RCA Gives to Bryn Mawr

RCA has contributed a gift of $25,000 to Bryn Mawr College in recognition of its work "in providing advanced training for women in the physical sciences," it was announced yesterday (Sunday) by Katherine E. McBride, president of the college. She termed the gift "the largest single donation Bryn Mawr ever has received from industry."

EDUCATION SHORTS

WBT-WBTV (TV) Charlotte, N. C., and **WBTW (TV) Florence, S. C.,** presented annual scholarships for radio-tv studio at N. C. State College and U. of N. C. to Frank Beaver and James Mutton.

American Council on Education for Journalism has published *Choosing a Career in Journalism,* 32-page, illustrated booklet, covering jobs in radio, television, newspapers, magazines and advertising. Copies are available to stations, newspapers, trade associations and others at 25 cents each, or 20 cents in quantities of 100 or more. Requests may be addressed to Secretary-Treasurer, ACEJ, Ernie Pyle Hall, Indiana U., Bloomington.

1956 AWARDS PRESENTED BY ART DIRECTORS CLUB

Medals given to networks, stations, agencies and independent production firms at 35th Annual Exhibition of Advertising and Editorial Art and Design, held in New York City.

NETWORKS, stations, agencies and independent production firms cited in last week's 35th Annual Exhibition of advertising and Editorial Art and Design [B•T, June 4] submitted entries in categories ranging from live tv commercials to promotional brochures and newspaper advertisements. Listed below are the top winners—those receiving the club's highest award, the Art Directors Club Medal and those tapped for the second-place awards of Distinctive Merit. One special medal for extraordinary art conception also was presented.

Live commercials (16 mm kinescope)—For Ford Motor Co. commercial on NBC-TV's *Producers' Showcase,* Kenyon & Eckhardt, N. Y.; David Bixby and C. F. Korten, art directors; Blake Johnson, producer; David Bixby, artist (Distinctive Merit).

Film commercials (live technique)—Personal Products Corp. (Modess), Young & Rubicam, N. Y.; Stephen O. Frankfurt, art director; Elliot, Unger & Elliot, production firm (medal). Dodge Div., Chrysler Corp., "I Built Me a Dodge" song commercial (not jingle), Grant Adv., Detroit; R. C. Mack, art director; Van Praag Productions Inc. (Distinctive Merit).

Film commercials (full animation)—Piel Bros., Brooklyn, N. Y., Young & Rubicam, N. Y.; Jack Sidebotham, art director; Chris Ishii and Gene Deitch, UPA-New York, production firm. (Special Art Director Club Metal for the "Bert and Harry" series). Southern Cotton Oil Co. Snowdrift shortening), Fitzgerald Adv, both New Orleans; Art Babbitt, art director; Storyboard Inc., production firm. (Medal). Diamond Crystal Salt Co., Benton & Bowles, N. Y.; John K. Hubley, art director, Storyboard Inc., production firm (Distinctive Merit).

Station breaks (single frames, slides, telops, titles, etc).—CBS-TV; promotion for *Private Secretary* sponsored by American Tobacco Co.; Georg Olden, art director; Bob Gill of CBS-TV Art Dept. artist (medal). CBS-TV; promotion for *I've Got a Secret* sponsored by R. J. Reynolds Tobacco Co.; Georg Olden, art director and artist (Distinctive Merit). CBS-TV; station break for *Studio One* sponsored by Westinghouse Electric Co.; Georg Olden, art director and artist (Distinctive Merit).

Show openings—Guild Films Inc.'s *Confidential File* on WPIX (TV) New York; Jerome Gould of Gould & Smith Assoc., art director (medal).

Magazine advertisments (black and white)—CBS-TV; William Golden, art director; Ludwig Bemelmans, artist, (Distinctive Merit).

Newspaper advertisments—CBS Radio; Lou Dorfsman, art director; Harry Gordon, artist (Distinctive Merit).

Trade periodical advertisements—CBS Radio; Lou Dorfsman, art director and photographer; Leon Golomb, artist (medal). NBC; Grey Adv., N. Y.; Robert Dolobowsky, art director; Hans Moller, artist; NBC Photo Dept. (Distinctive Merit).

Direct mail booklets—CBS-Columbia, radio-tv set manufacturing division of CBS Inc.; Ted Bates & Co., N. Y.; Herb Lubalin, art director; John Pistilli, artist; Wendy Hilty, photographer (Distinctive Merit).

Point of sale record album jackets—RCA Victor; Sudler & Hennessey Inc., N. Y.; Robert M. Jones, art director Carl Fischer, photographer; Herb Lubalin, designer (Distinctive Merit).

Trade periodical advertising art—CBS Radio; Lou Dorfsman, art director; Becker-Horowitz Inc., photographer (Distinctive Merit).

Booklet & direct mail art—NBC; John Graham, art director; Joseph Low, artist (Distinctive Merit). ABC; Andrew Ross and Zaro Calabrese, art directors; Milton Glaser, artist (Distinctive Merit).

American Women's Clubs Cite Radio, Tv Programs

RADIO-TV citations for 1956 were awarded by the General Federation of Women's Clubs at its 65th annual convention in Kansas City. NBC received seven citations, CBS six and ABC five.

Winners in radio:

News—Morgan Beatty, NBC; Entertainment—*The Voice of Firestone,* ABC; Education—*Biographies in Sound,* NBC; Youth or children—*Adventures in Science,* CBS; Promotion of Individual Responsibility—*Americas Town Meeting,* ABC; Meets Problems of Juvenile Delinqueney—*Make Way for Youth,* CBS; Stresses Spiritual Values—*The Greatest Story Ever Told,* ABC.

Winners in television:

News—*News Caravan,* NBC; Entertainment—*Hallmark Hall of Fame,* NBC; Education—*You Are There* and *Adventure,* both CBS; Youth or Childrens—*Lets Take a Trip,* CBS, and *Mickey Mouse Club,* ABC; Promotion of Individual Responsibility—*Home,* NBC; Meets Problems of Juvenile Delinquency—*Youth Wants to Know,* NBC; Stresses Spiritual Values—*Cross Roads,* ABC; Special Awards for Variety—*Wide Wide World,* NBC, and *Omnibus,* CBS.

AWARD SHORTS

ABC-TV's *Crossroads* program (Fri., 8:30-9 p.m. EDT) cited by Salvation Army as "an eminent and memorable service to the community in the realm of fine arts."

WITH Baltimore awarded Certificate of Appreciation by American Legion, Dept. of Baltimore, for cooperation in legion activities. Presentation was second legion award to Maryland radio station in seven years.

Frank M. Folsom, RCA president, received honorary degree at commencement exercises conducted by U. of Notre Dame.

Arthur Hull Hayes, CBS Radio president, graduate of U. of Detroit, class of '26, will be presented with honorary Doctorate of Laws Thursday at university's 73d commencement exercise.

Lawrence Welk, ABC-TV, cited with honorary degree of Doctor of Fine Arts, U. of Portland, Ore., for furnishing "the nation (with) clean entertainment."

Helen Delich, producer, *The Port That Built a City and State* series on WMAR-TV Baltimore, received annual world trade award of Advertising Club of Baltimore and named Advertising Woman of the Year by Women's Advertising Club of Baltimore. She is maritime editor of *Baltimore Sun.*

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

EUROPEAN COLOR EXPERTS FAVOR AMERICAN SYSTEM

After seeing demonstrations in New York, Paris, London and Eindhoven, authorites from 25 nations give their approval to U. S. NTSC method.

THE American color tv system is by far the best system now available to television stations all over the world. This is the essence of what European color tv experts from 25 nations said after inspecting American, French, British and Dutch color television demonstrations.

The experts, who visited Paris, London, Eindhoven (Holland) and New York, learned that the French Broadcasting Service, Radiodiffusion et Television Francaise and French manufacturers, have developed three different color television systems. The first has been developed by Henry de France and is dubbed Line Sequence System. The second is a so-called double message system devised by Prof. Boutry and the third is the Valensi coding system. All of the three have reportedly considerable disadvantages compared with the American National Television Systems Committee system.

In Eindhoven the Philips Co. demonstrated before the experts two different color systems. The first is a European version of the American NTSC compatible system. The principle difference between the NTSC and the Philips experimental system is that Philips uses the 625-line standard dominant on the European Continent. The second Philips system uses two color subcarriers. Philips people explained that the two systems are strictly experimental and that the company has no plans to promote one of the two before uniform European color standards are set.

The experts watched special test transmissions in London over the BBC's Alexandra Palace transmitter, which has been set aside for such tests from the regular b & w transmissions. The British, too, have developed a European version of the American NTSC system. But unlike the Dutch, they use the 405-line system, which is generally in use in the United Kingdom. The BBC system uses one sub-carrier for color signals. The BBC demonstrated a complete range of color studio and color slide and film equipment and British manufacturers provided different models of color receivers. The international color tv experts learned that Britain is all set to launch regular color tv programming within 18 months.

West Germany, which is another of the major Continental television areas (around 500,000 sets), has not pushed color tv beyond theoretical discussions but is favoring a system that would be compatible with the present 625-line b & w standards.

European experts believe that the upcoming CCIR meeting in Warsaw (Aug. 9 to Sept. 13) will produce some hints, at least, as to the direction color tv is going to take in Europe. There are now seven different black-and-white tv systems in use in Europe.

Another chance is that a non-compatible system would be adopted. In this case, all of the European uhf bands would be set aside for color tv while vhf would be reserved for black-and-white.

Distance Overcome

AN ELECTRONICS engineer in Salisbury, Southern Rhodesia, has modified two commercial tv receivers and antennas which enable him to receive European tv programs regularly. George F. Cole, director of Electronic Services (Pvt.) Ltd. first began his television experiments to develop a receiver sufficiently sensitive to pick up tv waves reflected by the ionosphere, which could then be strengthened to provide satisfactory reception at long distances from the transmitter. Southern Rhodesia is located in south-central Africa.

He has modified an English and a German set and is now receiving regularly programs from London, Moscow, Switzerland and Italy. Mr. Cole says that the sound is clearer, stronger and of better quality than is received from the local radio station. However, the picture still lacks sharp definition.

Mr. Cole believes his experiments may lead to the development of tv relay stations and has registered a patent for his system. He also submits monthly reports to the BBC engineering information department and plans to import an American-made set to modify in an effort to receive U. S. tv programs.

'Thought Control' Called Aim Of Canada's Broadcast Policy

THE Canadian government is trying to control thought through its broadcasting policy, a spokesman of the Alberta provincial government told the Royal Commission on Broadcasting when it held its sitting in Edmonton last month.

Alberta Telephones Minister Gordon Taylor described Canadian radio as a muddle of free enterprise and totalitarianism, with the government controlling private stations through the Canadian Broadcasting Corporation.

Mr. Taylor also termed present broadcasting regulations contempt of free enterprise, because "men who want to invest money (must) kowtow to a government board."

At an earlier sitting in Vancouver, the Fowler Commission was told about a previously-secret draft bill presented to the Canadian government three years ago by the Canadian Association of Radio & Television Broadcasters. The bill would establish a five-man board to control every aspect of broadcasting.

Existence of the draft was made known by F. H. Elphicke, vice president of CKWX Vancouver. Mr. Elphicke also told the Commission that Canada has the room and money to support a private network in competition with the CBC.

Classified Radio

RADIO ADVERTISEMENTS in Afghanistan are sold and broadcast on the formula used for newspaper classified ads in this country, according to Abdul Hak Waleh, program director of Radio Kabul, government station in Kabul, capital of Afghanistan.

Advertisements, placed almost entirely by merchants, are priced at so much a word and are read by an announcer one after another with no entertainment in between, These ads are broadcast during two periods each day, following the morning and evening newscasts, he said. Mr. Waleh is studying American broadcasting at WGAY Silver Spring, Md. (a Washington suburb), as one of a group of foreign broadcasters brought to this country by the State Dept. each year as part of its international educational exchange program.

Canadian Embassy Protests Beer Ads on Border Outlets

U. S. AUTHORITIES have been informed that some American border radio and tv stations are violating the intent of Canadian broadcast regulations by carrying advertising for Canadian breweries aimed at Canadian viewers. The problem was raised in Washington by the Canadian Embassy, following complaints on the matter in the House of Commons.

Beer and liquor advertising is banned from Canadian radio and tv. To get around the ban, Canadian breweries have been buying time on American stations, among them WGR-TV and WBEN-TV, both in Buffalo, N. Y., which reach much of the heavily-saturated southern Ontario market.

A Canadian Washington correspondent (Harold Greer of the *Toronto Daily Star)* said the government's approach was half-hearted and was not expected to achieve anything. The question was raised only "informally" with appreciation that it was probably beyond the scope of the U. S. State Dept.

SUPER is the word for STANDARD **Sound Effects**

Over 1000 effects—Send for your FREE catalog and a copy of CUE-TEASERS, a collection of spots cued to sound effects as attention getters.

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto
New York: Charles Michelson, Inc.
45 West 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Germans to Tour U. S.

DEUTSCHE Studien-Reise-Gesellschaft, Nuremburg, West Germany, is planning a tour of German radio and television experts from the non-technical side of the industry through the U. S. from Jan. 5 to 24, 1957. DSRG is a private institution specializing in organizing study tours.

Fourth British Commercial

BRITAIN'S fourth commercial tv station, serving Yorkshire, will begin broadcasting test signals in July from Emley Moor. Station is scheduled to start program service Oct. 7. The fifth, to be built at Black Hill, near Glasgow, has a tentative target date of August 1957.

INTERNATIONAL PEOPLE

Shau Hui Yao, chief engineer, China Broadcasting Co., part of Formosan ministry of information, and **Shih Chuan Chang,** chief operating engineer, visiting U. S. electronic equipment plants under UN sponsorship.

Andre F. Rhoads, public relations director, Radio Free Europe, Munich, transferred to New York as field operations director, Crusade for Freedom, RFE's parent organization.

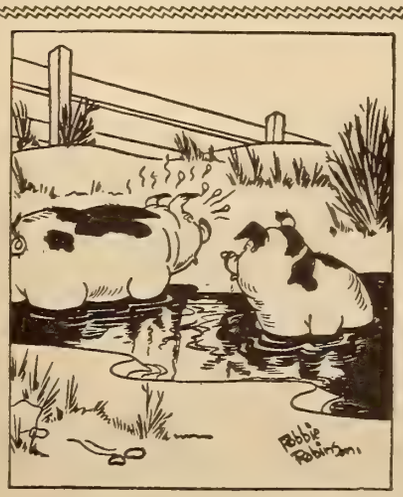
INTERNATIONAL SHORTS

CKDA Victoria, B. C., appoints Radio Representatives Ltd., Toronto, exclusive representative.

Radio receiver sales in first three months of 1956 in Canada were 105,024, up from 96,628 in comparable period of 1955. Projected production for second three months was fixed at 181,877 sets. Actual sales last year for second three months of year totaled 120,493 sets.

British color tv receivers will be shown for first time at Canadian National Exhibition at Toronto, Aug. 24-Sept. 8. Alongside latest in British tv receivers will be model of television equipment developed in 1926 by Dr. John L. Baird at London.

CKWX Vancouver to move into its new $300,000 building at end of June.



"When those KRIZ Phoenix temperature reports say it's hot—brother, I'm practically barbecued!"

BIG BIRTHDAY PULL ON WKZO

WKZO Kalamazoo reports it received more than 60,000 pieces of mail from 50 Michigan and Northern Indiana counties and three other states in the 13 weeks it conducted its "Scramble-town" contest as part of the station's 25th anniversary promotion. During the contest, listeners were given scrambled letters and hints of a town's identity and asked to name it on post cards. A winning card was selected each week for a portable tv set and grand prize winners were given all-expense paid vacations (for two) at Sarasota, Fla.

WBKB (TV) TAKES LAW IN HANDS

WBKB (TV) Chicago issued public subpoenas to all station talent, directing them to "view *Mr. District Attorney*" as part of a promotion campaign for two film series—*Mr. District Attorney* and *Federal Men*—in cooperation with Courtesy Motors, sponsor of both shows, and its agency, Malcolm-Howard Adv.

WBBM ASKS AUDIENCE HELP

LETTING the audience write its commercial copy, the Gee Lumber & Coal Co. of Chicago has asked for a slogan to describe its goods and services in a contest conducted by Paul Gibson on WBBM Chicago. The sponsor is offering $1,000 for the best slogan and major appliances to second and third-place winners, as well as merchandise certificates to others.

MONTGOMERY REPEATS 'STOCK'

FOR the fifth consecutive year, NBC-TV's Robert Montgomery show, sponsored alternate Mondays by Johnson's wax and Schick shavers, will offer viewers an eight-week series of "Summer Stock Plays," featuring groups of lesser known, but permanent stars and a rotating system of directors. The series gets underway July 2 and will be seen every Monday but Aug. 13 and 20 when tv coverage of the two major political conventions will pre-empt the Montgomery shows.

ABC AIRS FOUR NEW SHOWS

FOUR new programs have been announced by ABC Radio. They are *Grand Central Station* (Mon.-Fri., 11-11:15 a.m. EDT), starting July 2; *The Jack Paar Show* (Mon.-Fri., 11:15-11:30 a.m. EDT), starting July 2; *Disaster* (Sun., 5:05-5:30 p.m. EDT), effective yesterday (Sunday), and *Unit 99* (Sat., 7:30-7:55 p.m. EDT), which started June 2.

'CIRCLE' TO SHOW KINE REPEATS

FIVE plays will be repeated by kinescope this summer on *Circle Theatre* (NBC-TV, alternate Tuesdays, 9:30-10:30 p.m. EDT), sponsored by Armstrong Cork Co. The repeats will start June 26 and conclude Aug. 21.

KAISER PICKS DIRECTOR TEAM

WORTHINGTON (TONY) MINER, creator of *Studio One, Frontier* and *Medic,* will head a four-man producer-director staff for Kaiser Aluminum Co.'s new 60-minute drama series starting on NBC-TV July 3, Young & Rubicam, Kaiser's agency, has announced. Named to the team for the *Kaiser Aluminum Hour* (alternate Tuesdays, 9:30-10:30 p.m. EDT) were Franklin Schaffner, Fielder Cook and George Roy Hill, whose collective credits include *Kraft Tv Theatre, Ford Star Jubilee* and *Studio One.*

TWAIN MEET ON WTOP-TV

WTOP-TV Washington, serving a city that is a modern crossroads, went to the ancient east-west crossroads of Istanbul to document the life of a typical government girl and onetime Washington resident. The half hour report, filmed over a period of three weeks by WTOP-TV staffers, will be telecast tomorrow (Tuesday) evening. Viewers will follow Miss Mary Catherine Thompson, U. S. Consulate secretary, among minarets and through mosques and ancient bazaars in an account that includes not only the story of a government girl abroad but the story of how life in one of the world's oldest cities is changing in a modern era.

FUTURISTIC RADIO ON MBS

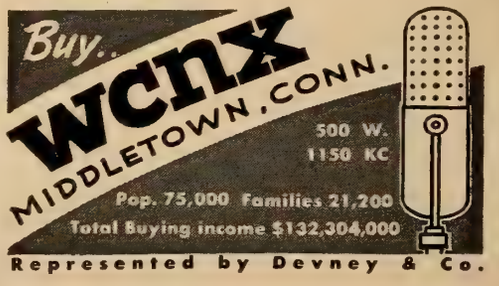
RADIO and electronic developments of the future were demonstrated on a Mutual program carried last month in cooperation with the U. S. Army Signal Corp Research Labs as a salute to National Radio Week. Originating from the laboratories at Fort Monmouth, N. J., the program included a talk by Col. C. W. Janes, director of component parts research at SCRL. Col. Janes, who stressed that these developments would not be available for civilian use for five or ten years, discussed and demonstrated new solar energy converters (a transistorized radio set was played by placing it under a 100 w lamp); a voice-power radio (sound waves activate the set); the latest tiny mercury batteries; a palm-sized walkie-talkie receiver, and wave-control crystal units, designed to permit even more extensive usage of side-bands in radio transmission.

NTA SEEKS GRASSROOTS FEELING

WHAT does the viewing public think about feature films, commercials and television in general? National Telefilm Assoc., New York, to get an answer from "grassroots America," inserted paid advertisements in newspapers in North Carolina, Nebraska and Iowa several weeks ago, and reports more than 1,200 replies received so far. NTA found several areas of agreement among respondents: All wanted "top quality film" on tv; many said they "would think more of the sponsor's product if he had a very good program on tv," and most letters complained of "too many commercials all through the movies."

KROX FAN STREAMLINES MAIL

NOBODY likes to be a "rubber stamp" for anybody else. But KROX Crookston, Minn., admits to being rather pleased when it finds its listener correspondence addressed with a stamp. One loyal listener is saving time with a rubber stamp addressed to the "All Request Show, KROX Crookston, Minn."





NEARLY 100 Coca-Cola trucks in Atlanta are displaying large billboards plugging Eddie Fisher's *Coke Time* on WAKE that city. The promotion also backs "Coke" participations in disc jockey shows on the station.

COPS FOR REAL ON WGR-TV

NBC-TV's *Dragnet* was cancelled by WGR-TV Buffalo May 31 to bring viewers a real-life law enforcement program—a discussion of the Crystal Beach Amusement Park fracas which some officials called a race riot. Eight Buffalo policemen, social and civic leaders took part in a WGR-TV 9-9:30 p.m. telecast to discuss the incident at the invitation of Van Beuren W. De Vries, WGR-TV program manager.

'$64,000' VET NOW QUIZMASTER

WHAT happens to the big-money winners of *The $64,000 Question* after they leave the CBS-TV program? One of them—James N. Egan, a Hartford lawyer, who with his brother copped $32,000 on the program—now is a quizmaster, himself. He holds forth on a competition, *World Quiz,* for secondary school students that is telecast Saturday afternoons on WKNB-TV New Britain, Conn., and sponsored jointly by the station and the Foreign Policy Assn. of Hartford.

NBC SPOT MAILING POWER

AS a reminder that people now can carry their radios wherever they go, NBC Spot Sales attached a miniature transistor to a radio promotion piece sent to advertising agencies last week. The promotion material notes that transistors point up not only the portability of modern radios, but the flexibility of the medium: people can listen to the radio while preparing to go to sleep, while shopping or performing chores around the house.

REMINDER FROM WBKB (TV)

SOME timebuyers may be forgetful, but they are not forgotten by WBKB (TV) Chicago. In its latest agency promotion mailing, WBKB is asking timebuyers and account executives to supply personal information to be inscribed on a laminated plastic "Remember Plate" for use as a key ring or in a wallet. One side of the plate will carry the agencyman's name, address, city and state, telephone number, blood type and social security number, while the other will remind him of birthdays and anniversaries of family and friends.

KYW TAKES TO 'OPEN ROAD'

FEEDING seasonal wanderlust, *Open Road, Ohio,* new weekend program service of KYW Cleveland, gives Ohioans most everything they need to know about travel, sports and recreation. Newscasts beginning at 5:30 a.m. Friday and running through Sunday night brief listeners on golfing, tennis, fishing, picnicking, road and weather conditions. KYW has set up a special telephone network to gather the *Open Road* information and added a man to the weekend staff.

CKAC SENDS WHOLESALE CHECKS

CKAC Montreal has been sending bank checks to advertisers and agencies made out to Jerry Timebuyer for the amount of 1,056,408 listeners, drawn on Canada's First Audience Bank and signed by Phil Lalonde, manager of CKAC. Each check also was marked "Certified, Elliott-Haynes Circulation Report, March 1956".

AIRBORNE NEWS ON KDKA-TV

WITH the help of its flying staff photographer, Chuck Boyle, KDKA-TV Pittsburgh, Pa., is bringing faraway newspictures home to viewers at record speeds. When a major train wreck occurred last month at Ravenna, Ohio, 90 miles away, Mr. Boyle and KDKA Radio's Al McDowell emplaned and within two hours had direct reports on the air, with film rolling shortly after the broadcasts. KDKA-TV also serviced the United Press with complete film coverage of the accident.

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HIGH GAIN DIRECTIONAL
vhf tv transmitting
ANTENNA



AMCI Type 1030
Channels 7 through 13

This 3-bay directional array has a power gain of 20.8 and in conjunction with a 10-kilowatt transmitter radiates an ERP of 171 kw — another proven installation at Station CJLH-TV, Channel 7, Lethbridge, Alberta, Canada. The antenna is the AMCI 3-bay Type 1030-S with Type II null fill-in.

AMCI Type 1030 directional antennas provide a controlled horizontal pattern, adjustable to your particular service requirements. *Write for descriptive bulletin B-456.*

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS
AMCI ALFORD Manufacturing Co. Inc.
299 ATLANTIC AVE. BOSTON, MASS.

CAPSULE SPORTS ON ABC

A SERIES of 10 five-minute weekend sportscasts featuring Howard Cosell was to make its debut Saturday on ABC Radio. The capsule programs are heard at 2:05, 3:05, 8:25, 10:05 and 10:55 p.m. EDT Saturdays and Sundays at 5:30, 6:35, 7:05 and 9:35 p.m. EDT.

WCFL GETS BIRTHDAY WINGS

MARKING its 30th anniversary on the air this month, WCFL Chicago is planning to equip a helicopter and station wagons with necessary equipment for direct air pickups. Both facilities are now used for on-the-spot tape interviews carried later on WCFL newscasts. The "Voice of Labor" outlet recently appointed Vic Barnes news editor to direct the expanded operation for its 24-hour broadcasting schedule.

RADIO ON FLOOR OF CONGRESS

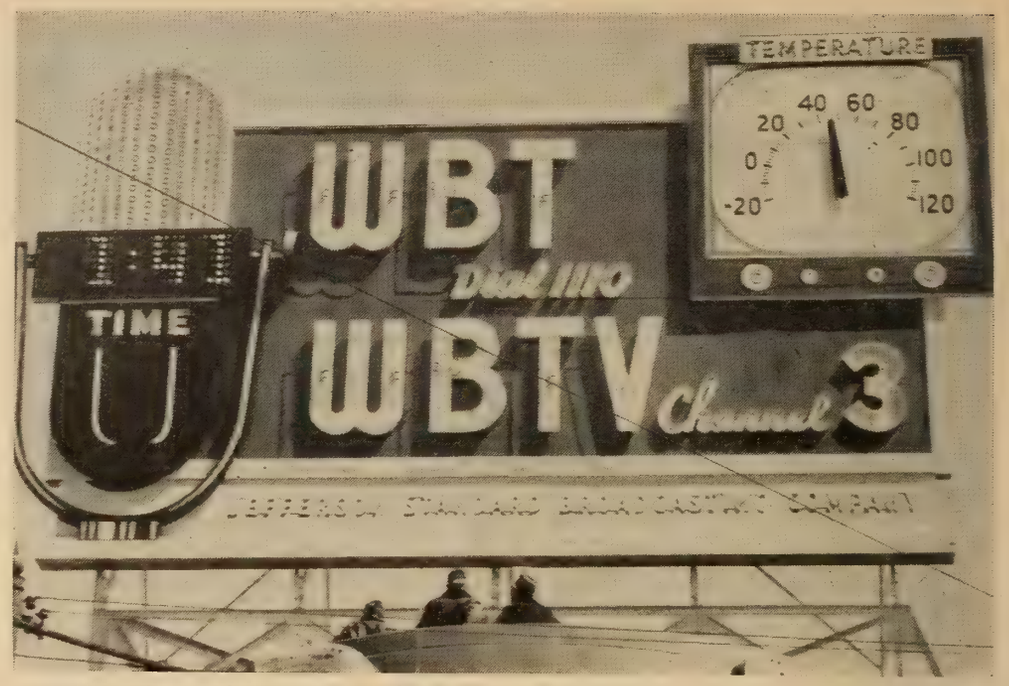
A FOLDER distributed last week by Radio Advertising Bureau to members contains a reminder to political campaigners of the important role radio plays in politics.

Titled "Congressmen Really Are Like People," the folder describes an episode at a House subcommittee meeting on Feb. 23, when Rep. F. Edward Hebert (D-La.) suddenly declared that President Eisenhower had announced his intention of running for re-election. Other subcommittee members were surprised that Rep. Hebert, without any visible means of receiving the information, had learned of the development. It turned out that the congressman was listening to a transistor radio with a hearing-aid-type earphone.

RAB concludes it is reasonable that at least one radio should turn up in House committee rooms, since there are more than twice as many radios in the U. S., as there were votes cast in the last national election.

UAW 20TH BIRTHDAY TELECAST

UNITED AUTOMOBILE WORKERS, through Henry J. Kaufman & Assoc., Washington, D. C., will sponsor a special dramatic and musical telecast to mark its 20th anniversary June 10 on NBC-TV (3:30-4 p.m. EDT). It marks the UAW's first such national tv venture. The telecast will originate in New York, replacing the regularly scheduled *Zoo Parade*.



NEW weather and time sign in downtown Charlotte, N. C., was set up by Jefferson Standard Broadcasting Co.'s WBT and WBTV (TV). The sign contains red, blue and orange neon lights and creates 300,000 daily impressions on motorists and pedestrians, according to the Charlotte Traffic Bureau.

WAVE-AM-TV PROMOTE PRIMARY

TO help a ballot-conscious public keep tabs on the Kentucky primary vote, WAVE-AM-TV Louisville provided audiences with tally sheets listing precincts, candidates and spaces to enter returns as they came in over WAVE radio and television. The promotion piece also listed times and sponsorship of WAVE-AM-TV's extensive coverage of the primary vote.

WLOS-TV ACTS ON ABC-TV ADS

NOT stopping at mere transmission of the ABC-TV Lawrence Welk weekly Dodge show, WLOS-TV Asheville, N. C., has been looking and listening too. Evidence: two new four-wheel drive Dodge power wagons, used by the station to negotiate the five-mile daily trip up the side of Mt. Pisgah to the transmitter.

WHEN-TV TELEVISES ORDINATION

ROMAN Catholic ordination into the priesthood was telecast for the second time in two years May 20 by WHEN-TV Syracuse, the station reported last week. The special, two-hour ceremony originated from Syracuse's Cathedral of the Immaculate Conception.

NEW WAR STORY ON ABC-TV

A NEW half-hour adventure film series, *Combat Sergeant*, will be launched on ABC-TV on June 29 (Fri., 8-8:30 p.m. EDT). The series, centering around the battle for control of North Africa during World War II, was produced by Jack Skirball for National Telefilm Assoc., N. Y., and stars tv and motion picture actor Michael Thomas.

DR. GALLUP FEATURED ON NBC

DR. George Gallup, founder and director of the American Institute of Public Opinion, is appearing on NBC radio and television programs this spring and summer interpreting the polls and background of political opinion surveys made during the pre-convention and campaign periods.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6. D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

AIR MAIL SERVICE AVAILABLE ON ALL SUBSCRIPTIONS AT POSTAGE COST. WEST COAST SUBSCRIBERS ADD $41.60 TO ANNUAL SUBSCRIPTION RATE. COST TO OTHER LOCALITIES ON REQUEST.

LADIES' MAN

LADIES' Day at Hills Dept. Store, Milwaukee, proved such a resounding financial success it will be repeated next year—thanks to an unusual broadcast gimmick. John Michaels, WOKY Milwaukee, was the only male permitted to remain in the store for the one-day event, as all other men were escorted from the store—including male employes and the manager himself. Mr. Michaels made himself useful by offering gifts and refreshments and announcing on-the-spot price slashes by lady department heads on the public address system. A check of the cash register at day's end prompted Store Mgr. Nat Zimmerman to request Mr. Michael's return in 1957.

Station Authorizations, Applications

(As Compiled by B • T)

May 31 through June 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through June 6

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,853	2,857	242	398	112
Fm	531	536	46	27	1

FCC Commercial Station Authorizations
As of April 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,844	520	175
Cps on air	28	14	314
Cps not on air	118	13	114
Total on air	2,872	534	489
Total authorized	2,990	547	603
Applications in hearing	157	2	131
New station requests	275	6	29
New station bids in hearing	101	0	96
Facilities change requests	141	5	31
Total applications pending	872	54	288
Licenses deleted in April	1	3	0
Cps deleted in April	0	0	0

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through June 6

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	359	93	452[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	320	312	632[1]
Noncom. Educational	21	19	40[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948–April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	999	337	782	554	1,337[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,060	337	816	581	1,398[5]

[1] 168 cps (32 vhf, 136 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Brownwood, Tex.—Brownwood Television Co. granted uhf ch. 19 (500-506 mc); ERP .645 kw vis., .323 kw aur.; ant. height above average terrain 307 ft., above ground 310 ft. Estimated construction cost $67,635, first year operating cost $84,000, revenue $120,000. Post office address 911 St. Joseph St., Dorchester Apts., Dallas, Tex. Studio and trans. location Brownwood. Geographic coordinates 31° 42′ 10″ N. Lat., 98° 59′ 37″ W. Long. Trans. Continental Electronics, ant. Electron Labs. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer Commercial Electronics Corp., Dallas. Sole owner is **O. L. Nelms**, realtor, and applicant for new tv at Victoria, Tex., and holder of cp for new tv at Flagstaff, Ariz. Granted June 6.

Portsmouth, Va. — Portsmouth Radio Corp. (WSAP) granted vhf ch. 10 (192-198 mc); ERP 316 kw vis., 189.6 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,026 ft. Estimated construction cost $685,656, first year operating cost $700,000, revenue $700,000. Post office address 205 Professional Bldg., Portsmouth. Studio location to be determined. Trans. location Kings Hwy., Drivers, Va. Geographic coordinates 36° 49′ 13″ N. Lat., 76° 30′ 25″ W. Long. Trans. and ant. RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include Pres. **C. J. Duke Jr.** (5.4%), member of board of trustees of Endowment Assn. of College of Wililam & Mary; Vice Pres. **George T. McLean** (5.4%), auto dealer, real estate, and building contractor; and Secy.-Treas. **Henry Clay Hofheimer** (14.7%), real estate and construction. There are 23 other stockholders of local professional and business men. Granted May 29.

Milwaukee, Wis.—Milwaukee Board of Vocational and Adult Education granted vhf ch. 10; ERP 107 kw vis., 64.6 kw aur., ant. 370 ft. Post office address % William F. Rasche, Dir., 1015 N. Sixth St., Milwaukee. Station is for non-commercial educational purposes. This is 41st educational tv grant. Granted June 6.

APPLICATIONS

Williston, N. D.—Meyer Bcstg. Co., vhf ch. 8 (180-186 mc); ERP 94.8 kw vis., 50.9 kw aur.; ant. height above average terrain 1,058 ft., above ground 874 ft. Estimated construction cost $333,280, first year operating cost $90,000, revenue $96,000. Post office address 200½ Fourth St., Bismarck, N. D. Studio location 10 miles west of Williston. Trans. location 10 miles west of Williston. Geographic coordinates 48° 08′ 02″ N. Lat., 103° 51′ 36″ W. Long. Trans. and ant. GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of **KFYR-AM-TV Bismarck, N. D.**, and is permittee of **KMOT (TV) Minot, N. D.** Principals are Pres. **Etta Hoskins Meyer** (50%); **Etta Hoskins Meyer** as trustee of **Marietta M. Ekberg Trust** (42.7%); and Vice Pres. **F. B. Fitzsimmonds** (5.3%). Filed May 31.

San Angelo, Tex.—Jane A. Roberts, vhf ch. 3 (60-66 mc); ERP 25.3 kw vis., 13.6 kw aur.; ant. height above average terrain 164 ft., above ground 253 ft. Estimated construction cost $57,000, first year operating cost $104,000, revenue $125,000. Post office address 909 Michigan Ave., Farmington, Mo. Studio location San Angelo. Trans. location San Angelo. Geographic coordinates 31° 27′ 39″ N. Lat., 100° 26′ 19″ W. Long. Trans. and ant. RCA. Consulting engineer Ralph J. Bitzer, St. Louis, Mo. Mrs. Roberts owns and operates following stations in conjunction with her husband Cecil W. Roberts: **KREL Farmington, Mo., KCHI Chillicothe, Mo., KBIA Columbia, Mo., KCRB Chanute, Kan., WINI Murphysboro, Ill.** Filed June 6.

Mayaguez, P. R.—Dept. of Education of Puerto Rico, vhf ch. 3 (60-66 mc); ERP 29.4 kw vis., 14.7 kw aur.; ant. height above average terrain 693 ft., above ground 303 ft. Estimated construction cost $300,000, first year operating cost $80,000. Post office address % Mariano Villaronga, Secy. of Education, San Juan, P. R. Studio location Mayaguez. Trans. location 1.7 miles southeast of Cabo Rojo Town, Llanos Tuna Barrio. Geographic coordinates 18° 04′ 11″ N. Lat., 67° 18′ 03″ W. Long. Trans. and ant. GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of **WIPR-AM-TV San Juan**, and has application pending for ch. 7 in Ponce, P. R. Filed June 4.

Existing Tv Stations . . .

ACTIONS BY FCC

WNEM-TV Bay City, Mich.—Granted application to move trans. and ant. approximately 100 yds.; increase ant. height to 1,000 ft.; change type ant., and make other equipment changes. Granted June 6.

WJIM-TV Lansing, Mich.—Granted mod. of cp to make slight ant. changes. Granted May 31.

KOOK-TV Billings, Mont.—Granted mod. of cp to change ERP to 100 kw vis., 50 kw aur., and make other equipment changes. Granted May 28.

WHEN-TV Syracuse, N. Y.—Granted mod. of cp to change ERP to 316 kw vis., 195 kw aur., and make other equipment changes. Granted May 31.

KLAS-TV Las Vegas, Nev.—Granted cp to change ERP to 55 kw vis., 27.5 kw aur., and make other equipment changes. Granted May 29.

WTVD (TV) Durham, N. C.—Granted cp to replace expired cp which authorized new tv. Granted May 28.

WCYB-TV Bristol, Va.—Granted mod. of cp to change ERP to 70.8 kw vis., 42.7 kw aur.; change type ant., and make other equipment changes. Ant.: 2,220 ft. Granted May 31.

KUAM-TV Agana, Guam—Granted mod. of cp to change ERP to .436 kw vis., .219 kw aur., and make ant. and other equipment changes. Granted May 31.

APPLICATIONS

WEHT (TV) Henderson, Ky.—Seeks mod. of cp (which authorized new tv) to change ERP to 155.6 kw vis., 83.95 kw aur., and make other equipment changes. Filed May 31.

KSWM-TV Joplin, Mo.—Seeks cp to make changes in facilities of existing tv: change ERP to 316 kw vis., 172 kw aur.; install DA system, and make other equipment changes. Filed June 6.

KDLO-TV Florence, S. D.—Seeks mod. of cp to change studio location "to be determined," Florence; change ERP to 100 kw vis., 60 kw aur., and make other equipment changes. Filed June 4.

KGMB-TV Honolulu, Hawaii—Seeks cp to make changes in existing tv: change ERP to 74.3 kw vis., 44.7 kw aur., and install DA. Requested waiver of Sec. 3.614 (b) of Rules. Filed June 6.

CALL LETTERS ASSIGNED

KILT (TV) El Paso, Tex.—McLendon Investment Corp., ch. 13. Changed from KOKE (TV).

KULA-TV Honolulu, Hawaii—Television Corp. of America, ch. 4. NOT changed to KTCA (TV).

New Am Stations . . .

ACTIONS BY FCC

De Land, Fla.—De Land Broadcasters Inc. granted 1310 kc, 1 kw D. Post office address P. O. Box 101, Douglas, Ga. Estimated construction cost $17,050, first year operating cost $48,000, revenue $60,000. Principals include: Pres. **W. H. Martin** (16%), 52% owner of **WMEN Tallahassee, Fla.**, and 96.6% owner of applicant seeking new am in Lakeland, Fla.; Vice Pres. **C. A. Martin** (18%), insurance firm district manager; and Secy.-Treas. **B. F. J. Timm** (50%), 75% owner



of **WMFS Chattanooga, Tenn,** sole owner of **WDMG Douglas,** and 45% owner of WMEN. Granted June 6.

Jacksonville, Fla.—Joseph M. Ripley Inc.'s application seeking cp for new am to be operated on 550 kc, 1 kw D, reinstated. Announced June 4.

Santa Rosa, N. M.—Santa Rosa Bcstg. Co.'s application seeking cp for new am to be operated on 1050 kc, 1 kw D, dismissed per Sec. 1.381 of Rules. Action June 5.

Clinton, S. C.—Clinton Bcstg. Co. granted 1410 kc, 500 w D. Post office address Rt. 1, Greenville, S. C. Estimated construction cost $11,520, first year operating cost $30,000, revenue $39,000. Principals are: **Virginia S. Greer** (34%), housewife; **J. T. Presson** (20%), engineer-announcer **WELP Easley, S. C.**; **H. E. Payne** (20%), feed store owner; **Cleatus O. Brazzell** (13%), commercial and gen. mgr. of WELP; and **Henry O. McDonald Jr.** (13%), chief engineer-announcer of WELP. Granted June 6.

Leesburg, Va.—Richard Field Lewis Jr. granted 1290 kc, 1 kw D. Post office address P. O. Drawer 605, Winchester, Va. Estimated construction cost $29,950, first year operating cost $50,000, revenue $60,000. Mr. Lewis is 60% owner of **WFVA Fredericksburg, Va.,** and sole owner of **WINC-WRFL (FM) Winchester,** and **WSIG Mt. Jackson,** both **Va., WHYL Carlisle** and **WAYZ Waynesboro,** both **Pa.,** and **WELD Fisher, W. Va.** Granted June 6.

APPLICATIONS

Santa Rosa, Calif.—Santa Rosa Bcstg. Co., 1150 kc, 1 kw D. Post office address % B. Floyd Farr, Hotel De Anza, San Jose 3, Calif. Estimated construction cost $16,900, first year operating cost $45,000, revenue $55,000. Principals include **B. Floyd Farr** (30%), general-mgr.-20% owner of **KEEN San Jose; George Snell** (30%), program-mgr.-20% owner of KEEN; **Edward W. McCleary** (30%), evening technical dir. at **KSL-TV Salt Lake City, Utah;** and **Robert J. Blum** (10%), sales and sports dir. at KEEN. Filed June 6.

Key West, Fla.—Florida Keys Bcstg. Corp., 1500 kc, 250 w unl. Post office address 922 Eisenhower Dr., Key West. Estimated construction cost $49,638.53, first year operating cost $70,000, revenue $80,000. Principals include 10 stockholders, each holding 10%. They are: **J. M. Fernandez Jr., Dr. Edward Gonzalez, Dr. Lawrence B. Riggs Jr., Ygnacio Carbonell, F. J. Evans, H. E. Day, Merrie R. Warfield, William H. Kroll, Mrs. Sylvia G. Artman, Dr. F. S. Carbonell.** Filed May 25.

Bastrop, La.—Bastrop Bcstg. Co., 990 kc, 250 w D. Post office address % Willis G. Newcomer, P. O. Box 472, Bastrop. Estimated construction cost $14,763.25, first year operating cost $36,000, revenue $50,000. Principals are equal partners **George H. Goodwin,** motion picture theatre interests; and **Willis G. Newcomer,** real estate and automobile interests. Filed May 31.

Houghton-Hancock, Mich.—Cooper Country Bcstg. Co., 920 kc, 1 kw D. Post office address Box 147, Hancock. Estimated construction cost $22,112, first year operating cost $42,500, revenue $48,000. Principals are equal partners Pres. **Ben D. Miller,** retail clothing interests; Vice Pres. **Clifford F. Paulson,** plate and glass interests; and Secy.-Treas. **Francis S. Locatelli,** mgr. of **WTTH Port Huron, Mich.** Filed June 5.

Lansing, Mich.—Capitol Bcstg. Co., 730 kc, 500 w unl. Post office address 403 Capitol Savings & Loan Bldg., Lansing. Estimated construction cost $66,947.76, first year operating cost $100,000, revenue $125,000. Principals include **David D. Letts** (6.25%); **Meissner O. Ural** (12.5%); **James J. Simons** (6.25%); **Roger S. Underhill** (35%); **Albin J. Wendrow** (6.25%); and others, none holding over 3.75%. Filed May 29.

Laurel, Miss.—Voice of the New South, 1260 kc, 1 kw D. Post office address P. O. Box 1511, Meridian, Miss. Estimated construction cost $15,704.76, first year operating cost $42,000, revenue $48,000. Principals are equal partners **Frank E. Holladay,** commercial manager of **WMOX Meridian,** pres.-25% owner of **WLSM Louisville, Miss.,** vice pres.-25% owner of **WCLD Cleveland, Miss.;** and **Joseph W. Carson,** manager of WMOX, vice pres.-25% owner of WLSM and pres.-25% owner of WCLD. Filed June 5.

Kearney, Neb.—E. M. Gallemore, 1460 kc, 5 kw D. Post office address 3303 "F" Ave., Kearney. Estimated construction cost $19,000, first year operating cost $32,000, revenue $60,000, Mr. Gallemore holds construction interests. Filed May 31.

Medford, Ore.—K. C. Laurance, 800 kc, 1 kw D. Post office address Rt. #1, Box 293, Medford. Estimated construction cost $13,000, first year operating cost $42,000, revenue $50,000. Mr. Laurance holds realty interests. Filed June 4.

Wakefield, R. I.—South County Bcstg. Co., 1370 kc, 500 w D. Post office address 25 Seventh St., Providence 6, R. I. Estimated construction cost $8,598.49, first year operating cost $18,000, revenue $24,000. Principal is sole owner **Jack C. Salera,** 32% owner of **WNRI Woonsocket, R. I.,** and 47.5% owner of Neighborly Bcstg. Co., applicant for new am at Cranston, R. I. Filed June 6.

Stanton, Tex.—John Jack Bentley, 1600 kc, 1 kw D. Post office address 104 St. Peter, Stanton. Estimated construction cost $10,440, first year operating cost $20,000, revenue $22,000. Mr. Bentley holds furniture interests. Filed May 31.

APPLICATIONS AMENDED

Little Rock, Ark.—Ebony Radio's application seeking cp for new am to be operated on 1440 kc, 1 kw D, amended to change trans. location to east side of Arch St., (Hwy. #167), at city limits, Little Rock, and increase ant. height. Amended June 6.

Golden, Colo.—Golden Radio Inc.'s application seeking cp for new am to be operated on 1250 kc, 1 kw D, amended to make changes in DA system. Amended June 6.

Pocatello, Idaho—J. Ronald Bayton's application seeking cp for new am to be operated on 690 kc, 1 kw D, amended to make changes in ground system. Amended June 5.

Aberdeen, Md.—Harford County Bcstg. Co's application seeking cp for new am to be operated on 970 kc, 500 w D, amended to make changes in DA system. Amended June 5.

Existing Am Stations . . .

ACTIONS BY FCC

KRDG Redding, Calif.—Application seeking mod. of cp (which authorized new am) to re-describe studio location and extend completion date to 30 days after grant, returned. (Unnecessary.) Action June 4.

WDLA Walton, N. Y.—Granted permission to sign-off at 6 p.m., EST, during June through August, except when broadcasting special events. Granted May 29.

WSAJ Grove City, Pa.—Granted permission to remain silent beginning June 9 and ending Sept. 22, in observance of college summer recess. Action May 29.

WPFD Darlington, S. C.—Granted increase of power from 500 w to 1 kw; trans. to be operated by remote control from main studio site. Granted June 6.

CALL LETTERS ASSIGNED

KRAK Stockton, Calif.—Golden Valley Bcstg. Co., 1140 kc, 5 kw. Changed from KGDM.

KNDY Marysville, Kan.—Marshall Transmitter Inc., 1570 kc, 250 w.

WTCO Campbellsville, Ky.—Taylor County Bcstg. Co., 1450 kc, 250 w. Changed from WLCK.

WLOC Munfordville, Ky.—South Central Kentucky Bcstg. Co., 1150 kc, 1 kw. Changed from WTCO.

KLLA Leesville, La.—Leesville Bcstg. Co., 1570 kc, 250 w.

KALV Alva, Okla.—Aubrey D. Conrow, 1430 kc, 500 w.

WYSR Franklin, Va.—S. L. Goodman, 1570 kc, 250 w.

KORD Pasco, Wash.—Music Broadcasters, 910 kc, 500 w. Changed from KIDY.

APPLICATIONS

WHRT Hartselle, Ala.—Seeks mod. of cp (which authorized new am) to specify ant.-trans. and studio location as Intersection of Old Hwy. #31 & Longhorn Pass, and make changes in ant. system. Filed June 4.

WJVA South Bend, Ind.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 31.

WNAX Grand Rapids, Mich.—Seeks mod. of cp (which authorized increase in power) to make changes in ant. system. Filed June 4.

WHGR Houghton Lake, Mich.—Seeks cp to increase power from 1 kw to 5 kw. Filed May 31.

KBHM Branson, Mo.—Seeks mod. of cp (which authorized new am) to increase power from 250 w to 1 kw. Filed June 6.

WKBC North Wilkesboro, N. C.—Seeks cp to change ant.-trans. location and makes changes in ground system. Filed June 6.

KOHU Hermiston, Ore.—Seeks cp to change frequency from 1570 kc to 900 kc. Filed May 31.

WHYL Carlisle, Pa.—Seeks cp to increase power from 1 kw to 5 kw; install DA, and make changes in ant. system. Filed June 4.

KNAF Fredericksburg, Tex.—Seeks cp to change frequency from 1340 kc to 910 kc; increase power from 250 w to 1 kw; change hours from unl. to D., and make changes in ant. and ground system. Filed June 6.

WCLA Petersburg, Va.—Seeks cp to increase power from 1 kw to 5 kw. Filed June 6.

KANI Kaneohe, Oahu, Hawaii—Seeks cp to change frequency from 1150 kc to 1240 kc; change power from 1 kw to 250 w; change from DA-1 to NON-DA; change trans. and studio locations to Kailua, Hawaii, and change station location to Kailua, Oahu, Hawaii. Filed June 4.

New Fm Stations . . .

ACTIONS BY FCC

Allocations—FCC amended its fm allocation plan, effective immediately, by adding ch. 223 to Toledo, Ohio, and substituting ch. 231 for 222 in Summit Township, Mich. Action June 6.

Evansville, Ind.—School City of Evansville's application seeking cp for new educational fm, returned. (Improperly dated.) Action June 4.

Royal Oak, Mich.—The School District of Royal Oak's application seeking cp for new educational fm, returned. (Improperly dated.) Action June 5.

APPLICATIONS

Evansville, Ind.—School City of Evansville, 91.1 mc., ch. 216. Post office address 200 N. W. Seventh St., Evansville 8. Estimated construction cost $13,140, first year operating cost $1,300. Station is for non-commercial educational purposes. Filed June 6.

Royal Oak, Mich.—The School District of Royal Oak, 89.3 mc. Post office address % James L. Mead, 709 N. Washington, Royal Oak. Estimated construction cost $4,200, first year operating cost $800. Station is for non-commercial educational purposes. Filed May 29.

Minneapolis, Minn.—WLOL-FM Corp., 97.1 mc, 18 kw. Post office address 554 Northwestern Bank Bldg., Minneapolis 2. Estimated construction cost $9,500, first year operating cost $17,000, revenue $24,000. Applicant is 100% owned by BFR Bcstg. Corp., licensee of **WLOL-FM Minneapolis,** and 10% owner of **WRFW Eau Claire, Wis.** Filed June 6.

Existing FM Stations . . .

ACTIONS BY FCC

WBCM-FM Bay City, Mich.—Granted request to cancel license of fm station and delete call letters. Action May 31.

WMUZ (FM) Detroit, Mich.—Granted cp to change ERP to 19.5 kw; change ant. height to 180 ft.; change power to 3 kw, and make ant. changes. Granted May 31.

CALL LETTERS ASSIGNED

KXLU (FM) Los Angeles, Calif.—Loyola U. of Los Angeles, 8.87 mc.

KOKE (FM) San Antonio, Calif.—Sunshine Bcstg. Co., 101.5 mc. Changed from KTSA-FM.

APPLICATIONS

KWFM (FM) Minneapolis, Minn.—Seeks mod. of cp (which authorized new fm) to change ERP to 10.5 kw; change ant. height above average terrain to 70 ft., and change ant. system. Filed June 5.

KHFM (FM) Albuquerque, N. M.—Seeks cp to make changes in licensed station: change ERP to 1.45 kw; change ant. height above average terrain to minus 11 ft., and change trans. and studio location to Valencia & Domingo Rds., Albuquerque. Filed June 5.

Ownership Changes . . .

ACTIONS BY FCC

WATM Atmore, Ala.—Application seeking assignment of license to Southland Bcstg. Co., returned. (Filed on wrong form.) Action June 4.

WHIE Griffin Ga.—Granted assignment of li-

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Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	ATLANTA	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford B. Marshall	Clifford B. Marshall	Ray V. Hamilton	William T. Stubblefield W. R. Twining
Washington Bldg. Sterling 3-4341-2	Healy Bldg. Jackson 5-1576-7	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

cense to Gateway Broadcasters Inc. for $90,000, including liabilities of $10,235.83. Principal is 100% owner **John A. Boling**, owner of **WHBO Tampa, Fla.** Granted June 6.

WJBC-AM-FM Bloomington, Ill.—Granted transfer of control to **Leslie C. Johnson** for $75,000. Mr. Johnson, vice pres.-25% stockholder of **WHBF-AM-FM-TV Rock Island, Ill.**, will receive 50% interest. Granted June 6.

KGNO Dodge City, Kan.—Granted transfer of control to **Juliet Denious**, co-executor of estate of **J. C. Denious**, deceased. Granted June 6.

KNIM Maryville, Mo.—Granted assignment of license to KNIM Inc. for $47,500. Principals are Pres. **Leslie P. Ware** (96%), pres.-principal stockholder of **KLPW Union, Mo.**, partner of **KGHM Brookfield, Mo.**; Vice Pres. **C. Willard Max** (2%), vice pres.-minority stockholder of KLPW; and Secy.-Treas. **Ruth A. Ware** (2%), secy.-treas.-minority stockholder of KLPW. Granted June 6.

WQMC (TV) Charlotte, N. C.—Application seeking assignment of cp from Winfred R. Ervin, receiver, to Hugh A. Deadwyler, returned. (Filed on wrong form.) Action June 6.

KAKC Tulsa, Okla.—Granted transfer of control to **Lester Kamin** for $115,000 in cash and assumption of liabilities. Mr. Kamin is owner of Kamin Adv. Agency, Houston, Tex., pres.-20.5% stockholder of Southland Bcstg. Co., licensee of **WMRY New Orleans** and **KCIJ Shreveport, La.**, pres.-33.3% stockholder of CKG Television Co., permittee of **WCKG (TV) New Orleans.**

KQV Pittsburgh, Pa.—Granted transfer of control from Earl F. Reed, voting trustee, to same plus **Erwin D. Wolf Jr.**, as voting trustees; stock transaction. Granted June 6.

WSEV Sevierville, Tenn.—Granted transfer of control of 175 shares of stock of licensee corporation to **James E. McAfee** for $63,000. Mr. McAfee holds trucking and tourist court interests. Granted June 6.

KHEM Big Spring, Tex.—Application seeking assignment of cp to Elm Bcstg. Corp., returned. (Filed on wrong form.) Action June 6.

KFST Fort Stockton, Tex.—Granted assignment of license to KFST Inc. Sole owner **George Baker** is transferring 2% interest to his wife **Emily Baker** and 2% to his son **Frank K. Baker.** Granted May 29.

KCBD Lubbock, Tex.—Granted assignment of license to Bryant Radio & Television Inc. for $110,000. Bryant Radio & Television is owner of **KCBD-TV Lubbock.** Principal owners are **Caprock Bcstg. Co.** (65%), licensee of KCBD, and **J. D. Leftwich** (20%), business interests. Granted June 6.

KWNW Wenatchee, Wash.—Granted assignment to Wenatchee Broadcasters. Assignment is to provide **E. M. Stires**, employee of station, with opportunity to obtain 20% interest for $15,000. This is financial interest only, not a voice in management. Granted June 6.

APPLICATIONS

KOCS, KEDO-FM Ontario, Calif.—Seek assignment of license to The Daily Report Co. Corporate change. Principals now will be **Jerene Appleby Harnish** (52%); **Carlton R. Appleby** (22%); **Andrew B. Appleby** (13%); **Walter W. Axley** (5%); **James Quay House** (3%); **Ernest H. Atkinson** (2%); **Philip A. Sawyer** (2%); and **Rolph Fairchild** (1%). Filed June 5.

WNHC-AM-FM-TV New Haven, Conn.—Seek transfer of control to Triangle Publications Inc., Radio & Tv Div., for $5.4 million. Triangle's Radio and Tv Division is licensee of **WFIL-AM-FM-TV Philadelphia, Pa.**, **WNBF-AM-FM-TV Binghamton**, N. Y., and **WFBG-AM-TV Altoona, Pa.** Filed June 4.

WAAG Adel, Ga.—Seeks transfer of control to Cook County Bcstg. Co. Transfer is to show addition of new partner, **M. H. Shepherd**, who is buying 15% from 30% owner **Robert A. Davis.** Principles will be **W. M. Forshee** (70%), **Robert A. Davis** (15%), and **M. H. Shepherd** (15%). Filed June 1.

WMGE Madison, Ga.—Seeks assignment of license to Dairyland Bcstg. Co. for $25,000 plus assumption of $9,700 debts. Principals are **W. C. Woodall Jr.** (40%), mgr.-50% owner of **WDWD Dawson, Ga.**, vice pres.-25% owner of **WGRA Cairo, Ga.**, vice pres.-14% owner of **WFPM Fort Valley, Ga.**, pres.-33.3% owner of **WIMO Winder, Ga.**, pres.-50% owner of **WGSW Greenwood, S. C.**, and vice pres.-25% owner of applicant for new am in Manchester, Ga.; **Mrs. O. G. Swindle Sr.** (40%), vice pres.-33.3% owner of WIMO and vice pres.-16.6% owner of WGSW; **O. G. Swindle Jr.** (10%); **C. P. Raybon** (5%); and **W. R. Foster** (5%). Filed May 31.

KORN Mitchell, S. C.—Seeks assignment of license to Mitchell Bcstg. Assn. Corporate change. Filed June 4.

WMES Union City, Tenn.—Seeks assignment of cp to Obion County Bcstg. Co. for $1.00 plus other valuable considerations. Principals are equal partners **Joseph H. Harpole**, dentist; and **William H. Parks**, farm owner and operator. Filed June 6.

KLYN Amarillo, Tex.—Seeks assignment of license to **Kenyon Brown** for $20,000. Mr. Brown is owner of **KWFT Wichita Falls, Tex.**, 20% owner of **KGLC Miami, Okla.**, 49% owner of **KBYE Oklahoma City, Okla.**, pres.-25% owner of **KFEQ-AM-TV St. Joseph, Mo.**, and holds 50% partnership interest in **KANS Wichita, Kan.** Filed May 31.

KERV Kerrville, Tex.—Seeks transfer of control to **Arthur G. Rodgers.** Mr. Rodgers, 50% owner, is buying out other 25% owners **Hal Peterson**, and **Hal & Charlie Peterson Foundation** for $7,500 each. Filed June 6.

KOSA-TV Odessa, Tex.—Seeks transfer of control of permittee corporation to **Cecil L. Trigg, Brooks L. Harman** and **William B. Stowe. Cecil Mills,** 50% owner, is dropping out of corporation. Consideration is $20,000 plus assumption of all Mills' obligation to secure or wherein he has secured ½ of line of credit in amount of $170,000 made available by Jack C. Vaughn to Odessa Tv Co., other 50% owner of station, and to assume Cecil Mills' obligations to secure generally ½ of all other and further obligations of joint venture. Principals will be **Cecil L. Trigg** (80%), **Brooks L. Harman** (10%), and **William B. Stowe** (10%), all present owners of Odessa Tv Co. Filed June 4.

WHTN-AM-FM-TV Huntington, W. Va.—Seek assignment of license to Cowles Bcstg. Co. for $535,000 plus assumption of $100,000 debt. Cowles is 60% owner of **KRNT-TV Des Moines, Iowa**, is licensee of **WNAX Yankton, S. D.**, and is permittee of **KRNT Des Moines**, and **KVTV Sioux City, Iowa.** Filed June 4.

Hearing Cases . . .

FINAL DECISIONS

Herkimer, N. Y.; New Bedford, Mass.; Pittsfield, Mass.—FCC gave notice that, since no exceptions were filed to Initial Decision which looked toward grant of applications of (1) Radio Herkimer for new am to operate on 1420 kc, 1 kw, in Herkimer, N. Y.; (2) Bay State Broadcasting Co. to change facilities of station **WBSM New Bedford, Mass.**, from 1230 kc, 100 w unl., to 1420 kc, 1 kw unl. and (3) Western Massachusetts Bcstg. Co. to change facilities of station **WBEC Pittsfield, Mass.**, from 1490 kc, 250 w unl., to 1420 kc, 1 kw unl., and Commission has not ordered review of Initial Decision on its own motion, Inital Decision became effective June 4. Announced June 6.

Portsmouth, Va.—FCC granted Portsmouth Radio Corp. cp for new tv to operate on ch. 10 in Portsmouth, and denied competing application of Beachview Bcstg. Corp., Norfolk, Va. Action May 31.

INITIAL DECISIONS

American Bcstg.-Paramount Theatres Inc.—Hearing Examiner Herbert Sharfman issued Initial Decision looking toward (1) setting aside Commission stay order of Jan 23, and (2) affirming and reinstating Nov. 23, 1955, grant to American Bcstg.-Paramount Theatres Inc., for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to station **XETV (TV) Tijuana, Mexico.** (Effective date of Nov. 23 grant was stayed pending hearing protests by **KFMB-AM-TV** and **KFSD-TV San Diego, Calif.**) Action June 6.

WOI Ames, Iowa—Hearing Examiner H. Gifford Irion issued Initial Decision looking toward grant of application of Iowa State College of Agriculture and Mechanic Arts for special service authorization to operate WOI additional hours from 6 a.m. to local sunrise CST with 1 kw for duration of current regular license period. WOI is licensed to operate on 640 kc, 5 kw D. Action May 31.

Biloxi, Miss.—Hearing Examiner J. D. Bond issued Second Initial Decision looking toward grant of application of Radio Associates Inc., for new tv to operate on ch. 13 in Biloxi, and denial of competing application of WLOX Bcstg. Co. Action June 5.

OTHER ACTIONS

Harlan, Ky.—Commission granted motion of KY-VA Bcstg. Corp. and dismissed its application for new am (WKYV) to operate on 1410 kc, 1 kw, D, in Harlan, Ky., which had been subject of protest hearing. Action June 6.

WEBB Balitmore, Md.—FCC granted petition for reconsideration and protest filed by **WKIK Leonardtown, Md.**, to extent of postponing effective date of its April 11 grant for increase in power of WEBB from 1 kw to 5 kw, pending determination in hearing on July 27; made WKIK party to proceeding. Action June 6.

WHAV Haverhill, Mass.—Commission granted petition by Broadcast Bureau to strike exceptions, brief in support thereof, request for oral argument and notice of appearance of counsel which were filed by WHAV and ordered that WHAV will not participate further in proceeding on application of Theodore Feinstein for new am to operate on 1470 kc, 500 w D, in Newburyport, Mass. Action June 6.

WJRT (TV) Flint, Mich.—FCC, on its own motion, postponed from June 5 to 2 p.m. June 18, oral argument on application for mod. of cp of WJRT (TV) (On May 24 U. S. Court of Appeals released its opinion in *W. S. Butterfield Theatres Inc., v. FCC* and *Trebit Corp. v. FCC*, with WJR intervenor, and Commission is of view that insufficient time exists for full consideration of that decision prior to June 5.) Action May 31.

Great South Bay Bcstg. Co., Islip, N. Y.; Stern Bcstg. Co. and American Family Bcstg. Co., Ridgewood, N. J.; WDVM Pocomoke City, Md.—FCC designated for consolidated hearing mutually conflicting applications requesting operation on 540 kc. (Great South Bay for new 250 w D station; Stern for new 1 kw station; American for new 500 w station; and WDVM to change from 500 w D, to 1 kw D.) Action June 6.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Mexican stations mod. appendix containing assignments of Mexican stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting Jan. 30, 1941.

Mexican Change List #190 **April 30, 1956**

570 Kc

XECY Camalcalco, Tabasco—1 kw D. Class III. 10/30/56.

820 Kc

XEJD Cordoba, Veracruz—(Delete assignment) 1 kw D. Class II. 4/30/56.

1300 Kc

XEYJ Nueva Rosita, Coahuila—(Change in time of operation) 1 kw unl. Class IV. 5/30/56.

Routine Roundup . . .

May 31 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Miners Bcstg. Service Inc., Ambridge, Pa.—Granted petition for extension of time to and including June 5 to file reply to exceptions of Louis Rosenberg, Tarentum, Pa., to Initial Decision issued re its am application and that of Rosenberg. Action May 28.

Broadcast Bureau—Granted petition for extension of time to and including June 4 to file pleadings in response to Petition to Enlarge Issues in proceeding re am applications of Polk Radio Inc., Lakeland, Fla., and Duane F. McConnell, Winter Haven, Fla. Action May 29.

By Chief Hearing Examiner James D. Cunningham

Charles W. Stone, Fort Lauderdale, Fla.—Granted petition for dismissal without prejudice of his am application. Action May 24.

Parker County Bcstg. Co. Weatherford, Tex.—Granted petition for dismissal without prejudice of its am application. Action May 25.

By Hearing Examiners James D. Cunningham and Jay A. Kyle

WGTH-TV Hartford, Conn.—On Hearing Examiners' own motion and with consent of all parties to proceeding for consent to assignment of cp of WGTH-TV, ordered that hearing conference is continued from May 29 to June 12. Action May 25.

By Hearing Examiner Hugh B. Hutchison

Niles, Mich.; St. Joseph, Mich.—Ordered that prehearing conference will be held June 13 re am applications of Voice of Berrien County, Niles, and Lake Broadcasters, St. Joseph, Action May 29.

By Hearing Examiner Basil P. Cooper

Port Clinton, Ohio—Issued Order controlling conduct of hearing re am application of News On The Air Inc., Port Clinton, setting forth issues and time scheduled, agreed to at May 14 prehearing conference. Action May 28.

Fresno, Calif.—Issued Order controlling Conduct of Hearing re am application of B. L. Golden, Fresno, setting forth issues and time schedule agreed to at May 18 prehearing conference. Action May 28.

WCHS-TV Charleston, W. Va.—Ordered that prehearing conference will be held May 31 re application of WCHS-TV for mod. of cp. Action May 28.

Cheboygan, Mich.—Ordered that further hearing will be held on June 12 in ch. 4 proceeding, Cheboygan, involving applications of Midwestern Bcstg. Co. and Straits Bcstg. Co. Action May 29.

By Hearing Examiner H. Gifford Irion

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KANSAS CITY, MISSOURI

Granted motion for continuance of date for commencement of hearing in ch. 16 proceeding, Coos Bay, involving its application and that of KOOS Inc., from May 31 to July 23. Action May 28.

By Hearing Examiner Annie Neal Huntting

KUIN Grants Pass, Ore.—Ordered that prehearing conference will be held on June 5 re am application of KUIN. Action May 24.

WLON Lincolnton, N. C.—Issued first statement concerning prehearing conferences and order re am application of WLON, indicating agreements and requirements which shall govern course of proceeding. Action May 24.

May 31 Applications

Accepted for Filing

License to Cover Cp

KAMO Rogers, Ark.—Seeks license to cover cp which authorized increase in power from 500 w to 1 kw.

WNIA Cheektowaga, N. Y.—Seeks license to cover cp which authorized new am.

WJMC Rice Lake, Wis.—Seeks license to cover cp which authorized mounting fm ant. on top of am tower and changes in ant. system.

Modification of Cp

KBVM Lancaster, Calif.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KJEO (TV) Fresno, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 8.

Renewal of License

KRAY Amarillo, Tex.

Remote Control

WHBH New Bedford, Mass.

June 4 Applications

Accepted for Filing

Modification of Cp

KGON Oregon City, Ore.—Seeks mod. of cp (which authorized change in frequency; increase in power, and installation of DA-1) for extension of completion date.

WKVM San Juan, P. R.—Seeks mod. of cp (which authorized change in frequency; increase in power; installation of DA-1, and other changes in ant. system) for extension of completion date.

Remote Control

KHIL Fort Lupton, Colo.; WPRT Prestonsburg, Ky.; KRBO Las Vegas, Nevada; WRIV Riverhead, N. Y.

Renewal of Licenses

KRCT Baytown, Tex.; KWBU Corpus Christi, Tex.; KPRC Houston, Tex.; KVOZ Laredo, Tex.; KTAN Sherman, Tex.; KGKB Tyler, Tex.; KVWC Vernon, Tex.

June 5 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 31

Following were granted extensions of completion dates as shown: **WHP-TV Harrisburg, Pa.,** to 12-6-56; **KTTS-FM Springfield, Mo.,** to 7-1-56.

Following were granted authority to operate trans. by remote control: **KHIL** from 1st and Main Sts., **Fort Lupton, Colo.; KRBO** from Hotel Last Frontier, Las Vegas, Nev.; **WRIV** from 1 E. Main St., **Riverhead, N. Y.; WPRT** from South Lake Drive, **Prestonsburg, Ky.**

Actions of May 29

WHEE Martinsville, Va.—Granted license covering increase in power.

WEEX Easton, Pa.—Granted license for am station.

WSNT Sandersville, Ga.—Granted license for am station.

WINA Charlottesville, Va.—Granted license covering change in frequency.

KVMC Colorado City, Tex.—Granted license covering increase in power.

KEOR Enterprise, Ore.—Granted extension of completion date to 9-21-56.

Following were granted authority to operate trans. by remote control: **KAKE** from 1500 N. West St., **Wichita, Kan.; WNBH** from 432 County St., **New Bedford, Mass.**

Actions of May 28

KEWC-FM Cheney, Wash.—Granted license for noncommercial educational fm.

WWKS Macomb, Ill.—Granted license for noncommercial educational fm.

KMFM Mountain Park, N. M.—Granted license covering changes in licensed fm.

WTVD (TV) Durham, N. C.—Granted cp to replace expired cp which authorized new tv.

Following were granted extensions of completion dates as shown: **KGVO-TV Missoula, Mont.,** to 12-17-56; **WEAT-TV West Palm Beach, Fla.,** to 12-22-56; **KSYD-TV Wichita Falls, Tex.,** to 11-19-56; **WITV Fort Lauderdale, Fla.,** to 9-16-56.

June 5 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Television City Inc., McKeesport, Pa.—Granted petition for extension of time to and including June 7 to file Responses to Petition of Wespen Television Inc., Irwin, Pa., to set aside Initial Decision, enlarge issues, and reopen Record in ch. 4 proceeding involving its application and that of **WCAE Wilkinsburg, Pa.,** et al. Action May 31.

By Hearing Examiners James D. Cunningham and Thomas H. Donahue

KWIC Salt Lake City, Utah—Granted petition for leave to amend its am application to specify among other things, frequency of 1570 kc in lieu of 1470 kc, with proposed power reduction from 1 kw to 500 w, and application, as amended, is returned to processing line; On Examiners' own motion, ordered that hearing herein is cancelled and that protests heretofore filed to granting of petitioner's application are dismissed as moot. Action May 31.

By Hearing Examiner Jay A. Kyle

KFNF Shenandoah, Iowa—Upon request of counsel for KFNF, and with concurrence of all parties, ordered that hearing re KFNF application for cp to change ant.-trans. location and increase ant. height be continued from June 6 to Sept. 4. Action May 31.

By Hearing Examiner Basil P. Cooper

WWCS Bremen, Ga.—Ordered that further hearing re am application of WWCS will be held on June 19; evidence to be received shall relate to issue as specified by Commission in its Order of April 11 and set forth in this Order. Action May 29.

By Hearing Examiner Hugh B. Hutchison

Broadcast Bureau—Granted petition for extension of time from June 1 to and including June 8 to file Proposed Findings and Conclusions in ch. 11 proceeding, Pittsburgh, Pa. Action June 1.

Mayaguez, P. R.—Ordered that dates fixed at prehearing conference held on May 28, in ch. 3 proceeding, Mayaguez (El Mundo Inc. and Ponce de Leon Bcstg. Co., of P. R.)—for first formal prehearing conference at 2 p.m., June 5, and for commencement of hearing at 10:00 a.m., July 9—are affirmed; no date is to be set for exchange of exhibits and for final prehearing conference until after prehearing conference on June 5. Action June 1.

By Hearing Examiner Elizabeth C. Smith

Greenville Bcstg. Corp., Greenville, Ohio—Granted petition for continuance of hearing from June 5 to Sept. 24, re its am application. Action June 1.

Federal Bcstg. System Inc., Rochester, N. Y.—Granted petition for extension of time from June 5 to June 8 to file replies to proposed findings of fact and conclusions of other parties in ch. 10 proceeding, Rochester, involving applications of **WHEC Inc.** and Veterans Bcstg. Co. Action June 4.

By Hearing Examiner H. Gifford Irion

Capitol Bcstg. Co., Montgomery, Ala.—Granted joint petition of Capitol, on behalf of themselves and all other parties except Broadcast Bureau, for extension of time from June 11 to July 31 to file proposed findings of fact and conclusions of law re tv application of **WSLA (TV) Selma, Ala.,** and from July 2 to Sept. 17 for reply findings; exchange of lists enumerating officially noted documents is dispensed with. Action May 31.

KHSL Chico, Calif.—Granted motion for continuance of hearing from June 13 to June 27, re am application of Bernard and Jobbins Bcstg. Co., Gilroy, Calif. Action May 31.

Willimantic, Conn.—Ordered prehearing conference on June 11, re am applications of Robert A. Mensel, Willimantic, **WHIL Medford, Mass.,** and The Windham Bcstg. Co., Willimantic. Action June 1.

By Hearing Examiner Annie Neal Huntting

Parma-Onondaga, Mich.—Ordered that transcript of record in ch. 10 proceeding, Parma-Onondaga, is corrected as requested by parties (Triad Television Corp., et al) and as suggested by Hearing Examiner in Appendix A to order of March 15, except for specific corrections set forth in Attachment A to order in list of requested corrections not adopted; and further ordered that record is corrected to reflect changes specified in list of additional corrections adopted as set forth in Attachment A. Action May 31.

By Commissioner John C. Doerfer

WCOC-TV Pachuta, Miss.—Granted petition for extension of time to and including June 7 to file responses to the "Appeal From Examiner's Ruling" filed by Laurel Television Co., Laurel, Miss., re applications of WCOC-TV for mod. of cp to operate on ch. 7 in Pachuta in lieu of ch. 30 in Meridian and Laurel's application for new tv to operate on ch. 7 in Laurel. Action June 4.

By Hearing Examiner H. Gifford Irion

Garden of the Gods Bcstg. Co., Manitou Springs, Colo.—Granted petition for continuance from June 4 to June 25 to exchange exhibits and from June 14 to July 2 for further hearing conference re its am application and that of Taylor Bcstg. Co., Colorado Springs, Colo. Action June 4.

June 5 Applications

Accepted for Filing

Modification of Cp

WGHF (FM) Newton, Conn.—Seeks mod. of cp (which authorized new fm) for extension of completion date.

KTTS-FM Springfield, Mo.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

KSAN-TV San Francisco, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 22.

Remote Control

WJAX-FM Jacksonville, Fla.

Renewal of Licenses

KVMC Colorado City, Tex.; KCOH Houston, Tex.; KNUZ Houston, Tex.; KCBD Lubbock, Tex.; KSML Seminole, Tex.; KTUE Tulia, Tex.; KBEC Waxahachie, Tex.

June 6 Decisions

BROADCAST ACTIONS

By the Commission

Renewal of Licenses

Following were granted renewal of licenses on regular basis: **KFKU Lawrence, Kan.; KLKC Parsons, Kan.; WREN Topeka, Kan.; KGNO Dodge City, Kan.; KASA Elk City, Okla.; KRMS Osage Beach, Mo.; KCOW Alliance, Neb.**

June 6 Decisions

ACTIONS ON MOTIONS

By the Commission

Amendment of Part Three—On petition by Northwest Publications Inc., granted extension of time for filing reply comments from June 4 to June 18 in matter of Amendment of Part 3 of Commission's Rules and Regulations governing main studios and station identification of tv stations. Action June 4.

By Commissioner John C. Doerfer

Tri-Cities Television Corp., Bristol, Tenn.—Granted petition for extension of time to and including June 6 to file replies to oppositions to petitions for reconsideration in ch. 5 proceeding, Bristol, Va.-Tenn. Action June 5.

By Chief Hearing Examiner James D. Cunningham

Hearings—Ordered that hearings will be held in following am matters on dates shown: Booth Radio and Television Stations Inc., and Knorr Bcstg. Corp., Lansing, Mich.; Southern Geor-

(Continues on page 113)

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Central Kentucky daytimer needs manager. First class license preferable but not absolutely necessary. Send complete resume-photo in first letter. Box 545G, B•T.

Manager or sales manager, 5kw station, medium market, located northeast. Must have strong sales ability. Wonderful opportunity right man. Give full information first letter. Box 766G, B•T.

Have opening North Carolina for combination-manager-sales manager 5kw station. Under same ownership over ten years. Send complete information first letter. Box 800G, B•T.

Assistant manager-program director-promotion director—all in one man. Top Hooper station in Capital city, Jackson, Mississippi. Race programming. This executive position open now. Live wire, intelligent, imaginative, ambitious man. We're expanding with more met stations in south. Best salaries in state. No room for clock watchers. Southerner preferred. 24-30 years. Send photo, resume in first letter. John McLendon, WOKJ, Jackson, Mississippi.

RADIO

Help Wanted—(Cont'd)

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Immediate opening salesman highly populated Pennsylvania market. Considerate guarantee. Excellent opportunity family man. Ultra modern schools. Ample housing. Must have car. 1 kw am, 5 kw fm combination independent daytimer. Box 685G, B•T.

Announcer-salesman—heavy on sales, news, sports. Local sales manager position open. Compensation in accord with experience and ability. 5000 watt network station in southern Oregon. Box 737G, B•T.

Advertising salesmen who have been selling transcriptions or other services directly to radio or tv stations throughout the country, here is an opportunity for a permanent position with steady advancement. Large guarantee and commissions. Box 770G, B•T.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

RADIO

Help Wanted—(Cont'd)

Hawaii's highest rated, highest billing station needs two aggressive salesmen. Must have excellent records and references. Guaranteed $400 monthly draw against liberal commission. Wonderful opportunity in world's finest climate with company operating four big stations. Contact Fin Hollinger, KPOA, Honolulu.

Opportunity of a lifetime—Colorado Springs most listened to station wants young aggressive time salesman for permanent residence in country's finest climate, and one of country's top music, news independents. Top salary, and commission arrangement—real future in a fine place for a producer. Prefer a solid family man. Start immediately. Call, write or wire, Ralph Petti, Station Manager, KWBY, Colorado Springs.

Experienced, aggressive . . . radio time salesman. Guarantee plus commission. This job offers a good sound living for a man willing to work. Contact Dan Markham, Sales Manager, KOPR, Radio Butte, Montana.

Immediate opening for live wire aggressive salesman. Metropolitan market. 5000 watt fulltime station. Howard B. Hayes, WOKO, Albany, New York.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Midwestern daytimer needs experienced staff announcer who can do a good job on a "programmed" heavily commercial schedule. Normal staff, program director and three fulltime men. Average, or slightly above average pay with opportunity to thoroughly learn good local radio from long-time radiomen. We do not need DJ or personality types, but must have good basic announcer with at least a year's experience. Send full resume with references. Tape will be requested for serious consideration. Box 570G, B•T.

Wanted—Glib DJ with sparkle and pep, bright and breezy, brisk-paced, adlib with flow and momentum, clever quips, novel record intros wanted by stations in Ill., Mich., Wisc., Upper N. Y. state, Penna. area. $125. Box 625G, B•T.

Experienced announcer wanted, with emphasis on news-special events background. Will work radio side of am-tv operation located in pleasant northern New England city. Send photo, tape audition, resume and salary requirements to Box 667G, B•T.

Announcer-salesman needed at New Mexico fulltime regional affiliate. Guaranteed salary plus commission. Box 691G, B•T.

Leading eastern indie needs top-flight morning personality for No. 1 station in market. Must have proven sales and audience pull, warm, humerous personality. Send tape, photo, resume to Box 734G, B•T.

Announcer—learn continuity, newsman. Purchase ⅓ station—$6,000 cash will handle. Box 797G, B•T.

Wanted: We are looking for an experienced announcer. Don't want a wise guy or character but a cooperative man able to get along with others and to do a good job on news, commercials and all types of shows. One thousand watt daytimer, nice town, ideal location if you are looking for permanent job and pleasant surroundings. Box 761G, B•T.

Announcer-daytime station, southwest, excellent opportunity for all-around man. Good voice essential. Box 764G, B•T.

Wanted: 2 experienced announcers, must be family men. For network station in north Louisiana. Jobs permanent to right persons. Box 805G, B•T.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Wanted . . . better than average sportscaster and staff man. Send tape, resume and references, to Ken Kendrick, KVBC, Farmington, New Mexico.

Newsman or disc jockey 1st class phone necessary. This is Wichita's No. 1 Hooperated station therefore ability must be commensurate with stations position in market. Airmail tape and personal history—Jim Setters, KWBB, P. O. Box 486, Wichita 1, Kansas.

Anouncers wanted—live in nation's top climate—work for area's number 1 music station. Only permanent, and sincere men desired. Pay is good, and commensurate with ability. Write or call Ralph Petti, Station Manager, KWBY, Colorado Springs' most listened to station.

Wanted: Announcer-first phone, also announcers with control board experience for new station, small eastern Carolina town. Send tapes, resume, photo. WBLA, Elizabethtown, N. C.

"IF"*

IF *you pride yourself on being expert at spotting "off label" songs with great potential . . .*

IF *you think Elvis Presley is the greatest thing since Daylight Saving Time and aim to prove it on the air . . .*

IF *you know the square root of Bill Haley's Social Security number, OFF-HAND . . .*

IF *you're deeply enthralled by what you hear on your headsets while you're doing your show—and if your conception of a "great" show is a soft and dreamy type . . .*

IF *you're adept at tearing 5 minute news summaries from the machine and reading them cold with no more than 5 or 6 fluffs . . .*

IF *you're more interested in getting your listings to Variety and Cash Box each week than in preparing your show . . .*

IF *you feel that you have to let "VOX JOX" know every time you have a headache . . .*

IF *you think Frank Sinatra's latest release is Ava Gardner and that Tommy Leonetti is an r & b trio . . .*

IF *you need a teleprompter to say, "Hi there folks" . . .*

IF *your answer to all of the above is in the affirmative—then stay where you are —YOU'VE FOUND A HOME.*

HOWEVER

IF none of your answers to the above were in the affirmative and *IF* you'd like to become a part of America's fastest growing radio organization—let us hear what you have to offer. We're looking for disc jockeys who are alert enough to *sound* alert on the air. *IF* you have any gimmicks, *IF* you sing along with the records, all the better. We can offer you top pay, a chance to grow along with a growing organization, many employee benefits and the benefit of the years of Mid-Continent know-how.

Send all tapes to: Todd Storz, President
Mid-Continent Broadcasting Company
Omaha 2, Nebraska

Please include brief history and return address inside tape box.

WDGY	KOWH	WHB	WTIX	WQAM*
Minneapolis-St. Paul	Omaha	Kansas City	New Orleans	Miami

*Pending FCC Approval

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer wanted. Must have experience. Furnish complete information and salary expected first letter. WEAV, Plattsburg, N. Y.

Announcer-copywriter, advancement unlimited, in excellent market, WKLZ, Kalamazoo, Michigan.

Announcer: Strong on news and DJ. Old established midwest daytimer has a good, permanent job for you if you qualify. Send tape and personal summary. WLDS, Jacksonville, Illinois.

Wanted immediately—announcer with first class license. New station on the air soon. WMIC, Monroe, Michigan.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMIX, Mt. Vernon, Illinois.

An experienced combo with first would like to do some selling. $100 per week plus commissions. WWBG, Bowling Green, Ohio.

Experienced basketball play-by-play announcer-sports-writer. If you are single, high school graduate and are interested in acquiring a college degree, opportunity knocks. Send tape (will not return) photo, background, references with first reply: Ed Nall, Athletic Business Manager, Oklahoma City University, 2501 North Blackwelder, Oklahoma City, Oklahoma.

Technical

Chief engineer: for progressive daytime station in booming metropolitan market. High type, efficient and tape charge man wanted. Write Box 680G, B•T.

Immediate opening first class engineer desiring sales experience. Highly populated Pennsylvania market. Considerate guarantee. Excellent opportunity. Family man. Ultra modern schools. Ample housing. Must have car. 1 kw am, 5 kw fm combination independent daytimer. Box 684G, B•T.

Engineering only. Fully experienced studio and transmitter maintenance. Long established one engineer radio operation. Good Colorado job for right man. Give experience, education, family status, present income. Confidential. Box 700G, B•T.

Chief engineer, small station in metropolitan east. State ability to announce, background, references, and salary expected. Box 729G, B•T.

Wanted at once for Los Angeles . . . 1st class engineer for 50,000 watt fm station. Must be strong on maintenance. Top pay, unlimited opportunity for right man. Family man preferable. References. All replies strictly confidential. Box 749G, B•T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW, Alliance, Nebraska.

Have immediate opening for thoroughly competent chief engineer. Now one kw going five. Top salary for right man. Apply KSTN, Stockton, California.

Chief engineer, either strong on announcing or sales. Full details and tape. KWIN, Ashland, Oregon.

Chief engineer wanted at 1kw daytimer WBAR, Bartow, Florida. Contact Manager Mr. Burgreen.

Immediate opening, experienced engineer with first class license for transmitter watch at WBEE, Harvey, Illinois. Call Normal 7-4124 in Chicago.

Wanted chief engineer with directional antenna construction experience—WBRB, P. O. Box 91, Mt. Clemens, Michigan.

First phone engineer who can assume some announcing duties for live wire small market kilowatter. Negro preferred. Bob Nims, Manager, WCAT, Athol, Mass.

Engineer with first class license needed by July 1st. Good salary to right man . . . kilowatt station with Gates equipment serving neighboring towns. Some air work required. All replies confidential. Radio Station WCLB, Camilla, Georgia.

Transmitter operator. Any inquiries may be directed to the attention of W. H. Malone, Radio Station WGTM, Wilson, N. C.

Engineer, permanent transmitter studio. First class radio telephone license. 5kw network station. Apply in writing. Chief Engineer, WIBX, Utica, New York.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

1st phone engineer. $55.00 for forty hours. Chance for advancement. Contact Dan Williams, WVOT, Wilson, N. C.

Combo with first. Ohio college town. $90 per week, more if worth it. WWBG, Bowling Green, Ohio.

Programming-Production, Others

Immediate opening program director, first ticket, must have programming experience. Family man preferred, 1 kw am, 5 kw fm combination independent Pennsylvania daytimer. Excellent opportunity. Box 686G, B•T.

Advertising copywriter who can write and produce jingle commercials for radio. This is an opportunity for a creative individual with advertising know-how to find a permanent home. Box 769G, B•T.

Continuity writer wanted as soon as possible for 50,000 watt CBS Radio affiliate. Please send complete information in first letter or call KWKH, Shreveport, Louisiana.

Experienced personnel needed for all phases of radio and television in all sections of the country. Excellent jobs on file. List with National for just the job you've been looking for. Write, wire or call M. E. Stone, Manager, National Radio and Television Employment service, Fifth Floor, 1627 K Street, N.W., Washington, D. C.

Situations Wanted

Managerial

Desires Eastern market. Have 14 years in associated field. Now sales manager in tv. Responsible family man. Hard worker. Box 553G, B•T.

California manager returning to coast. Constructed-managed-sold-programmed-1st-phone-announced. Make an offer! 11 years experience, young, hard worker. Sober family man. Box 727G, B•T.

Manager wants permanent home, 22 years experience. Built up two "dogs" for sale at profit, California, Kansas preferred, eventual purchase possible. Hard worker, excellent references. Minimum $150 week. Box 731G, B•T.

If it has to be conceived-promoted-sold-liasoned-programmed, if it offers a challenge, I'm experienced, reputable, and interested! Box 751G, B•T.

Manager-sales manager: You can't top a proven "pro"; but you can buy his experience and know-how. Request and analyze my resume. Bona-fide facts and figures; top accredited industry reputation; substantiated local-national sales know-how business getting ability. Yours for the asking. "Don't let a good one get away". Write Box 776G, B•T.

Managerial, 38, with growing family. Strong on radio and tv production, sales and promotion. Wants to join owner in an executive position with future. Salary $12,000 or less with bonuses or profit sharing plan. Resume and picture on request. Box 789G, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

General manager—age 31—family man—10 years radio—presently station manager, nationally known 125,000 market—successful sales manager background. Desire progression larger market as general manager. Rush considering offers—I'm a top man. Want permanent opportunity. Box 795G, B•T.

Salesmen

Experienced capable mature salesman. Background of many years includes announcing, sports and managerial. Married. Civic leader. Box 666G, B•T.

Saleswoman, copywriter, 3 years experience all phases. Best references, third. Box 752G, B•T.

Salesman-announcer. Excellent commercial contacts. Former sales manager. SRT graduate. 33, single. Box 759G, B•T.

Salesman-announcer. Manufacturer's sales manager for eight years. SRT graduate seeking position in west. 33, single. Seidner, c/o Aley, 2440 South Meade Street, Denver, Colorado.

Announcers

Announcer—twelve years—radio-television. Employed, family, degree. Want Florida. Box 517G, B•T.

Seeking permanent position in radio and/or tv. 8 years experience stage, radio, tv. Highest recommendations. Work hard. Proven results. 27, married, vet. Box 641G, B•T.

Experienced announcer (3 years tv, 5 years radio) desires position in New England area. Married with children. Available for personal interview after June 19th. Box 701G, B•T.

No. 1 announcer in four station market desires to relocate in deep south or far west. Four years solid radio. Draft exempt. Excellent references. Box 728G, B•T.

Presently employed announcer, desires position with 1 kw or larger on west coast. Flexible style . . . but emphasis on news. 40 months experience. $95 minimum. All offers considered. Full details available. Available after July 1. Box 735G, B•T.

Experienced announcer, presently employed with 5000 watt station undergoing reduction in staff. Strong on news, commercials. Seeking good spot in major market. Excellent references. Box 736G, B•T.

Graduate '50 from SRT wishes a job as radio announcer with small radio station. Box 741G, B•T.

Veteran on-air salesman with ideas. Worn out tux use lux. For right bux—will travel. Box 742G, B•T.

Recent broadcasting school graduate, good DJ, news, sports, board. Tape. Box 743G, B•T.

Stop here station managers! For young, eager, reliable announcer. Ready, willing and able to fill the gap at your station. Short experience, tall ambitions. Box 744G, B•T.

(Continued on next page)

Attention:

DISC JOCKEYS CONTINUITY WRITERS NEWSMEN SALESMEN

We're buying Independent stations and need top-flight staffs. Right now you have your choice of two Northeastern markets in the top 40. There'll be more later. Salaries open—but good! Also vacation, health and life insurance benefits. Tell all first letter. Tapes returned after careful audition. All replies strictly confidential.

Box 786G, B•T

RADIO

Situations Wanted—(Cont'd)

Announcers

No tornado, light, breezy conversationalist. Imaginative humor. Personal sell. Good voice. Authoritative news. Console. SRT grad. A beginner with real talent. Box 750G, B•T.

Radio school grad seeks opportunity in radio or tv. Start considered above wage. All details. Box 753G, B•T.

Announcer, 4 years, excellent voice, DJ, news, first phone, tape. Box 754G, B•T.

DJ, personality. Staff. Some experience, strong in news, sports, board. Musician. Excellent references. Tape. Go anywhere. Box 755G, B•T.

Excellent announcer. Extremely versatile DJ. Play-by-play, all sports, six years experience. $100 minimum start. Box 756G, B•T.

Announcing position with small station. Prefer east. Good news, commercials. Pleasant voice. Vet, married. Box 760G, B•T.

Tv-radio personality, audience participation, characters, DJ, good commercial. Featured on national daily network tv variety show. Write own material. 5 years tv; 15 years radio on leading stations. Age 34. Married. Not afraid to work. Box 762G, B•T.

Outside broadcaster, fine news presentation, record player, Gates board, college, school and discharge from Army 21 June. Box 771G, B•T.

Country music DJ, recording artist, nationally known, top-rated, 26, single, sober, reliable, not character, best references, desires to relocate. Box 772G, B•T.

Female Negro, broadcast school graduate, desire DJ, woman's program—typist. Box 773G, B•T.

Country and western disc jockey and musician for major market. Send tape, resume, photo. Box 774G, B•T.

Announcer presently employed in south seeks employment north of Mason-Dixon Line. School grad., DJ, sports play-by-play. Tape. Write Box 775G, B•T.

Never underestimate the power, etc. Gal deejay, femcee, commentator, thoroughly experienced in all phases of radio. Seeks race market. Box 779G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, seven years experience all phases. Presently employed. Desires relocate Florida permanently. Operate board, tables. Box 785G, B•T.

Announcer, light on experience but ready to go. Strong on news and commercials. Tv studio technician background. For tape and resume write Box 788G, B•T.

Staff announcer, married. One year experience, all phases. Desires play-by-play opportunity. $70 minimum. Will travel. Box 790G, B•T.

Platter spinner, sportscaster, newsman, veteran, single. Tape on request and school experience. Box 791G, B•T.

Bargain hunters, please note: Here's a two for the price of one deal that you can't afford to miss. Salesman-announcer with ten years sales experience, recent broadcast school graduate. Presently employed. Will work on sales commission, no salary or drawing required. New York, New Jersey, Conn. Box 792G, B•T.

SOS! Same old story, young announcer needs first job. Great DJ, commercial and news. How about it? Box 793G, B•T.

This young lady doesn't want to be a-miss any longer. Ambitious, willing to work hard at announcing, disc jockey work. Short on experience. Box 794G, B•T.

First phone combo available on June 15. Smooth voice. Well read. Large vocabulary. Type young. Draft deferred. Ham. Go anywhere. Television service two years. College. Fast learner. Excellent references. Box 796G, B•T.

Personable staff announcer, disc jockey. 1 year experience. Available immediately. Box 801G, B•T.

Texas or southwest. Announcer-salesman, emphasis announcing. Nine years experience announcer-program director; last three years include selling. Excellent references. Would like small to medium sized town with opportunity for advancement. Reliable. Investment opportunity welcomed. 31, married. Will consider any opportunity with future. Box 802G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Delaware to Rhode Island: Announcer, some experience. Third ticket, can operate board. Tom DeCillis, 1100 Lowden Ave., Union, New Jersey. ELizabeth 3-0468.

Experienced announcer, writer, sales. Relocate. Basil DeSota, 1801 Coldwater Canyon, Beverly Hills, California.

Combo man with limited experience, well qualified for farm programs and rural DJ shows. Hard worker. Not a drinker or drifter. Available immediately. Write Jack Herren, Box 192, Festus, Mo.

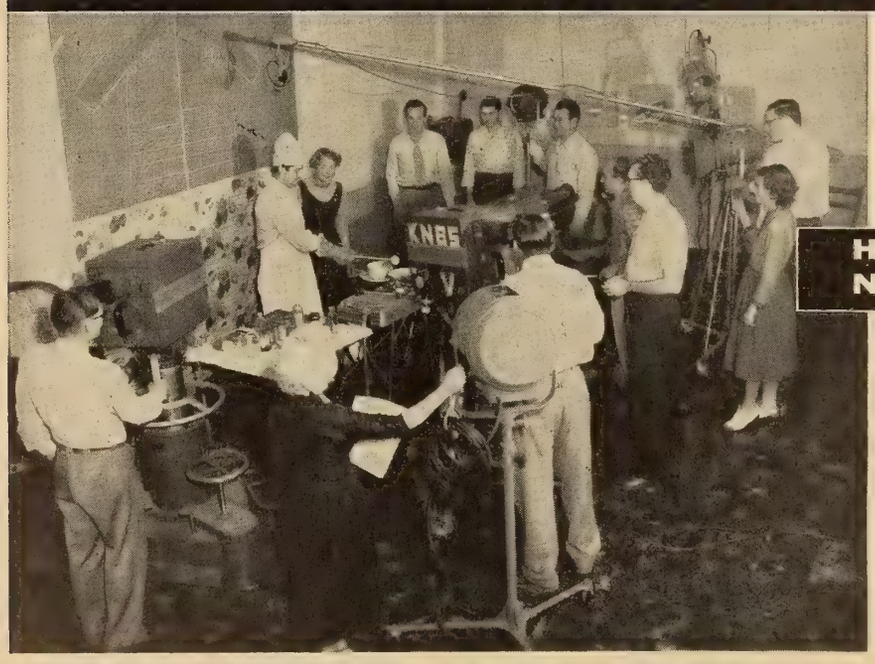
One deejay-newsman, one news director. Must relocate as personnel at present 5000 watt am-fm-tv station being reduced. Young, married, will travel. Available 18 June. References, tape. Phone 34-570. Jack D. Hunter, 3629 W. Prospect Ave., Ashtabula, Ohio.

Announcer, newscaster, deejay. Commercials experience; AFRS. College. Radio school. References. Draft exempt. 24, family. Will travel. Negro. Voice has no dialect. Ed Love, 2505 Morton, Parsons, Kansas. Phone 2066-R.

Radio announcer-tv producer wants summer replacement position in radio or tv: Have over a year as commercial announcer—good voice for radio, film narration, tv . . . have produced 140 tv programs . . . can adapt anything to tv . . . have produced and edited movies for tv . . . prefer west or Cleveland area. John Wiegand, 1027 Superior, Cleveland. MA 1-5865.

Due to circumstances beyond my control, I must release one of my announcers, and I would like him to relocate favorably. Age, twenty-five, single, draft-exempt, five years experience, currently news director, with two-hours pop DJ show in evening. Have been thoroughly satisfied with his work. Good announcing and news. Good worker. Gets along well with others. Prefers south. For tape, etc., write: G. D. Underhill, c/o Radio Station KLOU, Lake Charles, Louisiana.

BROADCASTERS THROUGHOUT THE COUNTRY FIND . . .



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates . . .

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing—actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland, HO 4-7822

CHICAGO, ILLINOIS . . . . . 540 N. Michigan Avenue, DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W., RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Technical

Want transmitter position, have 2 years am time, first phone. Box 671G, B•T.

First phone engineer now employed in north. Want middle or southeast only. Tv position acceptable. Box 747G, B•T.

Engineer, first phone, 9 years am experience including directionals. Amateur 26 years. No announcing. Permanent. Box 780G, B•T.

Chief engineer, 35, experienced, energetic and conscientious, desires affiliation as chief engineer and minor investor. Box 783G, B•T.

Engineer, 1st, 48 years, single, sober, lifetime experience 50 kw to 250 w, available transmitter operation, vacation fill, or where maintenance initiative is needed. Wallace V. Rockefeller, JU 3-2343, Wood River, Nebraska.

Programming-Production, Others

Program director—15 years experience with local, independent stations. Desirous of change. Eastern United States, Maryland to New England. Minimum salary $150 weekly. Replies confidential. Box 725G, B•T.

Newsman-begin over in central, southern California. College grad, 28. Anything considered. Box 733G, B•T.

All-around—girl—experienced, New York music programming, 5 years, production, copy, secretarial—relocate. Box 738G, B•T.

News editor—now working at it, wants new spot. Experienced gathering, writing, broadcasting local news; editing wire copy; writing features; interviewing. University degree. Box 739G, B•T.

Merchandising-promotion-public relations director. Box 765G, B•T.

Qualified newsman, 6 years experience, will also DJ. Available July. Box 767G, B•T.

Program manager, 9 years production, personnel adminstrative, announcing. Now assistant manager, want larger operation—midwest. Box 799G, B•T.

TELEVISION

Help Wanted

Salesmen

Our top radio salesman on a 250 watt fulltime station is making $12,000.00 a year. Want a tv salesman who can match him. Station is an NBC affiliate, uhf, with plenty of power, in a good midwest small market. Almost no competition. Starting draw $350.00 a month with much better than average commission. If you want a chance to make $12,000.00 this is it. If you want a sure thing, better stay where you are. Tell all in first letter. Box 669G, B•T.

Announcers

Staff announcer wanted by central Pennsylvania tv station to do both on and off-camera work and participate in all phases of production. For further details, contact: Jim Curtis, Program Director, WSBA-TV, York, Pennsylvania.

TELEVISION

Help Wanted—(Cont'd)

Technical

Immediately. Engineer for permanent position with aggressive vhf station capable of operating and maintenance responsibilities. Salary commensurate ability. Box 673G, B•T.

Maximum power vhf station in midwest need two engineers, experienced preferred but not necessary. Expanding staff to handle color near future, and early morning programming now in effect. Contact Chief Engineer, KCKT-TV, Great Bend, Kansas.

Engineer with first class ticket for work in television. Experience not necessary. Write Chief Engineer, WINK-TV, Fort Myers, Florida.

Engineer for the position of assistant chief with progressive 100 kw vhf. Must be qualified and capable of performing all operational and maintenance duties. Contact Chief Engineer, WJBF-TV, August, Ga.

Newspaper owned television station has immediate opening for technicians. Send complete background qualifications and photograph to Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

Need capable cameraman with minimum one year experience on RCA camera. Opportunity to join progressive, growing organization. Box 679G, B•T.

Situations Wanted

Salesmen

Desires eastern market. Now key man in west. Must have $7000. min. Don't write unless you mean business. Box 554G, B•T.

Announcers

Versatile on-camera announcer earning $7500 in Florida wants relocation in metropolitan market at $10,000 minimum. Solid ten year background with top station, agency references. Will fly anywhere for interview. Box 688G, B•T.

Market of 500,000. Improve your announcing staff with versatile 10-year veteran tv-radio on-camera salesman and performer, who puts pride, preparation, personality into everything from station ID to one hour show. Box 781G, B•T.

Tv sports director available. 6 years experience. Regional network play-by-play, studio. Box 782G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Television broadcast engineer, five years experience radio and television operations. Station construction experience, good references. Box 730G, B•T.

Chief engineer, large vhf operation. Must relocate due to valid personal reasons. 22 years electronic experience. Resume and references on request. Box 778G, B•T.

Programming-Production, Others

Promotion-publicity director, heavy experience in station operation, sales and audience promotion, young, married, veteran, degree. Box 745G, B•T.

Cameraman-floorman, family, 3 years experience, all studio operations, desires production. Best references. Box 777G, B•T.

FOR SALE

Stations

Internationally famous southwest resort area. Diversified economy, delightful climate. A single station city. Combo operation, one site. Offered to qualified principals only. $25,000 cash down. Exclusive with Ralph Erwin, 1443 South Trenton, Tulsa.

Rocky Mountain area. Special listing. Active city 10,000 population. Only station. Operated by same owners since original establishment. Now offered for private sale to qualified applicants only. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Gulf Coast network. Well established. History of earnings, $125,000. Terms available. Paul H. Chapman Co., Peachtree, Atlanta.

Equipment

For sale: Collins 212A dual channel console, $75.00; Collins 300G 250 watt transmitter, $750.00. Box 804G, B•T.

Three 6 X 8 foot plane reflectors, made by Tower Equipment for sale below cost. New, in crates ready for immediate shipment. Phone, or write, Pete Onnigian, Chief Engineer, KBET-TV, Sacramento, California.

1kw composite transmitter, replaced May 12th, 1956. Best offer, KOLO, Reno.

Tower, 150 ft. insulated, Blaw-Knox CK type, self-supporting, available six weeks, also top 85 ft. of Ideco tower. Excellent condition. Make offer. Chief Engineer, KSD-TV, St. Louis, Missouri.

½ price tv lenses. Kodak Ektars—35mm, 50mm and 135mm, $150 each or all three for $400. W. W. Johnson, 8844 W. 32nd Place, Wheatridge, Colorado.

— YOU'VE SEEN AND HEARD ME —

- *On Gillette's "Cavalcade of Sports"*
- *Calling the Nation's Biggest Horse Races*
- *Painting Word Pictures of Grid Classics*
- *At Courtside During Basketball's Hottest Action*
- *Doing My Own Radio and TV Stints*
- *AND on Play-by-play of all Major Sports*

I've often been called "one of country's top five sportscasters."

Known and respected as energetic hustler. Reliable, inventive and industrious.

— NOW —

I'm seeking a connection with a more sports-minded operation. So, if you're looking for a Sports Director with a 15 year broadcasting and telecasting background, facile with words (I haven't read a line from a teletype machine in nine years. Everything gets my inimitable rewrite treatment), and with a photographic mind which allows me to ad-lib telecasts while looking directly into camera lens, I'd like to talk with you. Address Box 806G, B•T.

Oh yes. References. They include a matchless set of names including network officials, agency biggies, college coaches and even state Governors.

FOR SALE—(Cont'd)

Miscellaneous

We can substantially increase your billing with carefully tested and guaranteed mail order accounts to be released your open periods. Box 444G, B•T.

WANTED TO BUY

Stations

Do you have—station needing management? Do you want—to sell part interest? 20 years experience all phases, announcer to owner-manager. Best references—want full management only. Rockies or west please! Box 726G, B•T.

Station wanted within 500 miles Washington, D. C. All replies confidential. Box 768G, B•T.

Equipment

Wanted to buy: Studio equipment for small tv station including switching, film chain, slide, sync generator, live camera chain, audio and power slide facilities. Interested in whole package or any part. Indicate make, period of use, delivery date, and price in first reply. Box 732G, B•T.

Used 250 watt am transmitter and accessories. Box 746G, B•T.

New 100 watt station, SE North Carolina needs, console, turntables, 150 ft. tower and limiting amplifier. Give full details in reply to WBLA, Elizabethtown, N. C.

5-10 kw fm equipment. Particulars, Independent Broadcasting Co., 250 West 57th Street, N.Y.C.

Used RCA, Raytheon or Federal tv microwave link, tv master monitor or whatever you have—quote lowest price. Carl Butman, National Press Bldg., Washington, D. C.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

Miscellaneous

Believable but powerful dramatic mystery scripts for half hour radio. Top rates. Enclosed return postage. R. J. Alestra, Director, Veron Lewis Productions, Inc., 71 West 45th Street, New York 36, N. Y.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School. Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

Home study or residence course in staff announcing, newscasting, copywriting, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

SERVICES

Do you need exclusive, low cost news and special events programming to boost sales and increase audiences? If the answer is yes, then we can offer you this low cost, world wide news coverage . . . tailored especially for your station and sponsors by our corps of correspondents in the news capitals of the world. Write today for details. Laurence News Features, Burlington Hotel, Washington, D. C.

RADIO

Help Wanted

POPULAR COMMUNITY STATION IN UPSTATE NEW YORK WANTS TO IMPROVE PRODUCTION

Immediate employment for married, experienced men in the following positions:

First Class Engineer:

Able to handle two hours of early morning announcing — engineer remotes—and above all, keep audio, recording and transmitter equipment in A-1 condition.

2 Announcer-Salesmen:

Capable of building outstanding disc shows. One with ability to take charge of sales department.

Sports Announcer-Salesman:

Play-by-play experience.

News-Announcer:

With experience in collecting editing and delivering local news.

Send photo, salary-demand and complete summary.

Box 807G, B•T

Salesmen

3 LIVE WIRE SALESMEN

We need 3 aggressive men for sales positions in New Orleans, Houston, and Memphis. We operate 5 successful stations and have application for sixth. Good selling story, good ratings, realistic rates, heavy promotion plus good markets give you high earning potential. Opportunity for advancement.

Send full details, past earnings, photo, to the

O. K. GROUP
505 Baronne St.
New Orleans, La.

RADIO

Help Wanted—(Cont'd)

Salesmen

SALES ENGINEER

Leading broadcasting equipment manufacturer needs aggressive sales minded engineer to call on radio stations in southeast. Should be self starter, experienced as Chief Engineer of am station. Desirable in south. Desirable high renumeration and expenses. Send complete resume with photo to

Box 748G, B•T

Announcers

TOPS?

If you're tops in personality air work, accustomed to attracting the largest share of audience as well as advertisers, we have excellent proposition on leading personality 5 KW in metropolitan southern market—one of the top 50 markets. Accent on daytime block. Send full background, photo. Box 803G, B•T.

OPPORTUNITY FOR

Announcer experienced and well educated, versatile. Chance for advancement particularly if station adds TV this Fall as expected. Send complete information tape picture. KSPR Box 930, Casper, Wyoming.

WANTED

AM PROGRAM MGR.

5 Figure Salary

Outstanding opportunity for a live-wire radio program manager to improve his present earnings and insure a substantial future with a highly successful mid-western regional, with TV. Must have success story with top-rated metropolitan music and news station, the know-how to build ratings, be able to hire and keep good personnel, and have proven promotional ideas. Confidential. Send complete resume, if you qualify.

Box 784G, B•T

PROGRAM DIRECTOR

Must have Flair For Independent Operation

Top executive spot offers great opportunities in organization now expanding broadcast holdings. Age 32 to 38. Air work not required, but must have plenty of it in your background which should cover at least 10 years. Salary open—and good! All replies confidential. Major markets, Northeastern states.

Box 787G, B•T

TELEVISION

Help Wanted

Technical

TV TECHNICIAN

TV transmitter-engineer. First class license and car necessary. Send full resume and minimum salary requirement to

Box 763G, B•T

Programming-Production, Others

Wanted: Top Man For Top Job At Top Station

One of the nation's great television stations wants an outstanding program manager with ideas and fire. Wide latitude, exceptional facilities, aggressive management will enable you to set a fast pace and make the whole industry follow you. Big market wonderful town. Reply in full in complete confidence.

Box 798G, B•T

FOR SALE

Equipment

Complete RCA Microwave System

0.1 watt—modified for color.
System now in operation.
Available in approximately 60 days.
Make offer. Write Box 672G, B•T.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

WANTED IMMEDIATELY

1 to 10 kw station in east, south or southeast in a one to six station market. We are in a position to make immediate settlement for suitable properties.

Connie B. Gay's
Town & Country Network
1122 North Irving Street
Arlington, Virginia
JAckson 5-5087

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Paulin-Newhouse School of Announcing are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right man for your staff. There is no charge for this service. Write . . .

PAULIN-NEWHOUSE
SCHOOL OF ANNOUNCING
5840 Second Blvd. Detroit, Mich.

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisment in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

FOR THE RECORD

(Continues from page 106)

gia Bcstg. Co., and **WBHB Fitzgerald, Ga.**, on July 30; Bill Mathis, and Key City Broadcasters, Abilene, Tex.; Citizens Bcstg. Co., Terre Haute, Ind., and Salem Bcstg. Co., Salem, Ill.; **WTAO Cambridge, Mass.**, and Princess Anne Bcstg. Corp., Virginia Beach, Va.; **WGSM Deer Park, Long Island, N. Y.**, Winslow Turner Porter, Bath, Me., and Television and Radio Bcstg., Hyannis, Mass., all on July 31. Action June 1.

By Hearing Examiner H. Gifford Irion

Tampa, Fla.; St. Petersburg Beach, Fla.—Ordered that prehearing conference will be held on June 18 re am applications of Polly B. Hughes, Tampa, and Holiday Isles Bcstg. Co., St. Petersburg Beach. Action June 4.

Valley Telecasting Co., Yuma, Ariz.—Granted petition for continuance of hearing from June 6 to June 25 in ch. 13 proceeding, Yuma (Wrather-Alvarez Bcstg. Inc.). Action June 4.

June 6 Applications

Accepted for Filing

Modification of Cp

WICA-TV Ashtabula, Ohio—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date.

WNAO-TV Raleigh, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Aug. 15.

License to Cover Cp

WJMC-FM Rice Lake, Wis.—Seeks license to cover cp which authorized changes in licensed station.

Renewal of Licenses

KREL Baytown, Tex.; KFLD Floydala, Tex.; KPAN Hereford, Tex.; KSTV Stephenville, Tex.; KTFS Texarkana, Tex.; KCFH Cuero, Tex.; KHBR Hillsboro, Tex.; KMBL Junction, Tex.; KOSF Nacogdoches, Tex.; KTER Terrell, Tex.; KCLE-FM Cleburne, Tex.; KCCT-FM Corpus Christi, Tex.; KIXL-FM Dallas, Tex.; KDNT-FM Denton, Tex.; KPRC-FM Houston, Tex.; KCMC-FM Texarkana, Tex.

UPCOMING

JUNE

June 10-12: Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.
June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.
June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.
June 11: BMI Clinic, Salt Lake City, Utah.
June 11-15: Senate Commerce Committee to hear tv networks on affiliation policies.
June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.
June 13: BMI Clinic, Sheridan, Wyo.
June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.
June 14: Colorado Broadcasters—Telecasters Assn., Stanley Hotel, Estes Park.
June 14-16: Md.-D. C. Radio & Tv Broadcasters' Assn., Commander Hotel, Ocean City, Md.
June 15-16: Iowa Broadcasters Assn., Cresent Beach Lodge, Lake Okoboji.
June 15: BMI Clinic, Estes Park, Colo.
June 15-17: Executive Board, American Women in Radio & Tv, House O'Charm, Detroit.
June 21-23: National Assn. of Tv & Radio Farm Directors, National Spring Meeting, Hotel Leamington, Minneapolis, Minn.
June 22-23: Florida Assn. of Broadcasters, Harrison Hotel, Clearwater.
June 23-24: Louisana-Mississippi Associated Press Broadcasters Assn. Natchez, Miss.
June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.
June 25-29: American Institute of Electrical Engineers, Hotel Fairmount, San Francisco, Calif.
June 28-29: N. C. Assn. of Broadcaster, Carolinian Hotel, Nags Head, N. C.
June 28-29: N. C. Assn. of Broadcasters, Carolinian Hotel, Nags Head, N. C.

INTERESTED IN BUYING ONE OR MORE RADIO STATIONS. HAS TO BE NUMBER 1 IN MARKET OR ONE OF THE TOP TWO STATIONS. YEARLY GROSS BILLING TO BE A MINIMUM OF $150,000. WILL DISCUSS WITH PRINCIPALS OR BROKERS. BOX 758G, B•T

Tv History—In Full Color

RCA's announcement of a 21-inch color tv set to retail at $495 (following Admiral's earlier announcement of a $499.95 color set) makes it official that 1956 will go down in tv history as the year that color arrived.

Marketing experts have long set $500-minus as the price at which color sets could be sold in quantity. With Admiral and RCA having squeezed beneath the magic figure, other manufacturers will be obliged to follow suit.

Two months ago in an editorial prediction that manufacturers would break through the $500 color barrier this fall [B•T, April 16], we pointed out that "now in vogue is the portable black-and-white receiver, selling in the $100 range. It is the tv counterpart of the radio midget: high volume but low net return. It is reasoned that to maintain sales volume and build toward future volume and earnings, major set manufacturers perforce will follow the RCA lead into color."

The push behind color set production at affordable prices is the main ingredient that has been lacking in color development.

Broadcasters who have pioneered in color programming have been wondering when they would have an audience.

Already more than 200 stations are equipped to broadcast network programs in color. A third of that number can broadcast color films. About 30 stations have taken the expensive plunge into local live colorcasting.

The situation is not unlike that which existed in the early post-war development of black-and-white when the first tv stations struggled to keep programs on the air while tv households were counted by the dozen. Then suddenly black-and-white sets came on the market at prices the public could afford, and television burst into one of the most fantastic growth enterprises in history.

History, we believe, is about to repeat itself. The color expansion is apt to be as dazzling as that of black-and-white.

This Week's Spectacular

THIS week the Senate Commerce Committee puts on its own television spectacular, with the three tv network heads in the key roles. If this extravaganza had a title, it would be "The Network Monopoly," written and scored by Sen. John W. Bricker (R-Ohio), the free enterprise zealot who has done an about-face by favoring more stringent government control of private business and who advocates the cutting back of coverage of existing tv stations to single markets or less.

Sen. Bricker's one-man report was released last month out of the blue. It brought a fiery rejoinder from CBS President Frank Stanton. The other networks to date have maintained silence. They will have their say this week through NBC President Robert W. Sarnoff and ABC President Robert Kintner.

Mr. Bricker's attack has had other repercussions. Without question it had a bearing on the formal organization 10 days ago of the Assn. of Maximum Service Telecasters, which had been incubating for months. Since one of the avowed objectives of Mr. Bricker is the curtailment of service of vhf stations to make room for drop-ins, the pioneer stations found they could tarry no longer to protect the sanctity of full service to rural and remote areas provided by maximum power operation, whether uhf or vhf.

Further light on Sen. Bricker's views is shed in an exhaustive article by Karl B. Pauly, published in the Sunday, June 3, issue of the *Columbus* (Ohio) *Citizen*, in the Senator's home town. Mr. Pauly reveals that Mr. Bricker first gained the attention of people in Ohio in the field of public utilities regulation and that his long public career "rests on the record he made and the reputation he built in that area of government." That was 33 years ago, when he got his first state position as counsel in the attorney general's office assigned to public utilities rate cases. Afterward he served three terms as governor and went to the Senate in 1947.

Mr. Pauly quotes Sen. Bricker this way: "I don't think the time has come, but it may, when the networks should be subjected to full public utilities regulation. Whether they utimately are so regulated will depend on how they use the authority and power in their hands."

Then Mr. Pauly comments that he (Bricker) "concedes that full public utility regulation of networks probably would include rate-fixing on television advertising and regulation of a station's network rate."



Drawn for BROADCASTING • TELECASTING by Sid Hix

"According to all the surveys, gentlemen, our situation comedy is in a situation!"

We'll take Mr. Pauly's word for it. That Sen. Bricker, the stalwart right-wing Republican, would even think in terms of rate regulation in broadcasting is incomprehensible. He might as well advocate government fixing of newspaper and magazine rates. Both would mean control of editorial content and that would spell censorship, which Mr. Bricker says he abhors.

While there may be others in Congress who feel that the networks have grown too powerful too fast, we doubt whether any responsible legislator would swallow a philosophy that inexorably would bring complete government control of television. Television, already the most potent method of public communications, is journalism—"electronic" journalism. As such, it is entitled to the guarantees of the Bill of Rights. Mr. Bricker's chief, President Eisenhower, said so a year ago in personally addressing the NARTB convention in Washington.

More Hands in the Grab Bag

THE Democratic Party may not as yet have achieved unanimity on the candidate it will back this fall, but it apparently is solid on how to finance the man's television campaign. Solution: Make the nation's networks and stations provide it free.

There was a gesture in this direction last month when Rep. Percy Priest (D-Tenn.) introduced a bill that would require all television stations and networks to give to each *bona fide* candidate for President (or for use by his running mate) one half-hour of time per week during September, one hour per week during October and one hour during November preceding the election.

Rep. Priest obviously was only the advance runner. Last week the baton was picked up by a coalition of five Democratic senators and introduced in that chamber. The new backers: Sens. Humphrey (Minn.), Mansfield (Mont.), Sparkman (Ala.), Murray (Mont.) and Morse (Ore.).

The strategy is obvious. The Democratic campaign coffers are low. The party is up against a rugged test, and it is counting on television as the medium it knows to be most effective.

At the time of the Priest bill's introduction, B•T pointed out the extent of the time giveaway the Democrats proposed. Those figures bear repeating: one hour of prime network time is worth around $100,000, a half-hour about $60,000. Such legislation, if passed, would cost the networks alone time valued at $2,220,000 per candidate. For the two major parties: $4,440,000. Plus: equivalent time on all the independent stations, meaning a minimum campaign bill to U. S. broadcasters of $5 million.

Equally obvious in the Democratic strategy is that they don't mean to pass this legislation for 1960. They mean to do business now. Broadcasters can expect to see a concerted push behind both Senate and House bills in the weeks ahead. Today is not too soon for broadcasters to mount their opposition.

KWK-TV *continues to have the-*



IN OVERALL AUDIENCE IN ST. LOUIS

Pulse

Apr. 1956

	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-TV	59	54	54	57	48
Station "B"	39	41	44	42	42

ARB

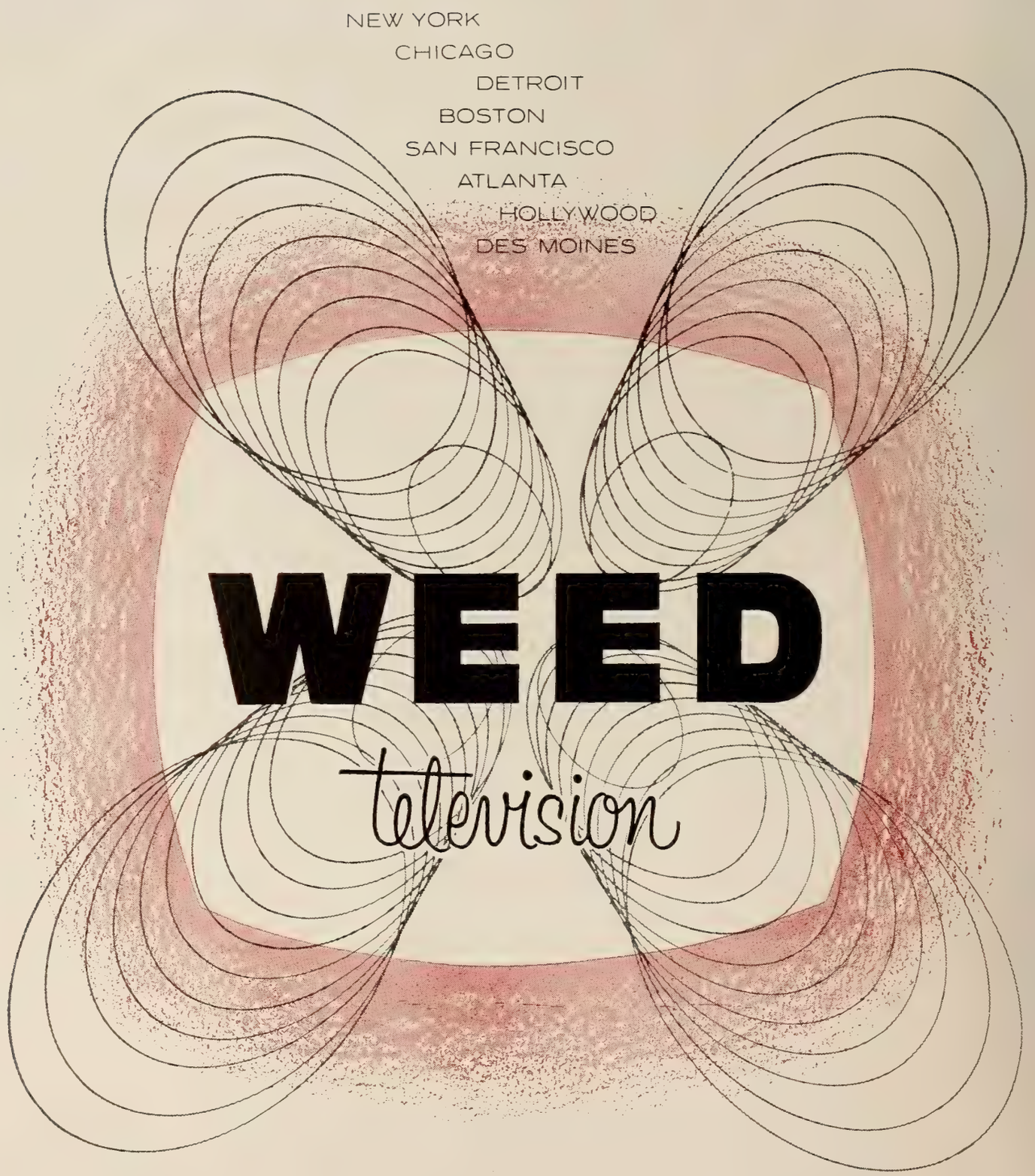
Apr. 1956

	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-TV	62.0	50.3	55.8	57.7	53.7
Station "B"	37.8	48.6	42.9	42.1	44.5

CBS

KWK-TV St. Louis *channel* 4

represented nationally by THE KATZ AGENCY, INC.



TELEVISION STATION REPRESENTATIVES

JUNE 18, 1956

35c PER COPY

BROADCASTING TELECASTING

THE 15% COMMISSION Page 35

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25TH year

THE NEWSWEEKLY OF RADIO AND TV

Now! A Tremendous INCREASE in POWER To Bring You Even GREATER RESULTS

WKMH
Detroit's Favorite Station for NEWS, MUSIC and SPORTS

Now 5000 Watts NIGHT and DAY

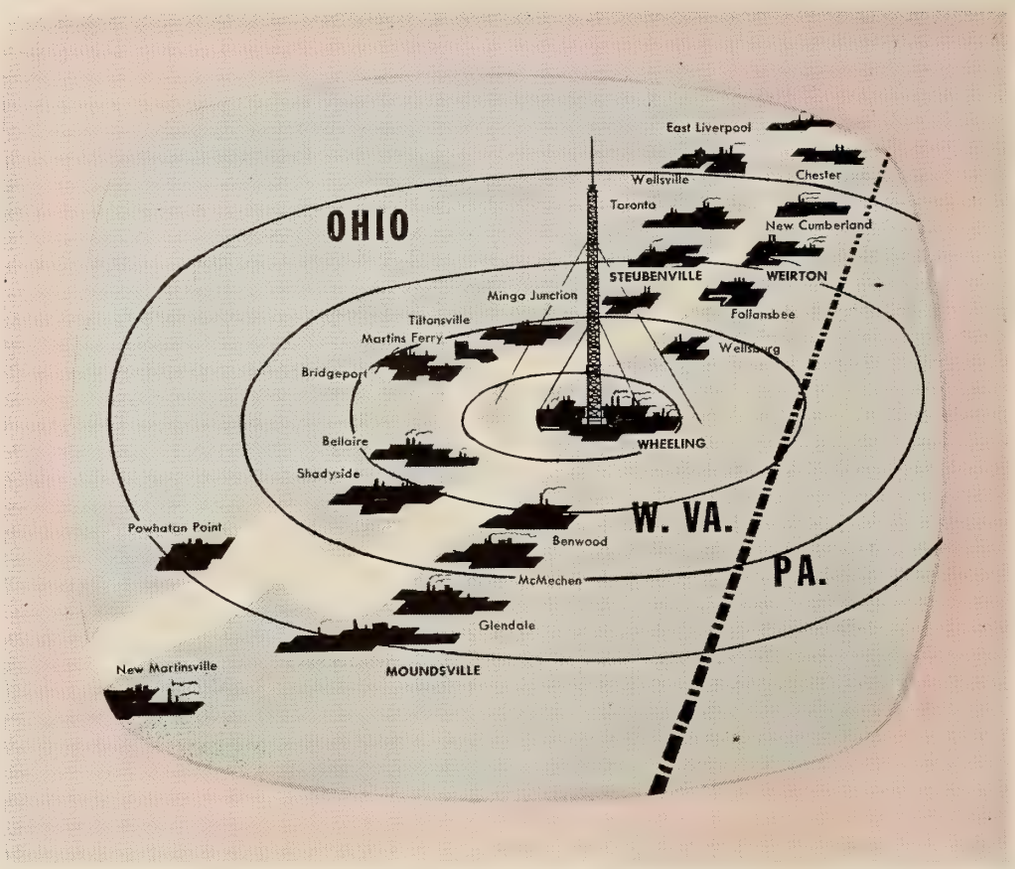
WKMH
Dearborn-Detroit
FRED A. KNORR, Pres.
JOHN CARROLL, Mg. Director
Represented by HEADLEY-REED

SAVE up to 15%
By Buying 2 or More of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

BUY ALL 4 STATIONS . . . . . SAVE 15%
BUY ANY 3 STATIONS . . . . . SAVE 10%
BUY ANY 2 STATIONS . . . . . SAVE 5%

KNORR BROADCASTING CORP.



You are looking at the fastest growing Industrial Market in the World

. . . the GREATER WHEELING MARKET

Ohio Bell Telephone is in the midst of a $500,000 expansion! The Manufacturers Light & Heat Company is spending $750,000 for new gas facilities! The Pennsylvania Railroad is extending track to service the new Olin-Mathieson Aluminum Plant at a cost of FOUR MILLION DOLLARS! These, and many more expansions are taking place **RIGHT NOW** in the Greater Wheeling Market, America's fastest growing market. In fact, even **conservative** estimates set a figure of 450 MILLION DOLLARS in proposed expenditures in the Upper Ohio Valley in the next three years!

In this rich industrial area with an annual spendable income of TWO BILLION DOLLARS, comprising 312,400 TV Homes, WTRF-TV has, by every accepted method of audience measurement, been proved the most popular TV station by a wide margin. Current Pulse figures show TWELVE of the top 15 "once-a-week" shows and SEVEN of the top 10 "multi-weekly" shows are on WTRF-TV!

Another Award for WTRF-TV

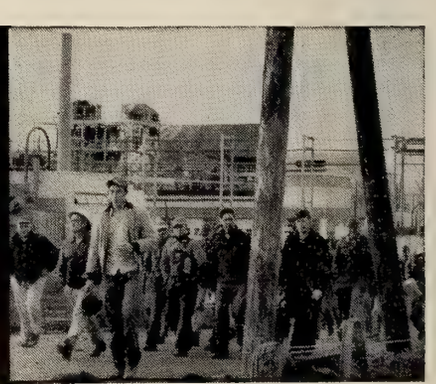
WTRF-TV has won a 1956 "PowerStyle" Chrysler, **first prize** in the **nationwide** "It's a Great Life" promotion competition. This is the SIXTH first place award in national station promotion contests won by WTRF-TV in less than 24 months.

"a station worth watching"

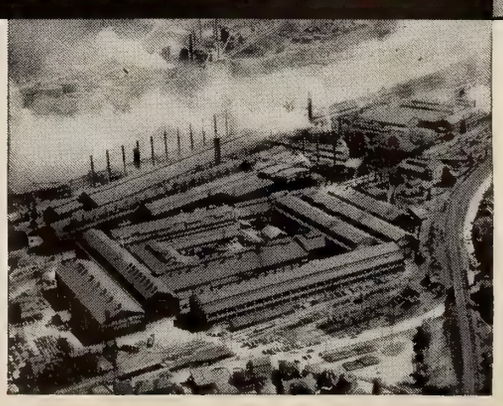
wtrf tv

CHANNEL 7

Wheeling 7, West Virginia



For availabilities and complete coverage information—call Hollingbery, Bob Ferguson, VP and GM, or Needham Smith, SM Wheeling 1177.



NBC

316,000 watts

Equipped for network color

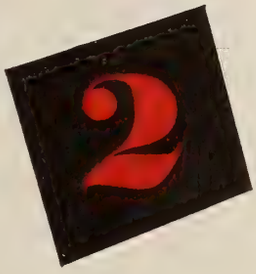
Reaching a market that's reaching new importance!

TWO MORE REASONS
Why Your Best Texas Buy Is





KGUL'S new Super Tower went into operation on May 30th—bringing CBS Television to more than 600,000 families in the Gulf Coast Area.



KGUL-TV leads in more prime periods than the other two stations combined.*

In the April Telepulse for the Galveston-Houston Area:

KGUL-TV	**83**
Station B	**77**
Station C	**4**
(4 Ties)	

Represented Nationally by CBS Spot Sales

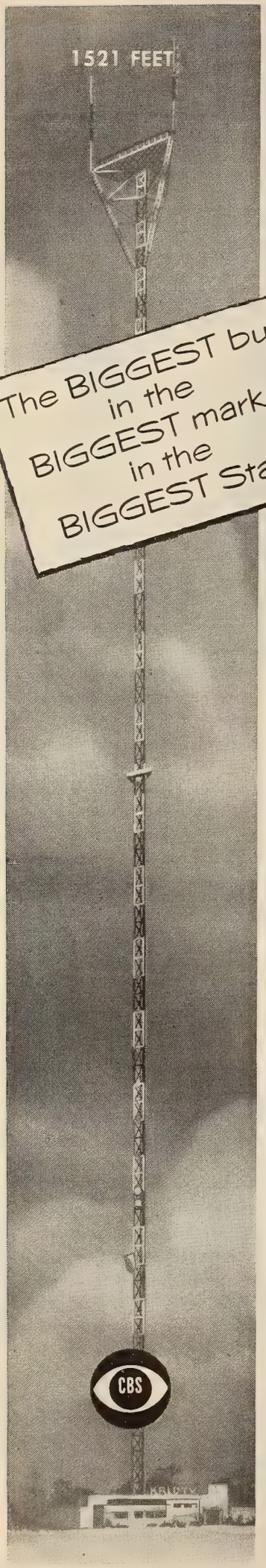
CBS TELEVISION NETWORK

Channel 11 Galveston, Texas

*(Source: Telepulse, April 1, 1956, 1/4 Hour Wins 6 P.M.-Midnight 7 Days)



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6 D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



NO OTHER TV STATION IN TEXAS gives you as much coverage as . . .

The BIGGEST buy in the BIGGEST market in the BIGGEST State

KRLD-TV

KRLD-TV's Channel 4, telecasting with maximum power from the top of Texas' tallest tower, covers more than 28,500 square miles . . . a 30% greater coverage than provided by any other station operating in the Dallas-Fort Worth area . . . and the greatest coverage given by any station in Texas

KRLD-TV presents the 12 top "Once A Week" shows (13 OUT OF THE TOP 15) together with 5 out of the top 10 "Multi-Weekly" shows . . . . . *and, in this 4 station market . .*



KRLD-TV HAS THE GREATEST DALLAS AUDIENCE OF ANY OTHER STATION IN DALLAS-FT. WORTH AREA

MONDAY TO FRIDAY	7 AM-12 N	12 N-6 PM	6 PM-12 MID.
KRLD-TV	55	30	38
STATION B	31	32	26
STATION C	14	28	24
STATION D		10	13

SUNDAY	8:30 AM-12 N	12 N-6 PM	6 PM-12 MID.
KRLD-TV	64	34	47
STATION B	32	34	27
STATION C	4	17	15
STATION D		15	11

Telepulse Report — Dallas Metropolitan Area
April, 1956

Channel 4 Dallas

MAXIMUM . . . . . POWER

Owners and operators of KRLD — 50,000 Watts, The Dallas Times Herald Station, Herald Square, Dallas 2, Texas.

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

REPRESENTED BY THE BRANHAM COMPANY

closed circuit.

ALL'S NOT LOST • Don't write off entirely overall crash programs for uhf development, despite failure of NARTB, RETMA and *ad hoc* committee to finalize project [B•T June 11]. All are agreed, it's understood, that far-reaching research program is essential first step. It's now question of scope and financing. Neither group, however, was disposed to go along with *ad hoc* committee original proposal that million dollar study be instituted going into social and economic as well as technical research to be handled at Massachusetts Institute of Technology (at which Dr. Edward Bowles, committee chairman, is professor).

B•T

MISGIVINGS over Bowles' ad hoc *committee proposal were expressed in inner broadcast circles because it's felt that it would go back conceivably to such fundamentals as whether there should be American plan of commercial broadcasting or some other method of control and operation. This is viewed as far beyond mandate from Chairman Magnuson of Senate Committee who had in mind getting benefit of technical opinion as to how best utilize available television spectrum space to provide competitive nationwide service. It's now expected* ad hoc *group will recommend to Senate Commerce Committee, in report to be submitted by month's end, that research program be undertaken as starting point.*

B•T

11th HOUR • Two straight hours of network television and radio—all three tv and most radio networks—will be filled with paid political broadcasts Nov. 5, night before elections, if plans of two major political parties work out. Republican National Committee is buying 11 p.m. to midnight, and Democratic National Committee reportedly is asking for full-hour before that. BBDO, New York, is agency for GOP; Norman, Craig & Kummel, New York, for Democrats.

B•T

AT LEAST SOME Negro-audience stations, being queried by Republican National Committee for availabilities for nine-week pre-election spot announcement campaign [B•T, May 21], are disturbed by what they describe as "suggestions" that they should "not slant" political news but play it fairly as between GOP and Democrats. They take it as unwarranted assumption that they're politically one-sided.

B•T

PROMPT FOR PAY • Not unexpectedly, CBS Radio is getting quick acceptances from affiliates on its plan to restore part of past years' cuts in compensation during year starting Aug. 25 [B•T, June 11]. And enthusiasm of stations is pleasing network officials as much as speed of their responses. Though new contract amendments weren't mailed out preceding weekend, meaning affiliates didn't receive them until Monday or Tuesday, total of 101—all that had been heard from—had returned (or promised) signed agreements by Friday. These represent 62.95% of network's total rate card. With 85% of total rate card necessary to put plan into effect, those promised and in hand represent 73% of volume needed by this Friday's deadline.

B•T

THERE'S MORE than meets eye in meeting called Friday of NBC Radio Affiliates to be held in New York June 29. Announcement of meeting came after high level discussion between NBC brass and Lester W. Lindow, newly appointed committee chairman. Plan for session had been in works long before CBS Radio announcement of increased compensation to affiliates [B•T, June 11, see editorial, page 130].

B•T

DELAYED • Senate Commerce Committee met last Wednesday in regular executive session but did not act on nomination of T. A. M. Craven to serve seven-year term on FCC beginning July 1. Action was deferred, it's understood, because one Senator asked for opportunity to read record of June 7 hearing before Senate Communications Subcommittee prior to consideration and particularly since there's still time before term of Comr. E. M. Webster expires June 30. Special meeting called for Thursday (June 21) with confirmation regarded as virtual certainty.

B•T

EDWARD JARRETT, chief clerk of Senate Interstate & Foreign Commerce Committee, shortly is expected to take leave of absence to accept appointment as chief aide to J. Leonard Reinsch in handling of Chicago Democratic National Convention. Mr. Reinsch, executive director of Cox radio and tv stations, fortnight ago was named assistant chairman of Democratic Committee and convention manager [B•T, June 11, 4]. Mr. Jarrett's appointment was requested of Chairman Magnuson (D-Wash.) of Senate Committee by Paul M. Butler, chairman of DNC, and is expected to be effective about July 1.

B•T

TROUBLE IN WIND • Jurisdiction dispute brewing between IBEW and IATSE locals in Hollywood over representation of cameramen on tv film lots may wind up in Washington before AFL-CIO executive council for arbitration. IATSE has been entrenched at major movie studios for years; IBEW in radio-tv. IBEW Local 45 there is openly making play for independent tv film but IATSE Cameramen's Local 659 is protesting.

ONE of the ideas being considered by those working on revision of program categories in FCC renewal forms (see story page 94) is to have stations report on program activities in narrative form. This would be radical change from present practice which requires stations to specify in percentage figures amount of entertainment, educational, religious, agricultural, etc., time broadcast.

B•T

PUBLIC PLUNDER • Those treasure hunt activities rocking Minneapolis and Omaha radio circles gave rise to this quip last week: that Minneapolis and Omaha are the only cities in the U. S. where listeners are being paid more than talent.

B•T

COMMERCIAL sponsorship of Hollywood's sacred Oscar awards on tv has been constant thorn in side of movie industry, which considers it theatre product and money shouldn't mingle any place but boxoffice. Plan whereby studios themselves will pick up tab for annual NBC-TV shows will be put before industry this summer by Academy of Motion Picture Arts & Sciences.

B•T

REVAMP COMING • *Weekday,* NBC's daytime program which has been controversial issue with affiliates virtually from its start, currently is undergoing rigid reexamination. There's strong likelihood of complete change in format in next few weeks.

B•T

CBS-TV Hollywood is considering 90-minute versions of two of its half-hour film series as candidates for exposure next season on new Playhouse 90 *venture.* Gunsmoke *and* Cavalry Patrol, *both produced by Charles Marquis Warren, may get unique enlargements. Cross-publicity value is one factor involved.*

B•T

KAYE IN MARKET • Sammy Kaye, bandleader and star of own radio-tv show, interested in buying several independent radio stations. Wheeling and dealing would be in addition to his swing-and-sway bandleading.

B•T

NARTB's television roster will acquire important new member with assumption at helm of Chicago Tribune *stations by Ward L. Quaal, Aug. 1. While WGN Radio is NARTB member, tv station has not joined. Subsequent action, under Mr. Quaal's direction, will be subscription to NARTB Television Code. Mr. Quaal succeeds Frank P. Schreiber, vice president and general manager, who resigned after 38 years with* Tribune *organization.*

4 looks at the way Kansas City listens (all see WHB)



March-April, 1956
Metro **Pulse:** WHB 1st
360 out of 360
¼ hours in and out of home,
Mon.-Fri. 6 a.m.-midnight

March, 1956
Area **Nielsen:** WHB 1st
every time period,
1st all day and night
42% share of audience
Mon.-Sat. 6 a.m.-midnight

Latest available
Area **Pulse:** WHB 1st
263 out of 288
¼ hrs. . . . with 25-2nd place
¼ hrs., Mon.-Sat., 6 a.m.-6 p.m.

Feb.-May, 1956
K. C. **Hooper:** WHB 1st
248 out of 260 ¼ hrs.
1st all day with
43.5% share of audience
Mon.-Fri. 7 a.m.-6 p.m.
Sat. 8 a.m.-6 p.m.

Dominate? And how! Listen to the way Kansas City looks the way Blair tells it—or talk to WHB General Manager George W. Armstrong.

WHB 10,000 watts—710 kc
Kansas City

MID-CONTINENT BROADCASTING COMPANY
"The Storz Stations"—President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

Coming Soon—WQAM, Miami—Transfer Subject to FCC Approval

at deadline

MUTUAL OFFERS TO SPLIT ALL PROFITS WITH AFFILIATES IN NEW NETWORK PACT

MBS Friday unveiled new "share the wealth" concept in connection with proposed network-affiliate plan by which stations would derive percentage of all network profits (after operating costs) based on percentage which station rate bears to total rate card of network. Plan was unfolded at regional meeting of midwest Mutual affiliates in Chicago by John Poor, executive vice president of network.

Network also offered two additional proposals for affiliation contracts, slated to become effective Nov. 1. First, its block music programs, to be made available to stations without charge, covering 9 to 12 midnight Sunday through Friday (called *Studio X*); 6 to 8 p.m. Saturday (*Top 40*); 8 to 10 p.m. Saturday (*Teen Club*), and 11 to 12 midnight Saturday (*Big Charlie*).

Second proposal, effective Nov. 1, is "automation" plan, under which affiliates are urged to buy or adapt equipment, making it possible to integrate network shows with local spots or breaks for evening and weekend programming hours. Stations may choose or reject plan. MBS officials suggested use of "silent sensing strip" with tape recorder (viz., Ampex) and record changer assembly (like Seeburg's). Stations could pre-record cut-in announcements and breaks. Mr. Poor said unit would cost about $2,500 but could be put together for less.

Mutual affiliates informally differed on merits of proposed new contract, which calls for them to "preclear" 16 hours of network time weekly in return for 15 hours of weekly free programming (without talent costs) for local co-op sale, with 35 hours weekly total option time period. One broadcaster said he felt proposal is based on wrong concept, that of selling programs and not spots. Others expressed interest in plan and MBS executives reported favorable reaction. List of "preclear" and co-op programs (those for local sale) in news drama and special feature categories also outlined for affiliates similar to types reported on eve of NARTB convention [B•T, April 16].

Mr. Poor and other executives described new network plan as "realistic radio" concept, with "as fair and honest a contract as any network ever offered." He said that with the "share the wealth" plan a $1 to $2 million revenue after operating costs "is not fantastic."

CHOTINER DESCRIBED AS INVESTIGATOR, NOT INFLUENCER, IN FRESNO TV CASE

SENATE Investigations Subcommittee investigators have been told that Murray Chotiner, California lawyer who was Vice President Richard Nixon's campaign manager in 1952, was briefly engaged as investigator—with explicit understanding he was not to attempt to influence outcome of case—by lawyer for winning applicant for ch. 12 Fresno, Calif.

Mr. Chotiner told reporters June 7 he had been subpoenaed to give subcommittee his records "pertaining to certain television companies," but he did not identify them further.

B•T learned Friday that subcommittee investigators have been given this report by W. Theodore Pierson, attorney for KFRE Fresno, which won ch. 12 there:

In fall of 1954, after FCC examiner had recommended grant to rival applicant, KARM Fresno, KFRE's President Paul Bartlett advised Mr. Pierson he had decided to withdraw from case and issue statement alleging political influence had been used against him. Mr. Pierson persuaded him to delay judgment, pending investigation.

Mr. Pierson asked advice of his brother, active in Iowa Republican circles, in selection of lawyer familiar with California politics. His brother suggested Mr. Chotiner whom he knew to have been active in campaigns of Mr. Nixon and California Congressmen.

Mr. Pierson visited Mr. Chotiner in latter's Los Angeles office, entered into arrangement to pay Mr. Chotiner for time and expenses to investigate whether or not political influence had been attempted in case. Mr. Chotiner agreed, according to Mr. Pierson's version to subcommittee investigators, after receiving assurance he was not expected to try influence of his own. Mr. Pierson also made clear his firm, Pierson, Ball & Dowd, was paying bill—not KFRE.

Few weeks later Mr. Chotiner reported that he found no influential person in California Congressional delegation had expressed preference in Fresno case—except one Congressman who had called one FCC member and had been rebuffed. According to Mr. Pierson's report to subcommittee agents, Mr. Chotiner said he was convinced case would be decided on merits, and hence KFRE decided to stay in running.

With presentation of his report, Mr. Chotiner ended his connection with Fresno matter, according to Mr. Pierson's statement to subcommittee agents.

Sen. John L. McClellan (D-Ark.), chairman, and Robert F. Kennedy, chief counsel of committee, told B•T last week that Chotiner investigation was only preliminary. Neither would comment beyond that.

Meanwhile, it was learned Mr. Kennedy last week conferred individually with FCC members on events leading up to ch. 12 grant.

DIRECT LINE TO IKE

PRESIDENT EISENHOWER has been receiving music service at his Walter Reed hospital room via special wire from WGMS Washington, News Secretary James C. Hagerty told newsmen Friday.

WGMS programs have been received at the White House by special line for some time. Last autumn the President listened to special taped music service sent to Denver by WGMS.

• BUSINESS BRIEFLY

AMOCO RADIO • American Oil Co. (Amoco), Baltimore, launching 26-week spot radio campaign in 40 to 50 east coast markets, starting July 2. Agency: Joseph Katz Co., N. Y. and Baltimore.

18 WEEKS IN 30 • Lever Bros.' Silver Dust (cleanser), N. Y., starting radio spot announcement campaign July 9 to run approximately 18 weeks in about 30 markets in New England, Southeast, and Pennsylvania. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

MORE FOR MAXWELL • Instant Maxwell House coffee, N. Y., through Benton & Bowles, N. Y., adding more markets to its radio spot announcement campaign in New England starting June 26.

TV FOR WILDROOT • Wildroot Co., Buffalo, planning to run supplementary tv spot campaign in Midwest next fall. Advertiser co-sponsors *Robin Hood* on CBS-TV. BBDO, N. Y., is agency.

BAB-O BUYS CAESAR • B. T. Babbitt Inc. (Bab-O cleanser), N. Y., added to roster of participating sponsors of *Caesar's Hour* on NBC-TV next season (Sat., 9-10 p.m. EDT). Agency for Babbitt: Dancer-Fitzgerald-Sample, N. Y.

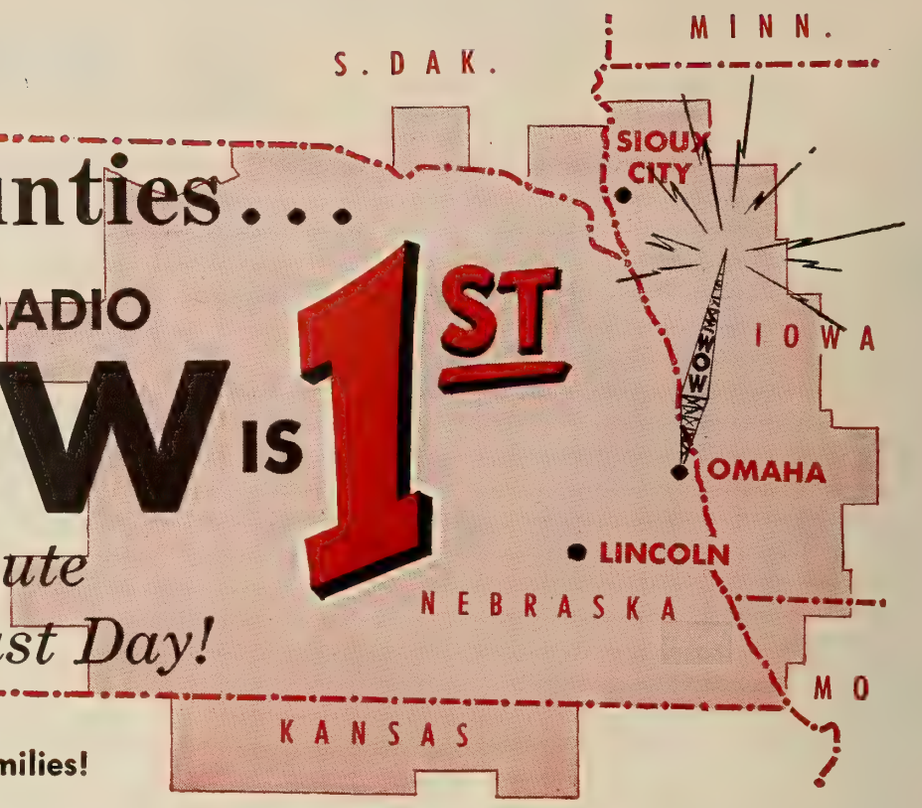
POLKA FOR PABST • Pabst Brewing Co., Chicago, through Leo Burnett Co., Chicago, to sponsor *It's Polka Time* on ABC-TV (Fri., 10-10:30 p.m. EDT), starting July 13.

Allocations Answer Soon, Says Chairman McConnaughey

FCC CHAIRMAN George C. McConnaughey, addressing District of Columbia - Maryland Assn. Friday (see story, page 9), said FCC soon will announce conclusions on tv allocations proceedings. "I am confident that the public and the broadcast industry will agree that we have chosen the only practical means of assisting uhf without causing deterioration of existing service. We could not justify creating substantial 'white areas' when the Act commands us 'to make television service available so far as possible, to all the people in the United States.' Nor could we fulfill the objectives of the Act by making obsolete millions of sets paid for or purchased on credit by the working people of the United States."

Indicating it would be "premature" to discuss more specifically what FCC will do, chairman nevertheless implied that order would be forthcoming shortly.

Mr. McConnaughey, Ohioan, apparently takes issue with Ohio Republican Sen. John W. Bricker on manner in which broadcasting should be regulated. He said he was convinced that it was Congressional intent when Communications Act was prepared to allow "the freest play to private initiative and private enterprise in the utilization of the spectrum space." Then he added "broadcasting is not in fact—and should never be compelled by law to adopt—the characteristics of a common carrier."



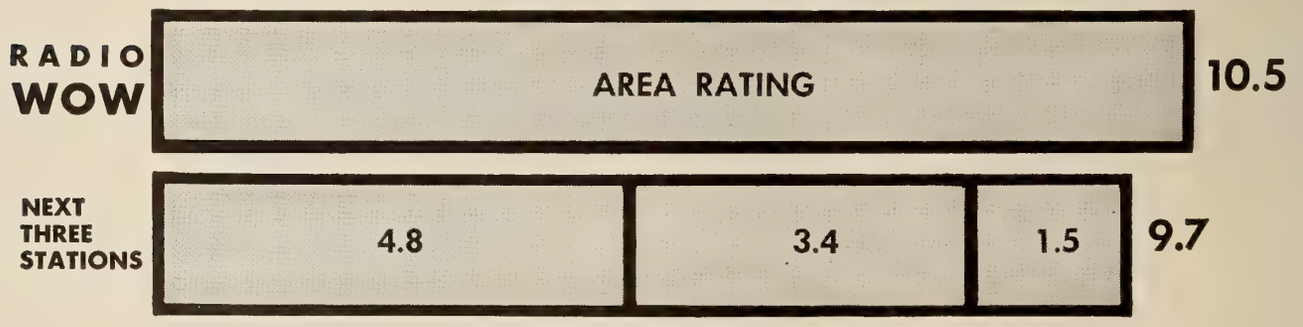
in 91* counties...

REGIONAL RADIO WOW IS 1ST

Every Minute of the Broadcast Day!

*514,600 radio families!

More Audience than Next 3 Stations Combined!



SOURCE: Nov., 1955, Pulse Area Report. 6 A.M. to Midnight, Monday thru Friday, Average Quarter-Hour Ratings.

FRANK P. FOGARTY
Vice President & Gen'l Mgr.

BILL WISEMAN
Sales Manager

JOHN BLAIR & CO.
Representatives

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

TIME'S NOT FREE, KINTNER TESTIFIES

THERE'S no such thing as "free" tv network time for political candidates, ABC President Robert E. Kintner told Senate Commerce Committee Friday during hearings on committee's probe of networks and uhf-vhf troubles. If network donates time to political parties it is making financial contribution to them, he said.

Mr. Kintner's remarks came after Chairman Warren G. Magnuson (D-Wash.) said Republicans have lot of money and Democrats little. Sen. Magnuson said he thought it's problem where networks can "help," and asked: "You wouldn't go broke on a couple of hours [free time], would you?" He added that Congress will "have to take some action" on political time bills "before we get out of here."

Mr. Kintner said best networks can do is make sure both parties have equal access to time and if party doesn't reserve tv time beforehand, there's little network can do.

ABC president said he didn't believe color tv would get underway on national scale until fall of 1957, with perhaps 4-5 million color sets. He thought tax exemptions on all-channel sets would help uhf.

Although ABC wants government action to assure three outlets in top markets, Mr. Kintner said, it's only as alternative that network would ask that existing outlets be made available for some ABC programs.

Mr. Kintner also expressed these views: "Everybody talks about the power of networks but nobody talks about power of stations"; ABC screens its advertisers beforehand for possible bait-switchers; ABC believes in network's right to editorialize but isn't prepared to do so just now.

Key to network-affiliate relationship, Mr. Kintner said, is that affiliate in signing contract takes "affirmative position" toward network's programming. He didn't think independent producers should have same access to outlets as networks because latter provide "national programming."

Neither did he think network program performance should be subject to FCC review, but that station licensees should have responsibility. He felt if ABC lost one of its five owned stations it would "have a devastating effect on us."

Four Stations, $435,000 Involved in Newest Sales

SALE of WPAL Charleston, S. C., by George G. Weiss and associates to Speidel-Fisher Broadcasting Co. for about $125,000 announced Friday, at same time applications for FCC approval filed for transfer of:

• WWPB Miami, Fla., from Paul Brake to William M. O'Neil for $160,000.

• WDXB Chattanooga, Tenn., from Joseph Bloom and associates to French Inc. (Carlin S. and son, Stephen C. French) for $100,000.

• KSHO-TV Las Vegas, Nev., from Moritz Zenoff to partnership comprising Mr. Zenoff and Wilbur Clark (owner of Desert Inn there), with Mr. Clark's 50% interest valued at $50,000.

Purchasers of WPAL (1 kw daytime on 730 kc) are Joe Speidel III and Albert T. Fisher Jr., owners of WOIC Columbia and WQOK Greenville, both S. C. Transaction negotiated by Blackburn-Hamilton, station brokers. Sale is subject to usual FCC approval.

William M. O'Neil, buyer of WWPB (250 w on 1450 kc), is son of William O'Neil, president of General Tire & Rubber Co., and brother of Thomas O'Neil, president of RKO Teleradio Pictures Inc. (General Teleradio radio-tv stations, controlling stockholder in MBS, and owner of RKO Pictures). Sale is to WSKP Inc., 100% owned by Ohio Music Corp. (75% owned by Mr. O'Neil and 25% by Jack W. Lemmon, formerly associated with Mr. O'Neil in ownership of WJW Cleveland). Payment is $36,400 in cash with remainder over five year period.

In Chattanooga transaction (250 w on 1490 kc), elder Mr. French is 22.4% owner and vice president of H-R Representatives, station representative firm. He will resign from H-R post. He also owns 33⅓% of WATO Oak Ridge, Tenn.; 10% of WLAF Lafollette, Tenn. Younger Mr. French is manager of WNOE New Orleans. Payment is $40,000 cash, remainder to be paid over five year period.

KSHO-TV, on ch. 13, was sold to C&Z Co., partnership of Messrs. Zenoff and Clark. Mr. Zenoff owns *Boulder City News* and *Henderson Home News*-KBMI, both Nevada. Station is independent.

BALD ADMISSION

CONFESSION that Hollywood stars are using tv "entertainment" roles as pure commercials for movie box office is baldly spelled out in full page trade advertisement by Paramount last week citing Bob Hope NBC-TV spectacular yesterday (Sun.). Ads said spectacular plugging "That Certain Feeling," "hits the peak of the most intensive drum-beating ever done by any star for a motion picture. Additional millions of ticket buyers will be turned toward the box office. . . ."

Aubrey, George, Schneider Promoted in CBS Shifts

EXECUTIVE CHANGES being announced today (Mon.) by CBS involving tv network, KNXT (TV) Los Angeles and CBS Television Spot Sales. James T. Aubrey, general manager of KNXT and Columbia Television Pacific Network, takes over newly-created post of manager of network programs, CBS-TV, Hollywood. Succeeding Mr. Aubrey is Clark George, tv spot sales' general manager. Mr. George's post in New York is being filled by John Schneider, eastern sales manager of CBS-TV Spot Sales.

New shift is designed to strengthen CBS-TV's Hollywood organization during current growth, indicated Alfred J. Scalpone, vice president in charge of network programs, Hollywood. Mr. Aubrey's appointment follows recent naming of Guy della Cioppa to director of network programs in Hollywood.

PEOPLE

ROLAND P. CAMPBELL, vice president of advertising, Andrew Jergens Co., Cincinnati, returns to Post Cereals Div., General Foods Corp., White Plains, N. Y., as advertising manager, after four years absence.

NORT WYNER, assistant to Emil Mogul, president of Emil Mogul Co., N. Y., to Monarch Wine Co. (Manischewitz), Brooklyn, N. Y., as advertising and sales director. Monarch is Mogul account.

BILL STILES named general manager of KLRJ-TV Las Vegas, Nev. He previously was commercial manager of KZTV (TV) Reno, Nev.

JOE DRILLING, business manager, named general manager of KJEO-TV Fresno, Calif.

BOB CRANE, early morning personality on WICC Bridgeport, Conn., to KNX Los Angeles July 15 replacing **RALPH STORY.** This fall Mr. Story plans to enter tv film production.

Radio Is 'Primary Medium' Pardoll Tells Broadcasters

RADIO should sell itself as "primary medium it is" rather than as secondary medium, Arthur Pardoll, director of broadcast media, Foote, Cone & Belding, New York, told District of Columbia and Maryland Broadcasters' Assn. at annual meeting in Ocean City, Md., Friday.

Mr. Pardoll urged industry-sponsored survey of listening habits as radio's greatest current need. He urged greater attention to programming and better presentation to agencies and accounts.

Free access by radio and television to Maryland state legislature proceedings, as well as city and other state and local council proceedings, was advocated by Sen. Louis L. Goldstein, president of Maryland Senate, who told meeting he would introduce legislation to this end in current assembly session. He suggested that if it worked in Maryland, it could be adopted by all states and possibly Congress.

Alvin Q. Ehrlich, vice president in charge of radio and tv, Kal, Ehrlich & Merrick, Washington, urged stations to establish package prices on daily, weekly, monthly and yearly discount schedules. He admonished against double and triple spotting.

Closing Saturday session was addressed by Joseph McDonald, treasurer, NBC, on "Political Pitfalls"; Thad H. Brown, vice president, NARTB; Leland S. McCarthy, Washington Better Business Bureau, and Sol Taishoff, B•T editor-publisher.

SAG Gets Shorter Week

SCREEN ACTORS GUILD Friday announced revision of existing contract with 300 producers of tv films substituting 5-day, 44-hour work week for 6-day, 48-hour week. Unchanged: $285 weekly minimum established last summer. Saturday and Sunday become double time days. Theatrical movie studios went on 5-day week last March.

Moyers Seek Miami Am

APPLICATION filed with FCC Friday for new daytime am station in Miami, Fla., on 1260 kc, 5 kw. Applicants are Keith Moyer (70%), his wife, Frieda (5%), and his brother Roger (25%). Keith Moyer holds majority interest in WTIM Taylorsville, Ill. (55%); WBBA Pittsfield, Ill. (55%), and WTAY Robinson, Ill. (51%). Roger Moyer owns drive-in theatre and 39% of WTAY. Proposed Miami outlet would cost $31,000 to construct, $48,000 to operate first year, application estimated. Expected revenue was listed at $56,000. Miami now has nine operating am stations.

the week in brief

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Government regulation of television networks could destroy them and upset the present system of broadcasting, to the detriment of both business and public, network presidents tell Senate Commerce Committee *27*

RADIO, TV SUIT NEW AD TRENDS

Broadcast media are "ideal" for today's changing marketing and merchandising procedures, AFA convention hears from Don McGannon of WBC and Merle Jones of CBS-TV . *32*

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A B•T status report on the traditional method of agency compensation, now the subject of cool study and hot debate *35*
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TV, AUTOS: COMPATIBLE PAIR

Television takes the auto prospect out of the living room and into the car for a demonstration ride, George Wolff, Ruthrauff & Ryan vice president, tells AAAA Michigan Council *72*

AFM BACKS PETRILLO POLICIES

American Federation of Musicians membership, at annual convention, endorses union's trust fund policies and disciplinary action against Hollywood rebels, selects James C. Petrillo president for 17th term *84*

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Changes in codes to come up at Tv Board session Wednesday, Radio Board meeting Thursday and joint conclave Friday *86*

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Intense competition and low prices combine to make things tough for tv set manufacturers, companies report at RETMA meeting. Dr. W. R. G. Baker elected RETMA president for coming year *100*

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Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long, Vice President · H. H. Tash, Secretary · B. T. Taishoff, Treasurer

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EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York). J. Frank Beatty, Bruce Robertson
NEWS EDITOR: Fred Fitzgerald
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITORS: Earl B. Abrams, Lawrence Christopher (Hollywood)
ASST. TO MANAGING EDITOR: Donald V. West
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SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

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BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
STAFF WRITERS: Frank P. Model, Selma Gersten, Beverly Berl

Business
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas

Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

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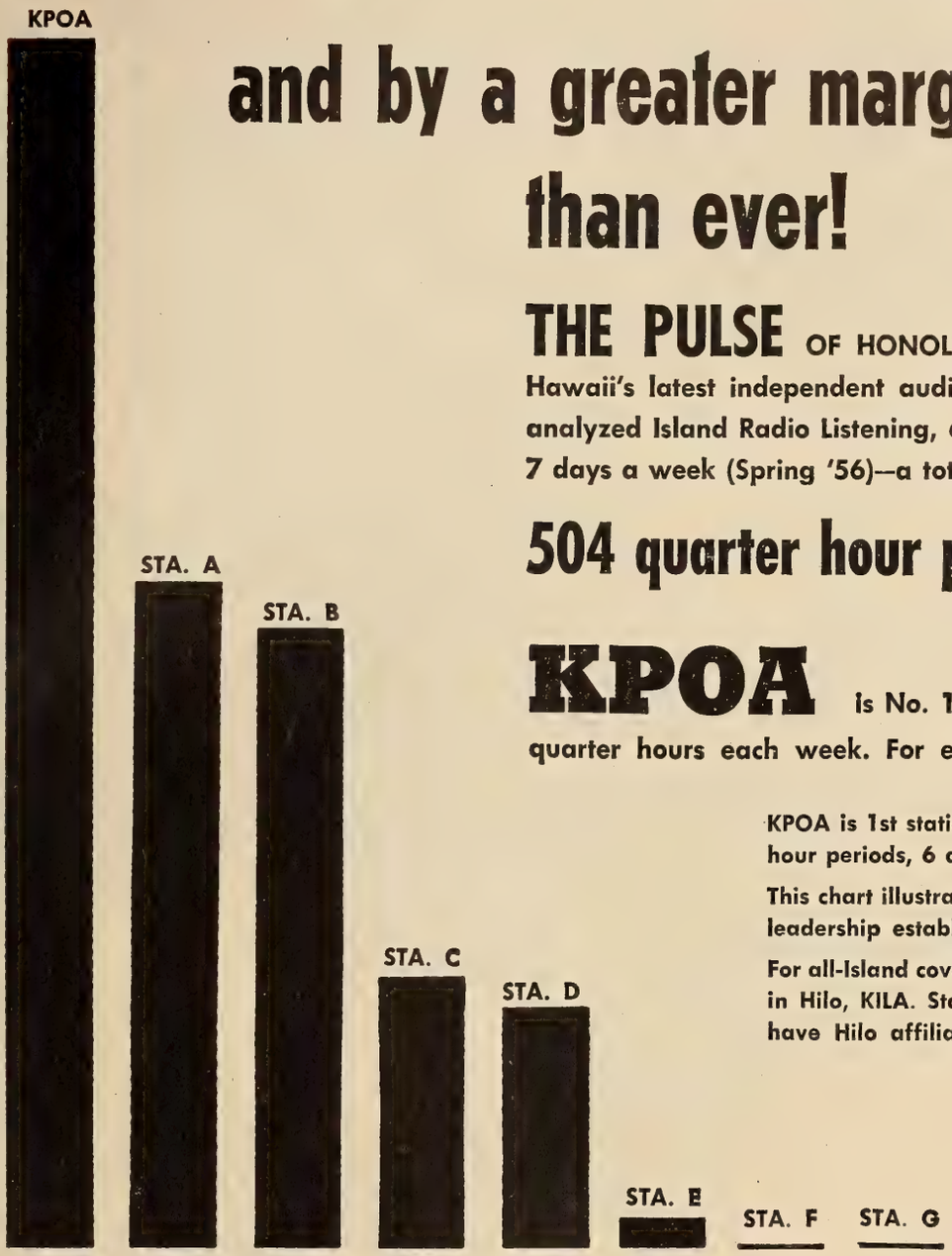
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*Reg. U. S. Patent Office

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KPOA LEADS AGAIN IN HAWAII



and by a greater margin than ever!

THE PULSE OF HONOLULU — OAHU ISLAND, Hawaii's latest independent audit of listenership, analyzed Island Radio Listening, 6 A.M. to midnight, 7 days a week (Spring '56)—a total of

504 quarter hour periods.

KPOA is No. 1 Station in 202 out of 504 quarter hours each week. For example:

KPOA is 1st station in 15 of 16 quarter hour periods, 6 a.m. to 10 a.m., Mon. thru Fri.

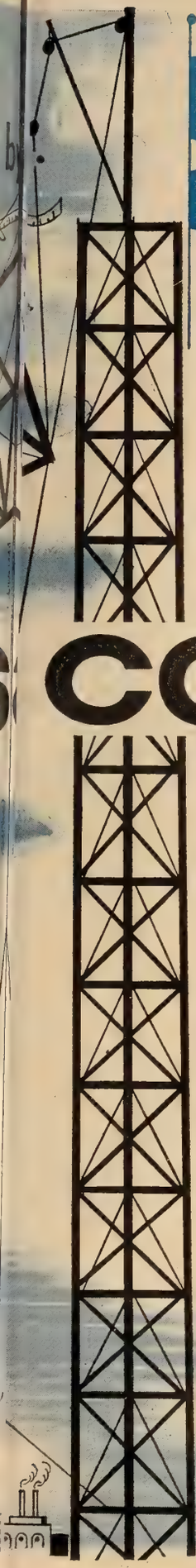
This chart illustrates the exact ratio of listener leadership established by all 8 stations.

For all-Island coverage, KPOA has a sister station in Hilo, KILA. Stations A and B do not have Hilo affiliates.



GEN. MGR. FIN HOLLINGER—A FOUNDERS CORP. STATION—REPRESENTED BY HOLLINGBERY


A TV Station is measured by
...ITS
GOING UP!



TALLEST TV TOWER IN THE SOUTH!

KEEP THIS IN MIND FOR FALL TV TIME BUYING—
TV coverage of the Nashville market will take a giant step forward when WSM-TV completes its new tower, now under construction.

COVERAGE!

Target Date: Sept. 30, 1956

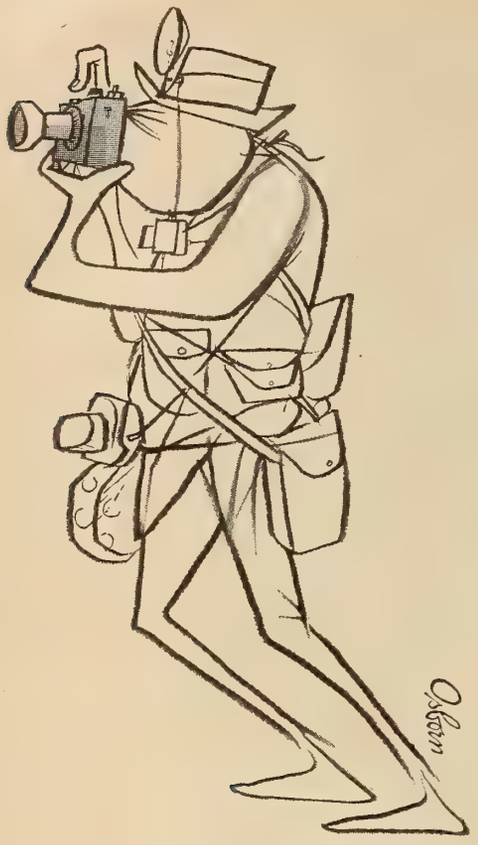
It will be not only the tallest tower in the South, but also *much more* than "just another tall tower"! It's an entirely new kind of tower, using a new style antenna and a new type of steel that's lighter, stronger, more resistant to corrosion. It embodies new principles of creative design built-in by scientists from the Massachusetts Institute of Technology and other top-flight electronic experts. It will give not only unsurpassed long-distance coverage, but will also eliminate the blind spots that cluster around the foot of many other tall towers. One of the technical journals has already characterized it as "the prototype of the tall TV tower of the future". *It will, in other words, do a coverage job that no currently existing tall tower can possibly do.*

And of course you already know that WSM-TV has been telecasting at maximum power longer than any other TV station in this market . . . and has always led the other two TV stations in share-of-audience, no matter whose survey you prefer.

WSM-TV { *Channel 4 Nashville, Tennessee*
NBC-TV Affiliate
Clearly Nashville's #1 TV Station
IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station — Clear Channel 50,000-watt WSM Radio — is the only single medium that covers completely the rich Central South market.

CAPITAL TYPES #30



THE CAMERA BUG

Likes to say, "One picture is worth a thousand words"; has taken thousands of pictures, none of them worth one word. Started with two-dollar box camera, has come a long way since. Only man in the Camera Club who can make photos of the Statue of Liberty look like action shots. Has several interesting close-ups of his own left thumb. Wife against the whole thing.

But nobody's against the results WTOP Radio gets for Washington advertisers—results that are no surprise when you consider these facts: WTOP offers (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

IN REVIEW

FLIGHT

ANOTHER tv milestone seems to have been passed during the hour of 10-11 last Monday night. We predict that this year's *Studio One Summer Theatre* will be unlike any other "summer replacement." Certainly, from all indications, it would appear that Producer Bob Herridge and Director Francis Moriarty (the team that gave us the highly-successful experimental *Camera Three* on CBS-TV this past season) intend to rid tv of that ridiculous notion that all summertime viewing be restricted to inane and milksop entertainment.

In presenting John Steinbeck's "Flight," the tender and moving story of Pepe Torres, the Mexican peasant boy who wanted to be a man so badly he killed and was killed in return for the "privilege," Messrs. Moriarty and Herridge let in some cool and refreshing summer air, so to speak.

Here was experimental television on a commercial level; tragedy set to the sweet, transcontinental music provided by AT&T; poetry, as it were, stylized through the big camera eye, supplemented by magnificent acting, beautiful dancing and profound narration.

Though we are full of admiration for the principal players, notably, Gerald Sarracini, Vivian Nathan, Mario Alcalde and the John Butler ballet troupe, particular credit must be paid the people at Westinghouse, McCann-Erickson and CBS-TV, who had the nerve and foresight to hand *Summer Theatre* over to the talented team of Messrs. Moriarty and Herridge.

Production Costs: Approximately $30,000.

Sponsored by Westinghouse Electric Co. through McCann-Erickson Inc., N. Y., on CBS-TV, Mon., 10-11 p.m. EDT.

"Flight" by John Steinbeck, adapted for tv by Robert Herridge; producer: Mr. Herridge; director: Francis Moriarty; narrator: Ted Pehrson; cast: Gerald Sarracini, Vivian Nathan, Mario Alcalde, Miriam Colon, Jose Perez, Maria Reid, Robert Carricart, Carmen DeLavallade and the John Butler dancers.

THE SWING

LEONARD KASTLE's one-act opera, "The Swing," provided a diverting 15 minutes on *Home* last Monday. The story of a nervous bride whose wedding day qualms are soothed by her father, as sung by Edith Gordon and Norman Atkins, fell sweetly enough on the ear. But the work, charming in its unpretentiousness, was dramatically weak and therefore not a total success as opera. It was successful, however, as an experiment. It showed that the quarter-hour opera could contribute a lot to television's program potential. Mr. Kastle and *Home* have pioneered a form that makes good sense for the medium.

Telecast June 11 on Home *(NBC-TV Monday-Friday, 11 a.m.-noon EST, participating sponsorship).*

Producer of Home: *Ted Rogers; director: Garth Dietrick.*

HOLIDAY

"IT'S VERY POIGNANT," was the way Keith Andes, interviewed on NBC Radio's *Monitor* on the morning of June 9, summed up the play "Holiday," in which he was to play the male lead on NBC-TV's *Max Liebman Presents* that evening.

And poignant it would have been if tv had dramatically presented the story that began with a young school teacher dipping into her inheritance for a gay summer in Europe and ended with her spending it all to send the man she loved back to his career, his wife and his family. But it was not done that way. "Holiday" was a musical colorcast and the songs and dances and costumes and sets were made to be more important in the television production than the plot.

As an operetta, "Holiday" was completely successful. Its chorus numbers were gay and zestful, particularly the ship deck scene during games-and-exercise time and the Parisian guide-and-sightseers sequence. Its love songs were sweetly sentimental. Its comedy was gently satirical, evoking a score of chuckles but never a belly laugh. Most memorable to this viewer was the song "Qu'est Ce Que C'Est" as performed in three Paris night clubs —first, a production number with a Chevalier-like singer and female chorus; then, a female scat singer (wonderfully done by Tammy Grimes) and a male chorus, and, finally, a seductive chanteuse with a chorus of sobbing violins.

NBC could do a lot worse than add "Holiday" to the list of Broadway productions it is underwriting. It's the best successor yet to "Sweethearts" and "The Student Prince."

Production costs: Approximately $150,000.

Sponsored by Oldsmobile Div. of General Motors through D. P. Brother on NBC-TV, Sat., 9-10:30 p.m.

Producer-director: Max Liebman; associate producer-director: Bill Hobin; music: Clay Warnick & Mel Pahl; staged by: Charles Dubin; choreography: Rod Alexander; costumes: Paul Du Pont; scenic design: Frederick Fox; music director: Charles Sanford; orchestral arrangements: Irwin Kostal; choral arrangement: Clay Warnick & Mel Pahl; choral director: Clay Warnick.

Cast: Fred Eisley, Doretta Morrow, Keith Andes, George Irving, Tammy Grimes, Jacques D'Amboise, Kitty Carlisle, Bambi Linn and Rod Alexander.

20 YEARS OF PROGRESS WITH AMERICA

HOW FAR labor has come since the days when the goal was "the full dinner pail" was never better demonstrated than in the tv program put on by the UAW to celebrate its 20th birthday. What UAW President Walter Reuther and the other speakers emphasized as the union's major achievement was not better wages and hours but the transformation of the factory worker from a faceless number on a time card to a human being, with security and dignity, both on the job and afterward when he retires with the pension his union has won for him.

Human dignity was also the theme of the sketches, dealing with an older worker to whom the union meant chiefly that he was now called union brother instead of dumb Polack and with a younger worker who lost his job because of his sentimental refusal to work at the machine at which his father, years before, had lost his hands (the UAW fought it through and won his job back, of course).

If the program played up UAW achievements with more pride than objectivity—well, what does one expect at a birthday party?

Production Costs: Approximately $10,000.

Sponsored by U. A. W. through Henry J. Kaufman & Assoc., Washington on NBC-TV Sun., June 10, 3:30-4 p.m.

Producer: Sherman Dryer; director: Marin Hoade; script Sherman Dryer and Lewis Carliner.

HERE'S WHY

United Press News Produces!

250 Watts KWEI 1240 K. C. WEISER IDAHO

1000 Watts KAYT 970 K. C. RUPERT IDAHO

INLAND BROADCAST COMPANY
RUPERT, IDAHO

May 1, 1956

Mr. H. G. Curtis
United Press Associations
P. O. Box 413
Boise, Idaho

Dear Hugh:

I am writing you to tell you that United Press service has been very satisfactory, and we appreciate the cooperation and help you have given us when we asked for Snake River Valley league basketball scores, and also wish to thank you for the response for additional regional news which we asked for prior to that time. It is a pleasure to work with an association that is interested in giving us news coverage to fit our immediate area.

We have been asked many times why we chose United Press service for our new station at Rupert, KAYT, especially when our competitive radio stations all had United Press. We find that the fact that our competitive stations have chosen United Press is all the more reason why we also should have United Press, and then to work towards surpassing our competition in their news service by utilizing the best news service to a better advantage. There are so many ways in which to dress up and individualize your newscasts off of the wire service to make yours different from your competitor. I can see no reason for trying to avoid having the same news service.

In 1952 when I took over KWEI in Weiser, we cancelled the news service in operation at the station at the time, and took United Press in preference -- namely because of its regional coverage and service. National news is not as important to use as regional news. I might say another reason why we chose United Press is because we feel it is a news service designed especially for radio stations, and we feel that United Press is a radio news service and we are more interested in being different from our newspapers in our news service than we are in being different from our nearby radio neighbors.

When you are down around Rupert, be sure to stop in and see our new station.

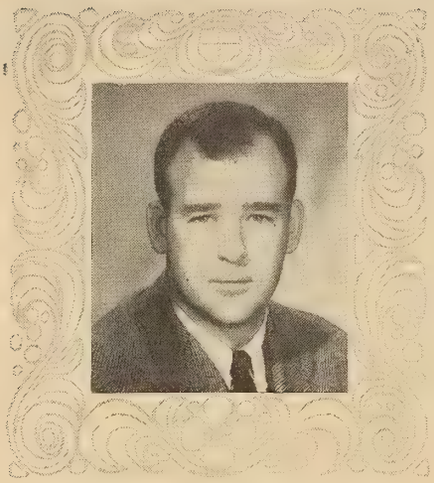
Sincerely,

INLAND BROADCAST COMPANY

Mervin V. Ling
President

MVL/mf

United Press 1



Albert McLaughlin
KPTV



Percy Hearle
WAGA-Radio-TV



Lola Montez
WBRC-Radio-TV

COMMUNITY PROJECTS

An integrated public service year-round activity based on specific community needs judged to be most important by the consensus of a carefully-selected cross section of local citizens



Elizabeth Wagner
WSPD-Radio-TV



Frank Stevens
WWVA



Don Butler
WGBS-Radio-TV



George Cushing
WJBK-Radio-TV



Maggi Wulff
WJW-Radio-TV

The Storer Broadcasting Company has appointed a full-time Community Projects Director at each Storer market whose duty will be to coordinate and direct those projects deemed most important to the life of the community. The plan is intended to assure proper perspective and balance in the handling of community problems and to give each project the benefit of the most enlightened use of both radio and television. The joint radio-television campaign in behalf of each project is then created with the same care given commercial accounts.

STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WBRC-TV	KPTV	WGBS-TV
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga,	Birmingham, Ala.	Portland, Ore.	Miami, Fla.

WSPD	WJW	WJBK	WAGA	WBRC	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Birmingham, Ala.	Wheeling, W. Va.	Miami, Fla.

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TOM HARKER—vice-president and national sales director
BOB WOOD—national sales manager
} 118 East 57th Street, New York 22 • Murray Hill 8-8630

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

CASE HISTORY — BUILDING MATERIALS



Doubles Sales!

Doubling sales volume in 3 years is a king-sized achievement for an established product—even in mushrooming Southern California.

Sakrete readymix concrete products did it, using just one basic piece of consumer advertising; a daily noontime newscast on KBIG.

"KBIG has been the motive power of our steady rise to the best year in our history in 1955" says John O'Connor, general manager of Associated Products Corporation, Puente, California. "During the period of our relationship, Sakrete business has doubled, and this year to date is substantially ahead of even peak 1955. We are being forced to double our bagging capacity to meet increasing demand."

Sakrete dealerships have climbed in all eight Southern California counties served by KBIG. "Southern California is big, thinks big, acts big" writes Ray Prochnow of Glenn Advertising Agency. "KBIG, covering all Southern California at the lowest cost-per-thousand listeners, is just what we need to do a BIG job for this client . . . which is why we're giving you the overwhelming bulk of our budget in 1956 as we did in '55 and '54."

KBIG can cement your relationships with Southern California's 7 million, too.



KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OPEN MIKE

Jingle Hit Parade

EDITOR:

No one has recently asked the question in OPEN MIKE, "Do listeners like commercials?" Ours do! Here's *how* we are finding out.

For this month, Monday through Friday, 11:05 to 11:30 a.m., we are scheduling *The Singing Jingle Hit Parade.* Sure, it's commercial—we play the current listing of the singing jingles of current KTFS advertisers. To hypo the listeners' interest, we carry on a "running table" of jingle popularity. Yes, "fun" is what it winds up being; truly so!

Votes from listeners for their favorite are accepted only on our control room phone. Votes are allowed for a jingle during a single program, only *after* the jingle is aired, and until the end of the program. I personally answered 97 phone call votes on this one line, from 11:13 a.m. (the time the "poll opened") to 11:29 a.m. Pretty darned good, I'd say . . . responsiveness at its best. Unless something goes awry . . . it's likely this program will continue beyond the month of June. No prizes are awarded, "there is just the satisfaction of having voted for one's favorite jingle."

Les Eugene, Natl. Sales & Program Mgr., KTFS Texarkana, Tex.-Ark.

Necrological Etiquette

EDITOR:

. . . We have gone about making of regulations setting limits to the broadcasting by our member-stations on the occasion of death of Emperor or premier. But as you know, it is regrettable that our only five-year old association has no precedent for reference on this point.

We think, there may be some information able to be taken as precedents in your country on the occasion of the death of the late President Roosevelt which you might be able to provide, such as: (1) sorts or quality of programs permissible or impermissible for broadcasting; (2) date or period of time for broadcasting permissible programs; (3) way of dealing with the relations on the sponsorship between sponsors and stations on that occasion; (4) other related matter.

We would appreciate any information concerning the above items very much . . .

Saburo Sakai, Secretary General
National Assn. of Broadcasters in Japan

[EDITOR'S NOTE: How U. S. broadcasters observed the death of President Roosevelt was reported in B•T, April 16 and 23, 1945. BBC's treatment of the death of King George VI was covered in B•T, Feb. 11, 1952. Copies have been sent to Mr. Sakai.]

Operation Cake

EDITOR:

Thanks for the wonderful story and picture on "Operation Cake" on the Ed Sullivan eighth anniversary show. Everybody at Kenyon & Eckhardt was delighted with the nice news break, but credit was given me when it should not have been. The idea came from the brain of Lou Tripodi of Hal Davis' promotion department. I was only one of the many minions who worked on the idea.

Wauhillau La Hay, Promotion Dept.
Kenyon & Eckhardt, New York

Don't Pay to Play, DJ

EDITOR:

I have been watching, with great interest, the discussion going on in OPEN MIKE concerning the question of whether radio stations should have to pay for records from the manufacturers.

I agree with Mr. Mullen [June 4] and Mr. Shefrin [May 7], and I don't think that I am the only DJ that feels the same way. I personally think the companies are in the wrong, and when I first started writing this letter I was all set to say "Let's organize," but after thinking it over I don't think that I could find time to consolidate the people who feel an end can be put to the practice by unified action.

Perhaps there is someone who would like to start the organization; until that time I think about the only other action that can be taken is not to plug the records of those companies that do charge for playing their discs.

Jack M. Redding
KOBE Las Cruces, N. M.

Deflation of 'Code 3'

EDITOR:

We were real pleased to find out why our *Code 3* show was sold in some Southern markets [B•T, June 11]. However, we were real unhappy to see the show called *Code 2.*

Lee Francis
ABC Film Syndication Inc.
New York

[EDITOR'S NOTE—Picture and caption with wrong title on page 52 of last issue were supplied by station.]

Textbook Must

EDITOR:

". . . I require all our majors to subscribe to BROADCASTING • TELECASTING when they take my required courses, and I find it an invaluable teaching aid. The department's copy is also well worn at the end of the week, since it is read by members of the department who do not have individual copies. It is also read by non-majors who are taking introductory courses in radio and television. . . ."

Prof. Wesley H. Wallace
U. of North Carolina

Data Have; Data Has

EDITOR:

I have long been an admirer of the excellent English used in your news and editorial columns. But a solecism appears on page 27 of your April 30 issue in your story entitled "Bricker Lowers the Boom."

In one sentence you say, "The Commission has . . . used these data," which is correct. In the very next sentence you say, "Data has never been released . . ." Shouldn't it be "Data *have* never been released"?

Ralph S. Silver, Jr., National Sales Mgr.
WLEC Sandusky, Ohio

[EDITOR'S NOTE: The grammar books rule that data, as a plural noun (singular: datum), takes a plural verb. Common usage makes data singular. B•T, looking both ways at once, fell into a double error and lost its consistency.]

All-Uhf Markets

EDITOR:

Congratulations on a well written story on uhf. I enjoyed reading both sections of it and feel that you covered the story very thoroughly. I hoped that you will not stop here, but will continue to study the situation in other parts of the country and do your best to turn up new facts and figures which will show how well uhf is doing.

David M. Baltimore, Gen. Mgr.
WBRE-TV Wilkes-Barre, Pa.

EDITOR:

I have read with great interest your report regarding the all-u markets . . . Congratulations on your good work.

Frank B. Palmer, Gen. Mgr.
WSEE (TV) Erie, Pa.



Top billing coast-to-coast... Fly United Air Lines deluxe DC-7 nonstop Mainliners!



And how's this for a setting: delicious food from United's own flight kitchens, buffet snacks, a choice of cocktails, the rear lounge. It's "red carpet" luxury all the way! Try it soon . . .

4 deluxe nonstops daily each way between New York and both Los Angeles and San Francisco . . . Also DC-7 nonstop service from Chicago to Los Angeles, San Francisco and New York.

local times quoted

UNITED AIR LINES



ONE WILL DO!

You bag the biggest game in Columbus and Central Ohio with just one station . . . WBNS Radio. No need to scatter your shots, WBNS delivers the most (and the best) listeners . . . twice as many as the next biggest station. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO



MILDRED WRENN

on all accounts

ONE of the Bay Area's strongest supporters of the advantages of radio and tv advertising is Mildred Wrenn, media director and timebuyer for Richard N. Meltzer Adv., San Francisco.

"There's nothing quite so immediately effective and economical for a food, service or retail account as a well-placed radio or television campaign," Miss Wrenn says. She should know. Miss Wrenn prefaced her current agency experience by several years of work in virtually all phases of radio and tv station operation.

At Meltzer, Miss Wrenn presently buys localized radio newscasts on a national basis for American Building Maintenance Co. and radio spots in 11 western states for Harrah's Clubs at both Reno and Lake Tahoe, Trewax Co. (home and auto wax), Brooks cameras, Gray Lines (tours and charter buses) and Avis-U-Drive (auto rental).

"I'm so sold on radio," Miss Wrenn recalls, "I once actually tried working as time salesman for a Sacramento station, but the San Francisco city lights and my many friends were just too far away."

A vibrant redhead and full of energy, Miss Wrenn is a native of Phoenix. She took her journalism major at the U. of Arizona.

Miss Wrenn began her professional advertising career in San Francisco shortly after VJ Day at Pacific Coast Adv. But she soon returned to Phoenix as "girl Friday" at KOOL there, helping the engineers, setting up traffic and billing systems, selling advertising, writing commercials and helping in programming. Next she joined KLAS Las Vegas as a copywriter and assistant program director.

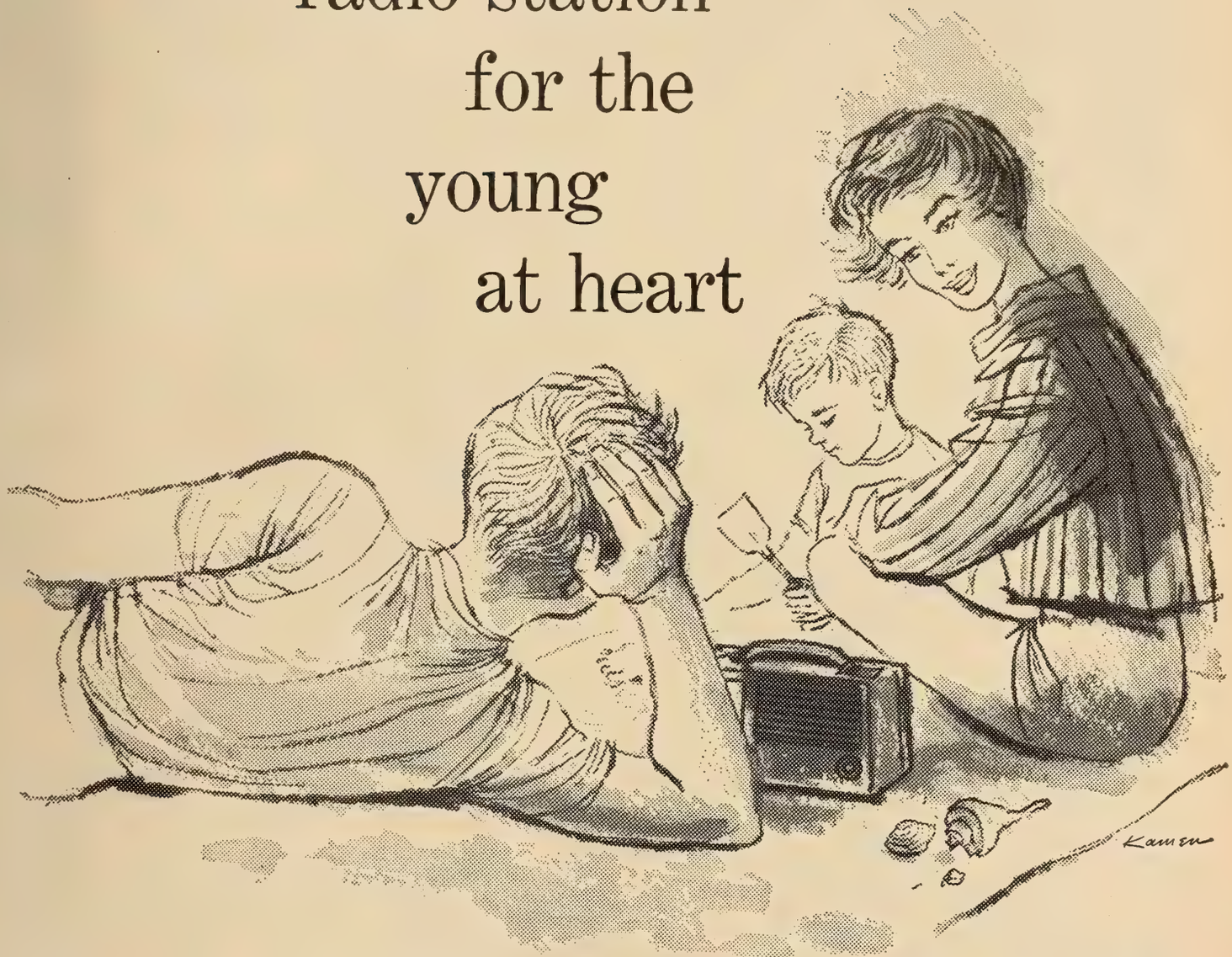
Moving to the Pacific Northwest, Miss Wrenn took a brief whirl in Seattle as Red Cross publicity director and as copywriter for Hiddleston, Evans & Merril Adv. and Rhodes Bros. Dept. Store. In 1950 she was lured back to San Francisco by a two-week assignment at KPIX (TV). She stayed eight months.

After KPIX, Miss Wrenn joined Russell, Harris & Wood (now Brooke, Smith, French & Dorrance), San Francisco, as media director. She remained with this agency three years and then transferred to Botsford, Constantine & Gardner there in the same capacity.

She joined the Meltzer agency as media director in November 1955.

After having lived in San Francisco for the major part of the past 16 years, Miss Wrenn considers herself a native by adoption. She lives in the Marina where she can watch the ships come and go. One of her favorite pastimes is to browse around the North Beach sector or the Chinatown alleys. Her hobbies include golf and horseback riding.

the radio station for the young at heart



KLAVAN & FINCH • JERRY MARSHALL • HAL MOORE • BILL HARRINGTON • WILLIAM B. WILLIAMS • ROY ROSS • DICK SHEPARD • LONNY STARR

ART FORD • JACK LAZARE • BOB HOWARD • HENRY WALDEN • JOHN DALE

WNEW

Enjoyable music . . . *complete* news and weather . . . 24 hours a day

1130 on your radio dial

One of a series of advertisements appearing in the NEW YORK DAILY NEWS *and the* JOURNAL-AMERICAN *. . . to attract more and more listeners to the most popular radio station in the world's greatest market.*

Represented by SIMMONS ASSOCIATES, INCORPORATED.

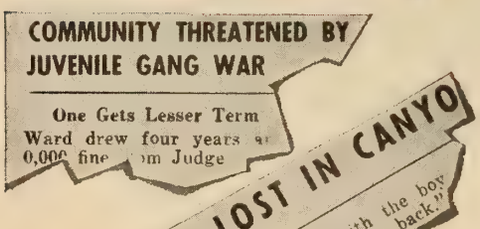




a new concept in TV realism

. . . gets into the heart as well as the home

CODE 3





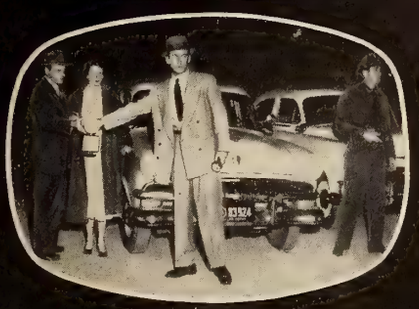


Gripping dramas based on real-life police cases which made front page news — taken from the files of the world-famous Sheriff of Los Angeles County, Eugene W. Biscailuz, creator of many *firsts* in law enforcement.

- 1,500 man organized reserve
- Volunteer mounted posse
- Aero squadron
- Police radio cars
- Honor system prison farms
- Youth rehabilitation centers

Phone, write, wire **ABC Film Syndication, Inc.**







Sold! Sold! Sold! Prior to release

Liebmann Breweries, Inc.

Signal Oil

National Biscuit

Many choice markets still available

CODE 3 top-priority emergency code — signal for flashing lights and screaming sirens — races members of the Sheriff's Department into action!

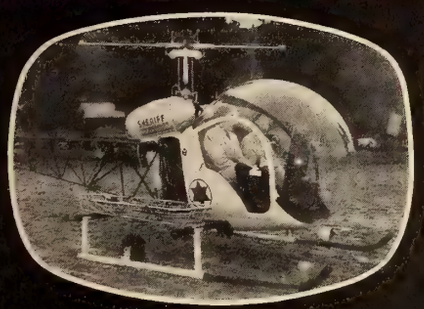
CODE 3 — bringing the headlines to life with stirring realism — reaching into the pocket book via the heart!

A top commercial vehicle for any product or service!

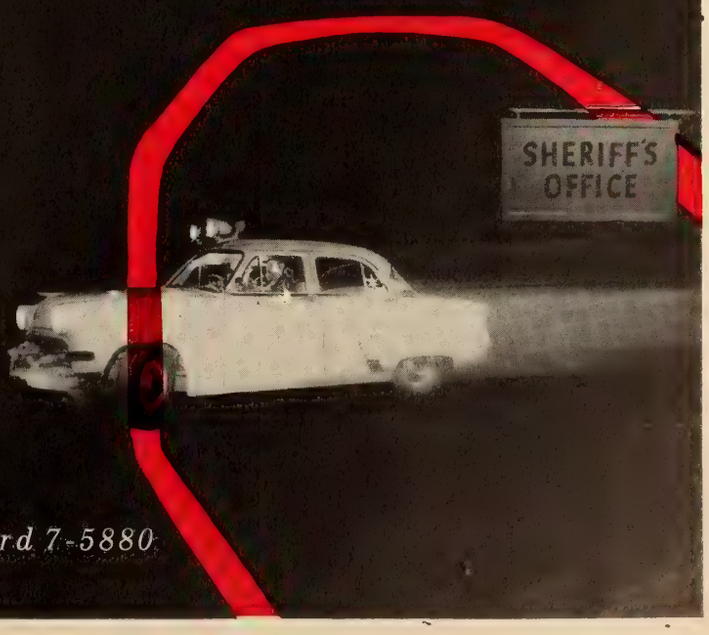
hottest new show in years

Executive producer: Hal Roach Jr.

Producer: Ben Fox







10 East 44th Street, New York City • OXford 7-5880

big and able to buy!



IN **FOOD SALES**

THE TAMPA-ST. PETERSBURG METROPOLITAN MARKET

RANKS **2nd** IN FLORIDA

AND **40th** IN AMERICA!

Talk about growth! In the ten year period, 1945-1955, food sales zoomed 166% and total retail sales climbed 91% in the rocketing TAMPA—ST. PETERSBURG metropolitan market!

Talk about coverage! WFLA-Radio blankets this big, able-to-buy metropolitan market . . . PLUS a busy, growing 11-county industrial-agricultural area where weekly payrolls produce high, steady buying power right around the calendar!

Talk about audience! For the past three years, Florida has led the nation in percentage of increased traffic volume—and a big share of it travels the highways in the WFLA sales area. Add more than a quarter of a million radio homes—*and you have a double-barreled potential for sales!*

To reach *more radios more often* in Florida's SECOND MARKET — spot your product on WFLA!

(Figures from Consumer Markets)

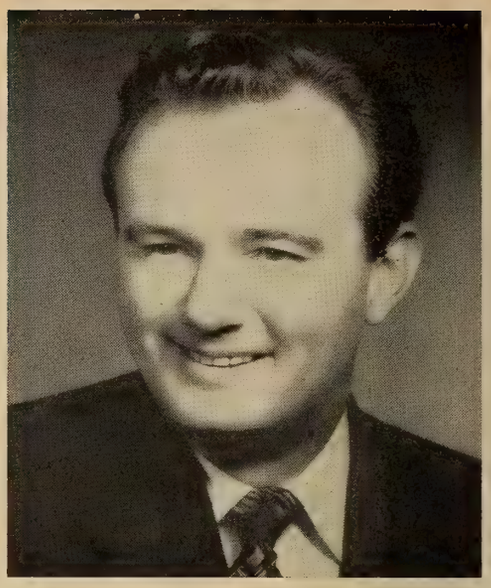
The Tampa Tribune Stations

wfla AM • FM RADIO TAMPA-ST. PETERSBURG NBC AFFILIATE NBC

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

our respects

to JOHN COLLEY COHAN



SUCCESS is at the end of a long road of service and salesmanship. In a way, it is like the distant convergence of the rails in a train track. Once you get there, the goal has moved ahead of you to offer still another challenge.

Ask John Cohan, president, general manager and major stockholder of KSBW-AM-TV Salinas-Monterey, Calif., and he will tell you the experience is common to everyone, "especially those who come up the hard way." He has won the goal many times but never rested.

Perhaps that is why his friends think of him as the proverbial human dynamo. Mr. Cohan thrives on a 14-hour day and seven-day week. He burns up a lot of time traveling on station business or as a director of Radio Advertising Bureau and chairman of its membership committee. He burns up more hours as a national vice chairman for the American Red Cross or in connection with other public service activities. He makes a minute count.

This may be why some find it hard to keep up with a boss who sets such a pace. But the results are evident in the business success and public service record of the stations. His coworkers share in the more tangible rewards, too, through the KSBW profit-sharing plan.

Mr. Cohan is expanding his broadcast interests. He and Jerome Kantro, Salinas lettuce shipper, are partners in the purchase of KVEC-AM-TV San Luis Obispo, Calif., for $450,000 from Christina M. Jacobson and Les Hacker, approved by FCC Thursday. In partnership with John Mowbray, salesman in the San Francisco office of George P. Hollingbery Co., Mr. Cohan is applicant for a new radio station at Ridgecrest, Calif., on 1400 kc with 250 w fulltime.

Mr. Cohan displays strong faith in the vitality and future of radio. "You can't beat radio for music and news," he says. "Television is the magazine of the air," he adds. "It's tops for drama and sports."

John Colley Cohan was born in Palestine, Tex., on Feb. 8, 1912. His father was a Baptist minister. When he was but 12, young Mr. Cohan got his first taste of the advertising world as a printer's devil in the "back shop" of the *Palestine Daily Press,* then newly founded by oilman-publisher C. C. Woodson. He worked for the paper through high school, even writing society items in addition to selling ads and subscriptions.

"The biggest lesson I learned was if you make the calls you make the sales," Mr. Cohan recalls.

Mr. Cohan received his B.A. from Baylor U. in 1932, working part time to help pay the way. He had started college in journalism, switched to pre-medical on urging of family and friends and ended up with a chemistry major. But in his second year he became advertising manager of the college's daily newspaper, a project obliged to pay its own way or come out of the editor's pocket. He also found time for drama, not the least among his interests.

After college he returned to his first love, advertising. He joined Houston stations KXYZ and KPRC in sales and programming for two years and then taught school for two more years at Elkhart, Tex. In his latter work he produced numerous school shows, including the 1937 East Texas Centennial which had a cast of 1,700. After this event, "I went to Hollywood as God's gift to the radio and movie business but they didn't see it that way and I almost starved to death," he remembers.

He obtained production and promotion work at KEHE Los Angeles (now KABC) and in 1938 transferred to Smith & Bull Adv. there, a veteran agency in the radio field. In addition to account executive, he soon became writer and producer of low-budget radio shows using such currently high-budget Hollywood talent as Nat "King" Cole, Freddie Martin, Hoagy Carmichael, Perry Como, Phil Silvers, Roy Rogers, Gene Krupa, Russ Morgan and many others.

In 1943, after a brief writing assignment at J. Walter Thompson Co. in Los Angeles for RCA Victor's program on the Blue Network, Mr. Cohan returned to Texas as sales manager of KNET Palestine. The next year he went back to Hollywood as radio director of Hillman-Shane Adv. and in 1947 became sales manager of KNGS Hanford, Calif. During his Hollywood sojourn he also freelanced as a movie ghost writer and managed a state political campaign.

Mr. Cohan in 1951 bought into KSBW, becoming a major stockholder with W. M. Oates, who was one of the station's founders. Two years later Salinas Broadcasting Corp. was expanded to include other local people and to put KSBW-TV on the air, first as share-time and then full-time after absorbing KMBY-TV Monterey.

Interested in building the agricultural strength of his market, Mr. Cohan in 1952 founded John Cohan Adv., devoted to promoting the progress and stability of the growers and shippers of perishable lettuce, carrots and melons around Salinas. Their nationally advertised trademark is C 7 and 98 growers and shippers now participate, shipping over $75 million in produce annually. They use radio and tv exclusively.

Mr. Cohan married Helen Henry of San Francisco in 1947. They have one boy, Christopher, 6. A past director of the Salinas Chamber of Commerce, Mr. Cohan is a founder and member of the executive committee of Monterey County Industrial Development Inc.

more dolleys listen to **WRIT**

than any other Milwaukee station



. . . and this young lady is really a Dolley . . . Sara Dolley,
a dyed-to-the-skin **WRIT** fan . . . Young, buying Milwaukee housewives
like Sara Dolley have in just one year brought **WRIT** close
to first in all three: Hooper, Pulse and Trendex.
Like all the dolleys in Milwaukee, keep your eye on **WRIT.**

KLIF . . . DALLAS
KELP . . . EL PASO
KILT-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
*In operation soon

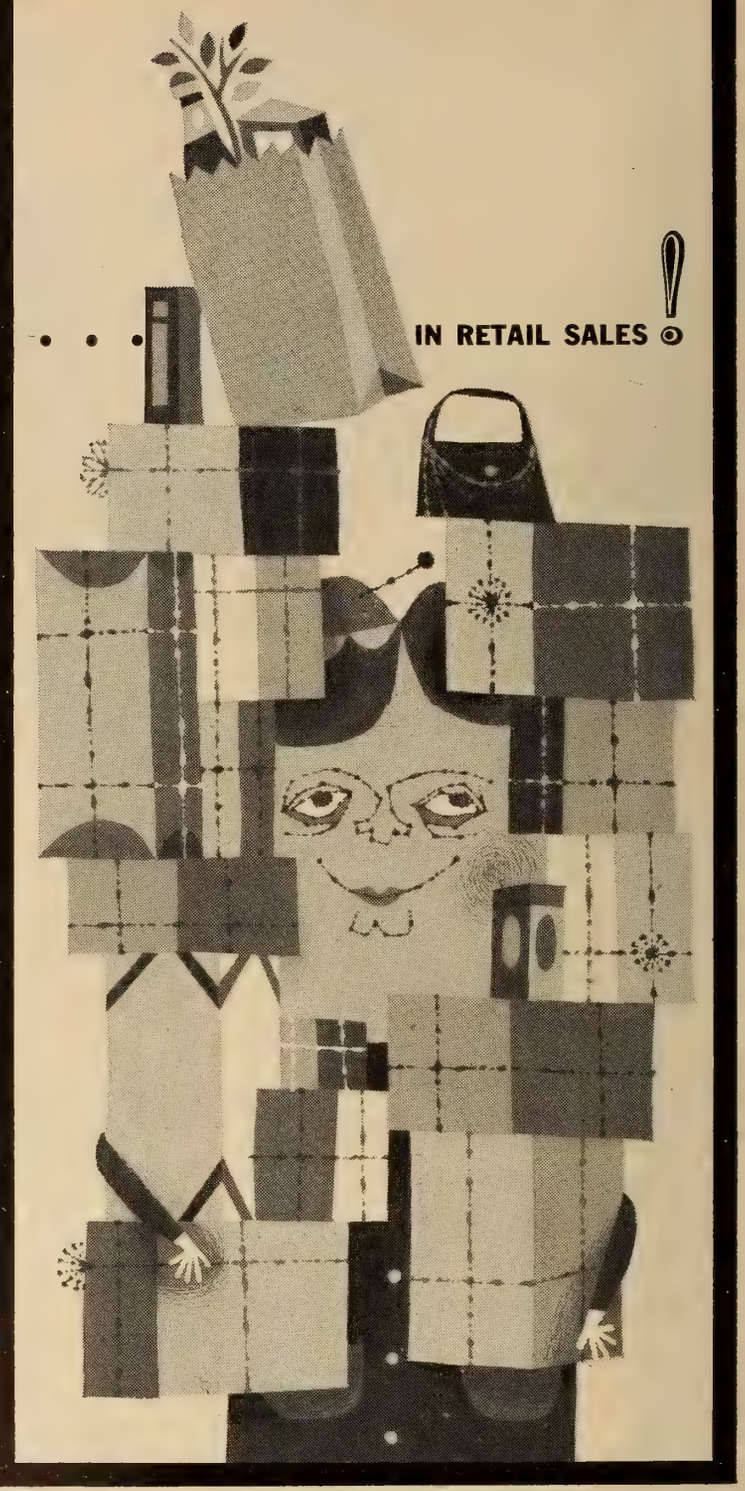
NOEMAC STATIONS
NEWS MUSIC

AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS

CAPITAL BOOM . . .



. . . IN RETAIL SALES !



The way they spend money in Washington these days is a sight to behold. Washingtonians are buying *and retailers are selling* at a rate unmatched in the Capital's history.

In the last five years, metropolitan Washington's annual retail sales have increased by more than half a *billion* dollars . . . an *increase* bigger than the *total* retail sales of Richmond, Salt Lake City or Charlotte today. *Last year alone, Washington retailers' sales were $177 million greater than for the previous year!*

Advertisers are wide awake to Washington's buying boom and equally alert in the selection of media that sell best . . . WRC and WRC-TV, Washington's *leadership* stations. In five years, local and spot advertisers have increased their total billings *55%* on WRC and *tripled* their billings on WRC-TV. The trend continues. This year, advertisers have increased their first-quarter investment on both WRC and WRC-TV substantially over last year!

To bag the biggest sales in the great and growing Washington market, more and more advertisers are going with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING

June 18, 1956 Vol. 50, No. 25

NETWORKS UNITE TO PROTEST GOVERNMENT CONTROL THREAT

- **Stanton, Sarnoff, Kintner take fight to Senate committee**
- **They argue for retention of option time and must-buys**
- **Regulation could destroy networks, kill main tv service**

THE THREE television networks last week brought up their biggest guns in their defense against proposals to put networks under government regulation.

Presidents of all three appeared before the Senate Interstate & Foreign Commerce Committee to argue for a continuation of the present system of networking and against threats of government control.

The essence of their arguments:

- The present system works to the advantage of the public, the advertiser and the television stations.
- It is a wholly legal system containing no elements of monopoly or restraint of trade.
- But it could be expanded, and more competition created, if the artificial restraints of the present tv station allocations were corrected.
- To impose regulation on the networks or to deprive them of such basic practices as option time and must-buys would be to gravely endanger their future and that of the whole television business.

The testimony of two networks chiefs, Frank Stanton, CBS president, and Robert W. Sarnoff, NBC president, was in the main a summary of lengthy statements which had been submitted earlier to the committee [B•T, June 11 and May 28, respectively]. Both explained, in detail, the functions and characteristics of network television, giving the committee a basic lesson in the intricacies of networking as a preliminary to pleas to be let alone.

The third president, Robert E. Kintner of ABC, joined in the vigorous defense of present network practices, but he placed special emphasis on the need for an FCC re-allocation to provide at least three, and desirably more, comparable facilities in major markets.

The appearance of the network presidents last week was their first in their defense since anti-network charges began piling up in the committee a year and a half ago. Here are the major accusations and proposals for change against which the networks were defending themselves:

- **The Plotkin report,** prepared by Harry M. Plotkin, Democratic counsel to the Senate Commerce Committee's tv investigation. This report, urging radical restrictions on networks and a reduction in multiple station ownership limits, was released by Chairman Warren G. Magnuson (D-Wash.) early last year [B•T, Feb. 7, 1955].
- **The Jones report,** prepared by former FCC Comr. Robert F. Jones who was majority counsel to the Senate Commerce Committee's tv investigation under the committee chairmanship of Sen. John W. Bricker (R-Ohio) in the 83d Congress. Sen. Bricker released the Jones report, which is considered a strong argument for network regulation, two weeks after the Plotkin report was issued [B•T, Feb. 21, 1955].
- **The Bricker bill,** authored by Sen. Bricker, introduced in the 83d Congress, reintroduced this year. It would give the FCC power to regulate networks.
- **The Moore testimony,** delivered last spring by Richard A. Moore, president of the successful independent, KTTV (TV) Los Angeles. Mr. Moore argued to the Senate committee that option time, must-buys and other network practices were strangling competition from independent program producers. He and his attorneys contended these network practices were violations of the antitrust laws [B•T, April 2].



MR. STANTON



MR. SARNOFF



MR. KINTNER

Mr. Stanton appeared last Tuesday and Wednesday, Mr. Sarnoff Thursday and Mr. Kintner Friday.

Their appearance brought out heavy attendance of members of the Senate committee, the most to sit at any recent broadcasting hearing. Present at various times during the sessions through Thursday were: Sens. Magnuson, Bricker, John O. Pastore (D-R.I.), Charles E. Potter (R-Mich.), Sam J. Ervin Jr. (D-N.C.), James H. Duff (R-Pa.), John M. Butler (R-Md.), William A. Purtell (R-Conn.), Frederick G. Payne (R-Me.) and A. S. (Mike) Monroney (D-Okla.), Sen. Everett M. Dirksen (R-Ill.), not a committee member, was present during part of Dr. Stanton's testimony.

Dr. Stanton asked the committee to consider his oral statement in conjunction with four documents which CBS submitted to the Senators; a supplemental memorandum of 143 pages plus 66 pages of appendix describing network practices and answering all major charges made against networks [presented in an extensive summary in B•T, June 11]; a legal memorandum concluding that CBS-TV activities are not violating antitrust laws; a defense against Sen. Bricker's report alleging a network monopoly, and an answer to the statement of Richard A. Moore, KTTV (TV) Los Angeles president, who testified against option time, must-buy and other network practices last spring.

Dr. Stanton's oral testimony was a summary of all the documents. In it he outlined the functions and services of networks and insisted on their essentiality.

"To curtail or destroy the network's unique quality of instantaneous national interconnection," he said, "would be a colossal backward step.

"It would be to make the United States much more like Europe than America. In fact, it would be a step in the direction of the Balkanization, the fragmentation, of the United States."

Dr. Stanton listed the "charges and proposals" which have been presented to the committee and answered them one by one:

Revenues and profits: Dr. Stanton said the proposal to regulate networks is "based largely" on the charge that CBS-TV and NBC-TV do the lion's share of television business. Network revenues, he said, were irrelevant to the question, because network expenses are huge and revenues must be also. "We do not apologize," he said, that CBS-TV has been profitable since 1952. He pointed out that CBS-TV's profits in relation to sales were lower than those of all independently owned tv stations as reported by the FCC in 1954.

Monopoly: It doesn't exist in tv, said Dr. Stanton. To the contrary, competition is keen.

Insistence on the use of network-produced programs: CBS-TV does not favor the programs it produces; its policy is "to place the right program—regardless of its source—at the right time."

Networks and small market stations: Contrary to charges, networks do not ignore small market outlets. Dr. Stanton quoted a letter from Frank C. McIntyre, vice president and general manager of KLIX-TV Twin Falls,

STANTON'S DIRECT TESTIMONY

Continued—



Idaho, warmly praising the CBS-TV Extended Market Plan. Mr. McIntyre said that the benefits of EMP were such "that I am convinced we would never have succeeded without it."

Option time: CBS-TV option time is "not a rigidly invoked legal right," said Dr. Stanton. But it does give the network "reasonable assurance of general clearance by stations." In the absence of option time, he said, the network function "sooner or later would be emasculated."

Restriction on stations' choice of program sources: Dr. Stanton replied to two proposals, one by ABC, to prohibit vhf stations in markets having fewer than three vhfs from carrying more than a certain percentage of programs from one network and the other by Mr. Moore to prohibit stations from devoting more than 75% of the 7:30-10:30 p.m. period to network shows. Either of these, Dr. Stanton said, would put the government in the position of forcing licensees to deal with program sources not of their own choosing.

Must-buys: The 52 CBS-TV affiliates which the network regards as its minimum network constitute the "indivisible product that we assemble and sell." It is obviously impossible to operate a network if it can be ordered in small fragments by advertisers.

The Bricker bill: This would give the FCC power to regulate networks. Dr. Stanton quoted his own testimony of two years ago before the Subcommittee on Communications of the Senate Commerce Committee. The same bill was pending then, and his principal objection was that "any regulation of networks is necessarily a regulation of freedom of speech."

Defense Against Bricker

Charges of Sen. Bricker that, through programming and affiliation, the two major tv networks control U. S. tv, and his proposals that the FCC be given power to regulate the networks, that service areas of stations in areas of high density population be reduced to protect neighboring markets, and that antenna locations be limited to restrict market straddling [B•T, April 30] were dealt with by CBS in an 80-page "analysis" prepared for the Senate Commerce Committee.

On regulation of networks, CBS has this to say: "So long as the government can, through its licensing of stations, require those stations to operate in the public interest as that interest is determined by the regulatory agency, the public interest is adequately protected. Regulation going beyond what is necessary to protect the public interest, such as regulation of a network as a supplier of program material, or in its business relations with stations or advertisers, would have to be justified by special circumstances in networking not common to the general run of unregulated activities." There are no such special circumstances, CBS maintains.

Commenting on the Bricker argument that access to network programs is virtually essential to successful tv station operation, CBS points out that "it is the advertiser, by his orders of particular stations, and not the network, who determines on which affiliates the programs will be placed." Instead of restricting the number of stations ordered, CBS-TV by its "sales efforts, its discount structure and its Extended Market Plan" has increased the average daytime lineup of stations for commercial programs from 72 to 83 in the past year, and the average evening lineup from 87 to 121, the network states, noting "it is to the advantage of the network to sell as large a number of its affiliates as possible."

The Bricker chart showing that the CBS and NBC tv networks and 73 of their Zone I affiliates had in 1954 a larger net income than all tv networks and stations is "without meaning," CBS reports. Noting that Zone I, with the heaviest concentration of population, accounted for about 58% of all U. S. tv homes then, and that the 73 stations selected were those carrying 41% or more of the networks' commercial schedules, CBS declares: "The Report engages in arithmetical legerdemain; first, it subtracts only enough of the profitable stations so that the remaining profitable stations can be lumped with those which are not profitable in order to arrive at a total loss. Second the comparison involves apples and pears since it lumps stations and networks together on both sides of the ledger."

The Bricker report analyzed the incomes of neighboring CBS-TV affiliates in Omaha-Lincoln, Neb., Kansas City-St. Joseph, Mo., and Tacoma-Bellingham, Wash., to show that in these areas, where the signal of the major market station overlaps substantially into that of the smaller market, as in all three cases cited, it gets the biggest share of the business.

"The disparity in the amount of CBS Television Network programming carried by the smaller of each pair of stations, and in their resultant revenues and profits, is not due to network practices but rather to advertiser orders which in turn hinge largely on the nature and structure of the markets concerned," CBS states. "It is utterly illogical to condemn networks as monopolies because in television, as in other fields of commerce, revenues flow to larger population units in greater volume than to smaller population units."

Cutting back the coverage of large-city stations by reducing their power and antenna heights would serve only to deprive many viewers of some or all of their present tv program service, CBS argues, and because "the larger the circulation supplied by a single unit the lower the cost-per-thousand to the advertiser," tv as a medium would be "fractionated." The dollars which an advertiser would save because of the lowered rate resulting from the reduced coverage area would not be nearly sufficient to buy enough stations to compensate for the loss of circulation even if it were assumed, contrary to the fact, that the smaller-market stations would reach the population which lost service by virtue of the cut-back. . . . Such a process would inevitably make television a less attractive advertising medium . . . In all likelihood, the consequence would be to divert many national advertising dollars away from the medium altogether, and into other media. This, obviously, would harm all of television—small stations as well as large ones."

The criticism of tv network practices as restricting the freedom of tv stations and advertisers made last March by Mr. Moore, of KTTV (TV) Los Angeles, received a detailed answer in a memorandum prepared for the committee by CBS and submitted as supporting Dr. Stanton's testimony.

Concerning the charge that network option time causes affiliates to carry an unreasonably large amount of network programming, CBS reports that during the week of May 19, on all CBS-TV affiliates 58.1% of all hours subject to network option and 47.4% of all evening hours subject to network option were available to non-network programming. For CBS-TV basic-required affiliates the percentages of option time available for non-network programming were 38.4% of all hours and 30.4% of evening hours.

"The availability of these hours to non-network programming arises either because affiliates rejected the network programming offered (during the week analyzed more than 500 hours of option time were ordered by the network but were not cleared as ordered by affiliates), or because the normal option hours, for one reason or another, were not subject to option by the network," CBS states. "In all other hours, of course, 100% of any affiliate's time is available to non-network programming."

Leeway in Option Time

Practically, CBS notes, an affiliate "has more leeway to reject a network series after it has begun than it has to reject a non-network series," as it is not penalized financially by dropping the network series (beyond its loss of the advertising revenue), whereas "when a station orders a syndicated film series it usually must pay for all programs in the series whether or not they are broadcast."

Denying that network practices have harmful effects on film producers by limiting their chance to get tv time, CBS states that "a majority of the programs broadcast on the CBS-TV network are not produced by it." A list of syndicated film programs broadcast in from 35 to more than 175 cities and a table showing that a cross-section group of CBS-TV affiliates carries twice as many film series on the average as do the non-network tv stations of New York and Los Angeles are given as "evidence that syndicated film distributors have a large market for their product."

A memorandum concerning the applicability of the antitrust laws to the television broadcast activities of CBS, prepared by the New York law firm, Cravath, Swaine & Moore, and concluding that these activities do not in any respect violate the antitrust laws, discusses in detail Sections 1 and 2 of the Sherman Act and Section 3 of the Clayton Act.

"Section 3 of the Clayton Act provides that it shall be unlawful for any person, in interstate or foreign commerce, to lease or sell commodities for use, consumption or resale within the United States or its territories, or fix a price charged therefor 'on the condition, agreement or understanding that the lessee or purchaser thereof shall not use or deal in the goods . . . or other commodities of a competitor or competitors of the lessor or seller,

PHONE BILLS

EACH tv network president who testified last week referred to annual interconnection costs. Here are the yearly bills which each network pays AT&T:

NBC-TV	$14,000,000
CBS-TV	13,500,000
ABC-TV	6,000,000
Total	$33,500,000

ABC-TV President Robert E. Kintner told the committee that "these charges should be reviewed carefully to determine whether or not they are justified."

CBS-TV President Frank Stanton, in answer to a question, said he naturally wished the charges were less but that he was not quarreling with them.

NBC-TV President Robert Sarnoff made no comment beyond citing the figures as an item of overhead.

where the effect of such lease, sale or contract for sale or such condition, agreement or understanding may be to substantially lessen competition or to tend to create a monopoly in any line of commerce.'

"Section 3 clearly does not apply to the television broadcast activities of CBS. Section 3 applies only to *Commodities;* the television broadcast activities of CBS involve only services," the memorandum states, adding that even if Section 3 did apply to tv, CBS-TV activities would not be illegal as they "do not substantially lessen competition in any of the markets concerned, but, on the contrary, are a reasonable means of providing a national advertising medium which is competitive with other advertising media."

Nor, says Cravath, Swaine & Moore, does CBS violate Section 2 of the Sherman Act, which provides "Every person who shall monopolize, or attempt to monopolize, or combine or conspire with any other person or persons, to monopolize any part of the trade or commerce among the several states, or with foreign nations shall be deemed guilty of a misdemeanor . . ."

CBS, the memorandum states, "clearly does not monopolize, and there is no evidence that it has attempted to monopolize, the national advertising market, the segment of the national advertising market occupied by television advertising, the market for television station time or the market for television programs, nor does it monopolize or attempt to monopolize 'any part of the trade or commerce' in any of these areas."

As to "actual monopoly," there is no suggestion of combination or conspiracy among the tv networks, but "vigorous competition in every phase of the business," the memorandum points out.

According to Section 1 of the Sherman Act, "Every contract, combination in the form of trust or otherwise, or conspiracy in restraint of trade or commerce among the several states or with foreign nations, is declared to be illegal." The memorandum points out that there is no evidence of any combination or conspiracy among the tv networks or the CBS-TV affiliates.

Noting further that "the term 'restraint' in the Act was not meant to include restrictions reasonably related to a legitimate business function," the memorandum analyzes the affiliation contracts, network option time, must-buy policies, program practices and ownership of stations and finds them all reasonable business practices not constituting legal "restraint" of any kind.

SARNOFF'S DIRECT TESTIMONY



Mr. Sarnoff's testimony was a sequel to a lengthy "Statement of Facts" submitted by NBC to the committee last month [and extensively reported in B•T, May 28]. In that statement, the network charged that a group of film syndicators had backed Mr. Moore's attack on network practices and were out to destroy networks so they could expand film market.

"It is our position," Mr. Sarnoff said last week, "that the network service should not be artificially curtailed—as certain film interests have urged, for their own benefit . . . Film distribution could not possibly be an adequate substitute for the comprehensive national communications service rendered by networks."

Mr. Sarnoff, like Mr. Stanton, dealt with several of the principal charges made against networks and proposals for changes:

Program control: It is the duty of a network to exercise selection of its programs, but NBC-TV gives no preference to its own shows.

"The idea also seems to be around that program production is profitable for a network," Mr. Sarnoff said. "Actually in 1955, our commerical programs cost us $8,600,000 more than we received from the advertisers for these programs. When you add to this our other costs for furnishing a program service—such as the cost of sustaining programs, program staff and program development—our total unrecovered program cost in 1955 was $24 million."

Network regulation: To regulate networks is to take "the first step down the road to government decision on whether Advertiser A or Advertiser B should occupy a particular network time period," said Mr. Sarnoff, "or whether a network should sell Program X or Program Y to an advertiser . . . This could not be done without putting the government into the broadcasting business."

Regulation of networks, he said, "would certainly make them an unappetizing medium for the advertiser."

The present competitive system, said Mr. Sarnoff, is the "best safeguard for maintaining and improving the television service which networks furnish to the public."

Monopoly: There is none, said Mr. Sarnoff. Any group can enter the network field if "it is willing to undertake the costs and risks."

"This opportunity existed for DuMont, which entered the field early," Mr. Sarnoff pointed out. "When DuMont presented a popular program like the Bishop Sheen series, it got the clearances it needed, in competition with the other networks. And if it had undertaken development of an overall effective program schedule, it would be a major competitive factor in the network business today."

The biggest problem in tv is the scarcity of stations, he said. "This is the root of the problem in tv." He urged "that the Congress and the FCC focus on this central problem and take affirmative steps to bring about its solution."

He reminded the committee that NBC had urged upon it and the FCC the necessity of making effective use of the uhf channels.

"We hope," he said, "that this vital objective will not be obscured or diverted by attacks on network operations which could have such destructive effects on service to the public—at a time when a basic facilities problem is calling for constructive solution."

KINTNER'S DIRECT TESTIMONY



Mr. Kintner defended present network practices, but the main emphasis of his testimony was directed to the allocations problem.

"We believe," he said "that the major attention of the Senate committee and of the FCC should be directed to the scarcity of stations, because with its solution, alleged monopolistic practices in the industry will disappear, just as

BRICKER SAYS STATIONS ARE PUBLIC UTILITIES

YELLOWSTONE Park's geyser, Old Faithful, spouts more often but no less regularly than Sen. John W. Bricker (R-Ohio) in the latter's often-repeated demands for FCC regulation of the networks.

Last week, he was at it again. On Tuesday, at the end of CBS President Frank Stanton's first day of testimony before the Senate Commerce Committee, Sen. Bricker released a statement confronting Dr. Stanton with testimony in 1941 before the same committee by the CBS president's boss, Board Chairman William S. Paley. Mr. Paley had testified: "I think that radio networks should be licensed by the Commission."

Commenting on this and similar 1941 testimony by Mr. Paley, Sen. Bricker said: "It is perhaps significant that CBS was fighting then for dominance and was not in its present position of importance in the industry."

The Ohioan held his fire during most of Dr. Stanton's testimony, but when NBC President Robert W. Sarnoff took the stand Thursday, Sen. Bricker interrupted testimony on affiliation switches to put forth his network regulation philosophies. Afterward he somewhat heatedly denied he has "attacked" the networks, but, instead, has only "criticized" their employment of "certain practices."



Why, Sen. Bricker asked Mr. Sarnoff, isn't the operation of a network in the public interest just like that of an individual station? A station, he said, is in the nature of a public utility. "The networks," he told Mr. Sarnoff, "have the power of life or death over the advertiser and the station. Why there isn't public interest involved, I can't understand."

Mr. Sarnoff said he felt the networks should not be regulated "because I think there is nothing better than the free enterprise system."

Sen. Bricker said there should be some regulation over the "arbitrary discretion they (networks) exercise or could exercise."

"Are you suggesting that the government should decide which advertiser should get on (a program)?" countered Mr. Sarnoff.

Sen. Bricker answered in the negative, but felt the government "ought to lay down rules." "The time may come," he said, but "I don't think public utility operation of networks is necessary at the present time."

Mr. Cox questioned Mr. Sarnoff on why he objected to having networks file certain phases of its operations with the FCC

The NBC president said he saw "nothing to be gained" by this. The broadcast industry already "lives in a goldfish bowl," he added. He didn't think affiliation contracts should be made public because they are a "private matter," and there is "no entitlement to affiliation."

Telling Mr. Cox that whether or not a station thinks it can justify itself in arguing against disaffiliation before the FCC, Mr. Sarnoff said he felt a network should be "free."

PROFIT & LOSS FOR NBC TELEVISION



"TV NETWORKING is a business of great risks, heavy financial commitments and low profit margins."

Thus NBC President Robert W. Sarnoff last week prefaced his testimony regarding the economic aspects of his field. He went on to these specifics:

Risk: NBC often has $100 million at risk.

Commitments: $80 million for NBC capital costs projected over the next five years, $13 million for color tv development alone.

Profits: Cumulative profit for nine years (1947-1955) for NBC was less than one-half of one percent.

The chart above shows NBC-TV net profits and losses year by year since tv began to grow commercially.

The table below is the nine-year sales-profit record Mr. Sarnoff disclosed to the Senate committee last week.

NBC Television Network Net Sales and Income (1947-1955)

(Figures in parentheses indicate loss)

Year	Net sales	Net Income After Federal Income Taxes	Net Income as % Net Sales	Cumulative Net Income
1947	$282,000	($ 643,000)	—	($ 643,000)
1948	2,525,000	(1,332,000)	—	(1,975,000)
1949	10,254,000	(1,799,000)	—	(3,774,000)
1950	26,052,000	(2,997,000)	—	(6,771,000)
1951	69,859,000	1,129,000	1.6	(5,642,000)
1952	98,295,000	432,000	0.4	(5,210,000)
1953	110,405,000	(249,000)	—	(5,459,000)
1954	137,689,000	1,457,000	1.1	(4,002,000)
1955	185,320,000	6,317,000	3.4	2,315,000
	Nine-year average net income as a percentage of net sales		0.4	
	Five-year average net income as a percentage of net sales		1.5	

they disappeared in radio when the factor of a too limited number of radio stations was removed.

"It seems to us a serious indictment of governmental processes when this subject has been under intensive investigation for at least two years without adequate solution."

What is needed, he said, was (1) speedy grants of pending applications (some dating back eight years) in such cities as St. Louis, Boston and Pittsburgh to provide at least three comparable facilities and (2) re-allocations to put at least three comparable facilities in such cities as Providence, Birmingham and Louisville.

"The point becomes brutally clear," said Mr. Kintner, "when remembering that of the major markets only two have more than four vhf outlets, and only seven have four or more. Only 26 have at least three vhf assignments. Thirty-two of these major markets have only two vhf assignments, and 18 have only one such assignment."

Mr. Kintner drew an analogy which he felt would strike home to Senators. In ABC's view, he said, the present facilities restriction was "the equivalent of running for office in the state of Pennsylvania with the entire Pittsburgh population being able to vote for your opponent, but no one being able to vote for you."

Mr. Kintner said he could think of no better way for the Senate committee to create competition in television than to issue "a strong Congressional mandate to the FCC, not only to speed up the granting of television stations already allocated, but also to devise new allocations plans whereby three, four or five competitive television stations can be established in the larger markets of the country."

Scarcity Is Problem

The demand for network regulation and monopoly charges against networks "are directly traceable to this scarcity of outlets," he said. "If the scarcity problem is solved—and it can be solved—the problems that confront us now will be fully and effectively met without the need of additional governmental intervention or regulation."

Mr. Kintner summarized the history of ABC and said the network was "proud of the progress that it has made in becoming an important third force in the television industry."

The network now has the capital, the support of the public, the affiliated stations, advertisers and agencies, and "we hope we have the know-how" so that "over the next two years we feel that we can achieve competitive equality with NBC and CBS," said Mr. Kintner.

This, of course, depends on government action to "end the scarcity of television stations," he added.

In Mr. Kintner's view, criticism of networks falls into three categories: that networks unduly and arbitrarily control programming, that through option time they dominate affiliates and through buying requirements restrict the operation of television.

Program control: Mr. Kintner said no single organization has enough creative ability to produce more than a fraction of the programming needs of a network. But although it welcomes programs from outside sources, ABC-TV insists on controlling key programs to protect its program structure and on exercising general supervision over all shows.

Option time; It is "absolutely essential," said Mr. Kintner. "Only option time gives the network the ability to assure advertisers that programs will be placed in desired markets at the desired times, making possible an efficient and productive advertising buy."

But option time does not work a restrictive hardship on stations, he said. Critics of option time "fail to give weight to the right of any

WHEN Y & R CHARGED CBS-TV WITH USING 'FORCE' ON CLIENTS

CBS-TV's plan to drop its independently-produced *Four Star Playhouse* (9:30-10 p.m. Thurs., EDT) got a prolonged airing during CBS President Frank Stanton's testimony before the Senate Commerce Committee last week.

Discussion of the program ended after Dr. Stanton told senators: ". . . I think this gets down to . . . whether you want to turn over this medium to allow the advertiser to dictate the kind of programs that we are going to give to our affiliates or our stations or whether we have a responsibility as licensees of our company-owned stations and a responsibility that does not flow through the FCC, but certainly flows in our relations with our affiliates, to provide what we consider to be the best possible programming.

Testimony on the program arose when Kenneth Cox, committee radio-tv counsel, questioned Dr. Stanton on CBS-TV's proposed 1½-hour dramatic series, *Playhouse 90*, to begin this fall, with 36 live episodes to be produced by CBS-TV and eight or more to be filmed by Screen Gems Inc. the first year.

Playhouse 90 will occupy the 9:30 to 11 p.m. period Thursday, with CBS-TV dropping these half-hour shows, all falling within the 90-minute period: *Four Star Playhouse* (produced by Four Star Productions, sponsored by Bristol-Myers Co. and Singer Sewing Machine Co., both through Young & Rubicam); *Johnny Carson Show* (General Foods, through Y&R, cancelled March 29, 1956, by GF), and its summer replacement, *Arthur Murray Party* (Toni and Hazel Bishop); *Quiz Kids* (Whitehall Pharmacal cancelled April 12, 1956, now sustaining). Both *Carson* and *Quiz Kids* were CBS-TV productions.

Questioning by Mr. Cox was based on complaints to the network by Young & Rubicam Vice President Robert P. Mountain, on behalf of the Bristol-Myers, Singer and General Foods accounts, that CBS-TV had used "improper force" to get clients to drop their sponsorship of the half-hour shows and purchase the 90-minute *Playhouse 90*.

Mr. Mountain, in a Feb. 9 letter to CBS-TV, charged the network with representing that its financial commitments for *Playhouse 90* forced it to go ahead with the new show and with telling him it would be "practically an impossibility" to place *Four Star* in another time period. Mr. Mountain continued that General Foods did not want a "dramatic vehicle," nor an alternating hour instead of the regular half-hour. He said *Johnny Carson* had had poor ratings: "We gambled on Johnny Carson and lost and now CBS is asking us to take another gamble, also on a CBS package—and worse than that, we are not being asked—we're being told."

Dr. Stanton, referring to the Feb. 1 letter to Y&R from William Hylan, CBS-TV network sales vice president, called Mr. Hylan's mention of a financial commitment "a wholly normal letter for a salesman to write in order to get the clients' commitment, so that if the client says no, he is free then to go someplace else, and offer the time and the program."

The CBS president said the network had planned such a show for years and decided on the Thursday period because the three shows were average or below average in ratings. He said CBS notified the agency of its plans for the show as early as August 1955 and received "encouragement" and "interest" from Y&R. Only in February 1956, he said, did CBS learn some of the Y & R clients "had some question" about *Playhouse 90*. CBS consulted attorneys for an opinion on antitrust possibilities before going ahead, he added.

Dr. Stanton said CBS would not make a production profit on *Playhouse 90*, but will put on the 90-minute show to bolster the CBS-TV schedule. The format, he said, is ideal for adapting many books, plays and other material, and has "been a gleam in our eye" for many years.

CBS-TV policy, he said, is to put on the best programs, regardless of whether they are produced by CBS or an independent producer.

He said the sponsors of *Four Star* have decided to take time on *Playhouse 90*, and that Bristol-Myers, giving evidence it is not unhappy with its CBS relationship, just bought an additional time period on the network the previous week.

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affiliate to reject programs not in the local public interest."

ABC-TV now has "as many as 26 shows—including some that we consider our best" which 1-15 primary affiliates are not clearing.

"We do not know of any television station that has been forced by a network to accept affiliation," he added.

Must-buys: The practice of maintaining a minimum network purchase (which in ABC-TV's case is computed in a minimum gross charge rather than by a minimum lineup of stations) is necessary, Mr. Kintner said. "It is axiomatic," he asserted, "that a minimum economic base must be maintained if the operation of a network is to be supported. It is a matter of fact that most advertisers using ABC facilities would like to buy higher grosses than we can now deliver.

STANTON QUESTIONED

CBS President Stanton's testimony took up the Tuesday morning and afternoon sessions, with interruptions for questions by committee members and staff.

Chairman Magnuson, who arrived late for the hearing because of a plane delay, said he had intended to question Dr. Stanton on the latter's views on several bills before the committee on political broadcasting, including Dr. Stanton's own proposal for amending Sec. 315 (a) of the Communications Act. Sen. Magnuson said he would not be present for Dr. Stanton's appearance the next day and asked that Dr. Stanton send CBS comments to the committee. CBS Vice President Salant already has testified on most of the bills [B•T, April 23, Feb. 6].

Dr. Stanton said he felt that the public is not nearly as concerned in getting a greater choice in programs—including local programs—as in getting high quality ones. A cutback on the power and antenna heights of present stations to increase the number of stations in individual communities, he said, would result in a loss of service to about 3½ million families who now receive tv service.

Answering questions from Mr. Cox, the CBS president said he thought it was possible for local advertisers to use tv, even in 3-station and 2-station markets and in prime evening time. He said he didn't think that national advertisers are "frozen out of" network tv. He termed as "exaggerated" the stories of advertisers waiting in line for network availabilities.

Neither did Dr. Stanton think advertisers found it necessary to buy prime evening time, saying that skillful use of morning and afternoon time has brought good results for many. CBS, he told Sen. Pastore, is not "allocating" time to advertisers, it is "selling" to them.

He denied strongly that any CBS-TV news programs have been biased or favor one point of view, because he didn't think the public would stand for it. He praised tv for enabling the viewer to see public officials "face to face" and decide for himself whether a politician is a "square-shooter." Tv, he said, "exposes the phony faster than any other way." Sen. Potter commented that tv is "changing the character of politics," to which the CBS president agreed it is "taking politics back to the precinct."

Dr. Stanton said CBS newsman Edward R. Murrow is not allowed to do as he pleases on his CBS Radio and CBS-TV programs, contrary to some impressions; that Mr. Murrow has no "special privileges." Mr. Murrow, he said, is on the CBS Inc. board of directors, but is not a network official.

The CBS president agreed, on request from Sen. Bricker, to prepare a "definitive" statement showing the CBS policy in giving competing national advertisers "equal opportunity" for time on the network. Dr. Stanton noted that if one advertiser goes into tv with a certain product, his competitor also gets into the medium because of pressure from dealers and distributors and for other competitive reasons.

Dr. Stanton cited CBS-TV programs which many regard as being of value in education, but which are not classified as educational programs because they are not put on in conjunction with educational institutions. Sen. Magnuson said there should be some "yardstick" to give networks credit for such programs.

The CBS head said he would like to make a detailed reply to Rev. Parker's testimony of the previous day (Monday) criticizing tv networks for "failing" in religious tv programming.

Mr. Cox questioned the witness closely on whether a large metropolitan tv station, such as CBS' owned stations in New York, Los Angeles and Chicago, deserves to make more profit than a small-market independent because of the former's network programs.

Such a station, Mr. Cox said, may not have more investment and its management may not have greater ability or perform better services; yet the station's return is higher because of the location of the station in a large market, because of the artificial limit on the number of channels allocable and because the operator has received one of these scarce channels and has a network affiliation. Such a station operator receives high rate returns for which he has contributed nothing, Mr. Cox said.

Dr. Stanton said that a prospective station operator has his choice of where to locate his facility. "There's no law keeping a man in a particular market," he said.

The CBS executive told Sen. Pastore that, although networks have no direct influence over an affiliate's local and national spot rates, the rate paid by the network does have an indirect influence on the station's other rates.

Answering a question from Mr. Cox, Dr. Stanton said that CBS, in determining the coverage of two network affiliates which overlap each other, "whacks it down the middle" between the two if other things are equal. But if a station is added on a per program basis—such as an outlet getting started late or one in a small market—the network pays the station in terms of what the latter contributes to the na-

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RADIO-TV'S ADAPTABILITY TO CHANGES IN TODAY'S SELLING STRESSED AT AFA

Westinghouse's Donald H. McGannon and CBS-TV's Merle S. Jones, speaking before Advertising Federation of American convention in Philadelphia, cite how media is responding to changing marketing and merchandising procedures.

THE QUALITIES of radio and television are ideally suited to serve advertisers in today's changing trends in marketing and merchandising, the 52nd annual convention of the Advertising Federation of America was told last week.

Donald H. McGannon, president of Westinghouse Broadcasting Co., and Merle S. Jones, executive vice president of CBS-TV, spoke for radio and television, respectively, at a luncheon panel during the Philadelphia convention on Tuesday. Representatives of seven other media also participated on the panel, which appraised the question: "How will media meet the changing trends in marketing?"

Radio "has been for years where business is now going—that is everywhere," Mr. McGannon said, refering to the decentralization process by which businesses more and more are establishing branches in suburban areas. He continued:

"In this modern process of decentralization, as you know, the plans for building usually start with a search for an area which will accommodate not only a store or office structure, but also a large parking lot for customers. Now what other medium enjoys the luxury of its own parking lot within slingshot distance of its client's threshhold? For that's what it amounts to, and the point is of some significance. When you see 500 automobiles parked outside the branch of a department store, you probably are seeing also as many radio receivers.

"The existence of these parking lots demonstrates that people still drive to do their shopping. And while driving, they are listening—but they can't be looking at television or reading newspapers or magazines or, in most of these suburban areas, scanning outdoor posters. This is not too derogate the effectiveness of any of these other media, but to point up a unique quality that is radio's alone—and upon which radio will not only survive, but prosper and achieve heights not previously believed attainable."

Closer Cooperation

Mr. McGannon suggested that "closer teamwork between the broadcaster and the advertiser" could step up radio's effectiveness in moving merchandise. "Since the merchandiser knows the kind of people generally, he can hope to attract, and the broadcaster knows the habits of his audiences, the two together could profit by comparing notes about people: the broadcaster through establishing the fact that he can find more people like those who shop in the store presently, and the advertiser who would like to meet them—on a friendly and permanent basis."

Radio's ability to hold "the attention of the busy as well as the idle, plus mobility and saturation, should be of particular interest to the merchandiser who is trying to find the center of traffic and then attract that traffic to his place of business," he asserted.

Mr. Jones said television is "making a unique contribution" in helping business conform to changes in marketing "by reaching so many people at a time when the market of effective buyers is increasing so rapidly, by moving the point of sale from the sales counter to the living room, and by monopolizing so much of America's new-found leisure time."

Where the "primary burden of selling" fell upon the sales clerk prior to automation and tv, Mr. Jones said, "today television is the primary sales clerk of American business—the most direct, accurate and fastest link of information and persuasion between the producer and consumer."

The consumer market has grown to the point where "today virtually everybody is a customer for practically any product"—and tv "is superbly designed to gain access to this new and vastly enlarged market," he continued. Business also has gained through tv from the "marked increase" in leisure time, he added, pointing out that the average tv family in January spent six hours a day watching television while the year-round average now is approximately 35 hours a week.

Television also has "wiped out" the time lag that used to occur "in diffusing the knowledge and use of the newest techniques, products and styles of American industry" to the entire public, Mr. Jones asserted.

Other highlights of the AFA convention, held Sunday through Wednesday at Philadelphia's Bellevue-Stratford Hotel with approximately 1,000 delegates on hand from 120 advertising clubs in the U. S. and other countries:

Walter Weir, vice president of Donahue & Coe, warned against the "cult of so-called hard-sell" in advertising, contending that claims in copy should be moderate if it is to "bring about the necessary stage of creating belief in the whole complicated business of closing the sale."

Dr. Virgil D. Reed, vice president and research director of J. Walter Thompson Co., said the mass market is now in the middle rather than the lower-income group—and "the middle is spreading fast."

Howard Pyle, deputy assistant to President Eisenhower, stressed that the skill of advertising people is "terribly important" in the cold war of ideas. He also presented to Ben R. Donaldson of Ford Motor Co., chairman of AFA, a Franklin medal authorized by Congress for presentation to groups for distinguished service during the year-long observance of the 250th anniversary of Benjamin Franklin's birth.

CEREALS IN MINNEAPOLIS-ST. PAUL TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	General Mills Inc.	9	2	25	449
2.	Kellogg Co.	7	1	23	323
3.	General Foods Corp.	3	2	7 1/3	150
4.	National Biscuit Co.	1	1	2 2/3	66
5.	Quaker Oats Co.	1	1	2 1/2	50
6.	Ralston Purina Co.	1	1	2	20

MINNEAPOLIS-ST. PAUL INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	General Mills Inc.	9	2	25	322
2.	Kellogg Co.	6	2	27 1/3	260
3.	General Foods Corp.	3	3	12 1/3	127
4.	National Biscuit Co.	1	2	8 2/3	74
5.	Quaker Oats Co.	1	2	17 1/2	47
6.	Ralston Purina Co.	1	1	2	12

In the above summary, monitoring occurred the week ending April 28, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred week ending April 22, 1956.**

News WHILE It's Happening!



BECAUSE its news staff and facilities are identical to those of award-winning WHO Radio, WHO-TV can claim news coverage that's matched by few television stations, *anywhere.*

Our News Bureau is headed up by Jack Shelley, one of the industry's top newsmen and winner of many radio-television citations. His staff includes 11 full-time news specialists—each with a degree in journalism and many years' experience—and all trained to take on-the-spot pictures, stills and movies. In addition, WHO-TV calls on 85 "local" correspondents for supplementary coverage throughout Iowa.

WHO-TV news facilities include two AP, two UP and two INS wires—plus direct, 24-hour teletype circuit from Des Moines Weather Bureau.

Unexcelled news coverage is only one of many reasons why WHO-TV is one of Iowa's top advertising values. Let Peters, Griffin, Woodward, Inc. tell you about the others.

WHO-TV

Channel 13 • Des Moines



Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

June 1956 figures* give WXEX-TV

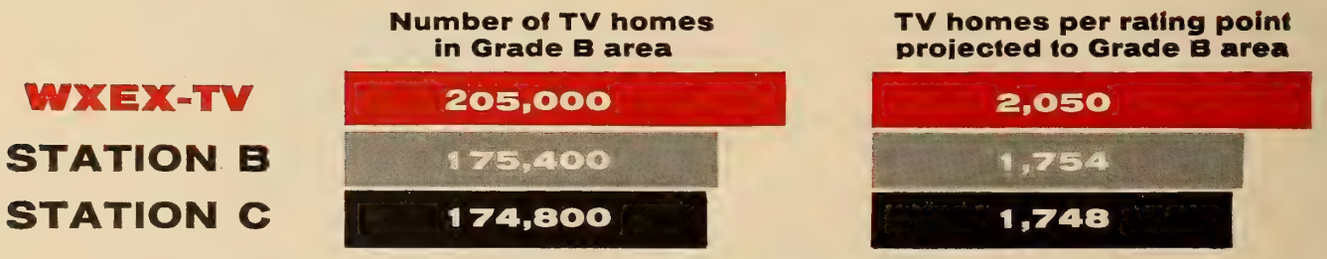
16%

more viewers per rating point

than any other station serving

RICHMOND

Petersburg and Central Virginia



- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a *bonus of better than 2 TV homes* with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers **58.3** more TV homes than does Station B.

*Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

WXEX-TV

Tom Tinsley, President — **NBC BASIC—CHANNEL 8** — Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

THE 15% COMMISSION: TRADITION ON TRIAL

A B•T STATUS REPORT ON THE OLDEST ISSUE IN ADVERTISING

By Rufus Crater

BROADCASTERS are the innocent bystanders in a quiet struggle over an advertising way of life—the media commission system of compensating agencies.

The struggle is not a new one, but rather a renewal of a very old one that pre-dates broadcasting and broadcasters by many years:

In short, advertisers want to change—or at least "re-evaluate"— the present system whereby agencies not only get their primary compensation from media, but do so in direct proportion to the amount of the advertisers' money they allocate to those media. Generally, the agency's share is 15%. Advertisers feel that agencies serve them, not media, and that they should therefore have a more direct control over what their agencies are paid, should be able to know what they are getting in the way of agency services and not have to pay for any services they don't want—and should have the right to buy directly from media at the same net rates that agencies get.

Agencies on the other hand maintain that the present system, in effect for more than half a century, has established the independent nature of agencies, has enabled them to achieve a degree of creativity not possible otherwise, makes available to all advertisers the services of a vast corps of experts that only the very largest advertisers individually could afford, advances the cause of advertising generally, and is, in short, the best system that has yet been devised.

Moreover, agencies seem morally certain that what the advertisers really want to do is cut their pay—an objective which advertisers have repeatedly disowned.

Lately there have been signs that the present debate—which broke out into the open last fall—may eventually end in a compromise truce.

Recent advertiser speakers on the subject, while still insisting that advertisers should have the final say on how much and for what their agencies are paid, have seemed to take on a slightly more conciliatory tone. Whether this is a general trend and will continue remains to be seen, but at the moment there is speculation that at least some critics of the present method might be willing to accept a modified commission system as a basis of compensation, provided certain "safeguards" and "controls" can be worked out to their satisfaction.

In a similar mood, some agency officials—while still outspokenly against a scuttling of the media commission method—have acknowledged privately that there may be areas of bookkeeping and accounting, for instance, that might be "tightened up." These agency men point out that they don't like "unbusinesslike operations" and "wastefulness" any more than advertisers do, implying that they would be glad to sit down with their clients to try to work out mutually satisfactory solutions.

The debate has gained its main momentum since the American Assn. of Advertising Agencies last February became the first of the defendants—including American Newspaper Publishers Assn. and other non-broadcast media groups—to sign a consent decree settling its phase of the antitrust action filed by the Justice Dept. the year before. But there are differences of opinion as to just what effect the consent decree actually had in reviving the issue.



ALONG AGENCY ROW: A WAY OF LIFE IS IN THE BALANCE

Agency people claim advertisers have used the decree as an "excuse" to bring up the subject again, since the court settlement clearly cast no doubt on the commission method as such. Advertisers maintain that the system had been worrying them long before the government got into the act.

If the consent decree made anything plain, it was that the final decision on this phase the issue will be reached in individual negotiations. What the decree did, so far as this point is concerned, was forbid AAAA to try to "fix, establish or stabilize" agency commissions, or require any agency to refrain from rebating or splitting agency commissions. The decree specifically stipulated that its terms were not binding on AAAA members acting individually.

It is this individual approach—that of an advertiser getting together with its agency to review its own compensation set-up—that advertiser speakers and the Assn. of National Advertisers are publicly recommending. Bristol-Myers is one company that has made plain it intends to undertake such a study (see Donald Frost speech, page 42), and ANA says "other forward-looking" members, "working with their agencies," are taking similar steps.

Both AAAA and ANA have committees working on the compensation subject. It is the "primary assignment" of AAAA's regular Committee on Advertiser Relations, which is headed by Harry Harding of Young & Rubicam, New York, as chairman, and William Marsteller of Marsteller, Rickard, Gebhardt & Reed, Chicago, as vice chairman. ANA named a special study committee, headed by John B. McLaughlin of Kraft Foods, last month to examine the question.

There is some dispute about the role media will play in the outcome.

Henry G. Little of Campbell-Ewald, Detroit, who at the time was retiring as chairman of the AAAA, told the AAAA convention in April that "in any event, media will determine the issue now and in the future, as they have done in the past. Media will decide individually what they wish to do; to whom they will allow commission, if any; under what circumstances; how much they will allow, and what their rates will be" [B•T, April 30; also see excerpts page 40].

Mr. Frost of Bristol-Myers, on the other hand, has said that "it will be the advertisers working in close harmony with their agencies

who will determine the issue because it is the advertisers who will continue to determine the budgets . . . and who in the long run have the most at stake in this whole advertising picture" (also see excerpts page 42).

Among some broadcasting observers, it seems possible that Mr. Little and Mr. Frost both may prove right. Media, particularly in the broadcast field, currently are taking a hands-off attitude, but if the struggle should finally result in more direct compensation of agency by advertiser, for example, then media almost necessarily would review their commission practices in the light of the final situation. Even more certainly, media will have to decide for themselves whether to give or withhold from advertisers the right to buy direct at net rates.

Broadcasters had no hand in the development of the media commission system, which evolved long before their time. It goes back, actually, to the beginning of agencies. And the dispute over the system has been recurring for at least 40 years.

The last time it arose in substantial size was in the early 1930's. James Webb Young, then with the U. of Chicago, was commissioned by a group of advertiser, agency and media people to conduct a study. His report—which concluded that the media commission system was the most practicable in the interests of both advertisers and media (see text of conclusions, this page)—also included a study of the growth of agencies and advertising, as did other reports, studies and histories of and since that time.

The first "agent" is generally identified as Volney B. Palmer, who started off in the 1840's in a business that was more akin to that of the present day newspaper (or station) representative than that of today's agency. Advertisers in those days had trouble discovering the names, much less the rates, of newspapers in distant areas. Newspapers didn't even care greatly about selling space.

Capitalizing on this fortuitous situation, Mr. Palmer got together a list of newspapers and their rates and held himself out as the agent of those papers that would designate him as such. Advertisers loved it. The newspapers, delighted with this found money, paid him 25% commission on his sales.

(Another precedent, which has continued with perhaps even less change through the years, also was established at the Palmer "agency." About 1848 the manager of his Boston office walked off with Mr. Palmer's list of papers and rates and started business for himself.)

Subsequently there came a period of heavy trading on rates. Agents would contract with newspapers for space at the lowest price they could get, then re-sell to advertisers for as much as they could get. Competition often was bitter. In this period two new features were added. Generally attributed to George P. Rowell, who commenced operations about the time the Civil War was over and who later figured as a historian as well as practitioner of advertising, these features were the discount for cash and the agent's guarantee that the publisher would get his money whether the advertiser paid or not.

Not until later—about 1880-1890—did agencies begin to offer "services." They resisted the idea of writing the copy to fill the space they sold to advertisers, for example, but gradually came to realize that an advertiser "bought easier" if he could see what his ad would look like.

The amount of agency commission meanwhile fluctuated over the years and opposition to "house agencies" and rebating to advertisers was building up. Newspaper publishers in the early 1890's went on record against allowing agency commissions to advertisers. After the turn of the century there developed the habit of agencies' representing only non-competitive clients. About the time of World War I, agencies began to expand their field of operations to include other media as well as newspapers and magazines. Radio and television joined the list as they emerged.

Meanwhile, the AAAA was formed in 1917 and adopted standards of service and practice. A year or so later its committees were advocating—successfully—the cause of a uniform 15% commission from publishers.

Even before that time, advertisers were speaking out against the media commission system. ANA went on record against it in 1915, shortly after the organization was formed, and for several years in various quarters there were recurrent efforts to break the system down. In 1924 the Federal Trade Commission filed a complaint against AAAA and several newspaper groups, accusing them of conspiracy in restraint of trade, but dismissed the charge in 1930.

It was about this same time that the last big debate over the compensation system developed. Mr. Young's report is widely credited with having settled the issue at that time, although advertisers commissioned a "rebuttal" to Mr. Young and continued to challenge the validity of his conclusions.

What are the alternatives to the media commission system? In the current debate, advertisers have proposed none—not yet, anyway. In the 1930's, however, Mr. Young found three principal possibilities suggested by advertisers: (1) a fee to be agreed upon between advertiser and his agency; (2) a sliding commission scale that would exceed 15% for small accounts and come under that figure for large accounts, and (3) a standardized scale of prices for various types of work, with the advertiser free to pick the services he wants.

Although the media commission system is regarded as standard, it has not been universal. Emil Mogul, of the agency bearing his name, proposed a year or so ago, for example, that agency compensation might be tied directly to client's sales, so that the agency would be paid in proportion to the success of the advertising it prepares.

The late James M. Cecil of the old Cecil & Presbrey agency also maintained, several years ago, that the system of compensation should be changed because the high cost of running a television department made the present method of payment inadequate.

But the best known—and certainly the oldest—exception to the media commission practice is N. W. Ayer & Son. Long ago—about 1875—F. Wayland Ayer, a founder of the agency, decided that he was serving the advertiser, not media, and that accordingly he would give his clients the benefit of the best buy he could get from media. His charge to the advertiser would be the net charge to him, plus a commission for agency services. This has been the standard Ayer procedure through the years, with the present Ayer commission about 16⅔%.

As for the broadcasting media's entry into the current structure of advertising practice, Mr. Young's 1933 report said:

"Shortly after the development of radio broadcasting as an advertising medium, broadcasting station owners elected to do business under the agency method and established an agency commission. This brought this important medium within the scope of agency planning and led to the development of specialized radio departments as part of agency service."

Broadcasters themselves undertook at one point to establish an agency recognition bureau. Such a bureau, to protect stations in their credit dealings with agencies, was voted at the 1934 NAB (now NARTB) convention and the subject was much discussed—pro and con—by broadcasters in succeeding years. It was finally laid to rest following the arrival of Judge Justin Miller as NAB president shortly after World War II. Judge Miller's action was attributed to his fear of antitrust implications—a fear that later proved well founded when the Justice Dept. filed its case against other media groups but not broadcasters.

LIFE AND TIMES OF THE COMMISSION SYSTEM

1840's: Volney Palmer starts first advertising agency, charges 25% commission to media to buy their space for clients.

1880's: Agencies begin offering services, prepare ads for clients as inducement to buy space.

1915: Infant ANA goes on record against commission method of reimbursing agencies.

1918-19: Infant AAAA, on the other hand, advocates uniform 15% commission from publishers.

1924: Federal Trade Commission brings complaints against system, charges restraint of trade.

1930: FTC drops its complaint.

1933: James Webb Young releases celebrated report concluding 15% method is best for all advertising interests.

1955: Justice Dept. brings antitrust action against AAAA, ANPA, others.

1956: Defendants sign consent degree, making 15% system a matter of individual negotiation.





Romper Room Proves Again...

ADVERTISERS GET BIG TIME RESULTS WITH WFAA-TV!



Meet "Miss Elaine," of WFAA-TV's *Romper Room*— soon to complete its first year for Safeway Stores (Dallas Division.) Crowds form early, stay late, when she makes one of her frequent personal appearances. And with the important role played by the younger set in today's grocery shopping, here again is visual proof that advertisers *do* get big-time results with WFAA-TV! Why not put WFAA-TV to work for you?

WFAA-TV

CHANNEL 8 — DALLAS

YOUR NBC-ABC STATION

Covering 564,080 Television Homes

Call your
PETRYMAN
for availabilities, market data, and complete coverage information.

THE AGENCIES MAINTAIN

LET'S KEEP THE STATUS QUO

AGENCY officials have been much less discursive, publicly, than advertisers in talking about the commission system.

A statement issued by President Frederic R. Gamble of the American Assn. of Advertising Agencies, coincident with AAAA's signing of the consent decree settling its phase of the government's antitrust suit on Feb. 1, contained this reference:

". . . The commission method of compensating agencies, which can continue to be followed, is a great incentive method. It enables agencies to be rewarded in proportion to the use made of their creative work and encourages them to do their utmost to make advertising pay the advertiser. When advertising pays, everybody wins—the general public, the advertiser, the medium, and the agency.

"The judgment does not affect the way that individual agencies (whether AAAA members or not) conduct their businesses in relation to media (from whom they receive commissions for the development, service and payment of advertising) or in relation to advertisers (whom they serve by making their advertising succeed). . . ."

In another of the first agency statements after the question was revived—specifically, in his statement accepting election as chairman of the board of AAAA on April 26—Robert D. Holbrook of Compton Adv. had this to say:

". . . There always have been and probably always will be those who do not understand advertising or the agency business. The recent settlement of the antitrust action with respect to AAAA as an association may, even without cause, provide inspiration for those who want to attack the media commission method which makes possible the independent advertising agency.



MR. HOLBROOK

"I am sure, however, that the independent agency business has many good friends among media owners and advertisers who recognize the essential nature of the service performed by independent advertising agencies. They realize the need for the independent thinking, the creative skills, and the ability to handle countless details which the independent advertising agency alone can deliver."

* * *

A day later, on April 27, after ANA Chairman Edwin W. Ebel made his closed-session appearance before the AAAA convention, Mr. Holbrook observed:

". . . It always has been the aim of all the officers of the AAAA to approach our important business matters with open-mindedness. No subject can be of such continuing and far-reaching importance to all our members as the subject of compensation methods. The vigorous and thorough inquiry into all phases of this subject will be the primary assignment of this committee [AAAA's regular Committee on Advertiser Relations].

"We have, of course, studied this subject continuously, completely apart and separate from any other discussions that may have stemmed from the recent consent decree signed by AAAA."

TWENTY YEARS OF SUCCESS CAN'T BE WRONG

ONE of the most eloquent defenses of the media commission system was made during the AAAA convention by Henry G. Little of Campbell-Ewald, Detroit, in his speech as retiring AAAA chairman on April 28:

"The advertising business, operating under the media commission method, has advanced so far in the last 20 years that it seems fully to have justified the conclusion reached by Mr. [James W.] Young, that the media commission method of advertising agency compensation, while not perfect, is the most practicable one for maintaining the true and long-run interests of all advertisers and all media.

"In any event, media will determine the issue now and in the future, as they have done in the past.

"Media will decide individually what they wish to do; to whom they will allow commission, if any; under what circumstances; how much they will allow; and what rates will be.

"In return for these commissions, agencies will continue to render many services to media and the cause of advertising.

"Agencies develop new business for media, developing new advertisers and helping them to grow. If agencies did not do this for media, who would? Not the advertiser, certainly. Most advertisers have no great desire to help competitors into the world!

"Agencies also reduce mortality among advertisers—among the medium's customers. A number of years ago, before most business paper publishers had adopted the commission method, *Architectural Forum* made a careful study of agency-placed advertising in comparison with that placed by advertisers direct. They found that agency-placed advertising was more consistent, more regular, continued longer, grew faster—findings that carried great weight among other business publications.

"Agencies also advocate the idea of advertising, as best for most businesses. It is as Norman Vincent Peale once said about religion: 'It is not my duty to argue for the faith; it is my duty to *declare* the faith!'

"The fact that agencies are the advocate of advertising may make some advertisers mistrustful. It should not—not so long as advertising is so important in mass marketing. There are times when every successful company can thank its stars that the agency is prejudiced in favor of advertising; there is many an advertising manager, and sales manager, who can be grateful that the agency's prejudice is there to support him. And this is basic in the agency's service to media.

"Agencies simplify credit operations for media. Also, because they take the financial responsibility for payment, they carry the cost of most credit losses in national advertising.

"Several years ago, a 4-A study showed that our member agencies had developed and placed about $15 billion worth of advertising in the previous 20 years. On this volume, agency credit losses were $5.1 million or 1/30th of 1%. Media credit losses were only about $250,000—only 1/600th of 1%, as compared with credit losses around .1% for all U. S. industries.

"There are other savings, too. Agencies reduce media costs for the preparation of advertising, and they reduce costs in following up advertising materials for publishing and broadcasting schedules. If it were not for the agency, all of these costs—including the credit and collection costs — are burdens that media would have to bear, and which would be wastefully duplicated and compounded from medium to medium. They are costs that the advertiser would eventually have to pay, if the agency were out of the picture.



MR. LITTLE

"But the agency's great service to media, and to all in advertising, is the agency's dedication to successful creative work—to the overruling idea of creating advertising that sells.

"Agencies do more than advocate the general idea of advertising. They create specific advertising for specific advertisers, which is an essential element in the sale of space and time.

"The agency serves and works with all media but is neutral among them. It recommends whatever media are best likely to make the advertising succeed.

"And successful agencies have learned to do everything in their power to help advertising succeed. Their ideas do not spring full-grown. Agency recommendations are laid on a ground-

Continues to page 40

BUT THE ADVERTISERS SAY

IT'S TIME FOR A CHANGE

KICKOFF for the current debate was delivered by Gilbert H. Weil, general counsel to the Assn. of National Advertisers, in the course of a speech at ANA's 46th annual meeting in New York last Nov. 2:

". . . In the simpler days of our industry, the business between an advertiser and its agency was carried on between one dominant individual in each of the companies . . .



MR. WEIL

"But that was possible only under those conditions. . . . Understandings, activities, and programs, which were at one time settled in a matter of minutes by two men across desk or table, now require consideration by subcommittees, committees, departments, and finally 'top brass'. . . . Today the people who must make the decisions are responsible to other officers of their company, to boards of directors, and, ultimately, to stockholders . . .

"The wide inventory of services which today's agencies can offer to advertisers seems to me to require extremely thoughtful attention, and carefully written definition in two areas of the advertiser-agency relationship. In the first place, since every advertiser does not want 100% of every service that an agency can possibly render to it, the parties should decide which services are to be furnished and to what extent. Secondly, the arrangement is on an unrealistic, and, hence, unsound basis if the remuneration that the agency is to receive is not fairly correlated to the services that it is to render . . .

". . . Now the major emphasis of an agency's workload is in the service of its client, the advertiser. Its activities do still redound to the benefit of media in several important and legitimate aspects. That is undoubtedly true, even today. But at present they are collateral rather than primary objectives . . .

"The gravitation of agency services toward the advertiser has moved so far by now that the advertiser has a realistic, substantial, and a legitimate interest in the subject of how much of the money he pays to a medium is rerouted to his agency, and for what.

"The range and variety of services an agency can offer an advertiser is so extensive, both in kind and in degree, that some understanding is needed between them in their individual relationships as to the nature and extent of the work that the particular advertiser expects to receive, and the particular agency to render. And because of the wide area for variance in the work to be performed as between different advertiser-agency pairs, sound business principles would seem to call for some interdependency between the work to be done and the reward to be reaped.

"Today, when so much of the value of some services an agency may supply may not receive ample recompense from a percentage of media billing, either because the services do not relate to or result in space or facility purchases, or, if they do, the medium involved is one with a relatively low billing rate, there is a restlessness amongst agencies concerning the traditional basis of compensation, and we find, more and more, a demand on their part, and a willingness amongst advertisers where circumstances warrant it, that additional fees be negotiated for specific services.

"Conversely, where agencies are called upon to render relatively little by way of effort in comparison with large amounts receivable by them from certain media—such as tv or super-circulation periodicals—whose invoices are verging upon expression in light years, the advertisers are growing restive, and they are more and more demanding and receiving adjustment of the inequities, either in the form of additional services by the agency without further compensation, or by the franker means of rebates. . . ."

DETERMINE SERVICE FOR THE INDIVIDUAL

THE COMMISSION issue was a fundamental part of two closed-door panel sessions at ANA's Spring Meeting March 14-15 at The Homestead, Hot Springs, Va. Edwin W. Ebel of General Foods, chairman of the ANA board, gave these views as panel moderator:

". . . The commission system is no longer immutable either as a practical or ethical matter. Without a fixed compensation system each of us can determine the service that is fitting to our individual needs. The service is more important than the fee. We have a chance to improve on the commission system.

"Any new fee plan will require the advertiser to distinguish between the quality of available skills—the skills that go into marketing and advertising planning and preparation.

"The commission system, which just grew into being, has served advertising well for a long time. Let's not go hastily tearing down arrangements which have been satisfactory until we are sure we have a better one to take its place."



MR. EBEL

ANA CHAIRMAN EBEL took the subject directly to agencies at the American Assn. of Advertising Agencies' convention at the Greenbrier, White Sulphur Springs, W. Va., on April 26. In a closed-session speech which later was released in part, Mr. Ebel made plain that advertisers want the right to buy directly from media at net rates—and to compensate the agency directly (and adequately). He called for "a calm, intelligent, objective, business-like inquiry" into the whole commission question by advertisers jointly with their respective agencies:

"The idea of a confidential partnership is spreading. The agency—instead of being a vendor for the medium owner—is now a confidential advisor to the manufacturer, with access to his sales figures, profit figures, and future plans. This is a relationship between agency and advertiser—not between agency and media. . . .

"So the advertiser should be the one to determine the worth of advertising agency services . . . but in any case, the agencies must have confidence in the clients' wish to compensate them fully and fairly . . . for the work they do.

". . . What the agencies must do is largely a matter of expressing their open-mindedness on this subject of compensation . . .

"The most important consideration should be the preservation of a climate conducive to creativity—because there is a greater need for brilliant and creative advertising today than there ever has been before . . .

". . . I'm sure I voice the feelings of the majority of the members of ANA when I say the advent of the AAAA's and American Newspaper Publishers Assn.'s consent decrees [terminating thte Justice Dept.'s anti-trust suit against those groups, among others] and the reasons that these decrees materialized plus the suits still to be settled, challenge every advertiser to take a fresh look at the commission compensation system, and evaluate the *full* value of his agencies to him . . ."

ADVERTISING THAT PAYS NO BARGAIN TABLE ITEM

MORE LIGHT was thrown on advertisers' objectives at the annual west coast meeting of ANA at Pebble Beach, Calif., on May 16. ANA President Paul B. West said at that time:

"Because advertising is such a potent selling force; and because it has been proved that *good* advertising, consistently maintained, is the surest road to profitable sales; and because of competition in the market place, the companies which will come out on top will be those who have the soundest agency relations, and who insure the kind of creative advertising that sells most successfully by compensating their agency for the full value of its creative service.

"There are no short cuts and the means of providing the proven fundamentals of good advertising—advertising that *pays* over the long run—will not be found at the bargain table.

"This is the reason why the ANA Board advocates that individual advertisers and their

Continues to page 42

AGENCY POSITION

Continues from page 38

work of research—analyzing the product or service, the competition, the market, the potential market, the factors of distribution, the media available. These ideas are part of long-range plans, working toward definite goals. They derive from constant experimentation in techniques and appeals. They draw on the experience of many diverse advertisers. And they are presented to the client with the unique advantage of the agency's outside, independent, objective viewpoint.

"Agency service revolves, then, around *ideas* —analyzing, planning, creating. It envisions a team of specialized and above all creative people.

"The advertising media of the United States had this need in mind when they set about individually, long ago, to experiment with various ways of compensating the agency.

"Over many years, by trial and error, they found the answer in the commission method.

"For the commission method is a great incentive method.

"The incentive for the advertising agency is the ability, under the commission method, to be paid for the agency's creative work in proportion to the use that is made of it. If the results are successful for the advertiser, they also are successful for the agency.

"It attracts a creative type of businessman and a particularly aggressive type, one who is willing to take the risk that his agency won't get paid at all if its creative work isn't used. The agency gets paid only if the advertising appears and after the agency has collected from the advertiser.

"Also, because the agency is rewarded in proportion to the use made of its creative work, the agency owner is encouraged to hire the best creative people he can find. He is not led to stint on staff, or to take too much in profit for himself.

"This means that the finest possible creative organization is put behind the service and development of advertising.

"And just as creativeness—in ingenuity and invention—is the basis for our production miracles, so is creativeness in mass selling, in advertising, the nub and hub of our marketing success.

"The media commission method provides a pool of potential dollars—an unlimited potential—awaiting only successful creativity by advertising agencies in order to claim them.

"The commission gives the agency the incentive to do everything in its power to develop the growth of the client's business and hence the growth of the advertising appropriation.

"Because the commission method is in the control of media, the emphasis is kept on creativity. The relationship does not degenerate into 'horse trading' between the advertiser and the agency, at the expense of creative quality.

"And because the commission is allowed by media to agencies direct, the agency is enabled to enjoy an independent status, to make recommendations objectively, to be the advocate for advertising, to render a creative performance that would be impossible—as history has shown —if the agency were, in effect, the advertiser's advertising department.

"Now I know that most of you are familiar with Gresham's Law, that 'bad money drives out good'. The reason that bad money drives out good is because people keep the good money, pass along the bad. Bad money (or cut rate service) does not triumph over good money (or full rate service). Experience is just the opposite. Full rate service wins over cut rate service. The quality of the agency service has been the determining factor in the agency's success and in the success of the advertiser.

"Experience has shown this time and time again.

"Experience has shown that the media commission method of compensating advertising agencies has worked to the advantage of media, advertisers, agencies and the economy, in bad times and good, depression and prosperity.

"I believe we should be grateful to the far-sighted media people who developed it. I believe that each of us owes a debt to those 'who built the house we live in'.

"I believe, as I know you do, in the future of our economy.

"I believe that mass marketing makes mass production possible.

"I believe that advertising is the spark plug of mass marketing.

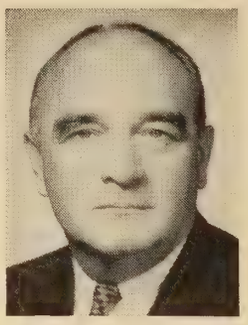
"I believe that advertising agencies are the spark plug of advertising.

"And I believe the media commission method is the spark plug of the agency's creative contribution."

A MEDIA SPOKESMAN TESTIFIES FOR THE 15%

A MEDIA guest on the AAAA convention program also upheld the commission system as the best available. He was Marvin Pierce of McCall Corp., who told the convention on April 28:

". . . I would like to hazard a different guess as to the reasons for the absence of any formidable challenge to the [commission] method since 1934. In that year radio was still in its infancy as an advertising medium and television was still in the laboratories. The competition of the depression increased the demand for extentions of agency service. When these extensions were once established, they became a permanent part of agency performance.



MR. PIERCE

"With the growth of radio and the advent of television, a whole new group of specialists has been added to agency staffs. Able men have been attracted to the agencies to handle planning and copy, 10-second spots and spectaculars, to conduct research into markets and into motivations, to determine proper media . . .

"The agency system is much more attractive to these men today than formerly because of the variety of their work and because of the greater security of position with an agency than elsewhere. An advertiser today must have flexibility in his choice of several media—magazines, newspapers, television, radio and outdoors. He must be able, as the exigencies of his business demand, to switch from one means of communication to another completely, or with varying emphasis. But the manufacturer who is spending most of his appropriation in television today, and in magazines tomorrow, cannot hope to attract and hold the specialists in every line best-suited to conduct his advertising business.

"In my opinion, it is the recognition on the part of advertisers of the widening and deepening of agency services, and of the availability of thoughtful and effective manpower in the agencies, that has brought about what seems to be the present relatively tranquil acceptance of the commission basis for agency compensation.

"Let me conclude with the statement that although efforts to change the method, which has been maintained for over half-a-century, have been made with the thought of lowering costs to advertisers, it seems to this observer that reduction of costs, at least in magazines, has been accomplished through the existing advertiser-agency-publication relationship.

"I do not say that the commission method of compensating advertising agencies was alone responsible for the creation of this greatly increased volume. I do say that in my opinion it is more than mere coincidence that the method and the volume expanded together, and I do say that I know of no other system of compensation that would have been half so sataisfactory to all of us.

"The agency, through the knowledge of the certainty of its compensation, has been able to attract and hold thoughtful and competent men, and to expand its services. The advertiser has been able to call upon those men and their services with all the flexibility he needs in the choice of media and of agencies. The magazines have been able to provide their readers with editorial material consisting of the considered thought of authorities in their fields and calculated constantly to raise our standards of living.

"I favor the present system of compensation for advertising agencies until a better one comes along. If it does come along, I think we will all welcome it. But it must demonstrably be a better one for all of us. It must be such that it attracts intelligent young people to our business. It must be one that does not retard the growth of small agencies, small advertisers and small publications. And above all, it must be one which makes a measurable contribution to the well-being and economy of the country."

DECREE DOESN'T CALL FOR DRASTIC ACTION

AAAA's position was wrapped up by President Frederic R. Gamble in a statement issued May 28, after the last of the defendants in the Justice Dept.'s antitrust suit had followed AAAA's earlier lead and signed consent decrees:



MR. GAMBLE

NOW THAT all the defendant associations in the antitrust action have settled their parts of the action, a statement may be in order about what the settlements mean, especially in relation to recent speeches and published statements by some executives of client companies and the Assn. of National Advertisers.

It remains true, as I said at the time of the 4A settlement, that there is no need for anything drastic to happen to any part of the advertising industry. Only the associations that were involved in the action are affected and only collective actions by them.

The settlements did not and do not in any way relate to the compensation arrangements among individual agencies, media and adver-



The Rugged Courage..

The rugged courage of such heroes as Robert E. Lee, J.E.B. Stuart, "Stonewall" Jackson vitalizes the inheritance behind our expanding, industrial South. Today's economic growth stems similarly from the courage and vision of modern leaders who link the traditions of the old South and aggressive progress of the new.

WRVA-TV—Richmond's own (and newest) television station—forges another bond in this strengthening chain. Closely tied to Richmond tradition for over 30 years through long-respected WRVA Radio, WRVA-TV continues the finest standards of creative leadership, imaginative programming, community service through experienced, competent and responsible management.

WRVA-TV *belongs* to Richmond. Its highest aim will be to earn the continuing loyalty of Richmond viewers.

Represented nationally by Harrington, Righter and Parsons, Inc.



WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

tisers. Such arrangements are specifically exempted.

Several advertiser speakers have recently referred to the settlements as "reason" for raising the subject of agency compensation. There is no need for them to do this, other that that they wish to do so.

They have stated that a number of advertisers wish to determine the compensation of their agencies. Since each advertiser can increase his agency's compensation any time he wishes, their only point must be the wish to reduce it.

Each agency determines the quantity and quality of the service it can afford to deliver within the income available to it in relation to the needs of its clients and within the framework of competition.

Some of these advertisers have resented the agency's "tie to media" because of the media commission method. That agencies "represent" media is an erroneous idea. They do not. They serve media by making the *advertiser's* advertising succeed.

The important thing about the media commission method of compensating agencies is that it supplies the incentive for the development of advertising by advertising agencies. In order to earn those commissions, the agency must successfuflly develop, service, place and collect for the advertising. Until this has been done, the agency does not earn or receive any media commissions.

The agency develops and services advertising and takes the credit risk for the media, in return for the commissions allowed.

It is the media commissions which make the agency an *advertising* agency. It is the media commissions which enable agencies to be paid in proportion to the use made of their creative work.

Determining the value of creative work is widely recognized as difficult. The commission method has evolved over the years to do this and to do it better than any of the many other methods which have been tried and found wanting.

Media commissions are the basis of the great incentive system which has produced our great agency business, the largest and most skillful in the world.

Divorce advertising agencies from media commissions and you would destroy this great incentive system which is so vital to advertising.

The greatest danger in these recent proposals, it seems to me, is that creative quality might be reduced through efforts to lower agency compensation.

If this should happen, the advertiser would be hurt the most by the loss of advertising effectiveness.

The economy can ill afford to lose advertising power at this important stage in our development.

Media would also lose some of the great advertising volume which has been developed.

The agency would probably be hurt the least since the agency, by reducing its expenses below its income, could remain in business.

Media and agencies have recognized that the success of the advertiser is paramount. If the advertising succeeds for the advertiser, it also suceeds for the media and for the agency.

Successful advertising depends on high-quality creative work.

And so it follows that all those who are devoted to making advertising succeed should do everything in their power to continue to raise—and never to lower—the quality of advertising creative work.

ADVERTISER POSITION

Continues from page 39

individual agencies review their client-agency relations in the light of the current basic changes in the scope and function of agency service—and regardless of whether media sees fit to grant agencies a commission or not—appraise the real value of the agency services required to accomplish the company's objective; and, instead of excluding the matter of compensation as heretofore under the 15% commission system, definitely consider it as a prime responsibility of the advertiser.



MR. WEST

"The most significant development of all," Mr. West concluded, "is the fact that under this impetus, forward looking ANA members, working with their agencies, are already taking steps to do exactly that . . ."

23-YEAR-OLD ANSWERS MAY NOT APPLY TODAY

ANOTHER speaker at the Pebble Beach meeting on May 16 was John B. McLaughlin of Kraft Foods, chairman of the ANA Special Study Committee on Agency Compensation:

". . . Because somebody may jump to the conclusion that the sole purpose of this [ANA special study] committee will be to change the agency-commission system and attack its validity, let's quickly endeavor to clarify the purpose of the committee and try to bring this situation into proper focus.

"First let me say what we are *not* going to do: we are *not* going to attempt to either destroy, change or champion any particular method of agency compensation. Nor are we going to enter into general discussions on the larger area of agency-client relationships. We already have a committee in ANA, chairmanned by Don Frost, of Bristol-Myers, which is effectively studying this broad subject. The new 'Study Committee' has been created for the sole purpose of studying the *specific* subject of methods of agency compensation, because of the terrific interest currently aroused in the subject by the consent decree. And, our work will be confined to this one problem. Of course, the problem must be studied in the light of the effect it *has* on good and productive client-agency relationships.



MR. McLAUGHLIN

"Because the signing of the consent decrees and the whole government action were dramatic news—many people seem to think of it as the sole reason for advertisers' interest in the subject and are assuming that the 'clients' are seizing on this opportunity to change the present system and swing the big stick. We don't think this is at all true. Prior to the consent decree, advertisers had been 'blocked' from 'doing anything about it'—now the problem has a possibility of solution through individual negotiation.

"I think we have to face the fact that this question of agency compensation and this, of course, involves the question of buying direct from media at net rates, did *not* spring into being on the first of February, or even last May. It's something advertisers have been thinking about for a long, long time. Actually, many an advertising manager, or director, has been under pressure from his top management for answers that he didn't have—and the recent legal fireworks have again started top managements' queries all over again. . . .

". . . Henry Little [of Campbell-Ewald, Detroit, 1955 chairman of the 4A's] may be absolutely correct in his assumption of the continued validity of the Young study. On the other hand—he might be wrong. Many people in both the advertiser and the agency areas feel that conditions are *not* the same as they were '23 or 24 years ago'—and we should *not* assume that what may have been a good system then is still a good system now. It may be, but at least let's review, study, and take a searching look at it . . .

". . . I can assure you that there are many advertisers who do not accept the simple statement that the 15% commission system is 'good for advertising'—that it promotes the use of advertising. A long time ago that may have been true—today—no. Advertising is now an established and accepted function in our business economy—as are banking and financing. We believe that the successful and productive employment of advertising by industry to the tune of nine billion dollars annually will do more to promote the use of advertising than a compensation system with which many advertisers are not completely happy.

"Advertisers are looking for an answer in terms of what would be best for all—the primary consideration, of course, being what is best for the building of our businesses. But they do want a solution that will adequately and properly compensate for services rendered by advertising agencies, as well as media . . .

". . . The road has been cleared to discuss honestly, frankly, and without preconceived notions—calmly—in a businesslike manner, financial relationships without criticism, resentment, or any necessity for feeling unethical. There are many services today for which we compensate our agencies which are in no way involved with their deal with media. Let us examine these—evaluate—and agree to their price—not for the purpose of *necessarily* reducing the agencies' compensation, but more with the view of seeking a method of compensation that is more in keeping with today's sound business practices . . .

WHAT'S THE BEST WAY FOR BRISTOL-MYERS?

A THIRD SPEAKER at the ANA Pebble Beach meeting was Donald S. Frost of Bristol-Myers, who spelled out the steps his company planned to follow in reviewing the compensation question with its three agencies (BBDO, Young & Rubicam, and Doherty, Clifford, Steers & Shenfield):

". . . At this moment, I am not really certain if we want to make any change, or if so, what revisions in the method of compensation should be formulated . . .

"Let's face it, there are many important and recognized advantages to the agency, to the media, and to the advertiser in the uniform 15% commission system . . .

". . . We are going to make a complete and



In Boston, no selling campaign is complete without the WBC Station . . .

WBZ 4 TV

The lady from Boston is spending an unusual lot of time watching TV this summer. For the programs on her favorite station—WBZ-TV—seem better than ever.

And better they are! We're stepping up our whole June-July-August programming effort on WBZ-TV. We're spicing up present programs, adding new ones, and backing them all up with big, bright promotions.

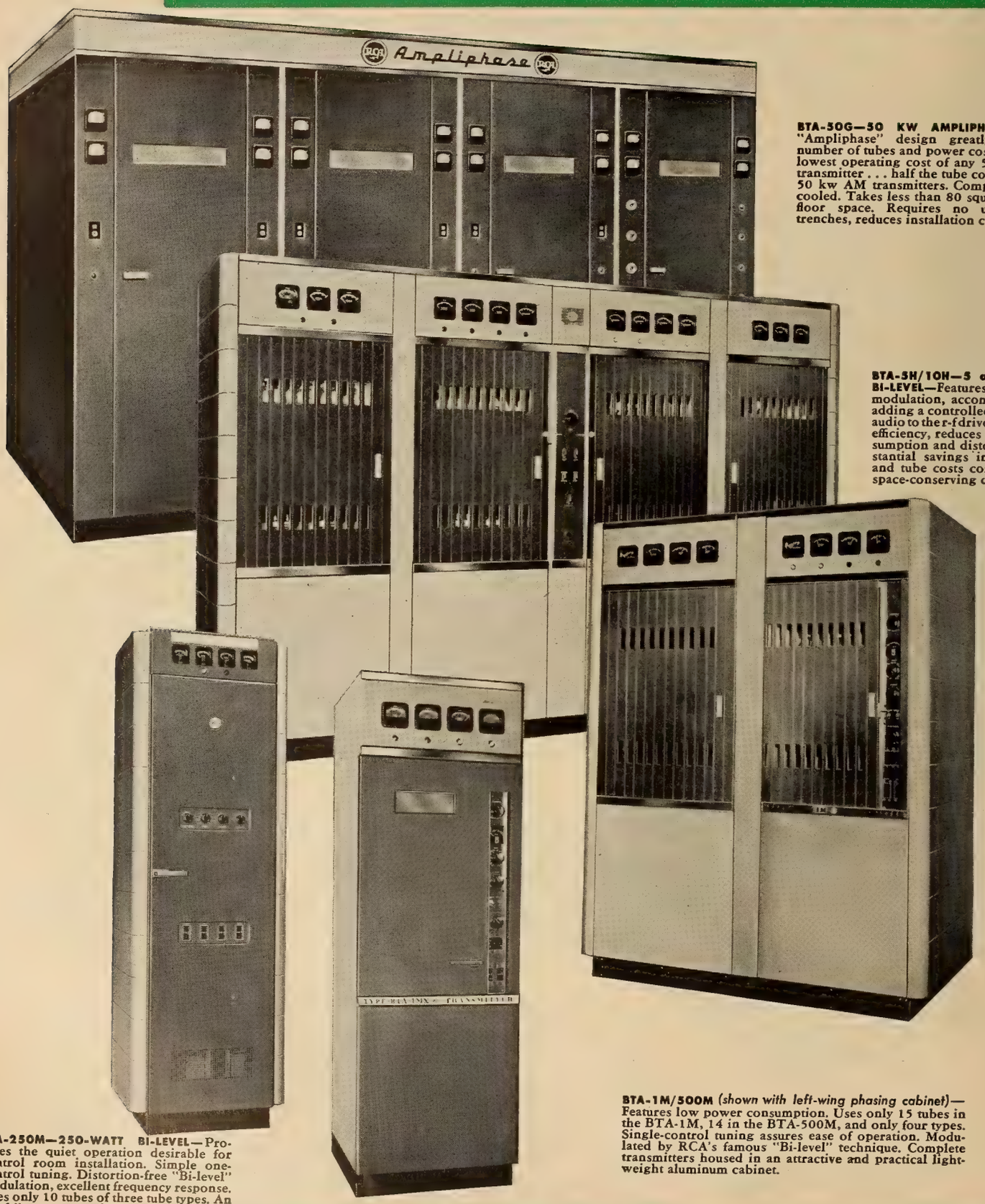
Such programming is sure to help you sell more this summer in the country's sixth richest market. Get availabilities and prices. Phone Herb Massé, ALgonquin 4-5670, Boston or call A. W. "Bink" Dannenbaum, WBC General Sales Manager, MUrray Hill 7-0808, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

the truth about...



BTA-50G—50 KW AMPLIPHASE—New "Ampliphase" design greatly reduces number of tubes and power costs, assures lowest operating cost of any 50 kw AM transmitter . . . half the tube cost of older 50 kw AM transmitters. Completely air-cooled. Takes less than 80 square feet of floor space. Requires no under-floor trenches, reduces installation costs.

BTA-5H/10H—5 and 10 KW BI-LEVEL—Features "Bi-level" modulation, accomplished by adding a controlled amount of audio to the r-f driver, increases efficiency, reduces power consumption and distortion. Substantial savings in operating and tube costs combine with space-conserving design.

BTA-1M/500M *(shown with left-wing phasing cabinet)*—Features low power consumption. Uses only 15 tubes in the BTA-1M, 14 in the BTA-500M, and only four types. Single-control tuning assures ease of operation. Modulated by RCA's famous "Bi-level" technique. Complete transmitters housed in an attractive and practical lightweight aluminum cabinet.

BTA-250M—250-WATT BI-LEVEL—Provides the quiet operation desirable for control room installation. Simple one-control tuning. Distortion-free "Bi-level" modulation, excellent frequency response. Uses only 10 tubes of three tube types. An ideal "economy package."

BTA-1MX/500MX—Designed for high-fidelity operation, transmitters BTA-1MX (1KW) and BTA-500MX (500 watts) offer single-control tuning, desirable Bi-level modulation, low power consumption, fewer tubes and fewer tube types. Minimum floor space required . . . approximately 6 square feet.

REMOTE CONTROL EQUIPMENT—RCA Remote Control Equipment provides facilities to switch program lines, adjust plate or filament voltage, operate a line variac control on emergency transmitter, control Conelrad switching, operate power contactors and reset manual overload breakers, from any desired control point, regardless of transmitter design or power.

RCA AM transmitters

FOR 25 YEARS RCA broadcast transmitters have been widely acknowledged as *the* best. During this period they have been the transmitters most often chosen by those stations which wanted, and could afford, the very best. Thus they early became, and have remained, the standard to which all others are compared.

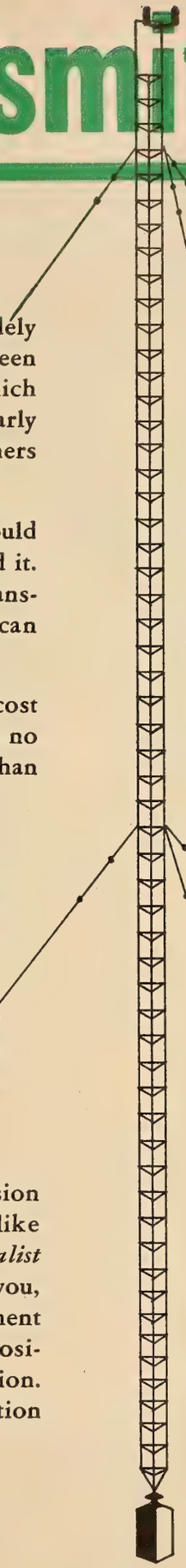
Unfortunately, some stations have believed that they could not afford such quality—no matter how much they wanted it. Today any station can "afford" one of these top-quality transmitters. In fact, it is hard for us to see how a station can afford *not* to buy one.

Why is this so? Simply because today RCA transmitters cost only a very little more than the lowest-priced (sometimes no more). And the small extra original cost (if any) is more than made up for by these two *facts:*

1. RCA transmitters are generally less expensive to operate. This is so because in almost every power class RCA transmitters either use less power, or have lower tube cost (in some cases both).

2. RCA transmitters almost always have higher resale value. This becomes very important when you go to higher power, or if you should decide to sell your station.

What is the moral? Simply this: don't jump to the conclusion you can't afford RCA. We believe you can, and we would like an opportunity to prove it. Call our nearest *AM Specialist* (see list). He will be glad to go over your situation with you, give you the benefit of his (and RCA's) broadcast equipment knowledge, and leave with you a complete and fair proposition. With such *facts* at hand you can make a correct decision. There's absolutely no obligation. You owe it to your station to find out. Act now!



Typical AM Tower

See Your Nearest Radio Broadcast Sales Representative

ATLANTA 3, GA.
522 Forsyth Bldg., Lamar 7703

BOSTON 16, MASS.
200 Berkeley Street, Hubbard 2-1700

CAMDEN 2, N.J.
Front & Cooper Streets, Woodlawn 3-8000

CHICAGO 54, Ill.
Delaware 7-0700 Merchandise Mart Plaza, Room 1186

CLEVELAND 15, OHIO
1600 Keith Bldg., Cherry 1-3450

DALLAS 1, TEXAS
1907-11 McKinney Avenue, Riverside 1371

DAYTON 2, OHIO
120 West Second Street, Hemlock 5585

HOLLYWOOD 28, CALIF.
1560 N. Vine Street, Hollywood 9-2154

KANSAS CITY 6, MO.
1006 Grand Avenue, Harrison 6480

NEW YORK 20, N.Y.
36 W. 49th Street, Judson 6-3800

SAN FRANCISCO 2, CALIF.
420 Taylor Street, Ordway 3-8027

SEATTLE 4, WASHINGTON
2250 First Avenue, South, Main 8350

WASHINGTON 6, D.C.
1625 K Street, N.W., District 7-1260

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.

detailed analysis of all the activities the agencies are currently doing for us under the *present* set of ground rules . . . From such a study should develop a true picture of the present agency activity on our account and a better indication of what it means to us. I know that it must seem remiss, but we honestly do not have such a picture in full focus right now . . . and I doubt that too many advertisers do.

"For instance, I tried to get in touch with some of our agency people just last week. The particular people I wanted in all three of our agencies were at a convention in Florida with representatives of our sales department. I didn't know they were going to be there. I don't know how important it was for them to be there. I don't know if it was at our request or because they were just sick and tired of March in May in Manhattan.



MR. FROST

"I do know that it cost the agency money for them to be there and that this expense was covered by the agency commission.

"Would we have sent them if we were paying the expenses directly? I doubt it. Therefore, my question—'Was this the best place for the agency to be expending time, talent, and money on our account?'

"This is only one minor example, but I know there are many services which the agencies perform, the importance of which might not stand up under close scrutiny. Because these services are now covered under the present blanket of the agency commission, we use them —but do we actually need them? Only by thorough study and evaluation will we be able to find out . . .

"After completing such an analysis, it is my intention to get together with our agencies and agree with them upon an Operating Procedure which will spell out what we want and believe we should expect from our agencies . . . I will want them to tell me what is involved in performing the services we need—and what it costs them to provide these services. In some cases this may require new costing and accounting procedures on the part of the agencies, but I feel that such information is necessary in a proper consideration of the particular service involved.

"In other words, I do not believe we can afford to continue on the basis of what amounts to giving the agencies a blank check equal to 15% of our total appropriation without knowing more about what we are getting in return for this expenditure than we do today. Or putting it another way—I am in complete agreement with an advertiser who put it this way: our particular interest is not so much what we pay for what we get as it is what we get for what we pay . . .

". . . I do not expect our agencies to have their heads in the sand. I fully expect that they are going to discuss the question with us fairly and objectively. I fully expect that they will realize we are approaching them *not* in order to get cut-rate advertising service, but only in the desire to establish our joint effort on a more efficient, more economical, more realistic, more business-like platform.

"If they believe that continuation of the present system is the proper basis for operation, we expect them to say so—and to justify it.

"We expect them to justify it not on the grounds of precedent—not just because that's the way it's always been—and that no one has anything better to offer.

"No—we want them to justify it on the basis of facts, of study, of analysis, to point out why in their estimation this is the best way for us to work together . . . if they believe it is. And I might add that their point of view has to be an extremely important consideration in any agreement of what we are going to do. They are each running a business—an important business to them, to us, and to other clients as well. Just as we expect them to approach the problem as it applies to us—so must we approach it with an understanding of how it applies to them as well.

"And at the same time I expect the agencies to explore with us the advantages and disadvantages of other methods of compensation in order to assist us in making up our minds regarding the desirability of a change.

"Along these same lines, I do not expect our agencies to base their case on the fiction that they are working for the media and, therefore, should be paid by the media on a basis established by the media. As far as we're concerned, our agencies are working with and for Bristol-Myers Co.—and if that point isn't clear to them by now, let them go to work for the media, and we'll get ourselves another agency that we'll be damned sure is working for us.

"I really don't mean to sound this tough, but this is a point that annoys hell out of me, and has been uttered more and more of late. This business has changed—the relationship of advertiser and agency has changed, the relationship of agency and media has changed. Let's all recognize it and operate realistically on the basis of today's conditions . . ."

NO 'LAISSEZ FAIRE' IN MODERN MANAGEMENT

ANOTHER FORUM at which advertiser views were spelled out was ANA's third annual Budget Control Workshop, held June 7 in New York. ANA President West told that meeting:

". . . The sound policies and efficient practices demanded of management under present-day conditions, whether it be general management or advertising management, will not condone a *laissez faire* attitude which has been all too prevalent in the past. Advertising management must be accountable for the amount and the kinds of services it gets from the agency and the final authority on how much the company will pay for the required agency services and the basis on which it will pay for those services. By the same token, it is the agency's prerogative, as an independent, outside purveyor of skilled professional services, to determine what services it will provide the advertiser and at what cost . . .

"Under any honest appraisal, many past practices will not stand up too well to careful scrutiny in the light of sound management concepts . . . And it is also true, I believe, that the traditional 15% commission system of the past has been accepted without sufficient questioning of its merits weighed against actual practices and in too many cases it has been used as a crutch or coverall.

"Responsible advertising management simply cannot condone that kind of loose practice. . ."

PUT THE AGENCIES ON A TIME CARD

IRA RUBEL, who operates a New York accounting firm that specializes in the advertising field, also addressed the ANA workshop meeting:

". . . The most intelligent approach to this problem of agency compensation is not an attack on the commission system but rather an effort to determine how an advertiser and his advertising are affected by the system . . .

"When we have studied accounts to determine what an agency should be paid for its services, we have often found that advertiser and agency haven't done enough planning together to see eye to eye as to what work the agency ought to do and how much skill, time and costs should be devoted to each area of work. Agencies have sometimes developed their services without giving the advertisers a sufficient part in planning what work should be done, who should do it, and how much emphasis should be used in each part . . .

"Considerable inquiry among advertisers has led me to the conclusion that there are few who would like to reduce the quantity or quality and therefore the cost of agency service for they realize that the effectiveness of the advertising is all important. On the other hand, there are advertisers who would like a greater part in plannning what the agency is to do for the compensation it receives.

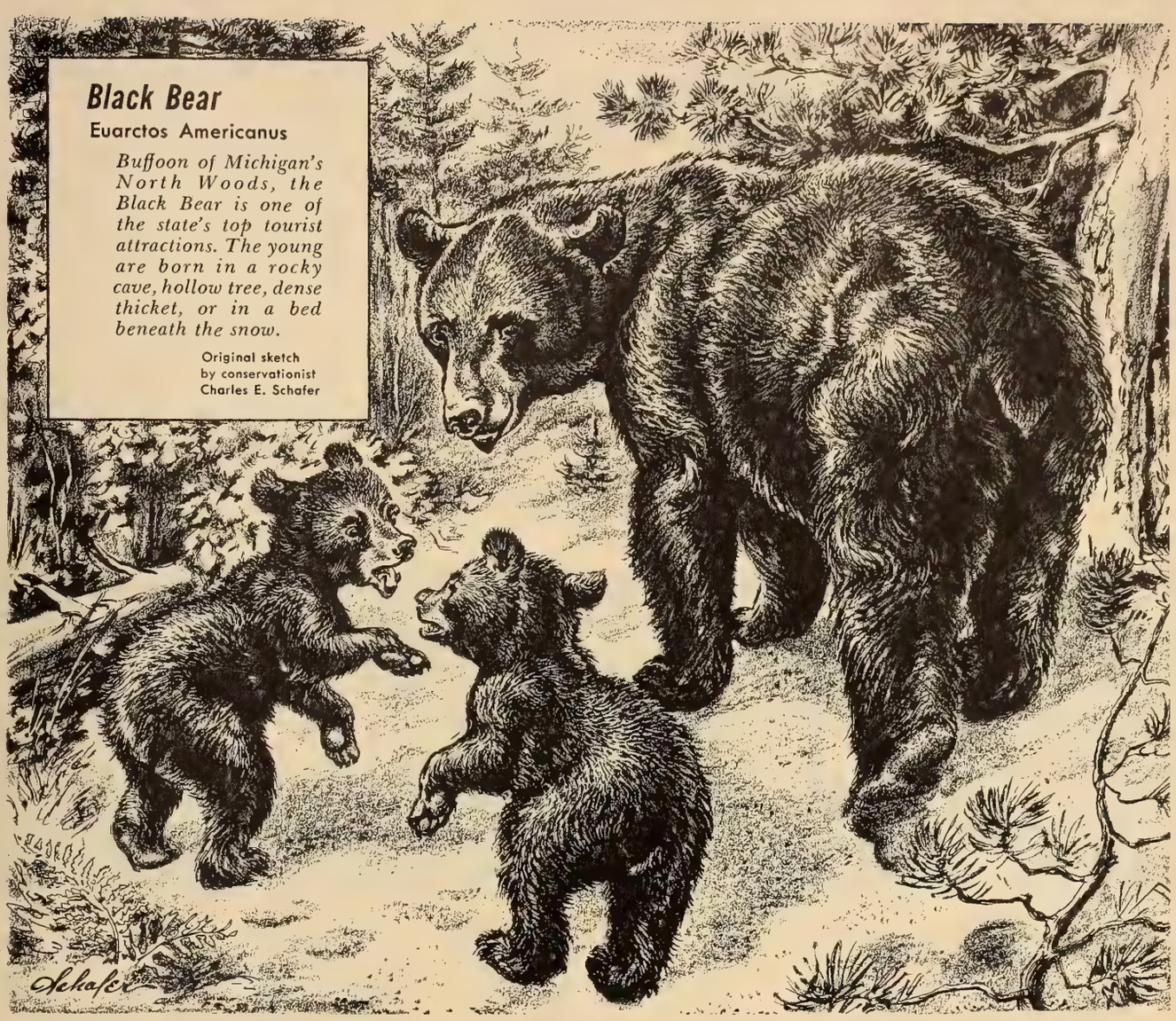
"The commission basis, while not a perfect system of agency compensation, has provided enough income to cover costs and a modest profit even though certain types of accounts and advertising programs will require more costly work than the 15% commission provides and in other more exceptional cases, advertisers' programs throw off more commission income than is required to provide the service needed . . .

"Some say the 15% commission is a reasonable price because it provides pay in proportion to the use made of the material. On the other hand, in our profit economy the price of goods and services usually is based on an efficient producer's cost plus a reasonable profit. But when one speaks of creative personnel service there is no scientific measure that I know of that is a complete index of value . . . When the importance of the 'the effectiveness of advertising' is better understood, advertisers will strive for more effective creative work and . . . agencies will need more compensation to do this kind of work. This is one reason that a measure of the adequacy of the agency's compensation is so important . . .

"One measure of value is the price that an efficient producer needs to cover his costs plus a reasonable profit. It is precisely this kind of a basis that I propose be used to test the reasonableness of the 15% commission for advertising agency service . . . I propose that agencies establish hourly rates for each kind and grade of service they perform; that the people who work on accounts keep a record to show how much time has been devoted to each client's work . . .

"This hourly rate can be used to compare the cost of doing the work in the advertiser's own department with the cost of doing it on the outside. It can be used to determine the cost of performing each area of work, to help plan how much to spend to perform each function . . .

"It is up to the agencies to find satisfactory means to convince their clients that they are earning what they are getting. This will require more scientific methods to evaluate the results accomplished by the agency's work. The commission system can continue to work as the main basis of agencies' compensation—the floor upon which to build, but agencies should apply another measure to show that the value of the service they perform is in proportion to the compensation they receive . . ."



Put your money where the people are

The bare facts are that the Bruin Family hasn't a nickel to its name, never listens to the radio, never buys soap, toothpaste, or anything else you advertise.

Enjoy the Black Bear when you visit Northern Michigan. But when it comes to radio advertising, put your money where the people are—on WWJ, first in Detroit in experience, acceptance, and audience-pleasing personalities.

70 per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1⅓ million cars and spend over $5 billion annually for retail goods.



WWJ AM AND FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

The OK group now has 1,500,000 Negroes in its coverage area

Reach your Negro audience with a primary signal and a locally accepted Negro DJ that is the leader in his area.

The dollar per thousand is the lowest cost of any station or group of stations in this area. No other station or group of stations can match The OK Group offer.

Located in the hottest sales potential area in the Mid-South and the Gold Coast of the Gulf Coast, this group of stations reaches Negro buyers with outstanding Negro personality air salesmen in each market . . . a proven and tested formula for increased sales.

SALES are what you'll

WBOK	No. 1 Negro & Hillbilly
WXOK	No. 1 Negro Station
KAOK	No. 1 Negro - Hillbilly
KYOK	No. 1 Negro Station
WLOK	A Good No. 2 Station

$22.06* A SPOT

*312 TIME RATE

FOR 5 OF THE HOTTEST SALES POTENTIAL CITIES in the SOUTH

A Low Cost Buy . . . One Contract . . . One Affidavit . . . One Billing

Nobody . . . but nobody can reach more people or sell more goods at a lower cost per thousand on the Gold Coast of the Gulf Coast and the Mid-South than The OK Group stations. Make the 3 or 5 station buy and save money . . . give your advertiser high powered local coverage at low priced cost.

Write or Call

Forjoe and Co. for La. and Tenn.

Stars National for Texas

Stanley W. Ray, Jr., Vice Pres. and Gen. Manager, 505 Baronne, New Orleans 12, La.

WBOK New Orleans **WXOK** Baton Rouge **KYOK** Houston **KAOK** Lake Charles

Special Offer

3 top Mid-South markets

Memphis
Low Cost Negro Buy

New Orleans
No. 1 Negro Station

Houston
No. 1 Negro Station

All Primary Coverage
All Local Personalities

MEMPHIS NEW MEMBER OF THE GROUP

WLOK

DIAL 1480

1000 WATTS WITH 5000 WATTS APPLICATION PENDING

like about the South!

1,250,000 NEGROES

$14.92*

FOR ONE SPOT IN ALL 3 MARKETS

*312 TIME RATE

Extra Promotion! Extra Sales!
Extra Listeners!
Unmatched by competition.

the OK Group

Brother Joe May

America's Greatest Negro Male Spiritual Singer. Known and Loved by all Negroes.

Featuring Two Great Air Personalities

Hunky Dory

A frantic knocked out jive air salesman that has brought a new breath of fresh air to Memphis





CANE COLE, a hot jive man.
R. L. WEAVER, a live spiritual DJ.
JAY STORM, skilled Negro News Announcer.

WLOK
Memphis

FROM OUT OF THE PAST, A PRIMER FOR THE PRESENT



HERE are the views of one of advertising's senior citizens on the newly revived issue of how advertising agencies should be compensated. They were written in 1933 by James Webb Young, then a U. of Chicago professor who formerly had been a vice president of J. Walter Thompson Co. and who now is senior consultant at JWT as well as former chairman of The Advertising Council.

Mr. Young's study was commissioned by a group of advertisers, agencies and media, and was published by the U. of Chicago Press under the title "Advertising Agency Compensation in Relation to the Total Cost of Advertising." It is widely accepted as the most thorough appraisal yet made of this controversial subject.

Assn. of National Advertisers, then as now desirous of seeing advertisers get more direct control over what they pay agencies, challenged his conclusions at the time and undertook to rebut them, but they prevailed nevertheless. Advertisers today maintain that the situation has changed materially since 1933, making Mr. Young's conclusions less valid now than then. Agencies on the other hand maintain that they are still eminently correct. Mr. Young himself told B•T last week that he had reviewed his report in the light of today's debate but found no reason to revise the views he expressed then. Here, reprinted with Mr. Young's permission, is a slightly condensed text of the "conclusions" from his report:

THE HISTORY of the advertising agency clearly shows that no advertiser, publisher,* or agency-owner deliberately planned and set up the agency structure as it exists today.

Instead, this history exhibits perfectly the process by which, as one student of society describes it, every social institution grows, namely, "that the men (involved in it), each struggling to carry on existence, unconsciously cooperate to build up associations, organization, customs and institutions which, after a time, appear full grown and actual, although no one intended, or planned, or understood them in advance."

The advertising agency came into existence and developed in association with the periodical publishing business. But its history makes clear the fact that no publisher created it. It would appear truer to say that the agency created the modern publisher, by taking what was originally a by-product of the publishing business and making its sale so valuable that the entire economics of publishing was changed.

In particular, no publisher planned or created either the method or the rate of agency compensation in force at any given time. These always grew out of agency experience, and each individual publisher accepted or rejected either the one or the other, as his own profit experience or competitive conditions dictated. As that experience has, at times, disclosed a long-run value to the publisher in a given course of action or development he has, individually or collectively, affirmed and supported that long-run and general view against the short-run and individualistic view. But such publisher "legislation" with regard to agency compensation always took place after the fact, when agency practice had disclosed the profit trend.

Not since its very earliest days does the advertising agency appear, in the real sense of the term, as the "agent" of the publisher. Men who enter the agency business have always done so, typically, as independent entrepreneurs, risking their own capital and seeking a profit in their own ways, in competition with other ways. In selling what they had to sell, or in performing what they undertook to perform, they have served the interests of both publishers and advertisers when either found it profitable to engage them to do so. They have never had any franchise from either.

In his search for a profit the agency operator or advertising man has tried many ways of finding it. He has sought it by promoting the sale of advertising space alone; by offering a creative advertising service alone; by offering advertising counsel alone; by working for some one advertiser alone. And he has tried these ways at all periods and at all sorts of prices.

Of all the methods tried, that which consistently proved most productive for a certain sort of man was found in promoting and facilitating the use of the periodical publisher's space. Out of this activity grew the advertising agency.

It was a part of this experience that the agency mechanism developed the greatest efficiency where its price basis was stabilized, its choice of media the most impartial, and its competition for the advertiser's patronage on the basis of creative service rather than price. The demonstration of this by leading agencies led the publisher to recognize that he had a vital interest in supporting and encouraging one type of agency operation as against another.

This publisher support accelerated the development of the agency as we know it today. Crystallizing in the publisher's recognition standards, it protected the agency in its development of new advertisers; furnished a check on inexperience in the agency business; set a public-opinion standard for agency compensation; encouraged the expansion of agency service; and weeded out the men who could not compete in the delivery of that service.

The individual advertiser's interest is in the final cost of advertising to him. In this final cost there are two major factors: the price of the publisher's space and the use the advertiser makes of that space. In terms of true cost, that is, results, the use made of space is the most important of these two cost factors.

The price of the publisher's space, that is, his advertising rate, depends at any given moment on a complex of interrelated factors. But in the long run the governing factor will be the total available volume of advertising. As volume increases, the publisher's rate will tend to go down; and as volume decreases, his rate will tend to go up.

These results will be delayed, and even reversed at times, by competitive and other factors affecting the publisher's price, but in the long run volume will determine the advertising rate.

The individual advertiser, therefore, has an interest at stake in the maintenance of the total volume of advertising. This interest is long run and indirect, where the publisher's is immediate and direct, but it is none the less real. It would appear to follow that the individual advertiser has an interest also at stake in the total advertising volume promotion and protection activities of the agency—unless these activities conflict with the advertiser's more direct interests in the effective use of space for himself.

The possibility of such a conflict is expressed in the idea that the agency's counsel is vitiated: (a) by the fact that it has an incentive to sell advertising as a whole; (b) by the fact that not all forms of advertising are equally profitable to the agency to sell.

This idea has some basis in fact. There are undoubtedly cases where such a conflict has worked to the disadvantage of the advertiser.

However, there exist within the agency, and in agency competition, powerful checks and balances to any short-range view in serving the individual advertiser. The agency has its strongest incentives, not in the immediate profit to it from a given kind of advertising, but in maintaining the confidence of each advertiser and in doing all in its power to make him a successful and satisfied user of advertising.

That these incentives work in an overwhelming majority of cases is testified to by advertisers. Few advertisers have any criticism of their agencies as a service mechanism. They consider it as one necessary or desirable for their business; they value the services received from it; and many believe they coud not supply

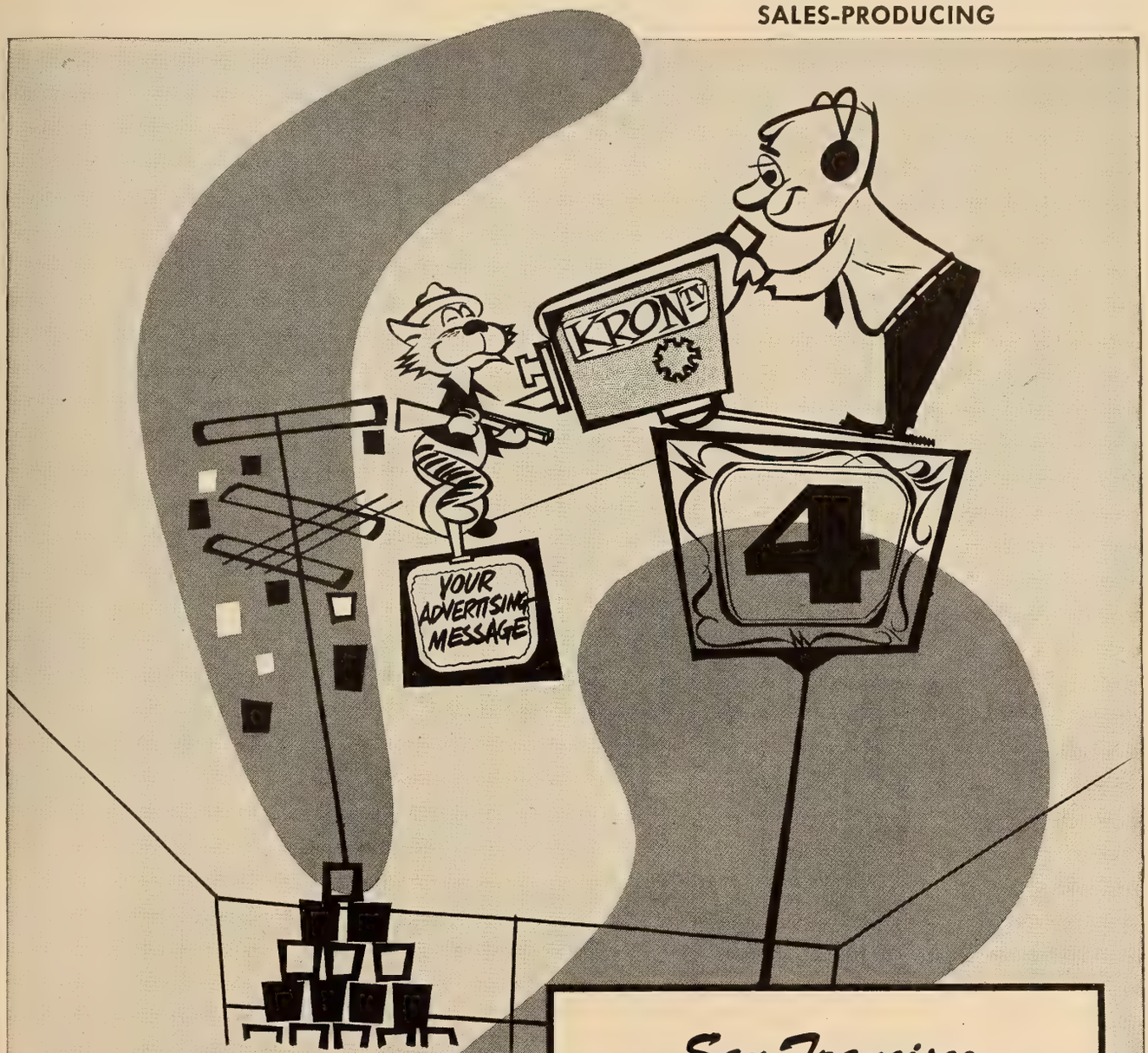
*Editor's Note: Mr. Young explained at outset that "throughout this report the word 'publisher' is used to denote the owner of any kind of advertising medium—the man who gives publication to the advertising message in any form." At that time radio's growth was ahead of it (there were 490 stations, according to the report) and television was yet to come.

KRON-TV'S NEW MERCHANDISING PLAN

FOR DAYTIME ADVERTISERS (before 7:30 P. M.)

*featuring "IN-STORE SPECTACULARS"**

COLORFUL . . . ANIMATED
SALES-PRODUCING



**San Francisco*

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL **4**

**Colorful, animated figures that move back and forth on wires elevated above all other merchandise in the store.*

Call the "Colonels" of Peters, Griffin, Woodward, Inc. or Norman Louvau at KRON-TV for complete details of this exclusive new merchandising plan.



beyond this
keyhole lies the
richest untapped
market in the
carolinas,
right in WITNland.



witn
channel 7
NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

themselves with such services as efficiently or as cheaply in any other way. The specific services which they receive show that many agencies, at least, operate in fields in which there is either no direct profit incentive or a limited one. And the majority of advertiser-agency relationships are on a basis of intimacy and confidence.

That the agency is primarily an advocate of advertising as a method of securing results may be accepted as basic to its operations. This is its function, and it appears to be most valued by advertisers as a whole when it devotes itself strictly to this function. As an advocate it cannot claim complete impartiality; it can only claim that it has the usual business incentives to advocate wisely.

Within its functions as an advocate of advertising the agency has some limitations as to forms of advertising. Its strength is that it has fewer of these than any other advocate.

What is probably true is that, by and large, the agency does not study and develop the possibilities of non-commissionable advertising. In these, either no organized medium exists, or the publisher competes with the agency in creative service, or the advertiser has been unwilling to supply an incentive for the agency.

Inequitable Distribution

The major question raised about the advertising-agency structure, and the only criticism of it made by any considerable number of advertisers, is that it operates to distribute its costs inequitably among advertisers.

At all levels of expenditure, from the highest to the lowest, there are advertisers who are satisfied with agency compensation in their own case. The majority of advertisers have no criticism on this score. But also, at all levels of expenditure, there are advertisers who feel that their agency receives an excessive compensation for the services performed in their case, and the percentage of such advertisers is substantial in groups with expenditures above $500,000.

However, even some advertisers who are satisfied with agency compensation in their own case hold the view that what the advertiser buys from the agency is personal service. They see it as a defect in the structure that, having bought this service, the advertiser is asked to pay for it, not a price determined by the quantity and quality of the thing he buys, but a price determined by the quantity of another thing [space], which has no necessary direct relation to what he wants and buys from the agency.

As a corollary to this, some advertisers feel that the agency is tempted to offer, and the advertiser to accept, services which are unneeded or could be secured cheaper elsewhere, and that this leads to extravagance and waste, and hampers the advertiser's freedom of choice in securing the service he wants.

The table of agency profits by accounts shows clearly that high rates of net profit are currently produced by some accounts at all levels. Therefore, at any given moment, in any given agency, there are accounts on which the rate of profit is high as measured against the current service to the individual advertiser. It is, therefore, natural for such advertisers to consider their costs excessive, measuring them as they do in terms of their individual service only.

In this sense the distribution of agency costs is inequitable: currently and directly some advertisers get more service than they pay for; some get less.

This same type of inequitable or uneven distribution of costs runs through other parts of the advertising structure, although they are not so discernible as in a direct comparison between agency service and income for a given advertiser. Thus the agency commission is unevenly distributed as between individual periodical publishers, the large publisher paying more than it costs at times to service advertisers in his publication, and the small publisher paying less. Similarly, a whole class of publishers may at times be said to carry in their rate the cost of the agency's work in developing the use of a new and competing medium.

It may be clearly seen that this uneven distribution of agency costs to advertisers does not occur on a volume of expenditure basis. There are high rates of profit on some small accounts and there are losses on some very large accounts. At all expenditure levels there are both losses and profits from current operations on individual accounts. It is seen that the causes of these variations are many, and volume of expenditure is only one factor in the result.

The only exception to this appears to be where expenditures run above $3 million on a single product. In such cases the volume factor appears to outweigh all other variables and to produce a consistently high rate of net profit. It is possible that this weight of the volume factor begins to operate when expenditures on a single product go above $1 million, but from the evidence available this is not sure.

All the foregoing and other criticisms of the method and rate of agency compensation are rooted in the same idea: that the advertiser should secure advertising counsel and service separate from the purchase of advertising space.

It is, of course, a fact that the advertiser is now free to do this if he chooses, and some advertisers do so. But it is also a fact that he must now pay a premium to secure service in this way.

The practical difficulty with this idea arises from the fact that, whereas some advertisers would like to buy service and space separately, no publisher can afford to sell space alone.

The fact that some advertisers will buy advertising space without urging, and that some will provide themselves with skillful service for the use of this space, appears beside the point. In some form and through some mechanism the publisher will always attempt to stimulate the use of his space with creative advertising conceptions, and to minimize the hazards of its use by providing experience for the inexperienced. The cost of this will be borne somewhere in the publisher's price structure and be paid in part by all advertisers, as in other merchandise where service in its use is a necessary part of its sale. This will create a service organization with which other organizations selling service alone will be unable to compete.

Nothing Sacred About 15%

There is nothing sacred about this [15%] rate, and it has varied from time to time, and from 25 to 10%. At all times it has been set primarily by agency experience and has been accepted or rejected by individual publishers as they saw fit.

The question of what is an excessive income in any given case is difficult to answer. That in agency operations there do occur occasional combinations of circumstances which produce incomes which might be called excessive is probably true. That the agency structure as a whole, or on the average, tends to produce excessive incomes for its personnel does not appear true, when the hazards involved, the talents employed, and the contributions made are considered.

The question whether this total cost of 15%



yours with the new GPL 16mm. Telecast Projector

Now you can telecast high quality color, economically. GPL has made its 16mm. telecast projector more outstanding than ever by adapting it to either single-vidicon or three-vidicon operation. Either way you get the bright, clear pictures for which this projector has long been noted in studios all over the country. What's more, you can change over earlier GPL 16mm. models to color at a very moderate cost.

Among the many features of the new projector are color 3-2 intermittent *with 30% application time* and single phase synchronous motor. There are separate drive and take-up motors, both self-lubricated.

The newest GPL 16mm. telecast projector, like preceding models, is ruggedly built and highly economical to operate. Lamp life is extended by reduced stand-by voltage that eliminates thermal shock. The sound system, of course, remains unexcelled.

Write, wire or phone for detailed information.

GPL

GENERAL PRECISION LABORATORY INCORPORATED
PLEASANTVILLE, NEW YORK

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

What sold you on



*Broadcast Monday
through Friday, on
KNXT Los Angeles;
KPIX San Francisco;
KFMB-TV San Diego;
KFRE-TV Fresno;
KERO-TV Bakersfield;
KBET-TV Sacramento;
KOIN-TV Portland;
KTNT-TV Seattle-Tacoma.
Available as a complete
group or the six
California stations only.
Get details from
CBS Television Spot Sales.

"Panorama Pacific"?

Both Nielsen and ARB! They show that "Panorama Pacific"* has more viewers...higher ratings...a bigger share of audience than any other Pacific Coast network early-morning show. And within reach of the eight CBS Television Pacific Network stations carrying the show are 93% of the Coast's television families. Perfect way to *cover the Coast* at one fell swoop!



could be more equitably distributed among advertisers is a pertinent one. It appears clear that any attempt to distribute it by a so-called "sliding scale" based on volume alone would produce at least as many inequities as the present method. As between two advertisers, each expending $100,000, one would still need, demand, and get more service than the other. Likewise, any attempt to distribute these costs on the basis of pieces of advertising material prepared, and other service factors, is defeated by the variable factors in each individual agency's costs. Only by offering the advertiser a plan in which he may choose which services he would buy, and what quality of skill in those services he wanted, could a charge more nearly approximate to the cost of each advertiser's service be made. Under such a method of charging, some advertisers would gain immediately and currently. But such a method would also return agency service to a price-competitive basis, with the deterioration in that service which has always resulted from agency-price competition. It would reduce the agency's freedom to create and protect advertising and to judge what services were needed to do this. This would result eventually in a lower volume of advertising and a higher advertising rate or it would throw back on every individual publisher a creative cost which would inevitably appear again in his rate structure.

There does not appear to be any other basis for agency charges than the one now made as long as the promotion necessities of publishers call for the maintenance of a pool of service for all advertisers and all publishers. So far as the individual advertiser and individual publisher is concerned, the cost of this service would appear to be an item of unallocatable overhead which can only be distributed more or less arbitrarily in proportion to volume.

There remains only the question whether from the distribution of these costs, by the general rules above, the small group of advertisers with expenditures exceeding $1 million on a single product should in any degree be exempt.

In advertisers of this class there is the same difference of opinion about agency compensation as is found in other cases. Some are entirely satisfied with it in their own case; some are not.

There seems to be a widespread suspicion that most of the very largest advertisers place their business at less than card rates. All the evidence is to the contrary.

They Do Get Extras

What is true is that the very large advertiser receives a quantity and quality of service, collateral and direct, in excess of that received by most advertisers. He often receives without extra charge collateral services for which other advertisers pay, and sometimes receives them in large degree. He always receives the maximum abilities of the agency personnel.

This type of advertiser also usually receives the most valuable, though intangible, contributions which agencies make. With few exceptions, such advertisers are in the group whose products are most dependent on the creation of selling ideas expressed in advertising copy. The highest type of advertising skill is exerted in their behalf.

The rate of net profit on these accounts is high and the rewards therefrom to the ablest agency personnel are high. Some advertisers consider these rewards too high for what they receive; some equally large advertisers do not. The difference in views seems to depend largely on how an advertiser values the intangible quality factors in advertising service, for which no standard of measurement is possible.

Because such advertisers are few in number and do not represent a very high percentage of the total advertising volume, it is probably true that some modification could be made in the distribution of service costs to them without seriously impairing their own direct services or the service to advertisers as a whole.

But it must be pointed out that there are many smaller advertisers whose accounts produce as high rate of net profit, and who on other grounds than volume have as good claims for relief from part of the general cost burden. Further, that large publishers can equally claim the justice of carrying a lower percentage of the services costs in their rate.

It would seem that the flat rate, in which all publishers and all advertisers carry in proportion to volume a share of the total direct and indirect costs of the advertising service structure, is either right for all advertisers and publishers or wrong for all.

The conclusion of the examiner is:

That the method of advertising agency compensation now in force is the most practicable one for maintaining the true and long-run interests of all advertisers and all publishers.

That the rate of compensation is not excessive for the structure as a whole.

That all advertisers and publishers should bear, in proportion to volume, a share of both the direct and the indirect costs of the structure.

San Joaquin Valley TV Families . . .

DO WHAT COMES NATURALLY

Tune to UHF TV Stations!



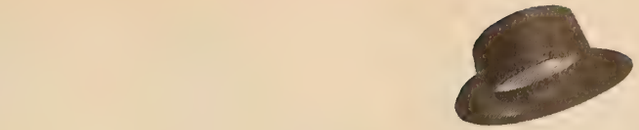
100% of the Homes in this, the World's Richest Farm Market can receive...

. . . KJEO TV channel 47

4600 ft. above sea level 175,000 TV Homes

ARB Area Report Released in February

O'NEILL BROADCASTING COMPANY
P.O. Box 1708. Represented Nationally by the Branham Co. Fresno, Calif.



you don't just *LEAP..*



Unlike this gentleman, we consider it foolhardy to plunge into anything without first having all the facts in hand.

When we make sales calls, intelligent advance preparation stands behind them. It's a ruling premise of successful representation for successful television stations.

Knowledge of advertisers' problems and station background is not only important, but necessary to the salesman eager for and interested in getting the most for the stations he represents.

All this — plus hard work and conscientious effort for a *limited* group of stations — add up to an outstanding calibre of performance. What it means in profitable results is, we think, worthy of examination by others.

Harrington, Righter and Parsons, Inc.

television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WCDA-B Albany **WAAM** *Baltimore* **WBEN-TV** *Buffalo* **WJRT** *Flint*
WFMY-TV *Greensboro* **WTPA** *Harrisburg* **WDAF-TV** *Kansas City* **WHAS-TV** *Louisville*
WTMJ-TV *Milwaukee* **WMTW** *Mt. Washington* **WRVA-TV** *Richmond* **WSYR-TV** *Syracuse*

flint! now michigan's 2nd market

In 1956 more Flint people are ready to spend more dollars in Flint

Now it's official.* The big, prosperous Flint market is second only to Detroit in Michigan. Right now more than 97,000 families total a record 330,000 ready-to-buy consumers. They're ready and *able to buy* with the Flint per Family Effective Buying Income for '55 at a remarkable $7,181. It looks like a big, bustling future for Flint . . . heart of Michigan Industry . . . largest General Motors plant city in the world. Bigger and better payrolls are on the way from Flint plants of Buick, Chevrolet, Fisher Body, AC Spark Plug, and Ternstedt. That means right now is the best time ever to sell Flint . . . and WFDF can help you do it. Just call Katz to make the job really easy!

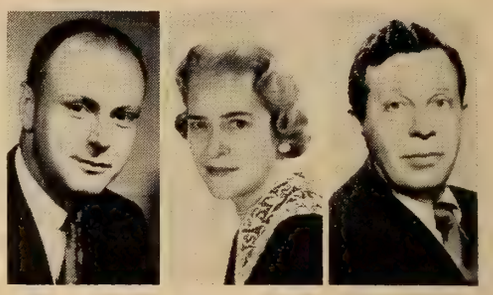
* SM 1956 Survey of Buying Power

Represented Nationally by the Katz Agency

sell it on flint's 1st station WFDF

NBC Affiliate

Associated with: WFBM AM & TV Indianapolis — WOOD AM & TV Grand Rapids — WTCN AM & TV Minneapolis-St. Paul



THREE new vice presidents have been elected at Foote, Cone & Belding, New York. They are (l to r): Donald Anderson, account executive, Clairol account; Catherine H. O'Brien, copy supervisor, Pepsodent account, and Howard Connell, group copy head.

Admiral Corp. Appoints Henri, Hurst & McDonald

APPOINTMENT of Henri, Hurst & McDonald Inc., Chicago, as agency for the bulk of its radio, tv and other advertising was announced by Admiral Corp. Thursday [AT DEADLINE, June 11].

Edmond I. Eger, Admiral vice president for advertising, said the agency would handle newspaper, magazine and printed materials for Admiral's electronics and appliances divisions as well as broadcast media. Admiral is spending about $17 million on overall advertising this year, according to Ross D. Siragusa, its president. Henri, Hurst & McDonald succeeds Russel M. Seeds Co. [B•T, June 4].

While no radio-tv plans were reported at this time, it was confirmed that Admiral is dropping Bishop Fulton J. Sheen's *Life Is Worth Living* on ABC radio-tv and is buying participations on NBC-TV's *Today* and *Tonight*, with purchases estimated in some quarters at about $2.5 million.

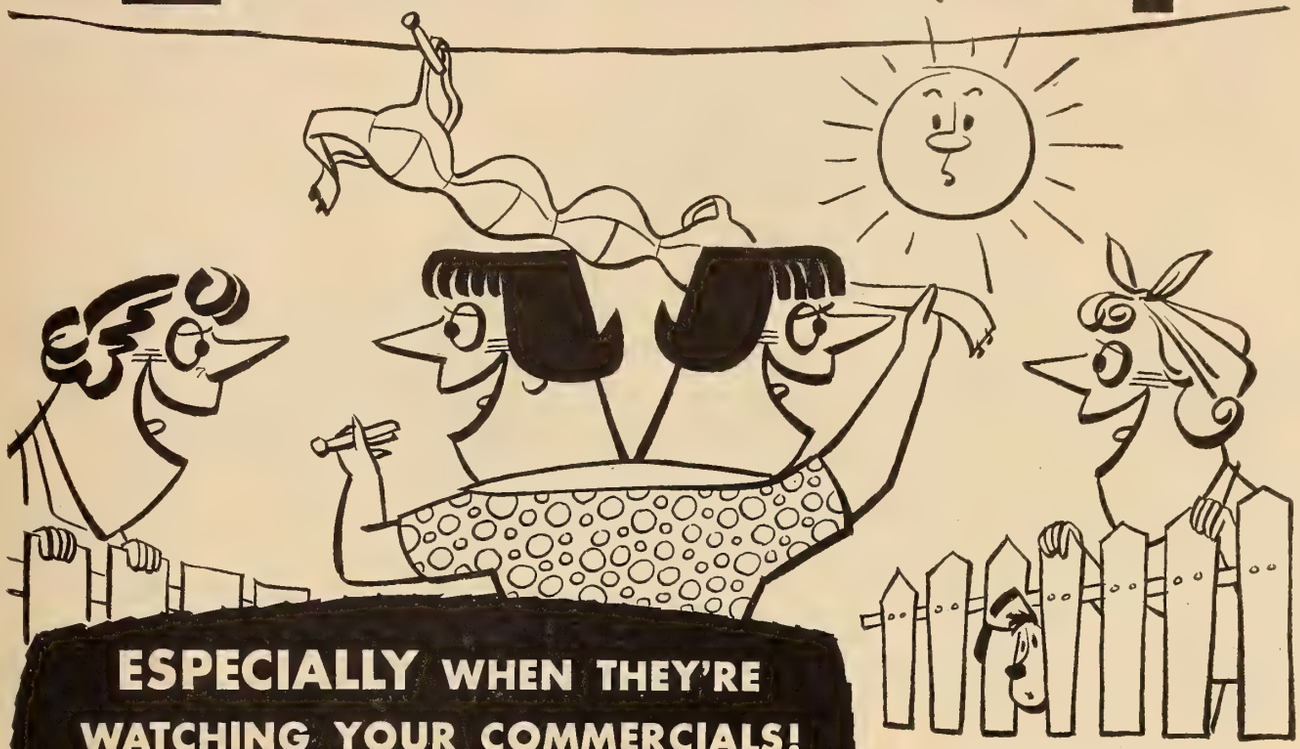
Compton in New Quarters

COMPTON ADV., New York, moves into its new quarters at 625 Madison Ave. today (Monday) where it acquires double the space it had heretofore. The new offices were needed because of the rapid growth of the agency which in two years had outgrown the available space at 261 Madison. As explained by Compton's President Barton A. Cummings, the agency, which in the past two years had a billings rise of 30%, increased personnel to 500. The agency, meanwhile, also was expanding in Los Angeles, acquiring the floor space of the now-defunct Biow Co.'s office in Hollywood and that of W. H. Hunt & Assoc., which Compton absorbed early in the spring.

Ford Sets Summer Series

RE-RUNS of filmed programs from the 1955-56 *Ford Theatre* on NBC-TV will form the basis of two series to be carried on NBC-TV this summer. The *Ford Summer Theatre* will be telecast on Thursdays (9:30-10 p.m. EDT), starting July 5 under the sponsorship of the Ford Motor Co., Dearborn, Mich., through J. Walter Thompson, New York. The second series, still untitled, will be presented on Saturdays (9:30-10 p.m. EDT) under the alternate week sponsorship of the Purex Co., Southgate, Calif., through Weiss & Geller, Chicago, and Whitehall Pharmaceutical Co. through Ted Bates & Co., New York.

2 heads are better than 1



ESPECIALLY WHEN THEY'RE WATCHING YOUR COMMERCIALS!
And in the Portland, Oregon Market
KOIN-TV delivers
OVER TWICE THE AUDIENCE
of any other station!

ABSOLUTE RATING LEADERSHIP IN EVERY AUDIENCE SURVEY—

- 52.8% Share of Audience
- 14 out of Top 15 Weekly Shows.
- 9 of Top 10 Monday-thru-Friday Shows.

(ARB, Portland, February 1956)

HIGHEST TOWER

MAXIMUM POWER

EXCLUSIVE COVERAGE of the Full Portland, Oregon Market

- 317,700 Television Families of 30 Oregon and Washington Counties with
- $2,694,644,000 in Total Effective Buying Income who spent
- $1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

Statistics: Sales Management Survey of Buying Power, May, 1956

KOIN-TV

Channel 6—Portland, Oregon



THE **BIG** MR. SIX IN THE WEST

Represented Nationally by CBS Television Spot Sales

FREE PLUGS SUPPORTED, SAYS COSMETIC COMPANY

Helene Curtis Industries says several radio and tv stations have reacted favorably to Purse Spray gratis publicity.

SEVERAL radio and tv stations have expressed favorable reaction to a concerted plan by Helene Curtis Industries Inc. to slip free plugs for its new Purse Spray product into women's programs, it was reported last week.

The plan came to light when at least two station operators protested the solicitations as out-and-out free time bids and suggested that the company purchase spots for suggested 45-second scripts extolling the product.

The suggested plugs were contained in promotion letters circularized to about 90 tv and 1,600 radio stations by Troy Knowles, public relations director of Helene Curtis Industries. He reported expressions of interest from 15 or 20 television and 50 radio outlets, indicating they would be prepared to go along with the free product plugs. The plan apparently was developed without the knowledge of the agency involved—Earl R. Ludgin & Co., Chicago. There were no indications Thursday that Helene Curtis had purchased any spot radio or tv for the new product, although the firm is a substantial network tv advertiser.

Contacted by B•T, Mr. Knowles said:

"Thousands of companies are doing the same thing. The question of free versus paid time assumes that the only thing newsworthy is on a commercial. Development of Purse Spray (a purse-sized hair spray that fits into a woman's handbag) is news. It is similar to product announcements sent to women's editors of newspapers. We are trying to develop a list of women's editors on radio-tv stations who would be interested in such a newsworthy product."

In his communication to broadcasters, Mr. Knowles suggested that "if you have a local woman's show that uses beauty items, we'd like to send you our news releases from time to time. That is, of course, provided the emcee would like to receive them. Enclosed is a sample of the type of material we will be sending out: A suggested 45-second script and a fact sheet on our newest product, Purse Spray." Mr. Knowles claimed that "we have recently undertaken the public relations activities of all Helene Curtis divisions . . ."

Refers to 'Crank' Letters

Mr. Knowles acknowledged frankly he had received some turndowns and dismissed these as "crank letters from little radio stations which are starving for business." On the other hand, he said, quite a few expressed interest, particularly tv stations "from whom there was not a single crank letter." He added that stations were not obligated to participate in the plan and "so far as they know, I'm a potential time-buyer." The "crank letters," he suggested, were not from broadcasters who wanted to sell him time anyway and merely wanted to irritate him.

Mr. Knowles said circulation was limited in radio to those stations with approximate "750 w power" and those who would be expected to employ women's editors or directors. He said responses are still coming into his office.

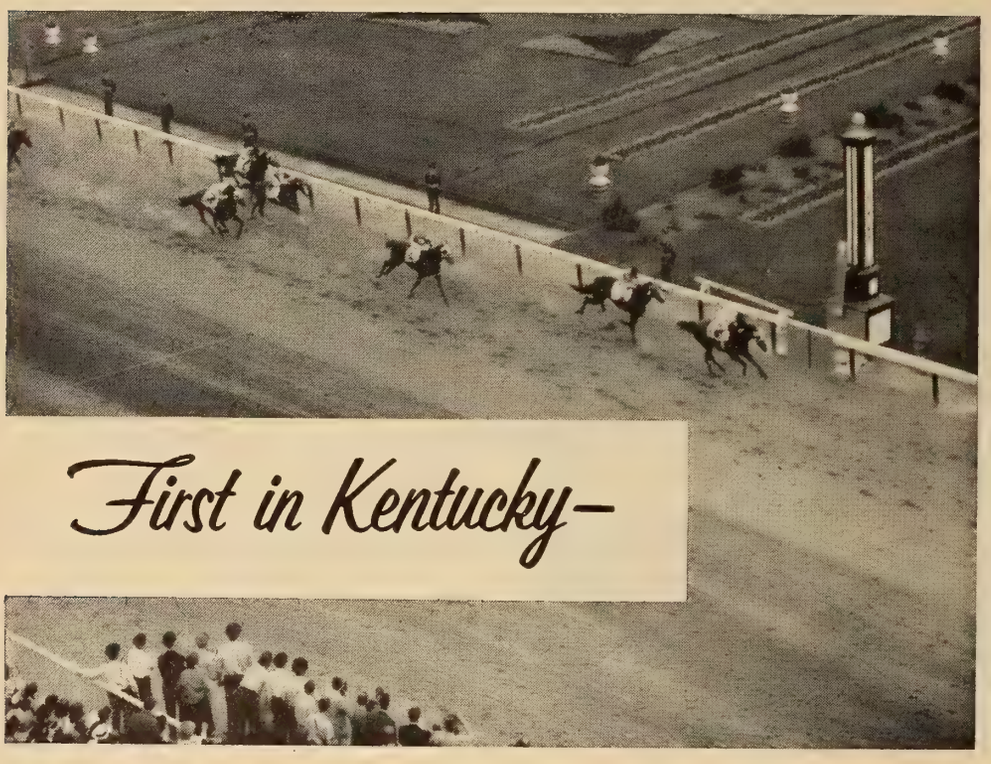
One midwest broadcaster, in replying to Mr. Knowles, enclosed his rate card and noted his station carries no free product plugs. He expressed hope "your campaign to plant free time on radio is a failure." He noted pointedly his station is in business to make money.

Another midwest station operator cited its audience coverage claims and suggested Helene Curtis "spend money" to reach that audience. He felt the company could get its product to the people "for less money than you can mail out promo sheets." He cited coverage claims for a women's program on his station.

Hazel Bishop Drops Whiteman; Series May Be Picked Up Later

BEFORE it could get on the air, the "new" *Paul Whiteman Show* has been dropped at least temporarily by Hazel Bishop Inc. for its Once-A-Day cosmetics in the Tuesday 8:30-9 p.m. EDT NBC-TV slot. Substituted is *This Is Show Business,* created by Irving Mansfield, who also will produce the new series that will start June 19. The "old" *This Is Show Business* was on CBS-TV until about three years ago. The program features variety acts and panel discussions.

Raymond Spector Co., Hazel Bishop's agency, said only that Mr. Whiteman and the agency had mutually decided "to delay the commencement of the series until early fall" because they felt the new Whiteman show "has such great potentialities." The agency also noted that negotiations are in progress with two major networks for the Whiteman program. This was the second time within two months that plans for a summer program starring Mr. Whiteman had been shelved. Originally, ABC-TV had been thinking of placing the orchestra leader in a new series that would have begun April 26.



First in Kentucky—

"The Blue-Chip Buy in the Bluegrass State"

Romance and glamor aside, there's one Kentucky institution you can't afford to miss. It's WAVE-TV, *first by far,* in Kentucky and Southern Indiana television.

First In CHANNEL — Brilliant Channel 3!

First In COVERAGE — Effectively serves 173,000 more TV families than Louisville's second station!

First In PROGRAMMING — The best from NBC and ABC, plus topnotch local shows!

First In ADVERTISING — Carries more local and national advertising, year in and year out, than Louisville's other TV station!

First ON THE AIR — More and better experience, by more than a year!

WAVE-TV

CHANNEL 3 LOUISVILLE

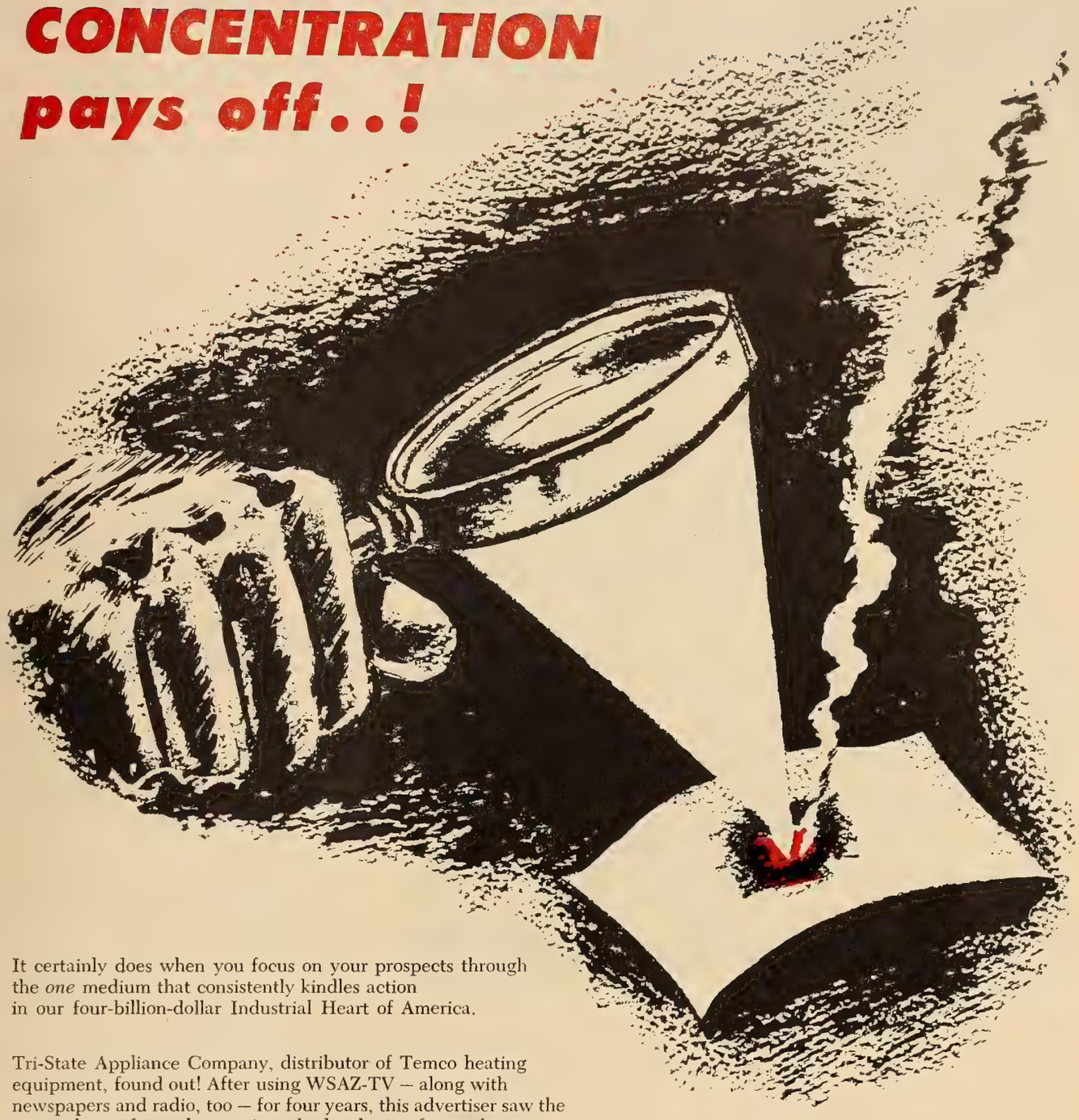
FIRST IN KENTUCKY

Affiliated with NBC

NBC SPOT SALES

Exclusive National Representatives

CONCENTRATION pays off..!



It certainly does when you focus on your prospects through the *one* medium that consistently kindles action in our four-billion-dollar Industrial Heart of America.

Tri-State Appliance Company, distributor of Temco heating equipment, found out! After using WSAZ-TV – along with newspapers and radio, too – for four years, this advertiser saw the major share of its sales consistently developing from television.

So, starting last September, Tri-State Appliance's *entire* advertising budget went to WSAZ-TV – and *only* WSAZ-TV – for a concentrated campaign of eight spots each week.

That was all it took to touch off a blaze of results. *"Because of this concentrated advertising,"* says Tri-State's general manager, *"we experienced a 100% increase in our sales over the like period of the previous year."* Dealers are delighted. Same type of campaign planned for Fall, 1956.

No need for us to be modest. Similarly warm praise comes from many advertisers who know how WSAZ-TV can light a fire under their sales in its 101 rich counties. Spark some results for yourself by calling the nearest Katz office.

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK

WSAZ
TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency



ENTERING network television for the first time, the Douglas Fir Plywood Assn., Tacoma, Wash., has signed for sponsorship on NBC-TV's *Home* show (11-12 a.m. EDT). Present for the contract signing (l to r): Victor Kaufman, vice president, Condon Co. advertising agency, Tacoma; John Ritchie, Douglas advertising director, and Walter G. Tolleson, NBC.

Sponsors Keep NBC-TV Time

PUREX Corp., South Gate, Calif., and Speidel Corp., Providence, R. I., will continue to occupy the Saturday, 7:30-8 p.m. EDT time slot on NBC-TV throughout the summer, having substituted *Down You Go* for *The Big Surprise* beginning last Saturday. *Down You Go* previously was seen on ABC-TV, Thursday, 9:30-10 p.m. EDT. Agencies are Norman Craig & Kummel (Speidel) and Weiss & Geller (Purex).

Four CBS Radio Programs Bought by General Foods

GENERAL FOODS Corp. (Kool-Shake beverage mixes), White Plains, N. Y., has signed for eight-week sponsorship of four CBS Radio daytime dramatic shows, it was announced last week by John Karol, vice president in charge of CBS Radio network sales. Through Foote, Cone & Belding, Chicago, General Foods began weekday sponsorship June 6 of seven and one-half minute portions in *This Is Nora Drake* (2:30-2:45 p.m. EDT), *Young Dr. Malone* (1:30-1:45 p.m.), *Road of Life* (1-1:15 p.m.) and *Romance of Helen Trent* (12:30-12:45 p.m.).

Mr. Karol also reported that two other daytime dramatic programs are scheduled to return to CBS Radio. They are *Right to Happiness* (Mon.-Fri., 2:05-2:15 p.m. EDT), and *Pepper Young's Family* (2:45-3 p.m. EDT), both starting July 2. Daytime serials in new time periods are *Aunt Jenny* (1:15-1:30 p.m.) and *Second Mrs. Burton* (2:15-2:30 p.m.).

The Nation's 50th Market*

CBS TELEVISION

* CBS Report to FCC 1955

served by

WSPA-TV

200,000 WATTS

POPULATION*
1,780,500

FAMILIES**
457,700

TOTAL TV SETS**
286,765

* Sales Management 1954
** RETMA. Dec. 31, 1955

WSPA-AM and WSPA-FM were the first Radio stations in South Carolina and the First CBS stations for the Spartanburg-Greenville Market.

WSPA-TV is the FIRST CBS VHF station for the Spartanburg-Greenville Market.

CHANNEL WSPA TV SPARTANBURG, S.C.

THE SPARTANBURG-GREENVILLE AREA
IS A MUST BUY FOR TELEVISION
IN THE CAROLINAS

Spartan Radiocasting Co.
Spartanburg, S. C.
Walter J. Brown President

REPRESENTED BY HOLLINGBERY

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EDT)

CBS-TV

June 23 (7-7:30 p.m.) *Gene Autry Show* William Wrigley Jr. Co., through Ruthrauff & Ryan (also June 30).

June 26 (7-7:30 p.m.) *Bob Crosby Show,* participating sponsors (also June 29).

NBC-TV

June 18 (7:30-7:45 p.m.) *Gordon MacRae Show,* Lever Bros. through BBDO.

June 19-22 (3-4 p.m.) *Matinee,* participating sponsors (also June 25-29).

June 20 (10-10:30 p.m.) *This Is Your Life,* Procter & Gamble Co., through Benton & Bowles.

June 24 (5-5:30 p.m.) *Zoo Parade,* sustaining (also July 1, 8, 15, 22, 29).

June 25 (8-9:30 p.m.) *Producer's Showcase,* "Happy Birthday," Ford Motor Co., Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

June 26 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also June 28).

June 30 (5-7 p.m.) *Olympic Tryouts,* sustaining.

July 15 (7:30-9 p.m.) *Sunday Spectacular,* participating sponsors.

July 23 (8-8:30 p.m.) *Producer's Showcase,* Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton & Grey.

[Note: This schedule will be corrected to press time of each issue of B•T]

Mr. Turner helps drive home a point!



Hadley Turner is the president of Turner & Cook in Southfield, Massachusetts. He's shown here hefting one of the special rawhide mallets his firm makes for Western Electric. Making them was all in the day's work for Turner & Cook which has worked with rawhide since the middle 1770's.

The point? Simply this: Year after year, we at Western Electric rely heavily on the special skills and experience of other companies to help us do our job as manufacturing and supply unit of the Bell System. We count on this help so much we're constantly trying to uncover sources of supply. The payments we make to these companies benefit the communities in which they are located.

Last year we did business with 30,000 firms (90% of which had less than 500 employees) in over 3,000 cities and towns, in every state. And for their help we paid out roughly a billion dollars (about 55% of our 1955 gross receipts). These dollars helped pay workers, taxes, rents and many other business costs in communities all over the country . . . from Southfield to San Diego. Perhaps in your community, too.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



A GROUP of nearly 50 Chicago timebuyers and other agency-client representatives took an "excursion into Vitascan color" conducted by WITI-TV Whitefish Bay (Milwaukee) and the Branham Co. June 8. Prepared for luncheon and tour of WITI-TV color facilities, after alighting from a bus, are (l to r): Dudley Brewer, Branham Co.; Hal Toleman, Armour & Co.; Kay Morgan, Earle Ludgin & Co.; Richard Stevens, Young & Rubicam; Douglas Burch and Harry Furlong, Leo Burnett Co.; Mary Rita McDerott, Branham Co.; Irene Hess, Ruthrauff & Ryan; Beverly Haldeman, Compton Adv. Inc.; Helen Stanley, Leo Burnett Co.; Joe Hall, Leo Burnett Co.; Bob Clark, Leo Burnett Co.; Esther Anderson, McCann-Erickson, and Ed Kasser, Ruthrauff & Ryan.

Morrow Staffers Join HH&M

EIGHT members of Tim Morrow Adv. Inc., Chicago, have joined Henri, Hurst & McDonald Inc., same city, along with Tim Morrow, founder and creative head [AT DEADLINE, June 4], Martin Zitz, HH&M president, has announced. As new HH&M vice president, Mr. Morrow will continue to service eight clients from his agency. Also joining HH&M are Kay Whitehead, media; Robert Peota, production: Ted Carton, copy, and five others. Henri Hurst & McDonald reportedly billed about $8 million in 1955.



TO REACH THE HOME-FOLKS, RIDE THE "LOCALS"

Looking for an outstanding local personality to take your television message to the five-city* WTAR-TV market? Andy Roberts, singing star with such big names as Jimmy Dorsey, Gene Krupa and Sauter Finegan and now a Monday-Friday mid-day feature on WTAR-TV is your boy.

It's "theatre-in-the-round" with Andy Roberts and his combo surrounded by enthusiastic fans both in the studio and in their homes.

Available for "Class C" participations.
Write or call your Petry man or WTAR-TV Norfolk.



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward Petry & Co., Inc.

General Foods Spots Back 'Register and Vote' Drive

PUBLIC service and product publicity have been combined by General Foods Corp. in serving the Advertising Council with 60, 20 and 10-second tv film spots for the council's "Register and Vote" campaign.

GF, through its agency, Benton & Bowles, last week announced that it's giving the council a series of spots featuring Spring Byington, star of the food manufacturer's *December Bride* show on CBS-TV. Benton & Bowles, currently the volunteer agency for the council's "Better Schools" drive, suggested the Byington spots as a means of serving the public while at the same time promoting the CBS-TV-Maxwell House show. In addition to bearing all production costs, GF will furnish 500 free prints of each tv spot to the council for tv station-network distribution.

Of note is that none of the films mention either sponsor or program, but rely instead on the audience's identification of Miss Byington as the star of her own show. The sponsor also said that it will extend similar facilities to other council campaigns, such as the Red Cross and anti-forest fire drives.

Electronics Investment Fund Ends First Year With Gains

GROWTH of 25.9% in net assets—from $9,150,000 to $11,522,046—in its first year of operations ended last April 30 has been reported by Electronics Investment Corp., an investment fund which first began continuous offerings of its shares to the public May 13, 1955. Net asset value increased from $4.57 to $4.93 a share.

According to Charles E. Salik, EIC's president, the fund now has more than 13,000 shareholders. The fund observed that the electronics industry gross product totaled $200 million at the end of World War II and anticipated a 1956 volume of $10.8 billion, nearly $1 billion above last year. Noted too were "exciting developments," such as video tape recording, and the prospects for still more, i.e. "final tests in color and wall television."

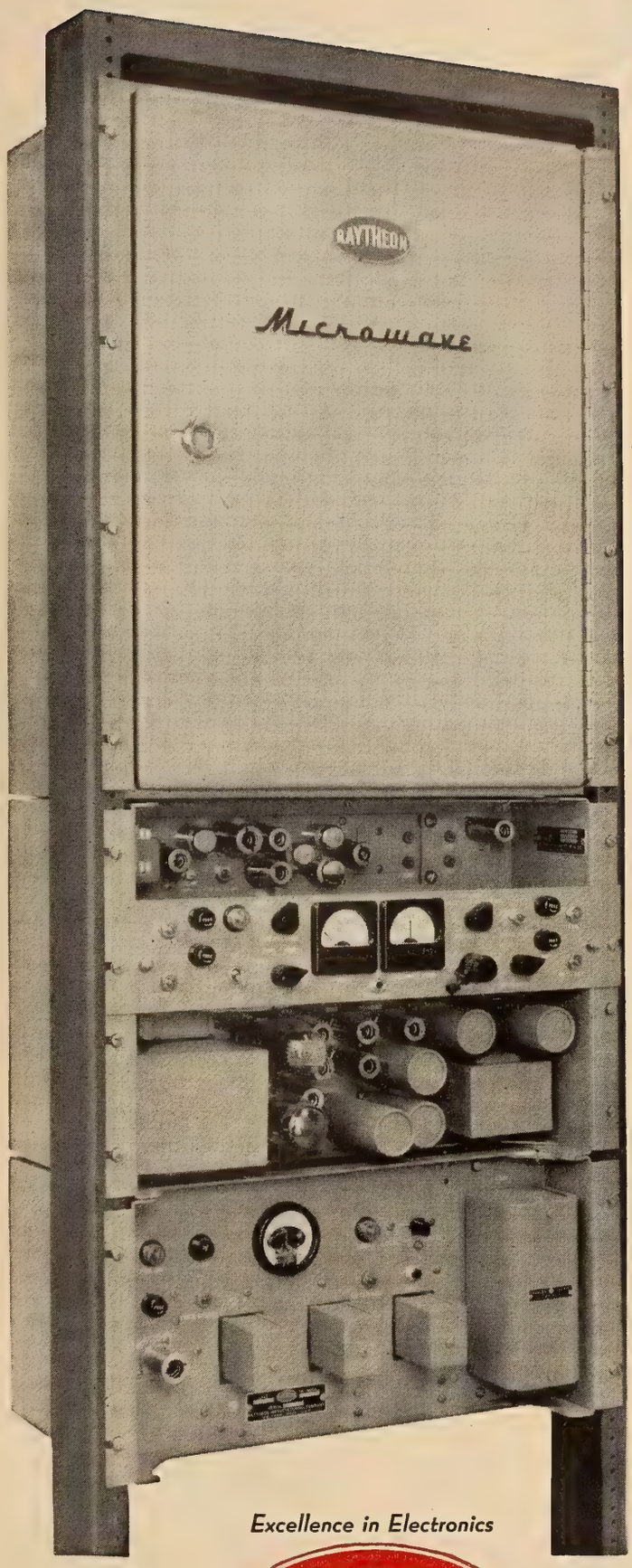
Nielsen Official Outlines Progress of Audience Survey

THE PROGRESS of audience research since the first such survey was made for radio was outlined by E. P. H. James, vice president of A. C. Nielsen Co., in a speech last week before the Chicago Junior Chamber of Commerce.

Mr. James described methods by which radio and tv listening and viewing habits of American families now are measured and recorded by precision electrical and electronic meters. He showed his audience a copy of the first radio audience survey, made for NBC in 1928.

Mystik Plans Tv Campaign

MYSTIK Adhesive Products Co. (Mystik tape), Chicago, is drawing up plans for a tv spot campaign to promote its color cloth tapes this fall. Agency is George H. Hartman Co., Chicago. Mystik completed a joint radio-tv spot drive in selected markets May 1 and will use newspapers in 26 cities to supplement its television campaign. Specific radio-tv plans have not been worked out yet. The advertising program was announced by Harry Feuer, newly-appointed advertising and merchandising director for Mystik, with target date of Sept. 9.



NOW AVAILABLE

RAYTHEON KTR SERIES TV MICROWAVE LINKS FOR RACK MOUNTING

To meet your need for permanent TV relay installations, Raytheon now provides its famous KTR series links for fixed as well as portable use. Retaining all of their fine performance features, the KTR-100 and KTR-1000 (100 mw and one watt) are now available rack mounted for the 6000 and 7000 mc bands.

A new accessory system offers remote control of important transmitter and receiver functions and also includes an alarm circuit. Both rack-mounted and portable units can be operated with waveguide extensions. A ferrite isolator eliminates long-line effects, thus permitting indoor operation and maintenance of the entire equipment, with the antenna system separated from the radio equipment by as much as 100 feet.

In nearly 200 television stations*, Raytheon KTR links provide monochrome or color with simultaneous program audio transmission at lowest cost with greatest reliability. With the addition of rack mounted units, Raytheon now serves you with the most complete line in the industry.

PORTABLE KTR UNITS FOR REMOTE PICK-UPS



The ultimate in simplicity and portability, Raytheon KTR equipment for portable use consists of only four compact units with a total weight of 162 lbs. Portable units are available for all bands—color or monochrome with audio channel—if desired.

Names on request.

Excellence in Electronics

RAYTHEON

For complete information, please write Dept. 6120.

RAYTHEON MANUFACTURING COMPANY

A-3012

Equipment Marketing Department, Waltham 54, Mass.

RUNYON MADE THE WHOLE WORLD LAUGH!

BROADWAY'S
biggest hit!
GUYS and DOLLS



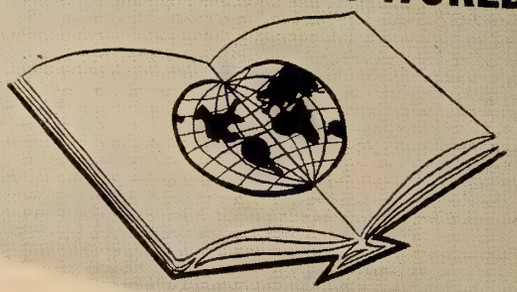
HOLLYWOOD'S
box office smash!
LITTLE MISS MARKER



Nationally Syndicated Column
COAST-to-COAST



Best Selling Short
Stories
ALL AROUND THE WORLD



...and on TV there's FUN FOR ALL with

DAMON RUNYON THEATRE



.. just completed a laugh filled season for **ANHEUSER-BUSCH** on C.B.S. Television network.

NOW...

...via **SCREEN GEMS SYNDICATION** these **39 HILARIOUS HALF HOUR FILM PROGRAMS** based on **DAMON RUNYON'S** best selling stories featuring **PAUL DOUGLAS, BROD CRAWFORD, VIVIAN BLAINE, THOMAS MITCHELL, DOROTHY LAMOUR, JACK CARSON** and many other stars . . .

. . . ARE READY TO PRODUCE HIGHER SALES FOR LOCAL—REGIONAL—NATIONAL SPOT ADVERTISERS!

presented by

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF
COLUMBIA PICTURES CORP.
233 WEST 49 ST., NEW YORK 19, N.Y.

in association with **NORMANDIE PRODUCTIONS**

TV, MUSIC AND SOFT SELL: SMASH SCORE IN ST. LOUIS

They called them incompatible, but six years of success for the Laclede Gas Co.'s 'Musical Showcase' would indicate otherwise. Here's the story of how imaginative, prestige programming has paid off in incalculable goodwill for an institutional advertiser.

AN UNUSUAL local tv phenomenon occurred in St. Louis with the telecasting of the 200th *Musical Showcase* presentation, a locally sponsored and produced show. Two hundred telecasts of any local show is unusual, but even more so when the program boasts a symphony orchestra as the core of its music format.

The idea of *Musical Showcase*, sponsored by the Laclede Gas Co. of St. Louis, goes back to 1938, even before television had made an appearance in St. Louis. Laclede had just come back under local management, and the men behind Laclede's advertising and public relations program set a goal for themselves of more closely identifying Laclede as a public minded utility and, even more, a citizen and a part of the community. Twelve years later, on Oct. 8, 1950, the first Laclede show was telecast over KSD-TV. It has continued on that station every Sunday evening, except for summer vacation months, for the past six years.

Why a musical show—especially on tv where music formats seemed to be dead ducks because of the limitations they place on video? Laclede thought otherwise. The original advertising problem was to find the best way to reflect the character of the utility . . . to introduce and to mirror its personality. The medium had to project the voice and the interests of the utility—and by connotation, establish it as a "big" citizen, interested in the welfare of the community.

Laclede's advertising agency, D'Arcy, took on the job of producer, and, with a format considered to have poor visual appeal, and on an unheard of level, and speaking with a "low pressure" selling voice, and offering "high brow" music, the show got off to a start. What happened? The pay-off came immediately—in the form of letters and telephone calls from hundreds of St. Louisans, commendations from tv people, educators, and many civic minded individuals and groups—plus a tremendous rating that showed thousands of Smiths and Joneses in St. Louis were watching the show every Sunday night.

Six years have changed the show, but the basic format stays the same. The first telecast was actually a televised concert. Harry Farbman, assistant conductor and concertmaster of the St. Louis Symphony, conducted a sixteen piece orchestra comprised of members of that symphony, and Frank Eschen, the "dean" of St. Louis announcers, introduced the individual compositions.

The orchestra now numbers 24 members, and at times is supplemented to the extent of 36 members for special shows. Mr. Farbman still conducts the orchestra, and Mr. Eschen acts as the show's main m.c. But out of the original format have come several basic patterns for the present shows. The "Pops" program may feature compositions by the old masters, interspersed with popular composers such as Rodgers and Hammerstein, or Copeland, or Leroy Anderson. Another type of programming requires the talents of exceptional artists of national concert stature. For these shows, such artists as Thomas L. Thomas, Nadine Connor, Dorothy Maynor, Eugene List, Camilla Wicks and others have been brought to St. Louis. A third format is thematic. These shows present a particular mood, the music of a foreign nation, folk music, or special groups of musicians or singers, such as The Obernkirchen Children's Choir or The Arizona Boy's Choir.

In addition to the three formats above, several "special" shows are presented while



MAESTRO HARRY FARBMAN

the orchestra is on tour with the St. Louis Symphony. These are the *Musical Showcase* jazz presentations. In the past, the show has featured Eddie Condon, Ralph Sutton and Errol Garner, and in February of this year it presented a "Jazz Festival" in three parts. Lurlean Hunter and the Johnnie Pate Trio presented a half-hour of "Subtle Sounds" as Part I of the festival. Part II featured the Dave Brubeck Quartet in a program of "progressive" music, and Muggsy Spanier and his group blew their way through "Dixieland" as Part III of the series.

What kind of a selling job is the show doing? The statistics say the weekly viewing audience is between 500,000 and 750,000 persons. The average tab for each listener per show is accounted at around ½ cent. You might ask what kind of selling job you can do at that price. The answer, from Laclede and D'Arcy, is unanimously, "Splendid"! In St. Louis and the surrounding area *nine out of ten women cook with gas.* In St. Louis, "gas" and "modern" mean the same thing. Over its six years, the Laclede Show commercials have introduced and demonstrated every modern feature of nearly every major make of range and gas appliance. Besides the success reflected in sales and the maintenance of the lead over other types of cooking, Laclede and D'Arcy measure the show's worth by the tremendous amount of confidence the show has inspired in its widespread audience. The confidence in the name and the character of Laclede has spread over to demonstrations of confidence in the utility's commodity and its varied services.

Laclede's commercials are of the soft sell variety, and are used to demonstrate all domestic gas appliances, and for service hints and information. Besides appliances and the services of the utility, commercial time is also given to the support of many community projects and drives, and to Laclede's own special promotions such as poster contests on civic themes, The Bildor's Home Show, Laclede's teen age cooking contest (the "Chef Blue Flame Club") and major promotions such as the Mrs. Missouri contest Laclede sponsored in 1954. From the latter, Wanda Jennings of St. Louis emerged as "Mrs. America" of 1955.

Although the commercials are soft sell, their preparation is laborious and detailed. When only 1½ minutes of a half-hour show are devoted to commercial use, a lot of clarity in demonstration and benefit sell has to be refined and put into slick binding. In a music format the commercial cannot be allowed to lose the audience or startle them. Laclede's commercials are given by a quietly attractive young housewife with a casual, easy delivery. There are no prices or brands mentioned. The commercial is an invitation to consider the advantages of gas, the modern servant, in cost, in saving time, and in ease and dependability. In short, commercial production has been carefully bound between covers of relaxed good taste.

Commercial production is carefully planned. The production staff includes three agency writer-technicians who consult with the Home Service Dept. of Laclede to assure a woman's view toward appliances. Video effects such as space staging with lights, miniature appliances, and close-ups of food demonstrations are used to enhance video interest as well as to present informative messages with maximum illustration.

Because Laclede is interested in results that indicate listenership for its commercials, several times a year the commercial offers such give-aways as cook books and Christmas carol books. In the past year, both of the foregoing offers were snapped up to the tune of 5,000 each, the entire stock, after the second announcement. Besides give-aways, the commercials often outline the services of Laclede's home service unit. Free advice on all phases of homemaking, from recipe preparation to cleaning spill-spots on ranges, is constantly offered. A steady ringing of the home service telephones has convinced them of the commercials' effectiveness.

Overall show planning starts in the summer, and individual shows are usually two months in planning and preparation before they reach the cameras on Sunday nights. One of the greatest production problems is



THE ORCHESTRA: Cramped in space, but not in repertoire, it's proved in six years that serious music can make good local tv fare, attested by St. Louis' enthusiastic acceptance.



GUESTS like pianist Eugene List supplement the Lacalede orchestra.



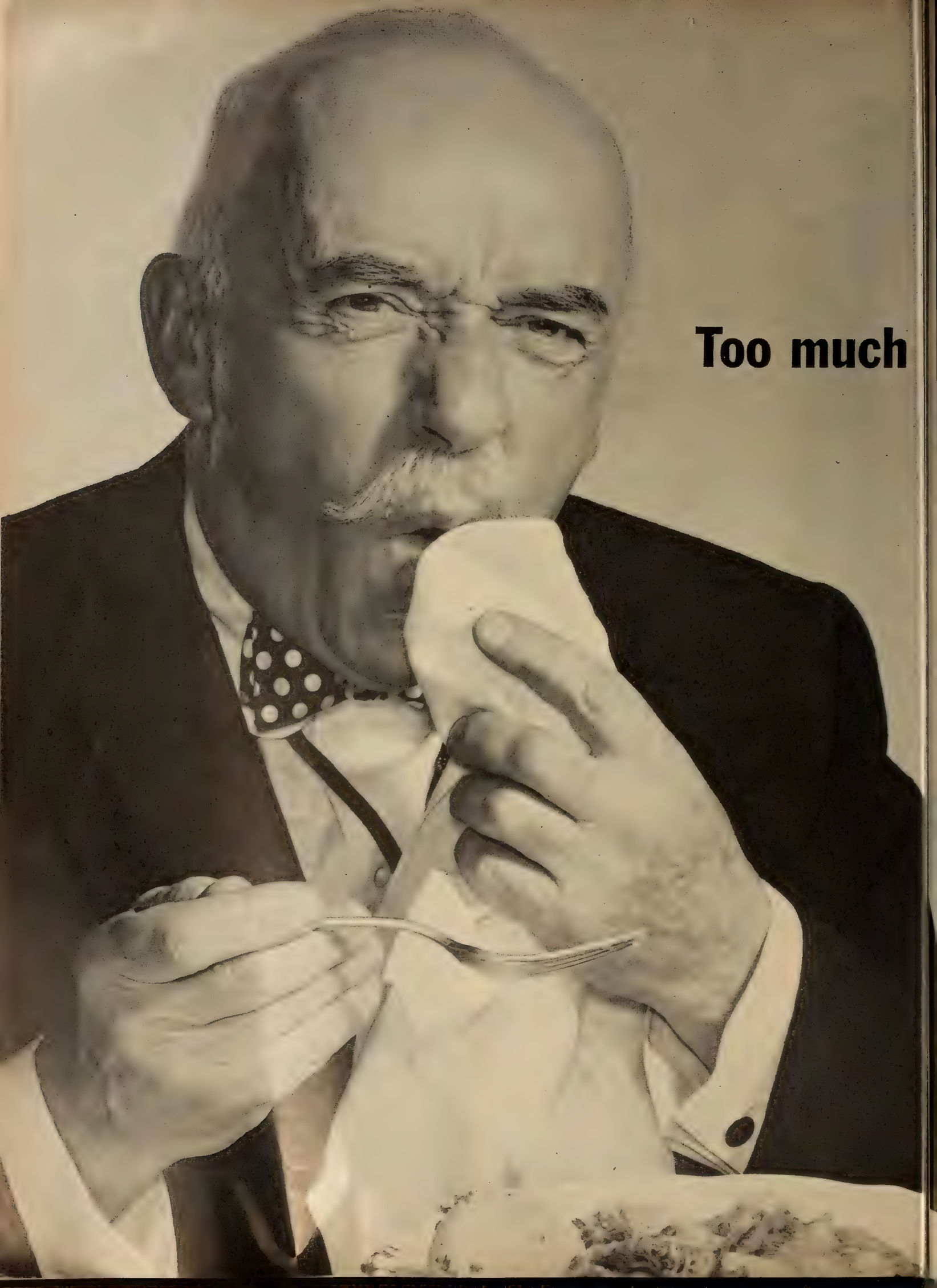
VOCAL GROUPS, too, play an important part in *Musical Showcase.* The Obernkirchen Children's Choir of Obernkirchen, Germany, was a highlight of the 1955-56 season on KSD-TV's popular Sunday evening show for Laclede Gas. Co.



EVEN DANCES are not beyond the program. This interpretive number illustrates effective yet simple staging and lighting.



COMMERCIALS get their due of inventiveness. This danced-through spot demonstrated the ease of cooking with gas.


Too much

mustard...

No excuse for overemphasis . . . no alibis for downright "goofs" and "fluffs." Use film and calmly scissor out the offending footage! Little or no time lost! Relatively small expense! What's more, once you're satisfied with your show, you can pre-test it—know in advance that it will produce the reaction you seek. Yes, there are many advantages when you **USE EASTMAN FILM.**

For complete information write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Ave., New York 17, N. Y.
Midwest Division
130 East Randolph Drive, Chicago 1, Ill.
West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Shoot it IN COLOR . . . you'll be glad you did.

rehearsal time. Air time is 9:30 p.m. Camera dress is as 8. Individual segments of the show are rehearsed from 4:30 Sunday afternoon. From the time dress rehearsal starts there are 1½ hours to integrate the show that is finally telecast. To minimize on-camera rehearsal, the D'Arcy staff rehearses any symphony soloists, local dancers or singers during the week of the show. Since concert artists usually arrive in St. Louis the day of the show, they are rehearsed by Mr. Farbman with the orchestra on Sunday at 5:30, off camera. At 7 while the orchestra takes a break, the D'Arcy staff meets with the tv studio technical staff, the choreographer, costumer, and make-up artists to clear up production details. The commercial is rehearsed both prior to the show, and from 7:15 until it is in correct production. The orchestra is recalled at 7:45 for final camera check, and by dress time the show is packaged and paced into production. Between dress and air time staff members work to smooth out rough spots and correct time discrepancies.

Another major problem, studio space. The KSD-TV studio is 50′ x 24′, and is broken by two large pillars that add to the difficulties of getting the most out of the cameras. To overcome these space limitations, forced perspective sets, gobos, scrims, space stage lighting and wide angle shots are relied upon. A special platform has made impossible "down" shots possible despite the lack of a Houston crane, and unusual camera angles, multiple-image lenses, a zoomar lens, supers and mirror shots provide interesting variety while the orchestra is playing. Camera men have been schooled in instrument identification, making possible constant camera action during orchestral selections. The dance is at times used to illustrate movement and feeling of musical numbers, and in this regard pre-plotting of actual dance space, plus forced perspective devices have enhanced this part of the show.

Dancers in the Act

A typical show integrating dancers with orchestra would be the "Meet Morton Gould" program of this season. Gould's music is orchestrated for small groups, and is classical in form, but pleasant listening for the average viewer. As the show got into the planning stage it was decided Mr. Gould should appear and play his own music, and even conduct one of his own compositions. The orchestra was supplemented in order to multiply the string section for the spiritual, "Motherless Child," and the Lacledancers choreographed a stylized dance to the "Blues" number in Gould's "Interplay." Then an interview between Harry Farbman and Morton Gould was fiitted into the show. Dancers had previously rehearsed to recorded music, and were then rehearsed with the orchestra and Mr. Gould, the day of the show. From then on in, the orchestra, guest, dancers and staff followed the usual rehearsal scheduled until air time at 9:30.

What is the measuring stick of the show's success? It is difficult to weigh the intangibility of public relations, but you can see steady *indications* of the presence of good public relations. Besides its commodity, Laclede's biggest product has been itself. Its salesman, *Muscial Showcase,* has consistently demonstrated public service, as well as contributed to the community's cultural scene. The show has enabled Laclede not only to tell about service, but to give it, and television has enabled the utility to attain a degree of warmth, real-ness and personal-ness no other media could approach. Written requests for give-aways, thousands in attendance at Laclede's booth at home shows—the steady ring of telephones in the home service division, and thousands of requests for recipes and for suggestions—all are computible evidence of success. On the other hand, excellent consumer relations, increased sales, cooperation from manufacturers and distributors, and community respect, are the climate of success Laclede has sought and found through *Musical Showcase.*

Laclede's president, Judge Robert W. Otto, sums up his feeling about *Musical Showcase* by saying, "We set out to give St. Louis something it could be proud of, and have succeeded in this aim by giving it the best in music, in return for which St. Louis has accepted the Laclede Gas Co. not only as an institution serving the Greater St. Louis area, but as a part of St. Louis."

Esty Elects Johnson

MITCHELL JOHNSON, member of William Esty Co.'s tv department in New York since 1951, last week was elected vice president and director of tv programming. He succeeds Sam Northcross, who was appointed assistant to the president on the R. J. Reynolds Tobacco Co. (Camels, Winstons, Salems, Cavaliers) and account executive on Salem cigarettes.

SPOT NEW BUSINESS

Car-Skin Products Inc. (car polish), Flemington, N. J., preparing six-week radio spot announcement test, effective today (Monday) on about 20 stations in Virginia, North and South Carolina. Agency: Zlowe Co., N. Y.

Loblaw Supermarkets in Canada has started sponsorship of half-hour *Guy Lombardo Show* on 13 tv stations in Ontario, where company's outlets are located. Agency: F. H. Hayhurst Co. Ltd., Toronto.

NETWORK NEW BUSINESS

General Electric Co. (Television Div.) will sponsor *G. E. Summer Originals,* diversified dramatic presentations, on ABC-TV (9-9:30 p.m. EDT), starting July 3. Agency: Young & Rubicam, N. Y.

General Mills, Minneapolis, using 49-week participating schedule on *Panorama Pacific* over eight stations of CBS-Television Pacific Network for Surechamp dog food. Agency: Tatham-Laird, Chicago.

State Farm Mutual Auto Insurance Co., Bloomington, Ill., will sponsor *Hank Weaver's Corner,* sports commentary, on five stations of ABC Western Regional Television Network each Wednesday (7:45 p.m. EDT), starting July 4. Program follows ABC-TV's *Wednesday Night Fights* series. Agency: Needham, Louis & Brorby, Chicago.

NETWORK RENEWALS

Gospel Broadcasting Assn., Pasadena, Calif., through R. H. Alber Co., L. A., has renewed *The Old Fashioned Revival Hour* (Sundays, 4-5 p.m. EDT) on ABC radio.

Slenderella International has ordered 52 weeks

TELEVISION AND AUTOMOBILES: THE IDEALLY-SUITED COUPLE

TELEVISION and automobiles were made for each other, according to George Wolf, vice president and director of radio-television at Ruthrauff & Ryan agency. In a speech in Detroit last week before the Michigan Council of American Assn. of Advertising Agencies, Mr. Wolf said that Detroit defaulted network radio to the package goods industry—with the result that there is no really important success story for network radio in automobile history —and he warns against such a default in network tv. A condensed version of Mr. Wolf's speech follows:



MR. WOLF

I KNOW that there are people here in Detroit who are determined to try to do without television, or with a lot less television, and there's no scarcity of reasons-why being advanced—reasons why Detroit should start moving away from network television.

I've heard and read about most of the arguments against network television as a primary medium for selling cars and none of them—at least to us—seem to stand up against this: Everything that is happening in the selling end of the automobile business points to the need—the increasing need—of the television medium to sell cars. And not as a supporting medium, but as the *primary* advertising medium.

There seems to be a deadly ratio in effect: Higher production goals for more and more cars each year, and each year car selling practices seem to get worse and worse.

Many dealerships have become more and more like discount houses: Fire sales, panic sales, blitzes. That's what seems to be the popular conception of today's retail car selling operation.

This deterioration in selling practices isn't limited to the automobile business; it's taking place everywhere in retailing. The discount houses, the self-service store, the supermarket, they're all forcing a revolution in retailing.

I don't have to tell you who the forgotten man is in this revolution. You've heard it 'til you're sick of hearing it: the salesman. If any of you have been in a discount house recently, you know that the calibre of sales personnel is very low. And what's one of the biggest problems today in the car-selling business? Weakness in the dealer-sales groups. New dealers who've really never had to sell until recently—old dealers who are too tired to sell, or have forgotten how. All this isn't news, of course.

Then there is the sale to be made? How is the sale to be made? On price—or discounts—alone? By gimmicks, alone?

Detroit defaulted network radio to the package goods people, with the result that there is no really important success story in network radio in auto history.

But things are different today. Television and automobiles were made for each other. Television is a demonstration medium—radio isn't.

I submit that one *dedicated* television car salesman, like an Ed Sullivan for example, can do more to surmount today's selling practices and sins of car selling on the local level and can create more brand preference than any other single medium of advertising available today.

What is car advertising supposed to do besides make the local dealer happy? Get customers into the showroom and then out on the road for a demonstration.

And what does television do? Takes the showroom into the living room and then takes the prospect out on the road for a demonstration.

It seems to be obvious that the drift to the kind of selling that is becoming standard in much of retailing is progressively sharpening the need for a demonstration medium like television.

But television isn't automatic. You can't buy it like plasma. It's a challenge. And it takes plenty of managing. It takes a lot of judgment to buy television correctly and a great deal of continuing supervision and creative work to realize its fabulous potential as a demonstration medium.

I'd like to conclude with a little story told to me by Ken Beirn, who recently joined our agency. In fairness to Mr. Beirn, he did use this story to illustrate a different point. But I do think the story illustrates how we feel about automobile advertisers and television:

There were once two automobile frogs. Let's call one the disillusioned-with-television advertising frog and the other was the never-say-die frog. Well, one day they happened to fall in a pitcher full of cream that looked suspiciously like today's automobile market. The disillusioned frog looked the situation over and concluded it was curtains—he'd never get out of this one. He shrugged and sank to the bottom and drowned. The other frog set his teeth and swore he'd get out of there. He was going to put everything he had into it—even television. He just kept on paddling and fighting until a funny thing happened. He just churned that cream into butter and walked out of that pitcher . . .

renewal of Rush Ashton's Monday-Friday newscast on Columbia Pacific Radio Network effective today (Monday). Two stations have been added to list for total of 15 carrying weekday 3-3:10 p.m. program. Management Assoc. of Connecticut Inc. placed renewal.

American Chicle Co., Remington Rand and **Helene Curtis,** current sponsors of NBC-TV's *Caesar's Hour* (Mon., 8-9 p.m. EDT), will remain through summer, sponsoring Ernie Kovacs, who will act as Mr. Caesar's replacement. Agencies involved are Dancer-Fitzgerald-Sample, N. Y. (Chicle), Young & Rubicam, N. Y. (Remington Rand) and Earle Ludgin, Chicago (Helene Curtis).

A&A SHORTS

I. T. Cohen Adv., Washington, in new quarters at 4435 Wisconsin Ave., N.W. Telephone: Emerson 2-7497.

White Stag Mfg. Co. (sportswear), Portland, Ore., and Roy S. Durstine, S. F., have announced termination of advertiser-agency relationship as of July 1. Agency will complete arrangements and services for the current fall selling and forthcoming ski season.

Wolcott & Assoc., L. A. public relations counseling firm, affiliated with **Albert Frank-Guenther Law Inc.,** financial advertising and public relations agency. Former will serve as Southern Calif. financial public relations representative for N. Y. firm which has branches in Boston, Phila., Washington, D. C., Chicago and San Francisco. F-L will represent Wolcott clients in those cities.

AGENCY APPOINTMENTS

Underwood Corp., N. Y., appoints William Esty Co., New York, for firm's sales divisions, effective July 1. Products include Underwood electric, standard and portable typewriters, Sundstrand accounting and adding machines, Elliott Fisher accounting and writing machines, Dataflo integrated data processing machines and equipment and Elecom electronic computers and office machine supplies.

Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co., appoints Kenyon & Eckhardt, N. Y., for two new products to be marketed in 1957 as part of Richard Hudnut line. K&E now handles Hudnut home permanents, shampoos and cream rinses.

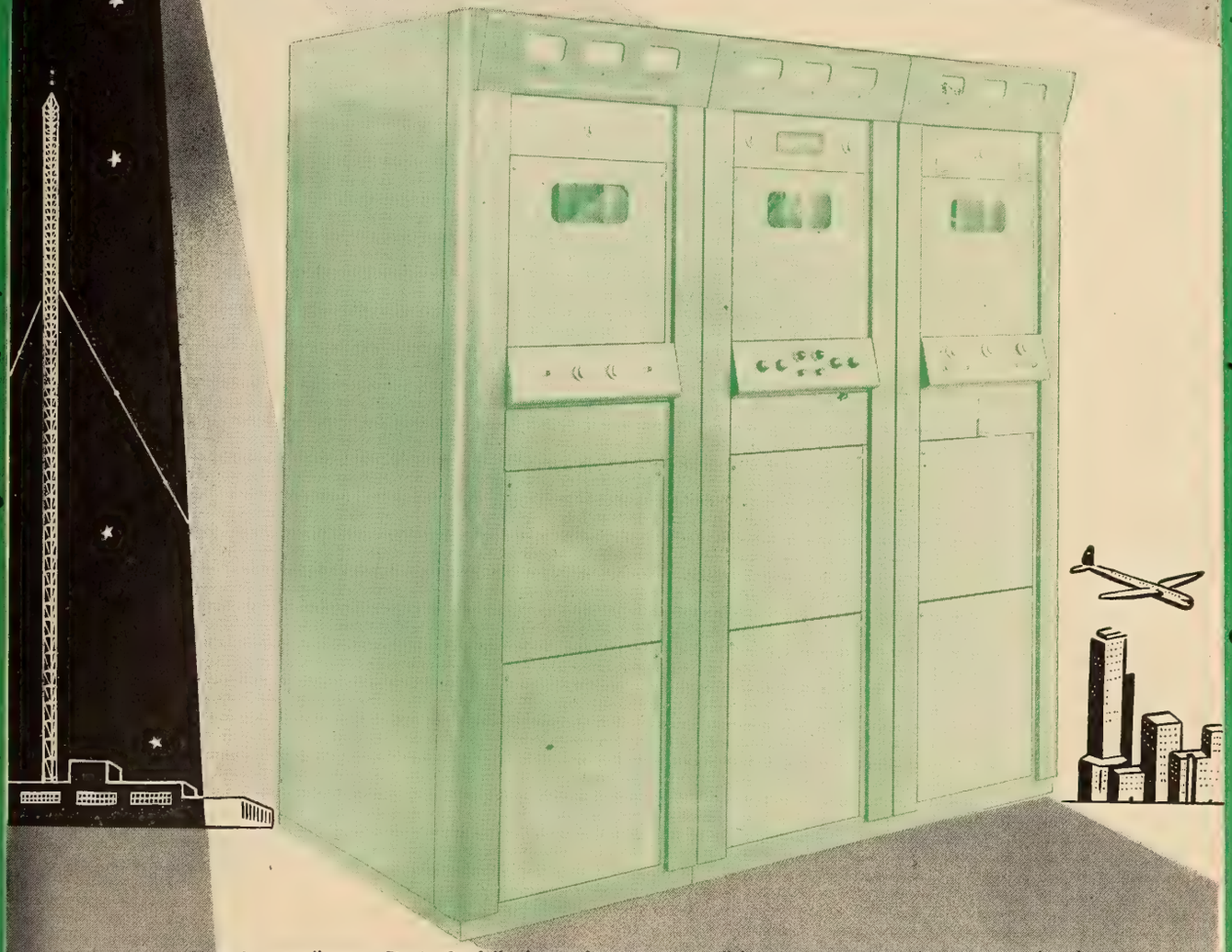
The Mennonite Hour, Harrisonburg, Va., appoints Eastern Adv. Agency, Richmond, Va., to replace J. M. Camp & Co., Wheaton, Ill.

Trimfoot Co. and **Farmington Industries Inc.,** Farmington, Mo., name Frank Block Assoc., St. Louis, for all shoe divisions.

Trans-Texas Airways to Tracy-Locke Co., Houston.

Lowest tube cost of any five!... Greater efficiency!

New Hi-Watter 5kw. transmitter



Lowest primary power consumption of any five!... Ultra linear audio driver!...

New cooling system!... Less floor space!... Designed to proposed new F.C.C. specifications!...

Here is a really new Five! So full of new features you will be sure to request the attractive brochure awaiting you. — Proposed new FCC regulations have been coped with. For example, 99% of usable sideband power is confined to the proposed stipulated bandwidth while the entire RF power amplifier/output coupling system including power tube is 100% electrically enclosed and forced air cooled. Result is spurious radiation at a new low. Ultra linear audio driver adds continued reliability in day to day low distortion.

Lowest cost tube complement and lowest primary power consumption of any Five made today. Only 3 power tube types positively means lower spare tube inventory. Each of the three cubicles is completely independent electrically and mechanically. If floor space is at a premium, place one cubicle at right angle or even opposite. Of course, independent cubicles demand independent cooling so this new Gates "Hi-Watter" Five becomes the coolest Five in all the business.

GATES

Price? — When designed right, the price is right Gates manufacturing engineering has cut off hours and added quality — Yes—the price is very much lower—the actual meaning of Gates "Hi-Watter", more watts per dollar investment.

GATES RADIO COMPANY • *Manufacturing Engineers Since 1922* • **Quincy, Illinois, U. S. A.**

Only 3 power tube types!... Less intermodulation!... 100% new

A&A PEOPLE

Archibald McG. Foster, vice president and account supervisor (on Brown & Williamson Tobacco Corp.), Ted Bates & Co., N. Y., elected to agency's board of directors.

Robert Humphreys and **Louis Scott,** L. A. office of Foote, Cone & Belding, elected vice presidents. Mr. Humphreys joined agency in 1951 and is account group manager for six FC&B clients in L. A. Mr. Scott joined agency in 1950 and is account executive for Sunkist Growers.

Peter M. Stewart and **William H. Weber** appointed vice president and account executive and vice president and art supervisor, respectively, Kenyon & Eckhardt, N. Y. Mr. Stewart formerly was senior account executive on Lincoln account, Young & Rubicam, Detroit. Mr. Weber has been with K&E since last January, after eight years with Lennen & Newell, N. Y., as vice president in charge of art for various Colgate products.



MR. STEWART



MR. WEBER

Walter F. McNiff, account executive with San Francisco office of K&E, named manager of that office. **Ruth Fredricks,** media director, L. A. office of Ruthrauff & Ryan, to K&E there as assistant to media director. **John Wayne Jones,** formerly president, Minute Mount Corp., N. Y., to K&E N. Y. promotion department as contest and premiums specialist.

Robert Footman, account executive, Guild, Bascom & Bonfigli Inc., San Francisco, elected vice president.

Louis S. Petersen, formerly Denver and South Chicago district manager for Procter & Gamble, named coordinating account executive on White King Soap Co. account in L. A. office of Erwin, Wasey & Co. **Ray Scales,** former public relations manager WKY-AM-TV Oklahoma City, to Oklahoma City office of Erwin, Wasey & Co. to head new public relations department.



MR. PETERSEN

Norman W. Glenn, vice president and director of radio-tv, Doherty, Clifford, Steers & Shenfield, N. Y., to Young & Rubicam here as account supervisor in radio-tv department.

Robert B. England, Victor G. Blakiston and **Evelyn McFarland,** formerly with Wilson, Markey & England, S. F., to Grant Adv. that city. Mr. England is account supervisor, Mr. Blakiston creative director and Miss McFarland research staff.

Robert Howell, account executive, Biow Co., Beverly Hills, Calif., to Compton Adv. on Bond Clothes (west coast account) and Langendorf Bakeries, both former Biow accounts. **Elizabeth Mann,** N. W. Ayer & Son, Phila., to Compton Adv., S. F. **Edward B. Gellert,** formerly with Vick Chemical Co., in product management, to Compton, N. Y., as an account executive.

George Norris, Foote, Cone & Belding, to Tatham-Laird Inc., Chicago, as account executive on Procter & Gamble Fluffo account.

LATEST RATINGS

ARB

TOP-RATED NATIONAL TV PROGRAMS (1955-1956 SEASON)

Program	Sponsor	Agency	Network	Stations	Time	Rating
1. $64,000 Question	Revlon	BBDO	CBS	165	Tues, 10-10:30	55.9
2. Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	48.7
3. I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	48.5
	General Foods	Young & Rubicam	CBS	157		
4. You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	42.5
5. Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	Wed., 7:30-8:30	40.0
	American Dairy	Campbell-Mithum				
	Derby Foods	McCann-Erickson				
6. I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	38.5
7. George Gobel	Armour	Foote, Cone & Belding	NBC	177	Sat., 10-10:30	37.3
	Pet Milk	Gardner		169		
8. Perry Como	Armour	Tatham-Laird	NBC	81	Sat., 8-9	36.3
	Dormeyer	John W. Shaw		82		
	Gold Seal	Campbell-Mithum		86		
	Int'l Cellucotton Products	Foote, Cone & Belding		90		
	Noxzema Chemical	SSC&B		95		
	Toni	Weiss & Geller		91		
9. Your Hit Parade	Warner Lambert	Kenyon & Eckhardt	NBC	176	Sat., 10:30-11	36.2
	American Tobacco	BBDO				
10. December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	35.8

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NIELSEN

TOP TV SHOWS (2 WEEKS ENDING MAY 12)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	† Total Audience Tv Homes Reached (000)
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	17,666
2.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	16,900
		General Foods	Young & Rubicam		157		
3.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	16,170
4.	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	14,746
5.	Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	Wed., 7:30-8:30	12,921
		American Dairy	Campbell-Mithun				
		Derby Foods	McCann-Erickson				
6.	Lux Theatre	Lever Brothers	J. Walter Thompson	NBC	129	Thurs., 10-11	12,374
7.	$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	Sun., 10-10:30	12,191
		Revlon	C. J. LaRoche				
8.	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	12,191
9.	GE Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	11,936
10.	Shower of Stars	Chrysler	McCann-Erickson	CBS	174	Thurs., 8:30-9:30	11,899

Rank	‡ Average Audience Tv Homes Reached (000)	Rank	* Total Audience % of Tv Homes Reached	Rank	* Total Audience % of Tv Homes Reached
1.	$64,000 Question 16,462	1.	$64,000 Question 50.1	1.	$64,000 Queston 46.7
2.	I Love Lucy 15,659	2.	I Love Lucy 47.7	2.	I Love Lucy 44.2
3.	December Bride 13,834	3.	Ed Sullivan Show 46.0	3.	December Bride 40.2
4.	Ed Sullivan Show 12,994	4.	December Bride 42.8	4.	Ed Sullivan Show 37.0
5.	$64,000 Challenge 11,534	5.	Disneyland 36.6	5.	$64,000 Challenge 34.3
6.	I've Got a Secret 11,388	6.	$64,000 Challenge 36.2	6.	I've Got a Secret 32.8
7.	Ford Theatre 10,950	7.	Lux Theatre 35.8	7.	Ford Theatre 31.2
8.	You Bet Your Life 10,622	8.	I've Got a Secret 35.2	8.	Red Skelton Show 30.9
9.	Dragnet 10,622	9.	Shower of Stars 34.7	9.	Lux Theatre 30.5
10.	Lux Theatre 10,549	10.	Red Skelton Show 34.7	10.	GE Theatre 30.4

[Details on programs in preceding three tables, but not listed in top table]

Ford Theatre	Ford Motor Co.	J. Walter Thompson	NBC	156	Thurs., 9:30-10
You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30
Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9
Red Skelton	S. C. Johnson	Foote, Cone & Belding	CBS	80	Tues., 9:30-10
	Pet Milk Co.	Gardner		100	

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the progam.
* Percented ratings are based on TV homes within reach of station facilities used by each program.

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VIDEODEX

TOP TEN SPOT PROGRAMS* MAY 1-7, 1956

Program	Distributor	% Tv Homes	# Tv Homes (000)	# Cities
1. Dr. Hudson's Secret Journal	MCA-TV	17.4	3,663	106
2. I Led Three Lives	Ziv	16.3	4,756	118
3. Crunch & Des	NBC-TV	16.2	2,295	78
4. Highway Patrol	Ziv	16.0	5,544	166
5. Man Called X	Ziv	15.9	4,273	97
6. Celebrity Playhouse	Screen Gems	15.5	2,164	77
7. The Turning Point	Review Prod-Swb MCA-TV	15.2	3,868	73
8. Count of Monte Cristo	TPA	14.8	2,759	59
9. Liberace	Guild	14.4	3,145	70
10. Badge 714	NBC-TV	14.3	3,705	115

*Appearing in a minimum of 20 markets.

Copyright, Videodex



Russell C. Westover, Jr., President of Ray Oil Burner Company, tells the secret of

"How to make hay without sunshine!"

"Make hay at midnight or in a rainstorm? Sure—why not?

"Modern farmers have found a way. They cure it a few minutes after cutting—in big dehydrating plants!

"But there's one catch. Profits could disappear in a hurry if the fires go out. That's why they use Ray Oil Burners.

"And that's why Ray uses Air Express!

"In addition to his own stock, any Ray dealer in the country can draw on our 'super stockroom' of 40,000 different parts. It's only a few hours away by Air Express!

"It has helped build our reputation for fast service. And it saves money! 10 lbs. from San Francisco to Portland, Ore., costs $3.78 by Air Express. That's $1.37 less than the next lowest-priced complete, door-to-door air service."

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* **RAILWAY EXPRESS AGENCY**



Engineering Branch Offices: WASHINGTON, D. C. • ATLANTA, GEORGIA • PREEMPTION, ILLINOIS • LOS ANGELES, CALIFORNIA

Regardless of whose equipment you are presently using,* you can boost power efficiently by adding S-E amplifiers without having to dispose of or replace any of your original units. You'll find that station growth becomes a practical, reliable and economical evolution when your equipment decision is Standard Electronics ADD-A-UNIT Amplifiers!

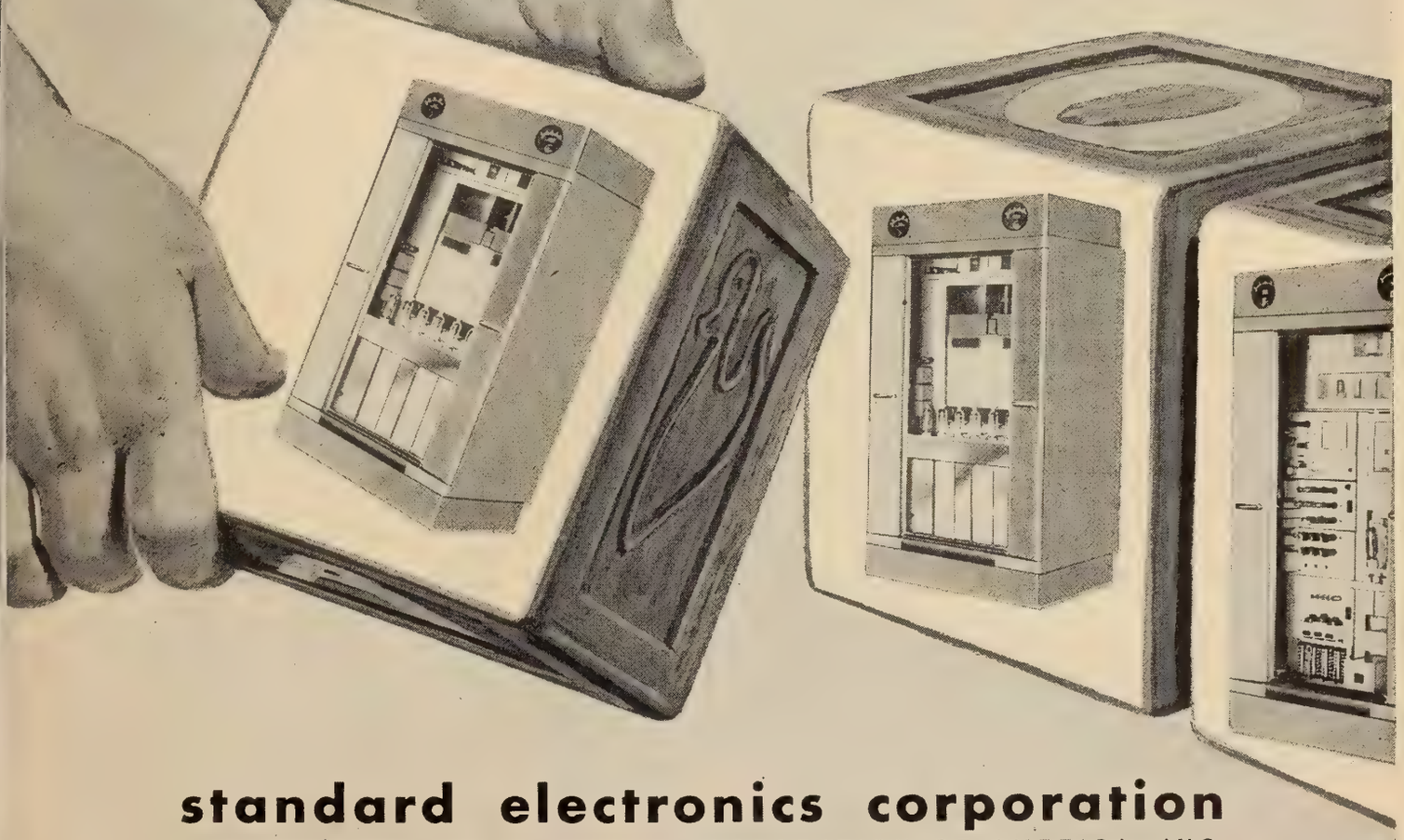
Now, you no longer need fuss with transmitter room layouts and "worry-through" your equipment decision when you are ready to boost power! Now, too, you can grow the easy way with completely self-contained S-E ADD-A-UNIT Amplifiers!

Gone is the problem of placement, operation and maintenance of external blowers, pumps and transformers. All components are conveniently and accessibly located **entirely within the cabinet!** The compact 44" wide frames fit through doorways, into elevators, thru any conventional opening or passageway. You can position ADD-A-UNIT Amplifiers in a straight line, "U", "L", or even in a split arrangement to utilize your floor and wall space most effectively. ADD-A-UNIT is right for you in any stage of your station growth.

Write for specifications, indicating your power requirements.

**Says J. D. Lawhon, WMAZ-TV: "...(Competitor) and S-E have made an ideal combination, both for simple installation and operating ease..."*

S-E add-a-unit amplifiers



standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

VHF TV Transmitters	high band	500 W	10 KW	25 KW	50 KW
	low band	500 W	10 KW	25 KW	50 KW
VHF TV Amplifiers	high band		10 KW	25 KW	50 KW
	low band		10 KW	25 KW	50 KW

285-289 EMMETT STREET
NEWARK 5, NEW JERSEY

Sales Engineering Representatives: COMMERCIAL ELECTRONICS CORP., DALLAS, TEXAS • WESTINGHOUSE ELECTRIC CO., LTD., HAMILTON, ONT.

Charles B. Straus Jr., creative supervisor, Cunningham & Walsh, N. Y., on Towle Silversmiths, Jaguar, James Beam and other accounts, elected a vice president of agency.

Frank Tuttle, Bruce B. Brewer & Co., Kansas City and Minneapolis agency, named tv director of agency's Minneapolis office. **Roger Hickok,** Brennan Adv. Agency, Houston, Tex., to Brewer, Minneapolis, as assistant account manager, **Jesse K. Lair,** Brewer copywriter, named copy group head.

Donald E. Davison, Bendix International Div., N. Y., named west coast manager for division, with offices in Burbank, Calif.

Herbert E. Moore, regional sales manager, Spirella Co. (foundations), Niagara Falls, N. Y., to Comstock & Co. Adv., Buffalo, as media and research director.

Kieran Kilday, formerly art director for McCann-Erickson, to Tracy-Locke Co., Houston, Tex., agency in same capacity, succeeding **Wallace R. Hall,** transferred to agency's Dallas office. **Don Chamberlin** named assistant account executive in T-L Houston office and **Russell Bond** to merchandising department in Houston.

Alfred Goldman and **Robert Goldsmith,** The Biow Co., N. Y., to Harry B. Cohen Adv., N. Y., as copy group heads.

Clark M. Agnew, executive producer, Lennen & Newell, N. Y., to Donahue & Coe Inc., N. Y., to head agency's creative tv activities.

Allen Hahn, The Biow Co., to Joseph Katz Co., N. Y., as senior copywriter.

Harold A. Higgins, formerly production manager and account executive, Ruthrauff & Ryan, San Francisco, to Seattle office of Cole & Weber as production manager, succeeding **Richard N. Ferris,** named account executive.

James J. McLaughlin, account supervisor, Erwin, Wasey & Co., Chicago, rejoins Dormeyer Corp. (electric cooking equipment), same city, as merchandising manager, newly-created position. He formerly was advertising manager of firm.

Mary Afflick, producer-writer, Tatham-Laird Inc., Chicago, promoted to commercial group supervisor.

Thomas F. Whitehead, formerly with creative departments of MacFarland, Aveyard & Co. and R. Jack Scott Adv., both Chicago, appointed copy director at George H. Hartman Co., in charge of media for Chicago and N. Y. offices.

Max Levine, public relations director, Hess Bros. department store, Allentown, Pa., to Ritter-Lieberman Inc., Allentown agency, as director of new public relations and publicity division.

Ralph Breswitz, Ogilvy, Benson & Mather, N. Y., to C. J. LaRoche & Co., that city, as art director. **Peter Tomlinson,** Quality Bakers of America, to LaRoche as tv artist.

Jordan H. Krimstein and **Ruth Maisel,** W. E. Long Co.-Independent Bakers' Cooperative, Chicago, promoted to associate art director and assistant art director, respectively.

Ken Kearn, The Biow Co., N. Y., to Grey Adv., N. Y.

Ray Blackwell Jr., to media department, MacManus, John & Adams, N. Y., effective immediately.

Plugging Paramount

WHILE Paramount Pictures has lined up considerable free publicity coverage on radio and tv for "Funny Face," now being filmed in Paris [B•T, June 11], the studio also was set for national coverage yesterday (Sunday) and some promotion on NBC-TV for "That Certain Feeling," a new motion picture starring Bob Hope. A 90-minute live spectacular, the program was sponsored by U. S. Rubber, through Fletcher D. Richards, New York; The Maybelline Co., via Gordon Best & Co., Chicago; National Savings & Loan Foundation, through McCann-Erickson, New York, and Skol, via J. Walter Thompson Co., New York. Mr. Hope in the m.c. slot was to show how a movie is made in Hollywood with behind-the-scene looks at motion picture production. Steve Allen was slated to act as narrator and guide during the spectacular. The movie selected for the program: "That Certain Feeling." Actual film clips from the movie were to be shown in addition to various inside looks at how the people who put the movie together work. "That Certain Feeling" also was to receive a plug via a guest interview with Bob Hope on *Lux Video Theatre* last Friday, 10-11 p.m. EDT on NBC-TV and the showing of a clip from the picture.



AFTER being simulcast on ABC Chicago stations for several years (nearly 22 on radio and seven on tv), Morris B. Sachs' *Amateur Hour* moves to WGN and WGN-TV same city effective June 24. Completing arrangements for switch of Sunday full-hour variety show are (seated) Mr. Sachs, Chicago clothier and city treasurer, and, standing (l to r) Frank P. Schreiber, vice president and general manager of WGN Inc. (who has resigned effective Aug. 1); Norman Heyne, long-time *Amateur Hour* producer and partner, Wesley, Heyne & Cuca Adv. agency, and Ted Weber, WGN-TV sales director. Program moved from WBKB (TV), ABC outlet, and WLS, network affiliate.

Dean M. Lierle Jr., formerly with Clinton E. Frank Inc., and **Roger Torkelson,** Gamble-Skogmo, auto supplies, to copy department of Needham, Louis & Brorby Inc., Chicago, as writers. **Gerritt J. Beverwyk,** formerly art director at Campbell-Mithum Inc., to art department of NL&B.

George H. Miles Jr. and **Mrs. Miles,** heads of their own former soft goods merchandising firm, and **Virginia Cummings,** head of Miles publicity staff, to N. Y. office of Arndt, Preston, Chapin, Lamb & Keen Inc., Phila.

Nancy Goodwin, copywriter, McCann-Erickson, N. Y., to Franklin Bruck Adv., N. Y., as radio-tv copywriter.

Howard M. Paul, formerly writer at Tatham-Laird, Chicago, to creative staff of Charles O. Puffer Co., Chicago agency.

Tim Canty, divisional business representative of United Press in Michigan, to Bozell & Jacobs Inc., Chicago agency, on public relations staff.

Winfield R. Green, formerly business writer at *Chicago Daily News,* to Turner Adv. Agency, same city, in financial public relations capacity.

Raymond L. Craig and **Sylvester Nemes** to Aubrey, Finlay, Marley & Hodgson Inc. Chicago, as copywriters on International Harvester accounts.

Vincent R. Bliss, president of Earle Ludgin & Co., Chicago, appointed to board of directors of Advertising Research Foundation. He was named to fill unexpired term of late **Fergus Mead** of the Buchen Co., Chicago agency.

Melvin Brorby, vice president of Needham, Louis & Brorby Inc. and retiring president of Chicago Council on Foreign Relations, elected to council's board of directors. **Judith Waller,** NBC hCicago public affairs representative, also elected to board.

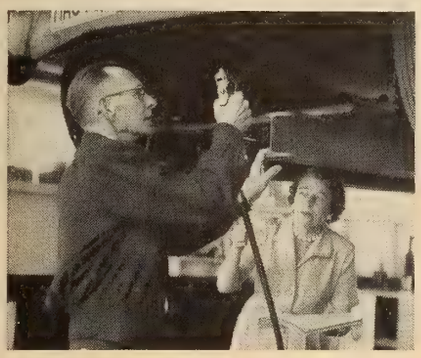
The Santmans

Or why you never got so much for your money

"Whenever a customer complains to me about the price of gasoline, I call my wife.

"She's worked right with me and kept our books since we leased our first Union Oil station on this same corner in La Canada, 20 years ago.

"And—as Myrtle says—gasoline hasn't gone up nearly as much as other things you buy. You pay 205% more to build a house today than you did in 1936.

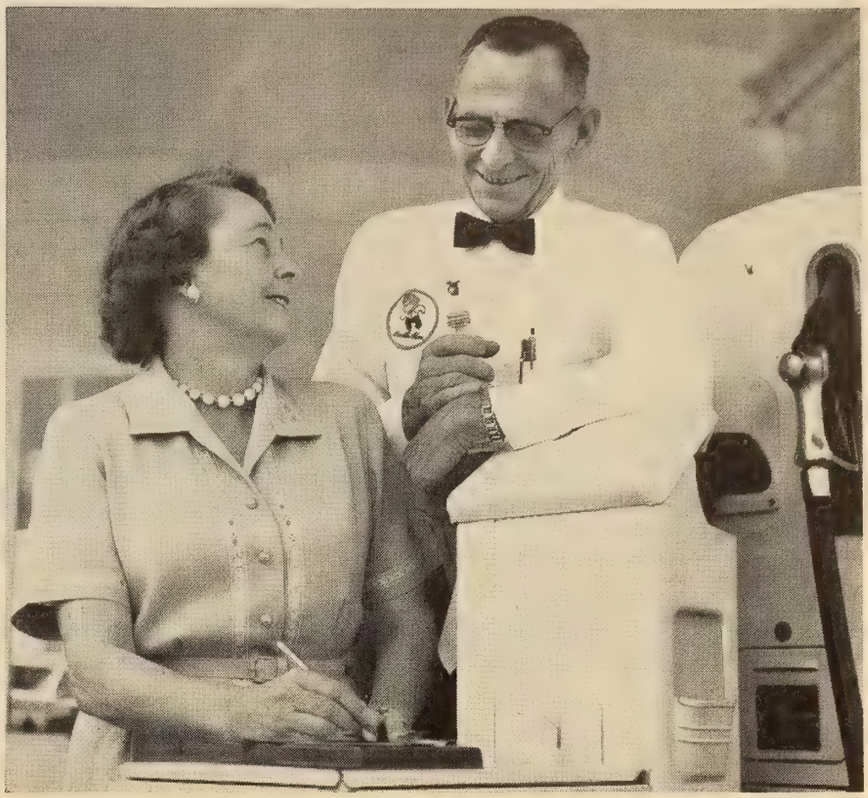


220% more for a low-price 2-door sedan. 125% more for a suit of clothes. 325% more for a pound of sirloin steak.

"Yet if you leave out the tax, Union's premium gasoline has gone up only 70% in that same time. Fact is, the tax has gone up more than the gasoline—100%! And two gallons of Union's new Royal 76 will do the work of three gallons of our old product.

"You get a lot of service for nothing, too. We wash your car's windshield. We check water, oil, battery and tires. We provide clean rest rooms and free maps for your convenience.

"Fact is, you never got so much for your money as you do today when you say, 'Fill her up!'."



THE SANTMANS — 20 YEARS ON THE SAME CORNER

In 1956 it costs Union Oil 250% more than it did in 1936 to build the kind of service station Charles and Myrtle Santman operate in La Canada, California.

Yet in spite of continually rising costs like this we have been able to keep prices down, while constantly expanding our service and improving our product.

We have accomplished this by plowing profits back into better facilities, by research, by eliminating waste and improving efficiency.

We have had to do this to meet the competition of the many other oil companies serving your needs.

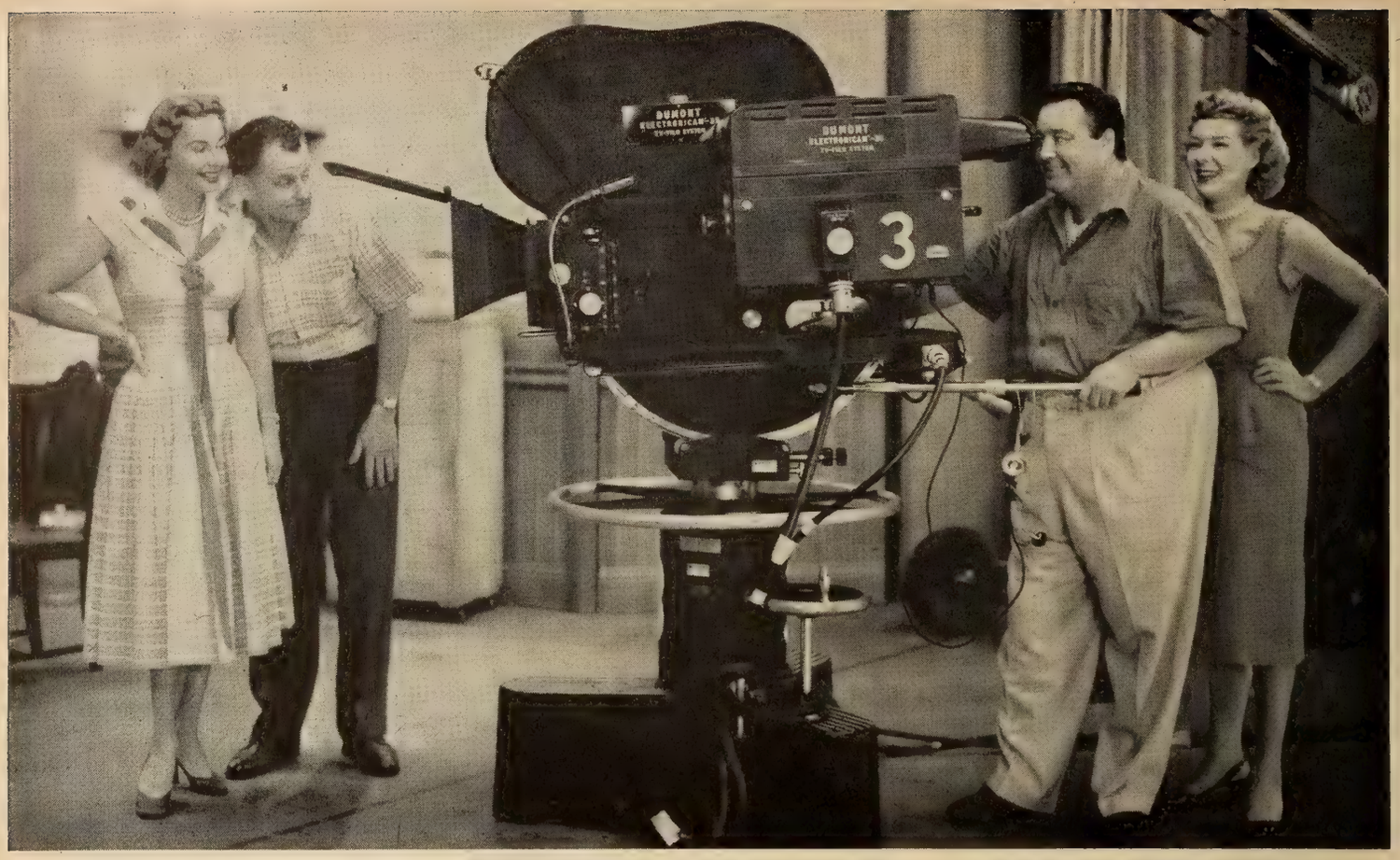
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YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*



Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



JACKIE GLEASON'S "HONEYMOONERS" is filmed by Du Mont Electronicam System which incorporates an especially designed and adapted 35mm Mitchell movie camera. Here are Jackie Gleason and Joyce Randolph, right, peering through the camera lens at Audrey Meadows and Art Carney.

NEW ELECTRONICAM REDUCES SHOOTING TIME

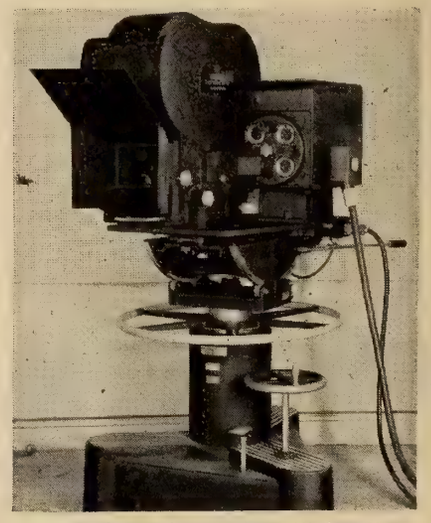
Du Mont's Video-Film System incorporates both Mitchell 35 mm film camera and TV camera

First to use a video-film system in major TV film production is Jackie Gleason's popular show "The Honeymooners." In going "live on film," Jackie Gleason makes use of the new Du Mont Electronicam System, which combines advanced TV techniques with highest quality 35mm photography.

Heart of the Electronicam System is a completely new type of unit, blending a Du Mont TV camera and a specially adapted Mitchell 35mm camera using a common lens system. It gives the producer full advantage of the best techniques of motion picture production while enjoying the time saving and broadened creative scope available in video's electronic practices. Savings in shooting time and costs are substantial.

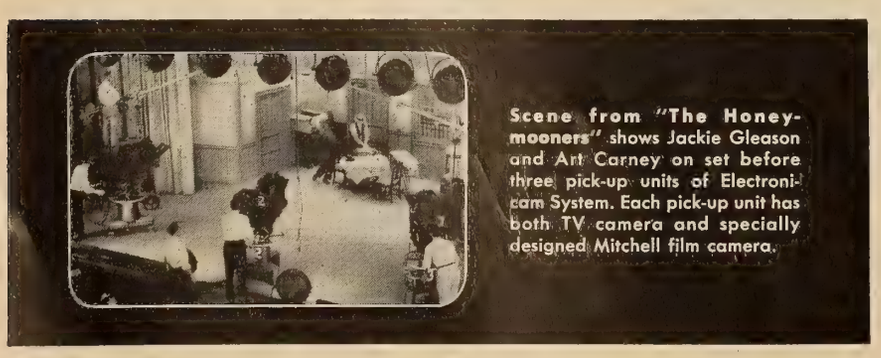
The 35mm Mitchell cameras used as integral parts of the Electronicam System produce consistently superior black and white films, as well as color films which are unequaled for uniformity of quality. Mitchell cameras today serve not only in the television industry, but also are the predominant choice in the production of governmental, industrial, research and educational films, as well as being standard equipment for major studios throughout the world.

Complete information on Mitchell cameras is available upon request on your letterhead.



Du Mont Electronicam pick-up; Mitchell 35mm film camera on left, TV camera on right.

***85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell**



Scene from "The Honeymooners" shows Jackie Gleason and Art Carney on set before three pick-up units of Electronicam System. Each pick-up unit has both TV camera and specially designed Mitchell film camera.

Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN MAY

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	20.3
2.	Death Valley Days (McC.-E.)	Wed.	7:00	WRCA-TV	15.4
3.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	13.1
4.	D. Fairbanks Presents (ABC Film)	Mon.	10:30	WRCA-TV	12.5
5.	Highway Patrol (Ziv)	Wed.	9:30	WPIX	11.2
6.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	11.1
7.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	9.7
8.	Waterfront (MCA-TV)	Tues.	7:30	WABD	8.4
9.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	7.7
10.	Amos 'n' Andy (CBS Film)	Sat.	6:30	WCBS-TV	7.5
10.	Looney Tunes (Guild)	M.-S.	6:30	WABD	7.5

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	I Search for Adventure (Bagnall)	Tues.	8:30	WCCO-TV	23.0
2.	Celebrity Playhouse (Screen Gems)	Sun.	8:30	KSTP-TV	19.5
3.	Man Behind the Badge (MCA-TV)	Fri.	9:30	KSTP-TV	16.8
4.	Badge 714 (NBC Film)	Tues.	10:30	KSTP-TV	16.6
5.	Star & Story (Official)	Mon.	9:00	WCCO-TV	16.0
6.	Highway Patrol (Ziv)	Sat.	10:00	WCCO-TV	15.7
7.	City Detective (MCA-TV)	Thurs.	10:30	KSTP-TV	14.9
8.	Secret Journal (MCA-TV)	Thurs.	7:00	WCCO-TV	13.6
9.	Mr. District Attorney (Ziv)	Wed.	10:30	KSTP-TV	12.8
10.	I Led 3 Lives (Ziv)	Wed.	8:30	KSTP-TV	12.5
10.	My Little Margie (Official)	Fri.	7:30	KEYD-TV	12.5

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	30.7
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	23.4
3.	Annie Oakley (CBS Film)	Sat.	5:30	WBBM-TV	15.0
4.	Great Gildersleeve (NBC Film)	Mon.	9:30	WNBQ	12.7
5.	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	12.5
5.	Studio 57 (MCA-TV)	Tues.	10:00	WBKB	12.5
7.	Superman (Flamingo)	Sat.	5:00	WBKB	12.0
8.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	11.9
9.	City Detective (MCA-TV)	Fri.	9:30	WGN-TV	11.1
9.	Liberace (Guild)	Wed.	9:30	WGN-TV	11.1

ATLANTA — THREE-STATION MARKET

1.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	21.5
2.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	20.5
3.	Man Behind the Badge (MCA-TV)	Sun.	2:30	WSB-TV	19.4
4.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	WLWA	19.1
5.	Science Fiction Theatre (Ziv)	Tues.	9:30	WAGA-TV	18.8
6.	Confidential File (Guild)	Sat.	10:30	WSB-TV	18.1
7.	City Detective (MCA-TV)	Sat.	11:00	WSB-TV	17.5
7.	Highway Patrol (Ziv)	Fri.	10:00	WAGA-TV	17.5
9.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	16.9
10.	Kit Carson (MCA-TV)	Tues.	6:00	WLWA	16.4

BOSTON — TWO-STATION MARKET

1.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	31.0
2.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	28.4
3.	Death Valley Days (McC.-E.)	Fri.	10:30	WNAC-TV	25.4
4.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	23.7
5.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	22.6
6.	Western Marshal (NBC Film)	Wed.	7:30	WNAC-TV	22.3
7.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	20.6
8.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	19.6
9.	Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	19.3
10.	Annie Oakley (CBS Film)	Sun.	5:00	WNAC-TV	18.1

LOS ANGELES — SEVEN-STATION MARKET

1.	Life With Father (CBS Film)	Fri.	7:00	KNXT	17.3
2.	Confidential File (Guild)	Sun.	9:30	KTTV	16.4
3.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	16.0
4.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	15.5
5.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	KABC-TV	14.8
6.	I Search for Adventure (Bagnall)	Thurs.	7:00	KCOP	14.3
7.	My Little Margie (Official)	Mon.	7:30	KTTV	14.1
8.	I Led Three Lives (Ziv)	Sat.	8:30	KTTV	13.0
9.	San Francisco Beat (CBS Film)	Sat.	9:30	KTTV	12.5
10.	Death Valley Days (McC.-E.)	Sat.	7:00	KRCA	11.9
10.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	11.9
10.	Susie (TPA)	Sat.	8:00	KTTV	11.9

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	I Search for Adventure (Bagnall)	Wed.	7:30	KING-TV	30.8
2.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	28.3
3.	Waterfront (MCA-TV)	Wed.	9:30	KOMO-TV	26.4
4.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	24.0
5.	Celebrity Playhouse (Screen Gems)	Thurs.	8:00	KOMO-TV	22.6
5.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	22.6
7.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	20.4
7.	Studio 57 (MCA-TV)	Fri.	7:00	KING-TV	20.4
9.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	20.0
10.	Western Marshal (NBC Film)	Wed.	7:00	KING-TV	18.8

WASHINGTON — FOUR-STATION MARKET

1.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	20.6
2.	Death Valley Days (McC.-E.)	Mon.	7:00	WRC-TV	14.6
3.	San Francisco Beat (CBS Film)	Thurs.	7:00	WTOP-TV	13.0
4.	Championship Bowling (Schwimmer)	Sat.	6:30	WMAL-TV	11.9
5.	Celebrity Playhouse (Screen Gems)	Tues.	10:30	WTOP-TV	11.7
6.	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	11.6
7.	Superman (Flamingo)	Tues.	7:00	WRC-TV	11.3
8.	Mr. District Attorney (Ziv)	Mon.	10:30	WRC-TV	10.3
9.	Buffalo Bill Jr. (CBS Film)	Thurs.	6:00	WMAL-TV	9.5
10.	Highway Patrol (Ziv)	Fri.	7:30	WTOP-TV	9.2

CLEVELAND — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	10:30	WJW-TV	25.2
2.	Range Rider (CBS Film)	Sun.	7:00	WEWS	21.1
3.	Annie Oakley (CBS Film)	Sat.	6:30	WJW-TV	19.6
4.	Secret Journal (MCA-TV)	Fri.	9:00	WEWS	19.3
5.	Man Behind the Badge (MCA-TV)	Wed.	10:30	KYW-TV	16.3
6.	Badge 714 (NBC-Film)	Fri.	7:00	WJW-TV	14.5
7.	6 O'Clock Adventure (ABC Film)	Wed.	6:00	KYW-TV	13.7
8.	My Little Margie (Official)	Mon.	7:00	KYW-TV	13.0
9.	Follow That Man (MCA-TV)	Fri.	10:30	WEWS	12.8
9.	Mr. District Attorney (Ziv)	Thurs.	7:30	WEWS	12.8

DAYTON — TWO-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	8:00	WHIO-TV	34.9
2.	Man Called X (Ziv)	Fri.	9:30	WHIO-TV	23.4
3.	Little Rascals (Interstate)	M-Th.	6:00	WHIO-TV	17.3
4.	Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	16.2
5.	Passport to Danger (ABC Film)	Sun.	9:30	WLWD	15.0
6.	The Whistler (CBS Film)	Sat.	10:00	WHIO-TV	14.5
7.	Roy Rogers Ranch (MCA-TV)	Sat.	5:00	WHIO-TV	14.0
8.	Gene Autry (CBS Film)	Wed.	6:30	WHIO-TV	13.1
9.	Science Fiction Theatre (Ziv)	Sun.	10:30	WLWD	12.5
9.	Annie Oakley (CBS Film)	Tues.	7:30	WLWD	12.5

Americana to Expand 'Frontier Town' Series

AMERICANA FILMS, New York production firm organized six months ago, will expand its one-minute and five-minute *Frontier Town* tv film clips into a series made up of 30-minute programs, it was announced last week by Pat Bradley, co-founder of the organization.

Mr. Bradley also reported that 10 television stations currently are using the *Frontier Town* clips, designed to add impetus to already existing shows, particularly children's programs. These stations are WRCA-TV and WOR-TV, both New York City; WATV (TV) Newark, N. J.; WBZ-TV Boston; KDKA-TV Pittsburgh; WRCV-TV Philadelphia; WGTH-TV Hartford, Conn.; WHAM-TV Rochester, N. Y.; WRGB (TV) Schenectady, N. Y., and WICU (TV) Erie, Pa.

Frontier Town is filmed in Frontier Town, N. Y., located in the Adirondacks between Lake George and Lake Placid. The community, built in 1951 by Arthur L. Bensen, is a duplicate of an early settlement and peopled with men and women wearing pioneer costume and engaged in typical pioneer crafts, real cowboys and Indians. Such colorful characters as Weasel Eye Willie, onetime stagecoach driver; Chief White Eagle, a full-blooded Cherokee; Doug Higgins, 84-year-old glass blower, and others offer bits of authentic folklore.

Ariel Millias, veteran motion picture director whose experience goes back to the days of Harold Lloyd and Hoot Gibson, is co-founder with Mr. Bradley of Americana Films. In addition to *Frontier Town,* the company operates mobile film units which produce a *Your Town* documentary of individual communities, industrial and scientific films.

Americana Films headquarters is at 2345 Broadway, New York City.

National Telefilm Assoc. Reports Increased Earnings

EARNINGS in the current third fiscal quarter increased national Telefilm Assoc.'s net income for the nine-month period ended April 30 to $242,618 as compared to a loss shown for the entire fiscal 1955, Ely A. Landau, president of NTA, reported last week. Net income for the period was equal to 37 cents per share as compared to 22 cents a share earned in the first half of the fiscal year when $145,051 was earned and nine cents per share in the first fiscal quarter ($60,531 in earnings).

Exhibition contracts from July 31, 1955 (the end of the previous fiscal year), and April 30 of this year aggregated a record $3,560,898 or 49% above the gross volume for the entire 1955 fiscal year, according to Mr. Landau.

Deferred film rental income on April 30, of this year totaled $1,663,762 as against $526,835 on July 31, 1955, with this fiscal year's third quarter deferred film rental income rising 33% over the Jan. 31 figure of $1,248,701. Mr. Landau said that as a result of NTA adding 20th Century-Fox features and Paramount Pictures' short subject library to its own film library, "the company is in the strongest position in its history and can justifiably look forward to excellent prospects for still higher levels of earnings.

Plans for offering its 1,500 short subjects library in the form of 12 distinct program packages and for grouping its 52 20th Century-Fox feature films into one package were formulated at a national sales convention of National Telefilms Assoc., which opened in New York on June 9 and continued through last Tuesday [B•T, June 11].

The Paramount short subjects library, acquired by NTA recently when it purchased the UM&M Tv Corp., includes a variety of film shorts, cartoons, musical shows and specialized presentations released through September 1950. NTA's sales plans are to offer the short subjects to stations as 12 specialty packages.

The sales convention, which was presided over by Harold Goldman, NTA's vice president in charge of sales, also included sessions on promotion, legal affairs, booking, accounting practices and public relations. Speakers included Mr. Goldman, Ely A. Landau, NTA vice president, and Oliver A. Unger, executive vice president.

Trans-Lux Television Corp. Enters Distribution Field

FORMAL ENTRY of the Trans-Lux Corp. into the television distribution field was announced at a news conference in New York last week by Richard Brandt, president of Trans-Lux Television Corp., a wholly-owned subsidiary of the parent company.

Mr. Brandt reported the new company will engage in distribution of short subjects, feature films and syndicated films. The first project, he said, is the distribution of the Encyclopaedia Britannica films, comprising short subjects ranging in length from 11 to 22 minutes. The films not only will be sold to tv stations, Mr. Brandt said, but will be utilized for two new tv filmed programs to be sold to sponsors and agencies. Based on EB's current film schedule, the new series will be called *Profile,* dealing with outstanding world personalities, and *Once Upon a Time . . .,* a children's program.

Trans-Lux announced several weeks ago that Richard Carlton, formerly with UM&M corp., New York and Sterling Television Corp., had been named vice president in charge of sales. Mr. Brandt reported that Leo Brody, recently with UM&M Corp., has joined Trans-Lux Television as assistant to Mr. Carlton.

The new company will open at least six new offices in the U. S., initially in Chicago and Los Angeles, according to Mr. Brandt. Headquarters has been established at 625 Madison Ave., New York 22, N. Y. Telephone is Plaza 1-3110.

Mr. Brandt said Trans-Lux is negotiating for certain syndicated tv programs as well as for feature films, and announcements on these transactions are expected to be made shortly.

AAP Holds N. Y. Sales Meet

ASSOCIATED Artists Productions, New York, opened a two-day national sales meeting at the Hotel Biltmore in New York last Friday with an agenda devoted to sales plans of AAP's library of 754 Warner Bros.-produced feature films and cartoons.

The meeting was directed by Bob Rich, AAP general sales manager, assisted by Don Klauber, director of station sales, and Paul Kwartin, director of national sales. Scheduled to attend from the company's various divisions were Bob Kronenberg, west coast manager, and Lester Tobias and Ed Simmel; Ben Elrod, central manager, and Al Sussman and Bill Vidas; Norman (Buck) Long, southern manager, and Dick Carthey; Arthur Kalman, eastern manager, and Herman Katz, Seymour Abeles and Bob Morin; Gordon Carroll and Kirk Torney, national salesmen.

California Studios Space Leased by Kagran Corp.

THE KAGRAN CORP. has completed arrangements to lease for two years three stages and office space of the California Studios in Hollywood, it was announced last week.

Alan W. Livingston, Kagran president, said that his company also has an option to lease more space at the studios if and when added facilities are needed.

Plans call for filming pilots and other shows, such as *Life of Riley* and the new Wally Cox series, *The Adventures of Hiram Holiday* on the lot, Mr. Livingston said.

Warner Plans New Series

WARNER BROS. last week announced that a new dramatic series, "Conflict," would alternate next fall with "Cheyenne" on *Warner Bros. Presents* (ABC-TV, Tuesdays, 7:30-8:30 p.m., EDT). Six writers currently are at work on "Conflict" with production slated to start this month. *Warner Bros. Presents* will continue under the direct supervision of Jack L. Warner, studio production head, with William T. Orr as executive producer.

Israel Production Planned

PLANS were announced last week for the production in Israel of a new half-hour color tv film adventure series, *East to Adventure,* which is expected to be ready for release in the fall. The series will be distributed by RCA Recorded Program Services, New York. It will be produced by Orion Productions, New York, with Ted de Leon as producer and Sobey Martin as director. It is believed to be the first U. S. tv film series to be produced in Israel.

Official Expands in Europe

EXPANSION of European production facilities of Official Films Inc., New York, is being planned to accommodate the company's new costume-adventure series, it was announced by Harold Hackett, president. Mr. Hackett will fly to London July 1 to begin conferences on two new historical-action series, still untitled, and also will seek additional production facilities in southern France as well as a film processing laboratory in London.

FILM PEOPLE

Jerome Kates, producer director for MacManus, John & Adams, N. Y., named to sales staff of George Blake Enterprises, N. Y., producer of tv commercials and industrial films.

Ed Aaronoff, member of publicity staff of Universal-International Pictures, N. Y., for four years, appointed publicity director of MCA-Tv Film Syndication Div., N. Y.

Solly Baiano, casting executive on ABC-TV *Warner Bros. Presents,* named talent executive at Warner Bros. Studios, assigned to develop acting personalities.

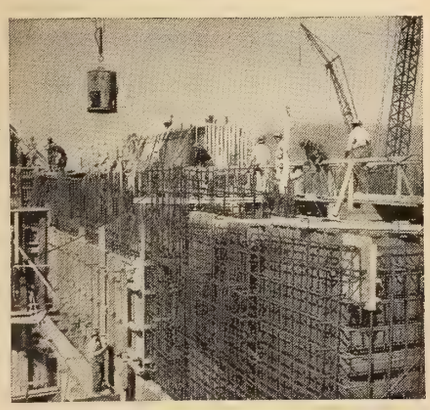
Ralph Morgan, 72, veteran stage and screen actor and founder of Actors Equity and Screen Actors Guild, died June 11 at his home in Manhattan. He retired in 1952.

Mrs. Mignon Levey, sales executive with Sterling Television Co., N. Y., mother of girl, Lisa Drew, June 1.

Only STEEL can do so many jobs so well



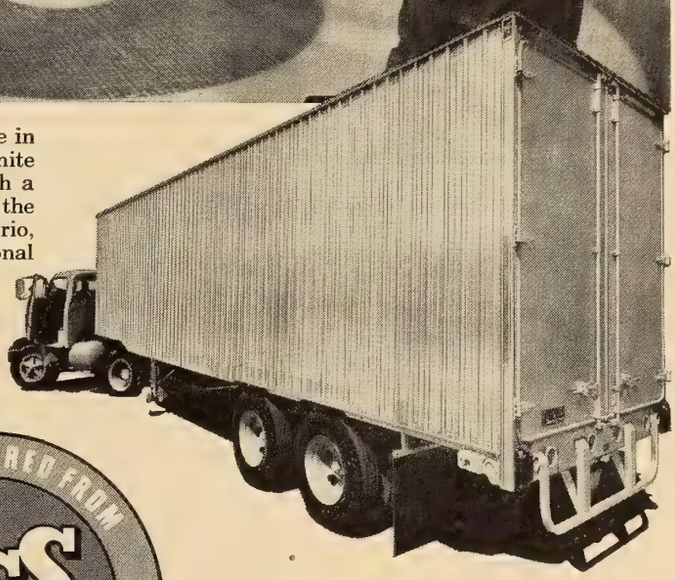
They Call It "Curling." Scottish soldiers introduced this game in Quebec, just before the Revolutionary War. The 40-pound granite stones are slid down a 140-foot sheet of ice, frequently with a "curling motion" that curves them around other stones. In the picture, members of the New Liskeard Curling Club, Ontario, sweep the ice ahead of the oncoming stone. Miles of USS National Pipe lie beneath many of the rinks, carrying the brine that freezes the ice.



First Atomic Power Plant is being built near Shippingport, Pa. This tremendous project uses thousands of tons of concrete —all reinforced with steel bars and mesh from U.S. Steel Supply.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel.



Trailers That Won't Wear Out. It's true. No trailer made from Stainless Steel has ever been known to wear out, because Stainless is *far* stronger than other metals, and it will not corrode and weaken. The great strength of Stainless allows compact design. The trailer shown here, for example, has sides made from thin sheets of Stainless Steel, corrugated into walls that are only one inch thick. Consequently, it can carry much more cargo than ordinary trailers.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 6-1452

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

FILM SALES

Ziv Television Programs, N. Y., has announced sale of its *Cisco Kid* and *Mr. District Attorney* tv film series to Radio-Tv Tokyo for airing on stations in Tokyo and Osaka. Programs, which will be made available for sponsorship by Japanese advertisers, are said by Ziv Tv to be "first American-made film programs scheduled for telecasting in Japan." Japanese subtitles will be used.

Television Programs of America, N. Y., has sold *Stage 7* tv film series to National Brewing Co. of Michigan (National Bohemian beer), Detroit, for showing in Richmond, Norfolk, both Va.; Lancaster, Pa.; Orlando, Fla.; Greenville, S. C., and Montgomery, Ala. American Home Products Corp. (Chef Boy-ar-Dee), N. Y., through Young & Rubicam, N. Y., has expanded its markets on *Stage 7* to include Wilkes-Barre and Harrisburg, both Pa.

FILM PRODUCTION

Joyce International Pictures, L. A., planning tv film series titled *The Kut-Up Kids,* featuring child actors in takeoffs on established tv shows. Albert Joyce is producer, with casting directed by Lynn Stalmaster and first two scripts written by Al Martin, who wrote "Our Gang" comedies for Hal Roach. July 1 is production date.

Walt Framer Productions, N. Y., plans to begin production this summer on new half-hour tv film series, *Confessions of a Scoundrel,* based on biography of Guido Orlando, international press agent.

Dudley Television Corp., Beverly Hills, Calif., announces August production date for *Crime & Punishment,* new hour tv series in color based on outstanding legal cases, with introduction by Jake Ehrlich. Several films in series to be produced in England through Dudley Pictures International (Great Britain) Ltd.

Screen Gems Inc. is scheduled to begin production today (Monday) on a 90-minute film program, *The Country Husband,* which will be used during the 1956-57 season on CBS-TV's *Playhouse 90* series. Screen Gems, which will produce eight films for the series, claims it is "first company in history to produce a series of 90-minute film programs."

FILM DISTRIBUTION

Muscular Dystrophy Assns. of America offering stations on free loan new 13:35-minute color film, "Where the Green Grass Grows." Film, narrated by Alexander Scourby, shows group of dystrophic youngsters enjoying normal camping experience for first time. MDA address is 1790 Broadway, New York 19.

American Medical Assn. to release shortly film dealing with traffic safety and made at recent AMA convention demonstrations of auto crash research. Ford Div. of Ford Motor Co. is co-sponsor of film, produced by Medical Communications Inc., Newark, N. J., with technical assistance by Sturgis-Grant Productions, N. Y.

FILM RANDOM SHOTS

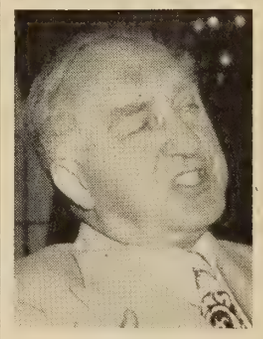
Van Praag Productions, N. Y., Detroit and Carol Gables, Fla., tv film producer, announces new Hollywood office, to be headed by Hugh Stanley Hole, formerly of firm's N. Y. headquarters.

AFM REBELS AGAIN TAKEN TO WOODSHED AT ATLANTIC CITY ANNUAL CONVENTION

President Petrillo's disciplinary action against Hollywood rebel faction, led by Cecil F. Read, upheld. Convention also votes down, without debate or dissenting vote, Local 47 proposal on trust fund.

AS anticipated, the 59th Annual Convention of The American Federation of Musicians in Atlantic City last week produced virtually unanimous support for AFM President James C. Petrillo and his followers in the controversy with rebel leaders of Local 47 of Los Angeles.

The nearly 1,300 delegates to the convention voted last Tuesday to support the administration's expulsion of the avowed leader of the rebel group, Cecil F. Read, and 10 of his supporters. In addition, the convention on Wednesday rejected without debate or dissenting voice all of the 12 resolutions offered by members of that local to affect changes in the music performance trust funds and other policies of the federation.



MR. PETRILLO

The convention action was on an appeal by Mr. Read and his followers from disciplinary sentences imposed by the union's International Executive Board [B•T, May 14]. Mr. Read was ordered suspended from membership in the union for one year, the others for one day, following charges brought by Local 47 President John te Groen and Recording Secretary Maury Paul, whom the Read faction had ousted from office. The revolt within Local 47 stemmed largely from dissatisfaction over the music performance trust funds, with the local contending that it contributed a large portion of the total monies paid into the funds through royalties on mechanized music but received only a share-and-share-alike return.

Some seven hours of debate preceded the vote of the convention to sustain the International Board's rulings against the leaders of the dissident west coast faction. The defendants made these points in their appeal before the convention: They disclaimed any desire to "rupture" the trust funds; they argued the rights of members to disagree with Local 47 officers and disputed the charge of "dual unionism;" they called on the federation for activity to revise the local's copyright laws and for "more democratic" administration of the local; they asked for a voice by "critical membership" in the negotiation of wage contracts, and they claimed that a disputed membership meeting actually was a legal action.

Mr. Read called the attitude of national officers "defeatist" in the face of declining work opportunities. He criticized the federation for refusing to authorize a strike against the broadcasting networks, which he said was planned by the Los Angeles local and New York Local 802 as a move to abolish or further limit the use of canned music. He disclaimed having suggested the dissolution of the trust funds.

At the conclusion of the appeals, Mr. Petrillo launched a bitter attack against the rebel leaders. He claimed that Mr. Read's group wanted to get sole performers rights, and "freeze out" other union members who obtain work through monies provided by the trust fund.

After Mr. Petrillo's stand, various officials of AFM locals appeared and voiced approval of the International Board's action. One dramatic highlight was the introduction of a taped record, purportedly of the meeting at which Mr. Read and some 125 members of the local planned to revolt against the elected officials of Local 47.

A standing vote was taken on the disciplinary action against Mr. Read and his 10 followers, and the chairman announced the vote was unanimous to sustain the International Board's decision.

The second setback by Local 47 was the defeat of its 12 resolutions designed to effect changes in the operations of the music performance trust funds and to limit the powers of the International Executive Board. Voted down were the resolutions to repay funds now going to the MPTF to the musicians employed in making motion pictures; to recognize the residual right of the individual musicians in international and national copyright conventions; to stop the practice of diverting wage increases of musicians in the recording industry into the MPTF; to increase the voting power of locals at convention by more than 10 votes; to limit use of funds collected by and belonging to the federation; to deprive the executive board of its power to hear appeals, and to prohibit the International Board from diverting funds from payments for transcriptions.

Mr. Petrillo reported that nearly $3 million will be distributed by these funds this fiscal year to musicians under the music performance trust funds. In 1957, he said, about $3.6 million will be expended from the funds. Mr. Petrillo predicted that the 1958-59 allocations would approximate $4 million.

On Tuesday Mr. Petrillo was returned without opposition for his 17th consecutive term as AFM president. Also re-elected were Charles L. Bagley, vice president; Leo Cluesmann, secretary, and George Clancy, treasurer.

Incumbent members of the executive board who were re-elected are Lee Repp, William J. Harris, Herman D. Kenin, Stanley Ballard and Walter M. Murdoch. Al Manuti, president of New York Local 802, was nominated for the board but was defeated.

RADIO PAY BIGGEST TO U. S. MUSICIANS

RADIO is still the main source for payments to musicians, according to an annual report made to the 59th annual convention of the American Federation of Musicians in Atlantic City last week (see separate story).

Although payments from radio stations in the U. S., Canada, Puerto Rico and Honolulu declined in 1955 from the previous year, a total $15,161,000 in wages went to musicians last year.

The radio stations paid the musicians about $5.6 million more last year than did tv stations, although the latter increased their payments to $9,544,000, including $1.5 million for tv films and jingles, as compared to the previous year's $7.7 million, which included nearly $1.3 million in tv films and jingles.

The grand total—radio and tv—of payments received by musicians from broadcast stations totaled $24,705,000 last year, thus reaching

nearly the same level as in 1954 when the grand total was $24,718,978.

This $24.7 million plus for radio-tv overshadowed theatrical employment, which brought in $6,178,000 (a slight increase over 1954's $5,923,560), and major film producers (in Hollywood) which employed 303 musicians for a payment of $2,768,000 (compared to 303 musicians and $2,674,821 in the previous year) and another $1,117,000 for non-contract musicians ($1,209,935 in 1954). Gross earnings from Hollywood's independent producers in 1955 totaled $635,313, compared to last year's $498,202. In New York, feature film work earned musicians $114,052 last year compared to the previous year's $132,137.

From the phonograph record industry, musicians gained $3,076,000 in wages to sidemen, who were paid $3,093,000 in the previous year, and $752,272 to leaders (paid $658.337 in 1954). These earnings, it was explained, do not include royalties paid directly to leaders but are based on flat union scale.

Meanwhile, strife-torn Local 47 will ask its 15,000 members June 25 to approve a boost in dues. The union's auditors told the board last week that a financial crisis has resulted from expenses incurred in the fight against Mr. Petrillo. G. R. (Bob) Hennon, Local 47's financial secretary, said the board will ask members to approve an increase in dues from $2.50 to $3.75 per quarter with tax on earnings increased from 1½% to 2%.

AFTRA National Board Plans To Investigate 'Secret Group'

THE New York local of the American Federation of Television and Radio Artists, which has had internal rumbling over the past few years largely over the issue of so-called "blacklisting," was faced with another membership controversy last week when AFTRA's national board announced it would investigate charges made by 24 local members that "a secret inner group" has been conducting local union business at secret caucus meetings.

Though the national board did not disclose whether the alleged meetings were concerned with "blacklisting" or give any indication of the subjects discussed, B•T learned from a source outside the union that the 24 members who brought charges claimed that radio and television producers had attended the secret caucus meetings, and the question of work agreements reportedly had been discussed.

The national board named a special committee to look into the charges made by the 24 members. The committee has been directed to seek information regarding the alleged caucus meetings from members and officials of the board and report its finding to the national board, which will decide whether formal charges are to be brought against the local or any of its members or officers.

A statement from the national board noted "with strong disapproval" that "certain members and representatives of the New York local, speaking in their official capacities, have been making public statements in the press which have been interpreted as statements of national policy. . . ." It pointed out that such public statements are contrary to a national AFTRA by-law which states that " . . . in no event shall any local take any action which in the opinion of the national board is injurious to any local or detrimental to the interests of the association."

The special committee consists of Travis Johnson, chairman, and Al Hodge, Vicki Viola, Jack Costello and Rae MacGregor.

What Makes Columbus A Market?



Panoramic view of greater Columbus*

Last year, in Columbus, Ohio, 551,000 people spent 146 billion dollars on food alone.

Each week, 7 major Columbus shopping centers serve over a million consumers, and . . .

Each day, the influence of WBNS-TV's commercials is reflected in the sales volume of 3,774 food, drug and variety stores.

WBNS-TV Coverage Facts

Total population 1,872,900

Total families 556,000

Total TV homes 500,400

WBNS-TV is 1st choice with advertisers and viewers in mid-Ohio, where both market and WBNS-TV are too important to overlook.

* Photo courtesy of Lockbourne Air Force Base, Strategic Air Command, Columbus, O.

Number 1 in "Columbus Market" series.

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REPRESENTED BY BLAIR TV

NARTB BOARDS MEET IN D. C. THIS WEEK; RADIO, TV CODE REVISIONS ON AGENDA

Schedule is for Tv Board session Wednesday, Radio Board Thursday and combined meeting Friday. Amendments to industry's voluntary codes scheduled for consideration as over-commercialization charges continue to be heard from all sides.

CHANGES in both the Tv Code and Radio Standards of Practice will come before the NARTB combined boards starting Wednesday when their directors meet in Washington for the semi-annual session.

With charges of over-commercialization heard from all sides, the boards will consider amendments to the industry's voluntary codes. These changes are designed to promote adherence by radio and tv stations and networks and to clear up confusion.

The Tv Board will take up two amendments submitted by the NARTB Tv Code Review Board. The first would modify the tv code to admit tv film producers and distributors as affiliate subscribers, greatly broadening the code's impact on programming at the source. A second amendment is designed to clarify the language covering back-to-back announcements at stations breaks so it conforms to the prevailing industry practice of using commercial identification spots between announcements.

At its recent meeting the Tv Code Board announced it was advising several code subscribers disciplinary action is pending because of operating practices that do not conform to the code [B•T, June 11]. The code group issued interpretative rulings covering pitch programming, virtually banning this type of advertising, and combination or piggy-back announcements.

New Code Rulings

New code board rulings adopted a fortnight ago, include a finding that the language covering advertising "acceptability" (Par. 1f), dealing with personal products not usually acceptable topics in mixed social groups, should be applied to products covering hemorrhoid treatment and those used in connection with feminine hygiene. The board also held that commentaries and film excerpts from theatrical releases may constitute "advertising copy" and in such cases should be counted against the allowance for advertising copy. G. Richard Shafto, WIS-TV Columbia, S. C., will report for the tv code group.

To promote adherence to the Radio Standards of Practice, the Radio Board will take up suggested identification techniques for broadcasters. These would include visual symbols for use in station promotion, printed material and advertising. Also being considered are proposed aural identificatons for use on the air. Walter E. Wagstaff, KIDO Boise, Iowa, will report for the standards committee.

The semi-annual meetings open Tuesday morning with an indoctrination program for new board members elected at the am balloting in the winter and the tv elections held during the April industry convention in Chicago. The finance committee meets Tuesday afternoon and the by-laws group Wednesday afternoon.

The Tv Board convenes Wednesday morning at the Mayflower Hotel. Radio directors meet Thursday and the combined boards assemble Friday. The Radio and Tv Boards each will elect a chairman and vice chairman.

Topics on the tv agenda include membership, FCC petitions, community antennas, AT&T tariffs, tv circulation project, plans for Television Week (Sept. 23-29) and a discussion of the industry convention and regional meetings.

Facing the Radio Board are such subjects as the FCC petition for extension of remote control to all radio stations, an evaluation of radio circulation techniques, membership and convention-regional meeting discussion.

Directors will act on a petition for a new election on a by-laws change that removes the four at-large classifications (large, medium, small and fm stations) from the Radio Board. More than enough signatures for the new vote have been submitted, petitioners contending many members who voted to eliminate the eight at-large directors were not fully apprised of the facts. Gilmore Nunn, WLAP Lexington, Ky., will report on international affairs as delegate to the Inter-American Assn. of Broadcasters.

The combined boards at their Friday meeting will take up administrative problems such as group insurance for member stations, freedom of information, plans for the 10th annual Voice of Democracy contest, state association reports and employe relations topics.

Directors joining the board as a result of the recent elections are: Radio Board—Robert B. Hanna, WGY Schenectady; Edward F. Baughn, WPAG Ann Arbor, Mich.; Ben Sanders, KICD Spencer, Ia.; Robert L. Pratt, KGGF Coffeyville, Kan.; Robert O. Reynolds, KMPC Los Angeles; William C. Grove, KFBC, Cheyenne, Wyo., and Merrill Lindsay, WSOY-FM Decatur, Ill. Tv Board—John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co.; Howard Lane, KOIN-TV Portland, Ore.; Harold P. See, KRON-TV San Francisco; James D. Russell, KKTV (TV) Colorado Springs.

David Wilson, KPLC Lake Charles, La., new radio director who has been recovering from illness, and John B. Poor, MBS, are not expected to attend.

Virginia Assn. Names Pryor New President

EMERSON J. PRYOR, WDAN Danville, was elected president of Virginia Assn. of Broadcasters Wednesday at the opening of the association's two-day meeting, held at Williamsburg. He succeeds John L. Cole Jr., WHLF South Boston.

Other officers elected were Carl L. Lindberg, WPIK Alexandria, vice president, and Milton B. Henson, WREL Lexington, secretary-treasurer. Board members are Charles P. Blackley, WTON Staunton; Thomas P. Chisman, WVEC Hampton; Earl M. Key, WKEY Covington; Robert H. Smith, WCYB Bristol, and E. S. Whitlock, WRNL Richmond.



MR. PRYOR

FCC Comr. John C. Doerfer warned broadcasters about over-commercialization, mentioning Washington, D. C., as a city where it is found though most stations are doing a good job. The mere fact that a station renewal was granted, he said, doesn't mean that questions weren't raised during consideration. He said the Commission is searching for criteria, "a floor below which you can't go," in evaluating station service but the problem involves censorship and interpretation of powers granted under the law.

Comr. Doerfer described Sec. 315 (political) of the Communications Act as impractical and said its impact on charges and time have a utility aspect. He contended the mandatory aspects of the rule, requiring equal time, for example, should be struck out and a "rule of reason" substituted. Let's trust the broadcaster and give him a chance to handle political matters according to his public service concepts, he suggested. Then if the privilege is abused, appropriate steps can be taken.

Harold E. Fellows, NARTB president, called for balanced programming and reminded that "broadcasting starts with the audience and not the advertiser." The overall commercial policy should receive the continuing attention of an alert station manager, he said.

Eighty delegates were registered at the meeting. Speakers included Oliver Gramling, AP assistant general manager; Ken Gordon, WFTR Front Royal, retiring VAP secretary-treasurer; Kenneth Brodney, UP foreign correspondent; Calvin T. Lucy, WRVA Richmond, legislative committee chairman. A panel discussion included Mr. Lindberg; Donald G. Heyne, WINA Charlottesville, and Mr. Chisman.

ORGANIZATION PLAN SET FOR AMST MEET

PLANS for formalizing the organization of the new Assn. of Maximum Service Telecasters, formed June 1 in New Orleans [B•T, June 4], will be a major business of the AMST executive committee Thursday when it meets in Washington, D. C. The executive committee, comprising the temporary officers and board members who were elected at the New Orleans meeting to serve until a formal election is held following the establishment of an official permanent form of organization, is expected to decide this week whether the group should legally become an association or a corporation.

The appointment of two committees which will make reports and recommendations to the executive group on Thursday was made last week by Jack Harris, vice president and general manager, KPRC-TV Houston, temporary president of AMST. One is the engineering committee, which has been asked to draft plans for a project that would encompass a nationwide field study of tv station coverage and such other points as improved antennas and receivers, and also to recommend the appointment of an engineer or engineering firm to carry out the overall engineering program of AMST. The other is the legal committee, which will make recommendations for the retention of legal counsel for the new organization.

John H. DeWitt, president, WSM-TV Nashville, is chairman of the engineering committee. Its other members are Thomas Howard, Jefferson Standard Broadcasting Co., Charlotte, N. C.; P. A. (Buddy) Sugg, WKY-TV Oklahoma City; George Storer Jr., Storer Broadcasting Co.; Harold See, KRON-TV San Francisco, and W. C. Wearn, WFBC-TV Greenville, S. C.

Robert D. Swezey, executive vice president and general manager, WDSU-TV New Orleans, is chairman of the AMST legal committee. Other members are Harold Stuart, KVOO-TV



ABOVE: Enlargement from 16-mm frame taken during Hurricane "Carol."

BELOW: Film Editor Harold Wordsman (left), William Cooper (also pictured at right), and Ken Phelps of Du Pont discuss filming of show on 931 High Speed Rapid Reversal Film. About audio Cooper says, "We make single-system pickups on Du Pont Film that sound as good as double-system recordings."

"We shot a hurricane and got a Peabody Award . . . thanks to the speed and latitude of Du Pont 931!"

—says William L. Cooper, Jr., Film Director, WJAR-TV, Providence, Rhode Island

"Our coverage of Hurricane 'Carol' earned the coveted Peabody Award and three other national awards. Our ability to record this tragic event was largely due to the high speed and wide latitude of Du Pont 931 Motion Picture Film," says William L. Cooper, Jr., of WJAR-TV.

"When the hurricane hit, we filmed the disaster in the face of gale-force wind . . . rain and salt water . . . difficult lighting conditions. After every 100 feet of exposure, we'd open our cameras and wipe the water from the inside . . . no question . . . *we were shooting* under impossible conditions, yet the film performed perfectly.

"During the storm, all electricity was out . . . over 5,000 feet of Du Pont Film had to be *hand-developed* and washed in muddy, oil-streaked water. But, even under these primitive photographic conditions, the film turned out exceptionally well . . . the pictures were clear and well defined . . . Du Pont 930 and 931 had far exceeded our greatest expectations! I feel that *no other film* could have taken the punishment and come through with such remarkable results!"

Mr. Cooper continues, "We like the soft tones we get with Du Pont Film which are so necessary for really fine TV reproduction. And these films always give consistently fine results. With rapid reversal Du Pont film, our processing machines can be operated at extreme temperatures, too. Processing and drying of film can be done in about *five minutes* —ready for projection."

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Boston 10, Mass. . . . . 140 Federal Street
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Dallas 7, Texas . . . . . 1628 Oak Lawn Avenue
Los Angeles 38, Calif. . . 7051 Santa Monica Blvd.
New York 11, N. Y. . . . . 248 West 18th Street
Wynnewood, Pa. . . . . 308 East Lancaster Avenue
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BETTER THINGS FOR BETTER LIVING
. . . *THROUGH CHEMISTRY*

DU PONT MOTION PICTURE FILM

Tulsa, and George W. Norton Jr., WAVE-TV Louisville.

In addition to organizational, engineering and legal affairs, the executive committee will also consider plans for a membership drive. As decided at the New Orleans meeting, at which some 65 tv stations were represented, AMST membership is open to any station, uhf or vhf, "rendering maximum service by operating at the maximum effective radiated power permitted for such station by the rules and regulations of the FCC."

The objective of AMST, as set forth by the New Orleans assembly, is "to assist the appropriate government authorities and the industry in assuring the maximum television service for the people of the United States, and to follow the intent of Congress in the Communications Act of 1934 as amended." In the pursuance of this goal, AMST also adopted the requirement that "each member must operate in the best interest of the people (urban and rural) in its total service area."

Dues were set by the New Orleans meeting at the highest quarter-hour rate of each member station, payable twice yearly. Belief was expressed that these dues, amounting perhaps to $35,000-$45,000, would finance regular AMST operating expenses, with other projects such as the proposed engineering field study, being underwritten by special assessments on the AMST membership.

TELECASTERS 'WARNED' ABOUT PROPERTY RIGHTS

NARTB Television Vice President Brown, speaking at National Community Television Assn. convention, says if video executives 'sleep' on these rights they may lose them.

SPECTRE of a law suit to enforce the property rights telecasters have in their programs and their signals was raised last week by Thad H. Brown, NARTB television vice president, in a speech to more than 400 representatives of community television systems.

Mr. Brown's remarks were made at the opening session of the National Community Television Assn. convention in Pittsburgh's William Penn Hotel June 12-14. Antenna operators also heard Burton Hanft, Screen Gems director of business affairs, and Harold Cowgill, Common Carrier chief, FCC.

Telecasters have property rights in their signal and in their programs, Mr. Brown declared. If telecasters "sleep" on these rights, they may lose them, he said. Unless community tv operators acknowledge this, Mr. Brown warned, the courts must decide.

"It comes right down to this," Mr. Brown declared. "The bone of contention, in a word, is the matter of property rights and your use without a fare-you-well for personal gain of that which the telecasters conceive to be their absolute property right. It relates not only to the right but to the premise and the manner in which the most of you have gone about effecting your operations and asserting your position . . ."

Mr. Brown declared he did not doubt that telecasters would approve the pickup and distribution of their signal and programs without charge. He also foresaw the day when "valleys" would be served by off-the-air satellites, boosters and translators.

Mr. Hanft, making much the same legal argument, indicated that film distributors would expect payment for the use of their product on community tv systems.

Mr. Cowgill discussed the three major questions under consideration by the FCC regarding community tv systems: (a) interference to broadcasters and other services from cable company equipment, (b) relationship of antenna systems to television from an allocation viewpoint, and (c) whether community tv systems are engaged in common carrier operation.

Rebuttal to these points was made by E. Stratford Smith, NCTA executive secretary and general counsel. Essence of Mr. Smith's remarks was that there was no infringement on property rights because antenna systems were furnishing a service, not selling programs. The public is entitled to receive telecasts, Mr. Smith emphasized, and community tv systems furnish the service that brings these signals to the viewer. It does nothing that the viewer could not do for himself if he wanted to spend the money, he averred.

The NCTA members elected Bill Daniels, Casper, Wyo., cable company operator, president succeeding Martin F. Malarkey Jr., Pottsville, Pa., multiple community tv operator. Other new officers: George Barco, Meadville, Pa., vice president; A. L. Malin, Laconia, N. H., secretary; Randolph Tucker, Stamford, Conn., treasurer. Elected to the board of directors were the following new members: Lloyd Calhoun, Hobbs, N. M.; Larry Boggs, Ardmore, Okla.; Clive Runnels, Williamsport, Pa.; Bruce Merrill, Phoenix, Ariz.; Ralph Shepler, Elkins, W. Va. Mr. Malarkey was also named to the 23-man board.

Election of New Directors Announced by NAFBRAT

ELECTION of two new directors and 12 incumbent directors is being announced today (Monday) by the National Assn. for Better Radio & Television, Los Angeles.

New directors elected to the board for a three-year term are Morton Edwards, editor of *Two to Five World News,* a publication designed for parents with children of from two to five years old, and John D. Henderson, librarian of the Los Angeles County Public Library.

Incumbent directors: Mrs. A. Stanley Adams, Kappa Gamma Pi; Dr. Richard Atkinson, author; Benedict Cottone, former FCC general counsel; Mrs. Clara S. Logan, founder member and current president of the association; Mrs. Ellwood J. Munger, California Federation of Women's Clubs; Dr. John Schwarzwalder, manager of KUHT, University of Houston; Gilbert Seldes, radio-tv critic; Robert Lewis Shayon, radio-tv editor; Dr. Charles Siepmann, chairman of Communications Dept. of New York University; Dr. Dallas Smythe, research professor of communications, University of Illinois; Jerome Spingarn, lawyer; Dr. Norman Woelfel, director of teaching aids laboratory at Ohio State University.

NAFBRAT is a non-profit corporation, founded in 1949 and dedicated to the advancement of specific listener-viewer interests in radio and tv.

Ford Foundation Fund Plans Twenty Creative Study Grants

APPLICATIONS are being accepted by The Fund for Adult Education, established by the Ford Foundation, for 20 study grants exclusively for creative persons in mass communications. Individuals—writers, editors, producers or directors in the press, magazines or educational films as well as mass communications faculty members—will be selected for their work and their promise in order to engage in the study or training of their own choosing. Purpose of the grants, the amount depending on the program, "is to broaden and better the contribution of the media to liberal adult education," according to C. Scott Fletcher, president of the fund, who announced the opening of the Leadership Training Awards Program in the Mass Media for 1957-58, the first of its kind. Deadline for receipt of applications — obtainable from Leadership Training Awards (Mass Media), The Fund for Adult Education, 320 Westchester Ave., White Plains, N. Y.—is Oct. 31.

TV UNIQUE MEDIUM, HEBREW GROUP TOLD

Limitations of medium as well as specialized demands stressed by ABC's John Daly, other speakers at fourth annual Rabbinical Television Workshop.

TELEVISION is a unique medium with limitations as well as specialized demands, the fourth annual Rabbinical Television Workshop, meeting last week at ABC-TV's New York studios, was told. The conference was sponsored jointly by the New York Board of Rabbis and the New York Chapter of the American Jewish Committee.

Network speakers and leading clergymen in the religious tv field took part in the program which, in general, made these points, among others:

- The clergyman who uses tv to reach the people has an audience whose time and attention are being sought by other video programs. With this in mind, the clergyman must speak directly to the people and about their problems.
- In educating divinity students, seminaries should include courses in religious tv.

Both John Daly, ABC's vice president in charge of news, special events, sports and public affairs, and the Very Rev. James A. Pike, dean of the Cathedral of St. John the Divine, emphasized the need for instruction at the student level. As explained by Mr. Daly, a "crash course" for divinity students in all denominations would help those entering the clergy to be equipped to transmit religious concepts successfully to the unseen tv audience.

Need For Good Programing

Mr. Daly also asserted that religious programming must meet the high standards of a very competitive medium in order to obtain a place on the program schedule and then attract and hold its audience "which is certainly more discriminating and demanding than the general audience."

Speakers at the workshop, attended by 35 rabbinical leaders, noted that an effective pulpit speaker is not necessarily effective before the tv camera. Dean Pike, who has his own tv show, noted that some of the most distinguished people "turn out to be lemons on tv," explaining that some excellent speakers freeze up or change in personality when before the television audience.

All of the speakers—clerical or secular—held to the preaching of religion on tv in a personal manner, through conversation to the family and on the personal problem level, or, as suggested by Fred W. Friendly, co-producer of CBS-TV's *See It Now,* through the documentary technique. Mr. Friendly and Robert Weitman, CBS vice president in charge of program

development, urged clergymen to get away from the studio and dramatize their messages.

Mr. Weitman forwarded ideas of visiting army camps or the "hinterland" where one could illustrate a point with actual persons rather than with actors. Mr. Friendly thought the religious tv producer should take his camera out into the world and thus interpret today's problems and events in religious terms, by perhaps visiting hospitals or the race track to illustrate certain moral values.

Stockton Helffrich, NBC's continuity acceptance director, was a luncheon speaker. He told the religious leaders that his department often makes a contribution on the "positive" side rather than only the negative (via script censorship) by pointing out wherever possible how ideas can be substituted to enrich the program. In addition to discussing the network program, Mr. Helffrich also commented on his department's chores on commercials and various phases of the work such as its policy on references or treatment of minority groups.

Actual practical techniques were discussed by a network panel made up of Wiley Hance, ABC manager of public affairs; Dr. George Crothers, CBS director of religious tv, and Doris Ann, NBC's supervisor of religious tv. George Hamilton Combs, ABC news commentator, was the panel moderator.

Other participants included Rabbi Harold H. Gordon, executive vice president of the New York Board of Rabbis and Rabbi David I. Golovensky, vice president of the board, who presided over the two-day session.

Discussed was a proposed ABC-N. Y. Board of Rabbis "tv manual" for use of rabbinical students, and for religious leaders who wish a better acquaintanceship with television.

AAW AD-ORAMA SESSION WILL HEAR MRS. PRIEST

Strouse will deliver keynote address to 53rd annual convention of advertisers, meeting in Los Angeles June 24-28.

ONE THOUSAND delegates are expected to attend the 53rd annual convention (Ad-Orama) of the Advertising Assn. of the West, convening June 24-28 in Los Angeles' Statler Hotel.

Ivy Baker Priest, Treasurer of the U. S., will be the principal speaker at the first luncheon session June 25. Mrs. Priest will speak on "The Government's Official View of Advertising in Today's Economy." Norman Strouse, president of J. Walter Thompson Co., New York, will deliver the convention keynote address.

John Kemp, AAW president, will preside at the beginning session. Opening-session speakers, in addition to Mr. Strouse, include Nelson Carter, president, Advertising Club of Los Angeles, and Robert Sample, general chairman of the Ad-Orama convention committee.

Convention Program Chairman Russell Z. Eller, advertising director of Sunkist Growers, announced that the convention program includes, besides the various speakers, a fashion show, an "Ad-Orama Pageant" and a speaking contest in which seven young men and women will compete for the N. W. Ayers award on the subject, "What is Advertising's Obligation?"

The delegates will be conducted on a tour of CBS Television City June 26, with Howard S. Meighan, CBS vice president in charge of the western division, as host.

Other principal speakers scheduled for the convention:

Dr. Robert Feemster, chairman of the executive committee, *Wall Street Journal*, New York; J. V. K. Harger, advertising manager of the Cutter Laboratories, Berkeley, Calif., on "Our Big Emergency;" William G. Werner, director of public and legal services, Proctor & Gamble, on "Four Guideposts in Advertising;" George P. Hitchings, chief economist of the Ford Motor Co., on "What's Ahead for Business;" John Karol, vice president, CBS; Don Belding, chairman of the executive committee, Foote, Cone & Belding, New York, on "You Shout So Loud I Can't Hear You;" Dore Schary. vice president and production manager, MGM; Hal Stebbins, president of Hal Stebbins Inc., Los Angeles; Henry Mayers, president The Mayers Co., Los Angeles, and the final address of the convention will be by Earl J. Glade, former mayor of Salt Lake City and advertising veteran in the Rocky Mountain region.

TvB Schedules Showings

THREE major showings of Television Bureau of Advertising's overall tv presentation for advertisers and agencies were scheduled last week by TvB's Oliver Treyz, president. First showing is slated for the Sheraton-Cadillac Hotel in Detroit on June 28. The other two will be held July 10 at the Cocoanut Grove, Hollywood, and on July 12 in the Gold Room of the Fairmont Hotel in San Francisco. The presentation, with only some modification, will be the same that was made at NARTB's convention in Chicago and last month at the Waldorf-Astoria in New York [B•T, May 28]. Mr. Treyz and Gene Accas, TvB's director of operations, will conduct the showings.

again WFBC-TV Swamps Competition in Carolina 5-County* Pulse Survey

LATEST AREA PULSE SURVEY OF TELEVISION AUDIENCE
(5 Counties) SHARE OF TELEVISION AUDIENCE

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Other Stations
SUNDAY						
12 Noon-6:00 P.M.	35.7%	48%	24%	15%	8%	4%
6:00 P.M.-Midnight	51.3%	55%	23%	16%	2%	4%
MON. THRU FRI.						
7:00 A.M.-12:00 Noon	13.2%	64%	36%	0%	0%	0%
12:00 Noon-6:00 P.M.	25.5%	61%	21%	15%	3%	0%
6:00 P.M.-Midnight	46.0%	56%	18%	17%	3%	6%
SATURDAY						
10:00-12:00 Noon	32.5%	70%	30%	0%	0%	0%
12:00 Noon-6:00 P.M.	27.3%	51%	31%	12%	2%	4%
6:00 P.M.-Midnight	54.6%	58%	16%	15%	6%	5%

*The five counties are Greenville, Anderson, Greenwood, and Spartanburg, S. C., and Buncombe (Asheville), N. C. . . . counties with Population of 611,400; Incomes of $787,290,000; and Retail Sales of $549,606,000.

For further information about this PULSE SURVEY and about the total WFBC-TV Market, contact the Station or WEED, our National Representative.



"The Giant of Southern Skies"

NBC NETWORK

WFBC-TV

Channel 4 Greenville, S. C.

Represented Nationally by
WEED TELEVISION CORP.

ALLOCATIONS VERDICT: IT STILL PENDS

FCC defers decision at last week's meeting. Ironing out of several lesser kinks may delay final ukase for several weeks. Indications still point to uhf.

THE FCC had second thoughts on its allocations decision last week—and put off action until another meeting, scheduled for today (Monday).

The reasons for the additional week's mulling were varied. According to informed sources, they included the desire on the part of several commissioners that some of the deintermixture actions be taken concurrently (through show cause orders) with issuance of the general, overall report [B•T, June 11]; the plea by staff members that the Commission set out standards for approving or disapproving deintermixture actions and vhf drop-ins, and also a plea by one commissioner that the Commission in its report indicate what is planned to do with the low band vhf portion of the tv spectrum.

Basic plan of the Commission, according to best sources, is to announce that it believes that the shift of all tv to uhf (or in a major area of the country) sometime in the future is the best solution. It also would indicate, it is understood, that some deintermixture petitions and vhf drop-ins might be acceptable.

Staff was instructed to draw up orders involving deintermixture in such cities as Peoria, Ill.; Springfield, Ill.; Evansville, Ind.; Corpus Christi, Tex.; Hartford, Conn.; New Orleans, La.; Raleigh, N. C.; Madison, Wis.; Miami, Fla., and Spartanburg, S. C.

This is not to say that deintermixture is assured for all these cities. Key reason for setting up these cities, it is understood, is to give the Commission a rundown on standards for deintermixture as they would apply to individual cases.

The meeting last Tuesday also heard FCC General Counsel Warren E. Baker plead with commissioners to hold up issuance of a final report on allocations until it first established criteria for deintermixture and drop-ins. He alluded to the appeals court decision in the Corpus Christi, Evansville and Madison cases, issued two weeks ago [B•T, June 11], which upheld the Commission's judgment on how deintermixture was to be handled. Mr. Baker predicted court trouble unless standards were established.

The court upheld the FCC's right to deny the score or more petitions for deintermixture, which it did last November, on the ground that the uhf-vhf problem was national in scope. It also upheld the FCC's denial of petitions by uhf stations for the Commission to delay issuance of pending vhf cases in prospective deintermixture cities until the allocations proceeding is completed and its refusal to allow these uhf outlets to intervene in the vhf hearings.

Another proposal, by Comr. Robert E. Lee it is understood, was that the Commission should issue some of the pending vhf final decisions, but with the channel undetermined—to be indicated at the conclusion of the allocations proceeding. The legality of this procedure was questioned by staff attorneys, who expressed doubt that this could be considered a grant in the legal sense.

It was Comr. Bartley, it is understood, who recommended that the final report should indicate what would be done with the lower portion of the vhf band if tv were to be moved entirely to uhf.

Thus, although there seems to be not much question regarding the Commission's basic approach to ending the allocations proceeding—along the lines of a full or geographic move of tv to uhf, plus some deintermixture and drop-ins, and the authorization of five million watts maximum power for uhf—the ticklish question of standards for deintermixture and drop-ins is certain to be the nub of today's meeting. Presumably this may extend the completion of the proceeding and issuance of a final report and order for several additional weeks.

Wants Competitive V

HERE's a vhf station preferring that an additional vhf be assigned to its area rather than an additional uhf outlet. The station is ch. 10 KERO-TV Bakersfield, Calif., which last week filed an opposition to a petition by ch. 12 KFRE-TV Fresno, Calif. that an additional uhf channel be assigned to Bakersfield, about 100 miles distant. KFRE-TV filed its rule-making petition last April.

In its opposition, KERO-TV recommended that Fresno be deintermixed (made all uhf) and that a vhf channel be moved to Bakersfield to replace ch. 29 there (now assigned and in use by KBAK-TV). This recommendation is similar to one made in the allocations proceeding by KBAK-TV. KERO-TV also claimed that KFRE-TV was seeking an additional uhf in Bakersfield so that it could win that channel and thus "dominate" the southern end of the San Joaquin Valley. This would economically injure not only the Bakersfield stations, KERO-TV said, but also others in the area.

KFRE-TV is affiliated with CBS. KERO-TV is affiliated with NBC and CBS, and uhf KBAK-TV with ABC.

Court Upholds FCC Grant To KCRA-TV Sacramento

WITH one dissent, the U. S. Court of Appeals in Washington upheld the FCC's April 1955 grant of Sacramento, Calif., ch. 3 to KCRA there. The appeal had been made by unsuccessful applicant Sacramento Broadcasters Inc. (Lincoln Dellar).

The court held that the Commission chose correctly when it voted the ch. 3 facility to KCRA on past broadcast performance. Sacramento Broadcasters claimed that the FCC violated proper standards in arriving at its decision. It petitioned the FCC for a rehearing to examine KCRA's record of promise versus performance, but the FCC denied that request.

The court majority called the case a "trying one." Judge David L. Bazelon, the dissenter, said the Commission should have granted the request for rehearing.

Evansville Plea Denied

FCC last week denied a petition by WGBF Evansville, Ind., for a rehearing on the Commission's June 13 tv grant of ch. 7 Evansville to Evansville Tv Inc. (WTVW [TV]-Rex Schepp). Comrs. Rosel H. Hyde and Robert T. Bartley abstained from voting.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.; Hartford, Conn., ch. 3; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4.

AWAITING ORAL ARGUMENT: 7

Boston, Mass., ch 5; Charlotte, N. C., ch. 9; Orlando, Fla., ch 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13.

AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING 6

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

FCC Begins Its Hearing On W. Va. Tv Grant, Sale

HEARING got underway last Thursday on the two-year-old ch. 12 tv grant in Clarksburg, W. Va., to WBLK that city and the $370,000 sale of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both West Virginia, by News Publishing Co. to WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio).

The ch. 12 grant was made in February 1954 and was protested by Clarksburg Publishing Co. (*Clarksburg Exponent* and *Telegram*). The FCC at first refused to accept the protest on the ground that the newspaper was not a qualified protestant, but the U. S. Court of Appeals in Washington reversed the FCC and ordered it to accept the protest and give the newspaper a full hearing. The newspaper claims the WBLK-TV grant involves concentration of control since WBLK-TV is controlled by News Publishing Co.—which also owns 34% of WTRF-TV Wheeling, W. Va. News Publishing Co. publishes *Wheeling Intelligencer* and *News-Register, Fairmont Times* and *West Virginian, Point Pleasant Register* and *Williamson News*, all West Virginia.

The FCC itself set the sale of the Clarksburg and Parkersburg stations to WSTV interests for hearing on questions of overlap between the tv stations in Clarksburg and Steubenville. Also involved in the transfer case is the position of community antenna systems in Clarksburg and vicinity which have been feeding WSTV-TV signals to its subscribers.

The hearing is being held before FCC Hearing Examiner Elizabeth C. Smith.

Program Imbalance Questioned

THAT old devil program imbalance came up again last week when the FCC majority voted to renew the licenses of KTOK Oklahoma City, Okla., and KTUL and KRMG both Tulsa, Okla. Comr. Robert T. Bartley, however, voted to defer action on all three and Comr. Lee dissented to renewal of KTOK's license. It is understood that Comrs. Bartley and Lee were concerned with alleged program imbalance. A month ago, the Commission renewed the licenses of 17 stations which had been deferred pending investigation of purported lack of agricultural, educational and religious programs [B•T, May 28].

FCC Sets July 13 Hearing On Reno Extension Request

QUESTIONS of ownership and financial misrepresentation of KAKJ (TV) Reno, Nev., were raised by the FCC last week. The Commission ordered a July 13 hearing on KAKJ's application for additional time to construct its proposed ch. 4 facility. The FCC said that it had obtained information that Robert C. Fish is not the sole stockholder in the applicant as was reported to the Commission, and that a syndicate was formed for the purpose of obtaining the KAKJ construction permit and other broadcast interests. The Commission alleged that one George H. Bowles is the principal figure behind KAKJ, and that there are other syndicate members. KAKJ received its grant in April 1955.

Pittsburgh, Spartanburg Erie Appeals Considered

APPEALS from FCC decisions in two television and one radio case were heard last week by the U. S. Court of Appeals in Washington. The tv cases involved the grant of ch. 11 Pittsburgh, Pa., to WWSW Inc. (WIIC [TV]) and the ch. 7 WSPA-TV Spartanburg transmitter move from Hogback Mt. to Paris Mt. The am case involved a facilities change for WJET Erie, Pa., from 1570 kc daytime to 1400 kc unlimited with 250 w power.

The Pittsburgh appeal was made by ch. 16 WENS (TV) there, after the FCC refused to accept its application for the vhf facility. This occurred when WWSW and WJAS, both Pittsburgh, merged their competing applications for the vhf channel. The Commission also refused to entertain a protest by WENS against the grant on the ground that the grant was made after a hearing, whereas protests only could be filed against grants made without a hearing. Involved in a hearing before the FCC is a rehearing on the grant, in which WENS allegations of ownership changes and premature construction are among the issues.

Appealing in the Spartanburg case were uhf stations WGVL (TV) Greenville and WAIM-TV Anderson, both South Carolina, which claim they did not receive a fair hearing on their protest against the ch. 7 move. The protest hearing came as a result of a court order earlier this year, following almost a year and a half of litigation.

Questions regarding the FCC's criterion of need for a new service were involved in the Erie am case, where WBNY Buffalo, N. Y., claims that the FCC's grant to WJET to change frequencies was made without this consideration. WBNY, which also operates on 1400 kc, maintains that it will lose coverage because of the WJET switch.

Validity of Economic Injury Question Argued Before FCC

THE legal authority of the FCC to deny broadcast applications on grounds of economic injury was argued before the Commission last week, following briefs submitted on the questions involved [B•T, June 11]. Briefs and oral argument were called by FCC in order to clear up the legal and policy questions of the economic injury protests [B•T, May 21].

Oral argument last week was on a protest by WBAC Cleveland, Tenn. (Robert Rounsaville), against a new grant there to WCLE. WBAC charged that Cleveland couldn't support another station. A similar oral argument also was scheduled to be held the same day in the Harlan, Ky., "economic injury" case (WHLN protesting against a grant of WKYV), but WKYV withdrew its application.

WBAC said the FCC must consider the economics of a market when making a grant. The Commission has the legal authority and should exercise it in denying applications when conclusive evidence exists that a grant would cause one or both stations to fail, WBAC said. The opposite view was expressed by the FCC's Broadcast Bureau and WCLE. Edward Kenehan, arguing for the Broadcast Bureau, said that if the FCC were to deny grants on economic grounds, the Commission would be engaging in public utility type regulation.

Appeals Court Reverses FCC

U. S. Court of Appeals reversed the FCC last week by ordering the Commission to permit WNHC New Haven, Conn., to intervene in a hearing on the request of WAVZ New Haven to change from 1 kw daytime on 1260 kc to 1 kw unlimited. The FCC granted the WAVZ request last November and denied a petition to intervene by WNHC (250 w on 1340 kc), stating the complaint was conjectural and speculative. The court's decision was unanimous.

ATAS to Hear Magnuson

CHAIRMAN WARREN G. MAGNUSON (D-Wash.) of the Senate Interstate & Foreign Commerce Committee is slated to speak at the June 26 luncheon of the New York Chapter of the Academy of Television Arts & Sciences, to be held at the Harvard Club in New York. An open forum will follow the talk, according to Faye Emerson and Henry S. White, co-chairmen of the activities committee.



Merrill Langfitt

Farm News is **THE**

Big News *Right now!*

KMA Has Two Full-Time Experts on the Midwest Farm Beat!



Jack Gowing

KMA's two full-time farm directors, Merrill Langfitt, and Jack Gowing, are Ag College graduates and both were born on Iowa farms. They know what farmers need to know in these news-making days. PULSE, Inc. found in their survey last November that 46.7 per cent of the farm families in KMA's area prefer KMA for farm programs (second station, a 50,000 watter, had 21.3 per cent preference).

These two voices of the Midwest farmer travel more than 75,000 miles each year in KMAland, by plane, train and station wagon to make certain Corn Country farmers get the info they want . . . and you get the big, loyal audiences you want.

In this five-state heartland of the Farm Empire, the average time spent in programming for farm shows on 18 leading radio stations was 8½ hours per week. KMA, of course, was the leading station, with 22 hours of farm programming each week, serving the farmers best in the richest farm market in the nation.

Langfitt and Gowing each have a half-hour show; they combine to produce a 15-minute show each day; and each has a market show (which also scoops the rest of the radio coverage in the area).

Farmers now more than ever before are depending on the two most popular personalities in electronic journalism now covering the Midwest farm beat. If farmers are your best prospects—here is your opportunity to cash in a large, loyal audience.

SEE YOUR PETRY MAN OR CONTACT KMA FOR MORE DETAILS

Bigger Than The 13th Market

"THE HEARTBEAT OF THE CORN COUNTRY"

KMA 5000 WATTS · 960 KC

SHENANDOAH, IOWA

Represented by Edward Petry & Co., Inc.

"Serving the Midwest since 1925"

NETWORK PROBE—(Continues from page 31)

tional circulation, with the overlap credited to the regular affiliate.

Dr. Stanton felt there is a need in the "extremely young" tv industry for reliable facts for coverage purposes. When this information is accumulated, overlap will be resolved quickly since it then will be known which station is regularly tuned in by an individual viewer or area.

To Dr. Stanton's denial that networks exercise an "arbitrary and capricious power" over what the public sees on television, Sen. Bricker asked: "Could they?"

"They might once, but they'd never do it again," Dr. Stanton replied.

The CBS president told Sen. Magnuson that achievement of an all-channel set would be a "great help" in intermixed markets, but would cause viewers in vhf-only areas to pay more for their sets.

Asked if the advent of color might help uhf, Dr. Stanton said that if all-channel tuning is required on color sets it might hold up the coming of color tv. He described RCA's under-$500 color set as a "near miracle, for which I have great respect. I don't think there's much margin (profit) and some will say there's no margin."

He felt exemption of the 10% federal excise tax on all-channel color sets will "go a long way toward" development of uhf, but that a "curious thing in set manufacturing is now working against uhf." This, he said, is the difficulty in selling black and white console receivers retailing at high prices. For a little more, he said, the customer can buy a color set with vhf-only tuning.

Sen. Bricker threw a left-handed compliment to Dr. Stanton on his presentation: " . . . as good a job as could be done."

In Dr. Stanton's Wednesday testimony, he was asked by Mr. Cox if the networks, in producing their own programs, do not have an advantage over the independent producer in that they can afford to take a loss in the production itself, but gain the loss back in the sale of the program on the network.

Dr. Stanton replied that an independent does not have to make his profit on a one-time showing of the program on a network or other station lineup. After the first run, he can sell reruns and realize other returns from such things as foreign rights and theatrical exhibition, the CBS president said.

Asked his opinion of bills in the House and Senate to restrict multiple ownership of tv stations to a number which would cover not more than 25% of the U. S. population, Dr. Stanton said such a bill ought to have provisions for preventing undue concentration of multiple-owned outlets in the same geographical area. If the bill had such a geographical provision, CBS could "live with it very well," he added.

He acknowledged that CBS-owned tv stations cover about 20% of the U. S. population. Asked whether there is not a "built-in" or "quasi" monopoly because of shortages of frequencies, Dr. Stanton said that while there is "a lot of open time, there certainly is a shortage (of frequencies). I wouldn't deny that." But he said he felt the shortage is only temporary and that it is up to the FCC to change this situation.

Dr. Stanton declared CBS-TV has plenty of competition, not only from networks and other media, but also in the CBS organization itself, where members of the staff are constantly trying to improve on present programs.

Bruce Bromley, of the law firm of Cravath, Swaine & Moore, CBS attorneys, New York, made a brief statement on time option and must buy practices. A network, he said, is not in business to offer all sorts or kinds of advertising facilities. It is offering a network—a minimum of stations to cover the whole country. He said he felt this to be a "reasonable restraint." Mr. Bromley said he was confident option time and must-buy policies "will be sustained here."

Mr. Bromley, under questioning from Mr. Cox, said there is no analogy between the network practices and the Griffith motion picture exhibition case. "Even you wouldn't suggest there's a conspiracy," he said. Neither are there any tie-ins, as in the movie case, he added.

Dr. Stanton, asked by Sen. Potter whether CBS encounters any trouble from the advertiser when the network wants to take a "stinker" program off the air, said the sponsor is just as concerned about falling circulation as is the network.

Dr. Stanton said that if a station decides not to clear a CBS-TV program, the network can invoke option time provisions in its affiliation contract, but that the network has not tried to enforce these provisions because "we try to live with" the affiliates.

If option time were prohibited, he said, the operation of networks would be destroyed. A network wouldn't fall apart at once, but would gradually break up by a process of erosion, he continued.

Referring to CBS' painstaking preparation of documents to back its testimony, Dr. Stanton said he didn't object to congressional hearings and would be willing to testify "until the cows come home." CBS, he said, wants Congress to know the facts, but know them "in the round, not in bits and pieces."

SARNOFF QUESTIONED

Mr. Sarnoff, in his testimony Thursday morning, told senators in answer to questioning that NBC-owned tv stations reach some 27% of all U. S. tv sets and said he would furnish to the committee the percentage of audience covered by NBC-owned tv outlets, compared to coverage of the network's affiliates.

Discussing programming, Mr. Sarnoff told Sen. Bricker and Mr. Cox that while the network does not consult with all affiliates regarding planned network programs, these plans are brought up at meetings of the network executives and the NBC Affiliates Advisory Board representing all affiliates. Here, he said, NBC gets "general reaction" as to affiliate programming needs.

The NBC president said it was "not true" that the network began its spectaculars to offset threats of pay television or keener competition from independent producers as against NBC-produced programs. Frankly, he said, the spectacular-type shows were begun to bolster the NBC schedule and to introduce new things such as color tv. He felt, also, that the spectaculars are "here to stay."

Mr. Sarnoff admitted some advertisers and agencies were not happy at having regular shows interrupted once every four weeks by spectacular-type shows, but that many now are asking for participation on the spectaculars and willingly buying regular shows for the three remaining weeks. He told Sen. Bricker that affiliates' reactions had been "most enthusiastic" to the new formats, and that most affiliates were glad to carry these shows, citing the 67 million tv audience reached by the first "Peter Pan" telecast.

The NBC chief said none of the spectaculars extend into non-option time (past 10:30 p.m.) and that if they or other programs did, the network would not try to force the affiliate to clear them.

Affiliates, he said, have the right under their contracts to reject an option-time program if in the station's opinion it is (1) "unsatisfactory or unsuitable," (2) contrary to the public interest, (3) if the outlet wishes to substitute another program of local or national interest or (4) if the station is committed to use a program from another network.

He told Mr. Cox the network has a legal right under option clauses to require a station to use a given program but doesn't invoke this right "in practice," although, he said, "we seek to convince him" to use the NBC program.

NBC, Mr. Sarnoff said, never has refused to renew an affiliation because of a station's refusal to clear a network program.

Mr. Cox asked about NBC's position in the WTVR (TV) Richmond, Va., case, and testimony before the Senate committee by Wilbur Havens, WTVR president [B•T, May 21]. Mr. Havens testified that NBC refused to renew its affiliation with WTVR in 1955 because the station rejected some NBC programs and called for higher rates from the network because of claimed increased coverage.

The NBC president replied that Mr. Havens was "a difficult man to do business with." A basic issue, Mr. Sarnoff said, was Mr. Havens' claims for WTVR coverage, which, he said, would have "eliminated" areas where NBC had coverage by other outlets. Mr. Sarnoff said he had "been told" that Mr. Havens' coverage claims exceeded the "population of Virginia."

Mr. Sarnoff admitted that associates at NBC had advised that WTVR's rate should be raised, but didn't recall the exact circumstances. He had "no particular knowledge," he said, of a report that WTVR's network rate ($625) and its national spot rate ($875) had the largest "spread" of any tv station in the country.

"The difficulty," Mr. Sarnoff said, "was in

ONLOOKER



INTERESTED SPECTATOR at Capitol Hill appearances of network presidents was Dean Roscoe L. Barrow, U. of Cincinnati Law School. Dean Barrow heads the FCC's 12-man network study staff which was established last fall with an $80,000 Congressional appropriation. This year Congress has included $141,000 for continuance of the study until June 30, 1957.

what he (Mr. Havens) thought and what we thought." One must think of the "realities of business," he added, continuing that Mr. Havens "though he had more (circulation) than we thought." this he said "is not unique" is business.

The NBC president told Sen. Bricker that if a station consistently refused to take a certain program, NBC would try to persuade the station otherwise, but that if the station wasn't convinced, "that would be the end of the matter."

NBC, he said, had never cancelled or declined to renew an affiliation because of an affiliate's refusal to renew a program, but had done so for other reasons, such as a new station coming into the market, new management and other factors. As for the WTVR cancellatiton "coinciding" with affiliation with the new WXEX-TV Petersburgh-Richmond, NBC ended the affiliation at the end of the contract period, he said.

Mr. Sarnoff admitted that NBC has cancelled affiliations with uhf stations when new vhfs became available in a market, saying advertisers usually want the vhf coverage.

Opening Thursday afternoon testimony on NBC's production of programs, Mr. Sarnoff said that without considering time sales, NBC underwent an $8.6 million loss in 1955. He added that one reason some programs cost NBC more than advertisers paid for them was the network's own "underestimate of the budget" for many shows. He said NBC does make a profit on production of "some" programs, however, and that it is "possible in some instances" that the network has made a profit from buying a program from an independent producer and reselling it to an advertiser.

Rate Fixing Not Unilateral

On network rates to statitons, he said, the network decides these by its own coverage measurements and other factors.

This rate-fixing, he continued, is not "unilateral," because the station can withdraw its affiliation.

Mr. Sarnoff told Mr. Cox that the network pays for AT&T interconnections for some stations and other stations pay for their own hookups.

Mr. Cox said there is some feeling that NBC contracts with affiliates intimate that the traditional first five hours which a station gives a network free serves to repay the network in part for bearing the costs of interconnections and other considerations. However, no corresponding reduction is made in these free hours when a station pays its own interconnection costs, Mr. Cox said.

Asked at this point whether he would object if affiliation agreements filed with the FCC were opened to public records, Mr. Sarnoff answered, "Yes, they are private agreements."

Asked if he thought all stations should get equal treatment, he answered that "all stations and markets are different," indicating, obviously, that these differences should be considered in drawing up individual contracts.

Sen. Magnuson said the FCC had assured the Senate committee that the FCC Network Study Group's findings on this subject would be made available to the Senate committee.

Regarding the baring of affiliation contracts to the public, Mr. Sarnoff said this would put the government in business of deciding on private matters.

Asked by Mr. Cox if the FCC—without radically altering its Chain Broadcasting Regulations—could not alter option time provisions without changing the overall purpose of the regulations, Mr. Sarnoff said that would depend on "how it's done."

Mr. Cox, noted that the FCC regulations, when first adopted prohibited option time, but then were modified to permit three hours daily. Arguments by networks at that time that this time restriction would break up networks were "not too well grounded," he added.

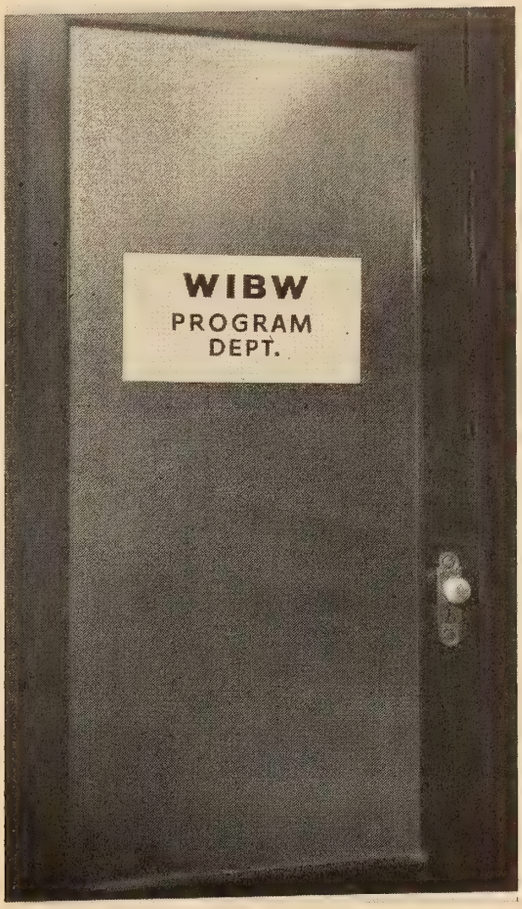
The NBC president replied that circumstances have changed since that time, and that arguments made then have no merit in today's situation, that there is a difference in the size of the business and the importance of the medium and that tv is different from radio. Mr. Cox said he could see no essential difference except that the signal is put out by different means.

Returning to option time, Mr. Cox asked if affiliation cancellation is not the "ultimate" instrument the network uses in requiring an affiliate to clear its programs, rather than invocation of the option time clause.

Mr. Sarnoff said that this is not necessarily so, but "it could happen." He knew of no specific case, however, he told Sen. Magnuson.

Asked by Mr. Cox whether NBC—as long as affiliates do have some legal grounds for refusing a program in option time—can sell an advertiser an absolute number of stations, Mr. Sarnoff said the network can be fairly sure it will clear the requisite number of stations, based on experience and other factors. This is somewhat more difficult in non-option time, he added.

Mr. Sarnoff was questioned by Sen. Magnuson on whether an individual or firm can buy time for non-advertising purposes; i.e., for



Through This Door Comes New Selling Power for You!

For 30 years WIBW has been the greatest single selling force in Kansas. Today, we entrench that position even more firmly with a broader, more exciting idea of programming.

New sounds, new techniques, radical departures from established patterns, have made WIBW the most-talked-about station in Kansas. The result is new audiences . . . and most important—**new selling power.**

For the money-in-your-pocket story of how you can sell more —faster—with the new WIBW, just call your Capper man.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

"See Your Capper Man."
WIBW
CBS RADIO

Our 30th Year

"legally propagandizing a cause," or in hopes that the program will attract an advertiser, etc.

The NBC head said the network normally will not sell time for non-advertising or controversial purposes, but that the network might donate time or take some time-purchase proposals under consideration.

Answering questions about testimony by scenery producers that networks were monopolizing the scenery business, Mr. Sarnoff said NBC once bought a lot of scenery from "outside," but as the network increased its program schedules it wanted its own scenery setups. Some of the early NBC programs served by independent scenery producers have gone off the air, he said while a number of others now originate in Los Angeles. He acknowledged that NBC has made a "slight" profit is some instances by furnishing its own scenery.

Mr. Sarnoff said NBC's Spot Sales Division is operated by the network's own stations setup; that the number of stations the division represents is not likely to increase; that it operates at a profit and that it operates in competition with network sales.

Ending his testimony, Mr. Sarnoff called for FCC deintermixture so as to create the greatest possible number of new facilities and for removal of the 10% federal excise tax on all-channel sets.

Sen. Magnuson commended Mr. Sarnoff on RCA's efforts to "hold the line" in preserving uhf.

Opposes Gimbel Plan

During the Monday testimony, at which Sen. Sam J. Ervin Jr. (D-N. C.) presided, Leonard Marks, counsel for Fm Broadcasters, took issue with WIP Philadelphia President Benedict Gimbel's proposal to carve tv ch. 6-A from the fm band [B•T, May 21]. Tracing the pioneering and development of fm to its present "picture of health and growth," Mr. Marks said the Gimbel proposal would cause "major" and in some cases "catastrophic" disruption to the public and fm broadcasters.

"We would not be solving the television problem, we would merely be creating a new fm problem," Mr. Marks said. He was not able to supply the Senate group with the number of fm facilities that would be affected. Mr. Marks said that, although Mr. Gimbel admitted there would be problems involved in tv use of the fm frequency, the WIP executive "understated the nature of the problem."

Rev. Everett C. Parker, director of the Office of Communication, Congregational Christian Churches, told the committee tv networks have failed to fullfill the religious broadcasting phase of their public service obligations by "drastically limiting time for religion by confining religious programs to the least desirable time and by failing to meet the costs for programming." He singled out ABC, which, he said, has "compounded all three failures by its policy of selling time for religion. . . ."

Sen. William A. Purtell (R-Conn.) attended part of the Monday session.

SOUTHERN DISCOMFORT

MAKING the rounds at Senate Commerce tv hearings last week was an informal proposal for a drastic revision of television allocations. In this one the Mason-Dixon Line would be used as a boundary. All stations north of the line would be vhf, those south of it u-all-hf.

AFFILIATES GO ON STAND IN THIS WEEK'S ROUND

WITNESSES for the Senate Commerce Committee's hearings on network television practices this week, as announced by the committee staff, are:

Monday

CBS-TV Affiliates

John S. Hayes, WTOP-TV Washington and WMBR-TV Jacksonville, Fla.; August C. Meyer, WCIA-TV Champaign, Ill.; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex.; John S. Cohan, KSBW-TV Salinas-Monterey, Calif.; H. Moody McElween Jr., WNOK-TV Columbia, S. C.; Donald W. Thornburgh, WCAU-TV Philadelphia; F. E. Busby, WTVY (TV) Dothan, Ala.

Tuesday

ABC-TV Affiliates

Harold Hough, WBAP-TV Fort Worth; Sarkes Tarzian, WTTV (TV) Bloomington, Ind.; Fred Houwink, WMAL-TV Washington.

Others

Donald H. McGannon, Westinghouse Broadcasting Co.: Ely A. Landau, National Telefilm Assoc.

Wednesday

NBC-TV Affiliates

Irvin G. Abeloff, WXEX-TV Petersburg, Va.; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Joe Floyd, KELO-TV Sioux Falls, S. D.; Owen Saddler, KMTV (TV) Omaha, Neb.; William L. Putnam, WWLP (TV) Springfield, Mass.; Edward Breen, KQTV (TV) Ft. Dodge, Iowa; Thomas P. Chisman, WVEC-TV Norfolk, Va.; Robert D. Swezey, WDSU-TV New Orleans, La.; Joe H. Bryant, KCBD-TV Lubbock, Tex.; Jack Harris, KPRC-TV Houston, Tex.; Harold F. Gross, WJIM-TV Lansing, Mich.; W. W. Warren, KOMO-TV Seattle, Wash.; Edward C. Lambert, KOMU-TV Columbia, Mo.; Walter E. Wagstaff, KIDO-TV Boise, Idaho; Thomas Gilchrist, WJHP-TV Jacksonville, Fla.

JUSTICE DEPT. TAKES ON MOORE CHARGES

Antitrust probe of networks expanded to include broadcaster's allegations plus those of scenery producers.

THE JUSTICE Dept.'s Antitrust Div. is expanding its investigations into alleged tv network monopoly in television to include the charges made against the networks by Richard A. Moore, KTTV (TV) Los Angeles [B•T, April 2], and by producers of scenery for tv shows [B•T, May 21].

Stanley N. Barnes, Assistant Attorney General in charge of the Justice's Antitrust Div., has told Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) that "material already in our files appears to be consistent with many of the statements" made in the Moore testimony.

Mr. Barnes' letter, dated May 29 and entered into the committee's hearing record last week, was written after Sen. Magnuson referred testimony by Mr. Moore and the scenery producers to the Justice Dept. for comment. Also entered in the record was a May 31 letter from the FCC, to which the Moore statements also were referred, saying the Commission has reached no "conclusion" on the Moore charges pending completion of the FCC's study of networks.

Mr. Barnes said he still is maintaining his position given in testimony before the committee in February—that Justice wants to wait to see whether the FCC completes examination of its Chain Broadcasting Regulations for possible modification or enlargement—before comment on matters in which FCC and Justice exercise joint jurisdiction [B•T, March 5].

"This need to await the recommendations of the FCC is particularly appropriate with respect to Mr. Moore's testimony on network practices, inasmuch as the FCC's Network Study Group is presently reappraising its regulations with respect to these practices," Mr. Barnes said.

Noting that Justice already has been "looking into" situations such as those charged in the Moore testimony, Mr. Barnes said Justice is expanding its investigation to include charges made by scenery producers and Mr. Moore "in those areas where inquiry by the department would not conflict with the re-examination by the FCC of its regulations."

He noted, as in his February testimony, that "there is a substantial area in broadcasting not regulated by the FCC and the Antitrust Division has primary responsibility for enforcing the Sherman and Clayton Acts."

FCC Chairman George McConnaughey's letter to Sen. Magnuson said option time and must-buy practices are matters under "very serious consideration" in the FCC's network study and that Mr. Moore discussed them with the Commission before his testimony to the Senate group. The FCC, however, has reached no conclusions yet, he added.

Joint Meeting Plans Study Of Commission Renewal Forms

MEETING of a subcommittee of the Committee on Radio & Television Broadcasting, Advisory Council on Federal Reports, with Commission representatives on revision of FCC renewal forms is scheduled to take place June 28. The meeting call was issued by Ben Strouse, WWDC Washington, chairman of the broadcasters committee, following the naming of FCC staff representatives by Chairman George C. McConnaughey.

FCC representatives are Joseph N. Nelson, chief, renewal and transfer division; Millard F. French, chief, renewal branch, and James B. Sheridan, acting chief, economics division, all Broadcast Bureau.

Broadcasters on the subcommittee are Joseph Baudino, Westinghouse Broadcasting Co.; Joseph Brechner, WGAY Silver Spring, Md.; Leon Brooks, CBS; George O. Sutton, Federal Communications Bar Assn., and Vincent Wasilewski, NARTB. Also a member of the subcommittee is David E. Cohn, Bureau of the Budget, which has jurisdiction over government forms.

The committee hopes to work out a revision in program categories which would make them conform more closely to actual present day operating practices [CLOSED CIRCUIT, May 28].

USIA to Get $113 Million

A SENATE-HOUSE conference committee last week settled on a $113 million appropriation for the U. S. Information Agency's operations for fiscal 1957. The measure now goes to the President, whose approval is expected. The amount is $22 million less than originally requested by the Administration.

Milwaukee Uhf Wants Pay-Tv Authorization From FCC

ANOTHER request to use a uhf station for subscription tv purposes was filed with the FCC last week when Lou Poller, owner of ch. 25 WCAN-TV Milwaukee (now dark), asked for authority to operate that station on a parttime pay-tv basis. A similar request by another suspended uhf station, ch. 67 WFMZ-TV Allentown, Pa., was denied by the FCC [B•T, March 12]. WFMZ-TV planned 56% paid, 44% normal operation. Mr. Poller's proposal calls for 25% paid, 75% normal.

The WCAN-TV pay-tv proposal was coupled with an application to assign the station's license to Tv Exhibitors of America, which Mr. Poller heads and holds 100% of the voting stock. Suggested viewer costs would be 50¢ for a baseball or football game and $1.00 for a feature movie or Broadway production; probable price range would be 25¢ to $1.00, the application said. If the public would accept sponsorship of programs they pay to watch, such a plan would be considered, WCAN-TV said.

The station said it would provide, rather than sell, political time and twice yearly a "Citizens Day" would be held for the benefit of politicians. Viewers would earmark for specific candidates or parties the money they pay to watch a special feature film. Projecting such a plan on a nationwide basis, enough money would be raised to pay for the campaigns of each and every candidate from mayor to president, WCAN-TV stated.

Mr. Poller has been very active in behalf of uhf interests and is former president of the Ultra High Frequency Tv Assn. More recently he has been active in behalf of the candidacy of Sen. Estes Kefauver (D-Tenn.) for the Democratic presidential nomination [B•T, Oct. 17, 1955].

WMAL-TV Head Sees Pay Tv As 'Completely Incompatible'

WMAL-TV Washington General Manager Fred Houwink—whose station cooperated with Zenith Radio Corp. in telecasting coded signals May 25 to June 23, 1955—has concluded pay television is "completely incompatible" with the operation of a "regular broadcasting station."

This was revealed in a letter written by Mr. Houwink Sept. 9, 1955, to the FCC, and entered in the hearing record of the Senate Commerce Committee last week.

Mr. Houwink said WMAL-TV offered to make the experimental telecasts in 1955 to find out for itself the facts about pay tv and to demonstrate the coded telecast techniques and results to NARTB delegates meeting in Washington for the association's 1955 convention.

N. D. Channel Application Revealed as Co-Op Effort

ANOTHER "co-op" effort to bring tv to a remote area is revealed in an application filed with the FCC for ch. 8 at Williston, N. D. A newly formed, non-profit corporation—with over 6,000 members—has raised enough money to build a tv station to bring service to that farming and ranching area. This proposal is similar to a plan which helped to establish KHPL-TV Hayes Center, Neb., satellite of KHOL-TV Holdredge, Neb. In the KHPL-TV case, more than 8,000 farmers raised $140,000 to get the satellite service [B•T, Oct. 3, 1955].

In Williston the Missouri Valley Tv Corp. has raised almost $350,000 with over $100,000 more in pledges. The proposed ch. 8 outlet would be licensed to Meyer Broadcasting Co. and would operate as a partial satellite of Meyer's KFYR-TV Bismarck, N. D. According to the application, Missouri Valley would lend Meyer the costs of construction and guarantee the broadcasting company $20,000 annually for a period of five years.

Missouri Valley was organized by four prominent local citizens, including E. Krebsbach, vice president-general manager of KGCX Sidney, Mont. Others are Arley R. Bjella, member of Bjella, Jestrad & Neff law firm and Missouri Valley president; W. S. Davidson, American State Bank, and George Schmidt, manager of the Williston Chamber of Commerce.

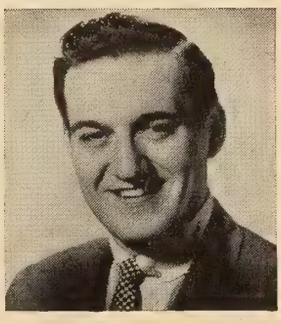
The proposed Williston outlet would be an NBC and ABC affiliate, the application stated. A private microwave relay system would be constructed between Bismarck and Williston to make possible the network service.

FTC Issues Rules on Insurance

THE Federal Trade Commission last week issued its "Trade Practice Rules for the Accident and Health Insurance Industry," designed to prevent harmful practices in the advertising and sale of accident and health insurance. The rules, to become effective July 15, are the result of a conference between the FTC and the National Assn. of Insurance Commissioners and other exchanges, climaxed by a hearing on FTC proposals [B•T, April 30].

MILWAUKEE'S NEW WISN

PRESENTS



JACK DENTON SHOW

12:00-6:00 P.M. DAILY

The New WISN presents music, news, weather and sports . . . and now the cream of the ABC network . . . and everybody's feeling the results! Jack Denton spins the records now . . . all afternoon . . . for a market of 1½ million people in 15 rich counties! Jack's building his audience with entertainment and salesmanship . . . better put him to work for you on WISN's growing afternoon audience.

FOR AVAILABILITIES
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WISN SALES or
Edward Petry & Co., Inc.
NEW YORK · CHICAGO · ATLANTA · DETROIT · LOS ANGELES · SAN FRANCISCO · ST. LOUIS

Basic ABC Affiliate

Milwaukee's First Station WISN 1150 Milwaukee

IT'S JUST A QUESTION OF TIME

ONE of the most popular sports in Congress these days is sending questionnaires to networks.

Last week another questionnaire went out, this one from the House Committee on the District of Columbia, which is acting on comparatively innocent legislation to determine when Daylight Saving Time will be observed there. In order to determine that end, Rep. Joseph P. O'Hara (R-Minn.) asked the networks some legitimate questions. "Does the bill affect the operation of any station owned by you?" for example. He asked other questions, too:

Why are you in the film distribution business? What percentage of your network revenue is derived from film? From live? Do you consider the profits which you are making in your network operation is (sic) marginal profit? Did you earn in 1955 more than 25% on your investment as of Dec. 30, 1954, in property used for network operations? More than 50%? 75%? (This same question was put as to owned tv stations and to network plus owned stations.)

Rep. O'Hara then warmed to his subject:

Do you think you are entitled to special consideration in regard to time changes for Washington in view of your earnings record and your dominant position in the television industry?

Have you made a study of the adverse effect that this bill woud have upon the income of businesses and enterprises other than your own?

Should the committee give consideration to the inconvenience, dislocation, and confusion, which will result from extending daylight saving time, to the millions of people living outside the vicinity of Washington who have business affairs with members of Congress and government agencies, and many of whom are dislocated in traveling to and from Washington?

The networks and Rep. O'Hara might possibly disagree on what should be the simplest of his questions—No. 9: In this bill we are dealing with only one hour difference between New York and Washington—are we not?

Stockholder Smith Protests Sale of WGMS-AM-FM

MINORITY STOCKHOLDER Lawrence M. C. Smith has asked the FCC to stop the $400,000 sale of WGMS-AM-FM Washington to RKO-Teleradio Pictures Inc. Mr. Smith, who holds 16⅔% of the WGMS stock and also owns WFLN (FM) Philadelphia, has charged that the Washington "Good Music" stations can be sold for more money ($420,000) to Nathan Strauss, WMCA New York. Mr. Smith also filed a court suit in Delaware to enjoin the sale to RKO.

Mr. Smith objected to a five-year employment contract offered by RKO-Teleradio to M. Robert Rogers and his wife. Mr. and Mrs. Rogers (41⅔%) are general manager and station manager, respectively, of WGMS. Another charge is that under RKO ownership the, "good music character" of at least one of the WGMS facilities will be abandoned.

WGMS told the FCC that the Strauss offer was made after the public announcement of the sale to RKO-Teleradio and that Mr. Smith has said that he would not vote to accept a matching price from RKO if it could be obtained. Mr. Smith's objections are based on the fear of competition to his WFLN from a proposed Mutual fm network, which will use WGMS as the key station, WGMS said.

Founder of AWRT Retires From UN Post

MRS. DOROTHY MOORE LEWIS, founder of the American Women in Radio & Television (AWRT), retired Friday as liaison officer in the section for non-governmental organizations of the United Nations Secretariat Public Information Dept. after reaching the mandatory retirement age.

Mrs. Lewis joined the UN in 1948 after a successful career in broadcasting and advertising. She devoted her first six years with the UN as coordinator of U. S. station relations, placing UN programs on hundreds of radio-tv stations throughout the country. She also served as editor of the monthly *UN News for Women Broadcasters.*

Drug Chain Denies Charge Of Unfair Adv. Practices

CHARGES by the Federal Trade Commission that United Cigar-Whelan Stores Corp. encouraged and received special allowances from suppliers [B•T, March 12] were denied by the drug chain last week. United-Whelan termed the FTC complaint as "repugnant to" other antitrust laws.

The complaint was issued against United-Whelan and four suppliers. The suppliers were charged with giving special allowances to the drug chain for advertising on United-Whelan tv shows, while not making the same available to other customers. United-Whelan induced such allowances, the FTC said, knowing competitors weren't getting the same. Anahist Co., one of the suppliers involved, last week denied the FTC charges [B•T, June 11].

Hansen Gets Nomination

PRESIDENT Eisenhower nominated a 52-year-old Los Angeles judge, Victor R. Hansen, to be assistant attorney general in charge of the Antitrust Division. Judge Hansen, a member of the California Board of Regents, has been Los Angeles Superior Court judge since 1951. He was born in Minneapolis in 1904 and makes his home in La Canada, Calif. He is a Republican.

Judge Hansen would succeed Stanley N. Barnes, who has been appointed to the bench of the Ninth Circuit Court of Appeals in San Francisco.

Simplex Extension Granted

ONE-YEAR extension of the time during which fm stations may conduct functional music operations on a simplex basis has been granted by the FCC. The extension—until July 1, 1957—follows requests by 22 fm outlets to be allowed to continue simplex operation until satisfactory multiplex equipment becomes generally available.

Meeting Set for Tomorrow On Convention Seat Problem

IN an effort to iron out the problem of too many requests for radio-tv seats at the national convention in Chicago, the Democratic National Committee plans a media meeting tomorrow, 10 p.m., in Washington's Mayflower Hotel. Bill Shadel, CBS, vice chairman of the Radio-Tv Correspondents Assn. conventions committee, will speak in behalf of the broadcasters.

The Republicans held an arrangements meeting June 8 in Washington, presided over by GOP's Meade Alcorn, vice chairman of committee in charge of arrangements. Bill Henry, NBC, chairman of the RTCA conventions committee, represented radio-tv.

The conventions committee reminded stations desiring to build booths for convention pickups to place construction orders as soon as possible to avoid overtime they'll be required to pay later.

GOP Convention Meet Set

QUESTION of whether the Republicans will shorten their San Francisco convention to three days (instead of four scheduled) is due for discussion by the convention arrangements committee at a meeting June 22 in Washington. Movement to trim the convention, at which "cut-and-dried" nomination of an Eisenhower-Nixon ticket is expected, is motivated by desire to hold interest of television audience, it was reported last month by *San Francisco Chronicle* political commentator Earl C. Behrens [B•T, June 4].

Also to be decided at meeting: final plans for news credentials and coverage.

WVMI Favored Both Times

BOTH proposed decisions (by former FCC Examiner Harold Schilz in 1954 and Examiner J. D. Bond a fortnight ago) favored WVMI Biloxi in the Biloxi ch. 13 case [B•T, June 11]. B•T last issue stated these initial decisions properly, but in a secondary reference erroneously termed the subsequent action as a reversal of the earlier proposal.

Early Answer

ALTHOUGH replies from the more than 200 community television systems to the complaint of a group of western telecasters that antenna systems should be placed under FCC common carrier jurisdiction [B•T, April 9] are not required until July 15, about 10 of the mountain top entrepreneurs already have answered.

Gist of their replies is that they are not common carrier services, that they operate solely in intrastate, not interstate, commerce. They also maintain that community tv systems bring video service to those who otherwise would not be receiving this service and that their activities are in the public interest. If antenna groups come under FCC jurisdiction, they claim, so should apartment house, hotel, motel and other such group tv systems.

Those answering were operators of community tv systems in Conemaugh, Pa.; Russellville, Ala.; Yreka, Calif.; Guymon, Okla.; Marfa, Tex.; Niagara, Wis.; Sheffield, Pa.; Coulee Dam, Wash.; Paintsville, Ky., and Athens, Ohio.

ABC-TV Fall Selling Hits Quickened Pace

SELLING PACE of ABC-TV was given a lift last week with the signing of new business that represents some $7,750,000 in billings. Included was the first arrival in the ABC-TV camp of blue chip advertiser Procter & Gamble Co., Cincinnati, which alone will account for an estimated $2 million (including time and talent).

P&G (for Gleem toothpaste) picked up a 26-week sponsorship of *The Life and Legend of Wyatt Earp* (Tues., 8:30-9 p.m. EDT) starting next fall, and a 26-week schedule of participations (one each week) in *Famous Film Festival* (Sun., 7:30-9 p.m. EDT) which begins July 1 on behalf of Shasta shampoo. Agencies for P&G are Grey Adv. (Shasta) and Compton Adv. (Gleem), both New York.

Also announced was an alternate 26-week contract for *Wyatt Earp,* by General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, New York, on behalf of the advertiser's baking mixes, cereals and flour. The General Mills sponsorship adds an estimated $1.75 million in business. Pearson Pharmacal Co. (Sakrin, Eye-Gene and Ennds), Long Island City, N. Y., meanwhile renewed its participation schedule in *Famous Film* for 13 weeks, starting June 24. Agencies are Donahue & Coe and Al Paul Lefton, both New York.

Formal announcement also was made of an alternating sponsorship for the film series, *The Danny Thomas Show,* scheduled to move to Monday (8-8:30 p.m. EDT) this fall, by Kimberly-Clark Corp. (Cellucotton Div.—Kleenex tissues) and Armour & Co. (Dial shampoo, soap and liquid shampoo) [B•T, June 4]. Both these buys represent nearly $4 million in business (time and talent). Foote, Cone & Belding, Chicago, is agency for both Armour and Kimberly-Clark.

CBS Radio Convention To Be Held Sept. 11-12

AFFILIATES and executives of CBS Radio will hold their annual convention Sept. 11-12 in New York, it is being announced today (Monday) by Arthur Hull Hayes, president of the network, and Kenyon Brown of KWFT Wichita Falls, Tex., chairman of the board of CBS Radio Affiliates Assn.

The session presumably will convene on a cheerful note, since the network's "increase" in the stations' rate of compensation will have gone into effect just a few weeks earlier [B•T, June 11]. Under a one-year contract-amendment effective Aug. 25, the compensation reduction below pre-1951 levels, which has been 20% during the current year, is restored to 15%.

CBS Radio's new sales drive, aimed first at the 10 a.m. to 3:30 p.m. Monday-Friday periods and announced 10 days ago coincident with the plan to improve station compensation rates, is expected to figure prominently in the two-day discussions. Meetings will be held at the Hotel Pierre and will be open to all stations affiliated with CBS Radio.

An address by Dr. Frank Stanton, president of CBS Inc., will highlight the opening-day luncheon program. Other Sept. 11 activities will include a speech by President Hayes in the morning, presentation of the network's promotion and publicity plans for fall, and a closed meeting of the affiliates' association.

A management conference will open the Sept. 12 sessions. In the afternoon executives of four affiliated stations will present a panel discussion of various phases of their current operations. This will be followed by general questioning, after which network executives will join the panel members to answer publicity and promotion queries.

The affiliates' convention subcommittee is headed by F. C. Sowell of WLAC Nashville, Tenn., vice chairman of the affiliates board. Other committeemen working with network officials in planning the meetings are J. Maxim Ryder, WBRY Waterbury, Conn.; Donald W. Thornburgh, WCAU Philadelphia; Charles C. Caley, WMBD Peoria, Ill.; Arnold F. Schoen Jr., WPRO Providence, R. I.; Worth Kramer, WJR Detroit; John M. Rivers, WCSC Charleston, S. C., and Chairman Brown, an ex-officio member.

CBS-TV's Sullivan Wins Injunction Over Buffalo's

APPELLATE DIV., New York Supreme Court, a fortnight ago issued a temporary injunction, pending trial, restraining a Buffalo, N.Y., radio and television repair store from using the same corporate name as that of CBS-TV personality Ed Sullivan. In reversing the decision of a lower court, the State Supreme Court questioned whether Ed Sullivan Radio & Tv Inc. could select diminutive "Ed" for use in connection with the surname "Sullivan" when "it is undisputed that the name 'Ed Sullivan' is automatically identified by the general public with the appellant alone, insofar as radio and

Recipe for SUCCESS!



To a great basic network (CBS), add a great affiliate network (ABC). Season with a strong array of local programs. Stir in plenty of Promotion and Service. Then add an active, intelligent sales force and a *4-year record of consistent preference ratings in Rochester!*

MIX 'EM ALL TOGETHER and YOU HAVE THE BEST BUY IN ROCHESTER TELEVISION!

CHANNEL 10 VHF

125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY WHEC-TV AND WVET-TV

ROCHESTER, N.Y.

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

CBS PUTS ACTION INTO POLITICAL SCIENCE

SCHOOL DAYS are being supplemented this year by hundreds of hours of living political science provided free and nationwide by radio-tv station and network coverage of the political panorama now unfolding across the country.

To take advantage of this unprecedented coverage of primaries, conventions, campaigns and elections, many of the nation's schools are keying classwork and summer study to the actual action as it breaks on radio and on the tv screen.

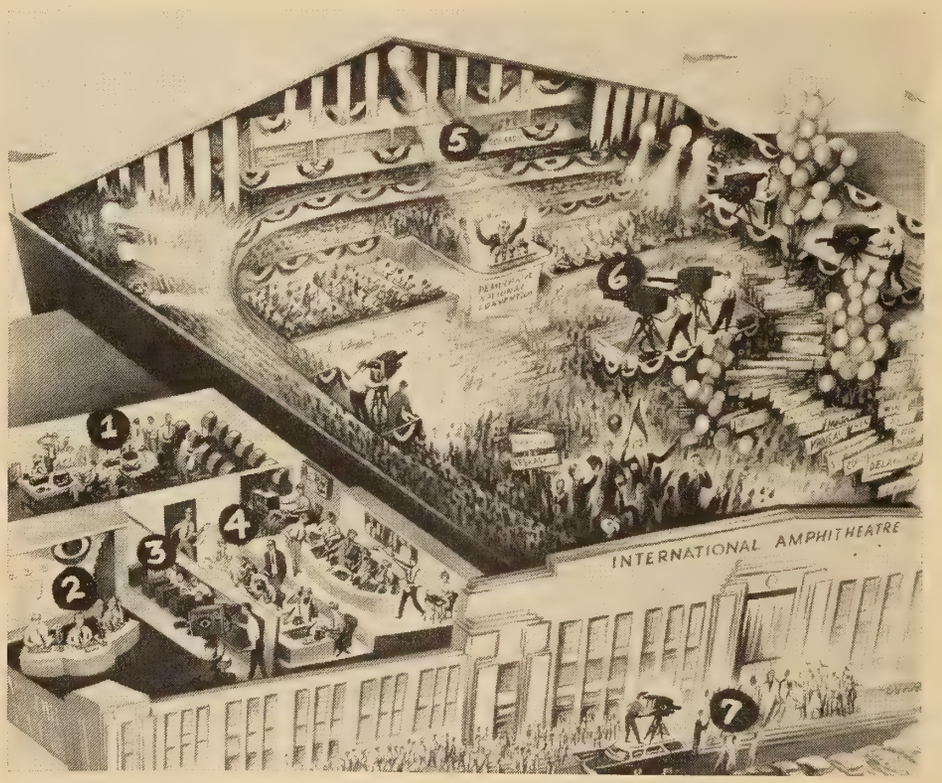
Aware of this potentially bottomless reservoir of information that cuts across a large chunk of learning, including history, English, speech, journalism, political science, current events and core (combination of English, social studies and science), a group of professors at Columbia U.'s Teacher College has worked with CBS in preparing a 30-page printed booklet to be used as a teacher's guide in the viewing and listening of political coverage at the junior high school level and up.

CBS station affiliates already have distributed more than 30,000 copies of the booklet to schools.

The booklet concentrates on primaries and conventions, containing supplementary activities for the spring and summer. As Volume I, it will be followed in the fall by Volume II, which will do a similar job on the campaign and elections. Since most classrooms either close down or curtail activity in the summer, Volume I suggests activities for that period during which the conventions will be held.

The data in the booklet spreads out in various alleys all of which lead to stimulation of student interest. The guide neatly capsules historical background and other resource materials for teachers, suggesting activities adaptable to actual classroom needs.

At the same time, the booklet manages enough explanation and detail of radio-tv coverage (in this case CBS Radio and CBS-TV) to widen knowledge among teachers and their students of the broadcast media. For example, in the first volume are full-page reproductions of two paintings made for CBS by Lucille Corcos of New City, N. Y., a nationally prominent magazine artist. The illustrations depict radio-tv activities planned for both conventions, the Democratic at Chicago's International Amphitheatre and the Republican at San Francisco's Cow Palace (see cut).



THIS SKETCH shows how CBS News will cover the Democratic convention in Chicago beginning Aug. 23. Involved: a staff of 325 news, production and technical personnel and approximately 22 tons of technical equipment. The GOP convention at San Francisco's Cow Palace will have a similar coverage setup.

1. CBS News filter center, focal point for the flow of news including constant reports from 25 reporters and correspondents.

2. Anchor-man Walter Cronkite and assistants.

3. Control room and programming center, where director selects best television picture for viewers from 10 cameras feeds representing some 30 camera installations.

4. Production desk, where Sig Mickelson, CBS vice president in charge of news and public affairs, plans radio-tv coverage on minute-to-minute basis.

5. Glass-enclosed booth above floor behind speaker's stand provides CBS Radio and one CBS-TV camera unobstructed coverage of auditorium.

6. Five pool cameras converge on speaker's stand and convention floor, two from head-on position, one to left of floor, two others at right.

7. CBS mobile unit outside auditorium.

television are concerned."

The court noted no direct competition at present between CBS-TV's personality and the respondent but added "both operate in the same general field and this court has consistently held that it is not essential for parties to be in competition with each other in order to sustain an injunction." The decision explained that the Buffalo establishment makes use of no word in its corporate title which would indicate it is engaged solely in the business of selling and repairing tv sets. CBS-TV commented Friday that the decision "could have future, far-reaching effects in similar cases involving big-name personalities."

NBC-TV Co-Op Sales Reach Record Volume

CO-OP SALES by NBC-TV hit their highest volume in March, making that month the biggest since the network first made co-ops available to stations in October 1954, NBC-TV reported last week.

NBC-TV attributed the new high in co-op business mainly to the effects of national spot. According to a sales report, 53 affiliates sold 928 co-op participations in five programs for a 36% increase over February. The previous monthly high was 843 spots in March of 1955 when international shoe dealers bought extensive participations in *Pinky Lee*. The increase last March, however, was achieved without the international show order "and is the culmination of many station's efforts to sell co-ops to local, regional and national spot advertisers," the network reported.

Of 53 stations reporting co-op business in March, 19 sold to national spot and regional advertisers, with 23 different non-local advertisers buying 252 spots. Among the national advertisers: Armour, Nestle, Coca-Cola, Kellogg, General Foods, Nabisco, Toni and Pinex.

NBC-TV reported that *Matinee Theatre* was sold by 21 stations—or one-fourth of those stations permitted to sell the program on a co-op basis (it was offered so beginning five months ago). The 21 outlets sold a combined total of 443 spots in March or more than double the number of the previous month. Other totals: eight affiliates sold 172 participations on *Today;* nine sold 137 spots on *Home;* 20 placed 117 on *Pinky Lee;* six sold 59 participations on *Howdy Doody,* and 17 sold *Meet the Press* in March.

Top stations in the number of spots sold in March: KVOA-TV Tucson with 81; KMID-TV Midland had 71; WKJG-TV Fort Wayne and WATE-TV Knoxville tied with 61. Reporting more than 50 spots sold: KCBD-TV Lubbock; KDKA-TV Pittsburgh; WBRZ-TV Baton Rouge, and KBES-TV Medford. KOB-TV Albuquerque sold 57 for the first month in which it reported co-op sales; KYTV (TV) Springfield sold 54. NBC-TV also noted increased local time revenue through co-op sales by WSLS-TV Roanoke and WNDU-TV South Bend.

Lewis in Three-Year Pact

CBS personality Robert Q. Lewis, whose network stock dipped recently when he lost his daytime tv program, last week received a dividend from CBS Radio in the form of an exclusive three-year contract with option for renewal. The report of the new pact was coincident with an announcement that Mr. Lewis will star in a new CBS Radio musical variety weeknight series starting Sept. 10. The Monday-Friday, 8-8:30 p.m. series will be in addition to Mr. Lewis' Saturday, 11:05-noon *The Robert Q. Lewis Show.*

Three NBC-TV Programs Bill $3 Million in Week

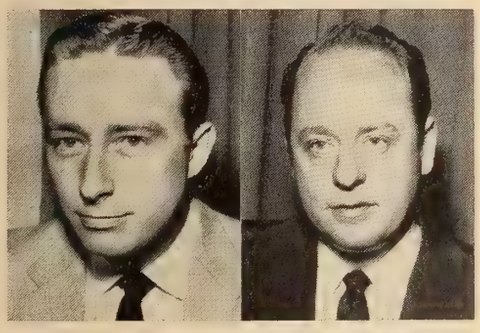
NEW BUSINESS amounting to almost $3 million in gross billings was recorded during one week by NBC-TV's *Home, Today* and *Tonight* programs, it was announced last week by Roy Porteous, manager of sales for NBC-TV's participating programs.

Mr. Porteous reported that during the week ending June 6, participations were sold in the three programs, totaling 147 announcements for *Today;* 124 for *Tonight* and 56 for *Home.* He noted that *Life* magazine, through Young & Rubicam, New York, has ordered a total of 208 announcements on *Today* and *Tonight,* starting in July.

ABC-TV West Promotes Two

APPOINTMENTS of Frank G. Ralston as director of the ABC-TV Western Div. Film Dept. and of Don Van Atta as assistant coordinator at Walt Disney Productions for ABC-TV were announced last week by J. English Smith, director of national programming of the ABC-TV Western Div.

Mr. Ralston has been with ABC-TV since 1953 and has served as assistant film editor,



MR. VAN ATTA MR. RALSTON

chief film editor and, since May 1955, as assistant coordinator for ABC-TV at Walt Disney Productions. Mr. Van Atta, who succeeds to Mr. Ralston's former post, joined ABC Hollywood in July 1953 and has worked variously as assistant sales service manager for KABC-TV, production coordinator for ABC-TV Hollywood and assistant network program coordinator for *You Asked For It.*

Finance for Housewives

NO WOMAN can be "modern" unless she is as familiar with the news of Wall St. as she is with the news of politics and science. So says Mrs. Wilma Soss, a financial expert and president of the Federation of Women Shareholders in American Business, a non-profit association that combats so-called "financial illiteracy" among women. Mrs. Soss, a familiar figure at various stockholder meetings of the larger corporations—she has been vocal at both CBS Inc. and RCA meetings, for instance—will be featured on NBC Radio's *Weekday* program service, Wednesdays at 3:15 p.m. EDT, beginning June 20. Mrs. Soss observes, "We want to make finance fashionable. Our radio series will not only be about principles of investing, it will be both practical and inspirational for the housewife."

NBC Signs For Rose Bowl

NBC has signed a contract for exclusive television and radio coverage of the Rose Bowl game, it was announced last week by Victor O. Schmidt, commissioner of the Pacific Coast Conference; John Davidson, president of the Pasadena Tournament of Roses Assn., and John K. West, vice president of NBC's Pacific Div. The contract is similar to the current three-year pact ending with the Jan. 1, 1957, football game, except there is no definite termination date, but has an "open-end" clause, providing for the tv and radio coverage of at least two additional games after notice of termination by any of the contracting parties.

NETWORK PEOPLE

George Schick, associate conductor, Chicago Symphony Orchestra for six years, appointed music coordinator of NBC Opera Co.

Mel Spiegel, publicity chief of Arthur Godfrey CBS Radio and CBS-TV programs, named special projects manager for CBS Radio press information.

Harry Wismer, sportscaster, General Teleradio and MBS, elected vice president of H. Gabriel Murphy & Co., Washington, D. C., insurance bond firm. Mr. Murphy is largest stockholder and treasurer of Washington Senators (baseball) and Mr. Wismer vice president and stockholder in Washington Redskins (football).



WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest Peters, Griffin, Woodward, Inc. office.

*** 1955 Sales Management "Survey of Buying Power"**

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

CHANNEL 6 WOC-TV

STIFFER COMPETITION HITS TV MAKERS

Resume of last year's slimmer profits in tv cited at RETMA convention in Chicago. GE's Dr. Baker elected president.

WITH intense competition and low prices, profit-pickings have been slim for tv set manufacturers the past year, resulting in the demise of several old-line companies, while radio sales have increased, the Radio-Electronics-Television Mfrs. Assn. was told at its thirty-second annual convention in Chicago last week.

Reporting for RETMA's set division, Henry C. Bonfig, president of CBS-Columbia, noted that tv receiver output and sales since RETMA's last convention in 1955 have remained high despite a "mild decline" in consumer sales. Mr. Bonfig also noted that color tv sales, "while still numerically small, greatly exceed those of a year ago" and that "all indications point to an upturn in the color tv set business during the second half of this calendar year."

Only other official comment on color was given by H. Leslie Hoffman, Hoffman Electronics Corp. and retiring RETMA president, who suggested "some improvements in black-and-white at the same time we are bringing forward the exciting new service of color." He said he saw no reason why monochrome tv "needs to be replaced by the advent of color" as he commented on association progress in his annual report Thursday noon.

Dr. W. R. G. Baker, vice president of General Electric Co., a radio pioneer and RETMA engineering head since 1934, was elected new president of the association, succeeding Mr. Hoffman. He will continue as director of its engineering department. Re-elected were James D. Secrest as executive vice president and secretary; Leslie F. Muter, Muter Co., treasurer, and chairman of the finance committee, and Glen McDaniel, general counsel.



DR. BAKER

William L. Reynolds, RETMA staff attorney, was appointed assistant general counsel.

Mr. Bonfig pointed out the radio market has surpassed the previous year by a "substantial" margin, with 14.3 million sets sold the past year, a slight majority of them home receivers. Consumers have bought 7.35 million tv sets in the same period compared to 7.87 million the previous year for "by no means a bad record," Mr. Bonfig observed.

The value of "high priced" color tv products may raise the dollar volume of total tv set sales above last year's $1.12 billion at the factory level. He also cited the "emergence and immediate popularity" of portable small-screen tv sets.

RETMA's board of directors took no official actions, or adopted no resolutions. It held preliminary discussion on plans for National Television Week but will await definite action until after the boards of NARTB and National Appliance & Radio-Tv Dealers Assn. meet.

Frank W. Mansfield, Sylvania Electric Products Inc. and chairman of RETMA's statistical policy committee, reported a new record high for sale of electronics equipment in terms of dollars past year ($5.5 billion as against $5.25 billion the previous fiscal year). He estimated radios will register a 14% increase with 14.3 million units sold by factories during 1955-56 as against 12.5 million. Auto radios account for a significant portion of the sales boost, he added, with 6.4 million, a 12% gain.

In his annual report Mr. Hoffman described relations with FCC, Dept. of Defense and Congressional committees as "materially strengthened" and RETMA's reorganization a success. He cited RETMA activity on spurious radiations and UHF investigations. Mr. Hoffman suggested the association broaden its revenue base, a redefinition of its membership scope, stimulation of new engineering and design concepts for radio-tv, and a new trade identification—Electronics Mfrs. Assn.

Other reports at the convention, held at Chicago's Edgewater Beach Hotel and which drew several hundred representatives, highlighted these points:

• Worldwide competition for the electronics market has remained strong, with exports up 10% for the first quarter of 1956 over the same period last year.

• Component and tube segments of RETMA (receiving, picture, transistor) reported increases the past fiscal year. Transistors were up at the factory level to 3.6 million units; receiving tubes to 483 million, and picture tubes to 10.9 million units.

• Twenty-nine manufacturers of electronic products failed business-wise this past fiscal year compared to 26 the previous year, but total liabilities were cumulatively less.

Also elected by the RETMA board were five vice presidents for separate divisions. They are: Robert S. Bell, Packard-Bell Co., set division; F. R. Lac, Western Electric Co., military products; H. J. Hoffman, Machlett Labs, technical products; Herbert W. Clough, Belden Mfg. Co., parts division, and R. E. Carlson, Tung-Sol Electric Tube Div. Elected directors for departments were Robert C. Sprague, Sprague Electric Co., industrial relations department; Ray C. Ellis, Raytheon Mfg. Co., international department; C. Paul Young, Philco Corp., military relations dept., and Mr. Mansfield, statistical department. Chairman and directors alse were elected for RETMA divisions.

GALVIN SPEECH POINTS UP ECONOMIC RESPONSIBILITY

Motorola president tells RETMA banquet that industry must face its challenge of continued growth. Calls for mature approach to educational need for future leaders.

INDUSTRY must face up to the challenge of continued growth and responsibility for its part in the nation's economic welfare by exercising "increased prudence" in the problems of "price wars" and the "cavalier raiding of technical people" among companies, Paul V. Galvin, president of Motorola Inc., asserted Thursday evening.

Mr. Galvin addressed the annual Radio-Electronics-Television Mfrs. Assn. banquet at the Sheraton Hotel, Chicago, and was presented with 1956 Medal of Honor for his outstanding service to industry. He was introduced by RETMA President H. Leslie Hoffman, Hoffman Electronics Corp.

Mr. Galvin referred to three successive plateaus in growth of the industry—radio in 1920s; industrial, commercial and military electronics in the 1940s, and television in 1946—but claimed future size of the industry is like an iceberg—"the biggest part of it is under the surface where you can't see it." He noted electronics contributes at least six billion dollars annually to the economy and said the figure will double in five years and triple in 10.

In moving up to the next plateau, industry must "place the general welfare above a fleeting questionable competitive advantage for the individual on occasion," Mr. Galvin said. He warned:

"Lower prices for electronics goods which result from engineering advances and manufacturing efficiencies are to be earnestly sought. But price cuts achieved either at the expense of reasonable profit for the investor or at the penalty of product quality for the consumer harm the industry and render a disservice to the nation's economy."

He also called for a "mature approach to the need for adequate qualified engineers, rather than the expediency of raiding" and cooperation with "higher education" to assure that specially qualified young people get the opportunity for the right kind of technical training. In this way, he suggested, a national solution to electronics problems "will sustain our international leadership." He charged that "expedient raiding" penalizes the defense program in some cases, postpones the introduction of innovations in consumer goods on occasion, and makes the professional engineer "a pawn."

Introducing Mr. Galvin, Mr. Hoffman lauded the Motorola president for his long RETMA service, his contributions in helping mobilize the electronics industry during World War II and his efforts to guide RETMA through reorganization and fiscal problems stemming from expansion of the radio industry to one embracing radio-television-electronics. Mr. Galvin was given a gold medal.

Hotpoint's First Tv Receiver To Be Shown at Chicago Show

HOTPOINT Co., Chicago, will unveil its first television receiver during the mid-year International Home Furnishings Market in Chicago, starting this week in the American Furniture and Merchandise Marts. Details of the Hotpoint receiver, manufactured by General Electric, were not released in advance of its exhibit.

Admiral plans to introduce its new 21-inch color table model ($499.95), while Motorola plans to show a color receiver and announce prices June 21. Also slated to be shown is Sears, Roebuck's new Silvertone color model at $595. Whether Admiral plans to announce price cuts on its color consoles ($895) was not ascertained last week. The manufacturer plans to produce about 25,000 color units by year's end and also will show its 10-inch portable models. RCA recently announced a color set for $495 [B•T, June 11].

Highlights of the Zenith exhibition are expected to be its new Space Commander remote control tuner and new seven-transistor portable radios, shown to distributors the past fortnight.

Lieberson to CBS Inc. Board

ELECTION of Goddard Lieberson, president of Columbia Records, to the board of directors and as vice president of CBS Inc. was announced last week by William S. Paley, board chairman of CBS. Mr. Lieberson, who had been with Columbia Records since 1939, was named president of the firm on June 4 [B•T, June 4].

NEW GE COLOR SET TO SELL FOR $495

Models, in price range with those of RCA and Admiral, to be shown at Chicago Merchandise Mart, which opens today (Monday).

THERE was little doubt left last week that the color rush at the manufacturing level is on. General Electric Co. announced Thursday it will show its new (and first) 21-inch color models, the least expensive of which will sell for $495, at the annual Merchandise Mart which opens today (Monday) in Chicago.

GE thus will match competitively the $495 bottom level price for a 21-inch color tv table model set by RCA two weeks ago [B•T, June 11]. Admiral Corp.'s 21-inch color receiver is expected to retail this summer for $499.95. Still other manufacturers are reported to be ready to follow suit.

There are three color sets in all to be marketed by General Electric in its line, all 21-inch (table and two different consoles) and all including a year warranty on the picture tube and a 90-day warranty on parts. The GE sets will use the aperture mask picture tube.

In commenting on the new GE line, the firm's tv sales manager, Joseph F. Effinger, predicted that 1956 will establish color "positively in the minds of the public in anticipation of years to come."

General Electric also claimed to have simplified its color model to such a degree as to be very similar to conventional black-and-white television receivers. Like RCA, GE has cut down on the total number of tubes—24 in all—and has designed 80% of the circuits in printed form. The two additional tuning controls added, according to GE engineers, are to regulate color intensity and to adjust the hue or shade of the picture. Sets will be available in vhf or uhf-vhf combination.

In black-and-white, GE has 60% of the chassis in printed circuit and is mounted vertically at the side of the cabinet to reduce height of the receiver and places the control panel at the top right of the picture. All tuning controls are located vertically on the panel. A "minimum depth" of tv cabinets also is claimed with the use of the 90-degree deflection picture tube. The monochrome models are 11 in all, including three 21-inch tables, six 21-inch consoles and two 24-inch consoles, with the tables selling at about $150 to $200 and the consoles starting at about $200. Basic monochrome chassis uses only 15 tubes (including the picture tube), four rectifiers and detectors.

About one-third of the GE line is made up of portables, ranging in price from a low of $99.95 to a high of about $159. Picture size includes 9-inch, 14-inch and 17-inch.

GE noted that its 9-inch portable and the color models are the only ones not now in production and ready for immediate shipment.

RCA, GE Comparison

COMPARISONS of different color tv products made by receiver manufacturers tread on tricky ground. But in a very general way, here is how RCA and GE (see separate story) match their new color sets, according to available data:

- Price (cheapest 21-inch color table model): RCA, $495; GE, $495.
- Printed circuitry: RCA claims 80 to 90% is on printed circuit boards. GE says it has designed 80% of the circuits in printed form.
- Number of tubes: RCA says its new color chassis uses 23 tubes, including the kinescope, two crystals and four rectifiers. GE places its total number of tubes at 24, including the picture tube and five rectifiers.
- Vhf, uhf: both RCA and GE will make models available with uhf-vhf tuning, otherwise they are for vhf only.
- Production: RCA says its color models are in mass production; GE observes its color sets are not yet in "production" nor are they ready as yet for immediate shipment.

RCA Color Service Deals Set

FOLLOW-UP to new sales push by RCA of its 1956-57 line of color tv receivers, with new bottom price of $495 [B•T, June 11], was announced last Monday. To be offered: "Full-range of consumer service contracts" for color sets at three prices. First contract, $39.95, includes installation, service and unlimited maintenance for 90 days; second, $69.95, similar 90-day provisions plus service thereafter at $7.50 per call with tubes and parts for full year, and third, $99.50, full year contract. Late last year RCA cut its full-year service contract price for color from $140 to the $99.50 level [B•T, Dec. 19, 1955].

DuMont Ships to WTTG (TV)

SHIPMENT of a new 25-kw transmitter to WTTG (TV) Washington (ch. 5) is set for today (Monday), Allen B. DuMont Labs reported last week. The new transmitter, which is being shipped along with associated equipment, replaces WTTG's present 5 kw transmitter and is expected to more than triple the station's effective radiated power.

MANUFACTURING PEOPLE

Charles A. Burton, general sales manager lighting division of Sylvania Electric Products Inc., to Chicago office as regional sales vice president.

C. G. Mayer, RCA International Div. technical representative and manager of licensee relations in Europe, named board chairman and managing director, RCA Great Britain Ltd., Middlesex, England, effective July 1. Transferred to Zurich, Switzerland, as general manager of RCA's Labs there was **R. F. Holtz,** former manager of engineering product development at International Div. headquarters in New York.

Dr. Rodolfo M. Soria, director of engineering, Amphenol Electronics Corp. (formerly American Phenolic Corp.—coaxial cables, antennas, radio components), Chicago, appointed vice president in charge of engineering.

Gail S. Carter, formerly vice president in charge of sales at Permo Inc. (coin phonograph needles), Chicago, appointed sales manager of Pentron Corp. (tape recorders), same city.

C. Arthur Foy, audio division manager in Chicago area, Ampex Corp., to sales promotion manager in audio division at firm's Redwood City, Calif., headquarters. **Albert J. Melrose,** manager of Ampex order service department, succeeds Mr. Foy as central district manager. **Ralph H. Sprague,** Ampex Chicago representa-

Not One- but TWO



FIRST...
in Pioneer Service

". . . (KIMA-TV) did some fancy pioneering and gave impetus to a whole new concept in what has become a powerful satellite empire."

FIRST...
in Local Live Program Promotion!

". . . KIMA-TV, Yakima, Wash., first place for its audience promotion in behalf of Uncle Jimmy's Clubhouse . . ."

FIRST BUY-
in the PACIFIC NORTHWEST

Distinguished for service and promotion and dominating in its exclusive coverage---that's Cascade Television. Linking three of the Northwest's most prosperous regions, this unique parent-satellite system creates a new, important market. It's a huge, two-state area of nearly half a million served by 13 daily newspapers, 27 weeklies and 19 radio stations but dominated exclusively by Cascade Television.

KIMA-TV
Yakima, Wash.
with its Satellites
KLEW-TV
Lewiston, Ida.
KEPR-TV
Pasco, Wash.

See Weed Television
Pacific Northwest: MOORE AND LUND

tive, named manager of new midwest district for audio division.

Earl M. Wood, plant manager, RCA Tube Plant, Lancaster, Pa., named manager for manufacturing at both Lancaster and Marion Ind., plants; **Edward E. Spitzer,** manager, power tube engineering, Lancaster, to manager of engineering at both plants, and **Sidney White Jr.,** manager of power, pickup and phototube manufacturing, succeeds Mr. Wood as Lancaster plant manager.

George A. Svitek named to new position of national service manager of General Electric Co., communication equipment section, Syracuse, N. Y. He will be responsible for program of advanced training for authorized GE service stations.

J. M. Slayton, television sales manager, O'Bannon Bros., Little Rock, Ark., to Allen B. DuMont Labs as district manager for southeastern region, Little Rock.

Myron Smoller, Amperex Electronic Corp., Hicksville, L. I., named advertising and sales promotion manager. Other title designations: **Arnold Peterson,** distributor sales manager, **Sol Gertzis,** chief applications engineer, **Charles Roddy,** product manager of communications and industrial tube division, **Irwin Rudich,** product manager in charge of semiconductors and special purchase tubes, **Frank Agresti,** technical sales engineer, **Walter Sandberg,** government contracts administrator, and **George Elliot,** sales office manager.

Thomas M. Felgen, graduate, Lake Forest College, Illinois, to Chicago office, Audio Devices Inc., as sales representative for Illinois, Indiana, Kentucky and Wisconsin on Audiotape, Audiodiscs and Audiofilm.

MANUFACTURING SHORTS

Audio Devices, N. Y., has issued new bulletin on Audiofilm, used for original magnetic recording of motion picture and television sound tracks. Bulletin is available free from company at 444 Madison Ave.

Pilot Radio Corp., Long Island City, has appointed following new representatives for Pilot, Encore and Ensemble lines of high fidelity systems and components: Applestone & Brereton, San Francisco; Les A. Morrow Co., Cleveland and Pittsburgh, and Dougherty Enterprises, Lanikai, T. H.

Elgin National Watch Co., Electronics Div., Elgin, Ill., has appointed Gene Rosen & Assoc., Rockville, Md.; William H. Connors, Denver, Colo.; Francisco Fernandez Fernandez, Havana, and Tim Coakley, Boston, for microphone and relay representation.

Bodde Projector Co., San Fernando, Calif., producing new walk-along attachment for all Bodde projector models. Attachment, allowing operator to start, stop or reverse moving background, and usable horizontally or vertically, can be adapted for 2,000 w and 5,000 w single and dual projectors. Stock film is available in 4½-in. wide rolls of varying lengths.

ORRadio Industries Inc., Opelika, Ala., announces new representatives for Irish Brand magnetic tape as John T. Stinson Co., Havertown, Pa.; Thomas H. Beil, Reading, Pa., and Mel Foster, Minneapolis.

Robins Industries Corp., Bayside, N. Y., has introduced Audio-File AF-50 storage unit for disc recordings. File is made of transparent plastic, self-closing containers suspended from slide rods, allowing user to file records without index, and eliminating need for jackets or individual covers. Unit measures 13x14x14 in.

Califone Corp., Hollywood, announces Celebrity model line, one of several in 1957 line designed for classroom and dance group use. Celebrity incorporates patented turntable which operates on center drive at continuous variable speeds from 16 rpm to 78 and which uses no cones, idlers or belts. Other Celebrity features are 5 w amplifier with 8-in. self-contained extended range speaker, new pickup counterbalanced upward to prevent falling on records, cork-top turntable, built-in 45 rpm adapter and new cartridge-needle arrangement for easy changing.

Wilcox-Gay Corp., Charlotte, Mich., has announced 1957 push-button Recordio tape recorder line, with two of 12 redesigned models priced at $99.95 retail. Two other new units are high fidelity, seven-speaker tape recorder with clock radio and convertible model for use as portable and as chairside console using legs.

Rek-O-Kut Co., Long Island City, offering for 20 cents new recording time table giving playing time in minutes for various cuts.

Allen B. DuMont Labs., Clifton, N. J., has entered portable tv receiver market, with 14-in. and 17-in models. DuMont also recently announced plans for "full-scale" entry into table radio field. Firm is adding five new am table models, including two clock radios, to its current line of two table radios and portable radio model.

Also from DuMont comes announcement of new type of aluminized black-and-white tv picture tube that is about two inches shorter than present models, incorporating short-length straight electron gun and eliminating iron trap. Shorter tube length will permit reduced cabinet depth and manufacturing economies result from elimination of iron trap magnet and centering magnet.

Jerrold Electronics Inc., Philadelphia (community antenna equipment), has announced gross income of $3.7 million after taxes for fiscal year ending Feb. 29, 1956. Net income was $169,422. These compare with last year's $3.4 million gross income and $189,733 net income. Jerrold's first fiscal quarter income this year was estimated at $1.1 million gross income compared to $780,000 in same period last year. Sixty percent of gross was from sale to community antenna systems, annual report said. Jerrold owns antenna systems in Ukiah, Calif.; Key West, Fla.; Pocatello, Idaho; Dubuque, Iowa, and Flagstaff, Ariz.

RCA, Camden, N. J., reports it has shipped live studio color camera to WTMJ-TV Milwaukee and to NBC-TV studios in Brooklyn, N. Y.

Zenith Radio Corp., Chicago, has introduced new seven-transistor portable radio which is book size and uses standard flashlight batteries. Model, Royal 800, has power rated at 500 milliwatts, features full-size speaker and is housed in plastic cabinet. Suggested retail price is $87.50.

Standard Electronics Corp., Newark, N. J., reports orders for 25 kw vhf amplifiers from KDLO-TV Florence, S. D., and KGVO-TV Missoula, Mont. Firm also announces new four-page tv amplifier specifications bulletin describing high and low band 10 kw vhf amplifiers. Bulletin is illustrated.

Kay Lab, San Diego, Calif., producing new remote three-lens turret, model ARC-4, for use with Kay Lab industrial tv systems. Unit is designed for use where wide field of view is required and variable focal length lenses are inadequate because of slow speed.

Top-Management Shifts For Columbia Records

IN HIS FIRST reorganization move since assuming the presidency of Columbia Records Inc., following James Conkling's resignation [B•T, June 4], Goddard Lieberson last week made five major appointments within the CBS Inc. subsidiary, three of them involving new vice presidencies, they included:

Herbert M. Greenspon, vice president in charge of manufacturing, will henceforth be responsible for the direction of Columbia Electronic Products, Cryton Precision Products, CRI Transcription Service, engineering research and development.

Albert B. Earl, executive assistant, formerly located in Bridgeport, Conn., has been elected administrative vice president. He will coordinate all company-wide activities in organization and product planning as well as the company's New York operations.

Hal B. Cook, sales director, will take over Columbia Records Sales Corp., as vice president.

Alfred B. Lorber, former director of CRI's law department, has been elected vice president in charge of legal and business affairs, directing the newly-established business affairs department, which will handle all legal, contract and cost analysis problems.

James E. Sparling, director of Columbia Phonograph Div., has been named general manager of Columbia Electronic Products, reporting to Mr. Greenspon.

Dowd Sells Stock Interest In Delira to Broidy, Gross

IRA E. DOWD has resigned as president of Delira Corp., Hollywood, and sold his stock interest to William F. Broidy and A. M. Gross, it was announced last week. Delira licenses use of *Wild Bill Hickok* in radio, tv and merchandising. Mr. Broidy produces the half-hour *Hickok* film for CBS-TV plus syndication through Flamingo Films.

Mr. Dowd originated the entire Hickok package in 1949. It has been sponsored by Kellogg Co. since 1951 and is now in some 200 markets. Mr. Gross, stockholder and officer of Delira for two years, succeeds Mr. Dowd as president. Guy Madison continues as chairman of the board. Other principal in Delira is Andy Devine. Donald Thompson has been named executive vice president and active administrator of the license firm.

PROGRAM SERVICE PEOPLE

Joseph W. Roberts, product promotion manager, Revlon Inc., N. Y., named to newly-created position of vice president in charge of marketing at Muzak Corp., N. Y. He will coordinate all of firm's advertising, sales and merchandising activities. Firm provides background music for restaurants, banks and factories through 127 major market franchisers.

Tom Fraser, former program coordinator of *Panorama Pacific* on Columbia Television Pacific Network, has set up tv packaging business in Sacramento. He is writing, producing and emceeing new daily show, *Horizon,* for General Electric on KCCC-TV. Reitter & Orme Adv., Sacramento, is GE agency.

Alex Kramer, member of ASCAP board, elected president of Veterans' Hospital Radio Guild, volunteer entertainment organization.

GENE AUTRY, ROBERT O. REYNOLDS BUY KSFO SAN FRANCISCO FOR $1 MILLION

Application for FCC approval may be filed this week. Commission approves sales of KVEC-AM-TV San Luis Obispo, Calif., to Valley Enterprises and WINT (TV) Waterloo, Ind. to Universal Broadcasting Co. Approval of sale of WHAM-AM-TV, WHFM (FM), KLRA sought.

SALE OF KSFO San Francisco by sole owner Wesley I. Dumm to Gene Autry and Robert O. Reynolds for $1 million was announced last week. Application for FCC approval may be filed this week. Other major ownership developments last week included the following:

• FCC approved the sale of KVEC-AM-TV San Luis-Obispo, Calif., to Valley Enterprises Co. for $450,000, and the sale of WINT (TV) Waterloo, Ind., to the Universal Broadcasting Co. for $800,000.

• Applications were filed at the Commission for approval of the $5.1 million sale of WHAM-AM-TV, WHFM (FM) Rochester, N. Y., to Transcontinent Television Corp., and the $162,500 sale of KLRA Little Rock, Ark., to Connie B. Gay.

Cowboy star Autry and Mr. Reynolds are owners of KMPC Los Angeles. Mr. Autry is also majority stockholder in KOOL-AM-TV Phoenix and is part owner of KOPO-AM-TV Tucson. Mr. Dumm is president and chief owner of KXA Seattle and was major owner of KPIX (TV) San Francisco until 1954, when he sold the outlet to Westinghouse Broadcasting Co. for $7.5 million. He has been identified with KSFO since 1933.

Independent Outlet

KSFO is an independent outlet, operating on 560 kc with power of 5 kw daytime and 1 kw night. It is expected to switch its national sales representation to Am Radio Sales after FCC approves the transfer. Messrs. Autry and Reynolds said they have no plans to alter the present programming format of KSFO, nor will the San Francisco station exchange talent or programs with KMPC. They said R. W. Wassenburg will continue in his present capacity as executive vice president, and it is planned to continue operation with the present personnel intact. The sale was negotiated by Howard E. Stark, New York station broker. Price involves cash payment of $130,000, with the balance in notes to be paid to Mr. Dumm over a 10-year period.

The sale of KVEC-AM-TV San Luis Obispo from The Valley Electric Co. to The Valley Enterprises Co. was among ownership changes approved by the Commission last week.

Valley Enterprises principals are equal partners John C. Cohan and Jerome Kantro. Mr. Cohan is 25.63% owner of KSBW-AM-TV Salinas, Calif., 85% owner of John Cohan Adv. Inc., Salinas, and 50% partner in Ridgecrest Radio Co., applicant for new am in Ridgecrest, Calif.

KVEC-TV operates on ch. 6 with 16 kw power. It is affiliated with ABC and CBS. KVEC operates on 920 kc, with 1 kw daytime, 500 w night, and is affiliated with MBS. Sellers were Christina M. Jacobson, 66.7%, and Leslie H. Hacker, 33.3%.

Also approved last week was the sale of WINT (TV) Waterloo, Ind., from Tri-State Television Inc. to Universal Broadcasting Co. Universal (C. Bruce McConnell) is licensee of WISH-AM-TV Indianapolis, Ind., owns WANE and holds cp for WANE-TV ch. 69 Ft. Wayne, Ind., and WHBU Anderson, Ind.

WINT operates on ch. 15, with 240 kw power and is affiliated with CBS and ABC. Principal sellers are R. Morris Pierce, 10.8%; Ralph Rehor, 6.52%; Frederick Wolf, 10.87%; E. J. Sklenicka, 4.35%; J. J. Smid, 8.69%; John F. Patt, 14.5%, and others. Universal will surrender its WANE-TV grant in order to operate WINT.

Filed at the FCC last week was the $5.1 million sale of WHAM-AM-TV, WHFM (FM) Rochester, N. Y., from Stromberg-Carlson Div. of General Dynamics Corp. to Transcontinent Television Corp.

Transcontinent is a new entity in broadcasting, but includes several principals who hold broadcast interests. Just two weeks ago the Commission granted transfer of control of WSVA-AM-FM-TV Harrisonburg, Va., to Tudor Enterprises Inc., of which Trancontinent owns 50%. Other 50% of Tudor is owned by former NBC executive Hamliton Shea, who serves as a Transcontinent vice president.

Other Transcontinent principals are Paul A. Schoellkopf Jr., 12.5%; David Channing Moore; J. Fred Schoellkopf IV. 12.5%; David Forman (12.5%), and Seymour Knox III, 4.2%. Other principal is General Railway Signal Corp., which has agreed to purchase 50% of the Class A stock and $1.9 million in debentures. It will also hold 200,000 Class B shares, permitting it to elect three of the nine directors of Transcontinent.

The Schoellkopfs and Mr. Knox hold between 7% and 8% interest in WGR-AM-TV Buffalo. General Railway Signal Corp., manufacturer of railroad signaling devices, also owns Electrons Inc., Newark, N. J., manufacturer of electronic tubes, and owns 50% of Railroad Accesories Corp., N. Y.

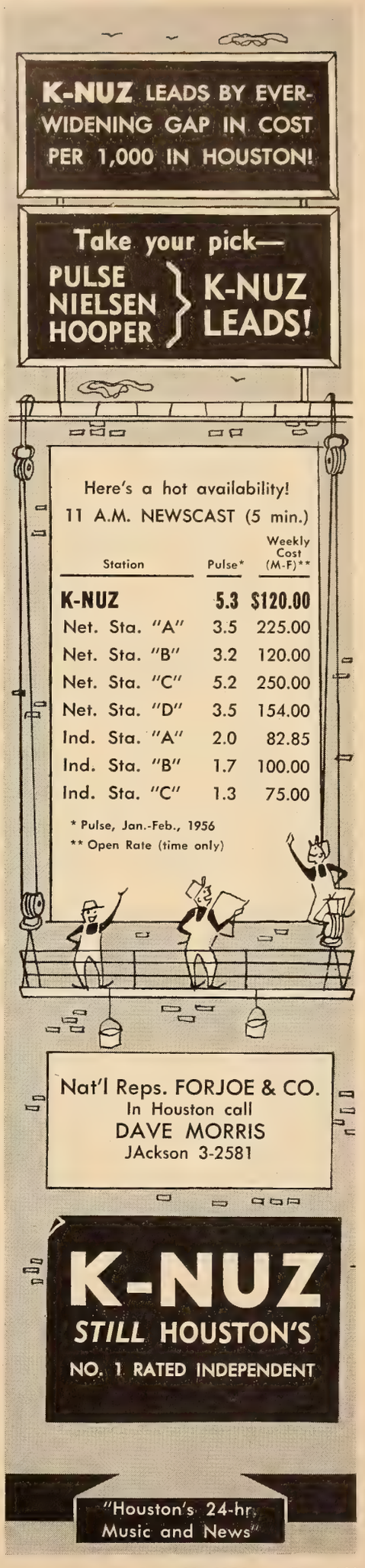
Balance sheet for WHAM properties as of Dec. 31, 1955, showed total assets of $1.9 million, current assets, $566,316; current liabilities, $200,074, and earned surplus, $52,331. Transcontinent balance sheet as of May 15, 1956, showed total assets of $1.14 million, current assets $781,712. General Railway Signal Corp. is a $16.5 million company.

Immediately after FCC approval of this transfer, Transcontinent plans to sell WHAM, WHFM (FM) to Riggs & Green Inc. Amount of resale has not been set, but Transcontinent said it would not exceed original purchase price. Riggs & Green Inc. is licensee of KVOR Colorado Springs, Colo., and is equally owned by John S. Riggs and Robert Greene, who also own WAIR-AM-FM Winston-Salem, N. C. Mr. Riggs also is 26.6% owner of WELM Elmira, N. Y.

Also filed last week was sale of KLRA Little Rock, Ark., from Arkansas Gazette to Washington (D. C.) country music impressario Connie B. Gay, owner of WTCR Ashland, Ky. Purchase price is $162,500. KLRA operates on 1010 kc, with power of 10 kw daytime, 5 kw night.

WMAL Names H-R Reps

H-R Representatives Inc. has been appointed national sales representative for WMAL Washington, effective July 1. On the same date H-R Television Inc. becomes representative for WMAL-TV.



KRCA (TV) MERCHANDISING PUTS CLIENTS ON PEDESTALS

'KEY VALUE' PRODUCTS GET PRIME DISPLAY ON STORE SHELVES

KEENLY AWARE that all the advertising in the world won't sell a product unless the housewife can find it on her dealer's shelves, KRCA (TV) Los Angeles is proving a practical voluntary merchandising plan which assures ample store display space for principal sponsors.

It is a simple operation that KRCA believes any radio or tv station in the country could follow in its own market with equal success.

The NBC owned and operated station finds that even in a major market like Los Angeles, its "Key Value" merchandising program can be supervised by one man, Harry Camp, merchandising manager. He estimates the total value of a year's merchandising at approximately $100,000, which includes reciprocal time, production and administrative costs. KRCA officials find that the station gains this back many fold in both billing and goodwill from the station's advertisers.

This is how it works. In order to qualify, a product must spend at least $625 a week for 13 weeks on KRCA. It may buy programs, spots or station breaks. For this sum, the product is assured a major end-of-row or island display for one week in each of the grocery stores of the particular store group that is cooperating each month with the station.

In addition, the product gains in-store promotion through mobile wire hangers, shelf-strips and posters as well as "Key Value" mention in the store's newspaper advertising.

There also is extensive secondary promotion of the Key Value plan as well as other special promotion necessary for any unique marketing problem faced by a product.

What do the cooperating stores get out of all this? They cooperate purely on a voluntary basis, a different group each month. For permitting a Key Value team to come into their store, set up the displays and other promotion material, they receive commercial television time and Key Value promotion tie-in with all local KRCA personalities who have participating sponsor programs. KRCA arranges for all display work in the stores and provides all promotion materials at no cost to the stores. The retailer signs no contract. It's a gentlemen's agreement.

The Key Value team of four men who do the physical labor of dressing the store displays and promotions are another unique aspect of the KRCA project. They work for a bottled water distributing company, Sparkletts Drinking Water Corp., but are assigned virtually full time to the Key Value plan. Sparkletts has 180 trucks calling on 125,000 families in metropolitan Los Angeles.

Not only do the five-gallon water bottles bear Key Value promotion labels, but the trucks carry 3 x 4 ft. color cards promoting Key Value programs and personalities. Products are not specifically mentioned in the Sparkletts tie-in, but the delivery trucks and their drivers provide an immediate welcome to 125,000 homes if any sponsor wishes to give away samples of his product (quantities of 10,000 or more) to stimulate distribution and consumer acceptance—another "key value" of the Key Value plan.

You guessed it. Sparkletts does all of this for KRCA in return for commercial air time, but with KRCA providing all the promotional materials.

KRCA officials explained that stations in other markets might find a dairy, laundry or similar service available for tie-in if there is no large bottled water distributor.

How important are these merchandising bonuses for KRCA advertisers? The station says that in the period 1954-1956 an average of 238 stores cooperated each year—stores with a combined annual volume estimated at $440 million. They gave KRCA products 3,486 stack or end displays, 16,600 column inches in newspaper ads and allowed their stores to be dressed with 23,457 mobile hangers and 4,830 shelf strips during the 30-month period. Throughout the year the Sparkletts' truck cards and bottle labels, according to KRCA estimates, added another eight million consumer impressions each week.

KRCA worked out the Key Value plan in 1953 when it discovered the tremendous struggle that even a top national brand faces when it tries to gain preferential treatment in the modern market carrying 5,000 different items.

When a product accepts the KRCA Key Value plan to support its on-air advertising, the station's merchandising manager meets with a product representative to discuss the product's percentage and area of distribution in the KRCA area, its shipping practices, sales and merchandising activities, as well as any problem such as poor acceptance in a given neighborhood. The Key Value promotion is suited to meeting these needs and is flexible enough to allow the advertiser to request additional special services at cost if desired.

Since a different store group is used each month, the merchandising manager calls on store executives a month in advance and submits the list of products to be featured. Dates are set for promotions in each store, as well as tie-in with the newspaper advertising. Bulletins are prepared for release to individual store managers.

After this meeting, KRCA writes each product representative to give him details of the plan and requesting him to contact the stores to insure sufficient inventory. During the promotion, the displays are photographed and checked by the Key Value team. As a windup, KRCA submits an evidence report for the advertising agency.

"One thing must be kept uppermost in mind," Mr. Camp says, "unless a merchandising program is good for *all* participants it should not be attempted. KRCA's Key Value plan has increased sales for the client's product at the point-of-purchase, for the participating stores and has not only created new business for the station but has been a major factor in renewal of contracts."

KRCA's conclusion: A little tie-in promotion goes a long way to solving client's merchandising headaches and keeping sponsors happy.

THAT EXTRA PUSH



THIS end-of-aisle display in a participating grocery typifies how KRCA (TV's) Key Value plan gives the client's products an extra push toward the buyer's shopping cart.

WRCA-AM-TV Makes Organization Change

MANAGEMENT organization of WRCA-AM-TV New York was revamped last week, with separate station managers appointed for each. In announcing the change, Thomas B. McFadden, NBC vice president and general manager of the NBC owned stations, noted that the separate management structure for radio and tv would result in greater efficiency and an improved service of the stations' operation.

The new managerial positions have been filled at WRCA-TV by William N. Davidson,



MR. HAMILTON MR. DAVIDSON

formerly assistant general manager of the combined operations, and at WRCA (AM) by Arthur Hamilton, formerly manager of production and business affairs of the stations. Frederick Acker, supervisor of business affairs under Mr. Hamilton, succeeds him as business manager of WRCA-AM-TV.

Jay Heitin, sales manager; Stephen Krantz, program manager; Sherman C. Hildreth, manager of technical operations, and Peter Affee, manager of operations, will report to Mr. Davidson at WRCA-TV. George C. Stevens, sales manager; Stephen White, program manager, and Mr. Hildreth (for technical matters) make up the WRCA staff reporting to Mr. Hamilton.

Under the new alignment, advertising, promotion, merchandising, publicity, news and special events will continue to service both stations. Mr. Davidson will act as general manager of both stations in Mr. McFadden's absence.

Victor Riesel on Radio, Tv

LABOR columnist and commentator Victor Riesel of New York, who lost his eyesight after an assailant threw acid in his face, is going to do both radio and tv programs. His television show is slated for WRCA-TV New York, starting June 29 (Fridays, 6:30-6:45 p.m. EDT). He will interview guests from the field of labor. WMCA New York, meanwhile, plans a series of broadcasts featuring Mr. Riesel in interviews and comments on the problem of racketeering in labor unions. The series is slated for Sundays, 9:30-10 p.m. EDT. Leon Goldstein, WMCA's vice president, said the radio program would be recorded and syndicated to other stations.

WGN-AM-TV Names Petry

WGN-AM-TV Chicago has appointed Edward Petry & Co. Inc., as sales representative for 11-state west coast area, effective July 1. Stations also reported they are "organizing" to service Midwest from New York with own east coast sales staff.

Fetzer Co. Plans New Center To House WKZO-TV Facilities

PLANS for a new television center to house facilities of WKZO-TV Kalamazoo, Mich., were reported Wednesday by John E. Fetzer, president of Fetzer Broadcasting Co., in connection with the company's 24th anniversary observance.

Mr. Fetzer announced acquisition of property on Maple St. off Crosstown Parkway. Plans for the tv center are being developed under supervision of Carl E. Lee, vice president and managing director of Fetzer Broadcasting Co. The center will house equipment for studio origination of color programs, which WKZO-TV has been transmitting for two years, and studios designed to handle all types of tv shows, including audience participation.

The present building at the new site will serve as the nucleus for expansion. Programs originating in new studio will be relayed to WKZO-TV's transmitter north of Kalamazoo by microwave facilities. Plans also will provide for driving automobiles into studios and for staging of outdoor, live tv shows.

WOSU-AM-FM-TV Columbus Names Hull Radio-Tv Head

RICHARD B. HULL, director of radio-tv at Iowa State College, Ames, last week was appointed director of radio-tv broadcasting at Ohio State U. (WOSU - AM - FM - TV), Columbus. Now on leave from Iowa State for a one-year special study sponsored by the Fund for the Advancement of Education, he will assume his new position Nov. 1, replacing Robert C. Higgy, named associate director for engineering and transmission.



MR. HULL

Mr. Hull is a former chief announcer at WOSU, KOAC Corvallis, Ore. (Oregon State College), and farm newscaster, WCCO Minneapolis. He is a past president of the National Assn. of Educational Broadcasters and is now a member of its board of directors and executive committee. He also was the first executive director of the Joint Commission on Educational Television and is now head of the tv group of the U. S. delegation to UNESCO.

WFBG-AM-TV Names Martin

APPOINTMENT of Thomas F. Martin as sales manager of WFBG-AM-TV Altoona, Pa., was announced last week by David J. Bennett, director of regional sales development of Triangle Publications Radio and Television.



MR. MARTIN

Prior to joining Triangle's Altoona stations, Mr. Martin was executive vice president and general manager of the Hawley Broadcasting Co., owners of WEEU-AM-TV Reading, Pa., where he served from 1950 until early this year.



GIVEAWAYS CREATE FUROR IN MINNEAPOLIS, OMAHA

Mid-Continent stations and WCCO offered $460,000 in prizes during contests that ended the past weekend.

TWO major cities—Minneapolis and Omaha—approached the weekend in a state of mild shock as radio listeners scrambled for a potential $460,000 in prize money.

Two Mid-Continent Broadcasting Co. stations, WDGY Minneapolis and KOWH Omaha, closed separate $105,000 treasure hunts today (Monday), last chance to find checks hidden by an insurance firm. The two stations have been broadcasting frequent clues supplied by the insurer which charged fees totaling 1/47th of the prize money on a probability basis.

WCCO Minneapolis ran a competing "Cash-orama" contest offering a potential $250,000 in prizes to listeners who responded to WCCO phone calls by repeating key phrases heard on the air. This contest closed Saturday.

Todd Storz, president of Mid-Continent, told B•T its contest had drawn searching parties from as far away as Bellingham, Wash. Portable radios were carried by listeners and in Omaha the Sol Lewis Appliance Co. sold out its entire stock June 8, second day of the contest.

Some Omaha incidents: One of the twice-daily clues mentioning a street intersection brought a crowd of 7,500 within 20 minutes. A belief that the check was in the Commodore Hotel drew enthusiasts who tore a rug off the floor and ransacked a room—a $200 damage bill that KOWH cheerfully paid. And a bag of missing checks stolen in a recent drug store robbery was found under a bridge and turned over to police.

In Minneapolis it took 20 policemen to handle a crowd at Hennapin and Yyndale intersection and trees everywhere were ransacked in search of the WDGY prize. In both cities phony checks were planted by pranksters.

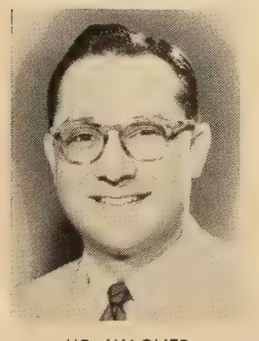
Chambers of commerce, Mr. Storz said, were delighted "with the tremendous influx of visitors from near and far," and hoped the contests would become annual affairs.

WCCO officials chuckled, they said, when WDGY repeated such prize-winning slogans as "WCCO is always first with the news," in an effort to keep listeners tuned to WDGY. This practice was dropped, they explained, after a few days.

Cash awards offered by WCCO to those who could repeat the key phrase after it was broadcast varied from $1,000 to $5,000. Fifteen calls were made per day.

Wagner Named to Head Bartell Atlanta Office

MORTON J. WAGNER, executive vice president and manager of WMTV (TV) Madison, Wis., has been appointed manager of the newly-opened Bartell Group eastern division office in Atlanta [B•T, June 4], Gerald A. Bartell, president, announced last week.



MR. WAGNER

Mr. Wagner also becomes general manager of WAKE Atlanta. His duties will include east coast representation for group purchases of the Bartell stations.



A FIVE-YEAR contract, representing more than $2.5 million in time and talent, is signed by Frederick S. Houwink (r), general manager of the Evening Star Broadcasting Co. and Connie B. Gay (l), chairman of the board of the Town and Country Network. The contract calls for the exclusive services in the Washington, D. C., area of Jimmy Dean and the Texas Wildcats on WMAL-AM-FM-TV Washington.

Advertising Co-Directors Named by RKO Teleradio

MRS. CARROLL A. ELLIOTT of *McCall's* magazine is joining RKO Teleradio Pictures as director of copy, and she and Arnold Roston, art director, will be co-directors of the advertising department.

The appointments were announced last week by Robert A. Schmid, RKO Teleradio Pictures vice president in charge of advertising and public relations. RKO Teleradio is the parent company of RKO Radio Pictures, Mutual, and General Teleradio, and the responsibilities of Mrs. Elliott and Mr. Roston will encompass all of these divisions.



MRS. ELLIOTT



MR. ROSTON

Acquisition of Mrs. Elliott's services was seen by Mr. Schmid as an important forward step in RKO Teleradio's staff expansion plans as well as being in line with President Thomas F. O'Neil's expanding interests in the entertainment field. Mrs. Elliott is a former copy chief of advertising and sales promotion for CBS-TV and former managing editor of *Charm* magazine.

KEAR Goes on Auction Block To Satisfy Government Taxes

PUBLIC AUCTION of Stephen A. Cisler's KEAR San Francisco to recover taxes due the U. S. government will be held at the station's transmitter site June 28, the District Director of Internal Revenue there reported Thursday. Treasury officials padlocked the station May 31 and KEAR suspended operation [B•T, June 4]. Mr. Cisler's KXRX (FM) San Francisco was not attached because of separate corporate status.

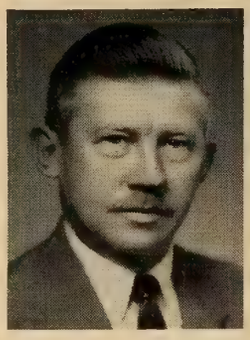
The government filed liens totaling $21,762 in San Francisco and $3,415 in San Mateo County against Bay Radio Inc., KEAR licensee.

The money due the government is for payroll withholding and unemployment insurance taxes since 1954. The Internal Revenue office said the auction would not be held if the delinquent taxes are paid before 11 a.m., June 28.

Land, transmitter building and technical equipment will be auctioned at the transmitter site, Bayshore Highway, Balmont, San Mateo County. The government also will auction office facilities and technical equipment located at KEAR's studios, 1550 California St., San Francisco. KXRX is licensed to Electronic Service Corp., also at 1550 California St.

Petry Names Maillefert V. P. in Charge of Radio

APPOINTMENT of William B. Maillefert as vice president and general manager of radio at Edward Petry & Co. is being announced today (Monday).



MR. MAILLEFERT

Mr. Maillefert has been with the Petry Co. since 1950 and had served as New York radio sales manager since July of 1954. The vice presidency in radio is a new post created as the first step in what is described as "an overall expansion of the Petry radio department."

Before joining Petry, Mr. Maillefert was president and general manager of the Veterans Broadcasting Co., owners of WVET Rochester, N. Y.

WGN Inc. Plans Film Festival For Agency, Film Executives

WARD QUAAL, new general manager of WGN Inc., Chicago, effective Aug. 1, will be principal speaker at WGN-TV's film festival and talent presentation for agency, film and other representatives June 28.

Plans for the fifth annual presentation, announced Thursday by Ted Weber, WGN-TV sales manager, call for previews of selected first-run syndicated films to be available this fall, presentation of WGN-TV talent and a luncheon. WGN-TV will afford film producers and distributors an opportunity to make brief sound-on-film presentations for their products and features will be filmed by the *Chicago Tribune* station for integration in the overall presentation.

With addition of live talent on the program, WGN-TV thus is broadening the base of its annual "film festival" exhibition in line with WGN Inc.'s reappraisal of its position in the industry and greater identification with community interests.

Mr. Quaal, vice president and assistant general manager of Crosley Broadcasting Corp., rejoins WGN Inc. as successor to Frank P. Schreiber, who has resigned as vice president and general manager of WGN Inc. [B•T, June 11].

Taking key roles in this years program, aside from Messrs. Quaal and Weber, are Elizabeth Bain, WGN-TV film supervisor, and J. E. Faraghan, program manager. Presentation will be held in the Boulevard Room of the Sheraton Hotel from 10:30 a.m. to 3 p.m. Jack Brickhouse, WGN-TV sports personality, will serve as emcee.



EXECUTIVES and sales representatives of Plough Broadcasting Co. stations held a three-day meeting in Memphis early this month for a discussion of all phases of station operation and a tour of the parent Plough Inc. (pharmaceuticals) plant. Present (l to r): seated, Fred Harm, vice president and general manager, WJJD Chicago; Harold Krelstein, president, Plough Broadcasting Co.; Charlie DeVois, vice president and general manager, WMPS Memphis; Irvin Dierdorff Jr., program director, WCOP Boston; standing, Ed Nickey, vice president, Radio-Tv Representatives Inc., Chicago office; Harold Burke, vice president and general manager, WCAO Baltimore; Peggy Stone, vice president of Radio-Tv, New York office; Roy Whisnand, vice president and general manager, WCOP, and Harry S. Goodman, president of Radio-Tv, New York.

REPRESENTATIVE PEOPLE

John B. Shelton, Chicago manager for Everett-McKinney Inc., elected vice president of firm.

Jim O'Grady, account executive, Young Television Corp., N. Y., promoted to assistant sales manager.

Robert S. Jones, CBS Radio account executive, San Francisco, and former manager, KXRN Renton, Wash., transferred to CBS Radio Sales in New York in similar position. Named to succeed him on the West Coast was **Robert I. Price,** account executive with KCBS-AM San Francisco. **John J. Burke,** formerly with sales staff of Weed & Co., Chicago, to Chicago office of CBS Radio Spot Sales as account executive.

Charles E. Stoddard, former Biow Co. account executive, to The Meeker Co., N. Y., as sales executive.

STATION SHORTS

KOSI Aurora-Denver has opened downtown sales office at 1650 California St. Telephone Keystone 4-8137. New quarters supplement general management offices at Riviera Motel.

KDAY Hollywood breaking ground this month at corner of Sunset Blvd. and Sweetzer, placing time capsule 25 feet underground for opening on 25th anniversary of new studios in 1981. Capsule to contain comment by station personalities, news, industrial and trade people on radio and topical subjects.

Workmen Finish Studios As WESH-TV Goes on Air

WESH-TV Daytona Beach, Fla., went on the air last Monday with a newscast while workmen were still finishing the studio floors. The ch. 2 outlet transmits with 1.26 kw visual and .759 kw aural from a 349 ft. RCA tower.

Walter Strouse, station manager, said the station would operate from 5 to 11 p.m. daily at the outset with 90% of programming on film. He said negotiations are being made for a network affiliation. WESH-TV is owned by Telerad Inc.

KSLA-TV's Don George Dies of Heart Ailment

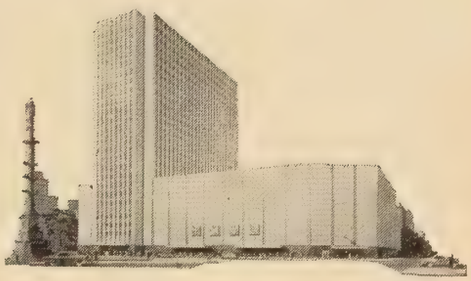
DON GEORGE, president and general manager of KSLA-TV Shreveport, La., died June 5 in his Shreveport home of a heart ailment. The 48-year-old executive had been ill for about two years and just returned home from a local hospital the morning of his death.

Mr. George was active in many civic organizations, including chamber of commerce, Kiwanis, Salvation Army, Tuberculosis League and the Community Chest. He is survived by his widow, Eugenia, and daughter, Dolores.

WJAC-TV Begins Colorcasting

WJAC-TV Johnstown, Pa., which June 8 announced the installation of an RCA color camera, claims to be the first Pennsylvania station equipped to originate live color tv programs. WJAC-TV will telecast approximately three hours of local color weekly at the outset and by winter expects to broadcast about 100 hours per month in color, representing nearly 25% of its program schedule, according to General Manager Alvin D. Schrott.

on June 25th



sesac

is moving every last note of the

"best music in America"

to our new home in

The Coliseum Tower

10 Columbus Circle, New York 19, N. Y.

Celebrating Our 25th Anniversary

DEALER'S CHOICE



Serving the Greater Delaware Valley

Channel 12 effectively presents your sales message to a steadily increasing receptive audience—and wins every time with this

FIVE CARD DRAW—

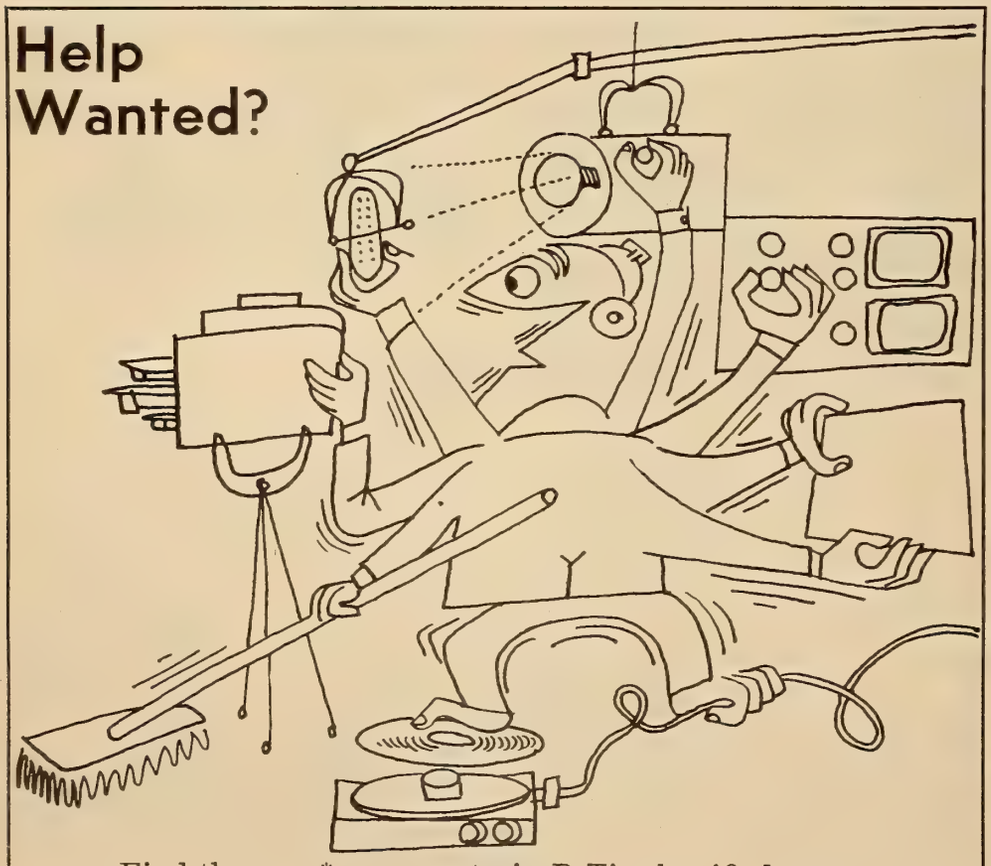
- A rich Delaware Valley market—population 5,640,208.
- 1,644,948 Families with a Buying Income of $9,836,277,000.
- Total Retail Sales—$6,365,340,000.
- Lower per-viewer costs—increasing per-viewer acceptance.
- High powered coverage—316,000 Watts.



CONTACT YOUR RAYMER REPRESENTATIVE TODAY FOR AVAILABILITIES.

REPRESENTED BY
PAUL RAYMER CO., INC.

Help Wanted?



Find the man* you want via B•T's classified pages.

For personnel, equipment, services or stations to buy or sell, tell everyone that matters in the *Classified* pages of Broadcasting • Telecasting.

* *or job.*

STATIONS



AL MEANS (Ford dealer) signs a 52-week contract to sponsor weatherman Hines Wolters on WSFA-TV Montgomery, Ala. L to r (standing) are Mr. Wolters, fulltime meteorologist for WSFA-AM-TV; Jack Hughes, the station's commercial manager, and Bob Villar, salesman.

STATION PEOPLE

Morgan Roberts, formerly program director, KSWO Lawton, Okla., named general manager of KCCO Lawton, which went on air May 27.

Ralph A. Petti Jr., head of commercial department, KWBY Colorado Springs, Colo., appointed station manager.

Roy Pearce, formerly account executive, KSOP Salt Lake City, to KHAS Hastings, Neb., as resident manager.

Richard Schueler, program director, WSAM Saginaw, Mich., appointed managing director of station.

George Clare, KMOX St. Louis, promoted to director of station operations. **Mark Russell,** head of programming, to KMOX sales staff. **Bernie Fox,** sales service manager, named station coordinator.

Bazil O'Hagan, chief engineer, WICS (TV) Springfield, Ill., to WNDU-TV South Bend, Ind., in similar capacity. He also will be responsible for engineering supervision of WNDU Radio.

John Crocker, account executive, WGBS-TV Miami, Fla., to WITV (TV) there as sales manager.

C. Russell Ehresman, WEEK-AM-TV Peoria, Ill., to WOKO Albany, N. Y., as commercial manager.

Phil Sanford, WNEM-TV Bay City, Mich., appointed local sales manager. He has served with Gerity Broadcasting Co., operator of WNEM-TV, since 1949.



MR. SANFORD

Maurice McMurray of Storer Broadcasting Co. national sales office, N. Y., named national account executive for WJW-TV Cleveland. He continues in same capacity for WJBK-TV Detroit.

Alan Bautzer, creative director, WLW Cincinnati, to KYW-TV Cleveland as sales promotion director.

Keith Sherriff, salesman, WHHM Memphis, Tenn., named promotion and publicity director.

Chad Lassiter to WHHM announcing staff, replacing **John Lepley,** to KLOS Albuquerque, N. M.

Jim Buchan, sales accounting supervisor, KOA-AM-FM-TV Denver, named promotion manager, KOA-TV.

W. C. Porsow, station manager, WNAM Neenah, Wis., to WFRV-TV Green Bay, Wis., as promotion manager.

Henry V. Greene Jr., managing director of television, Forjoe Inc., N. Y., station representative, returned to WBZ-TV Boston as national spot sales service representative. He was WBZ-TV account executive from 1946 to 1951.

M. Mirven Greely, chief engineer, WISC Madison, Wis., to KHOL-TV Kearney, Neb., and satellite KHPL-TV Hayes Center, Neb., as technical director.

Robert J. Heiss, sports director and chief announcer, WTMJ-AM-TV Milwaukee, appointed assistant manager.

Wayne Muller, national sales manager, KBIG Catalina, Calif., assigned additional duties of assistant commercial manager.

Robert Vail, news editor, WCRB-AM-FM Waltham, Mass., promoted to program director succeeding **David MacNeill,** now in California. **T. Farrell Conley,** Cambridge, Mass., to WCRB news editor.

Bill Sinnott, cameraman for former DuMont Television Network, N. Y., to WTAP-TV Parkersburg, W. Va., as production coordinator.

Patrick C. Ross, U. of Michigan tv staff, to WWJ-AM-FM-TV Detroit as publicity manager.

Merritt Hadley, newsman, KFMB San Diego, Calif., named news editor and sports director.

Robert E. Gilbert, former program manager of WSUN-TV St. Petersburg, Fla., to WCKT (TV) Miami, Fla., as production manager.

Jim French, operations manager, KING Seattle, returned to disc jockey staff, replacing **Bruce Vanderhoof,** resigned.



C. C. ANDERSON Co., Lewiston, Idaho, is the first department store to sponsor a program over KLEW-TV in that community. Signing for three 15-minute shows a week on the station is Kenneth Cunnington, manager of the department store, with George Antilla, the store's advertising director, and Pete Thomas, KLEW-TV sales manager. The Anderson Co. program, *Hallock's House Party,* features fashion, beauty and homemaking tips.

NO FALL-OUT*
WITH THE COMEDY-GENERATED H-BOMB THAT'S ROCKING THE TV INDUSTRY!

*RATINGS STAY ON TOP WEEK AFTER WEEK— MONTH AFTER MONTH!

NOW IN 165 MARKETS

The LITTLE RASCALS

TV'S GREATEST DEMONSTRATION OF STAYING POWER!



NO. 1 AMONG CHILDREN in audience composition *
NO. 2 IN BALTIMORE among all multi-weekly shows *
NO. 2 IN DAYTON among all multi-weekly shows *
NO. 3 IN DES MOINES among all multi-weekly shows *
NO. 4 IN SEATTLE among all multi-weekly shows *
NO. 4 COAST-TO-COAST among non-network shows *
NO. 10 IN NEW YORK among locally originated film series *

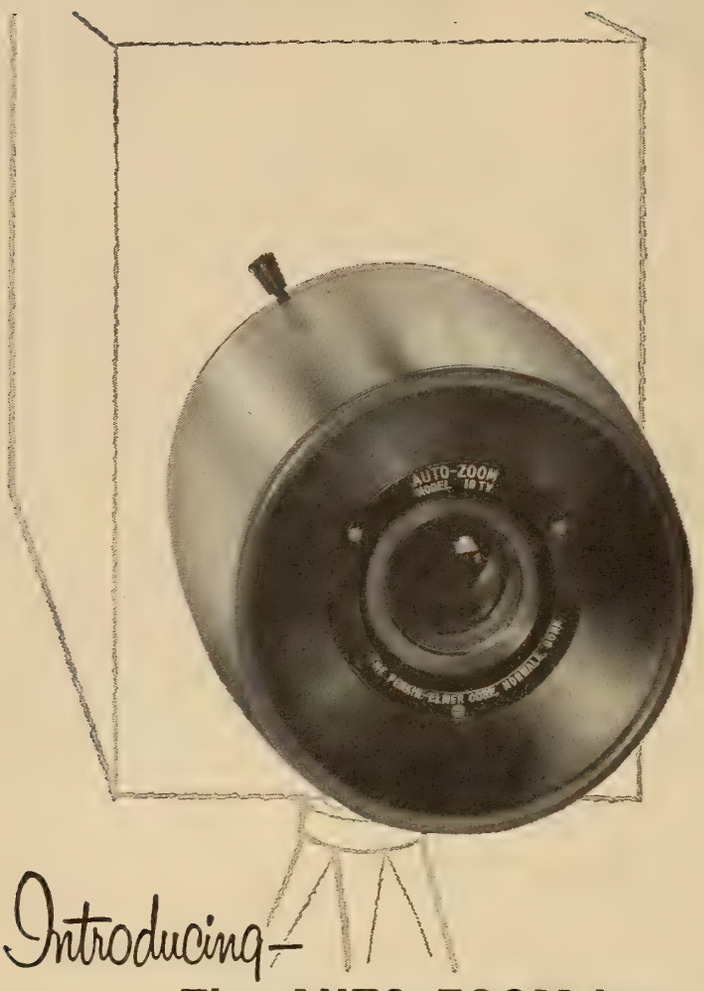
*Pulse and **ARB, as compiled in BILLBOARD

Interstate TELEVISION CORPORATION

NEW YORK 445 Park Ave. MUrray Hill 8-2545 | CHICAGO 1250 S. Wabash WAbash 2-7937 | HOLLYWOOD 4376 Sunset Drive NOrmandy 2-9181

DALLAS: 304 S. Harwood, PRospect 1658
CINCINNATI: 1635 Central Pkwy, PArkway 1-0179
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Ask your Interstate man about the terrific success story of
REED HADLEY in PUBLIC DEFENDER



Introducing—

The AUTO-ZOOM lens . . . for Vidicon TV Cameras

- **5 to 1 Variable Focal Length (10 to 1 with a simple lens change).**
- **Completely motorized. Zoom, focus and iris remotely controlled.**
- **Fills Vidicon format. No vignetting as with standard 16mm movie lens.**

The AUTO-ZOOM TV16 is a high resolution, 5 to 1 variable focal length lens for use with Vidicon TV cameras. Its remote control, motor-driven focus and zoom permit smooth, steady tracking with sharp focus throughout the entire range. The AUTO-ZOOM lens system is fully corrected and suitable for color television work.

One Camera Does The Work Of Two — A single stationary TV camera equipped with the new AUTO-ZOOM lens can go from wide angle distance shot to telephoto close-up—smoothly, quickly, automatically . . . without loss of focus or change of lens. With AUTO-ZOOM, one camera provides the near-far coverage normally supplied by two cameras with conventional lenses.

Coupled with the new high quality Vidicon type cameras now coming on the market, the AUTO-ZOOM greatly extends the usefulness of low-cost industrial and broadcast TV equipment. The AUTO-ZOOM TV16 is a product of Perkin-Elmer, world leader in optical and electronic instrument research and development.

Ask your camera manufacturer for further information or write Perkin-Elmer for a descriptive brochure.

The AUTO-ZOOM TV16 mounts easily on any standard Vidicon television camera

Specifications

Focal Length: 5 to 1 ratio. 30mm to 150mm, standard. 60mm to 300mm with optional accessory lens.

Aperture: Maximum opening f/2.7 from 30mm to 80mm focal length. Decreases to f/4.7 at 150mm. Aperture is automatically held constant throughout range at any opening f/4.7 or smaller. Minimum opening f/11.

Resolution: Better than 500 TV lines.

Field Size: Covers the full field of the Vidicon without vignetting at the corners.

Object distance: Six feet to infinity.

Perkin-Elmer CORPORATION

NORWALK, CONNECTICUT



AGREEING to continue indefinitely the campaign of In-Sink-Erator (garbage disposers) on KLAC Los Angeles after an initial 39 weeks are (l to r) Felix Adams, KLAC commercial manager; Willard Asdahl, In-Sink-Erator vice president, and Robert Peitscher, vice president, Fulton Morrissey Co., Chicago, agency handling the account. The campaign calls for sixty 30-second announcements per week by the station's Big Five disc jockeys.

Bob Forte, assistant sports promotion manager of Miller Brewing Co., Milwaukee, and former Green Bay Packer star, to WISN Milwaukee as sports director.

Jerrold S. Harris, former editor of *Wilton* (Mass.) *Times,* to WBZ-WBZA Boston-Springfield as publicity director.

Ivan King, WBUD Trenton, N. J., to WTTM there as news editor.

W. A. Martin, promotion manager, KMBC-KFRM (FM)-KMBC-TV Kansas City, to WLCS Baton Rouge, La., as announcer and special events staffer. **Rex Jones,** disc jockey, WNOE New Orleans, to WLCS. **Bill Anthony,** KNUZ Houston, Tex., returned to WLCS as disc jockey.

Ralph Johson, Wayne Smith and **Dale Holt** to announcing staff, KFOR Lincoln, Neb.

William James Harriott, announcer, WTSP St. Petersburg, Fla., to WEAT-TV West Palm Beach.

Philip Melillo, executive producer, WMAL-TV Washington, to WCBS-TV New York public affairs department as producer of *Right Now!* local show. He replaces **Oscar Rose,** resigned.

Bob Marshall, commentator and m.c. at WGBS-TV Miami, to WBRC-TV Birmingham as m.c. of *Petticoat Party Line.*

Donald C. Dorick, producer-director, KAKE-TV Wichita, Kan., to WNHC-TV New Haven, Conn., in same capacity.

Gordon Sanders, Dallas, Tex., announcer, to KRLD-TV there. **Tom Amoury** resigned from KRLD-TV announcing staff to return to New York.

Don Kingsley, disc jockey, WVDA and WHOH, both Boston to WBMS that city.

Tom Schell, WEIR Weirton, W. Va., to announcing staff of WCPO Cincinnati.

George Hack, program director-disc jockey, WSUX Seaford, Del., to WBOC-AM-TV Salisbury, Md., as disc jockey.

Bill Ballance emceeing weekly juvenile talent show on KNXT (TV) Los Angeles.

Paul Ashley, puppeteer, has started weekly program on WABD (TV) New York.

John Doremus and **Dave Hindman,** both formerly on KVOO Tulsa announcing staff, to WKY-AM-TV Oklahoma City in same capacity.

Merlin Kennedy, writer and performer on WDSU-TV New Orleans, assigned to station's sports and special events department as writer-producer.

Patricia Muldoon, copywriter, to WOW-AM-TV Omaha as continuity director. **Del Donahoo,** WHO Des Moines, Iowa, to WOW-AM-TV announcing staff.

Tom McCarthy, WKRC Cincinnati, to WCPO there for morning show.

Archie E. Deal Jr., WIRC Hickory, N. C., to WIST Charlotte, N. C., as staff announcer.

Lorenza (Larry) Fuller, who starred in the role of "Sportin' Life" in the world touring company of *Porgy and Bess,* returned after 18 months leave of absence to WLIB New York, to conduct *Spirituals at Sundown* program (Mon.-Fri., 7-9:15 p.m. EDT).

Charly Van named featured morning disc jockey at WTKM Hartford, Wis.

The Crystalettes, duet, signed by KTLA (TV) Hollywood for *Orrin Tucker Show.*

George Storer, president, Storer Broadcasting Co., named associate member of U. of Miami chapter of Alpha Epsilon Rho, national radio-television fraternity.

Robert Hix, manager, KOA Denver, elected vice president of Denver Sales Executives' Club for scond time.

Ralph Renick, news director, WTVJ (TV) Miami, Fla., elected to board of directors of U. of Miami Alumni Assn.

Dick Bode, cameraman, KTVW (TV) Seattle, named outstanding senior in radio-tv graduating class at U. of Washington School of Communications.

Tal England, chief engineer, and **Jack McPherson,** announcer-disc jockey,WMIK Middlesboro, Ky., were graduated from Lincoln Memorial U., Harrogate, Tenn., this month. Mr. England was class salutatorian.

Al Perlmutter, special projects manager, WRCA-AM-TV New York news and special events, appointed instructor in broadcast news methods at New York U., starting with autumn semester.

Lee Taylor, announcer, WTVJ (TV) Miami, Fla., father of twin girls June 8.

Gordon Gray, assistant secretary of defense and former Secretary of Army, married to Mrs. Nancy Maguire Beebe, June 12. He is president of WSJS-AM-FM-TV Winston-Salem, N. C.

John Hall, maintenance engineer, KGO San Francisco, father of girl, Ann, June 2.

Jackie McDonald of McDonald Sisters singing trio on KTLA (TV) Hollywood, mother of girl June 5.

Bernie Carey, production manager, KING-TV Seattle, married to Sheila Musgrave.

Advertisement



From where I sit *by* Joe Marsh

Just the Facts, Ma'am!

Having a red-hot crime wave in town. Specs McGuire and Buck Hanson were caught taking money out of parking meters—*again.* I was at Police Headquarters when a nice old lady rushed in to report them.

"It was dark but I saw their faces in the flashlight beam," she said breathlessly. "You can't trust anybody these days!"

She got flustered when Chief Benson explained that Specs and Buck are *authorized* collectors—working nights after their regular jobs. "Have to get 'em uniforms," said Benson. "Third time they've been turned in!"

From where I sit, we ought to guard against accusing anyone of being "wrong" just because that's the way it looks *to us. For instance, I've heard people talk against a neighbor because they didn't approve of his choice of beverage! (They liked tea, or something, while he preferred a glass of beer.) Be sure you have a case before you lay down the law.*

Joe Marsh

Copyright, 1956, United States Brewers Foundation

WHTN-TV

CHANNEL 13

IT'S A SELLER'S MARKET, but we can give you the BIGGEST BUY yet!

TIME: Now, while we're still new . . . with rates set to offer low cost per impression . . . choice availabilities are still open.

PLACE: Huntington — Ashland — Charleston and Portsmouth Markets. The rich, prosperous, tri-state area of more than 1,250,000 population conservatively measured from mail responses.

SCENE: WHTN-TV with the largest transmitting antenna in the world . . . 316,000 watts of power for maximum effective coverage . . . a built-in audience of more than 200,000 sets . . . popular basic ABC network programs, outstanding local live shows and top-notch films.

ACTION: Get on our "bandwagon" and g-r-o-w with us! After only one month of maximum power, Channel 13 showed 36.8% audience increase over the first audience report.

CALL US: Huntington, West Virginia, JAckson 5-7661, or our representatives: Edward Petry & Co., Inc.

TV's New Queen CHANNEL 13 Basic ABC



B•T via air mail

see page 129

AWARDS

RAB ANNOUNCES WINNERS OF AD CONTEST

Bureau to present 30 awards in 10 categories, underscoring sales power of local radio.

RADIO'S sales power for local advertisers was underscored last week by Radio Advertising Bureau, which released the names of 30 winners—first, second and third place awards in 10 separate categories—of RAB's fourth annual "Radio Gets Results" contest.

The 10 represent the most important categories in a station's local billing, and according to Sherril Taylor, vice president and director of promotion, RAB believes "these entries comprise the most impressive group of testimonials to radio's selling power ever amassed." The individual stories will be released to RAB member stations on a continuing basis through the year.

Prizes are wall plaques to be presented to both the station and the advertiser. Also, a clock radio will be given to the person who submitted the winning entry in each category.

Winning Stations

The first, second and third place winners in each of the categories, including the local advertiser, follow:

Apparel: First prize, WWDC Washington (Kopy Kat); second prize KBIG Hollywood, Calif. (Kelly-Bilt clothes); third prize, WPEN Philadelphia (Ridgeway Stores Inc.).

Drug & Grocery Stores: First prize, WKNE Keene, N. H. (O. K. Fairbanks Supermarket); second prize, WDVA Danville, Va. (South Main Produce); third prize, KTOK Oklahoma City, Okla. (Standard Food Markets).

Automotive: First prize, WWDC Washington (Standard Pontiac); second prize, WMIK Middlesboro, Ky. (Howard Chevrolet); third prize: KBIG Hollywood, Calif. (Avalon Motors Co.).

Home Furnishings: First prize, KROW Oakland, Calif. (Jackson home furnishers); second prize, WPEN Philadelphia (Silo Discount House); third prize, KBIG Hollywood, Calif., (McMahan's Furniture Co.).

Department Stores: First prize, WRFC Athens, Ga. (Gallant-Belk Co.); second prize WHAM Rochester, N. Y. (Sibley, Lindsay & Curr Co.); third prize, WEJL Scranton, Pa. (The Globe Department Store).

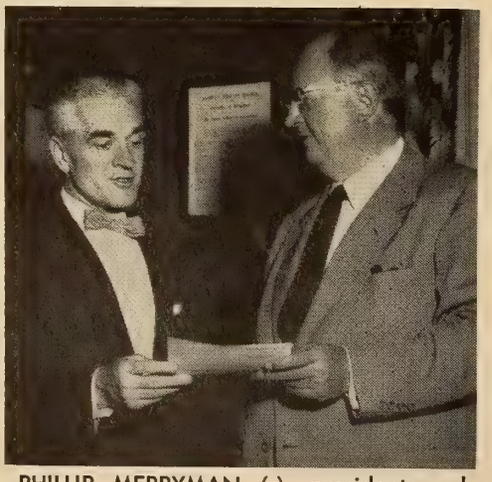
Financial: First prize, WEMP, Milwaukee (The Marshall Co.); second prize, WOR New York (Bache & Co.); third prize, WJTN Jamestown, N. Y. (First National Bank of Jamestown).

Housing Materials: First prize, WMBD Peoria, Ill. (Crowley Brothers plumbing); second prize, WMIK Pineville, Ky. (Brandenburg & Gibson); third prize, KEX, Portland, Ore. (Henry Black & Co.).

Specialized Services: First prize, KXA Seattle, Wash. (Standard Radio & Record Co.); second prize, WWDC Washington (Eddie Leonard Sandwich Shops); third prize, KBIF Fresno, Calif. (Imhoff's Yardstick Yardage Store).

Jewelry: First prize, KGBC Galveston, Tex. (Zales Jewelry); second prize, WMIK Middlesboro, Ky. (Lefevers Jewelry); third prize, WKNE Keene, N. H. (Simon's Jewelers).

Miscellaneous: First prize, WHAM Rochester, N. Y. (King's Country Sausage); second prize, WMBD, Peoria, Ill. (Producers Dairy); third prize, WGBF Evansville, Ind. (Holland Custard & Ice Cream Co.).



PHILLIP MERRYMAN (r), president and general manager of WICC Bridgeport, Conn., presents to U. of Bridgeport President James H. Halsey the $1,000 Alfred I. du Pont award the station received in recognition of its outstanding public service in 1955. The fund will be administered by the university as a revolving scholarship for study in communications.

AWARD SHORTS

William Worthy, CBS News stringer who was reported to be first American newsman since 1947 to use Radio Moscow's facilities, paving way for accredited radio-tv correspondent Daniel Schorr, has become third CBS newsman to win Nieman (Harvard U.) Fellowship in three years. Other CBS staffers honored in past years include CBS News Director John F. Day and London correspondent Alexander Kendrick.

WKNB-AM-TV New Britain, Conn., cited for oustanding service by Conn. Society for Crippled Children & Adults for stations' aid to society's Easter Seal sales and for explaining how public can help handicapped.

Hulbert Taft Jr., president, WKRC-AM-FM-TV Cincinnati, received plaque from superintendent of schools for stations' "Neediest Kids of All" campaign.

KRON-TV San Francisco received award for *Faith in Action* series produced for Northern California-Nevada Council of Churches.

Paul Whiteman received gold clip and miniature golden phonograph record at party celebrating his 50 years in music. Host was Raymond Spector, agency president and board chairman of Hazel Bishop, sponsor of *Paul Whiteman Show* beginning tomorrow on NBC-TV.

Jack Stewart, news director, WADK Newport, R. I., presented with medal by Rhode Island American Legion, marking first time in 37 years state organization has made such award. Cited were Mr. Stewart's air activities as commentator and as moderator of *Open Forum of the Air.* Presentation was made at testimonial dinner held by United Veterans Council of Newport County.

James L. Howe, president of WIRA Fort Pierce, Fla., named Man of the Year by local Lions Club.

James C. Hagerty, news secretary to President Eisenhower, presented with Washington Ad Club Award of Achievement.

James G. Damon of KRCA (TV) Los Angeles, **Maurie Webster** of KNX there and **Station KHJ Los Angeles** received first annual public service awards of L. A. Office of Civil Defense.

KFKA Greeley, Colo., won first annual station award of Colo. Tuberculosis Assn. for outstanding service.

Jack Goodman, news director, KDYL-KTVT (TV) Salt Lake City, received U. of Utah Men's Press Club award for contribution to university and journalism department.

W. O. Pape, president, WALA-AM-TV Mobile, Ala., given Certificate of Appreciation by Natl. Recreation Assn. for contributions to community recreation movement.

WHLI Hempstead, L. I., cited by Nassau County League of Student Councils for service to community in presenting *Teen Town Hall,* discussion program.

Joseph V. Heffernan, NBC financial vice president, received Indiana U.'s Distinguished Alumni Service Award for "outstanding achievement . . . and significant contribution benefiting city, state and nation."

WMGM New York's *Warm Up Time* and *Sports Extra* programs cited by Northern New Jersey Local 669 of United Auto Workers (CIO-AFL) for "their contributions to goodwill and fostering the American ideal of fair sportsmanship and all-inclusive human dignity."

WNBF-AM-TV Binghamton, N. Y., awarded certificate of appreciation by N. Y. State Assn. for Crippled Children for stations' efforts in promoting Easter Seal appeal to benefit crippled children and adults of the community.

WMIK Middlesboro, Ky., received certificates of appreciation from local American Legion post and from 25th anniversary Ky. Mountain Laurel Festival.

Bill Adams, program director, WHEC-TV Rochester, N. Y., received citation from National Shut-In Assn. for cooperation through years.

Lincoln Income Life Insurance Co., Louisville, Ky., sponsor of *Victory at Sea* over WHAS-TV Louisville, given Certificate of Appreciation for Outstanding Service by U. S. Navy Recruiting Service.

William J. Ladyka, senior at U. of Detroit, and **Paul H. Toepp,** alumnus and account executive of Gillie & Beltaire Agency, received Gold Mike awards at annual luncheon of university's Broadcasting Guild.

The Lithuanian Program, broadcast Sundays on WBMS Boston, received Treasury Citation for patriotic service to Lithuanian community from Mass. Savings Bond Div. of U. S. Treasury Dept.

Susanne Sherwood, public service director, WTOP Washington, given Community Service Merit Award by D. C. Optometric Assn. for efforts on behalf of area public service organizations.

News Flashes From
WHLS
4 FULL TIME NEWSMEN
are just 4 of the many reasons why this community-minded station is number one on everyone's dial for news in . . .
PORT HURON, MICHIGAN
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

EDUCATION

Educational Center Plans $200,000 Headquarters Bldg.

PLANS for the construction of a $200,000 headquarters building in Ann Arbor, Mich., by the Educational Television & Radio Center were announced last week by President H. K. Newburn. The center provides a development and program service for the nation's educational tv stations.

The L-shaped building is scheduled for occupancy Oct. 1 and will provide more than 8,500 sq. ft. of floor space. The center was established in 1952 by the Fund for Adult Education and last December [B•T, Dec. 19, 1955] received a grant of more than $6 million from the Ford Foundation for operation through 1959. Twenty-one educational stations are affiliated with the center and two others are scheduled to join in the near future.

Education Tv Workshop Set

A WORKSHOP in educational television will be offered at the U. of Detroit June 25 through July 20 under the direction of William J. Murphy, chairman of the university's Communications Arts Dept. Production techniques, program procedures and the use of photography as a production aid will be covered. Students will work in the studios of WTVS (TV), Detroit educational station, and will receive two college credits for completion of the course.

EDUCATION PEOPLE

George Sisler, public relations director, Memphis Street Railway Co., appointed publicity director of education station WKNO-TV Memphis, to go on air July 1.

David D. Limmer, recent graduate of Charles Morris Price School, to education station WHYY (FM) Philadelphia as assistant community relations director, succeeding **Hans-Werner Deeken,** resigned to join U. of Georgia, Athens. **Mrs. Elaine Freeman,** Temple U. graduate, also to WHYY community relations staff.

EDUCATION SHORTS

Warren R. Carmichael, Penn State U. agriculture student, won farm scholarship and summer job at KDKA Pittsburgh, Pa., in annual competition. Other winners of station farm scholarship were **Gary Bates,** Ohio State U., and **Clarence Spencer,** Elkview, W. Va.

Leroy Rockwell, U. of Nebraska student, named for in-service scholarship at KFAB Omaha.

WTTW (TV) Chicago, non-commercial, education station, and **Iowa State College,** Ames, have worked out joint scholarship program providing $500 scholarship and training at WTTW. David Leonard, Iowa State senior, is current scholarship holder.

Capitol Radio Engineering Institute, Washington, has prepared new illustrated, 44-page edition of *Your Future in the New World of Electronics.* Book, prepared by E. H. Rietzke, president of institute, devotes nine pages to opportunities for technically educated men. Other sections outline CREI regular curricula and home study programs. Copies are available from registrar.

WHIL Medford, Mass., has awarded $250 scholarships to Sheila Finn of Medford High School and Sara Lewin, Malden High School. Station also announced third scholarship to be awarded next year to representative of Everett High School, Everett, Mass.

GOIN' GREAT GUNS!



THE TENNESSEE ERNIE FORD SHOW

Don't know what we can say about America's Number One "Pea Picker" that hasn't already been said by his millions of loyal fans all over the country . . . except this:

The ONLY way you can get the great Tennessee Ernie Ford on radio is on the transcribed TENNESSEE ERNIE SHOW . . . and ONLY from

RADIO ZARK
ENTERPRISES, INC.
PHONE 2-4422 — SPRINGFIELD, MISSOURI

A phone call, wire or letter will bring complete information and

FREE AUDITION

'Ding Dong' P-TA

FORMATION of a nationwide *Ding Dong School* Parent-Teacher Assn. was announced last week by Dr. Frances Horwich, supervisor of children's programs for NBC and creator-star of *Ding Dong School* (NBC-TV, Mon.-Fri., 10-10:30 a.m. EDT). During the last five minutes of her program, Dr. Horwich customarily talks to parents. Membership is open to anyone who works or lives with children. Members will receive a monthly news bulletin, entitled "From Miss Frances' Desk," which will contain a variety of features of interest to children and parents. NBC-TV said it is expected that at least one PTA group will be organized in each of the 109 cities in the U. S. in which *Ding Dong School* is telecast.

WJZM Clarksville, Tenn., gave scholarship at U. of Tennessee to Lurton Lyle, Slayden, Tenn. Award represents first of annual presentations to be made to Montgomery County High School students by WJZM.

WKNO-TV Memphis, Tenn., announces Memphis State College and U. of Tennessee as first institutions to offer college credit courses on new education station planning to go on air July 1. Other institutions are expected to follow.

KFAB Omaha has given scholarships to U. of Nebraska College of Agriculture to top boy and girl 4-H speakers in station's 14th annual public speaking contest. Winners were David Spence, Gage County, and Marilyn Mendenhall, Cass County.

WBNS-TV Columbus, Ohio, has presented $1,000 Thomas Alva Edison Foundation Award to Ronald F. Caldwell, 18, of Caldwell, Ohio, for his high scholastic average and participation in extra-curricular school affairs. The scholarship, to be used for Mr. Caldwell's college education, is part of the Edison Foundation Award to WBNS-TV last December as "television station that best served youth in its community in 1955."

Marketing Research Councils has named twelve college students winners in third annual competition. Eight winners were given cash awards, ranging from $25-100 and four were awarded certificates of honorable mention. Winners were chosen on basis of papers submitted on various phases of market research.

CBC COMMERCIAL POLICY UNECONOMICAL, ADVERTISERS' BRIEF TELLS COMMISSION

ACA says that advertising costs in Canadian tv are more than twice as high as U. S. charges and cost of live production does not justify return. Toronto labor unions support present programming.

THE COST of producing live television shows in Canada is not yet justified by the commercial return, the Assn. of Canadian Advertisers said in a brief presented to the Royal Commission on Broadcasting during its Toronto sittings early in June.

The association, representing 169 national advertisers, reported that proportionate advertising costs in Canadian tv were more than twice as high as in the U. S., and in most cases were higher than comparable figures for other media. Representative total cost per 1,000 homes reached per commercial minute for a nighttime tv network program was approximately $2.50-$3.00 for the U. S., $5.00-$8.50 for English-speaking Canada, and $7.00-$15.00 for French-speaking Canada, it said.

At the same time, complained the ACA, many advertisers cannot get national network time at suitable hours, or in the best markets at all. Advertisers were also placed at a disadvantage by Canadian Broadcasting Corp. policy, which demands that to secure network discounts, all the network must be taken. With no list of supplementary stations which the advertiser can take and pay for at his option, sponsors find themselves paying to reach audiences they do not want to reach, or spending money they could use more effectively in other media.

The ACA noted that the CBC has attempted to offset high prices by offering substantial network discounts and by offering separate but related inducements to individual advertisers. On the other hand, it continued, the CBC refuses to disclose its costs, denies the advertiser or agency an effective voice in the production or personnel of shows and rejects financial advantages to be gained by competition.

"In the result," commented the ACA, "the advertiser has no assurance that he is getting what he is paying for and is restricted to supporting only that talent which is recruited by the CBC. The development of Canadian television has proceeded on the topsy-turvy principle that trade and commerce, which are the center of our national economy, should be the one peril from which our national television broadcasting should be protected."

The ACA also complained that:

1. CBC tv monopolies in major centers such as Halifax, Quebec, Montreal, Ottawa, Toronto, Winnipeg, Regina, Calgary, Edmonton and Vancouver are inadequate to meet the demand for tv advertising.

2. There is insufficient control by agencies over the production of live commercials for which they are responsible.

3. Lack of definite regulations covering the content of tv programs and commercials is confusing to both advertisers and agencies.

4. Agencies and advertisers are unable properly to estimate costs and conform to budgets because of delays in obtaining accurate cost estimates from the CBC. In many cases, the brief charged, final corrected billings were over six months late.

In another brief to the commission, the Toronto Musicians' Assn. urged that private Canadian tv and radio stations be required to devote at least 5% of their gross revenue to the employment of Canadian talent. At present, such stations do not do enough to encourage native talent, it stated.

Protest Free Music

The musicians expressed concern over the CBC policy of providing, without charge, thousands of hours of program material to private stations, on a network and non-network basis, which failed to employ local musicians. The CBC policy, it suggested, constituted a breach of contract.

CBC programming was supported in a brief from two federations of Toronto labor unions, urging that any new tv outlets in the Toronto area be operated by the CBC. The labor federations (Toronto & District Trade & Labor Council and the Toronto & Lakeshore Labor Council) criticized, however, the lack of adequate public relations in the CBC organization.

The U. of Toronto urged that more CBC time be allotted universities to carry out adult education programs. Adequate time, it suggested, would be from half an hour to five hours per week for each Canadian university during the six-month academic session.

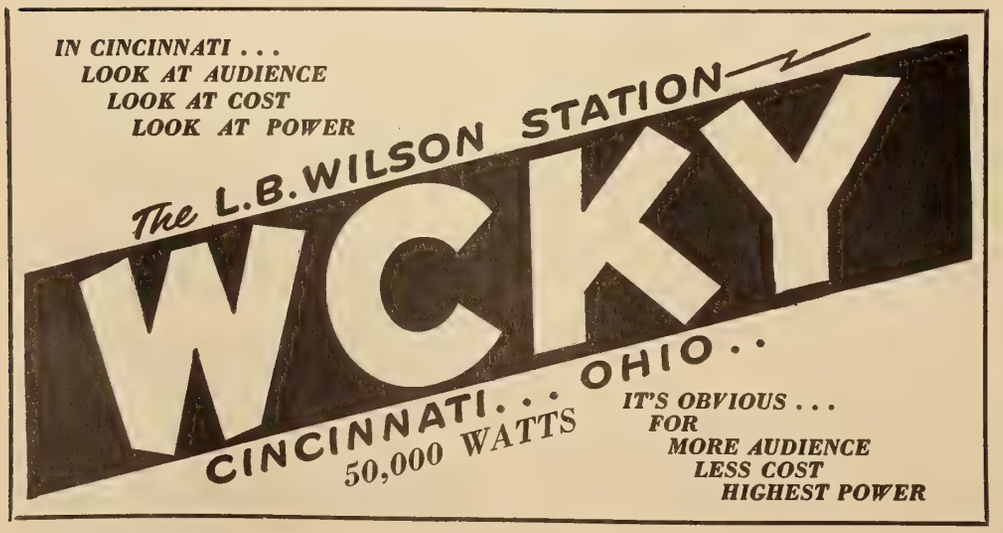
The Canadian Wire Service Guild, representing CBC newsroom employes, favored extension of CBC news-gathering facilities abroad, both for radio and tv.

The Canadian Mental Health Assn. charged that some tv programs drive viewers to doctors for mental treatment. It said that psychiatry is frequently misinterpreted in tv dramas and that some programs seem "to capitalize on the public's fascination with the evil, morbid and twisted patterns of psychopathic behavior." Following such programs, it said, clinics report an increase in calls from patients who have been disturbed and made worse by the programs.

SPONSOR PRESSURE NIL, ROYAL COMMISSION FINDS

Chairman Fowler answers to complaint of Canadian temperence group. Cooke renews offer to pioneer color tv.

THE Royal Commission on Broadcasting, after six weeks of investigating Canada's radio and television industry, has found no evidence of pressure by sponsors on Canadian broadcasters. Commission Chairman R. M. Fowler made this statement during the commission's Toronto



sittings in early June, in answer to a warning by the Canadian Temperance Federation that such pressures might exist.

The temperance group had charged that lobbyists in Hollywood attempt to have the brand name on a bottle shown when drinking scenes were filmed, and warned that similar efforts might be made in Canadian radio and tv. James Stewart, another member of the three-man commission, reported that a number of private stations, as well as the Canadian Broadcasting Corp., have given assurance that no sponsor is allowed to influence any program.

Jack Kent Cooke, owner of CKEY Toronto, renewed an offer first made in 1953 to pioneer color tv in Canada on a private basis. Mr. Cooke, who has been unsuccessfully applying for a Toronto tv license since 1948, urged licensing of private tv stations wherever channels are available and called for the lifting of all but technical restrictions on private operators. A "big brother" broadcasting fabric, under which the people are given what certain bureaucrats conceive they should have rather than what the people demonstrate they want, is alien to our democratic way of life, he said.

Margaret Fletcher of the U. of Toronto's Institute of Child Study told the commission that pre-school youngsters are confused by programs for older children. She urged that standards of children's programs be evaluated by experts in the field of early childhood as well as by production experts and that timing of programs be given consideration in relation to daily routines observed in the average home.

The Labor Progressive (Communist) Party condemned the influx of CBC and private tv stations of U. S.-produced programs which "degrade culture" and "aim to cultivate in the minds of Canadians the false idea of American superiority."

At the conclusion of the Toronto sittings, Mr. Fowler announced that the commission would not sit again in Toronto in the fall, as originally planned, as it had been able to deal with all Toronto briefs. Any other Toronto representations will be heard in Montreal.

UN Paris Meet Draws 40

MORE than 40 delegates from countries throughout the world are attending a UNESCO meeting in Paris, starting last Wednesday and running through June 20, for the purpose of stimulating development of television as a medium for promotion of international understanding among producers and distributors in television and film organizations.

Representatives from the U. S. include James Nelson, manager of programming for NBC-TV's *Project 20* series; Maurice Mitchell, president of Encyclopaedia Britannica Films; Frederick Long, program manager of the U. S. Information Agency, and Richard Brenner Hull, former director of radio-tv for Iowa State College who will join Ohio State in November (see separate story).

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

6 Radio, 2 Tv Requests Go Before CBC Governors

APPLICATIONS to establish six new radio and two new tv stations in Canada come before the CBC Board of Governors June 22.

Am applications are from G. W. H. Millican for a 5 kw station on 910 kc at Calgary, Alta.; A. J. Messner, 1 kw on 1410 kc at St. James, Man.; K. R. Kelly, 1 kw daytime on 1540 kc at Burlington, Ont.; G. W. Burnett, 500 w daytime on 1470 kc at Welland, Ont.; Radio Gravelbourg Ltd., 250 w nighttime at Gravelbourg, Sask., and fm application from E. J. Pigott, for 282 w on 98.1 mc at Toronto (a similar application by Mr. Pigott was turned down in February).

Tv applications are from Northern Radio-Radio Nord Inc., for ch. 4 at Rouyn, Que., with 50 kw video and 12.5 kw audio, and from Norman Roebuck, for ch. 3 at Yorkton, Sask., with 11.1 kw video and 5.55 kw audio.

Canadian Newspaper Chain Seeks Multiple Ownership

TWICE REFUSED the right to purchase radio and tv stations, Southam Co. Ltd., Canadian newspaper chain, has presented a brief to the Royal Commission on Broadcasting asking for relaxation of regulations barring multiple ownership of radio-tv stations. The brief stated that "under the present Canadian Broadcasting Corp. regulation, anyone who has, by successfully operating a radio or television broadcasting station, proved his ability in this field of mass communication, is automatically penalized by his very success. This is illogical."

Southam Co. owns CJCA Edmonton, Alta., and part of CKOY Ottawa, Ont. A year ago the company was refused permission to purchase CKNW New Westminister, B. C., but this year was able to buy 40% in a syndicate which bought CKNW.

Salzman Uses Italian Studio

A FOUR-STAGE film studio in Italy has been acquired by Harry Salzman, tv film and feature picture producer, on a long-term basis for the production of television and theatrical films. Mr. Saltzman, who was in New York last week, revealed that the Pisorno Studios in Tirrenia, Italy, is the production site for *Captain Gallant of the Foreign Legion.* The film series, released through Television Programs of America, will be shown next season on NBC-TV under the sponsorship of H. J. Heinz Co., starting Sept. 16.

Grey Cup Sponsorship Set

MOLSON'S BREWERY has secured tv rights to the Canadian championship Grey Cup football game in Toronto Nov. 24 but because of regulations throughout the rest of the Dominion barring beer advertising, will sponsor the game only in Quebec Province. General Motors has purchased from Molson's the rights for the remaining provinces. Last year's championship game was seen by four million viewers, claimed to be the largest audience ever for Canadian television.

CHUB Requests 1130 Kc

CHUB Nanaimo, B. C., will apply for 1130 kc to be relinquished by the government in October. Station manager Chuck Rudd also will seek an increase from 1 kw to 10 kw, which would allow CHUB to serve Vancouver Island.


Bea Johnson, Director of Women's Activities for KMBC-KFRM and one of the best-known woman broadcasters in America. Her "Happy Home" is a "must" with both housewives and advertisers.

LISTEN to the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

BMI
BOOK PARADE
America's Most Widely Listened-to Book Program
In Current Release

THESE BOOKS:
"Perelman's Home Companion"—S. J. Perelman
"The Edge of the Sea"—Rachel Carson
"Abe Lincoln: Log Cabin to White House"—Sterling North
"H.M.S. Ulysses"—Alastair MacLean
"Vigilante Justice"—Alan Valentine
"The Complete Nonsense of Edward Lear"
"Winesburg, Ohio"—Sherwood Anderson
"House Party"—Virginia Rowans
"Boon Island"—Kenneth Roberts
"Officers and Gentlemen"—Evelyn Waugh

THESE REVIEWERS:
Richard Armour; Paul Flowers; Ralph G. Newman; Kenneth M. Dodson; Robert O. Foote; William Jay Smith; August Derleth; Rosemary Taylor; Alice Dixon Bond; Bruce Marshall.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



Welcome Guests in 534,000 Homes in Western New York State*

* Plus a bonus of 559,000 Canadian Homes

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

Your advertising message on

WHBF

is aired to 1,300,000 people in our 25,000 square mile coverage area.

EBI per capita $1646

CBS FOR THE



WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

PROGRAMS & PROMOTIONS

'WIDE, WIDE WORLD' EXPANDS

LIVE tv coverage will reach north as far as Nova Scotia and as far south as Mexico City next fall via the roving cameras of NBC-TV's *Wide, Wide World* program, according to Barry Wood, NBC's special events director and executive producer of the program. Also on the agenda, says Mr. Wood, are kinescopes of a European swing, including Paris, Rome, London and other major capitals "just to show what can be done someday." The European program will have diverse pickings, for example, the changing of the guard at Buckingham Palace, a Papal blessing in Rome, the Louvre in Paris, skiing in the Alps and a tulip festival in Holland. Mr. Wood also observed: "We may tackle the whole U.S.A. in two shows—divide the country into 24 states for each and let everybody see what his fellow-countrymen are doing on a given Sunday afternoon."

NBC-TV FOOTBALL SPECTACULAR

NBC-TV tentatively plans to present a special program in honor of football on Sunday, Sept. 9 (7:30-9 p.m. EDT) as part of its regular Sunday night spectacular programming. The salute to football, similar to the one NBC-TV carried in honor of baseball this spring, will originate in the Los Angeles Coliseum, with a cast including comedians Andy Griffith and Don Adams, actress Jane Russell and her husband, Bob Waterfield, former professional football player.

GOLD TO OFFER 'LUCKY MILEAGE'

FEATURE package "Lucky Mileage," prize format developed by Mike Gold Agency, Los Angeles, is to be offered stations and sponsors nationally this summer following its current 13-week test on KPOP Los Angeles by Cromwell Oil Co. and 100 Golden Eagle service stations in Southern California. Cromwell is promoting its oil additive X-3. In a saturation spot campaign directed to the auto radio audience, the announcer reads three numbers and the motorist whose mileage meter has the corresponding last three digits can win a certificate for 10 gallons of gas by appearing at an Eagle service station within one hour. A five-mile leeway on meter is allowed. "Lucky Mileage" is copyrighted and cleared with lottery laws, the agency says.

WKZO-AM-TV BACK KIDS' DERBY

WKZO-AM-TV Kalamazoo is cooperating with Chevrolet Div. of General Motors Corp. for the third consecutive year on the annual Soap Box Derby for young boys in that city July 14, with winners to compete in the All-American Soap Box Derby finals in Akron (Ohio) Aug. 12. As part of the promotion, the Kalamazoo Optimist Club is presenting *Soap Box Derby Workshop* on WKZO-TV every Monday for youngsters in Western Michigan area. Bill DeDoes serves as emcee and Neil Schoenhals as race inspector, both offering interpretations of various rules and regulations.

WNYC SUPPORTS FASHION BID

NEW YORK-owned WNYC-AM-FM will carry a special program Wednesday (4-4:55 p.m. EDT) in connection with the dedication of temporary headquarters in New York for the Mayor's Committee for World Fashion Center. The committee has been set up to promote New York City as an international fashion leader. A special feature of the WNYC program will be a commentary of latest fashions, all of New York origin, by fashion expert Eleanor Lambert.

'OUT OF YOUR MIND' ON WBBM

BEST-KNOWN works of famous writers, poets and playwrights as read by noted actors and actresses form the basis for new institutionally-sponsored series by Local Loan Co. on WBBM Chicago. Titled *Out of Your Mind,* the show delves into topics with the "What-makes-us-tick?" theme as performed by such personalities as Tyrone Power and Alfred Drake and announced by Hal Stark, WBBM personality. The opening program covered questions of why people are disturbed by violent thunderstorms, eyesight, the "seeds of suicide" and others. Script is written by Laurence Arnold, and the program is produced by Pat Weaver and aired Sunday, 4:30-5 p.m.

EDDY ARNOLD TAKES NEW TIME

ABC-TV's *The Eddy Arnold Show* moves to a new day and time period, effective June 27, when it will be carried on Wednesday, 9:30-10 p.m. EDT. The program currently is carried on Thursday, 8-8:30 p.m. EDT.

ROLLING STUDIOS FOR WHLI

TWO converted Volkswagen buses, equipped as mobile units, have been purchased by WHLI Hempstead, N. Y., for use on remotes and as "rolling studios" in the production of regular programs. Each has two turntables, a rack-mounted tape recorder, a portable tape recorder, a sampling of the station's music library, a public address system and a portable power supply.

'MR. WIZARD' MOVES UP

NBC-TV's science children's show, *Mr. Wizard,* this Saturday moves from 5:30-6 p.m. to 12:30-1 p.m. EDT, and will feature several kinescopes of this past season during the summer months.

WHEC-AM-TV HERALD 125 YEARS

AN ACCUMULATION of 125 years of wealth —material and cultural—was featured in a WHEC-AM-TV Rochester, N. Y., June 3 simulcast, *The Cavalcade of Music,* celebrating the Rochester Savings Bank's 125th anniversary. Adding to the special show's opulence was a diamond display, with music for the program provided by the bank's own orchestra.

HER FIRST OFFICIAL ACT

SHERLEE BARRISH, previously with National Telefilm Assoc., N. Y., has joined the sales staff of Official Films, N. Y., and currently is visiting 60 stations throughout country, driving sports car brazoned "Our Little Sherlee," and concentrating her efforts on Official's *My Little Margie* series.

'QUEEN' EXPANDS ON NBC-TV

NBC-TV's *Queen for a Day* (Mon.-Fri., 4:30-5 p.m. EDT), moves to a new time spot and expands to 45 minutes on July 2 (Mon.-Fri., 4-4:45 p.m. EDT).

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

WRCA-TV COLORCASTS PICTURES

IN order to promote colorviewing in the New York metropolitan area, WRCA-TV yesterday (Sunday) was scheduled to place over $1 million of art treasures before its color cameras in a 30-minute program, entitled *The Eye Listens.* The one-shot show, written by David Crownover of the Philadelphia Museum and Jim Elson of WRCA-TV, and narrated by Roger Tuttle, was to feature masterworks by Manet, Pissarro, Renoir, Saracini, Carot, Degas and others, while background music was to be "provided by" Mozart, Ravel and Massenet. All paintings were on loan from New York's Wildenstein Galleries.

WICC GREETS ROAD TRAFFIC

WICC Bridgeport, Conn., served as official greeter to motorists driving through the Greenwich, Conn., gate of the Merritt Parkway when the new Information Center at the gate was opened officially by the Connecticut State Dept. Commission and Vacation Advisory Board. Motorists stopping at the center were given WICC cards, listing the station's daily schedule of newscasts, traffic reports, weather forecasts and sportscasts.

WBZ-TV SUMMARIZES THEME

WBZ-TV Boston has launched a summer-time promotion campaign, encompassing audience, sales and personnel, designed to call attention to the importance and value of television during hot weather months. The campaign is built around a new station slogan—"Summertimed With You in Mind"—and includes jingles, outdoor advertising, and contests for viewers and for station personnel.

WROW INTRODUCES MANAGER

ADVERTISERS and agency heads of the Albany, N. Y., area convened at The Sheraton Ten Eyck Hotel in Albany on June 4 to be introduced to George Perkins, new station manager of WROW Albany. He joined WROW from WHDH Boston where he was program manager. Mr. Perkins reported at the luncheon on WROW's radio audience, while other executives of Hudson Valley Broadcasting Co. similarly reported on the operation of WCDA (TV) Albany and satellite WCDB (TV) Hagaman, N. Y. Speakers included General Manager Thomas S. Murphy and William J. Lewis, sales manager for WCDA and WCDB.



"My problem is how can I listen to KRIZ Phoenix twenty-four hours a day?"

ROUNDTABLE TALK

TWO executives of Westinghouse's KEX Portland, Ore., General Manager Herbert Bachman and Sales Manager Robert Rudolph, held a sales conference with staff members of Peters, Griffin, Woodward, the station's representative in New York, via long distance telephone. The conference was held to give the New York salesmen information on a new KEX show.

A small loudspeaker made it possible for the New York audience, including WBC President Alexander W. Dannenbaum Jr., to hear what the men in Portland had to say. Also, a microphone built into the phone enabled them to ask questions of the KEX executives.

PLOUGH EXTENDS MUSIC-NEWS

PLOUGH Inc., recently active in purchasing broadcast properties, has extended what it claims to be a highly successful music-and-news program concept from its WMPS Memphis to WJJD Chicago. The format is described by Harold R. Krelstein, president and general manager of WMPS, and Fred Harm, general manager of WJJD, as a basic departure in music-news programming, with emphasis on precision production.

WJJD, which Plough Inc. purchased nearly three years ago, put the format into operation yesterday (Sunday) after realigning its staff and retaining four disc jockeys as staff members.

The innovation, introduced on WMPS Sept. 12, 1955, raised the station's ratings and showed tangible advertising results within four months, backing up Mr. Krelstein's belief that music and news are "the weaknesses of tv and the strength of radio."

'YOU ARE THERE' REALLY

CBS-TV's *You Are There* which has been transporting tv audiences back as far as 1,000 B.C. goes "modern" July 1 (Sun., 6:30-7 p.m. EDT) as it sends its reporters to cover the current Cypriot crisis touching Greece, Cyprus, Turkey and Great Britain. Host Walter Cronkite will be joined by Chief European Correspondent Howard K. Smith in describing the diplomatic and military phases of the struggle for Cypriot independence. *You Are There* is sponsored by The Prudential Insurance Co. of America, through Calkins & Holden Inc., New York.

NAVY CONGRATULATES SARNOFF

ADM. ARLEIGH BURKE, chief of naval operations, U.S.N., last week sent a message of congratulations to Robert W. Sarnoff, president of NBC, for NBC-TV's presentation on May 27 of *Antartica: Third World—The Race Against Night.* Mr. Sarnoff replied expressing the hope that the network can arrange with the Navy for further coverage of "Operation Deepfreeze."

WMCA CIVIL LIBERTIES REPORT

CIVIL LIBERTIES will be spotlighted on radio tonight (Monday) when WMCA New York presents the first in a weekly 15-minute series of testimony before the Senate Subcommittee on Constitutional Rights. The series, excerpted from more than 200 hours of subcommittee hearings, was produced for WMCA "exclusively" by the Fund for the Republic. New Yorkers catching the series will hear witnesses called before Sen. Thomas C. Hennings (D-Mo.) and his colleagues on the committee, defining areas of infringement on civil rights.

the station that made ROANOKE

VIRGINIA'S NO. 1 TV MARKET

73.2% station share of sets . . . (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.

NBC

Represented Nationally—Avery-Knodel, Inc.

CAMART
TV TRIPOD SUPPORTS

● TRIANGLE
$29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.

● CAR-TOP CLAMPS

Insure a steady tripod support for your news-reel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00

THE CAMERA • MART INC
1345 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART

'TOUR-AIDE' BIG HELP TO ALL

"TOUR-AIDE," a promotion conceived by KJAN Atlantic, Iowa, to conquer the summer slump, has helped the station achieve billings as big as last December's.

The extensive but inexpensive Sunday plan grew out of a routine sales call on a small cafe owner. The client said he'd buy time on condition that KJAN persuade Sunday motorists to stop by his cafe. The idea was worked out by Robin A. Morrow, president of KJAN, taken to a sales meeting, with the result that KJAN now is sending tourists into cafes, dairy bars, motels and other businesses along Highway Six every Sunday.

With all Sunday afternoon from 1:30 to 6 p.m. devoted to Tour-Aide programming, KJAN set up refreshment booths at two ends of Highway Six, embracing nine Iowa communities. Billboards point the way to KJAN booths and tourists who stop are served free Cokes and ice cream by pretty Iowa girls. They also are given maps which point out Tour-Aide sponsor locations along the way and KJAN's location on the radio dial.

Courteous and careful drivers are spotted from the booths, their licenses phoned to the disc jockey on duty and they are notified on the air to pick up prizes (10 gallons of gas, steak dinner, sun glasses) at the donor's place of business on Highway Six. With swimming pools, drive-ins and service stations airing the show over public address systems, Tour-Aide sets the Sunday afternoon mood on Highway Six.

Sponsors, now numbering 56, buy into the show on a firm four-month basis. The fee covers one Sunday afternoon commercial, plus mentions throughout the show as prize locations are called. KJAN promotes the show daily on the air, furnishes maps and booth personnel, with local bottlers and dairies providing booth refreshments and sponsors giving prizes, all adding up to negligible extra cost for the station.

Tour-Aide has attracted mail from 11 states and several Chambers of Commerce.

MORT ABRAHAMS TO SHOWCASE

MORT ABRAHAMS, producer this past season of *General Electric Theatre, Star Stage* and other programs, has been signed by Showcase Productions Inc. as executive producer on NBC-TV's *Producers' Showcase,* effective this fall. Showcase Productions packages *Showcase* as well as the *Goodyear-Alcoa Tv Playhouse.* Mr. Abrahams said that he will launch "an intensive search" for original musical properties and other dramatic vehicles which "will recreate the brand of excitement viewers felt when the first spectaculars went on the air."

DOGS HAVE DAY ON WTTW (TV)

WTTW (TV) Chicago, non-commercial, educational station hasn't gone to the dogs but is asking them to come to the station. In preparation for a 12-week obedience training course on its *Totem Pole* children's program starting June 26, WTTW is auditioning dogs of all "shapes, sizes and class distinctions" for possible appearances on the program. Six dogs will be selected each week to participate with their young training masters on the program, to be aired Tuesdays, 4:30-5 p.m., with Oscar Franzen, dog trainer.

ABC-TV SPORT SHOW READY

PREMIERE of *Greatest Sport Thrills,* series of filmed highlights of the past year's great U. S. athletic events, is set for this Thursday, 9:30-10 p.m. EDT on ABC-TV.

NBC-TV OLYMPIC SHOW SET

NBC-TV will cover the Olympic finals of the U. S. track and field team in Los Angeles June 30, 5-7 p.m. EDT. Top three finishers in each event will represent the U. S. in the Olympic Games at Melbourne, Australia, in November.

NO REST FOR WGR-TV STAFF

WGR-TV Buffalo, N. Y., was able to provide viewers with speedy, on-the-spot coverage of a rockslide which wrecked part of the Niagara Mohawk Power Corp.'s Schoellkopf power station on June 8, largely because producer-director Al Cooper was one of the eyewitnesses. Immediately after the rockslide began at 5 p.m. EDT, Mr. Cooper searched for—and found—a man who had a film camera and knew how to use it. The film was taken and was rushed to WGR-TV's studios in time for the station's 6:30 p.m. news program. The station later provided additional film coverage from footage shot by its own staffers.

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

PRINT CAMPAIGN BY WTOP

WTOP Washington is running a series of five full-page public service ads in behalf of U. S. Armed Forces recruiting programs. Object: to "encourage public service-conscious companies to help balance the Armed Forces recruiting programs by the use of newspaper advertising because of the lack of public service advertising support by the large metropolitan newspapers on behalf of the Armed Forces." Each ad in the series, conceived as an extension of WTOP's public service air activity, carries a testimonial by a station personality who served in the branch of service being promoted.

COLUMNIST LIKES WOKO SHOW

RECOMMENDED for both "rounds" and "squares" by a disc-jockey-weary *Albany* (N.Y.) *Times-Union* columnist is the *Player Piano Playhouse* Saturday night show on WOKO Albany. Edgar S. Van Olinda, a columnist who misses the parlor instrument of yesteryear, happened to hear the show—conducted by player piano hobbyist Bee Burger—and devoted an entire column to it. WOKO's program department says this is the first time in recent years that a local show has rated so much newspaper space.

WTTV (TV) GOES TO COLLEGE

THE cameras of WTTV (TV) Bloomington-Indianapolis enabled an unprecedented number of Indianans to see graduates, post-grads and honorees of Purdue and Indiana Universities step up for their sheepskins this spring. Using its microwave remote facilities, WTTV was able June 3 to televise a portion of the Purdue graduation ceremonies for the first time in university history. Indiana U. degrees were awarded before WTTV cameras June 11. WTTV and the institutions made the decision to televise because growing numbers of graduates make it all but impossible for everyone to see the ceremonies. Sponsor of both telecasts was Eli Lilly & Co.

WFMY-TV ACTS ON SURVEY

"WE asked you . . . you told us . . . here it is . . .*" reads the cover of the latest agency mailer from WFMY-TV Greensboro, N. C. The asterisk refers readers to a B•T article, "What Do Agencies Want Stations to Tell Them" (Feb. 6) covering a survey by WFMY-TV. Based on agency response, the WFMY-TV market brochure now carries figures on population, families, effective buying income, retail sales broken down into six categories and gross farm income, all plus the station coverage map. Back cover of the market piece carries a subtitle, "the compendious* WFMY-TV story," with compendious* defined as "*a brief, clean-cut statement of essential facts."

ONTARIO AMS SHARE NEWS

NINE Ontario radio stations have started a co-operative taped news service in conjunction with Broadcast News Ltd., Toronto. Spot newscasts of interest to other stations are recorded by participating stations and sent on three regular daily transmissions to the other stations. No tape is sent to another station in the same city as the one originating the newscast. In the group on the *"Tapex"* circuit are CKOC and CHML Hamilton, CFPL London, CKVL Verdun, CJAD and CFCF Montreal, CFRA Ottawa, CKWS and CKLC Kingston.



HERB PLAMBECK (l), farm director of WHO-AM-TV Des Moines, Iowa, and Ilea Emilionov, leader of a five-man Russian agricultural delegation visiting America's major farm areas, discuss a model of a modern U. S. tractor on *Tv-RFD*. Mr. Plambeck was in the U. S. delegation that toured Soviet farms last year.

'WEEKDAY' COUNTS PEN PALS

TWO examples of audience responsiveness to NBC Radio's *Weekday* program were cited last week by the network. It reported that more than 71,000 letters were received after Mike Wallace and Virginia Graham asked listeners during National Radio Week (May 13-19): "Who are you and what are you doing at this moment?" Portable radios were offered for the best 15 letters. Another example of *Weekdays* audience-pulling power: Knox gelatine, sponsor of the "Daily Dieters" feature on the program, received 51,733 requests for its instruction booklets for weight-conscious women. In both cases, NBC Radio said, letters are still coming in.

RADIO FOR SICK LISTENERS

CKEN Windsor, N. S., and CFAB Kentville, N. S., air a program weekly to hospital patients in their area. Production of the program is handled by students of Acadia University, who are paid for their work in the form of bursaries. The program, *Acadia Hospital Hour*, consists of music, interviews, talks on economics, quiz shows and light chatter. Hospital patients send in questions to stump the university faculty members.

CHAB TRIES THRIFTY PROMOTION

CHAB Moose Jaw, Sask., has distributed to advertisers miniature western Canadian grain elevators which can be used as savings banks. A green ribbon streamer tells the advertiser that there is lots of money in Saskatchewan grain elevators and that the way to it is CHAB.

'MYSTERY' BOX

LOCKED strong box, lollypops and tea bags were promotion devices sent to the trade by KHJ-TV Los Angeles to announce features of new program series on the Don Lee outlet. Key to the strong box, sent later, unlocked mystery highlights of Louis Quinn's weekday afternoon variety series, *Quinn's Corner*, while the lollypops signalled start of new kid cartoon host, "Fireman Joe." Tea bags symbolized tea time for the ladies with Charles Lind, new host on Sunday-through-Friday early afternoon *Million Dollar Movie Matinee*.

Station Authorizations, Applications

(As Compiled by B • T)

June 7 through June 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna, aur.—aural, vis.—visual, kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through June 13

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,864	3,019	234	280	115
Fm	519	549	45	11	0

FCC Commercial Station Authorizations

As of May 31, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,858	519	180
Cps on air	32	13	315
Cps not on air	118	15	112
Total authorized	3,008	547	607
Applications in hearing	168	2	125
New station requests	273	6	41
New station bids in hearing	110	0	92
Facilities change requests	144	7	25
Total applicants pending	897	59	298
Licenses deleted in May	0	2	0
Cps deleted in May	0	1	1

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through June 13

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	358	93	451[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	320	312	632[3]
Noncom. Educational	21	19	41[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	999	337	782	554	1,337[4]
Noncom. Educ.	61		34	27	61[4]
Total	1,060	337	816	581	1,398[5]

[1] 168 cps (32 vhf, 136 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 41 already granted.
[5] Includes 672 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

PETITION

KPQ Wenatchee, Wash.—Petitions FCC to amend Sec. 3.606(b) of Rules governing tv stations and Table of Assignments by issuance of rule-making for deletion of ch. 12 from Coeur d'Alene, Idaho, assignment of ch. 12 to Wenatchee, Wash., and assignment of ch. 29 in lieu of ch. 12 to Coeur d'Alene; also to amend Sec. 3.610 to allow operation at less than minimum co-channel distances specified therein in cases where no objectionable interference would be involved. Filed June 4.

Existing Tv Stations . . .

ACTIONS BY FCC

KSBW-TV Salinas, Calif.—Granted mod. of cp to change trans. location from Baldy Peak to Fremont Peak, about 10 miles northeast of city; increase vis. ERP to 240 kw; reduce ant. from 2,550 ft. to 2,330 ft., and make other equipment changes. Action June 13.

WTTV (TV) Bloomington, Ind.—Granted license for tv station, on representation "that station has discontinued indentifying itself improperly as Indianapolis, Terre Haute and Bloomington." Granted June 13.

KAKJ (TV) Reno, Nev.—Issued order to show cause why cp for tv ch. 4 should not be revoked; ordered hearing in this matter on July 13. Action June 13.

KICA-TV Clovis, N. M.—Granted mod. of cp to change ERP to 30.2 kw vis., 16.2 kw aur.; change studio and trans. location, and make minor ant. and other equipment changes. Granted June 6.

KDLO-TV Florence, S. D.—Granted mod. of cp to change studio location; change ERP to 100 kw vis., 60.3 kw aur., and make other equipment changes. Granted June 8.

KELO-AM-TV Sioux Falls, S. D.—Granted cp to install new combined am-tv tower. Granted June 7.

CALL LETTERS ASSIGNED

WTLC (TV) Canton, Ohio—Tri-Cities Telecasting Inc., ch. 29.

KONO-TV San Antonio, Tex.—Mission Telecasting Corp., ch. 12.

WAVY-TV Portsmouth, Va.—Portsmouth Radio Corp., ch. 10.

WSUR-TV Ponce, P. R.—American Colonial Bcstg. Corp., ch. 9.

APPLICATIONS

KSPS (TV) Hot Springs, Ark.—Seeks mod. of cp (which authorized new tv) to change trans. and studio location to West Mountain, 1.5 miles from center of Hot Springs; change ERP to .67 kw vis., .335 kw aur., and make other equipment changes. Requested waiver of Sec. 3.613 of Rules. Filed June 11.

KBOI-TV Boise, Idaho—Seeks cp to make changes in facilities of existing tv; change ERP to 65 kw vis., 33 kw aur.; install new ant., and make other equipment changes. Filed June 11.

KVIT (TV) Sante Fe, N. M.—Seeks mod. of cp (which authorized new tv) to change trans. and studio location to Wood Rd., 2.8 miles north-northwest of center of Santa Fe; change ERP to .322 kw vis., .161 kw aur., and make other equipment changes. Requested waiver of Sec. 3.613 of Rules. Filed June 11.

WHK-TV Cleveland, Ohio—Seeks mod. of cp (which authorized new tv) to change trans. location to 3600 East Pleasant Valley, Rd., Seven Hills Village, Ohio; change ERP to 1,000 kw vis., 500 kw aur., and make other equipment changes. Filed June 7.

KOTA-TV Rapid City, S. D.—Seeks mod. of cp (which authorized new tv) to change ERP to 71.12 kw vis., 42.66 kw aur., and make other equipment changes. Filed June 12.

WSPA-TV Spartanburg, S. C.—Seeks mod. of cp (which authorized new tv) to change ERP to 263 kw vis., 147 kw aur., and make other equipment changes Filed June 7.

WFRV-TV Green Bay, Wis.—Seeks mod. of cp (which authorized new tv) to change studio location to northwest corner of Roosevelt and Mason Streets, Green Bay. Filed June 12.

New Am Stations . . .

ACTIONS BY FCC

Tucson, Ariz.—Pima Broadcasting Co. granted 1490 kc, 250 w unl. Post office address Box 933, Beverly Hills, Calif. Estimated construction cost $8,000, first year operating cost $50,000, revenue $60,000. Pincipals are equal owners Pres. **Dawkins Espy**, consulting engineer; and Vice Pres.-Treas. **William John Hyland**, lawyer. Granted June 13.

Ridgecrest, Calif.—Arthur M. Eckstrom's application seeking cp for new am to be operated on 990 kc, 500 w D, dismissed at request of applicant. Action June 12.

Auburndale, Fla.—R. E. Hughes, granted 1570 kc, 1 kw D. Post office address: Box 445 Plant City. Estimated construction cost $11,949, first year operating cost $24,000, revenue $30,000. Principals include **R. E. Hughes**, employee at Duplex Mill & Mfg. Co.; and **Kenneth Neubrecht**,

engineer at Gates Radio Co. Mr. Neubrecht will receive 10% interest for engineering services. Granted June 13.

South Dade Bcstg. Co.; J. M. Pace; Redland Bcstg. Co., Homestead, Fla.—FCC designated for consolidated hearing applications for new ams to operate on 1430 kc, 500 w D; made **WWPB Miami, Fla.**, party to proceeding. Action June 13.

Cynthiana, Ky.—Cynthiana Bcstg. Co. granted 1400 kc, 100 w unl. Post office address Box 55, Cynthiana. Estimated construction cost $15,843, first year operating cost $30,000, revenue $36,000. Principals are equal partners **Estil R. Anderson**, chief engineer **WEKY Richmond, Ky.**; and **Silas E. Anderson**, automotive speciality store owner. Granted June 13.

Neon, Ky.—Letcher Bcstg. Corp. granted 1450 kc, 250 w unl. Post office address Neon. Estimated construction cost $13,578, first year operating cost $20,000, revenue $30,000. Ten stockholders, each holding 10%, include **Hence Eversole**, formerly with **WTCW Whitesburg, Ky.**; and **W. P. Nolan**, owner and publisher of *Hazard* (Ky.) *Mountain Messenger*. Granted June 13.

Milford, Mass.—Milford Bcstg. Co's application seeking cp for new am to be operated on 1490 kc, 250 w unl., dismissed at request of applicant. Action June 12.

Paul A. Brandt, West Branch, Mich.; Livingston Bcstg. Co., Howell, Mich.—FCC designated for consolidated hearing applications for new ams to operate on 1350 kc, D, with power of 1 kw and 500 w, respectively; made **WEXL Royal Oak, Mich.**, party to proceeding. Action June 13.

WGLI Inc., Babylon, N. Y.—FCC designated for hearing application for new am to operate on 1290 kc, 1 kw unl.; made **WOV New York, N. Y.**, party to proceeding. Action June 13.

Dundee, N. Y.—Finger Lakes Bcstg. Co. granted 1570 kc, 1 kw D. Post office address 239 Golden Glow Rd., R.D. #1, Elmira, N. Y. Estimated construction cost $14,999.27, first year operating cost $38,000, revenue $55,000. Principals are equal partners **Henry Valent**, attorney; and **Thomas H. Shafer**, chief engineer at **WCBA Corning, N. Y.** Granted June 13.

Claremore Bcstg. Co., Claremore, Okla.—FCC designated for hearing application for new am to operate on 1270 kc, 500 w D; made **KSOK Arkansas City, Kan.**, and **KUOA Siloam Springs, Ark.**, parties to proceeding. Action June 13.

Manassas, Va.—Harold H. Thoms' application seeking cp for new am to be operated on 1460 kc, 500 w D, dismissed at request of attorney. Action June 12.

Carthage, Tex.—Panola Bcstg. Co.'s application seeking cp for new am to be operated on 1210 kc, 250 w D, dismissed at request of attorney. Action June 12.

APPLICATIONS

Show Low, Ariz.—Peak Bcstg. Co., 750 kc, 250 w D. Post office address Box 606, Show Low. Estimated construction cost $16,326.50, first year operating cost $24,000, revenue $36,000. Principals include **Searcy J. Woodworth** (51%), chief engineer at **KVNC Winslow, Ariz.**; and **Jack V. Reeder** (49%), construction interests. Filed June 12.

Daytona Beach, Fla.—Thomas Carr, 1590 kc, 1 kw D. Post office address 535 Ponte Vedra Blvd., Ponte Vedra Beach, Fla. Estimated construction cost $10,000, first year operating cost $52,000, revenue $60,000. Mr. Carr formerly owned 35% of **WKXV Knoxville, Tenn.**, and was 50% partner in **WSTN St. Augustine, Fla.** Filed June 12.

Deerfield Beach, Fla.—Gold Coast Broadcasters, 1470 kc, 1 kw unl. Post office address % Howard J. Schellenberg Jr., 1025 Connecticut Ave., N. W., Washington, D. C. Estimated construction cost $25,716, first year operating cost $40,000, revenue $45,600. Principals are equal partners **James C. Doan**, insurance interests; **C. Robert Clark**, realty interests; and **Charles W. Stone**, account executive at **WCPO Cincinnati, Ohio.** Filed June 11.

Palmetto, Fla.—E. D. Scandrett, 1570 kc, 500 w D. Post office address 423 S. Elm St., Kewanee, Ill. Estimated construction cost $15,000, first year operating cost $36,000, revenue $40,000. Mr. Scandrett is pres.-⅓ owner of **WKEI Kewanee.** Filed June 12.

East Tawas, Mich.—W. A. Pomeroy, 730 kc, 250 w D. Post office address 674 Alter Road, Detroit 15, Mich. Estimated construction $18,794.51, first year operating cost $26,700, revenue $32,000. Mr. Pomeroy holds 21.12% interest in **WILS-AM-TV Lansing, Mich.**, and is 40% owner of Television Corp. of Michigan, applicant for ch. 10 in Onondaga, Mich. Filed June 7.

Austin, Minn.—George A. Hormel III, 1220 kc, 1 kw D. Post office address % Hormel Estate, R.R. #5, Austin. Estimated construction cost $20,207, first year operating cost $70,000, revenue $70,000. Mr. Hormel holds meat-packing interests. Filed June 11.

Carthage, Miss.—Mississippi Bcstg. Co., 1010 kc, 5 kw D. Post office address P. O. Box 591, Meridian, Miss. Estimated construction cost $5,491, first year operating cost $17,265, revenue $19,292. Principals include Pres. **D. W. Gavin** (75%); and Vice Pres. **Mrs. R. S. Gavin** (25%). Applicant is licensee of **WCOC-AM-TV Meridian, Miss., WJQS Jackson, Miss.** Filed June 12.

Oneida, N. Y.—Radio Oneida Inc., 1350 kc, 500 w D. Post office address % Radio Norwich Inc., 14 S. Broad St., Norwich, N. Y. Estimated construction cost $14,300, first year operating cost $25,000, revenue $40,000. Principals include Pres. **William J. Hall** (30%), pres.-stockholder of **WCHN Norwich**; Treas. **Marian S. Mayer** (30%), treas.-stockholder of WCHN; Secy. **Scott G. Rigby** (30%), asst. secy-treas. at WCHN; and others. Filed June 6.

Cranston, R. I.—Neighborly Bcstg. Co., 1590 kc, 500 w D. Post office address 25 7th St., Providence. Estimated construction cost $12,100, first year operating cost $21,000, revenue $53,000. Principals are: Pres. **Jack C. Salera** (47.5%), part owner-manager of **WNRI Woonsocket, R. I.**; Secy. **Peter B. Gemma** (47.5%), pres. Perk T.V. Corp.; and Treas. **Lorraine M. Salera** (5%), WNRI Secy. Filed June 11.

Seattle, Wash.—Rev. Haldane James Duff, 1540 kc, 10 kw limited. Post office address 9248 23rd Ave., S. W., Seattle 6. Estimated construction cost $64,725, first year operating cost $90,000, revenue $100,000. Rev. Duff is minister of Hillcrest Presbyterian Church, Seattle. Filed June 12.

Grafton, W. Va.—WVVW Inc., 1260 kc, 500 w D. Post office address 400 Quincy St., Fairmont, W. Va. Estimated construction cost $14,100, first year operating cost $36,000, revenue $50,000. Principals include Pres. **J. Patrick Beacom** (80%), owner of **WJPB-TV Fairmont, W. Va.**, and owner of **WBUT Butler, Pa.**; Secy. **Emily Peed Beacom** (15%), wife of **J. Patrick Beacom**; and Vice Pres. **Harry G. Bright** (5%), pres.-90% owner of **WETZ Martinsville, W. Va.** Filed June 12.

Honolulu, Hawaii—Windward Bcstg. Co. Ltd., 1170 kc, 250 w unl. Post office address P. O. Box 607, Kaneohe, Hawaii. Estimated construction cost $4,300, first year operating cost $15,000, revenue $21,600. Windward operates **KANI Kaneohe.** Contingent on grant of application seeking change of KANI to Kailua, Hawaii. Filed June 11.

APPLICATION RESUBMITTED

Kearney, Neb.—Elbert M. Gallemore resubmits application seeking cp for new am to be operated on 1460 kc, 5 kw D. Resubmitted June 12.

APPLICATIONS AMENDED

Jacksonville, Fla.—Robert Hecksher's application seeking cp for new am to be operated on 1600 kc, 5 kw D, amended to change frequency to 550 kc; change power to 1 kw, and change from DA-D to NON-DA. Amended June 11.

Walla Walla, Wash.—Leader Bcstg. Co.'s application seeking cp for new am to be operated on 1540 kc, 1 kw D, amended to change frequency to 1320 kc, and make changes in ant. and ground system. Amended June 11.

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Existing Am Stations . . .

ACTIONS BY FCC

KNX Los Angeles, Calif.—Application seeking authority to determine operatng power by direct measurement of ant. power returned at request of attorney. Action June 11.

KEAR San Francisco, Calif.—Granted permission to suspend operations for 60 days from May 30 to accomplish financial reorganization. Granted June 6.

KOZE Lewiston, Idaho—Granted permission to sign off at 7 p.m. during June and July. Granted June 4.

WJCD Seymour, Ind.—Granted permission to sign off at 7 p.m., CDST, through August, except for special events when station may operate up to licensed sign-off time. Granted June 4.

KSMN Mason City, Iowa—Granted permission to sign off at 7 p.m., CST, June through August. Action June 5.

WTBO Cumberland, Md.—Granted request to cancel cp which authorized changes in facilities, installation of DA-2 and change in ant.-trans. location. Granted June 7.

WESK Escanaba, Mich.—Granted extension of permission to remain silent for period of 90 days, beginning June 1, to continue financial reorganization. Granted June 6.

WMAX Grand Rapids, Mich.—Granted mod .of cp to make changes in ant. system. Granted June 7.

KYNG Kalispell, Mont.—Cp for new am to be operated on 910 kc, 1 kw D, cancelled and call letters deleted. Action June 11.

KFGT Fremont, Neb.—Granted permission to operate from 6 a.m. to 6:30 p.m., Monday through Saturday, and from 8 a.m. to 5 p.m. on Sundays. Granted June 4.

WFRM Coudersport, Pa.—Granted increase of power from 500 w to 1 kw. Action June 13.

WKRZ Oil City, Pa.—Granted permission to remain on air beginning June 9 and ending Sept. 22 during time periods now sign-off because of Grove City College, Grove City, Pa. Granted June 4.

WADK Newport, R. I.—Granted permission to sign off at 7:30 p.m., EDST, through August. Granted June 6.

KMBL Junction, Tex.—Granted permission to sign off at 7 p.m. during June. Action June 5.

WSSV Petersburg, Va.—Granted cp to change ant.-trans. location and make changes in ant. and ground system. Granted June 4.

CALL LETTERS ASSIGNED

KWYN Wynne, Ark.—East Arkansas Broadcasters Inc., 1400 kc, 250 w unl.

WLIS Old Saybrooke, Conn.—Long Island Sound Radio Corp., 1420 kc, 500 w D.

WRAM Monmouth, Ill.—Prairieland Broadcasters, 1330 kc, 1 kw D.

KEVE Minneapolis, Minn.—Western Bcstg. Corp., 1440 kc, 5 kw. Changed from KEYD.

KDIO Ortonville, Minn.—Tri-State Bcstg. Co., 1350 kc, 1 kw D.

WONY Owego, N. Y.—Harlan G. Murrelle, 1330 kc, 1 kw D.

WMMH Marshall, N. C.—Harold H. Thoms, 1460 kc, 500 w D.

APPLICATIONS

WEBJ Brewton, Ala.—Seeks mod. of license to change hours of operation from unl. to specified hours. Filed June 7.

KDQN DeQueen, Ark.—Seeks mod. of cp (which authorized new am) to change studio location and remote control point from 316 DeQueen Ave., to 1925 S. 4th St., DeQueen. Filed June 7.

KMYR Denver, Colo.—Seeks cp to increase power from 5 kw to 10 kw. Filed June 7.

WRDW August, Ga.—Seeks cp for waiver of Sec. 3.30(a) of Commission's Rules and to change main stulio location from 8th and Broad Streets, Augusta, to Georgia and Observatory Ave., North Augusta, S. C. Filed June 12.

WWNS Statesboro, Ga.—Seeks authority to determine operating power by direct measurement of ant. power. Filed June 12.

WCME Brunswick, Me.—Seeks cp to change frequency from 900 kc to 730 kc. Filed June 12.

WKMI Kalamazoo, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed June 12.

KSWM Joplin, Mo.—Seeks cp to install new vertical ant. and mount tv ant. on top. Filed June 12.

KFGT Fremont, Neb.—Seeks cp to change hours of operation from unl. to specified hours. Filed June 12.

Wilmington, N. C.—East Coast Radio Co. (call letters unassigned) seeks mod. of cp to change frequency from 790 kc to 980 kc and increase power from 500 w to 1 kw. Filed June 11.

WKOV Wellston, Ohio—Seeks cp to change frequency from 1570 kc to 1330 kc, and increase power from 250 w to 500 w. Filed June 7.

KOHU Hermiston, Ore.—Seeks cp to change frequency from 1570 kc to 900 kc. Contingent on grant of change in frequency for KUTI. Filed June 12.

WHYL Carlisle, Pa.—Seeks cp to increase power from 1 kw to 5 kw; make changes in ant. system, and install DA-D. Filed June 12.

KHEM Big Spring, Tex.—Seeks mod. of cp (which authorized new am) to change studio location and request remote control. Filed June 11.

WOAI San Antonio, Tex.—Seeks authority to

(Continues on page 127)

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Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Have opening North Carolina for combination-manager-sales manager 5kw station. Under same ownership over ten years. Send complete information first letter. **Box 800G, B•T.**

Experienced manager. Or assistant manager. Must be strong on sales. 5 kw. Network station population city twenty-five thousand, northeast real opportunity right man. Box 871G, B•T.

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Advertising salesmen who have been selling transcriptions or other services directly to radio or tv stations throughout the country, here is an opportunity for a permanent position with steady advancement. Large guarantee and commissions. Box 770G, B•T.

Salesman who can sell. Box 850G, B•T.

Announcer-salesman. Good young announcer to learn selling, copywriting, etc. Earn more than straight announcer. Box 852G, B•T.

We need a top salesman . . . and sales manager who likes to make money; to this man we can offer exceptional financial and outstanding future. Major independent in major market. Box 857G, B•T.

Immediate opening for live wire aggressive salesman. Metropolitan market. 5000 watt fulltime station. Howard B. Hayes, WOKO, Albany, New York.

Experienced radio salesman. If you are in a smaller market with limited income—this is for you. Opportunity is unlimited in this multiple station operation. Start out with good guarantee. Station serves a major Michigan trade area in a sportsman's paradise. Want an aggressive man. Phone W. L. Belaney WPON, Pontiac, Michigan, FE 8-0444.

Experienced salesman, good market, daytime, growing businesses. Mail resume and photo to WSLM, Salem, Indiana.

RADIO

Help Wanted—(Cont'd)

Salesmen

Salesmen pick your town. Wanted—three salesmen now working in the south to join any of three independent stations programming specialized Negro radio in three major midsouth markets. As a sales consultant for five stations, I can place you in a choice of cities at no cost to you. I can recommend these sales jobs as offering good pay with commission plan that assures high potential income. Key executive positions open for men who demonstrate ability. All stations well accepted locally, have high ratings and are well promoted. Extra benefits including annual bonus. Write complete details to Jules J. Paglin, 616 Audubon Building, New Orleans, La.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Wanted—Glib DJ with sparkle and pep, bright and breezy, brisk-paced, adlib with flow and momentum, clever quips, novel record intros wanted by stations in Ill., Mich., Wisc., Upper N. Y. state, Penna. area. $125. Box 625G, B•T.

Experienced announcer wanted, with emphasis on news-special events background. Will work radio side of am-tv operation located in pleasant northern New England city. Send photo, tape audition, resume and salary requirements to Box 667G, B•T.

Leading eastern indie needs top-flight morning personality for No. 1 station in market. Must have proven sales and audience pull, warm, humerous personality. Send tape, photo, resume to Box 734G, B•T.

Wanted: We are looking for an experienced announcer. Don't want a wise guy or character but a cooperative man able to get along with others and to do a good job on news, commercials and all types of shows. One thousand watt daytimer, nice town, ideal location if you are looking for permanent job and pleasant surroundings. Box 761G, B•T.

Wanted: 2 experienced announcers, must be family men. For network station in north Louisiana. Jobs permanent to right persons. Box 805G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Central Florida. Announcer, 1st phone, routine maintenance, good shift, good salary. Box 815G, B•T.

Wanted: A personality announcer who is probably working in a small market now but wants bigger and better things. We are a network radio-tv station in one of the south's largest cities and one of the nation's top 50 markets. Some tv a possibility but radio is where you're needed. now. Send complete resume including salary expected, plus tape and picture to Box 827G, B•T.

Announcer-engineer—daytime station, southwest, excellent opportunity for man with some experience and reasonable voice. Box 845G, B•T.

Need a reliable experienced announcer. 50,000 watt, CBS affiliate. Good position for right man. Send tape and background. Box 855G, B•T.

Morning man. Must have distinctive style, know his records and be able to maintain present top ratings. Preferences given to applicant now successfully doing similar program, give complete resume salary expected and enclose snapshot. Box 854G, B•T.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Engineer-announcer: Two combination positions open June 23. Must have 1st class ticket. Accent on announcing. Contact C. A. Wynn, KSUL, Sulphur, Louisiana.

Announcer with air personality, experienced, 1000 watt NBC outlet, Tucson, Arizona. Fine climate. No license necessary but must be adept at console. Send brief audition tape, previous employment, salary, etc. KVOA, 209 W. Elm.

WGEZ, Beloit, Wis., looking for good staff man. Board operation news-music. Salary dependent on ability. Upper midwest man preferred. Contact Tom Anderson, Station Manager.

WJEM, Valdosta, Georgia, one kw daytime music-news-station needs immediately 1st phone announcer combo. Send tape, references and resume. Salary open.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMIX, Mt. Vernon, Illinois.

Information needed to locate Hoyt Brown, hometown is in Alabama. All replies confidential. Contact WVOP, Vidalia, Georgia, or WHAP in Baxley, Georgia.

Technical

Chief engineer with announcing experience for remote controlled daytime five kilowatt southern station. Must be capable of assuming full technical responsibility and light announcing schedule. Box 833G, B•T.

Chief engineer-announcer or announcer with first class phone. Box 853G, B•T.

Broadcast engineer for work in Washington, D. C., with established consulting firm. Knowledge of directional antennas necessary, some tv desirable. Engineering degree. Give all qualifications, references, first letter. $6,500.00 to start for qualified man. Box 863G, B•T.

Engineer, with first class phone for 50 kw radio and/or maximum power VHF with color. Contact Box 874G, B•T.

Engineer-announcer for NBC station. Must have 1st ticket, good voice, plus maintenance experience. Excellent workig conditions. Send tape and resume, KGEE, Bakersfield, California.

Wanted engineer with 1st class FCC license. Ability to sell or announce helpful but not essential. Above average pay. KVWO Radio. Daytime Network. William T. Kemp, Box 926, Cheyenne, Wonderful, Wyoming.

Chief engineer, either strong on announcing or sales. Full details and tape. KWIN, Ashland, Oregon.

Immediate opening, experienced engineer with first class license for transmitter watch at WBEE, Harvey, Illinois. Call Normal 7-4124 in Chicago.

Transmitter operator. Any inquiries may be directed to the attention of W. H. Malone, Radio Station WGTM, Wilson, N. C.

Chief engineer-announcer for progressive daytimer in friendly central Florida community. Send full details and tape. Opening July 1st. WPLA, Plant City, Florida.

Attention:

DISC JOCKEYS CONTINUITY WRITERS NEWSMEN SALESMEN

We're buying Independent stations and need top-flight staffs. Right now you have your choice of two Northeastern markets in the top 40. There'll be more later. Salaries open—but good! Also vacation, health and life insurance benefits. Tell all first letter. Tapes returned after careful audition. All replies strictly confidential.

Box 786G, B•T

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

1st phone engineer. $55.00 for forty hours. Chance for advancement. Contact Dan Williams, WVOT, Wilson, N. C.

Programming-Production, Others

Advertising copywriter who can write and produce jingle commercials for radio. This is an opportunity for a creative individual with advertising know-how to find a permanent home. Box 769G, B•T.

Newsman. Experienced in all phases including local reporting. Advise previous experience, salary expected and attach small photo. Box 865G, B•T.

Male or female with experience capable handling all continuity 5 kw. Network station medium sized city northeast. Box 870G, B•T.

Continuity writer wanted as soon as possible for 50,000 watt CBS Radio affiliate. Please send complete information in first letter or call KWKH, Shreveport, Louisiana.

Situations Wanted

Managerial

Manager: Factual outline detailing successful administrative and personal sales record awaits your request. Documented ability and reputation. A good man looking around. Negotiations confidential. Box 715G, B•T.

Sales manager: Investigate before you invest! Request and analysis my resume. Bonafide facts and figures; top accredited industry reputation; substantiated local/national sales know-how business getting ability. "Don't let a good one get away." Write Box 716G, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial, 38, with growing family. Strong on radio and tv production, sales and promotion. Wants to join owner in an executive position with future. Salary $12,000 or less with bonuses or profit sharing plan. Resume and picture on request. Box 789G, B•T.

Manager, salesman, chief engineer. Well versed all phases. Available immediately. Best references. Box 854G, B•T.

Announcers

Tv-radio personality, audience participation, characters, DJ, good commercial. Featured on national daily network tv variety show. Write own material. 5 years tv; 15 years radio on leading stations. Age 34. Married. Not afraid to work. Box 762G, B•T.

Outside broadcaster, fine news presentation, record player, Gates board, college, school and discharge from Army 21 June. Box 771G, B•T.

Country music DJ, recording artist, nationally known, top-rated, 26, single, sober, reliable, not character, best references, desires to relocate. Box 772G, B•T.

Stop-look-experienced announcer, go-getter salesman—all phases, radio in my blood, looking for home for my family—very sincere. Studying for 1st. Prefer indies or new stations, all offers considered. Box 818G, B•T.

Hi—looking for half a comedy morning DJ team or a low pressure, relaxed evening man? Experienced and dependable. Box 821G, B•T.

Colored female, broadcast school graduate, college trained. Ideal for personality show, announcing, women's director. Box 822G, B•T.

Morning personality, 10 years experience, including sales and managerial, 6 years with present employer, 33 years old, family man, college graduate, capable newsman as well as DJ. Earning $6,000.00 at small station, looking for bigger market, preferably in southeast. Box 828G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer with first ticket, preferring good music operation, wants to relocate in west. Box 834G, B•T.

Announcer, strong on news, commercials and music, some combo experience with highly productive station, 3rd class ticket, prefers position in New York or surrounding states. Box 835G, B•T.

Experienced announcer, versatile deejay. Smooth commercial delivery. Now available, tape. Box 836G, B•T.

Versatile. Five years radio, two years tv. Show business background. Family. Now quarter million market. Made $5,000 1955. Details via brochure, tape. Want more than "just a job" to reach professional and financial potential. Do you want more than "just a reading machine?" Box 843G, B•T.

Four years experience, looking for progressive station. Tape, resume. Contact Box 846G, B•T.

Recent broadcasting school graduate, good DJ, news, sports board, tape. Box 847G, B•T.

First phone combo. Relaxed DJ, authoritative news and sports. Capable routine maintenance. $100 minimum. Box 851G, B•T.

Announcer, good continuity writer. Recent graduate of Midwestern Broadcasting School. Purdue (BS degree). Box 858G, B•T.

DJ, personality, staff. Recent SRB graduate. Strong on news, sports, board. Excellent voice, fine potential, musician. Excellent references, tape. Go anywhere. Box 860G, B•T.

New England only: Versatile announcer, employed, 26, veteran, good appearance, university degree (music). Newscasts, commercials forte—pianist-singer. Box 868G, B•T.

(Continued on next page)

RADIO-TELEVISION

HELP WANTED

TV Trans. Op. & Switcher . . .
. . . . up to $550.
All Round Radio St. Mgr. . . .
. . . . Salary Excellent.
19 Radio & TV Announcers . . .
. . . . Top Salaries Available.
15 Continuity-Copy Writers . . .
. . . . $85 per Wk. & up.
15 Radio & TV Salesmen . . .
. . . . Excellent Salaries, Comm.
Plus Many Others in All Phases

JOBS WANTED

Radio Sports Announcer . . .
. . . . Outstanding References
TV & Radio Announcers . . .
. . . . Years of Experience
TV Director, Experienced . . .
. . . . $100 per week
Camera & Floor Men . . .
. . . . Start at $60 per week
Radio Program Director . . .
. . . . Avail. in Sept.
Plus Sales and Copy People

Personnel and job requests have been pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.



National Radio & Television Employment Service





5th FLOOR • 1627 "K" STREET, N. W. • WASHINGTON, D. C. • TELEPHONE RE 7-0348

RADIO

Situations Wanted—(Cont'd)

Announcers

Summer replacement, staff announcer, DJ. available immediately. Bernie Bond, 447 Fort Washington Avenue, New York 33, N. Y. Lorraine 8-7599.

Experienced staff announcer would like work in midwest. Will consider all offers. Available immediately. Tony Craig, 3916 Vernon, Brookfield, Illinois. HUnter 5-1260.

Combo. Strong announce. Network experience. Married. Vet. Travel. Dino Danos, 854 California Street, San Francisco.

Experienced announcer, writer, sales. Relocate. Basil DeSota, 1801 Coldwater Canyon, Beverly Hills, California.

Straight announcer—copy—local news. Strong news presentation. 8 years experience. References. Tape—copy available. Barry Ritenour—66 Fougerson Street, Buffalo, New York. Taylor 5998.

Experienced DJ and country entertainer desires good DJ program. Will consider late night or daytime. Prefers midwest or southern location. Can operate board and turntables. Capable of furnishing best of references. Available ten days. Contact: Rocky Rose, Spiceland, Indiana. Phone 3814, Spiceland.

Technical

Chief engineer, 35, experienced, energetic and conscientious, desires affiliation as chief engineer and minor investor. Box 783G, B•T.

High school senior (honor student) needs summer job to supplement MIT scholarship for Fall. 1st phone, ham, excellent diction. Box 816G, B•T.

Capable chief engineer-announcer. Seven years experience all phases, desires to locate St. Paul, Minneapolis area, within 100 miles. Family man wishes permanent location. Box 823G, B•T.

RADIO

Situations Wanted—(Cont'd)

Technical

RCA Institute graduate . . . 1st phone license . . . experience in electronics . . . resident of California but will relocate . . . available immediately. Box 826G B•T.

Experienced chief engineer-announcer, 250 watts to 50 kw. Box 840G, B•T.

Chief engineer-announcer, experienced in all phases of radio. South only. Box 849G, B•T.

Summer replacement first class engineer, experienced, available until September first. For details, write to Robert Tuttle, 1209 Fourth Avenue West, Spencer, Iowa.

Programming-Production, Others

News editor—now working at it, wants new spot. Experienced gathering, writing, broadcasting local news; editing wire copy; writing features; interviewing. University degree. Box 739G, B•T.

Hey! I wanna be a program director. I'm an experienced announcer-salesman with terrific ideas to make your station tops. Prefer indies or new stations. Box 819G, B•T.

Girl with 3 years experience in radio as secretary—librarian—music director—women's shows wishes to advance. Box 825G, B•T.

Attention midwest. Have recently left, but want to return. Five years experience, headed news department and have operated board and familiar with network and indies. References from all employers. Single, and veteran. First consideration given to operation and staff. Box 831G, B•T.

Program director: College graduate. Eight years radio, first class ticket. All phases except sales and play-by. Family. Need better opportunity. Prefer chance for working investment in CP or transfer, Arizona or California. Box 832G, B•T.

Coordinate sales and production with experienced assistant program director-production manager. Imaginative. Aggressive. Executive material. Box 838G, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Concert pianist. Radio Budapest, seventeen years, Radio Munich, five years. MA of music. Excellent sight reader. Also popular. Wants position in radio-tv. Union member. Prof. Simenszky, 316 East 82nd Street, New York.

TELEVISION

Help Wanted

Salesmen

Successful, thoroughly experienced national manager for radio and tv stations located in central United States. Wonderful opportunity, excellent pay. Send full information first letter to Box 841G, B•T.

Salesman with ambition needed by dominant midwestern vhf maximum power NBC station. Local and regional sales. Send picture and full information. Box 866G, B•T.

Announcers

Staff announcer wanted by central Pennsylvania tv station to do both on and off-camera work and participate in all phases of production. For further details, contact: Jim Curtis, Program Director, WSBA-TV, York, Pennsylvania.

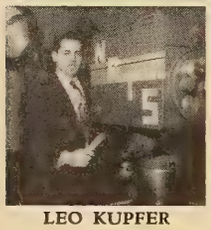
Technical

Need capable cameraman with minimum one year experience on RCA camera. Opportunity to join progressive, growing organization. Box 679G, B•T.

Maximum power vhf station in midwest need two engineers, experienced preferred but not necessary. Expanding staff to handle color near future, and early morning programming now in effect. Contact Chief Engineer, KCKT-TV, Great Bend, Kansas.

Wanted: Experienced television engineer with first phone license. Send complete resume to KDWI-TV, P.O. Box 5147, Tucson, Arizona.

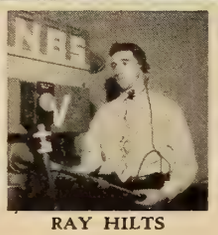
TELEVISION PRODUCTION EXPERIENCED


LEO KUPFER


MERLIN REHMER

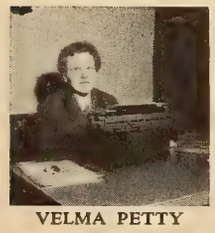

RAY COBB

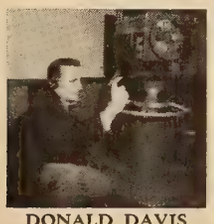

NORMA WALTER


RAY HILTS


P. L. PAGE


GEORGE NAYLOR


VELMA PETTY


DONALD DAVIS

These People have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV personnel. People like these—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Contact John Birrel, Employment Counselor, for immediate details.



NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Help Wanted

Technical

Newspaper owned television station has immediate opening for technicians. Send complete background qualifications and photograph to Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

Chance of a lifetime for experienced, alert newsman to become news director of radio and tv stations in rich market. Send full information including background, tape, experience, Salary, photo to Box 842G, B•T.

Women's director for progressive midwest radio-tv operation. This is a new phase of our operation; therefore a great challenge. Send resume, photo and tape plus kinescope if available, to Box 872G, B•T.

Situations Wanted

Managerial

Manager/sales manager: You can't top a proven "pro"; but you can buy his experience and know-how. A concise documented quality experience resume is yours for the asking. "Don't let a good one get away". Write Box 714G, B•T.

Television manager available. 17 years radio-tv experience, desiring change by fall. Economy-minded, with emphasis on sales and general management. For full particulars by letter, wire. Box 839G, B•T.

Experienced television station manager available near future. Background in large and small markets, both radio and television. Heavy on sales. Presently managing vhf. Excellent references from past and present owners. Also consider opportunity in sales management. Box 867G, B•T.

Salesmen

Television salesman. Station or film. Dynamic proven record for producing the impossible seven years sound tv selling and advertising background. Answer only if looking for live wire as cannot compete with experienced order taker. Box 820G, B•T.

Successful salesman desires change in near future. Position must provide opportunity to reap harvest of hard work. Write for complete and sales record. Box 856G, B•T.

Announcers

Versatile on-camera announcer earning $7500 in Florida wants relocation in metropolitan market at $10,000 minimum. Solid ten year background with top station, agency references. Will fly anywhere for interview. Box 688G, B•T.

Tops . . . commercials! News! Sports! Emcee! On-camera specialist available immediately! Box 869G, B•T.

Technical

Tv, film technician, specialist studio technique, orth, vidicon, "creepy peepy", kine recording, maurer sound, film lab practice. Two years tv production Fort Monmouth and Army Pictorial Center. First phone, ham. BA radio-tv, two years cinematography NYU. Box 862G, B•T.

Engineering spot, tv only. Recent 1st phone. Walter Piasecki, 2219 N. Parkside, Chicago.

Programming-Production, Others

Newsreel cameraman and editor, with processing experience, now employed, seeking position with tv station. Five years experience. Box 817G, B•T.

Producer-director with practical program ideas 3 years experience television, radio—handle all studio positions, audio, projection, staff announcing-newsman—relocate southwest or west coast. Box 830G, B•T.

Highly rated production assistant. Wants job. Experienced on all phases of television broadcasting. Will travel. Resume and photo and references. Available upon request. Box 837G, B•T.

Former vhf radio continuity writer, director, now copywriting. Seeking return to broadcasting. Box 861G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Available, summer replacement, ideal one man combination: Announcer, film narrator, produced 140 tv shows, produce, edit movies, script writer, interested in learning film production. Prefers west, southwest, Cleveland area. J. Wiegand, 3204 West 116, Cleveland.

FOR SALE

Stations

New England—single, unlimited, $70,000.00, $35,000.00 down; New York—Single, unlimited, $35,000.00 $30,000 down; Haskell Bloomberg, Broker, Lowell, Massachusetts.

Single station market, middle south; under $50,000—low down payment. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Select southwestern property now availble to qualified principals. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Exclusive. Mid-continent single-station market. Progressive city. Offered by the orginal builders. Exclusive with Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Second notice. Listing AR-1 has been sold. Final sale price symbal RB. Inquiries invited regarding other select properties. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

For sale: Collins 212A dual channel console, $475.00; Collins 300G 250 watt transmitter, $750.00. Box 804G, B•T.

Three 6 X 8 foot plane reflectors, made by Tower Equipment for sale below cost. New, in crates ready for immediate shipment. Phone, or write, Pete Onnigian, Chief Engineer, KBET-TV, Sacramento, California.

Used Presto type PL-10 playback recorder 7½ speed 30 minutes, fits turntable. $50.00. KFRO, Longview, Texas.

For sale: WE 451-A transmitter. Good condition. Complete with Rust equipment . . . KLIN, Lincoln, Nebraska.

1kw composite transmitter, replaced May 12th, 1956. Best offer, KOLO, Reno.

Tower, 150 ft. insulated, Blaw-Knox CK type, self-supporting, available six weeks, also top 85 ft. of Ideco tower. Excellent condition. Make offer. Chief Engineer, KSD-TV, St. Louis, Missouri.

Five hundred feet of 51 ohm, 1 5/8 inch coaxial cable, in 20 foot length. 90 degree elbows and end seals. All in good condition. Will sell at a bargain. Contact Lewis Hiland, Chief Engineer, WRRF, Washington, North Carolina.

Used television equipment. Federal microwave STL—2000mgs. Dual incoscope film chain—DuMont, with six usable camera tubes. Two Holmes 16mm film projectors-TV 16. Many spare projector parts included. Contact M. M. Burleson, WTTG, Washington, D. C.

Ampex 450B reproducer. Brand new. Cost $825.00, sell $575.00. Box 221, Lebanon, Tennessee.

½ price tv lenses. Kodak Ektars—35mm, 50mm and 135mm, $150 each or all three for $400. W. W. Johnson, 8844 W. 32nd Place, Wheatridge, Colorado.

RCA 70-D turntable with preamp., equalizer, pickup. Good condition. $195. Write H. Kaplan 1010 Dorchester Road, Brooklyn 18, N. Y.

WANTED TO BUY

Stations

Station wanted. Private sales, discreet service. Oklahoma, Texas, Kansas, Missouri, Arkansas. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted to buy: Studio equipment for small tv station including switching, film chain, slide, sync generator, live camera chain, audio and power slide facilities. Interested in whole package or any part. Indicate make, period of use, delivery date, and price in first reply. Box 732G, B•T.

Wanted to buy: Fm transmitter—10kw. Give complete details first letter. Must be in excellent condition. Box 829G, B•T.

Wanted: Lampkin test instruments; measurements 80 generator. Chief Engineer, WMIX, Mt. Vernon, Illinois.

WANTED TO BUY

Believable but powerful dramatic mystery scripts for half hour radio. Top rates. Enclosed return postage. R. J. Alestra, Director, Veron Lewis Productions, Inc., 71 West 45th Street, New York 36, N. Y.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

Home study or residence course in staff announcing, newscasting, copywriting, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

SERVICES

Do you need exclusive, low cost news and special events programming to boost sales and increase audiences? If the answer is yes, then we can offer you this low cost, world wide news coverage . . . tailored especially for your station and sponsors by our corps of correspondents in the news capitals of the world. Write today for details. Laurence News Features, Burlington Hotel, Washington, D. C.

Practical . . . Non-technical

Just Published

Audio Control Handbook

For Radio & TV Broadcasting

by Robert S. Oringel

Broadcast Engineer, Voice of America

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RADIO

Help Wanted

POPULAR COMMUNITY STATION IN UPSTATE NEW YORK WANTS TO IMPROVE PRODUCTION

Immediate employment for married, experienced men in the following positions:

First Class Engineer:

Able to handle two hours of early morning announcing — engineer remotes—and above all, keep audio, recording and transmitter equipment in A-1 condition.

2 Announcer-Salesmen:

Capable of building outstanding disc shows. One with ability to take charge of sales department.

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Play-by-play experience.

News-Announcer:

With experience in collecting editing and delivering local news.

Send photo, salary-demand and complete summary.

Box 807G, B•T

Salesmen

SALES ENGINEERS

Broadcast equipment manufacturer has openings for travelling sales positions calling on radio stations in:

Midwest

South

Technical radio background and familiarity with AM broadcasters desirable. Salary with incentive and expenses. Please send complete details with photo to Box 848G, B•T

Announcers

Announcer — Ohio

Are you willing to fit into a strong organization which offers great future for experienced announcer? Experience in ad lib, strong sell, knowledge of news and music helpful. Send tape or disc and resume to Box 6482, Cleveland, Ohio.

RADIO

Help Wanted—(Cont'd)

Announcers

BIG FUTURE IN AUSTRALIA

for a First-class Announcer and Disc Jockey with the capacity to grasp a front-rank career in an expanding country. We are looking for a man with top-flight American experience and a proved capacity to SELL, preferably with his own shows; a man who can hold a nation-wide audience now and develop with us in television. (Television starts in Australia late this year). Applicants must be prepared to live in Australia for at least two years. Travelling expenses to Australia will be paid. Attractive salary and bonus. Box 859G, B•T.

Technical

WLOI

affiliated with

WWCA, Gary

Chief Engineer-Announcer wanted at once to maintain remote-control operation of daytime station and do several hours announcing daily. Permanent, paying $85 to start. Send details, tape, and availability for interview. P. O. Box 385, LaPorte, Ind.

Programming-Production, Others

WANTED

AM PROGRAM MGR.

5 Figure Salary

Outstanding opportunity for a live-wire radio program manager to improve his present earnings and insure a substantial future with a highly successful mid-western regional, with TV. Must have success story with top-rated metropolitan music and news station, the know-how to build ratings, be able to hire and keep good personnel, and have proven promotional ideas. Confidential. Send complete resume, if you qualify.

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RADIO

Help Wanted—(Cont'd)

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Well established midwestern radio-TV station wants qualified News reporter for radio operation capable of effectively presenting TV news and commercials on occasion. Only those experienced in gathering, writing and delivering local news will be considered.

Send photo, details of experience and tape.

Box 844G, B•T

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Help Wanted

Programming-Production, Others

WANTED: Attractive personality to do daily Cooking and Homemakers Show. Must be experienced and a top air salesman. Full time. Send photo and full information first letter. Salary open. Write John E. North, WDXI-TV,

Jackson, Tennessee

Technical

TV TECHNICIAN

TV transmitter-engineer. First class license and car necessary. Send full resume and minimum salary requirement to

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California Opportunity

- Studio Technical Supervisor
- Studio Technician

Wire immediately

KUIP, Redding Calif.

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Complete RCA Microwave System

0.1 watt—modified for color. System now in operation. Available in approximately 60 days. Make offer. Write Box 672G, B•T.

PROGRAM DIRECTOR

Must have Flair For Independent Operation

Top executive spot offers great opportunities in organization now expanding broadcast holdings. Age 32 to 38. Air work not required, but must have plenty of it in your background which should cover at least 10 years. Salary open—and good! All replies confidential. Major markets, Northeastern states.

Box 787G, B•T

FOR SALE

Equipment

EQUIPMENT

1—Western Electric 405-B1 5KW transmitter complete with tubes.

1—RCA 1-DB 1KW Transmitter complete with tubes.

Box 873G, B•T

TOWERS
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Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T.

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The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

(Continues from page 120)

determine operating power by direct measurement of ant. power. Filed June 12.

KGMB Honolulu, Hawaii—Seeks authority to determine operating power by direct measurement on ant. power. Filed June 12.

KANI Kaneohe Oahu, Hawaii—Seeks cp to change frequency from 1150 kc to 1240 kc; decrease power from 1 kw to 250 w; change from DA-1 to NON-DA; change ant.-trans. and studio location; change station location from Kaneohe to Kailua, Hawaii; make changes in ant. and ground system, and operate trans. by remote control from studio location. Filed June 12.

APPLICATION AMENDED

KAVL Lancaster, Calif.—Application seeking cp to change frequency from 1340 kc to 610 kc; increase power from 250 w to 500 w N, 1 kw D, and install DA-2, amended to make changes in DA pattern. Amended June 11.

New Fm Stations . . .

ACTION BY FCC

Toledo, Ohio—Hillebrand Electronics granted 92.5 mc, 10 kw unl. Post office address 1852 Atwood Rd., Toledo. Estimated construction cost $7,100, first year operating cost $15,200, revenue $16,000. Sole owner is **William A. Hillebrand.** Hillebrand Electronics provides wired music and sound equipment service. Granted June 13.

APPLICATIONS

Los Angeles, Calif.—Musicast Inc., 100.3 mc, 58.5 kw unl. Post office address 666 S. Lafayette Park Place, Los Angeles 5. Estimated construction cost $26,900, first year operating cost $24,000, revenue $36,000. Principals include Pres. **J. B. Kiefer** (36%); Vice Pres. **William H. Tomberlin** (8%); **William C. Rau** (2%); and Vice Pres. **Albert Norton** (54%). Filed June 11.

Caribou, Me.—Northern Bcstg. Co., 96.7 mc, .19 kw unl. Post office address % Forest S. Tibbetts, 21 Collins St., Caribou. Estimated construction cost $4,778.75, first year operating cost $8,640.00, revenue $13,400. Mr. Tibbetts is sole owner. Filed June 7.

Mayaguez, P. R.—Radio Americas Corp., 97.5 mc., .406 kw unl. Post office address P. O. Box 43, Mayaguez. Estimated construction cost $3,600. Radio Americas Corp. is licensee of **WORA Mayaguez.** Filed June 12.

Existing FM Stations . . .

ACTION BY FCC

WHOO-FM Orlando, Fla.—Issued SCA to render supplemental service on simplex basis. Grant is without prejudice to any future action taken in docket concerning renewal of license of **WICU (TV) Erie, Pa.,** also controlled by Edward Lamb. Action June 13.

CALL LETTERS ASSIGNED

KTGM (FM) Denver, Colo.—Good Music Assoc., 105.1 mc., 10 kw.

WPRP-FM Ponce, P. R.—Voice of P. R. Inc., 104.7 mc., 530 w.

APPLICATIONS

WUSV (FM) Scranton, Pa.—Seeks cp to make changes in licensed station: change trans. and studio locations to 4 Ridge Row, Scranton, and make changes in ant. system. Filed June 12.

WLIN (FM) Merrill, Wis.—Seeks mod. of license to move studio site to U. S. Hwy. #51 and #17, north of Merrill. Filed June 7.

Ownership Changes . . .

ACTIONS BY FCC

WQXR-AM-FM New York, N. Y.—Granted involuntary transfer of control of licensee corporation to **Iphigene Ochs Sulzberger, Arthur Hays Sulzberger** and **Orvil E. Dryfoos,** trustees u/p 51st of will of **Adolph S. Ochs,** deceased. Granted June 7.

WQMC (TV) Charlotte, N. C.—Granted involuntary assignment of cp from WQMC Television Inc. to **Winfred R. Ervin,** receiver. Granted June 4.

KTUL Tulsa, Okla.—Granted assignment of license to Consolidated Radio Enterprises Inc. Corporate change. Granted June 6.

KORN Mitchell, S. D.—Granted assignment of license to Mitchell Bcstg. Assn. Corporate change. Granted June 8.

KOSA-TV Odessa, Tex.—Granted transfer of control of permittee corporation to **Cecil L. Trigg, Brooks L. Harman** and **William B. Stowe. Cecil Mills,** 50% owner, is dropping out of corporation. Consideration is $20,000 plus assumption of all Mills' obligation to secure or wherein he has secured ½ of line of credit in amount of $170,000 made available by Jack C. Vaughn to Odessa Tv Co., other 50% owner of station, and to assume Cecil Mills' obligations to secure generally ½ of all other and further obligations of joint venture. Principals will be **Cecil L. Trigg** (80%), **Brooks L. Harman** (10%), and **William B. Stowe** (10%), all present owners of Odessa Tv Co. Granted June 8.

KENE Toppenish, Wash.—Granted transfer of control to **John R. Woodroofe** and **Dorothy W. Woodroofe. Paul A. Schumacher** and **Erna H. Schumacher,** equal owners with Woodroofes, are dropping out of corporation. Granted June 6.

APPLICATIONS

WTBC-AM-TV Tuscaloosa, Ala.—Seeks involuntary assignment of license to **Bertram Bank** and **Mrs. Lamar Branscomb,** executrix of estate of Lamar Branscomb, deceased. Mr. Branscomb held 50% interest. Bertram Bank holds other 50%. Filed June 12.

KLRA Little Rock, Ark.—Seeks assignment of license to WTCR Inc. for $162,500. Sole owner is **Connie B. Gay,** who also holds business interests. WTCR Inc. is licensee of **WTCR Ashland, Ky.** Filed June 12.

KLAC Los Angeles, Calif.—Seeks assignment of license to Hall Bcstg. Co. Inc. for $850,000. Sole owner will be Mortimer W. Hall, present gen. mgr. of station, who is buying station from his mother **Dorothy Schiff Sonneborn.** Filed June 12.

WLAQ Rome, Ga.—Seeks assignment of license to **C. L. Graham** for $17,000. Mr. Graham is owner of **WETO Gasden, Ala., WANA Anniston, Fla.,** and **WPID Piedmont, Ala.** Filed June 11.

KAYS, Hayes, Kan.—Seeks asquisition of positive control of licensee corporation by **Ross Beach** for $85,000. Mr. Beach plans to sell **Robert E. Schmidt** 49.4% interest. Interests, will be Mr. Beach, 50.06%, Mr. Schmidt, 49.4%. Filed June 12.

WIDE Biddeford, Me.—Seeks assignment of license to **Victor C. Diehm, Arthur A. Deters, Kathryn E. Kahler, George D. Lummis, Thomas A. Tito, Robert J. Sacco, Anthony J. Hogg,** and **Harry L. Magee** for $45,000. Percentage of stock is as follows: **Victor Diehm** (51%), **Arthur A. Deters** (8%), **George D. Lummis** (5%), **Kathryn E. Kahler** (8%), **Harry L. Magee** (8%), **Anthony F. Hogg** (5%), **Thomas A. Tito** (5%), and **Robert J. Sacco** (10%). Filed June 7.

WKIK Leonardtown, Md.—Seeks voluntary acquisition of negative control of licensee corporation by **William C. Redd** and **James L. Bittner** for $5,000. **Charles E. Springer,** 33% owner, is dropping out of corporation. Mr. Redd and Mr. Bittner will hold 50% each. Filed June 7.

WHAM-AM-TV, WHFM (FM) Rochester, N. Y.—Seeks transfer of control to Transcontinent Television Corp. for $5.1 million. Transcontinent principals are Chm. of Board **Paul A. Schoellkopf Jr.;** Pres. **David Channing Moore;** Chm. of Executive Committee **J. Fred Schoellkopf IV;** Vice Pres. **David G. Forman,** and Vice Pres. **Seymour Knox III.** These principals control 50% interest. Other 50% is to be owned by General Railway Signal Co., manufacturer of railroad signaling devices. Transcontinent and **Hamilton Shea** each hold 50% of Tudor Enterprises Inc., which just purchased **WSVA-AM-TV Harrisonburg, Va.** Filed June 12.

KGRO Gresham, Ore.—Seeks assignment of cp to Gresham Bcstg. Co. Corporate change. Filed June 11.

WBUX Doylestown, Pa.—Seeks assignment of license to **James Stolcz** for $50,000. Mr. Stolcz is 62% owner of **WNLK Norwalk, Conn.** Filed June 7.

WHOD Homestead, Pa.—Seeks transfer of control to Dynamic Bcstg. Inc. for $66,024. Principals are Pres. **Leonard E. Walk** (50%), manager of WHOD; **James H. Rich** (25%), 50% partner in Friedman & Rich, Pittsburgh adv. agency; and **Bernard M. Friedman** (25%), 50% partner in Friedman & Rich. Filed June 7.

WAKU Latrobe, Pa.—Seeks assignment of license to WAKU Inc. for $47,000. Principals are Pres. **Harry P. Reed,** 14.28%, business interests; Vice Pres. **William J. Thomas** (54.34%), secy.-20% owner of **WNCC Barnesboro, Pa.,** vice pres.-16% owner of **WDAD Indiana, Pa.,** and pres.-58% owner of **WPTX Lexington Park, Md.;** and others, all holding less than 8%. Filed June 11.

KIHO Sioux Falls, S. D.—Seeks assignment of license to Ware Bcstg. Corp. for $20,000. Principal **Leslie P. Ware** owns **KLPW Union,** has minority interest in **KGHM Brookfield,** and is buying **KNIM Marysville,** all Mo. Filed June 7.

WFCR Fairfax, Va.—Seeks assignment of license to O. K. Bcstg. Corp. Corporate change. Filed June 12.

WHBG Harrisonburg, Va.—Seeks assignment of cp to Rockingham Radio Corp. Corporate change. Filed June 11.

KITN Olympia, Wash.—Seeks assignment of cp to KITN Inc. Corporate change. Filed June 7.

WATW Ashland, Wis.—Seeks assignment of license to WATW Inc. for $55,000. Principals are Pres. **Eugene A. Halker** (33.3%); Secy. Treas. **Gordon F. Schluter** (33.3%); Vice Pres. **Norman C. Hoefferle** (20%); and Vice Pres. **Terry E. Trott** (13.4%). (See Park Falls, Wis., application.) Filed June 12.

WMBV-TV, WMAN Marinette, Wis.—Seeks assignment of license to Guild Films Inc. for $287,000 cash, plus assumption of $407,000 in long-term liabilities. Guild Films is New York tv film syndicator. Guild principals are Pres. **Reub Kaufman** and his wife (7.5%). Filed June 11.

WPFP Park Falls, Wis.—Seeks assignment of license to Northland Bcstg. Co. **Norman C. Hoefferle** is buying 10.3% interest for $3,000 and

Terry E. Trott 6.9% interest for $2,000. Principals will be Eugene A. Halker (41.4%); Gordon F. Schluter (41.4%); Norman C. Hoefferle (10.3%); and Terry E. Trott (6.9%). Filed June 12.

WENA Bayamon, P. R.—Seeks transfer of control to Dr. A. Diaz Atiles and Gustavo Diaz Atiles for $43,250. Transferees are equal partners with D. Diaz Alejandro, who is transferor. Filed June 12.

Hearing Cases . . .

INITIAL DECISION

KNOE Monroe, La.—FCC granted motion of Howard E. Griffith to strike exceptions not timely filed by KNOE, vacated stay order and gave notice that Initial Decision which looked toward denying KNOE protest and reinstating Aug. 31, 1955, grant to Griffith for am station (KUZN) to operate on 1310 kc, 1 kw D, in West Monroe, La., became effective May 14, and effectiveness of cp was reinstated as of that date. Action June 7.

OTHER ACTIONS

KNBY Newport, Ark.—FCC ordered that during oral argument on Initial Decision on application to change frequency of KNBY from 1280 kc to 730 kc, KTRY Bastrop, La., KNBY, and Broadcast Buerau will each be permitted to address themselves to request by KTRY to reopen record for purpose of receiving evidence concerning whether, through use of DA array or by reduction in its proposed operating power, KNBY can reduce or avoid interference which its proposed operation might cause to KTRY and KWRE Warrenton, Mo. Action June 13.

WSLM Salem, Ind.—FCC (1) granted appeal by Don H. Martin (WSLM) from hearing conference order in proceeding re his am application and that of Courier-Times Inc., New Castle, Ind. with respect to examiner's ruling that issues as drawn not not contemplate showing on need of areas proposed to be served for facilities sought other than showing on areas to be served, populations and communities in those areas, and service available to those populations, communities and areas, and denied in all other respects; and (2) denied appeal by WSLM for review of examiners ruling permitting Courier-Times to amend its application to change DA array to eliminate overlap of 2 mv/m and 25 mv/m contours of its proposed operation and WHBU Anderson, Ind. Also denied requests of WSLM and Courier-Times to enlarge issues to include evidence on programming proposals and comparative qualifications of applicants. Action June 13.

St. Louis, Mo.—FCC denied petitions by CBS, St. Louis, and Broadcast House Inc., S. Louis, for additional time for oral argument in St. Louis ch. 11 proceeding. Action June 13.

Philadelphia, Pa.—FCC (1) granted motion by Franklin Bcstg. Co. to enlarge issues in proceeding re its application and that of Rollins Bcstg. of Delaware Inc., for new am stations in Philadelphia, to determine whether Rollins has made or will be able to make arrangements to obtain and use site specified in its application; and (2) granted petition by Broadcast Bureau to extent of affirming Franklin's financial qualifications and denied petition in other respects. FCC also denied appeal by Rollins from examiner's order granting petition of Franklin for leave to amend; granted Rollins petition for enlargement of issues insofar as it requests issue concerning good faith of Franklin, denied petition in other respects, and mod. hearing order accordingly. Action June 13.

Routine Roundup . . .

June 7 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Northern Indiana Broadcasters Inc., South Bend, Ind.—Denied petition for extension of time to and including June 25, to file exceptions, supporting briefs and requests for oral argument re its am application. Action June 5.

WARC Milton, Pa.—Denied petition for extension of time to and including June 12 to file replies to exceptions to Initial Decision re its am application. Action June 5.

By Chief Hearing Examiner James D. Cunningham

Jefferson Amusement Co., Port Arthur, Tex.—Granted petition to accept its formal appearance filed late in ch. 4 proceeding, Port Arthur. Action June 5.

Clarksburg, W. Va.; Steubenville, Ohio—On examiner's own motion, ordered that oral argument will commence at 9:15 a.m., June 7, on petition of National Community Television Assn. to intervene as party in proceeding re applications of WBLK-AM-TV Clarksburg; News Publishing Co., Wheeling, W. Va., and WSTV-TV Steubenville, to transfer of control of WPAR-AM-FM Parkersburg and WBLK-AM-TV Clarksburg, W. Va., to WSTV Inc. Action June 6.

By Hearing Examiners James D. Cunningham and Herbert Sharfman

WKNB-TV New Britain, Conn.—Upon oral request of WNHC-TV New Haven, Conn., and with consent of other parties in proceeding re applications for mod. of cp of WKNB-TV and for transfer of control from Julian Gross, et al., to NBC, continued hearing conference from June 8 to June 22. Announced June 7.

By Hearing Examiner Herbert Sharfman

WTAO Cambridge, Mass.—Ordered that prehearing conference is scheduled for June 21, at 2 p.m., re am applications of WTAO. Action June 6.

By Hearing Examiner J. D. Bond

Stephenville Bcstg. Co., Tahlequah, Okla.—Granted petition in part, and ordered prehearing conference on June 19, and continued date for commencement of hearing for consideration and appropriate action at prehearing conference. Action June 5.

By Hearing Examiner Hugh B. Hutchison

Westinghouse Bcstg. Co.—Granted petition for extension of time from June 4 to and including June 6, within which memoranda with respect to trans. sites for various proposed operations of WBZ Boston, Mass., and WABC New York., N. Y., be submitted to hearing examiner in accordance with his direction at hearing conference on May 24, in proceeding re applications of KOB Albuquerque, N. M., for mod. of cp and for license to cover cp as mod. and authority to determine operating power by direct measurement. Action June 4.

June 7 Applications

Accepted for Filing

Modification of Cp

WRMF Melbourne, Fla.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KAIM Othello, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WOSU-TV Columbus, Ohio—Seeks mod. of cp (which authorized new educational tv) for extension of completion date to Dec. 31.

WTTW (TV) Chicago, Ill.—Seeks mod. of cp (which authorized new educational tv) for extension of completion date to Jan. 6, 1957.

KFSA-TV Fort Smith, Ark.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 15.

WHBF-TV Rock Island, Ill.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Dec. 21.

Renewal of License

KTLU Huntington, W. Va.

June 11 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of June 8

Following were granted extensions of completion dates as shown: WAAM (TV) Baltimore, Md., to 12-5-56; KSAN-TV San Francisco, Calif., to 12-22-56; WHBF-TV Rock Island, Ill., to 12-21-56; WOSU-TV Columbus, Ohio, to 12-31-56; WGTH-TV Hartford, Conn., to 1-6-57; WTTW Chicago, Ill., to 1-6-57; KTHV (TV) Little Rock, Ark., to 1-4-57.

Following were granted authority to operate trans. by remote control: KLLL from 2001 Great Plains Life Bldg., Broadway at Ave. L, Lubbock, Tex.; KLLA from 1618 Third St., Leesville, La.

Actions of June 7

KANO Anoka, Minn.—Granted license for am station.

Following were granted extensions of completions dates as shown: WNAO-TV, Raleigh, N. C., to 8-15-56; KJEO (TV) Fresno., Calif., to 12-8-56; KGON Oregon City, Ore., to 8-1-56.

Actions of June 6

WTBO Cumberland, Md.—Granted license covering changing ant.-trans. and studio location and changes in ant.

Following were granted licenses for am stations: KWRW Guthrie, Okla; KRSL Russell, Kan.; KCVL Colville, Wash. WBLR Batesburg, S. C.; WEMB Erwin, Tenn.

KANE New Iberia, La.—Granted license covering changing ant.-trans. location.

WKVM San Juan, P. R.—Granted extension of completion date to 8-25-56.

Following were granted extension of completion dates as shown: WGHF Newton, Conn., to 1-16-57; KENI-TV Anchorage, Alaska, to 12-29-56.

Actions of June 4

WIBW-TV Topeka, Kan.—Granted license for tv station.

KTVH (TV) Hutchinson, Kan.—Granted license for tv station.

KWTV (TV) Oklahoma City, Okla.—Granted license for tv station.

KTEN (TV) Ada, Okla.—Granted license for tv station.

Following were granted licenses for am stations: WDSP DeFuniak Springs, Fla.; WORX Madison, Ind.; WTOE Spruce Pine, N. C.

WNER Live Oak, Fla.—Granted license covering change in frequency and changes in ant. system.

WISH Indianapolis, Ind.—Granted license covering changes in DA system and move of trans. location 450' southeast of present site.

Following were granted extensions of completion dates as shown: KBVM Lancaster, Calif., to 8-1-56; WNYC New York, N. Y., to 9-2-56.

WJAX-FM Jacksonville, Fla.—Granted authority to operate trans. by remote control from WJAX trans., Hyde Park Golf Course, Jacksonville.

Actions of May 29

STA

Following were granted STAs to operate commercially—WESH-TV Daytona Beach, Fla., on ch. 2, for period ending June 30; WDAM-TV Hattiesburg, Miss., on ch. 9, for period ending Sept. 12.

June 11 Applications

Accepted for Filing

Modification of Cp

KPOK Scottsdale, Ariz.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WMES Union City, Tenn.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WTVY (TV) Dothan, Ala.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 31.

WTWO (TV) Bangor, Me.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 1, 1957.

WTAO-TV Cambridge, Mass.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WLBR-TV Lebanon, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KTHV (TV) Little Rock, Ark.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 4, 1957.

WGHT-TV Hartford, Conn.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 6, 1957.

WTVI (TV) Fort Pierce, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

License to Cover Cp

WCUM-FM Cumberland, Md.—Seeks license to cover cp which authorized changes in licensed station.

Renewal of Licenses

KRBC Abilene, Tex.; KAMQ Amarillo, Tex.; KGNC Amarillo, Tex.; KFDM Beaumont, Tex.; KSTA Coleman, Tex.; WTAW College Station, Tex.; KIVY Crockett, Tex.; KGKO Dallas, Tex.; KDLK Del Rio, Tex.; KDNT Denton, Tex.; KELP El Paso, Tex.; KBLP Falfurrias, Tex.; KGVL Greenville, Tex.; KYOK Houston, Tex.; KEBE Jacksonville, Tex.; KRBA Lufkin, Tex.; KNET Palestine, Tex.; KLVL Pasadena, Tex.; KBOP Pleasanton, Tex.; KGKL San Angelo, Tex.; KWFR San Angelo, Tex.; KCNY San Marcos, Tex.; KRGV Weslaco, Tex.; KTXC Big Spring, Tex.; KCNC Fort Worth, Tex.; KSIJ Gladewater, Tex.; KSWA Graham, Tex.; KVOW Littlefield, Tex.; KLTI Longview, Tex.; KLLL Lubbock, Tex.; KECK Odessa, Tex.; KEVA Shamrock, Tex.; KANN Sinton, Tex.; KTAE Taylor, Tex.; KOMC Texarkana, Tex.; KWFT Wichita Falls, Tex.

Renewal of Licenses Returned

KCYL Lampasas, Tex. (Re applicant name); KNCO Garden City, Kan. (Signed by gen. mgr.)

Remote Control

KLLA Leesville, La.; KLLL Lubbock, Tex.

SCA

WLOL-FM Minneapolis, Minn.

June 12 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Broadcast Bureau—Granted petition for extension of time to and including July 9 to file exceptions to Initial Decision in re application of WOI Ames, Iowa, for SSA to operate additional hours from 6 a.m. to local sunrise CST with 1 kw. Action June 7.

WARC Milton, Pa.—On own motion, reconsidered and granted petition for extension of time to and including June 12 to file replies to exceptions to Initial Decision issued re its am application. Action June 8.

Northern Indiana Broadcasters Inc., South Bend, Ind.—On own motion, reconsidered and granted petition for extension of time to and including June 25 to file exceptions, supporting briefs and requests for oral argument re its am application. Action June 8.

By Chief Hearing Examiner James D. Cunningham

National Community Television Assn. Inc.—Denied petition to intervene as party in proceeding re applications of Ohio Valley Bcstg. Corp., Clarksburg, W. Va. (WBLK-TV), and News Publishing Co., Wheeling, W. Va., and WSTV Inc., Steubenville, Ohio, to transfer control of Ohio Valley Bcstg. Corp. (WPAR-AM-FM Parkersburg and WBLK-AM-TV Clarksburg, W. Va.), to WSTV Inc. (licensee of WSTV-TV Steubenville). Action June 7.

Broadcast Bureau—Granted petition for extension of time to June 18 for filing responses to petition of WPIN St. Petersburg, Fla.) for intervention and enlargement of issues in proceeding re am applications of Polly B. Hughes, Tampa,

and Holiday Isles Bcstg. Co., St. Petersburg Beach, Fla. Action June 8.

By Hearing Examiners James D. Cunningham and Jay A. Kyle

WGTH-TV Hartford, Conn.—Upon oral request of Elm City Bcstg. Corp., and with consent of other parties participating in proceeding re consent to assignment of the cp of WGTH-TV from General-Times Television Corp. to CBS, continued indefinitely hearing conference in matter scheduled for June 12. Action June 6.

By Hearing Examiner James D. Cunningham

The Southeastern Bcstg. System, Macon, Ga.—Dismissed May 31 "Supplement To Petition To Review and Reverse Examiner's Ruling" in proceeding re its am application. Action June 8.

By Hearing Examiner Basil P. Cooper

Manchester Bcstg. Co., Manchester, Conn.—Granted motion for corrections in various respects to transcript in proceeding re its am application. Action June 7.

Court House Bcstg. Co., Washington Court House, Ohio—Granted request for extension of date for exchange of engineering exhibits from June 11 to June 21, and from June 21 to July 9 for further prehearing conference re am application of News On The Air Inc., Port Clinton, Ohio. Action June 7.

By Hearing Examiner Elizabeth C. Smith

WNYC New York, N. Y.—Upon oral request of **WNYC** and **WCCO Minneapolis, Minn.**, ordered that further hearing will commence at 2 p.m., June 26, re WNYC application for SSA to operate additional hours from 6 a.m., EST, to sunrise New York City and from sunset Minneapolis, to 10 p.m., EST, and re petition of WCCO to cancel SSA and deny or withhold action on application for extension of SSA without hearing; and, in any event, to hold any hearing on limited, noncomparative issues. Action June 6.

WHEC, Inc., Veterans Bcstg. Co., Inc.; Federal Bcstg. System Inc., Rochester, N. Y.—Granted joint petition, subject to revisions set forth in order, for corrections in various respects to transcript of testimony in Channel 10 proceeding (Federal Bcstg. System Inc., protestant). Action June 8.

By Hearing Examiner Hugh B. Hutchison

KOB Albuquerque, N. M.—Ordered that evidence required to be presented under Issues #20, 21 and 22 in proceeding involving applications of KOB for mod. of cp to operate on 770 kc with 50 kw, unl., and for license to cover same, shall be prepared on basis of directional operation of station WBZ at its present site at Hull, Mass., but that none of parties to proceeding shall be precluded from presenting, if they so desire, competent evidence to show effects of operation by station WBZ, using directional pattern radiating about 50 kw toward Albuquerque, as contemplated by these issues, from so-called "representative" site; affirmed rulings of hearing examiner at May 24 conference scheduling next hearing conference at 2 p.m., June 22, and retaining the date of July 16 for commencement of hearing. Action June 11.

June 12 Applications

Accepted for Filing

License to Cover Cp

KRAI Craig, Colo.—Seeks license to cover cp which authorized change in frequency; increase in power; installation of DA-N, and change in ant.-trans. location.

KHIL Fort Lupton, Colo.—Seeks license to cover cp which authorized new am.

WSTL Eminence, Ky.—Seeks license to cover cp which authorized new am.

KCCO Lawton, Okla.—Seeks license to cover cp which authorized new am.

KUBE Pendleton, Ore.—Seeks license to cover cp which authorized new am.

WKMC Roaring Spring, Pa.—Seeks license to cover cp which authorized increase in power.

WNES (FM) Central City, Ky.—Seeks license to cover cp which authorized new fm.

KTTS-FM Springfield, Mo.—Seeks license to cover cp which authorized changes in licensed station.

WFBF Fernandina Beach, Fla.—Seeks license to cover cp which authorized increase in power and operation of trans. by remote control.

Modification of Cp

WLAP-TV Lexington, Ky.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

WTWO (TV) Bangor, Me.—Seeks mod. of cp (which authorized new tv) to make minor equipment changes.

WKOK-TV Sunbury, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

WNOW-TV Rapid City, S. D.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 5, 1957.

WKNA-TV Charleston, W. Va.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WIND-TV Chicago, Ill.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KCRG-TV Louisville, Ky.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 5, 1957.

WKLO-TV Louisville, Ky.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 1.

WKNE-TV Keene, N. H.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

WBTM-TV Danville, Va.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

WTVU (TV) Scranton, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of Licenses

WBAP-FM Fort Worth, Tex.; KNER (FM) Dallas, Tex.; KVOF-FM El Paso, Tex.

Renewal of License Returned

KERC Eastland, Tex. (Sec. II dated after verification.)

Remote Control

WOKE Oak Ridge, Tenn.

SCA

WCRB-FM Waltham, Mass.

MILESTONES

► JOHN CAMPION, transmitter operator at WDRC Hartford, observes his 14th anniversary with the station this month.

► MICHAEL POPELUK, broadcast technician at WGR Buffalo, has celebrated his 13th anniversary with the station, 23 years in broadcasting.

► SHURE BROTHERS Inc., electronics equipment manufacturer, has celebrated its 31st anniversary. Formerly in Chicago, the company is now located at 222 Hartrey Ave., Evanston.

► HANFORD & GREENFIELD Inc., Rochester agency, has completed its 50th year.

► THE CELEBRATION of "Ed Penney Day" marked that disc jockey's fifth year on WTAO Boston (Cambridge).

► THIRTY-FOUR years of continuous association between the First Presbyterian Church of Atlanta and WSB Atlanta was marked by the presentation of Bibles to J. Leonard Reinsch, WSB executive director, and John M. Outler Jr., general manager.

UPCOMING

JUNE

June 20-22: NARTB Board of Directors, Washington.

June 22: Rhode Island Radio-Tv Broadcasters' Assn. summer meeting, Viking Hotel, Newport.

June 21-23: National Assn. of Tv & Radio Farm Directors, National Spring Meeting, Hotel Leamington, Minneapolis, Minn.

June 22-23: Florida Assn. of Broadcasters, Harrison Hotel, Clearwater.

June 23-24: Louisana-Mississippi Associated Press Broadcasters Assn., Natchez, Miss.

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

June 25-29: American Institute of Electrical Engineers, Hotel Fairmount, San Francisco, Calif.

June 28-29: N. C. Assn. of Broadcaster, Carolinian Hotel, Nags Head, N. C.

AUGUST

Aug. 17-19: West Virginia Broadcasters' Assn., late summer meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

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☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00

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company name

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city *zone* *state*

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AIR MAIL SERVICE AVAILABLE ON ALL SUBSCRIPTIONS AT POSTAGE COST. WEST COAST SUBSCRIBERS ADD $41.60 TO ANNUAL SUBSCRIPTION RATE. COST TO OTHER LOCALITIES ON REQUEST.

Radio on the Rise

WHEN CBS RADIO announced a 6.25% increase in station compensation [B•T, June 11], it was important news to more than the network's affiliates. Here is a tangible dollars-and-cents sign that tv's rise as a major advertising medium does not mean radio's eclipse. Here is the strongest kind of evidence that, in the belief of CBS Radio, at least, the bottom has been reached by network radio and the upward climb begun.

Alone, the CBS Radio action is important. But it is far from the only evidence that things are looking up for radio. In recent weeks, the pages of this magazine have reported:

• Radio station sales at record prices: Crowell-Collier pays $2.35 million for KWFB Los Angeles, a city with more than 20 radio stations and a full complement of seven tv stations. Todd Storz buys WQAM Miami for $850,000, an all-time high for a regional station. Station brokers report more seekers for good stations than sellers.

• Radio set sales continue to climb: In the first four months of 1956, a total of 1,984,915 radio sets were sold, compared to 1,609,182 sets sold in the like period of 1955. And that's without counting automobile radios which are bought with the car and not over the counter.

• Spot business is good: Summer radio campaigns have been placed for Nescafe coffee, Tangee lipsticks, Star-Kist tuna, Gelvatex paint, Pal razor blades, Anna Myers foods, Cheerios, Jewell processed chicken, Dromedary cake mix, Hills Bros. coffee and Tetley tea (to cite only those plans most recently announced).

• Network business is improving: At the end of *Monitor's* first year, NBC Radio reported that this weekend program service had since its inception attracted more than 40 advertisers and grossed billings of well over $4 million. Sleep-Eze this month became a co-sponsor of three daytime serials on CBS Radio, to which Colgate-Palmolive Co. returns in September, also as a daytime advertiser. Perhaps these contracts, added to other new billings, were behind the network's decision to restore a portion of the cuts previously made in compensation to its affiliates.

A considerable part of the credit for radio's upward swing goes to Radio Advertising Bureau, whose presentations to individual advertisers and to industry groups have frequently opened the doors to the radio salesmen who got the business. RAB is not around to pose in the contract-signing pictures, but there are many that never would have been taken if RAB hadn't been there first. Heavily stepped-up sales activities planned for the latter part of the year, now that its budget increase has been approved, should make RAB an even more potent creator of new business for radio.

In 1954, for the first time since the depression-ridden '30's, radio broadcasting's overall revenues failed to equal those of the year before. Last year, sparked by a healthy upswing in local business, radio billings showed a gain over 1954 and a total second only to 1953's all-time high. Now, at midyear 1956, all signs point to gains on all fronts that will make this another record year, second to none.

The Other 'Commission'

IN THESE days of network investigations, uhf-vhf crises, and other phenomena of both immediate and long-range consequence, there may be a tendency among broadcasters to give only fleeting attention to the rising debate over the commission method of compensating advertising agencies. There still being only 24 hours in the day, the tendency would be understandable. But it would also be unfortunate.

At the moment the debate is being waged primarily between advertisers (who started it) and agencies (who contend that this ground has been fought over before and settled long ago in the most satisfactory way for all concerned). For the immediate future, at least, it appears apt to continue to pit advertisers and agencies as the chief protagonists and/or negotiators. Whatever will come of it, we don't profess to know.

We do know, and have said before, that the interests of media—of whom broadcasters are an increasingly important part—are inextricably tied up with the outcome. This is true whether the present compensation method is changed little or much or not at all. Broadcasters, along with other media, owe it to themselves to keep abreast of developments.

Elsewhere in this issue, B•T devotes several pages to a recapitulation of the controversy and its long history, with key quotes from speakers on each side, plus generous reproduction of the prevailing "decision" that settled the matter in the past. The purpose of this extensive treatment is to inform, not to inflame or to sell the merits of either side. The purpose of this editorial, however, is to sell everybody possible on the importance of the deliberations that are going on, and to urge all broadcasters to take an active, informed, and continuing interest in them.



Drawn for BROADCASTING•TELECASTING by Duane McKenna

"You guys are lucky—you don't have to spell."

Broadcasting's Crying Need: II

IN this space two week ago we cited the urgent need for a national public relations project for broadcasting.

We now renew that plea, after sitting in on a week of hearings before the Senate Commerce Committee on television networking. The abject lack of understanding on the part of some members of the committee, charged as it is with the origination of legislation dealing with the broadcast media, was frightening. Aside from the committee experts, most of the senators hadn't the slightest notion of how radio and television function.

This, we submit, makes even more essential and emergent the launching of a continuing public relations campaign. If the lawmakers themselves are not informed, how can they legislate in the best interests of an even less informed public?

This week the NARTB combined boards meet in Washington. Before the Television Board will be a proposal from its Television Information Committee recommending an adequately financed public relations program. It will urge a broad and vigorous project with the necessary creative talent in the right places. It will recommend this program as a fundamental function of NARTB itself.

We concur. We think it should be enlarged to include the broadcast media, and that means radio as well as television. It should have No. 1 priority, even if it means curtailment of other activities to remain within budgetary limitations.

Teeth: Real or False

THE ANNOUNCEMENT by the Television Code Review Board that several code memberships were in jeopardy [B•T, June 14] is the strongest action taken against offenders since the code was adopted in 1952.

It is to be fervently hoped that no stronger action will be needed.

Yet it is to be hoped with equal fervor that if stronger action becomes necessary to bring violators into line, the code board will have the courage to take it.

As we have said since the adoption of the code, it is an instrument of cynicism unless it is (1) enforceable and (2) enforced. If there is to be a code, members must adhere to it or be expelled. The alternative is to turn the code seal into a label of approval for any kind of broadcasting—good, bad or indifferent.



First in Houston with TV Experience...Over 700 Man-Years

The Golden Gulf Coast Market has been sold on KPRC-TV ever since it made Houston's first telecast in 1949. Today's excellence in market-wise programming, production, promotion, and engineering is the result of these years of experience. KPRC-TV remains first in the eyes of Gulf Coast viewers . . . mornings . . . afternoons . . . evenings . . . all the time, and over 700 man-years of experience is the priceless ingredient that makes it so.

KPRC-TV
HOUSTON 2
CHANNEL

JACK HARRIS, Vice President and General Manager
JACK McGREW, National Sales Manager

Nationally Represented by
EDWARD PETRY & CO.

FIRST IN TV — WITH OVER 700 MAN-YEARS EXPERIENCE



Advertisers and their agencies know the radio stations represented by Adam Young, Inc. have been carefully pre-selected on the basis of

1. Superior station management.
2. High audience delivered.
3. Ability to "move the goods".
4. At the right cost.

Because of this *pre-selection* and analysis, time buyers know that an Adam Young station will produce results.

ADAM YOUNG, INC.

RADIO STATION REPRESENTATION

477 Madison Avenue, New York City

New York • *Boston* • *Chicago* • *St. Louis* • *Los Angeles* • *San Francisco*

JUNE 25, 1956 35c PER COPY

BROADCASTING TELECASTING

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25TH year

THE NEWSWEEKLY OF RADIO AND TV

Proof of dominance!

June 1956 figures* give WXEX-TV

16%

more viewers per rating point

	Number of TV homes in Grade B area	TV homes per rating point projected to Grade B area
WXEX-TV	205,000	2,050
STATION B	175,400	1,754
STATION C	174,800	1,748

- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a *bonus of better than 2 TV homes* with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers 58.3 more TV homes than does Station B.

*Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

The dominant station serving Richmond, Petersburg and Central Virginia

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

Sales Rise with the Sun



Advertisers buy the Powerhouse of the Southwest From Dawn 'til Midnight

CHANNEL 6 on at 6 (A.M.!)

Dominating over 100,000 TV Homes in 26 Counties (Area Telepulse — January-February, 1956) 58 per cent of Total Audience — Station "B" only 14 per cent.

SIGNING ON with NETWORK

Showmanlike integration of local personalities, box-office films, full-time farm service and aggressive news coverage with virtually the complete CBS schedule.

ON the AIR daily for 18 HOURS

- Network Programming Over 300 Hours per Month!
- Live Local Shows Designed for National Sale & Results!
- Top Film Shows; High Rated Day & Night Adjacencies!

HERE'S THE WEEKLY DAYTIME SCHEDULE THAT YOU CAN BUY INTO FOR LOW COST...BIG RESULTS

†	6:00 A.M.	Will Rogers, Jr.
*	6:25 A.M.	Weatherman
†	6:30 A.M.	Will Rogers, Jr.
*	6:55 A.M.	News
†	7:00 A.M.	Capt. Kangaroo
	7:25 A.M.	Weatherman
†	7:30 A.M.	Capt. Kangaroo
*	7:55 A.M.	News
*	8:00 A.M.	Garry Moore —
†		Video Varieties
*	8:30 A.M.	Arthur Godfrey —
†		Video Varieties
*	9:30 A.M.	Strike It Rich
*	10:00 A.M.	Valiant Lady
*	10:15 A.M.	Love of Life
*	10:30 A.M.	Search for Tomorrow
	11:00 A.M.	CBS News
	11:10 A.M.	Stand Up and Be Counted
*	11:30 A.M.	As the World Turns
	12 Noon	Johnny Carson
	12:30 P.M.	News and Weather
*	12:45 P.M.	Farm Digest
†	1:00 P.M.	Big Payoff
†	1:30 P.M.	Bob Crosby
*	2:00 P.M.	Brighter Day
*	2:15 P.M.	Secret Storm
*	2:30 P.M.	Edge of Night
†	3:00 P.M.	Afternoon Show
†	3:30 P.M.	Adventure Theater
†	5:00 P.M.	Club Six
*	5:45 P.M.	News

(* — Sponsored; † — Partially Sponsored)

100,000 WATTS
MAXIMUM POWER

Walter M. Windsor
General Manager

KCMC-TV

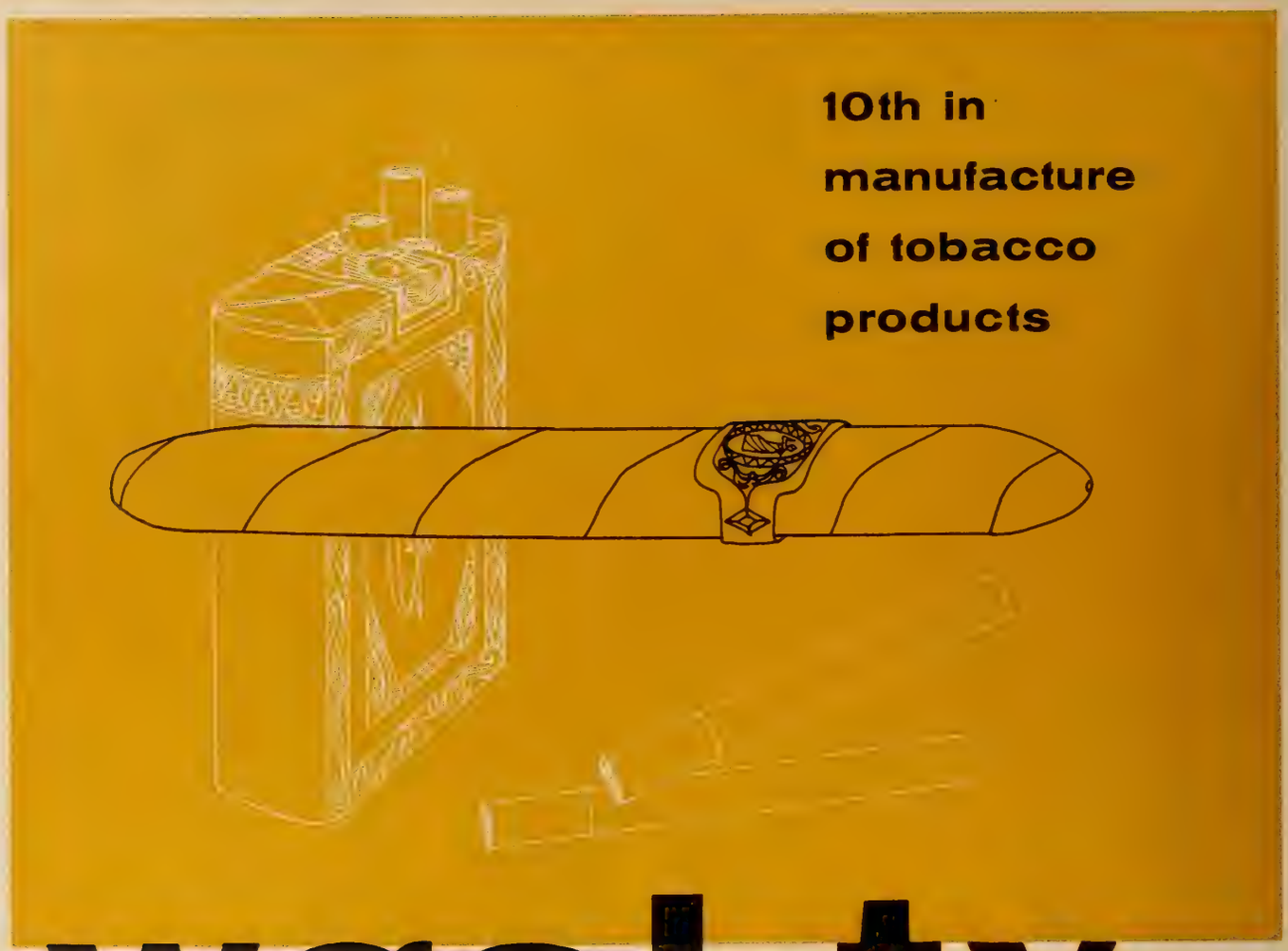
CHANNEL 6
TEXARKANA, TEXAS-ARKANSAS
Represented by Venard, Rintoul & McConnell, Inc.

Equipped to Telecast
Network Color

Richard M. Peters
Dir. Nat'l Sales & Promo.



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



wgal-tv

LANCASTER, PENNA.

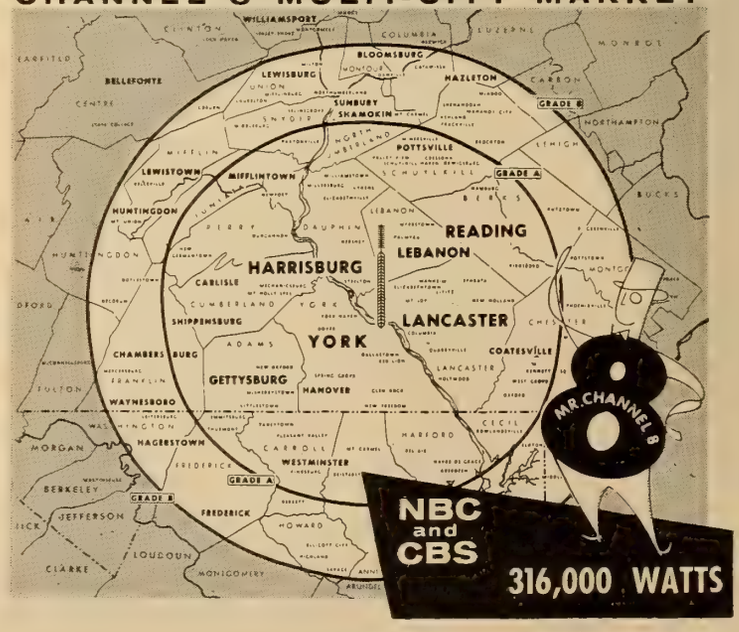
NBC AND CBS

Among the television markets foremost in the manufacture of tobacco products, the Channel 8 Multi-City Market ranks tenth, based on production figures for America's top 100 counties (*SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956*). This is just one phase of the widely diversified industry which makes the WGAL-TV Channel 8 market a *buying* market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York Los Angeles
Chicago San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit.

SECESSION? • ABC, which rejoined NARTB three years ago, may take another walk. Disagreement over action on resolution proposed by Ernest Lee Jahncke Jr., ABC vice president and member of tv board, which would have asked FCC to act forthwith in authorizing new tv outlets to provide competition in two station or less markets, caused furor. Tv board finally considered what was described as watered-down version, but that was voted down 7-6. ABC network, and its 10 owned and operated radio and tv stations, it's understood, pay about $40,000 in annual dues. NBC, through Vice President Frank M. Russell, reportedly favored ABC's original strong position.

B•T

NUMBER of independently owned tv stations reportedly are up in arms over stringency of new television code board actions and are thinking seriously of withdrawing and perhaps setting up their own code. Being talked up is resignation from NARTB and code authority and adoption of own code which, in main would follow existing code, with their own seal. Some independents contend stations can't economically pull out of what is labeled so-called "pitch" or demonstration business and can't afford, moreover, to be held in ridicule by losing NARTB seal. Some two dozen independent stations are believed to be in category which might decide on separate code and organization.

B•T

WHO'LL SPANK? • Curious discrepancy appears in punitive part of new NARTB Tv Code amendment adopted last week, as association invites film producers and distributors into structure. New amendment, admitting film interests as affiliate code subscribers, provides that code privilege can be withdrawn from film affiliates by code review board. However, code privilege can be withdrawn from station-network subscribers only by NARTB Tv Board itself, acting on recommendation of review group.

B•T

COMMISSIONERS Robert E. Lee and Robert T. Bartley were at Federal Civil Defense headquarters at Battle Creek, Mich., last Thursday for updating on communications defense activities. Comr. Lee is assigned to defense and Comr. Bartley is his alternate.

B•T

REPORT CARD • Proposed draft of interim report on Senate Commerce Committee's two-year inquiry into television allocations was being circulated among the 15 members of committee last weekend. Prepared by committee staff, headed by Majority Counsel Kenneth Cox and Nicholas Zapple, staff communications expert, report is understood to crack FCC's knuckles on failure to deintermix number of (perhaps as many as three dozen) markets and in that manner tend to assure uhf in tv's future. It's understood Chairman Magnuson (D-Wash.) isn't disposed to issue interim report unless committee goes along. Only allocations phases, rather than network licensing and Bricker bill, would be involved. Best guess at weekend was that report would be issued before Congress recesses about mid-July.

B•T

EDWARD PETRY & Co., station representative which severed with ABC's KABC-TV Los Angeles when that station named Katz Agency, effective July 1 will become representatitive for Copley Press' KCOP (TV) there. Contrary to current trend to film programming, KCOP is emphasizing live shows and expanding schedule of programs with studio audience.

B•T

ALL'S FORGIVEN • Objections of WNHC-TV New Haven, Conn., to CBS and NBC purchases of WGTH-TV Hartford and of WKNB-AM-TV New Britain, both Conn., respectively, can be expected to be dropped now that sale of New Haven stations to Triangle Publications Inc. (WFIL-*Philadelphia Inquirer*) has been approved by FCC (see story, page 74). However, formal *withdrawal of objections to network buys won't be made until sale is consumated,* and that won't take place until 30 days after date of FCC approval. That's to cover possibility of any protests being filed.

B•T

"STATE'S RIGHTS" package plan envisioning sale of filmed football coverage to key stations in its area has been scrapped by Big Ten. Thinking now is along lines of film network concept, providing line charges and other factors can be worked out. Conference is trying to interest WGN-TV Chicago in plan as feeder station and principal in actual production of package. One thing is certain: Big Ten will offer some sort of film coverage this fall.

B•T

SWAN SONG • Look for June 28 as big decision day on pending tv docket cases. Meeting will be last for Comr. E. M. Webster, who retires June 30 after nine years on FCC. It's felt as many cases as possible should be decided prior to swearing in of T. A. M. Craven, who would not be qualified to participate on hold-over cases. Comdr. Craven's nomination was confirmed by Senate Friday; he will be sworn in by Chairman McConnaughey July 2.

B•T

SECOND VOLUME of "File 13," continuing listing of persons in entertainment-communications field who have alleged pro-communist associations, is expected to be released within next few months (see "blacklisting" report, page 30). Vincent Hartnett, New York talent consultant, who is among those being sued by WCBS New York humorist John H. Faulk for $500,000 (see page 31), compiled first volume of "File 13" several years ago and is preparing at least 10 volumes in total as lifetime project. Listing, said to be "far more detailed" than "Red Channels," of which Mr. Hartnett was co-author, and as departure, also reports on individuals who have repudiated alleged leftist connections and on persons mistakenly identified with those of same name who have asserted pro-Red associations.

B•T

IN ON THE ACT • It develops now that Earle Ludgin & Co. had knowledge of Helene Curtis Industries concerted free product plug plan on radio-tv stations—in fact, helped work it out and approved it [B•T, June 18]. Agency feels too, along with company, that product has honest news value and solicitations were in response to requests from station women's editors for more information. Helene Curtis is not buying additional time for Purse Spray but is featuring product spots on its network tv shows.

B•T

SEARS, ROEBUCK & Co. reportedly considering heavy use of tv for fall, either on network or syndicated property basis. It's understood retailer is interested in Rosemary Clooney film series, distributed by MCA-TV, in preference to network show on theory it can tie-in more closely to store patterns in its cities. Sears also may nationally distribute its Silvertone color tv sets.

B•T

GRATITUDE • New *Press Conference* telecast series, starting July 4 on NBC-TV under Corn Products Refining sponsorship, is going to bite the news hand that's feeding it. Official description of show, which bills Martha Rountree as "female Jim Hagerty," notes it will produce important news and then adds this anomaly: *"Press Conference* is a newspaperman's show which will merely televise and glorify the work of the reporter. It will show news in the making and it will urge all listeners to read their daily newspapers for the full story."

B•T

IKE FOR VEEP? Harold Hough, director of WBAP-AM-TV Fort Worth, who has been in just about every movement in broadcasting's development, comes forth with suggestion that President Eisenhower should run for vice president. He wouldn't have to do as much work but would still be in top echelon councils to control domestic and foreign policy. Col. Hough declares it doesn't matter much who then would become president.

B•T

BIDING TIME • No decision has been reached by FCC as to whether it will fill post of assistant secretary, vacated May 14 by retirement of William P. Massing. Among those reportedly under consideration are Robert D. J. Leahy, veteran of 21 years on FCC staff, and David C. Williams, legal assistant to Comr. Lee.

CBS TELEVISION

in every television market there is one dominant station... in Indianapolis that station is

WISH-TV

channel **8**



at deadline

GRAND JURY CALLS NBC, WBC OFFICIALS IN STATION EXCHANGE INVESTIGATION

FEDERAL Grand Jury in Philadelphia has set major investigation into NBC-Westinghouse exchange of radio-tv stations in Cleveland and Philadelphia, B•T learned Friday.

Grand Jury reportedly has subpoenaed officials of both companies to appear this week in Philadelphia. Records pertaining to transfer of properties also were subpoenaed, it was said.

NBC and Westinghouse Broadcasting Co. officials summoned to appear were understood to be those intimately connected with negotiations leading to exchange of NBC's WTAM-AM-FM and WNBK (TV) Cleveland for Westinghouse's KYW and WPTZ (TV) Philadelphia, plus $3 million cash to Westinghouse.

Cleveland-Philadelphia swap has been under investigation by Dept. of Justice for some time. Fact case was taken to grand jury was interpreted to mean Justice wanted records and testimony it was unable to get without subpoena.

Justice Dept. itself has no subpoena power. To obtain records and testimony which are not volunteered, Justice frequently puts matters before grand jury which, through courts, can issue subpoenas.

Subject of NBC-Westinghouse swap came up last week in testimony of Donald H. McGannon, WBC president, under examination by Senate Commerce Committee (see story, page 73). Mr. McGannon, answering questions, said Westinghouse would not have made deal if it had not feared loss of NBC affiliation.

Since transfer, stations have been renamed. They are now KYW-AM-FM-TV Cleveland and WRCV-AM-TV Philadelphia.

Public Relations Project Planned by NARTB Boards

SPECIAL NARTB committee will be named to study proposal for public relations campaign designed to meet attacks of industry critics, combined boards of association decided Friday at close of three-day board schedule (stories pages 54, 59). President Harold E. Fellows will name three radio and three tv directors to serve with him on committee.

Directors approved plans for next four annual conventions and regional meeting schedules for 1956 and 1957. Two-day regional meetings starting Sept. 16 will have radio-only meeting on morning of first day followed by president's luncheon talk and separate radio-tv sessions in afternoon. Second day will have tv-only session in morning and general association-industry topics in afternoon.

NARTB conventions for next four years will be held as follows: 1957, Conrad Hilton, Chicago, April 7-11; 1958, Biltmore and Statler, Los Angeles, April 27-May 1; 1959, Conrad Hilton, Chicago, March 15-19; 1960, Conrad Hilton, Chicago, April 3-7.

Regional meetings in 1956 follow: Sept. 17-18, Nicollet Hotel, Minneapolis; Sept. 20-21, Utah Hotel, Salt Lake City; Sept. 24-25, St. Francis, San Francisco; Sept. 27-28, Oklahoma Biltmore, Oklahoma City; Oct. 11-12, Shoreham, Washington, D. C.; Oct. 15-16, Somerset, Boston; Oct. 18-19, Sheraton-Lincoln, Indianapolis; Oct. 25-26, Dinkler-Tutwiler, Birmingham.

Regional meetings in 1957 follow: Sept. 16-17, Van Curler Hotel, Schenectady, N. Y.; Sept. 19-20, Statler, Cleveland; Sept. 23-24, Grove Park Inn, Asheville, N. C. (tentative); Oct. 10-11, Muehlebach, Kansas City; Oct. 14-15, Multnomah, Portland, Ore.; Oct. 17-18, Brown Palace, Denver; Oct. 21-22, Baker, Dallas; Oct. 24-25, Peabody, Memphis.

Next board meetings will be held Feb. 4, 1957, at Hollywood, Fla.; June 17, Washington; Jan. 19, 1958, Phoenix, Ariz.; June 16, 1958, Washington.

Directors reviewed plans for 10th anniversary Voice of Democracy contest; progress of state association activities; heard that 17 managers have signed group life insurance policies under association plan.

Board received petition signed by over 5% of membership asking new referendum vote on deletion of eight at-large directorships next spring. Subject will be discussed at autumn regional meetings.

Guidebook on news broadcasting will be prepared by Freedom of Information Committee. NARTB plans survey of radio-tv access to public and official events in 48 states.

Sindlinger Predicts Sullivan Will Best Allen Debut

PREDICTION that Steve Allen's first program in 8-9 p.m. Sunday period on NBC-TV (yesterday) would attract less than half as many viewers as those watching Ed Sullivan on CBS-TV at same time was made Friday by Sindlinger & Co., audience research organization which determines probable audience size on basis of advance interviews [B•T, April 9].

Ed Sullivan Show, according to Sindlinger advance information, would start with audience of 43,820,000, of which 10.7 million would turn to *Steve Allen Show* sometime during the hour, augmenting that program's basic audience of 13,400,000. Average audiences were predicted as 18,750,000 for Allen, 38,470,000 for Sullivan.

Salem, Aberdeen Bids Filed

APPLICATION filed Friday for ch. 3 Salem, Ore., by Salem Tv Co. (C. H. Fisher), accompanied by petition asking FCC to vacate ch. 3 grant to KSLM-TV there. Ch. 3 permit has been bought by Storer Broadcasting Co. for $27,277 with object of moving vhf frequency into Portland, Ore., to replace its ch. 27 KPTV (TV) there. Mr. Fisher controls KAGT Anacortes, Wash.; KDLS The Dalles, KUMA Pendleton, KIHR Hood River, and 26.6% of KVAL-TV Eugene, all Ore. KVAL-TV owns 50% of KPIC-TV Roseburg, Ore.

Also filed Friday was application for ch. 9 at Aberdeen, S. D., by F. F. McNaughton and sons. McNaughton interests include WRMN Elgin, and WCRA Effingham, both Ill.; KXGI Ft. Madison, Iowa; *Pekin Times* and *Effingham News,* both Ill.

• BUSINESS BRIEFLY

TWO IN FOR TEXACO • Purex Corp., South Gate, Calif., through Weiss & Geller, Chicago, and Whitehall Pharamacal Co., through Ted Bates & Co., both N.Y., will sponsor on alternate weeks *Festival of Stars,* series of 30-minute films starring well-known Hollywood and Broadway performers, starting this Saturday on NBC-TV, 9:30-10 p.m. EDT. *Festival* replaces *Texaco Star Theatre.*

DAMONE FOR 'BRIDE' • General Foods Corp. (instant Maxwell House coffee), White Plains, N. Y., will sponsor CBS-TV's *Vic Damone Show* (Mon., 9:30-10 p.m. EDT) as summer replacement for *December Bride* starting July 2. Agency: Benton & Bowles, N. Y.

FIRST FOR CARSON • Best Foods Inc., N. Y., through Dancer-Fitzgerald-Sample, N. Y., and Simoniz Co., Chicago, through Sullivan, Stauffer, Colwell & Bayles, N. Y., Friday signed as first sponsors of CBS-TV's new *Johnny Carson Show* (Mon-Fri., 2-2:30 p.m. EDT), effective July 3. Best Foods will sponsor 2:15-2:30 p.m. portion alternate Tuesdays; Simoniz, 2:15-2:30 p.m. Wednesday portion.

ALLEN FOR STERN • Allstate Insurance Co., Chicago, to replace Bill Stern with *Sports Caravan,* featuring Mel Allen, on ABC Radio Mon.-Fri. at 6:35-6:45 p.m. EDT, today (Mon.). Agency is Christiansen Adv., Chicago.

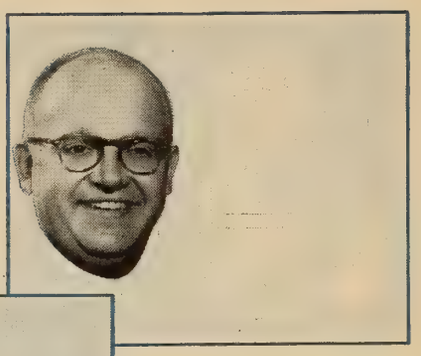
ID'S FOR COFFEE • American Home Foods Inc. (George Washington instant coffee), N. Y., launching 39-market radio-tv "heavy ID saturation" campaign in eastern and northeastern markets effective June 28. Agency, Charles W. Hoyt Co., N. Y., still looking for availabilities for initial radio-tv drive in Schenectady, New Haven, Hartford and Springfield, Mass., lasting four weeks on tv, 23 weeks on radio. Secondary phase, covering 35 markets and lasting 23 weeks, will be strictly radio.

REYNOLDS LOOKING • R. J. Reynolds Tobacco Co., Winston-Salem, through William Esty & Co., N. Y., looking for availabilities for radio spot announcement campaign to start July 2 for unspecified product.

666 IN MARKET • Charles W. Hoyt Co., N. Y., is looking for availabilities for $250,000 radio spot campaign for Monticello Drug Co. (666 cold preparation), Jacksonville, Fla., scheduled to run on 200 southern stations from Oct. 1 to March 1957.

CHANCE FOR RADIO • Lever Bros., N. Y., set to launch spot radio campaign shortly in Erie, Buffalo, Rochester and Utica to test effectiveness of radio for Dove soap, introduced last November. Budget for spots reportedly taken from expenditures of "teaser" campaign in printed media used to launch new product, with expectation that spot markets will be expanded if radio proves effective. Agency: Ogilvy, Benson & Mather, N. Y.

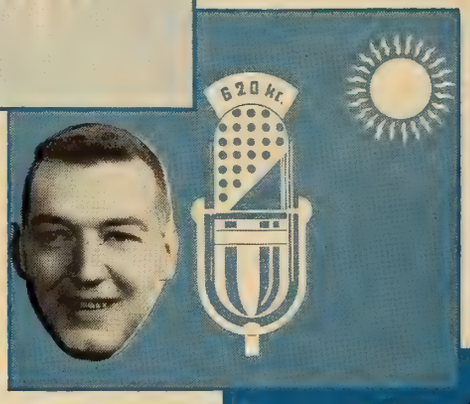
CRANBERRIES BUYING • National Cranberry Assn. planning two-week radio spot announcement campaign in number of markets starting at varied dates, July 12-July 19, in New England, Pennsylvania and west coast areas. BBDO, N. Y., is agency.



Jovial **DEAN HARRIS**—Central New York's biggest and best radio host, the Dean of unseen salesmen.



KAY LARSON—The pretty voice that makes more men and most women tune in "Milady's Almanac".



AL MELTZER—Area high school and collegiate world must orbit around his musical turn tables or be in the dark.



JOE CUMMISKEY—More news for more listeners from sunrise to sunset.

WHEN planning a campaign for the Syracuse Market... insure its success with proven sales producers. Write, wire or phone for complete information.

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at deadline

$3.5 Million Tampa Sale Tops Six Station Purchases

TWO television and four am stations have changed hands, it was announced Friday—headed by the $3.5 million sale of ch. 13 WTVT (TV) Tampa, Fla., to the WKY Radiophone Co. (WKY-AM-TV *Oklahoma City Oklahoman* and *Times*). All transactions are subject to FCC approval.

WTVT, which began April 1955, is affiliated with CBS and is owned by former Florida Governor Doyle E. Carlton, 15%; W. Walter Tison (former owner of WALT Tampa), 20%; David E. Ward, 10%, and others. WKY also owns WSFA-AM-TV Montgomery, Ala. E. K. Gaylord is president and P. A. (Buddy) Sugg is manager of broadcast properties.

Ch. 27 KVVG (TV) Tulare, Calif., sold by M. B. Scott and Joseph Justman to independent movie producer James Stacy for $10,000 and assumption of liabilities. This is third ownership change for Tulare-Fresno outlet, originally owned by Sheldon Anderson. Present owners bought station from Mr. Anderson for $1 and assumption of $350,000 in liabilities.

Radio sales were headed by purchase of KEAR San Francisco from S. A. Cisler by David Segal, Mid-America Broadcasting Co. principal, for aggregate sum of $500,000. At same time, Mr. Segal advanced monies enabling station to pay off Federal government lien (for withholding and unemployment insurance taxes), permitting it to resume operation Friday evening on 1550 kc with 10 kw. KEAR had been padlocked by Internal Revenue agents May 31 [B•T, June 18, 4]. Mid-America stations are KOSI Denver, Colo.; WGVM Greenville, Miss., and KLEE Ottumwa, Iowa. Transaction handled through Hugh R. Norman, Davenport, Iowa.

WGAU-AM-FM Athens, Ga., sold by C. A. Rowland, Tate Wright, Earl B. Braswell and J. K. Patrick to J. Thomas Lord and H. Randalph Holder for $105,000. Mr. Lord is station manager and Mr. Holder news director of WRFC Athens. CBS-affiliated WGAU operates on 1340 kc with 250 w. Broker was Blackburn-Hamilton Co.

WWHG-AM-FM Hornell, N. Y., sold by W. H. Greenhow Co. to Ra-Tel Broadcasters Inc. for $50,000. Ra-Tel principals are Frederick Schottland, consulting engineer, and Alfred and Sy Dresner. WWHG operates with 1 kw daytime on 1320 kc. Allen Kander & Co. negotiated transaction.

WPFD Darlington, S. C., sold by J. A. Gallimore to owners of WCGC Belmont, S C. (Robert Hilker and Lucille Hand), for $37,500. Station operates on 1350 kc with 500 w daytime. Paul H. Chapman Co., Atlanta, was broker.

Sherwood Television Awards Go to NBC, WAAM (TV)

TELEVISION'S "terrific impact" hailed Friday by Paul G. Hoffman, chairman of Fund for the Republic, at luncheon marking presentation of fund's Robert E. Sherwood tv awards, totaling $55,000, to "I Was Accused" and "Tragedy in a Temporary Town," both on NBC-TV, and to desegregation documentary on WAAM (TV) Baltimore.

"I Was Accused," which appeared in *Armstrong Circle Theatre* series sponsored by Armstrong Cork Co., and "Temporary Town," from Aluminum Co. of America's *Alcoa Hour,* received $20,000 apiece as best documentary and drama, respectively, dealing with freedom and justice theme, while WAAM's *Desegregation: Baltimore Report* received $15,000 as best independent-station production on that theme. Prize money is divided among producer, writer and director in each case. Mrs. Robert E. Sherwood, widow of noted playwright, announced winners at New York luncheon.

NBC and WAAM received silver plaques for presenting prize-winning shows and in addition certificates of honorable mention were awarded to *Omnibus*' "Constitution" series (CBS-TV); *Kraft Television Theatre*'s "One" (NBC-TV); *Philco Playhouse*'s "A Man Is Ten Feet Tall" (NBC-TV); *In Freedom* on KOMO-TV Seattle; *In the Minds of Men* on KPIX-TV San Francisco; *This Is Our Faith* on WATV (TV) Newark; *Invisible Fence* on KEYD-TV Minneapolis; *Camera Three* series on CBS-TV, and *Frontiers of Faith* on NBC-TV.

With more than 100 programs entered for this year's Sherwood awards, Mr. Hoffman observed, fund officials were "so much encouraged that we have decided to continue them for another year. We feel that television has an enormous potential strength as an educational force—a potential which is just beginning to be realized."

Prize money for this year's winners will be shared; in case of "I Was Accused," by writer Jerome Coopersmith, director William Corrigan and producer David Susskind; for "Tragedy in a Temporary Town," by writer Reginald Rose, director Sidney Lumet and producer Herbert Brodkin, and for *Desegregation: Baltimore Report,* by Mrs. Gray Johnson Poole, writer, director K. Calfee and producer H. B. Cahan.

Forsling Named Reinsch Aide

APPOINTMENT of Elizabeth Forsling of Elizabeth Forsling & Assoc., Dallas public relations firm, as executive assistant was announced Friday by J. Leonard Reinsch, executive director of Cox radio and tv stations, serving as assistant chairman of Democratic National Committee in charge of convention. Miss Forsling will handle housing and public relations. She formerly was with ABC New York and before that radio-tv editor of *Newsweek.*

TOUCH OF VENUS

U. S. BROADCASTERS may be in for more competition—this from unexpected source. Ohio State U.'s Dr. John D. Kraus Friday reported picking up new radio signals "which presumably originate on Venus." Earlier in month, Dr. Kraus, director of university radio observatory, reported radio signals resembling static from thunderstorms received from Venus. He said new signals are of distinctly different type, have many characteristics of signals from terrestrial radio telegraph transmitting stations.

PEOPLE

WILLIAM L. NEWTON, Lennen & Newell, N. Y., to D'Arcy as account executive on Lenox Inc. (china). Lenox recently went to D'Arcy from L & N.

RICHARD W. SATTERFIELD, vice president and advertising sales manager, Davis Young Soap Co., Dayton, Ohio, to Compton Adv., N. Y., as account executive.

LYLE B. HILL, radio-tv operations manager, Dancer-Fitzgerald-Sample, to production coordinator. **SALLY BOULON,** formerly of Zerbe-Penn Adv. and WKAQ-TV San Juan. P. R., named as his successor. **WILLIAM WEILBACHER,** head of D-F-S media research unit, named executive assistant to Dr. Lyndon O. Brown, vice president of media research and marketing. **BABETTE JACKSON,** assistant research director, The Biow Co., to D-F-S as project director. **ARNOLD BROWN,** engineer, KYW-TV Cleveland, to D-F-S sound recording-transcription supervisor, and **ERNEST M. PITTARO,** film producer, The Biow Co., to film production supervisor, both in tv commercial production department.

DAVID RICH, director of Arthur Godfrey's *Talent Scouts,* signed to direct feature film for Columbia Pictures.

BOB QUINLAN, CBS-TV news and special events program director in New York, will be executive camera director for tv pool coverage of GOP's San Francisco convention in August, network reported Friday.

Calif. Broadcasters to Back All Radio-Tv Access Fights

FIGHT to win free access to courts and legislatures on par with other news media voted Friday by board of directors, California State Radio & Television Broadcasters Assn., at mid-year meeting in Fresno. Group resolved to support NARTB and other state associations in this project. CSRTBA scheduled annual convention Nov. 9 in San Francisco. Group reported 19 new radio and tv station members.

NARTB Honors C. E. Arney

C. E. ARNEY Jr., retiring NARTB secretary-treasurer, was honor guest at testimonial luncheon Friday following final board of directors meeting. Mr. Arney was presented a $2,500 cash gift, radio set, tv receiver and other gifts by broadcasting industry for his 17 years association service. Guests at luncheon included NARTB board members, former association presidents and media representatives. Mr. Arney plans to take vacation in Idaho and Arizona and then expects to take foreign trip. NARTB President Harold E. Fellows presided at luncheon. Ella Nelson, Mr. Arney's secretary, was presented $500 gift for her quarter-century of association service.

Another Reprieve for WWBZ

WWBZ Vineland, N. J., ordered by FCC to cease operation by today (Mon.) because of past horse race broadcasts, received second reprieve Friday when Commission gave station authority to operate until 60 days after court and FCC act on latest WWBZ pleadings. WWBZ's license was revoked last December [B•T, Dec. 5, 1955] on ground horse-race shows were being used by illegal gambling interests, and station was ordered off air by Jan. 27. Station requested and was granted 60-day grace period [B•T, Jan. 30], which would have expired today. WWBZ recently filed two-pronged appeal, with FCC and U. S. Court of Appeals [B•T, June 4.]

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EDITOR & PUBLISHER: Sol Taishoff
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HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
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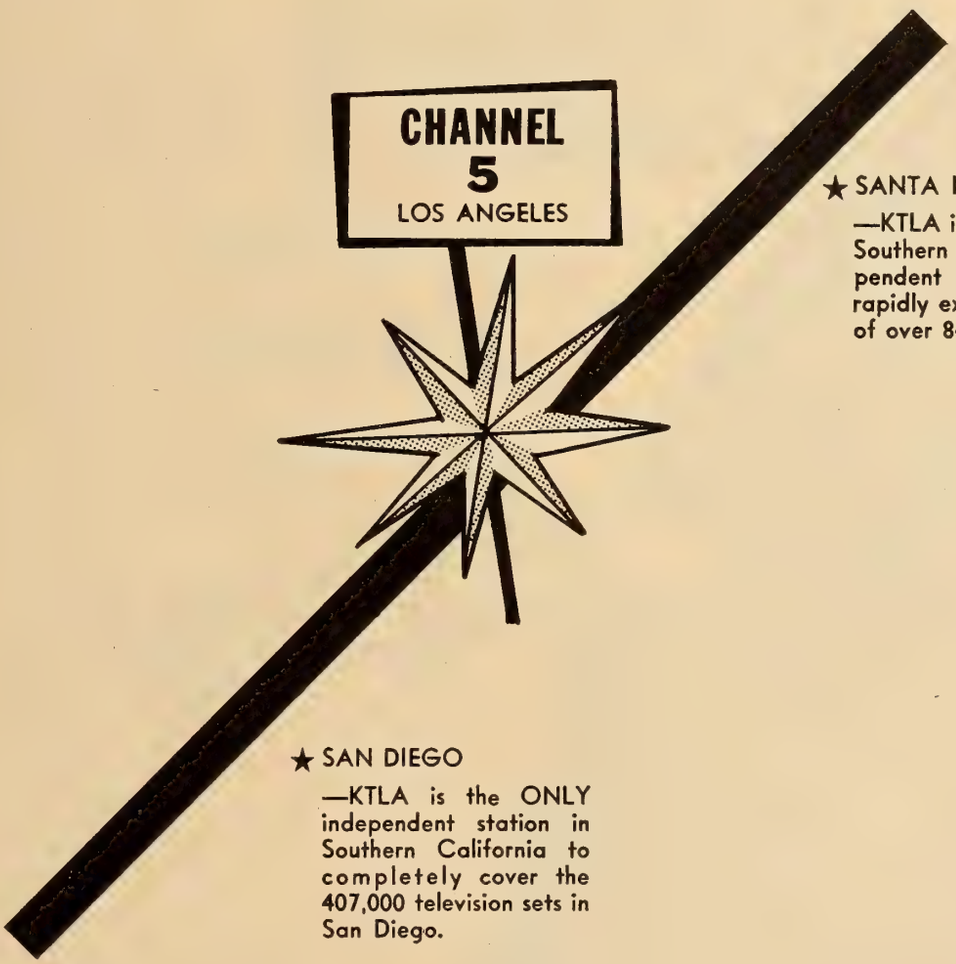
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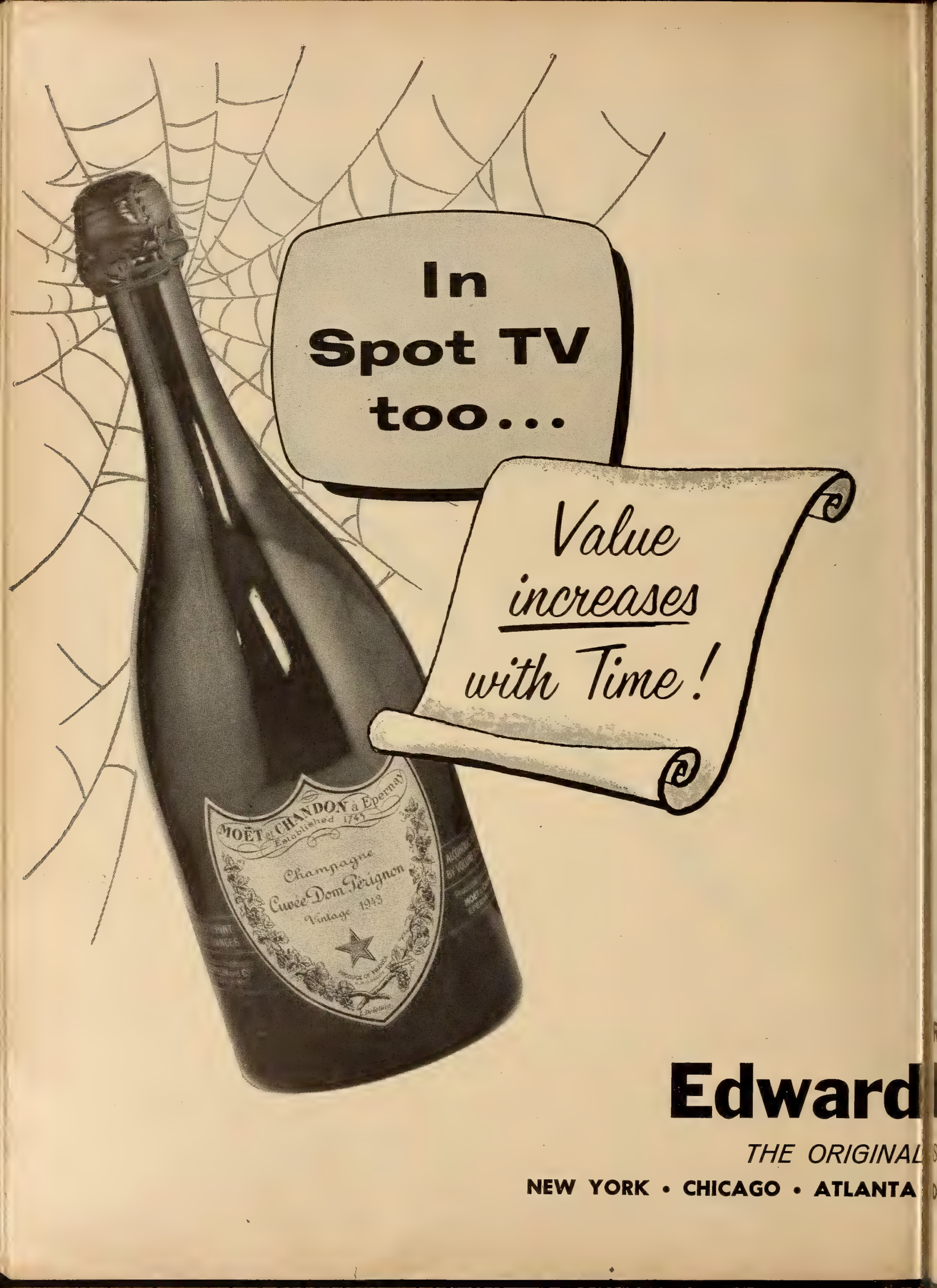
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WFAA-TV	Dallas
WTVD	Durham-Raleigh
WICU	Erie
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WHTN-TV	Huntington
WJHP-TV	Jacksonville
WJIM-TV	Lansing
KARK-TV	Little Rock
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KMTV	Omaha
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STA. B—20.7
STA. C—19.7

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IN REVIEW

THE BOB HOPE SHOW

ABOUT 20 years ago B•T ran a cartoon of an announcer blithely telling the audience: "We interrupt this commercial for a program." This may have served as the genesis for *The Sunday Spectacular* on NBC-TV June 17.

The producers sought to garnish the show with such subtitles as "The Bob Hope Show" and "The Road to Hollywood," but it turned out to be more of a "Road" lined with billboards plugging not only Paramount's "That Certain Feeling" but countless other theatre productions and stars from that studio. In addition, the Hope quips were loaded with free mentions of Slenderella, Minute-Maid, Greyhound Bus Lines, Robert Hall Clothes, etc.

Interspersed throughout what was heralded as a trip behind the studio scenes where "That Certain Feeling" was filmed were film clips, blackout skits and songs. In deference to the age of some of the skit situations, comments will be withheld.

The philosophy of "dazzle them with names" was evident in the quartet of Betty Grable, Jane Russell, Dorothy Lamour and Marilyn Maxwell. While pleasing to the eyes, the attempt to combine four unmatched voices into a quartet was a bit distressing to the ear.

Aside from this, the viewer might have fared better by donning robe and slippers and curling up with Montgomery Ward's catalogue.

Production costs: Approximately $180,000
Sponsored by U. S. Rubber Co., through Fletcher D. Richards; The Maybelline Co. through Gordon Best; The National Savings & Loan Foundation Inc., through McCann-Erickson, and Skol through J. Walter Thompson on NBC-TV, Sunday June 17, 7:30-9 p.m.
Producer: Jack Hope; director: Jack Shea; associate producer: Gino Conte; unit manager: Dick Steele; assistant director: Roy Montgomery; art director: Phil Burns; lighting: Butch Isaacson; technical director: Joe Conn.

NATIONAL OPEN

NBC-TV's coverage of the leaders shooting their final four holes in the National Open at Rochester showed a marked improvement over television's golf efforts in the past. There were no long shots of the crowd, no long shots of participants twiddling their thumbs in front of the clubhouse without anybody thinking of anything to say. However, the announcers (Bud Palmer, Lindsey Nelson, Jim Simpson) made viewers wait 15 minutes after the program went on the air to find out who were challenging the leader.

Regardless of whom the fan was rooting for, we Sunday duffers were glad to see that the top pros flub up on approach shots and miss easy putts, too. There was genuine excitement in watching Ben Hogan, Julius Boros and Ted Kroll, in that order, foul up their excellent chances to match champion Cary Middlecoff's 281 total.

The two-hour telecast began and ended at a fortunate time for viewers, network and sponsor; just in time to catch Middlecoff's last two holes (he missed an easy putt on the 17th) and soon after Kroll, as the last challenger, failed on the 17th and 18th.

Even with the excellent coverage NBC-TV gave, it is doubtful if anyone but a golfer really enjoys watching the sport on tv. The average person just doesn't like to watch the participants walk from one shot to the next, a time-consuming interlude. Another drawback was the camera's efforts to follow the flight of the ball. You just couldn't see that little white dot as it sailed through the air.

Production costs: Approximately $60,000
Sponsored by Eastman Kodak through J. Walter Thompson on NBC-TV, Sat., June 16, 4-6 p.m. EDT.
Producer: Perry Smith; directors: Harry Coyle and Jack Dillon.

THIS IS SHOW BUSINESS

THERE'S something for nearly every viewer in the new NBC-TV version of *This Is Show Business,* the CBS-TV show of several years ago that was suddenly substituted for the *Paul Whiteman Show*, promised by Hazel Bishop for the summer, but which evidently died a-borning.

The show about show business has Clifton Fadiman for intellectual tone. It has such articulate showmen as Lillian Roth, Walter Slezak and Dave Garroway as panelists. And it has bright newcomers to spell the talk with songs and dances. All this in 30 minutes.

With the something-for-everybody approach, the show may be as successful this time around as it was before. But there's one viewer who found the little bits that were offered more tantalizing than filling, and who, moreover, feels robbed on the Paul Whiteman score.

Productions costs: Approximately $25,000.
Sponsored by Hazel Bishop through Raymond Spector NBC-TV. Tues., 8:30-9 p.m. EDT.
Created and produced by Irving Mansfield; director: Gary Simpson; orchestra: Hank Sylvern.

PATTI PAGE SHOW

PERRY COMO is off for the summer, but not his format. NBC-TV apparently is going to keep it around, simply putting in new hosts from time to time.

Patti Page was the first replacement, and a good one, at that. She handled the quarterbacking chores smoothly and, of course, sang quite prettily. Strongest criticism: they felt it necessary to gimmick the production with a "do-it-yourself" theme that was awkward when it should have been appropriate. Minor flaw: having to repeat three choruses of the last number to fill time.

Mr. Como's viewers are going to miss him, but Miss Page and colleagues should keep them sitting there 'til he gets back.

Production costs: Approximately $40,000
Sponsored by Armour & Co. through Tatham-Laird; Kleenex through Foote, Cone & Belding; Gold Seal through Campbell-Mithun; Toni Co. through North Adv.; Noxzema through Sullivan, Stauffer, Colwell & Bayles and Sunbeam through Perrin-Paus on NBC-TV, Sat. 8-9 p.m. EDT.
Producer: Norman Frank; associate producer: Henry Howard; executive producer: George F. McGarrett; director: Grey Lockwood; technical director: Henry Bomberger; writers: Bob Corcoran and James Shelton; musical director: Carl Hoff.

BOOKS

THE TELEVISION PROGRAM, by Edward Stasheff and Rudy Bretz. Hill and Wang, 104 Fifth Ave., New York 11, N. Y. 356 pp. $4.95.

THE original edition of this work, published in 1951, has become a standard text for courses in tv writing and production, in use at more than 60 U. S. universities and colleges. The new edition, with the sections on educational, religious, variety and dramatic programs completely rewritten and other sections revised to include up-to-date material, such as generous quotes from the latest edition of the NARTB Tv Production Code, should prove equally helpful to the aspiring tv writer or producer. One surprising omission: there is no mention of colorcasting and its effects on tv program production.

BACK ON TARGET WTRi

ALBANY, N.Y.

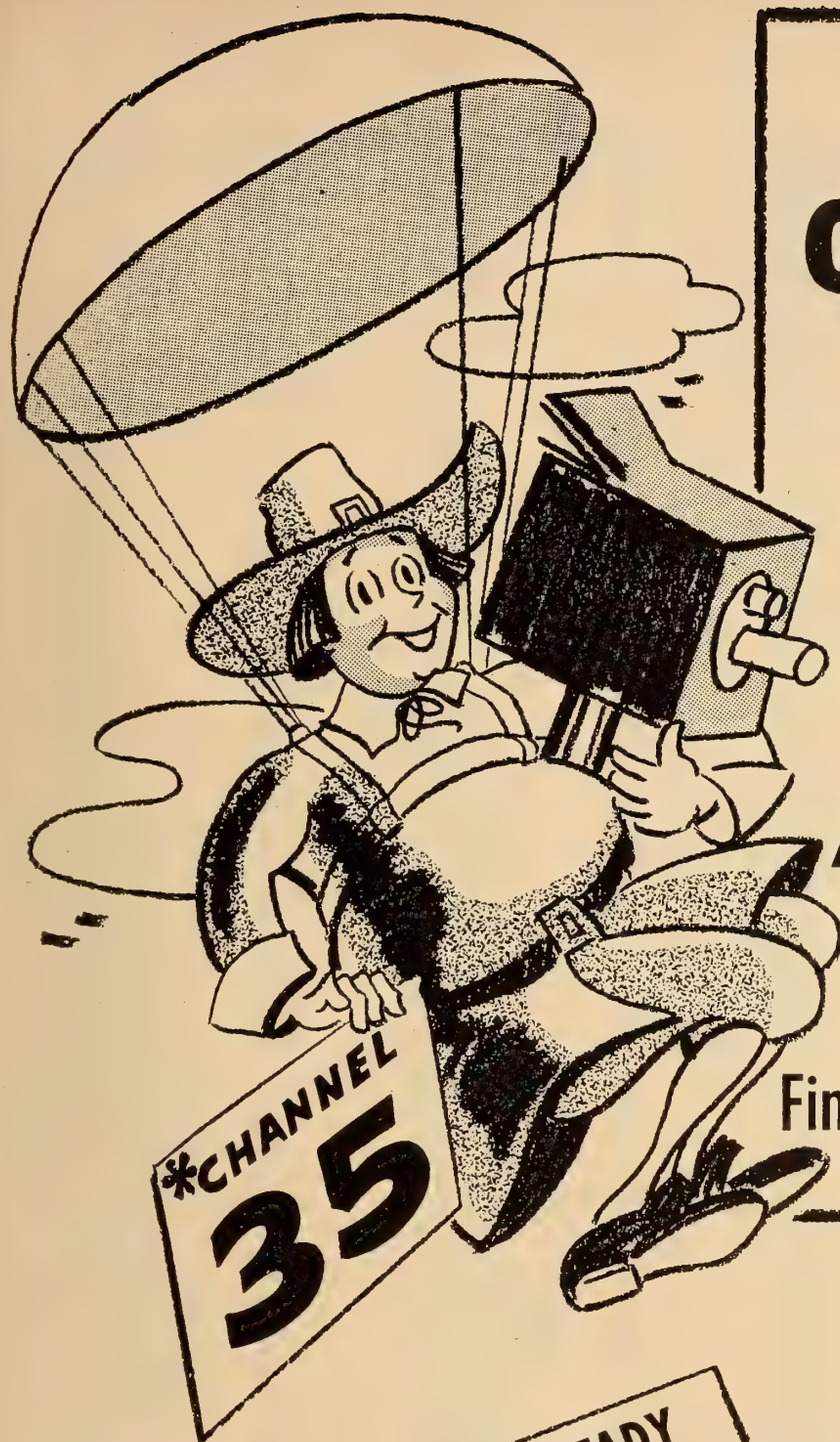
Bullseying the populous, prosperous, profitable TRi-city Area

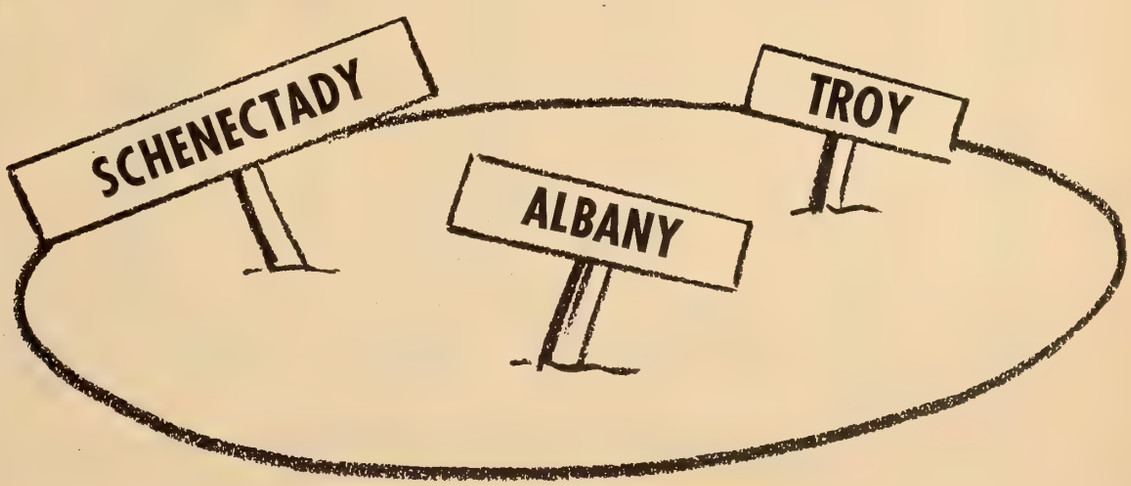
ALBANY - SCHENECTADY - TROY

ABC Network

Major Programming

Finest Facilities in the Market





**75% UHF Conversion—as projected from February 1956 ARB*

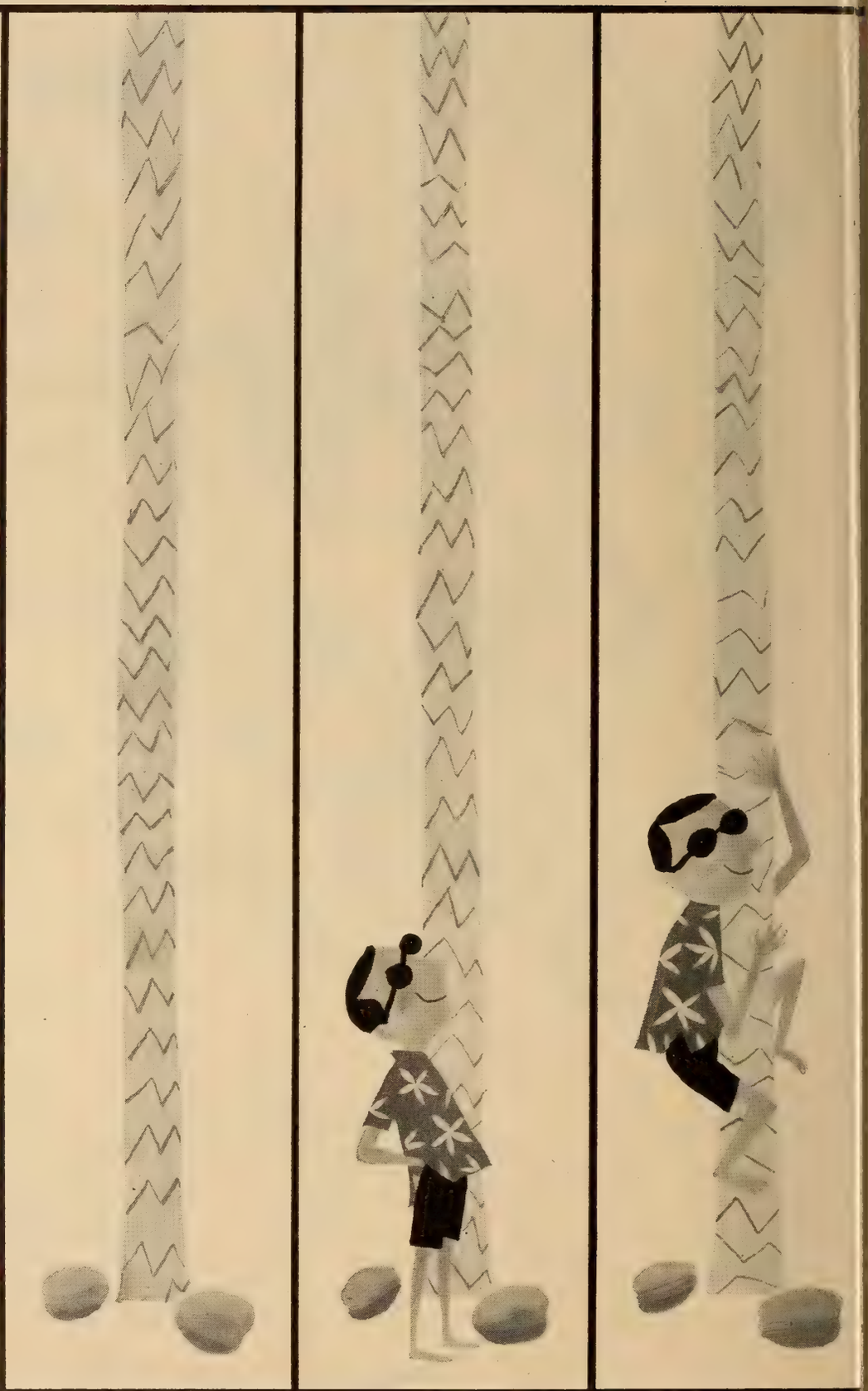
VAN CURLER BROADCASTING COMPANY

ALBANY, N.Y.

WILLIAM A. RIPLE, *General Manager* KAL ROSS, *Station Manager*

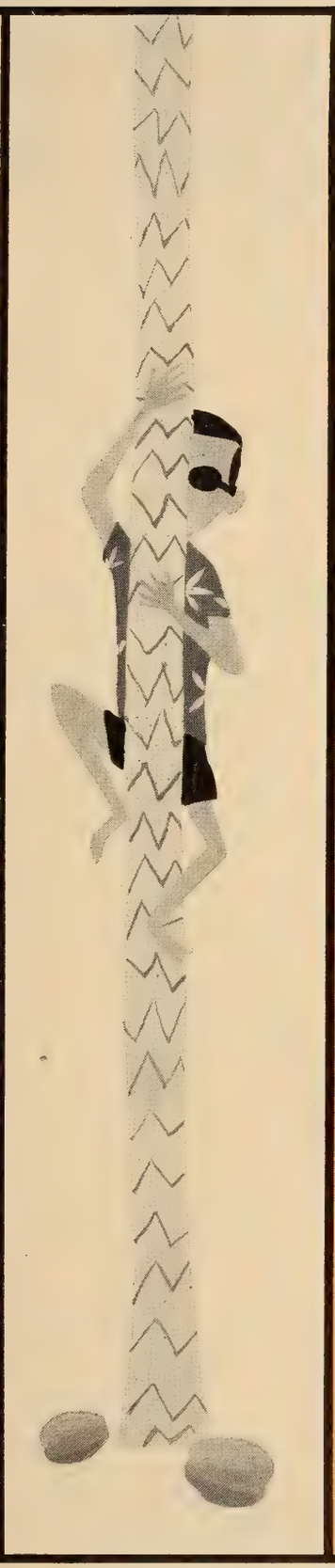
Represented by Venard, Rintoul & McConnell, Inc.

New
Way
To
Get
To
The
Top
In
MIAMI



WCKT · 7, MIAMI, IS SOLD BY NBC



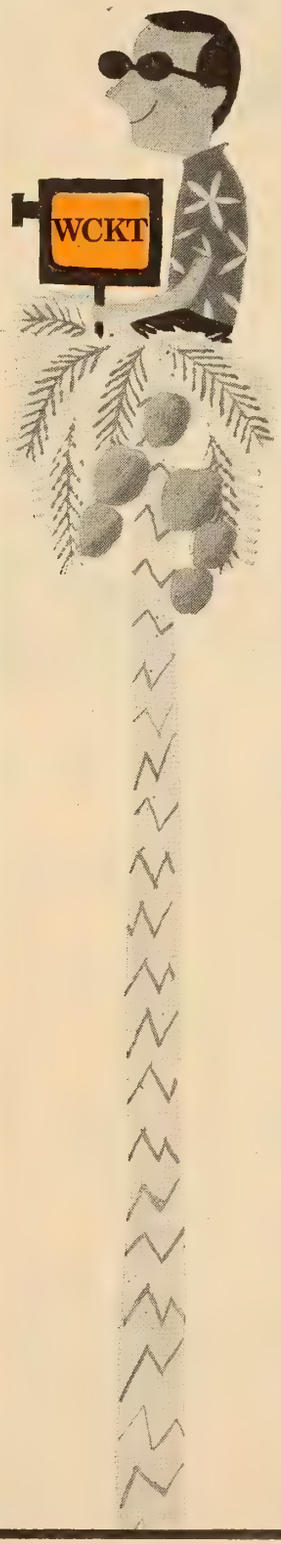


Advertisers can now get a profitable new look-in on the rich and growing Southern Florida market. On July 29th, WCKT, Channel 7 – NBC basic affiliate in Miami – goes on the air with maximum power (316,000 watts) and a thousand foot tower . . . the only VHF tower in Dade, home county of Miami!

Miami is now the nation's 25th largest metropolitan area – the *19th* largest in food, drug and automotive sales. And the WCKT signal will blanket 325,000 television homes in Southern Florida!

NBC Spot Sales welcomes WCKT to the roster of outstanding stations which it represents nationally. Through NBC Spot Sales, you can now start climbing to the top in Miami with top-notch availabilities on WCKT . . . daytime, nighttime, prime-time.

Call your NBC Spot Sales Representative today! He has all the details on the fast, new way to make your sales climb in flourishing Southern Florida: WCKT, Channel 7.



SPOT SALES

REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK **WRCA, WRCA-TV**
SCHENECTADY-ALBANY-TROY **WRGB**
PHILADELPHIA **WRCV, WRCV-TV**
WASHINGTON **WRC, WRC-TV**
MIAMI **WCKT**
BUFFALO **WBUF-TV**
LOUISVILLE **WAVE, WAVE-TV**
CHICAGO **WMAQ, WNBQ**
ST. LOUIS **KSD, KSD-TV**
DENVER **KOA, KOA-TV**
SEATTLE **KOMO, KOMO-TV**
LOS ANGELES **KRCA**
PORTLAND **KPTV**
SAN FRANCISCO **KNBC**
HONOLULU **KGU, KONA-TV**
AND THE
NBC WESTERN RADIO NETWORK



FYI—
In the South Bend
-Elkhart market
more than half
the top-rated
weekday programs
between 3:30
and 11:30 P.M.,
both local and
network, are on
WNDU-TV!
Call Meeker TV
Today

Source: ARB February

Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.

NBC

WNDU·TV
CHANNEL 46

Giveaways Galore

EDITOR:

In the event you were unable to check out the NBC Bob Hope spec (Sun., June 17) for "free commercials," this list will be of help.

In addition to approximately 34 mentions of "That Certain Feeling," the program contained specific plugs for: "Trapeze," "The Paleface," "Benny Goodman Story," "The Rose Tattoo," Paramount Pictures, Palmolive-Peet, Technicolor, Greyhound Bus, *Tv Guide,* Minute Maid, Philip Morris, Chevrolet Corvette (car displayed), Turtle Wax, *Variety,* "Road to Bali," "Picnic," Eddie Fisher, Hy Gardner, Ed Murrow, Elvis Presley and Cliff Edwards.

This list is not a complete one but does contain most of the references to products or services other than those advertisers who paid the bills for the spec.

Name Withheld

[EDITOR'S NOTE: The writer asked that his name be withheld as his position might make readers think he had an axe to grind in providing the above checklist of plugs.]

Good Business Practice

EDITOR:

. . . In your feature story on free plugs [B•T, May 21] we feel inclined to set straight a few "facts" that no doubt were written inadvertently.

I have never dubbed myself "The King of the Giveaways." This rather dubious title was created by a very good friend and client, Stanley P. Seward, vice president of D'Arcy Advertising Co. It seemed to catch on with magazine and syndicated writers and resulted in inquiries from advertising and PR firms throughout the country. Naturally, this did not make us unhappy. However, going along with the gag, I accept full responsibility for creating my prime ministers.

Contrary to your story, I am not retired due to ill health nor did I sell my company. True, I have been ill—haven't we all at some time? True, my corporation was sold, but not by me, but because of conditions beyond my control. Suffice to say that my son, Burt, heads Wenland Enter-prizes Inc., a firm with which I am proud to be associated.

Now, my thinking on the so-called evils of free plugs and free loading. Where would pioneers in the audience participation field such as Art Linkletter and Ralph Edwards have been without the radios, watches, diamonds, mink coats, cameras, cars and trips supplied by firms such as ours? No budget—no prizes—consequently no audience and no sponsors. Going one step further, do you realize how many tv producers in the early days, and even at the present time, depended on firms such as ours? We have supplied complete drug stores, department stores, markets, kitchens, airplanes, automobiles and wardrobes at savings of thousands of dollars to independent as well as major studios. This certainly is a reciprocal deal and no violation of ethics. What's more, it is good business practice . . .

Now to the great "evil" of free plugs. I agree that this has in many cases been greatly abused, mostly by hungry amateurs attempting to get into the business as well as by greedy writers and producers. When interviewed, I have never denied that we arrange to have our clients' product names injected into the scripts of radio and television shows. However, only if they got a laugh. We have maintained that it was as bad for our clients, but not as costly as it was for the program, to drag in a product name by the heels . . .

Not all injections of plugs are for comedy situations. We are proud of the work that we have done for years for the American Trucking Assn., stressing only one thing—careful driving and safety on the highways. One season our entire campaign for General Tire and Rubber Co. was "Give the kids a *brake.*" We are proud too of free plugs we have arranged for the Savings Bonds Div. of the U. S. Treasury Dept. as well as the Recruiting Div. of the U. S. Army and U. S. Air Force . . .

Adolphe Wenland
Wenland Enter-prizes Inc.
Hollywood, Calif.

The Spoiled Record

EDITOR:

The broadcast industry is constantly besieged by free riders of all kinds; and I am sure that quite a few of my fellow broadcasters have been taken advantage of by the scheme which we recently refused and which I would like to outline for the benefit of those who will be approached, in the near future, or over the years to come, as this particular promotion gains momentum.

Several weeks ago, our local Chevrolet dealer called me to inquire about rates and availabilities for advertising to be run for "Gas, Gaskets and Glamour," a promotion which the Alemite Corp., a subsidiary of the Stewart-Warner Corp., had sold to him. At the time that he made the request for paid space, he asked that I meet with the representative of the Alemite Corp. and one of his own people to discuss how this campaign should be run. Arrangements were made for such a meeting; and I was given the full treatment by the Alemite man on how this campaign was, in reality, "public service," and of tremendous interest to women listeners.

I was told that newspapers and radio stations the country over had "gone along" with this pitch and that it was very rare indeed that they encountered commercially-minded characters, such as myself, who would not go wild over the prospect of promoting something which enabled the Alemite dealer, his service garage, his new car department, select insurance representatives, motor club people, and anyone else that they chose to ring in on the act, to do a strong selling job on a completely captive audience. The Alemite man told me that women would be standing in line to take this course and that all they wanted was that the course receive a little "news" publicity.

I carefully outlined the requirements for any such news publicity (namely, that the news actually be news, or that the radio station at least be involved in some way in the promotion) and suggested that we tie in the promotion with a series of commercial broadcasts from the school. He told me that he knew of the plans we had discussed with the Chevrolet dealer and went on to say that he had recommended that the dealer *not* buy any radio advertising. Needless to say, the dealer did not buy any radio advertising.

I am sorry that I am not fully informed of the extent that the Alemite Corp. supports the broadcasting industry, but I, like any other local broadcaster, feel considerably put out at having the representative of a national corporation come into my own home market and tell my satisfied and happy clients not to buy radio advertising, particularly when the client had already decided to buy.

The Alemite man stated that their record of securing free news publicity was 100% up to the time that he talked to me. Please be advised that I have spoiled their record. I hope that this percentage will go down sharply in the near future.

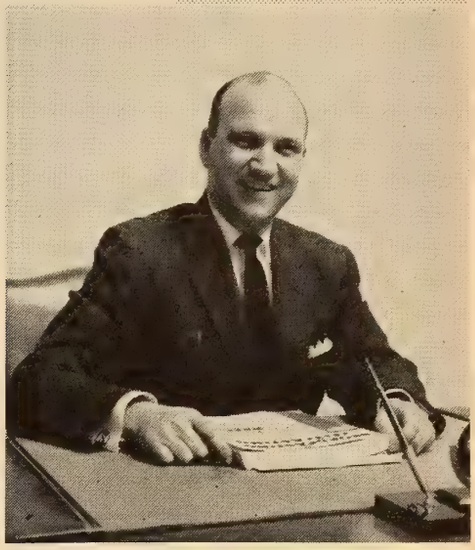
Dave Taylor, Commercial Mgr.
WFRL Freeport, Ill.

THE B-H COMPANY

WAS AMONG THE EARLY

(BROADCAST) SETTLERS OF THE WEST





WILLIAM T. STUBBLEFIELD

The Blackburn-Hamilton Company early in its history foresaw the growth potential of radio and television along the Pacific Coast and throughout the neighboring western states, and established one of its first offices in San Francisco.

William T. Stubblefield is in charge, with offices at 111 Sutter Street. Widely known throughout the industry, Mr. Stubblefield built radio stations KBKI, KCLW and KRUN in his native Texas prior to engaging in transcription sales work and heading the station relations department of the National Association of Radio and Television Broadcasters.

His intimate knowledge of western markets—and the facilities and broadcasters serving them—assures prompt, reliable counsel and service to both buyers and sellers, and to those who seek financing or appraisal of broadcast properties.

✪ NATIONWIDE, PERSONALIZED SERVICE

BLACKBURN-HAMILTON COMPANY

• NEGOTIATIONS • FINANCING • APPRAISALS

• RADIO • TELEVISION • NEWSPAPER



✪ **WASHINGTON, D. C.**
JAMES W. BLACKBURN
JACK V. HARVEY
WASHINGTON BLDG.
STERLING 3-4341-2

✪ **ATLANTA**
CLIFFORD B. MARSHALL
HEALEY BLDG.
JACKSON 5-1576-7

✪ **CHICAGO**
RAY V. HAMILTON
TRIBUNE TOWER
DELAWARE 7-2755-6

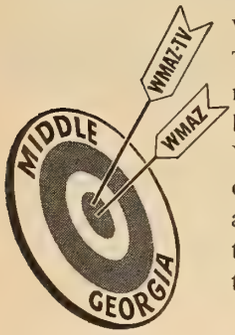
✪ **SAN FRANCISCO**
WILLIAM T. STUBBLEFIELD
W. R. TWINING
111 SUTTER ST.
EXBROOK 2-5671-2

AMAZING!

41.6% RETAIL SALES GAIN IN METROPOLITAN MACON DURING PAST FIVE YEARS

A greater increase than scored by all but three of the nation's top 25 markets! There's a reason: Retail hub of the multi-county Middle Georgia market, Macon is prospering in the expanding wealth of new industry, bigger payrolls, big-yield agriculture. Macon retailers rang up almost $160 million in sales last year.

TWO STATIONS—AND TWO ALONE GIVE YOU OVER-ALL COVERAGE



WMAZ and WMAZ-TV continue to dominate Middle Georgia's broadcast audiences. Your audience surveys document this . . . time and time again. And there's a reason for this, too . . .

GOOD BROADCASTING MAKES THE DIFFERENCE

Add it up: Imaginative local programming. Top network offerings. Middle Georgia's finest facilities. Skillful promotion. Results *command* the attention of all Middle Georgia.

THESE STATIONS MOVE MERCHANDISE:

WMAZ
10,000 Watts—940 Kc—CBS
MEMBER: GEORGIA BIG 5

WMAZ-TV
Channel 13—CBS—ABC—NBC

Represented Nationally by:
AVERY-KNODEL, INC.

our respects

to MARTIN FRANCIS HOGAN



THE SRO SIGN has long been out for advertisers on the 20th floor of the American Furniture Mart, housing the Chicago Federation of Labor's owned-and-operated WCFL, a 50 kw commercial outlet celebrating its 30th anniversary this month.

For this gratifying situation, Martin Francis Hogan can claim considerable credit since he assumed the general manager's reins in December 1952 after several years as a performer and on-the-air salesman. He is wont, however, to attribute the station's success (in a heavy tv market) to a "hard-hitting sales department" (headed by Thomas E. Haviland).

To Marty Hogan, running a radio station is a relatively simple procedure, devoid of the need of any special knowledge. "If you can run a candy store, you can run a radio station," he says with characteristic candor. While appreciating Mr. Hogan's own particular talents, his colleagues aren't quite sure, despite his observation that "nobody has ever written a book on how to manage a radio station." But in a good many ways, literally, "the Voice of Labor" (WCFL) is the voice of Marty Hogan.

Actually, as his many Chicago friends will attest, Mr. Hogan seems to have translated a number of personal attributes into a successful broadcasting career over a relatively short span of years. These include a proclivity for politics, an avocation for sports, a faculty for charming his friends and disconcerting his detractors, special talents as a performing broadcaster and air salesman and a willingness to work around the clock at a 24-hour station.

Born (Oct. 16, 1910) and reared on Chicago's south side, Martin Francis Hogan was the son of a political-minded father. Young Marty attended Campion and Loyola Academy but was more interested in sports than academics. He went into politics at 21 as a sort of protege of the late Mayor Edward Kelly. He was in charge of business licensing in City Hall and later was assistant to the county clerk. He was active in politics until 1948.

Mr. Hogan's entrance in radio came that year at the suggestion of Arthur Harre, then general manager at WJJD Chicago (and until recently a consultant to WAIT that city). Mr. Harre liked Mr. Hogan's way with a word.

As a result, Mr. Hogan took up freelance announcing with a vengeance. By July 1951 he had as many as 150 radio and tv shows a week running on six Chicago stations, covering 19 out of 24 hours daily and averaging 70 hours per week. Mr. Hogan counted as many as 31 tv and 214 radio programs during this time, running the gamut from sports to disc jockey stints. (Among the stations: WBKB (TV), WGN-AM-TV, WMAQ, WIND, WAAF, WGN, WJJD and WCFL.) In the winter of 1950 he signed a contract with Vitamin Corp. of America (Rybutol), described then as the biggest of its kind ever negotiated in Chicago.

Mr. Hogan came to the attention of William Lee, president of the Chicago Federation of Labor, when the latter was casting about for a manager at WCFL in December 1952.

Under Mr. Hogan's managerial hand, WCFL has emerged as perhaps one of the 10 most profitable independent radio operations in the country. It has been wooed by networks for affiliation and at one time was a parttime ABC affiliate. Mr. Hogan's formula is simple: a music-news-sports format, with emphasis on baseball, football and basketball coverage and as little disc jockey chatter as possible. (WCFL airs all Chicago White Sox games, the Chicago Cardinals pro football contests and Notre Dame football and basketball games.) The station sold a $500,000 sports package to General Cigar Co., Coca-Cola, General Finance Co. and Oklahoma Oil Co. early this year. Even today Mr. Hogan is apt to pop up on a White Sox broadcast and do a few innings of play-by-play. He also conducts record shows on WCFL daily and holds a card in AFTRA.

Mr. Hogan believes a station must develop "character" and a disc jockey must radiate personality, but he has not hesitated to take a firm stand on some disc fare. In one controversial decision he barred rock-and-roll music on WCFL. He also is emphasizing news, combining the services of land and air facilities (including helicopter and station wagons), and expanding that facet of the station's round-the-clock operation as part of its 30th year observance (June 26).

"Television has helped radio," particularly in Chicago, Mr. Hogan claims, because of the local competitive tv situation (he cites "high costs" and "scarcity" of choice time availabilities among the four stations). He also reasons that "you can't watch television in your automobile," a form of listening stressed by WCFL in its promotion.

Mr. Hogan, a close friend of Chicago's Mayor Richard Daley, maintains an avid interest in politics. He lives on Chicago's near north side with his wife, the former Rebecca Cummings, and their two children, Marty Jr., 16, and Becky Ann, 14 (his son is an accomplished trapshooter). Mr. Hogan's hobbies are baseball, hunting, fishing and broadcasting 24 hours around the clock.

even a peek-a-boo look at Dallas

shows that **KLIF**

completely overwhelms its competition



first **by light years in Hooper:** 41.6%
all-day average

first **by seven leagues in Trendex:** 47.8%
all-day average

first **by forty fathoms in Pulse:** *first in every daytime quarter-hour*

DALLAS . . . City of Klif dwellers.



KLIF . . . DALLAS
KELP . . . EL PASO
KILT-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
*in operation soon

NOEMAC (N M) **STATIONS**
NEWS MUSIC

AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS

blueprint for successful live colorcasting....

VITASCAN

Here's conclusive, and dramatic proof that a television station can broadcast in color **as economically as in black and white!** Here also is proof that the Du Mont concept of live, film and slide color pickup is versatile, dependable and tops in performance.

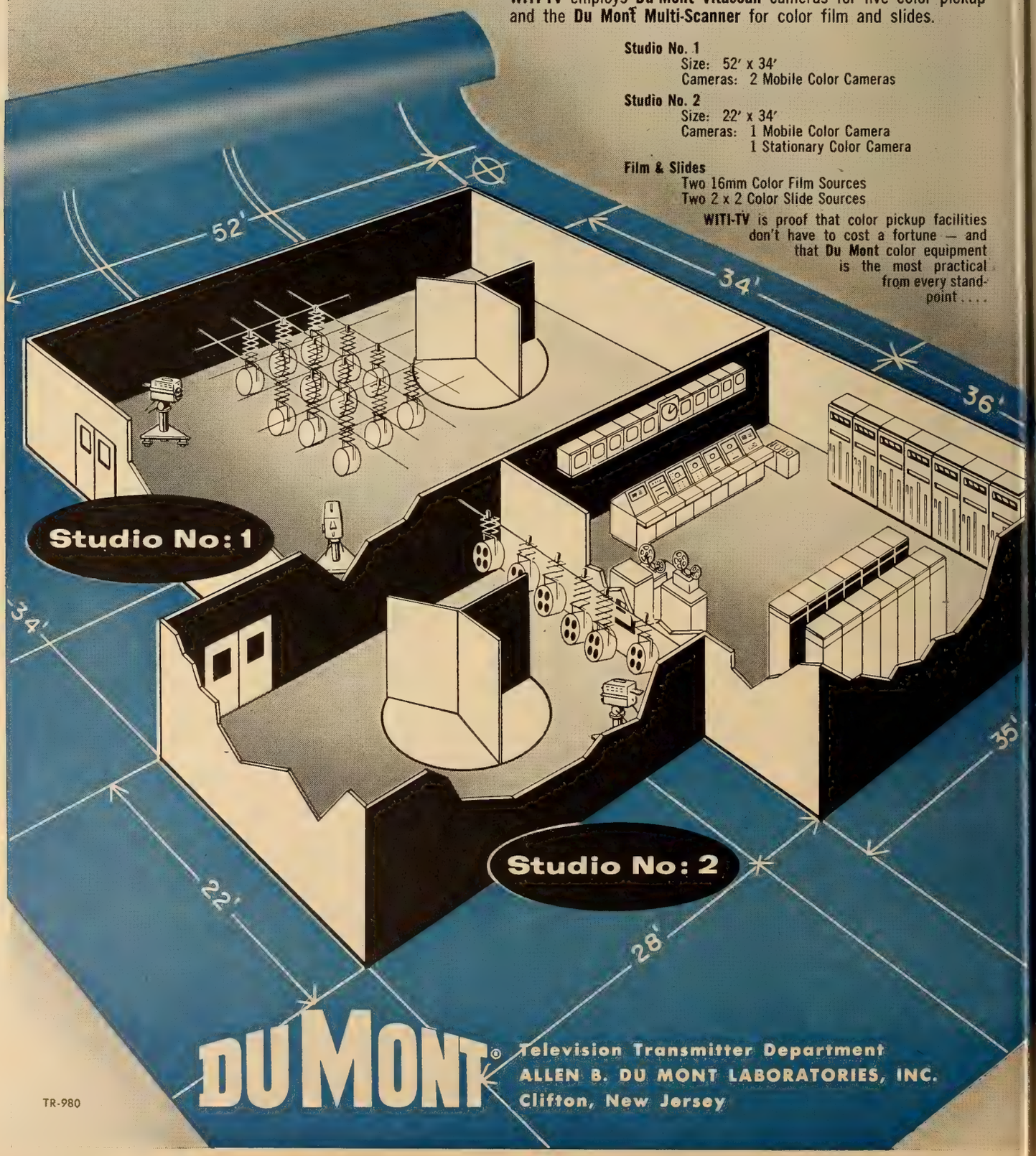
WITI-TV employs **Du Mont Vitascan** cameras for live color pickup and the **Du Mont Multi-Scanner** for color film and slides.

Studio No. 1
Size: 52′ x 34′
Cameras: 2 Mobile Color Cameras

Studio No. 2
Size: 22′ x 34′
Cameras: 1 Mobile Color Camera
1 Stationary Color Camera

Film & Slides
Two 16mm Color Film Sources
Two 2 x 2 Color Slide Sources

WITI-TV is proof that color pickup facilities don't have to cost a fortune — and that **Du Mont** color equipment is the most practical from every standpoint....



DU MONT®

Television Transmitter Department
ALLEN B. DU MONT LABORATORIES, INC.
Clifton, New Jersey

TR-980

....at WITI-TV MILWAUKEE, WIS.

World's first independent color TV station

LIVE COLOR PICKUP



A live color program in progress in Studio No. 2 with the Du Mont Vitascan camera. A fixed camera source (projected through the wall from the Multi-Scanner in adjoining control room) provides a second camera shot.

Du Mont Vitascan color cameras permit complete flexibility in Studio No. 1. Vitascan pickup scoops are suspended from ceiling on completely mobile racks to achieve any required lighting effects. Turntable stage permits fast set changes.

SLIDE AND FILM COLOR PICKUP



- The Multi-Scanner installation in control room of WITI-TV provides complete color and monochrome pickup facilities for film and slides. In addition, the Multi-Scanner light source is used as a fixed camera for the adjoining Studio No. 2.

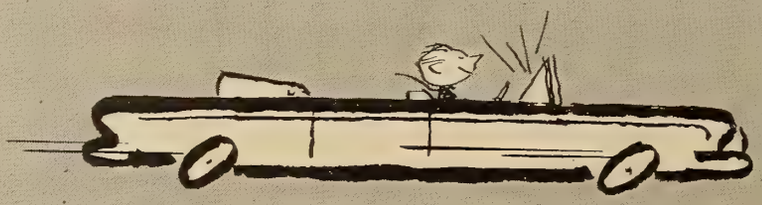
- Complete control and switching facilities allow WITI-TV personnel to monitor, control and create special effects on pictures picked up from all studio Vitascan color cameras, fixed scanner, the Multi-Scanner, and remote-control the film and slides.

You too can do it with Du Mont!

Any station — large or small, can now afford complete color pickup facilities with the Du Mont Color-Pac. Complete, ready-to-operate live, film and slide facilities are all included in the Color-Pac, and yet it costs only $59,415 complete!



. . . relaxin' at home



or rollin' on the road . . .

FLINT TUNES TO

134 NEWSCASTS

A WEEK on WKMF

every hour

on the hour



. . . and with that many newscasts WKMF just can't help but boast the biggest IN-HOME and OUT-OF-HOME audience in Flint! When anyone in Flint thinks of news he naturally tunes to the station that gives him the news regularly, every hour on the hour. Cash in on this ready-made audience of habitual listeners with your sales story and see what we mean!

SAVE.. up to 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.

Jackson Broadcasting & Television Corp.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKMF FLINT, MICHIGAN

Fred A. Knorr, *Pres.*
Eldon Garner, *Mg. Director*

The Community Stations

KNORR BROADCASTING CORP.



DAVID HALE HALPERN

on all accounts

THE question "what ever happened to radio?" is anathema to David Hale Halpern, a 47-year-old key executive at the Joseph Katz Co., New York and Baltimore. "What happened to radio," Mr. Halpern explains, "is that for awhile it was momentarily stunned by the advent of television, but while it's developing an inferiority complex due to the star system imported from the West Coast, it's making a comeback."

Dave Halpern has been in broadcasing for over 25 years, which, at his age, makes him one of the younger radio pioneers.

A lawyer by schooling (St. Lawrence U., 1930), Mr. Halpern chucked a would-be legal career for one in the "public arts," to quote critic Gilbert Seldes. He joined Remick Music Corp. as a lyricist shortly after graduation, the next year moving to radio as a free-lance writer at WTIC Hartford, Conn. He wrote NBC Radio's "Tastyeast Jesters," and went on from there to hold program directorships at WMAS Springfield, Mass., and WATR and WBRY Waterbury, Conn. In 1938 he left WBRY to become GOP state radio director during the heated Connecticut gubernatorial campaign of Raymond Baldwin vs. Wilbur Cross. The following year he joined Henry Souvaine Inc. as vice president and general manager. (Two of his Souvaine projects are still on the air—the *Texaco Star Theatre,* now on tv, and ABC Radio's Saturday afternoon Metropolitan Opera broadcasts).

He left Souvaine in 1945 to become vice president in charge of radio-tv at the now-defunct agency of Owen & Chappell.

Mr. Halpern caused quite a stir in 1947 when he advised Baltimore's National Brewing Co. (Bohemian beer) to "buy a hunk of the future" by backing 14 hours weekly of live tv on WMAR-TV, no mean trick considering the mid-1947 total set count in Maryland was 1,000. Mr. Halpern didn't know it at the time, but indirectly, Bohemian affected *his* future as well. Impressed by the Boh tv campaign, Milton Biow lured Mr. Halpern to his agency in 1952. Not long after the Schlitz-Ruppert imbroglio at the Biow shop earlier this year, Dave Halpern resigned to join Katz as a vice president.

Mr. Halpern, past president of the American Television Society and co-founder of what is now Radio & Television Executives' Society (the result of a merger between ATS and the Radio Executives' Club), resides on Manhattan's Park Ave., with his wife, the former Adele Weil; 12-year-old Linda and a good deal of "spectacularly-financed antique furniture."

THE SOUTHERN CALIFORNIA LOOK

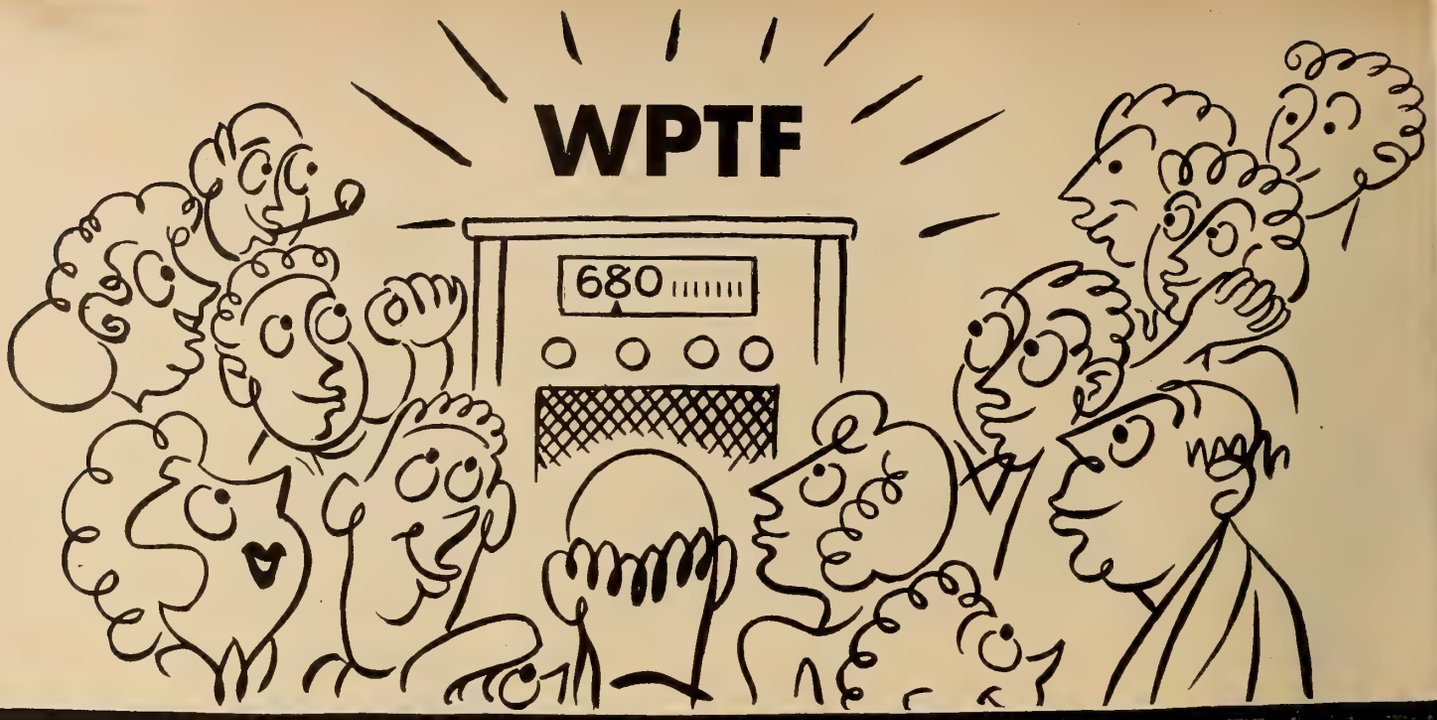


It's bold new "trail-blazer" stripes flashing across a strapless Lastex swimsuit from the new Cole of California collection.

It's tons of tuna heading for the canneries of Metropolitan Los Angeles—the nation's seafood canning capital.

It's millions of lasting impressions—made on big-earning, big-spending Southern Californians by advertisers who use

KRCA·4...SOLD BY NBC SPOT SALES...NBC LEADERSHIP STATION IN LOS ANGELES



More Listeners Than Ever!

HOMES USING RADIO*

	6AM-12N	12N-6PM	6PM-12M
1955	22.6%	24.4%	24.1%
1956	25.2%	27.0%	26.6%

* Source: Area PULSE Covering 32 Counties

FOUR-YEAR TREND*

WPTF Share of Audience

Year	6AM-12N	12N-6PM	6PM-12M	Average
1953	31%	30%	33%	31.33%
1954	32	32	35	33.00%
1955	35	36	37	36.00%
1956	35	35	40	36.67%

* Source: Area PULSE Covering 32 Counties

How's radio doing in North Carolina, the nation's 10th most populous state? Here's the answer given by a 32-county Area Pulse taken for the fourth consecutive year.

Radio listenership is up 10% over 1955.

WPTF's share of the audience keeps on growing. It's more than double—almost three times—the audience of the nearest competitor, a regional network . . . and six to seven times that of any other station.

Let us or The Colonel tell you more about this better-than-ever buy.

WPTF

50,000 Watts 680.KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R.-H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives



WPTF NCS COVERAGE MAP

MARKET DATA*

Population	2,827,400	Drug	$ 59,507,000
Farm Population	1,093,500	General Merchandise	$309,893,000
Spendable Income	$3,051,232,000	Apparel	$123,131,000
Gross Farm Income	$927,982,000	Home Furnishing	$138,570,000
Total Retail	$2,240,275,000	Automotive	$543,637,000
Food	$503,268,000	Filling Station	$197,063,000

* 1956 SRDS Estimates of Consumer Markets

BROADCASTING TELECASTING

June 25, 1956 Vol. 50, No. 26

HOUSE MOUNTS A NEW PROBE AS SENATE'S DRAWS TO CLOSE

- **Celler antitrust subcommittee schedules another go-round of hearings**
- **While network affiliates testify solid backing to present policies**
- **McGannon of Westinghouse Says NBC Forced Stations Swap**

AFFILIATES of the three television networks took three days last week to tell the Senate Commerce Committee that they see nothing wrong with their networks' time option and must buy practices, and, in fact, think these features are necessary for the continuance of networks and the future of television.

They scarcely had filed out the door when the House Antitrust Subcommittee—on the other side of Capitol Hill—announced that it will call in the FCC this Wednesday for the beginning of a month of hearings which during their course will feature as witnesses many of the same spokesmen who have appeared in the prolonged hearings of the Senate group thus far this year.

The CBS, ABC and NBC affiliates, who appeared Monday, Tuesday and Wednesday, respectively, stood solidly behind their networks and the practices questioned by Richard A. Moore of KTTV (TV) Los Angeles last March [B•T, April 2]. Their solidarity so impressed Sen. John O. Pastore (D-R.I.), presiding at most of the sessions, that he remarked on it several times and wondered aloud if there was any affiliate who had anything against the networks, and if so, to come forth and say so.

In other developments, Westinghouse Broadcasting Co. President Donald H. McGannon told the committee WBC would not have gone through with its radio-tv swap with NBC had it not feared loss of NBC affiliation in Philadelphia (see story, page 73), and Ely Landau, National Telefilm Assoc., told senators NTA this fall will begin a fourth tv network, to be operated entirely on film "at the outset" (see story, page 48).

The Senate group ended last week's sessions and adjourned, subject to call of the chairman, with no definite dates set for hearing additional witnesses. Chairman Warren G. Magnuson (D-Wash.) said some witnesses are still to be heard, including film producers and syndicators, and that the committee also will hold hearings on several bills affecting political broadcasting. By late Thursday, however, it had set no definite dates for these sessions.

The House antitrust group, under the chairmanship of Rep. Emanuel Celler (D-N.Y.), announced that it not only will look into network affiliation practices in its hunt for monopoly, but will throw in probes of alleged influence on FCC decisions by networks and others, the NBC-Westinghouse Broadcasting Co. stations swap (see story, page 73) and the Justice Dept.'s consent agreement with American Telephone & Telegraph Co.

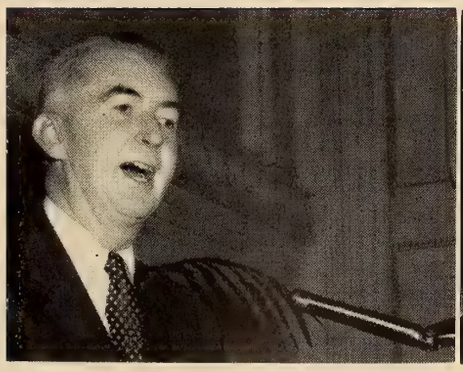
Hearings by the antitrust group are planned to run Wednesday through Friday, resume during the week of July 9 and continue into August, Samuel R. Pierce Jr., associate counsel, told B•T last week.

In preparation for the month-long hearings, the subcommittee staff asked CBS and NBC to make available to its staff all the networks' files, from Jan. 1, 1948, to date, regarding their affiliation practices and policies and their relations with affiliates, including correspondence with the FCC on these matters. The subcommittee letter, dated June 14, asked that the files be available in New York by last Thursday. The subcommittee staff already has inspected records subpoenaed from the two networks by a House Small Business subcommittee [B•T, March 26, 19].

Included on the proposed list of witnesses for the House hearings, according to Mr. Pierce, are ABC President Robert E. Kintner; CBS President Frank Stanton; NBC President Robert W. Sarnoff; Board Chairman Allen B. DuMont of DuMont Labs; Richard A. Moore of KTTV (TV) Los Angeles and Harvard U. Law School Prof. Donald Turner, both of whom have charged that network time options and must buys violate antitrust laws; representatives of independent film producers such as Screen Gems Inc. and Ziv Tv Programs; the head of the Justice Dept.'s antitrust division, and uhf station operators or their representatives. The House group also may call in representatives of such multiple tv station owners as Storer Broadcasting Co. and Westinghouse Broadcasting Co., Mr. Pierce said.

The House subcommittee letter to CBS and NBC said the group is investigating antitrust and monopoly problems in television, including, "among other things, whether there is any undue concentration of control in television broadcasting; whether certain competitive practices by the networks are compatible with the antitrust laws and the public interests; whether there is any undue pre-emption of television network broadcast time by certain concerns; and whether the FCC has exercised its regulatory authority consistent with the purposes which the antitrust laws are designed to accomplish."

The letter asked for all types of communica-





MOORE-NETWORK DISPUTE GOES BEFORE FCBA

RICHARD A. MOORE, KTTV (TV) Los Angeles president (above left), last week brought his crusade to change television network practices to the Washington attorneys who serve broadcasters. There he was met in debate by Richard S. Salant, CBS vice president (above right).

Both spoke to the Federal Communications Bar Assn. at the regular monthly luncheon meeting in Washington last Thursday.

Mr. Moore repeated the arguments he had submitted to the Senate Commerce Committee and the FCC's Network Study Staff that networks be forbidden to require "must buys" from advertisers and that the option time provisions of the Chain Broadcasting Rules be revised so that no station may yield more than 75% of its time, in various segments of the day, to the networks. This would leave 25% of desirable time for non-network programming, he said. The Chain Broadcasting Rules need to be changed, he said, because they were established 15 years ago when commercial tv was not in existence. He called option time block booking. He also repeated that he was not in favor of the public utility regulation of networks.

Mr. Salant's rebuttal was based mainly on quotations from network affiliates who had testified during the past two weeks before the Senate Commerce Committee. All disclaimed Mr. Moore's premises and questioned his facts. In referring to Mr. Moore's option time revision, Mr. Salant claimed that this would preclude the public from viewing network offerings for 25% of the time. Stations, he said, would have to buy their material from film syndicators.

tions between CBS and NBC vice presidents in Washington and the home offices in New York, and asked that files be made available on these subjects:

Option time; "must buy" arrangements; network affiliation contracts and affiliation practices and criteria; restriction on programs broadcast by affiliates; restrictions on programs sold to affiliates' competitors; territorial exclusivity; network program restrictions of non-affiliates; the FCC network study; FCC multiple ownership rules; programs on affiliates not produced by the network; the uhf-vhf issue; competitive practices with other networks; competitive practices with film program sources; ownership by the network of "additional" vhf or uhf stations; relations "of any nature" with FCC members, officials or employes, including communications "regarding any issue or matter within the purview of the FCC."

The network affiliates testifying last week were subjected to a minimum of questioning by senators and Kenneth A. Cox, special radio-tv counsel for the committee. Besides Sen. Pastore, other senators participating in the hearings at one time or another were Chairman Magnuson and Sens. John W. Bricker (R-Ohio) and Thomas A. Wofford (D-S. C.).

At one point Sen. Pastore, emphasizing that his questions on network regulation were hypothetical, remarked that he was not in favor of network regulation by the FCC and would vote against Sen. Bricker's bill (S 825) to regulation networks, "if it came up before the Senate tomorrow."

Mr. Cox and Sen. Pastore asked many of the witnesses what they thought would happen if network option time were reduced as much as a half-hour, for instance. Most of the affiliates replied they felt networking is a risky business financially and any tampering at all might upset the network machinery. Government supervision, they added, might lead to censoring and destruction of the creative function of networks.

All felt that option time was necessary for what they described as the working "partnership" between network and affiliate, and many said they wished the affiliation contract could be made longer—to five, six or ten years, with a similar FCC licensing period for stations.

Several of the smaller market stations felt they could not have existed without CBS' Extended Market Plan (EMP) or NBC's Program Expansion Plan (PEP). None of the stations who spoke on the subject felt they had been "pressured" by any network to carry network shows in option time when they felt they should carry other programs in these periods.

Several affiliates submitted statements after the hearings for incorporation in the record. Among those submitting such statements were NBC affiliates David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Douglas Manship, WBRZ (TV) Baton Rouge, La.; Walter Damm, WTMJ-TV Milwaukee; William J. Moyer, KARD-TV Wichita, Kan.

THE CBS AFFILIATES

John S. Hayes, *president, Washington Post's Broadcast Division (WTOP-TV Washington, WMBR-TV Jacksonville, Fla.), chairman of the special committee for testimony by representative CBS-TV affiliates:*

Leading off Monday's testimony, Mr. Hayes described the affiliate-network relationship as a "working partnership" in the "true sense of the term."

Mr. Hayes said testimony against tv network option time and must buys by Richard A. Moore, KTTV (TV) Los Angeles [B•T, April 2], presents three basic questions:

1. Is the present system of tv networking operating to the advantage or disadvantage of the viewing public? Citing tv's growth in 10 years to 35 million sets and 450 stations, Mr. Hayes said this growth has resulted because the three networks and their affiliates have performed so well that the public has "completely accepted the television medium."

2. What is the true affiliate-network relationship and what would be the likely effect of the changes proposed? The affiliate, Mr. Hayes said, gets first refusal rights to the network's programs, without which there could be no network-station affiliation. The network and each individual affiliate agree on the station's network rates. The station agrees to give the network three hours option time daily. This makes possible the existence of a nationwide network, a balanced program structure, sale of enough programs to pay for the day-in and day-out schedule of programming and maintenance of a nationwide AT&T interconnection service, Mr. Hayes said.

3. Does the present tv networking system decrease the independence of an affiliate so that it fails to operate in the public interest? To charges that networks control and dominate an affiliate through option time and that this keeps the affiliate from performing a satisfactory local service and dries up the sources of non-network programming, Mr. Hayes said:

An affiliate by its own determination can accept or reject a network program. As far as local service, Mr. Hayes said, the local public would be first to object if an affiliate failed to broadcast the high quality network programs of national interest. Also, a network affiliate can concentrate its creative effort to local programming where a non-network station must spread its efforts over the entire day. On non-network program sources, Mr. Hayes said WTOP-TV, which he called "typical" of affiliates, broadcasts more first run syndicated film programs than the average of all non-affiliates in Los Angeles and New York.



CBS-TV affiliates defending their network's affiliation practices in hearings last week were (l to r): Rex G. Howell, KREX-TV Grand Junction, Colo.; John C. Cohan, KSBW-TV Salinas, Calif.; Ernest Jennes of Covington & Burling, Washington attorneys representing the special affiliates committee; H. Moody McElveen Jr., WNOK-TV Columbia, S. C.; Donald W. Thornburgh, WCAU-TV Philadelphia; W. D. Rogers, KDUB-TV Lubbock, Tex.; John S. Hayes, WTOP-TV Washington, WMBR-TV Jacksonville, Fla., and chairman of the special committee, and August C. Meyer, WCIA-TV Champaign-Urbana, Ill.

Rex G. Howell, *president, KREX-TV Grand Junction, Colo.:*

Mr. Howell, testifying as one of two CBS-TV affiliates from small communities, gave option time credit for CBS-TV's Extended Market Plan for stations in smaller markets. EMP and similar plans, he said, have been the greatest single factor in enabling small tv stations to stay in business. EMP, Mr. Howell said, combines circulation of a group of smaller stations and CBS-TV sells the group to advertisers at discounts which come out of CBS-TV's share of the revenues.

Through EMP, Mr. Howell continued, KREX-TV's programs have improved in quality, increasing audience and making the station attractive both to network and non-network advertisers. The station's circulation and rates have doubled since it joined EMP and daily program service has increased from three to seven hours, he concluded.

W. D. Rogers Jr., *president, KDUB-TV Lubbock, Tex., and KPAR-TV Sweetwater, KDUB-TV satellite:*

Representing a station from a medium market, Mr. Rogers also stressed the "partnership" aspect of network-affiliate relationships. KDUB-TV and KPAR-TV are completely responsible and entirely free of coercion and domination by anyone, Mr. Rogers said. Because of CBS-TV affiliation, the stations can give their communities "a quantity and quality of television service they couldn't obtain in any other manner."

Mr. Rogers, who claims KDUB-TV was the first U. S. station in a medium-sized market, said network programs are most popular with his audience; that without CBS-TV, KDUB-TV would have to reduce its news coverage and would not have the network sustaining programs. Network revenues and programs have helped build KDUB-TV's circulation, he added.

Citing KDUB-TV's local service—publicized in an article in the *Saturday Evening Post* last year—Mr. Rogers said anyone who charges that network affiliation causes a station to abdicate its responsibilities "just doesn't know me and people like me in other stations."

John C. Cohan, *president, KSBW-TV Salinas, Calif.:*

Mr. Cohan, representing the second of two small-market stations, said that although his station's profits are small, "we do not gripe at the networks because business is not handed to

Continued on page 67

B&W TOBACCO WANTS MORE TV OUTLETS TO ACCEPT FULL 10-SECOND VISUAL ID'S

But SRA lashes out against practice which would eliminate visual presentation of station call letters. Ted Bates & Co. circulates letter to stations in behalf of B&W, outlining reasons for request.

BROWN & WILLIAMSON TOBACCO Co., Louisville, second largest tv spot advertiser, with an approximate $7 million television budget for Kools and Viceroy cigarettes, is seeking to extend its controversial "full 10-second visual ID" principle to another 150 stations.

By the terms of that principle the advertiser visually uses "all ten seconds of all the screen," and up to eight seconds of the audio. The station's identification is made aurally in the remaining two seconds.

Station Representatives Assn., which took the matter up in committee and board meetings last Thursday and Friday, came out against the plan and called upon "the entire industry" to resist it. SRA Director Larry Webb said B&W in effect was asking stations to "give up one of their most valuable franchises" in station promotion.

Earlier, SRA had announced that all but two tv stations—KWK-TV St. Louis and WBEN-TV Buffalo—were accepting commercials made on SRA ID standards: the 10-second three-quarter screen, and the 10-second full-screen with eight seconds of commercial and two seconds of ID. The two stations mentioned do not sell shared IDs. SRA noted that "this is probably the only 100% standardization ever achieved in this business, and rarely in any other."

In 1954, Brown & Williamson was able to clear its 10-second concept with 150 stations. In a letter to stations last week, the company, through Ted Bates & Co., and its media supervisor, Bill Kennedy, sought to extend the policy to 150 new outlets.

Observing that the "10-second full screen idea pays off for everybody," the letter importuned station management to "renew this . . . and give serious consideration to the acceptance of 10-second full treatment ID's on your station."

"The 10-second full-screen versions of our ID spots," the letter pointed out, "on the 150 stations proved to be more effective, and the money saved by eliminating the cost of inserting call letters in every spot used on every station has been reallocated to the purchase of additional time." The overall Brown & Williamson investment in spot tv is at an all-time high and the 10-second full screen ID's have contributed very appreciably to the fact that so much more of our budget is going into this medium." The letter continued:

"We are aware that the original standard ¾ screen ID formula now has a 'full screen' alternate by which an advertiser can use eight seconds of full screen video. However, this full screen time is not only too short for our needs, but it necessitates cutting the sound track back to only six seconds. The 150 stations which have accepted our 10-second full screen formula are carrying spots which give us maximum selling opportunity . . . the use of all 10-seconds of all of the screen and up to eight seconds in which to tell our story in the audio. These stations identify themselves in the closing seconds of audio, which is all the FCC requires.

"In 1956, we find that the number of stations carrying our schedules is now well in excess of 300, and our full screen formula which worked for us in 70% of our schedules when we were using 215 stations is now working for us in only 50% of our schedules because of the addition of 100 new stations."

The letter went on to explain that the full screen idea "sells more cigarettes, and therefore makes more advertising dollars available, it saves . . . ID preparation costs which we can reallocate to the purchase of additional time".

At the weekend the agency reportedly had received about 29 letters, with 20 of these agreeing to give the advertiser the full 10-second treatment.

SRA's position opposing the B&W plan was outlined by Managing Director Webb following a meeting of the SRA sales committee Thursday afternoon. He said:

"SRA through its members is urging every tv station in the country—as a matter of fact, the entire industry—to resist the attempt by one advertising agency to give one of its clients the full 10-second of video, in what is known in the trade as a full screen ID, or the full 10-seconds of what is further known as the three-quarter screen ID.

"SRA is pointing out to the stations that when they give up this 2-seconds they are giving up one of their most valuable franchises in promoting their own station in any given market. Stations which may be presently giving an advertiser the full 10-seconds of an ID, without presenting their call letters and channel number, are grossly under-evaluating the importance and effectiveness of their own medium. Asking a station to give up such visual identification as his call letters and channel number is like asking a newspaper to give up its mast head, so that an advertiser could buy the very valuable space on the top front page, or to carry it a step farther, is like asking a cigarette sponsor on tv to give up showing the pack of cigarettes he is so intent on selling.

"The large television stations have already registered their unwillingness to sacrifice this valuable identification. Many stations have capitalized on this identification in many ways in promoting their own station and upcoming programs.

"If stations give in to this request for one advertiser, they are morally obligated to immediately notify every other advertiser using IDs that they are also entitled to the same consideration, therefore leaving no time at all for visual presentation of their own call letters and channel number.

"The irony of this whole situation is that the 4As and their member agencies, along with SRA, spent many man hours in the not too distant past setting up standards for station ID's, presently known in the trade as SRA standards. Such standards have been accepted by every television station in the country (that accepts shared ID's) and have been working very successfully. Now one of the member firms in the 4As is trying to tear down such standards by asking stations to give up this valuable time.

"If that two remaining seconds of visual presentation is of such importance to an advertiser, stations should immediately recognize of how much greater importance it is to their own identification."

WHAT FCC RULES SAY ABOUT ID's

FCC Rules & Regulations offer the option of either aural or visual station identification at times other than at sign-on and sign-off. Text of the pertinent section:

3.652. Station identification. (a) A licensee of a television broadcast station shall make station identification announcements (call letters and location) at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases, the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion hereof.

$2-2.5 Million Slated For Spud Introduction

PHILIP MORRIS Inc., New York, will spend about $2-2.5 million on an introductory campaign, using newspapers and tv spots and starting July 23, on behalf of its new mentholated, filter-tipped and flip-box cigarette, Spud.

Philip Morris also announced it has appointed Ogilvy, Benson & Mather, New York, as its agency for Spud cigarettes. OB&M will handle all the advertising, including the campaign which begins July 23.

The new cigarette, which has been packaged similarly to Marlboro, will be introduced July 2 on the West Coast, Hawaii and in Alaska. The cigarette then will make its debut in each market elsewhere in the U. S. with a pre-tested advertising campaign. Colors used are turquois, red and bleach white.

Four Join N. W. Ayer

FOUR new appointments and one transfer announced last week by N. W. Ayer & Son Inc., New York and Philadelphia, included Frank J. Marinello, Morey, Humm & Warwick, New York., to Ayer's New York office as timebuyer; John D. J. McNulty, NBC-TV operations, to radio-tv cost accounting; Delmer Molarsky, also Morey, Humm & Warwick, to Ayer's New York office as copywriter; William B. Weltman, assistant art director, Irving Spellens Assoc., to radio-tv art, and R. P. Rowen, transferred from Philadelphia's copy research staff to media selection.

Brewery Buys 'Clooney'

STERLING BREWERS Inc., Evansville, Ind., has entered tv advertising on an extensive basis for the first time with the purchase of MCA-TV's *Rosemary Clooney Show* in six midwestern markets, the film company announced last week. Placed through Smith, Benton & McClure, Chicago, the contract calls for 52 weeks of sponsorship in Terre Haute, Indianapolis, Evansville, Nashville, Chattanooga and Louisville. Foremost Dairies currently is sponsoring the series in more than 50 markets.

FUND FOR REPUBLIC CHARGES BLACKLISTING IS WIDESPREAD

- **Radio-tv now "labyrinthine world of political screening"**
- **Fund's blacklisting study was financed by Ford Foundation**
- **Agencies, sponsors, networks maintain "security officers"**

THE Fund for the Republic last week charged agencies and networks with operating a highly refined system of security clearance to keep "controversial" performers off radio and television.

In a report on a 20-month-long study of blacklisting in broadcasting, the fund alleged that agencies, advertisers, networks and program packagers had created "a secret and ladyrinthine world of political screening."

The two-volume report is by John Cogley, who was engaged for many years in Catholic journalism before taking on the blacklisting study for the Fund for the Republic in September 1954. One volume deals with blacklisting in radio-television; the other with blacklisting in motion pictures.

Chairman Paul G. Hoffman of the fund, which was established by the Ford Foundation to operate in the field of civil liberties in the U. S., says in a foreword: "Mr. Cogley has tried to give a detailed picture of the situation as it exists. He has brought in no indictments, and has offered no recommendations. The board of the Fund for the Republic offers none, believing that progress in resolving the conflicts of interest, viewpoint, and principle involved must and will come in the first instance from the industries affected."

Chairman Hoffman also notes that while Mr. Cogley "accepts responsibility for this report as its director and author, the board of the Fund for the Republic wishes to state its full confidence in the calm deliberation which he has given to its preparation. We believe he has done a thorough job in a very difficult field."

Mr. Cogley, who had the aid of a staff of 10 reporters and researchers in making his study, starts the radio-tv report with a rundown on the activities of *Counterattack* and "Red Channels," anti-communist organs which among other things listed radio-tv people who allegedly were or had been linked with various "communist causes."

The study recalls, in some detail, well-known instances of blacklisting, starting about the time of the so-called "Jean Muir incident" in 1950. In that case, the report notes, General Foods was threatened with boycott of its products by one group if it used Miss Muir on *The Aldrich Family*—and with boycott by another group if it didn't use her. The report continues:

"The resolution—for General Foods and ultimately for the entire industry of networks, advertising agencies, sponsors and packagers—was to placate the right-wing group and silence the liberals. The strategic key was secrecy. . . .

"The inevitable result of such a solution was the institutionalizing of blacklisting. Some advertising agencies, like BBDO, appointed executives to serve as 'security officers.' At the CBS a vice president was appointed to implement the network's policy. At the NBC and a number of advertising agencies, legal departments were entrusted with this duty. One of the larger packagers under fire set up a 'white list.' A new profession was developed. Independent 'consultants,' like the publishers of *Counterattack* and Vincent Hartnett (the keeper of 'File 13,' a kind of expanded 'Red Channels'), made a business out of servicing sponsors and agencies who did not have a fulltime executive on the job."

The report, after tracing additional specific cases, asserts that "by 1952, blacklisting was generally accepted in the industry. . . . The industry's solution to the problem was firmly institutionalized: don't hire controversial performers and you won't have to fire them."

The report points up the more complicated nature of blacklisting in radio-tv as compared to the movies:

"In Hollywood, most hiring is concentrated in five or six big studios. But in radio-tv, advertising agencies, networks, program packages and sponsors all have a voice in deciding who is to be used. The result is a multiplicity of lists and procedures, different policies on different networks, the creation of a secret and labyrinthine world of political screening. Thus it has often happened that a television personality might be acceptable to agency and network, but not to this or that sponsor. Such a one, in the jargon that has grown up in the industry, is 'greylisted'. The 'greylisted' of course are blacklisted, but not completely for every program on every network. Few persons are thoroughly blacklisted in this sense."

The report notes that "at times" radio-tv "security" standards seem to be relaxed somewhat, so that people who have been "unemployable" find work without going through "clearance."

"In the winter of 1955," the report recalls, "there were persistent rumors that things were letting up." But not for long: pressures developed again. "And as long as such pressure continues, there will probably be no letup in blacklisting," Mr. Cogley concludes.

Each volume of the report—the volume on radio-tv and the one on movies—is priced at $1.25.

Agencies and networks mentioned in the report were furnished copies in advance of publication and given a chance to submit comments for inclusion in the published work, but none accepted the offer, a Fund for the Republic spokesman told B•T Friday. He said copies were submitted to the networks and BBDO, McCann-Erickson, Young & Rubicam and J. Walter Thompson Co. and that they had about 10 days in which to submit comments if they wished. None did so, the spokesman reported.

'SECURITY ON MADISON AVENUE'

Here are excerpts from a chapter entitled "Security on Madison Avenue" in the Fund for the Republic's report on blacklisting:

THE agency which looms largest in the minds and conversation of radio-tv people in respect to blacklisting is BBDO, particularly in the person of one of its public-relations officials—Jack Wren, the top "security officer" on Madison Avenue.

The reason for Wren's prominence is not easily apparent. To be sure, BBDO controls a number of choice jobs, but so do several other leading agencies. Moreover, Young & Rubicam, through the highly publicized Jean Muir and Phil Loeb cases, has been more widely identified with blacklisting. Yet to the performer who wants to be cleared for work, Wren's name buzzes through the industry grapevine. He and BBDO are mentioned more frequently than any other individual or agency.

Compared to the popular image of the advertising-public relations man, Wren is an anomaly. For one thing, he shares none of the affectations commonly associated with the trade. His office is a small, plainly furnished room tucked off in a corner. He has one phone and more often than not answers it himself; yet he is prominently listed on the ground floor directory of BBDO executives.

Wren's private reputation extends far in the field, farther perhaps than even BBDO's. Lawyers who have had occasion to attempt "clearance" of clients consider Wren a power to conjure with. When the Hollywood-Broadway actor Leif Erickson sought "clearance" not long ago, at least one of the accounts he wrote of past political mistakes crossed Wren's desk. Wren helped comedian Henry Morgan out of a jam in 1952. Morgan was having trouble getting work because of his Red Channels listing and gave a speech before a television artists union meeting which helped exonerate him. Wren wrote the speech. He also arranged for the [New York] *World-Telegram and Sun's* Fred Woltman to write a feature story on the speech commending Morgan for his courage.

BBDO has taken the blacklisting problem for what it is, i.e., a problem in public relations, and has treated it accordingly. For unlike most other agencies, BBDO, through Wren, taps the lines of communications and takes part in "clearance" procedures. Wren, in short, will see "listed" performers and hear them out. Few other agencies will.

Wren's efficiency, understandably, is not meant to promote justice, except as it makes good public relations.

Hence, it may be supposed, Wren's "clearances"—so far as the word has any meaning—are few. For Wren does not control communications, he merely has himself a better listening post. The "wrongly accused" in his context are the same as they are in the big agency's, i.e., the person who is "defensible." Standards vary from personality to personality, from client to client. They depend on the times, the intensity of feeling over the communist issue, etc.

The statutes for the little courthouse on Madison Avenue are the words and deeds of several state and federal legislatures, the attorney general's department, and some supplementary laws that show up from time to time on the baby blue stationery of AWARE Inc. The bills of particulars come in various shapes and sizes: under the logotype of *Counterattack* or *Firing Line*, magazines like the *American Mercury*, the neatly mimeographed pages of Vincent Hartnett's "File 13," the AWARE Inc. bulletins.

Wren is not a judge in any usual sense. He knows that once the defendent is accused, the accusation itself becomes an additional factor in judging his competence as a performer.

'CLEARANCE AT CBS'

Here are excerpts from a chapter entitled "Clearance at CBS" in the Fund for the Republic's report on blacklisting:

WHEN "Red Channels" appeared, CBS met the blacklisting problem by seeking to gain a solid reputation for patriotism with those who were counted as "anti-Communist experts," while at the same time it maintained its public reputation for "creative imagination" via the network's news division. The network set up a department to administer internal security but exempted its news division from the stern "security" provisions operating in other departments.

The security problem was at first given to Joseph Ream, a CBS executive, and Alfred Berry, a former FBI agent. Ream instituted a loyalty oath for all who were employed by CBS to sign under pain of losing their jobs. The oath was kept sealed and confidential in CBS files.

When Ream, an executive of long standing in the industry, retired to Florida, his place was taken by Daniel T. O'Shea. A graduate of Holy Cross College and Harvard Law School, O'Shea had served as chief counsel for RKO Radio Pictures Inc., had been vice president of Selznick International Pictures Co., and was leading executive at Vanguard Films in Hollywood before joining CBS in 1950. [Mr. O'Shea became president of RKO Radio Pictures last August.]

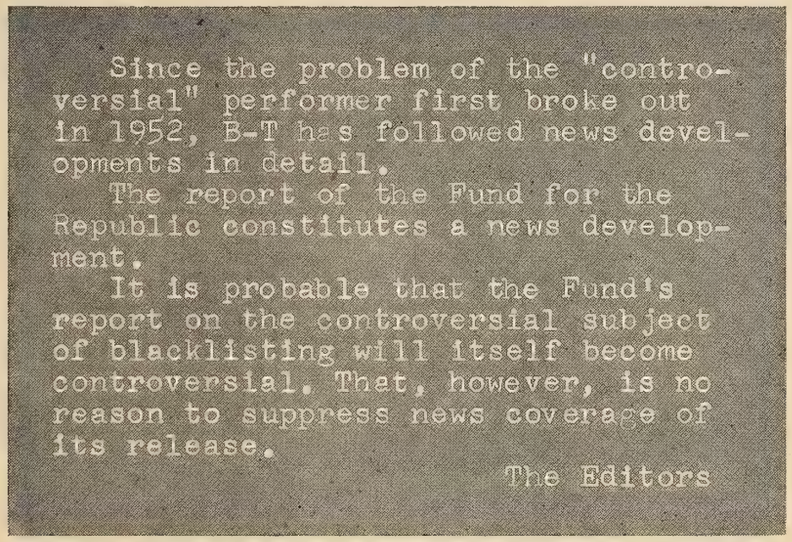
Under O'Shea, CBS developed a vigorous screening policy. Like BBDO, the network seized on the realities of the moment and made the best of them. O'Shea and his assistant, Berry, even more than Jack Wren, made themselves available to anyone who wanted to see them. Any writer, director or actor who believed he was "not available" for CBS shows and felt he had a case could go to them and get a hearing.

Like Wren, O'Shea and Berry saw to it that they had adequate information on hand and kept up their contacts with the "anti-communist experts." Berry took care of day-to-day details. O'Shea set the over-all policy for the network and concerned himself only with difficult or especially prominent cases, like that of Lucille Ball.[1]

The standards set for CBS "clearance" procedures are necessarily hard to fix. They depend largely on how the network's "security officers" read the intentions and opinions of the accusers, be it the American Legion or AWARE Inc. There are fluctuations from show to show, from client to client and from one day's international news to the next.

The best way for the accused to go about getting "clearance" was, and still is, first to find someone who knows his way around. In the process the "victim" will almost certainly have to render an explanation of his past activities, often in the form of an affidavit. He should also divulge whatever information he has, whether or not he believes it useful, to the FBI. Depending on his record and auspices, he may have to certify his earnestness by other acts. Support of an AWARE-endorsed position in his union, plus, say, signing a petition against admission of Red China to the UN, might turn the trick. The important thing is to "clear" himself as much as possible before seeing the network's "security officers."

[1] In 1953 Miss Ball, the top television star of the nation, suddenly became highly controversial when newspapers all over the country carried stories that in the mid-thirties, Communist meetings had been held at her home, that she had signed CP nominating petitions and had been listed as a member of the Communist Party's Central Committee of California. Miss Ball appeared before the House Un-American Activities Committee, told them of an eccentric grandfather and satisfied the committee that, as her husband put it, "There's nothing red about Lucy but her hair, and even that's not real."



FAULK SUES AWARE FOR 'BLACKLISTING'

IN WHAT is believed to be the first court action against alleged "blacklisting" practices in the radio-tv field, John Henry Faulk, WCBS New York humorist, last week filed a $500,000 libel suit in New York State Supreme Court charging the existence of a conspiracy to "blacklist" him from the air on the "false" ground of pro-communist associations.

Named as defendants were AWARE, which describes itself as "a non-profit, private organization" established to combat the communist conspiracy in the entertainment communications field; Vincent Hartnett, writer, lecturer and talent consultant, and Laurence A. Johnson, former Syracuse supermarket operator.

Mr. Faulk, who also is second vice president of the New York local of the American Federation of Television & Radio Artists, charged in his complaint that the defendants "maliciously conspired to destroy his income and livelihood, to destroy him as an officer of AFTRA and eliminate his declared opposition to certain nefarious and racketeering practices of the defendants, involving the use of intimidation and terror in order to produce the blacklisting of radio and television artists by the networks, producers, sponsors and advertising agencies . . . and upon information and belief, the extortion of monies in consideration for the 'clearance' of radio and television artists, charged, however baselessly, with subversive, or former subversive, associations."

The complaint alleged that AWARE, Mr. Johnson and Mr. Hartnett participated in preparing and circulating three publications which "falsely accused" Mr. Faulk of having supported a number of communist-front organizations and of having participated in an infiltration by the communist party in the field of entertainment-communications. Mr. Faulk claimed that all of these charges were made "in willful and wanton disregard of the truth." Mr. Faulk contended that he is and always has been "vigorously opposed to communism" and as a result of these false publications, he has been deprived of valuable opportunities on the radio and rendered unemployable on television.

Since last February, when the first of the publications was issued, Mr. Faulk charged, sponsors of 19 spot announcements have severed connections with his daily WCBS show. He added that he no longer is considered for television appearances which normally net him $7,500 a year and for other bookings.

AWARE's board of directors last Thursday issued a statement calling Mr. Faulk's suit "an arrogant attempt at censorship." It charged that the suit had "no basis in reality," and said Mr. Faulk is "one of those (men) who will do anything to prevent free public discussion of the communist issue . . ." It said AWARE will file its formal answer soon, denying Mr. Faulk's charges and "establishing the validity" of the AWARE publication which cited Mr. Faulk's alleged political association.

In a prepared statement issued with the complaint, Mr. Faulk said he was "determined to test the un-American practices of 'blacklisting' and boycotting and hurling of inaccurate charges and abuses at artists, tied up with the ugly practices of these self-appointed censorship groups collecting monies for their checking of other citizens' 'patriotism.' As an anti-communist, I feel I am in a good position to test in the courts these racketeering practices disgracefully masquerading as patriotism."

Mr. Johnson, formerly president of a chain of Syracuse supermarkets, was in Europe at the time the complaint was filed and was not available for comment. He is a member of AWARE and for several years has taken the leadership in groups that have sought to discourage the employment on radio and tv of performers alleged to have had pro-communist links.

Mr. Hartnett, on AWARE's board of directors, is co-author of "Red Channels," a listing of persons in the radio-tv field who have been cited for pro-communist associations. He told B•T he is a writer, lecturer and talent consultant and described his latter activity this way:

"I am hired by agencies, sponsors and networks to look into the qualifications of persons they plan to use on radio and tv programs. Following my investigation, I find and report on any political activity in which the person under examination may have participated."

Mr. Hartnett said Mr. Faulk's suit "smacks of a publicity stunt." He added that he has instructed his attorney to prepare to file a court action "for malicious prosecution."

ANA URGES MODERATE APPROACH ON 15%

Leader in move for review of compensation system also releases Rubel speech calling commission method a good one that should continue as basis for any realignment.

THE NEED for a moderate approach in trying to work out the delicate issue of how agencies should be compensated was emphasized last week by the Assn. of National Advertisers, rallying force in the movement to "review" the decades-old media commission system.

ANA also released the full text of a speech by Ira Rubel, advertising accountant, which expressed belief that "the commission system of compensation in the main is a good one" that "can and should continue to work as the main basis—the floor upon which to build"—but that "agencies should apply another measure to show that the value of the service they perform is in proportion to the compensation they receive." Mr. Rubel's speech was made at a June 7 closed workshop meeting sponsored by ANA. Extracts released earlier by ANA did not go so far in endorsing the commission system, which agencies generally maintain is the best yet devised but which ANA has described as being used "in too many cases" as "a crutch or a coverall" [B•T, June 11].

The System May Remain

Circulation of the Rubel text containing these comments, plus the emphasis on moderation in a new statement by the chairman of ANA's special study committee, lent strength to the growing belief that the dispute may eventually be resolved with the commission system still basically intact but with modifications or innovations designed to satisfy advertisers as to "what we get for what we pay" [B•T, June 18]. This feeling of eventual resolution existed despite ANA's issuance, concurrently with the Rubel speech, of the one by ANA President Paul B. West, also made at the June 7 workshop, in which he had used the "crutch or coverall" phrase.

The statement by the ANA study committee chairman, John B. McLaughlin of Kraft Foods, also reiterated advertisers' challenge to agency claims that media, rather than advertisers or agencies, will decide the fate of the compensation question. This is a matter that is "individual to each advertiser and agency," he emphasized.

His statement, released by ANA last week, came on the heels of his committee's first session, held in New York. Views of all ANA members regarding agency compensation will be solicited as the committee's first step, Mr. McLaughlin said.

The committee, which spent most of the time in setting up plans and objectives, expressed "concern" over the statement made a few weeks ago by Frederic R. Gamble, president of the American Assn. of Advertising Agencies, to the effect that advertisers apparently raised the question of compensation because they wanted to reduce agencies' pay. The committee "wished to make it absolutely clear that this was not ANA's spirit or intent nor that of advertisers generally," the ANA report said.

"While advertisers feel that agency compensation, generally speaking, has not been excessive," Mr. McLaughlin asserted, "they are at the same time well aware that there are inevitably situations in relation to specific services in which a 15% commission can represent either excessive compensation or, on the other hand, insufficient compensation. These situations have increased and become intensified as the scope of advertising has broadened and the amounts spent in advertising have greatly increased. Hence it is the responsibility of ANA, and of advertisers generally, to study this complex matter so as to be sure that agency compensation arrangements are sound and as productive as possible."

The committee, ANA reported, "noted particularly that advertisers uniformly stress their need for creative services which can best be performed by independent advertising agencies. The advertiser's principal concern is to achieve working relationships with agencies which will increase the agencies' ability and incentive to provide effective and creative advertising service, to the end that the advertiser's brand franchise will be strengthened and its competitive position and growth will be assured."

The committee recognized, ANA continued, "that the matter of agency compensation methods was highly complex and that any precipitate action by individuals or groups could have harmful consequences. The committee therefore fully endorsed the viewpoint expressed by ANA spokesmen on various occasions, that this was not a matter for hasty or emotional action but for calm, dispassionate discussion and a carefully considered approach."

After the meeting, committee Chairman McLaughlin said: "In approaching its assignment, the ANA committee agreed that the following considerations, which have been expressed by several ANA spokesmen in recent months in voicing the judgment of the ANA board, are those of paramount significance:

"(1) With the growth of advertising as the most important communications and selling force and the corresponding expansion and growth of agency services, advertising has evolved so that agency services are now, and should continue to be, geared to serve the needs of advertisers rather than advertising media. Thus, compensation of the agency is a responsibility of the advertiser to be worked out with the agency.

"(2) Following the signing of the consent decrees, advertisers and agencies are now in a position to evaluate and examine both the services performed and their compensation arrangements. In line with sound advertising and financial management principles, they should do so to assure a basis of compensation which is (a) equitable and profitable to the company, (b) equitable and profitable for the agency and (c) which will lead to the highest degree of advertising productivity.

"(3) Questions of service to be rendered and compensation to be paid are individual to each advertiser and agency. Thus, the solution to these questions may not be delegated and may not be best resolved through a blanket formula applied by a third party, the advertising media.

"The ANA committee noted that advertisers, in line with these considerations, were naturally turning to their association for information which will assist them in their appraisal of the effects on their existing arrangements in consequence of the changed situation. In particular, advertisers are looking to the ANA for practical information concerning the steps individual advertisers can take to assure the full productiveness of their advertising through effective and equitable agency relations under the conditions which now exist. The committee, therefore, in accordance with its directive from the ANA board, agreed that its first step will be to study agency compensation methods and in this connection plans to solicit the views of all ANA members."

Ike Group Appoints McGivena

NATIONAL Citizens For Eisenhower, New York, has appointed L. E. McGivena & Co., New York, as its agency for a special radio-tv spot drive which was to go into effect several weeks ago, but postponed because of the President's current illness. Initial drive called for two 1-minute radio announcements per day in four markets: Charlotte, N. C.; Great Falls, Mont.; Springfield, Mass., and Rochester, N. Y. The drive, initially a fund-raising appeal, will get under way shortly a McGivena representative said last week and will go on television as well.

New Officers at Sackheim

ASSIGNMENT changes at Maxwell Sackheim & Co., New York advertising firm, which took place last week included Lester Wunderman as executive vice president; Irving Wunderman, vice president and copy chief; Harry D. Kline, vice president and account executive, and Sherman P. Sackheim, vice president in charge of operations. Robert P. Sackheim continues as president, Edwin C. Ricotta as vice president and art director, and Joe Gans as vice president in charge of radio and television.



A HALF-HOUR interview series, *Press Conference*, will debut on NBC-TV July 4 (8-8:30 p.m. EST) with Corn Products Refining Co., New York, as sponsor. The program will be moderated by Martha Rountree and will feature top personalities in public life questioned by Washington newsmen. Robert W. Sarnoff, NBC president, hands a pen to William T. Brady, Corn Products president, to use in signing the contract as Miss Rountree and C. L. Miller of the New York advertising agency bearing his name look on.

A DIME will go a long way these days on WHO Radio!



Take 1 to 3 p.m. as an example . . .

WHEN you dig out the *facts,* you find that early-afternoon radio time is really a bargain these days. For example, consider what one thin dime will buy on *WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 1 and 3 p.m. will deliver a minimum of 45,124 actual *listening* homes, in Iowa alone!

That's at least 95 homes for a dime, or 1000 homes for $1.05—*ALL LISTENING TO WHO!*

That's *measured,* at-home listening. In addition, WHO's 50,000-watt, Clear Channel signal is heard by thousands of *extra, un*measured listeners, both in and outside Iowa. There are over half a million car radios *in Iowa alone*—as well as thousands of bonus sets in "Iowa Plus"!

Let Peters, Griffin, Woodward give you all the proven facts on WHO Radio.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager



Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

Look out, Mars Murray's Coming!



For seven years Murray Cox's Annual WFAA Farm Study Tour has taken hundreds of interested people on trips that range from Alaska to Bermuda, from Canada to Cuba.

Each year the tour is filled to capacity, and everywhere it goes it is royally entertained by municipal officials and agricultural leaders. Though it hasn't yet been to Mars, there's no doubt Murray will get around to it, if he thinks there are any farmers up there.

For Murray Cox is the dean of Texas radio farm directors and his reputation extends far beyond his own state. His farm news on WFAA is among the Top Ten* programs popular with North Texans and what he says makes mighty important listening to them.

If you sell anything farm families buy — and today that includes just about everything from airplanes to zippers — let Murray sell it to WFAA's big* farm audience. Your Petry man can give you the details.

820 50,000 WATTS **WFAA** 570 5,000 WATTS

DALLAS

NBC • ABC • TQN

Edward Petry & Co., Inc., Representatives

*Whan Study, A. C. Nielsen, N.S.I.

IN THE TEA LEAVES: SPOT TV EMPHASIS

TELEVISION viewers and radio listeners in major U. S. cities this summer will be able to supply the answer to The Tea Council of the U. S. A.'s plaintive "Why Don't We Have Tea More Often?" query, according to Leo Burnett Co., Chicago, the Council's agency.

Starting the first week of July, the council will launch a 10-week, $248,000 spot tv campaign—consisting of 770 10 and 20-second announcements—in Baltimore, Boston, Chicago, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh and Washington, D. C. These markets, according to Edward M. Thiele, vice president of Burnett and account supervisor on The Tea Council, represent 43% of U. S. tv homes. Already under way is a 10-week radio spot campaign test in Cleveland, Norfolk and Augusta, Fla., representing a $10,000 allocation.

Details of the council's $300,000 radio-tv-billboard drive to promote iced tea drinking this summer were spelled out at a luncheon held Thursday in New York, at which several representatives of both agency and client cited a special research project on tea by Dr. Ernest Dichter's Institute For Motivation Research as the basis for the drive. The filmed spots, prepared by Hollywood producer Delbert Mann and director Norman Felton, are done "in the Elia Kazan approach," e.g., utilizing professional actors (not models), acting relaxed and in natural settings, saying very little. Said Mr. Thiele, "They'll look best when placed next to the loudest and most offensive 'hard-sell' commercials."

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EDT)

CBS-TV

June 30 (7-7:30 p.m.) *Gene Autry Show* William Wrigley Jr. Co., through Ruthrauff & Ryan (also July 7).

NBC-TV

June 25-29 (3-4 p.m.) *Matinee,* participating sponsors (also July 2-6, 9-13, 16-20, 23-27, 30-31).

June 25 (8-9:30 p.m.) *Producer's Showcase,* "Happy Birthday," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

June 26 (7:30-7:45 p.m.) ***Dinah Shore Show,*** **Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also June 28).**

June 30 (5-7 p.m.) ***Olympic Tryouts,*** **sustaining.**

July 1 (5-5:30 p.m.) *Zoo Parade,* sustaining (also July 8, 15, 22, 29).

July 4 (7:30-7:45 p.m.) *J. P. Morgan Show,* sustaining (also July 18).

July 7 (8-9 p.m.) *Patti Page Show,* participating sponsors.

July 11 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson (also July 18, 25).

July 15 (7:30-9 p.m.) *Sunday Spectacular,* "The Bachelor," participating sponsors.

July 21 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors (also July 28).

July 22 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America, through Fuller, Smith & Ross.

July 23 (8-8:30 p.m.) *Producer's Showcase,* Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton & Grey.

[Note: This schedule will be corrected to press time of each issue of B•T]

Three Sponsors to Replace Chrysler on 'News Caravan'

THREE sponsors have signed to replace Chrysler Corp. (Plymouth) sponsorship of NBC-TV's *News Caravan* effective July 2 and R. J. Reynolds Tobacco Co. (Camels) has cut sponsorship of the news quarter-hour on Tuesday but retains Monday and Thursday segments. These developments were reported Thursday by NBC in Hollywood, concurrent with the announcement that the west coast kinescope of the show will be augmented by western news stories, both live and film.

Sperry-Rand Co. has signed for Tuesday for its office machines and electric shavers through Compton Adv. Miles Labs (Alka-Seltzer) through Geoffrey Wade Adv., has signed for Friday and alternate Wednesdays. Time Inc. (*Time* and *Life* magazines) has signed for alternate Wednesdays through Young & Rubicam. Camel agency is William Esty Co.

Disclosure of the stepped-up emphasis on Pacific Coast stories and the changes in sponsorship were made by Producer Francis P. McCall and Pacific Div. Producer Roy Neal. Live coverage cut-ins of Pacific Coast stories will be made at least four out of five nights each week, with filmed stories also scheduled each night. Lesser national stories will be deleted from the western delayed telecast of the *Caravan* kinescope to make room for the cut-ins.

Closed-Circuit in 14 Cities Used For U. S. Steel Program

U. S. STEEL Corp. last week presented, via the Sheraton Closed-Circuit Television Network, a special two-hour program in 14 cities on which new safety techniques were discussed and the *U. S. Steel Hour* viewed. The special program—U. S. Steel's first use of closed-circuit tv—was seen by more than 30,000 steel employes and guests in cities across the nation.

During the first hour, various U. S. Steel executives—including President Clifford F. Hood—talked about safety procedures and introduced a new full-color U. S. Steel safety film. Following this, Sheraton's lines hooked up with those of CBS-TV to present "Moment of Courage," which was on the *Steel Hour.*

Piel's, Hamm's Beer Ads Liked Best by Tv Viewers

TWO REGIONAL beer sponsors, Piel's and Hamm's, have been voted by tv viewers as purveyors of the commercials they like most, according to an American Research Bureau survey. ARB asked, "Of all the television commercials you've seen this week, which one did you like best?"

On a national basis, Piel's was named by 7.7% of those answering despite the fact it is active only in the New York area. Hamm's, although limited to the Midwest, was tops on 7.1% of the votes. Lucky Strike placed third with 4.4%. A total of 25 commercials received at least 1% of the votes. The survey was made during the week of May 1-7.

Deliver Your Own

THE ADVERTISER who delivers his own tv commercial can be as effective—and perhaps more so—than the regular announcer, if he breaks through the "if" barrier.

After a test study of three different commercials, Schwerin Research Corp., New York, found the advertiser who is willing to use visual aids and speak about his product's specific features to be the most effective. Ranking behind him was the advertiser who spoke directly about his product but did not use video aids. A simulcast commercial studied showed an advertiser who spoke in abstract or general terms about his company's contributions to progress and to the economy to have scored more heavily on tv than radio—"largely because it [commercial] was illustrated by pictures having to do with the company's operations and history."

Usually the writer or producer of the commercial is wary of the advertiser who makes the copy pitch himself. It is their fear of the client insisting on copy that sounds like a speech rather than a visual presentation which puts them on guard. Nevertheless, says Schwerin, the manufacturer can be a natural because he carries in him the enthusiasm for the product which to the viewer appears as "conviction."

Toni, Lorillard Take Winchell Tv Show Tab

TONI Co., and P. Lorillard Co., co-sponsors of *Truth or Consequences* three out of four weeks Fridays on NBC-TV, will replace the program Oct. 12 with a variety show featuring Walter Winchell.

The program, entitled *The Walter Winchell Show,* will have a half-hour variety format with Mr. Winchell introducing the various acts. The production cost of each program will be $40,000.

Mr. Winchell will continue to do his Sunday evening news show on Mutual in addition to the weekly tv program. The tv show will originate in New York at first but later will move to Hollywood.

Toni Co. is represented by North Adv. and P. Lorillard by Lennen & Newell.

Ideal Toy Buys in 'Kangaroo'

IDEAL TOY Corp., New York, last week contracted with CBS-TV for a 14-week participating sponsorship of *Captain Kangaroo,* starting Sept. 10. The purchase of a 15-minute Saturday morning time slot from Sept, 10-Dec. 15 represents the second network tv buy for Ideal, which earlier this year picked up participation in NBC-TV's coverage of the Nov. 22 Macy's Thanksgiving Day Parade.

With an estimated $350,000 budget allocated to tv this year, Ideal also will buy weekday spots on *Kangaroo* in the late summer and segments on NBC-TV's *Home* and *Howdy Doody.* It also plans to renew and expand its sponsorship of the syndicated *Romper Room* series and will place a series of 36 one-minute film commercials starring Kulkla, Fran (Allison) and Ollie in six major cities. Agency for Ideal is Grey Adv., New York.

BEER IN BOSTON TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Schlitz (J. Walter Thompson)	1	1	4	88
2.	Pabst (Leo Burnett)	1	1	2½	46

BOSTON INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Narragansett (Cunningham & Walsh)	—	2	10½	258
2.	Ballantine (William Esty)	—	2	9	127
3.	Schlitz (J. Walter Thompson)	1	1	4	118
4.	Croft Ale (Cunningham & Walsh)	—	1	4	114
5.	Krueger (Grey)	—	1	9	107
6.	Knickerbocker (Warwick & Legler)	—	1	8	103
6.	Schaefer (BBDO)	—	2	5	103
8.	Dawson's beer & ale (Ingalls-Miniter)	—	1	4	55
9.	Carling's beer & ale (Benton & Bowles) (Lang, Fisher & Stashower) (Harold Cabot)	—	1	3	42

In the above summary, monitoring occurred the week ending May 5, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred week ending May 5, 1956.**

AD BUDGET HIKED BY NATL. BRANDS

THE 1956 advertising budget for the National Brands Div. of Sterling Drugs Inc. will be increased to $15 million, a raise of more than 15% over last year, James Hill Jr., chairman of the company, revealed at the annual meeting of its standing committees held in Hot Springs, Va., June 16 and 17.

Of the $15 million, it is estimated that approximately $10 million is earmarked for radio and television.

Mr. Hill said the extra advertising funds for the Sterling line of packaged medicines, household and toiletry items (Bayer Aspirin and Phillips Milk of Magnesia, among others) would be allocated to larger space and time investments in newspapers, magazines, television and radio in major markets.

The National Brands Div. was formed six months ago to unify sales and distribution of three Sterling units.

The advertiser currently sponsors *The Vise* Fridays on ABC-TV and will sponsor *Modern Romances* on NBC-TV, 4:45-5 p.m. EDT, twice a week, starting Aug. 2. In addition an expansion of tv spots is expected. Dancer-Fitzgerald-Sample, New York, is the agency.

'Monitor' Signs Amoco, Reynolds in $1 Million Deal

SIGNING of American Oil Co. (Amoco), Baltimore, and R. J. Reynolds Tobacco Co. (Winston cigarettes), Winston-Salem, N. C., on NBC Radio's *Monitor* weekend service last week represented $1 million in net sales, according to Fred Horton, NBC director of sales.

Amoco's and Winston's campaign—said by Mr. Horton to be the largest single orders in *Monitor's* history—call for 14 participations per weekend starting July 7 for Amoco, and 50 announcements per weekend starting June 30 for Winstons.

Agencies are the Joseph Katz Co., New York and Baltimore, for Amoco, and William Esty Co., New York, for Reynolds.

James Leaves Lorillard

ALDEN JAMES, vice president, board member and director of advertising, P. Lorillard Co., New York, resigned last week. He held the advertising post since 1947, and was elected a vice president in 1953. His future plans were not announced.

NO RADIO-TV DOWNHOLD, LEWIS, K & E, DECLARES

Annual broadcast billing now nears $37.5 million, agency president says in denying rumor of de-emphasis on electronic media.

WILLIAM B. LEWIS, president of Kenyon & Eckhardt, New York, last week scotched what he termed as rumor that the agency has been de-emphasizing television and radio. Mr. Lewis disclosed that K & E is handling an annual tv radio billing near $37.5 million.

This figure was indicated by Mr. Lewis in revealing that the agency's estimated overall billing stands at more than $75 million for the year (some estimates place it closer to $78 million) and that "nearly 50%" of that total is in tv-radio.

Mr. Lewis' reference to tv-radio and to the overall billing was made at a special luncheon for newsmen held at the agency's offices Tuesday. He intimated that the reports of "reorganization" or de-emphasis at K & E were not true but attributable to the growth in the agency, which five years ago had an estimated total of $35 million in annual billings.

K & E ranked ninth among top advertising agencies in radio-tv billings for 1955, according to B•T's annual survey [B•T, Dec. 12, 1955]. That year, K & E had about $34.5 million in radio and tv, or approximately 55% of its overall billing.

Mr. Lewis showed an organizational chart of the agency, explaining various new groupings instituted to keep pace with increased activity. He placed special emphasis on how K & E's tv-radio department fits into the organization. Just recently the agency appointed G. Maxwell Ule, who was vice president in charge of research, as senior vice president in charge of the marketing services division of K & E under which were placed four departments: research, media, promotion and tv-radio. Another division is that of creative services headed by senior vice president Barrett Brady and including copy, art, commercial production and print production. (Two other divisions which complete the agency's structure are account management and corporate services.)

The new groupings reportedly led to the so-called rumor or report of K & E's alleged switch in media emphasis. Mr. Lewis noted, however, that tv-radio actually spills over into the media department where selection of media is decided and into both the copy department and commercial production unit in creative services. The tv-radio department mainly is concerned with only the purchase of time and in certain creative functions.

Mr. Ule also spoke at the luncheon. He described K & E's marketing plan, explaining that the agency has taken the tack of not considering dollar size in the determination of what should be an advertiser's budget. This, he said was a bookkeeping device on, for example, the cost of a program but not what the total budget should be.

In selecting the latter, K & E now thinks in terms of the "communication" needed, i. e. how much of the market does the client wish to talk to and how frequently. The decision here, Mr. Ule continued, depends on, first the consumer's familiarity with the product, and, second, the "affect"—attitude or image toward the product. The "affect" poses the more difficult area, he admitted, adding that once "impressions" are noted they then are converted to the "communication bridge," calling upon interplay of the agency's departments.

WMAL & WMAL-TV

WASHINGTON, D. C.

In the Nation's Tenth Largest Market

announce the appointment of

H-R TELEVISION, INC.
REPRESENTATIVES, INC.



as national representatives

Effective July 1, 1956

The Evening Star Broadcasting Company

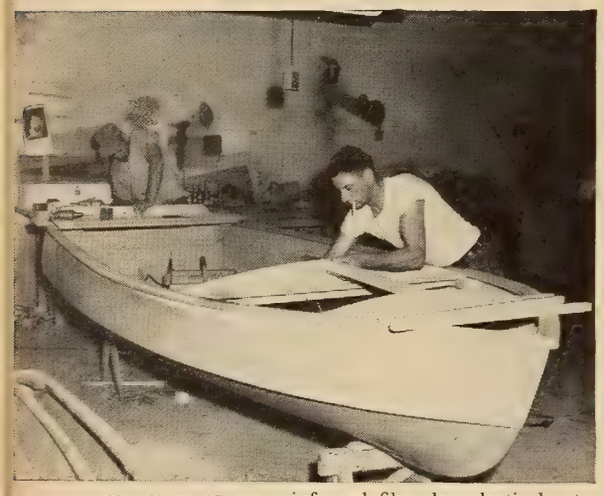
Frederick S. Houwink
General Manager

Neal J. Edwards
Sales Manager, WMAL-TV
Channel 7, ABC

Robert W. Jonscher
Sales Manager, WMAL
5 kw, 630 kc, ABC



SPEEDICRAFT BOAT CO. makes 14 and 16′ outboard pleasure boats which are sold throughout the United States and Cuba. Wood comes from Holland, is shaped by 50 craftsmen into peerless pleasure craft.



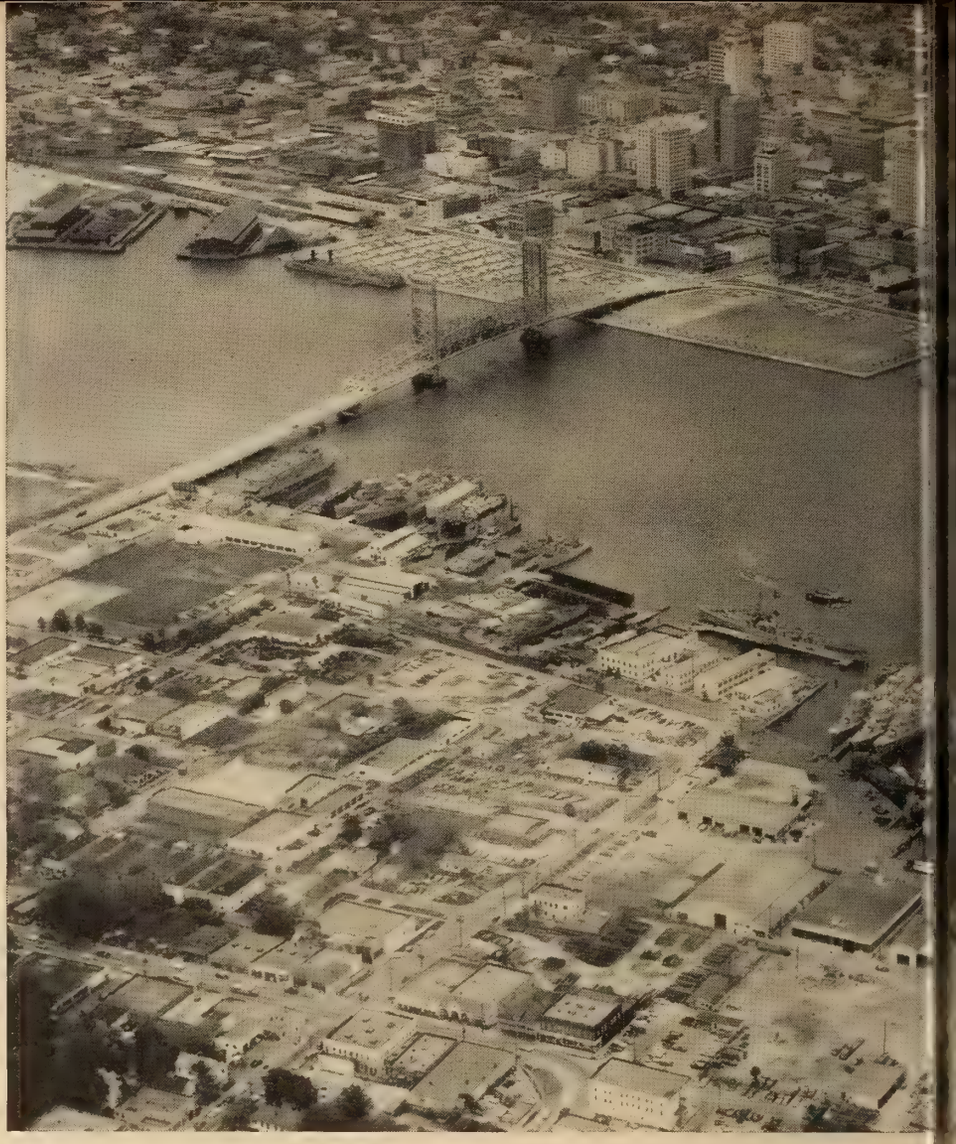
DOLPHIN CRAFT are reinforced fiberglas plastic boats, moulded in one piece, trimmed with mahogany, oak or cypress, made in Jacksonville at the rate of 50 a week.



GATOR BOAT TRAILERS are made by Peterson Bros., who employ 77 full-time employees, account for more than $1,000,000 in annual local purchases, have 1,300 dealers in the U. S. and 11 foreign countries.

U. S. NAVY destroyer in Gibbs Corporation drydock. Navy's vast Jacksonville complex includes $350 million worth of Navy and Naval Air installations, employs 21,000 uniformed and civilian workers.





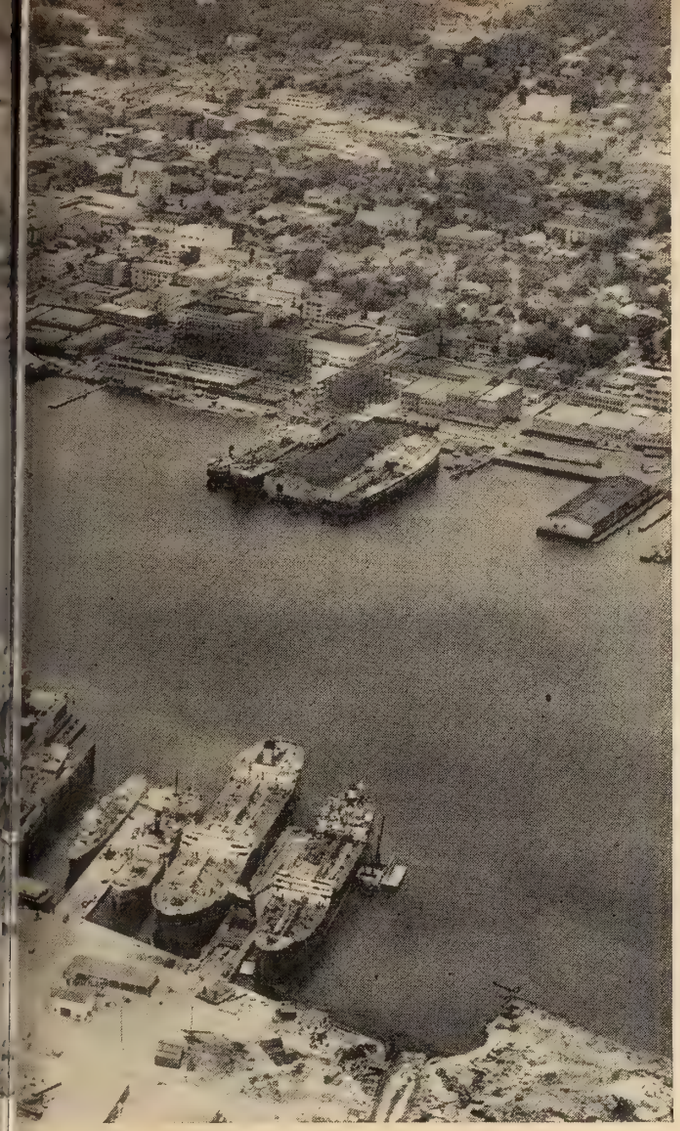
Workboats, Dreamboats, and Everything In-Between

JACKSONVILLE, important world port served by 51 steamship lines, is a bustling ship-building and repair center. Facilities include the vast Gibbs yards, the drydocks of Merrill Stevens, the yacht-building plant of Huckins, the Diesel workboat shops, and extensive yards where builders of smaller pleasure craft practice their demanding trade.

With an annual payroll in excess of ten million dollars, the ship-building industry is just one of Jacksonville's many facets.

Largest naval stores and lumber market on the Atlantic Coast, financial and insurance center of the Southeast, site of six great Naval installations, Jacksonville is the home of 600 thriving industries.

Approximately 375,000 people live in Jacksonville; 700,000 more are in the surrounding market area. Most of them watch WMBR-TV.



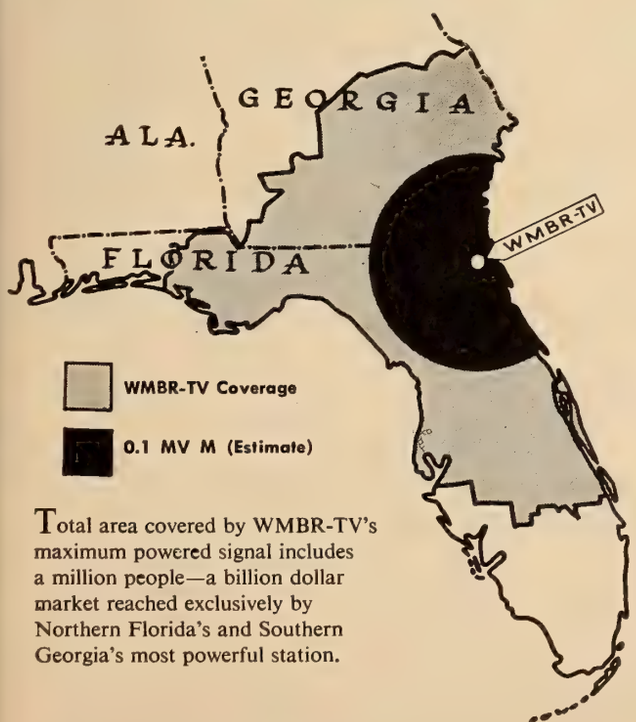
VIEW OF DOWNTOWN JACKSONVILLE across the St. Johns River. Lower right quarter, Gibbs Corporation facilities, including six dry docks, eight piers, six landing ways. Gibbs employs 2,000, performs marine repairs and conversion jobs, makes virtually all kinds of work and pleasure craft on 24-hour-a-day basis.



MERRILL STEVENS DRYDOCK & REPAIR CO. employs 1,200, handles repairs on seagoing ships up to 16,000 tons. Local purchases exceed $1 million. Availability of deep water and sheltered harbor easily reached by land make Jacksonville a major port and repair center; tonnage handled exceeds that of closest rival by 40%.



PLEASURE CRAFT built by Huckins Yacht Corp., builder of custom yachts in the $30,000 to $250,000 category. Huckins employs 130, makes all yacht components except motors and electronic equipment.



Total area covered by WMBR-TV's maximum powered signal includes a million people—a billion dollar market reached exclusively by Northern Florida's and Southern Georgia's most powerful station.

DIESEL SHIPBUILDING CO. builds tugs and dredges, shrimp trawlers and barges. Facilities are on Inland Waterway, which offers 12′ channel along entire Atlantic coast. Diesel also makes wood and steel repairs, and hydraulic pipeline dredges.



WMBR-TV • Jacksonville, Fla.
Channel 4
Operated by *The Washington Post Broadcast Division*
Represented by CBS Television Spot Sales

Paper-Mate Plans Boost In Radio-Tv Advertising

INTENSIFICATION of broadcast media activity in its present multi-million dollar advertising campaign is planned by the Paper Mate Co. for the summer and fall, it was announced Tuesday.

The Gillette Co. subsidiary reported it will spend over $1 million on radio-tv properties alone, with additional participations in the NBC radio-tv *Cavalcade of Sports*, participating sponsorship in Gillette's All-Star baseball game coverage on NBC-TV July 10 and a coast-to-coast "saturation" spot tv drive. Agency is Foote, Cone & Belding.

NETWORK NEW BUSINESS

Procter & Gamble Co. (Tide), Cincinnati, through Benton & Bowles, has signed for two weekday newscasts on CBS Radio effective July 2. P&G will sponsor Douglas Edwards newsbreak of CBS Radio's *Wendy Warren and the News* (Mon.-Fri., noon-12:15 p.m. EDT) and new *Bill Downs and the News* reports from Washington (Mon.-Fri., 2-2:05 p.m. EDT).

Corn Products Sales Co. (Karo corn syrup and Niagara cold water starch), N. Y., has signed for three broadcasts weekly of new *Sunshine Sue* program on CBS Radio (Mon.-Fri., 3:30-3:35 p.m. EDT), starting today (Monday), and for 7½ minutes on Thursday of *Our Gal Sunday* (Mon.-Fri., 12:45-1 p.m. EDT). Agency for Corn Products is C. L. Miller Co., N. Y.

Lehn & Fink Products Corp., through McCann-Erickson, N. Y., has purchased the 4:15-4:30 p.m. EDT segment of *Queen for A Day* for 26 alternate weeks beginning Aug. 7, and 13 alternate weeks of the Tuesday, 12:45-1 p.m. EDT portion of *It Could Be You* starting Oct. 2, both on NBC-TV. Network also has signed **Armour & Co. Poultry Div.,** via N. W. Ayer & Son, N. Y., for 15 participations on *Matinee Theatre* (3-4 p.m. EDT, Mon.-Fri.), starting Sept. 13. **Standard Brands** has renewed Tuesday and Friday, 2:45-3 p.m. EDT portions of *The Tennessee Ernie Ford Show* on NBC-TV (Mon.-Fri., 2:30-3 p.m. EDT) for 52 weeks, beginning Aug. 6. Agency: Ted Bates & Co. N. Y.

AGENCY APPOINTMENTS

Michigan Economic Development Dept., which recently was granted $100,000 by state's legislature for use in attracting new industries, has named MacManus, John & Adams Inc., Bloomfield Hills, Mich., as its agency. Drive will be backed by additional funds given department by private industrialists in state.

B. T. Babbitt Co., N. Y., appoints Dancer-Fitzgerald-Sample, N. Y.—its agency for Bab-O cleanser—for newest product. Tidy Bowl (bowl cleanser).

The Hallicrafters Co., Chicago, to Manchester-Williams-Kreer Inc., Chicago, for all divisions, effective Sept. 1. Walker B. Sheriff Inc., and Burton Browne Co., both Chicago, have been handling Home Radio & Television Div. and Communications Div., respectively.

Neptunalia Seafood Co., Savannah, Ga., names Blaine-Thompson Co., N. Y., for new Gold King products.

S. B. Thomas Inc. (English muffins, other baked goods), appoints MacManus, John & Adams, N. Y., effective Aug. 1.

A&A PEOPLE

Robert B. Smallwood, president, Thomas J. Lipton Inc., N. Y., elected chairman and chief executive, and **Carl I. Wood,** general manager, elected president.

Russell J. Hug, executive vice president, General Baking Co. (Bond bread), N. Y., elected president.

Samuel Cherr, vice president and director of merchandising, Young & Rubicam, N. Y., **A. V. B. Geoghegan,** vice president and co-chairman, plans board, and **George H. Gribbin,** vice president and copy director, all named senior vice presidents.

David C. Loomis, contact executive on American Chicle Co. account, Ted Bates Inc., N. Y., and **Erwin A. Levine,** copy group supervisor, elected vice presidents of agency.

Douglas L. Keys, account executive, Kenyon & Eckhardt, N. Y., elected vice president of agency. **John G. Poulos,** formerly editor of the drug editions, *Chain Store Age,* to K&E as promotion department representative. **Henry J. Wolff,** copywriter, Emil Mogul Co., N. Y., and **Malcolm LaPrade,** copy director, Lynn Baker Inc., N. Y., to K&E as copywriters.

Sven Thornblad, account supervisor and public relations director, and **Dr. C. Dorsey Forrest,** marketing and research director, Hicks & Greist Inc., N. Y., elected vice presidents of agency.

Alden James, advertising vice president, P. Lorillard Co., N. Y., resigned.

Kenneth D. Stewart, account executive, Ruthrauff & Ryan, L. A., to L. A. office of Honig-Cooper, San Francisco, as vice president and S. Calif. branch manager.

Joseph Ungar, Biow Co., N. Y., to Al Paul Lefton, N. Y., as vice president for marketing.

Thomas G. Fielder, sales promotion director, General Electric Co. tv receiver department, Syracuse, N. Y., appointed department advertising and sales promotion manager.

Nort Wyner, formerly account executive, Emil Mogul Co., N. Y., appointed sales and advertising director of Monarch Wine Co., Brooklyn, N. Y

Darwin H. Shopoff, formerly Washington, D. C., agency operator, to Tobias & Co., Charleston, S. C., agency, as advertising director.

John M. Anderson, promotion director, Tea Council of the U. S. A. Inc., N. Y., named to new position of advertising and promotion director.

Max Banzhaf, as director of advertising, promotion and public relations, Armstrong Cork Co., Lancaster, Pa., heads new public relations department created to coordinate firm's informational activities. **A. H. Forster,** assistant director, is department manager. **J. E. Holden** and **C. W. Moodie,** also assistant directors, manage advertising creative department and promotion and staff services department, respectively.

Harry Feuer Jr., marketing director of Chicago Show Printing Co., has taken on additional duties as advertising and marketing director of Mystik Adhesive Products Co. (tape).

Walter M. Reynolds, advertising manager, Western Electric Co., N. Y., succeeds **Paul L. Palmerton** as public relations director and will be in charge of Western Electric advertising, public and customer information and employe information services, effective July 31.

Gordon Price, Kudner Agency, N. Y., to contact department, Warwick & Legler, N. Y., as account executive.

E. M. Sinclair and **Herschell Goodman** to Leo Burnett Co., Chicago, as account executive and copywriter, respectively.

Ed Jackson, former product supervisor, Vick Chemical Co., to Grey Adv., N. Y., as account executive; **Stuart Unger,** from Young & Rubicam to Grey as assistant account executive, and **Carl Fischer,** executive art director, Fairfax Adv., named art director at Grey.

Murray J. Leddy, associate brand promotion manager, Procter & Gamble, Toronto, for the past six years, to D'Arcy Adv., N. Y., as an account executive on Anderson, Clayton & Co. Foods Div.

Roy Curtis, media director, Raymond R. Morgan Co., Hollywood, to Leo Burnett Co. there as media buyer.

Allen Hahn, with The Biow Co., N. Y., for past 11 years, to Joseph Katz Co, as senior copywriter.

Wolf Von Eckhardt, assistant director of publicity and public relations, AFL-CIO Committee on Political Education, to Henry J. Kaufman & Assoc., Washington agency, as assistant director of public relations.

Virginia Cain appointed national advertising director, Soma Adv., Agency, Portland, Ore.

Myron Sanft, creative director, Amos Parrish & Co., N. Y., to McCann-Erickson, N. Y., as associate sales development director.

Joe Seiferth, advertising manager of *Fanfare* magazine, appointed client service director of Burton Browne Adv., Chicago. In 1952 he was vice president of now-defunct Liberty Broadcasting System.

Knowles Pitman, public relations department, Needham, Louis & Brorby Inc., Chicago, to Kraft Foods Co., same city, as assistant public relations manager.

Gregg Hunter, Clifford Gill agency, Beverly Hills, Calif., to creative and account service departments of Milton Weinberg Adv. Co., L. A.

Berkley Forsythe, formerly continuity director for Omaha, Neb., radio and television stations, to radio-tv department of Allen & Reynolds Adv., Omaha.

Norman Byron, 53, art consultant for Doremus & Co., N. Y., and former vice president and senior art director of Benton & Bowles, N. Y., died June 19 of heart attack while rowing boat off Lloyd Neck, N. Y.

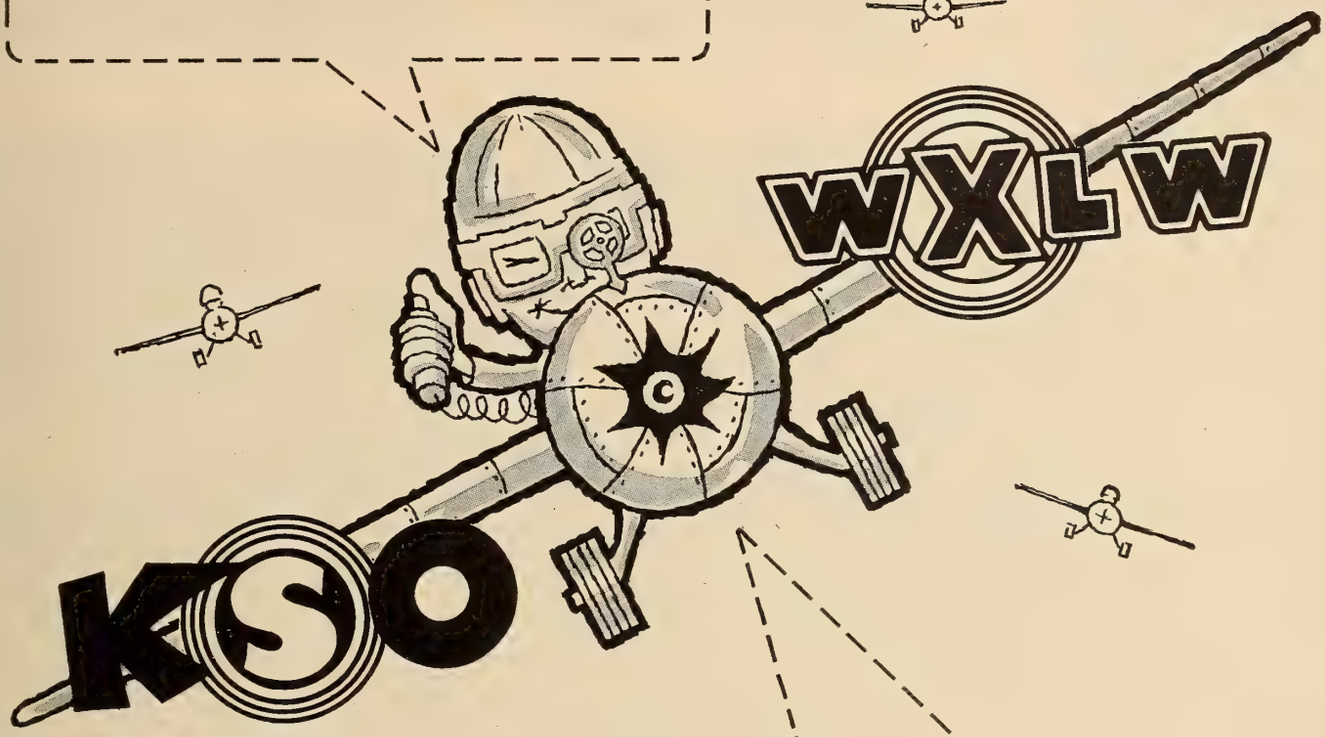
My, How You've Grown!

EMIL MOGUL Co., New York, held a "watch-us-grow" housewarming party last Wednesday to celebrate the opening of its new offices at 625 Madison Ave. Representatives of clients, suppliers and newsmen were taken on guided tours of the 21,000 sq. ft. of offices and special rooms by members of the agency's 136 man staff. The agency was founded in 1940 by Mr. Mogul, currently president and board chairman, with a staff of only four. The first year's billings were about $200,000, according to a company spokesman, who said that this year's gross billings will be between $9-10 million.

"CONTACT"

John E. Pearson Co.

. . . build Your Airpower
in Des Moines and Indianapolis



The Capital Cities' Most Popular Independent Stations



KSO DES MOINES

You're always "on target" using KSO, Iowa's most powerful independent station. Popular programming of music, news and sports continuously, day and night, gets KSO listeners in a buying frame of mind . . . ready for your message.

WXLW INDIANAPOLIS

In the "heart" of a rapidly growing, high income market, WXLW delivers a steady bombardment of sell. Soothed from dawn to dark with music and news—WXLW listeners are financially able buyers who respond with sales.

We feel it's toot



Twenty years ago this month a new shingle was hung out on Chicago's Michigan Avenue. It announced the opening of the George P. Hollingbery Company, a new firm in a new business, a business of "selling" radio time to national advertisers.

During the course of that year—1936—seventeen radio stations placed their faith in this new company. They contracted to let this new company be their exclusive national sales representative.

Geo. P. Hollingbery Co.

time to our horn!



Fifteen of these same radio stations still form the backbone of the "Hollingbery" list. These plus an impressive list of other radio and television stations still depend on Hollingbery for their national sales.

There's a reason for this fifteen out of seventeen score. "Hollingbery" has served them and served them well. A true testimonial to the ability of "Hollingbery" to produce.

We feel we have a right to "Toot our Horn".

New York · Chicago · Los Angeles · Atlanta · San Francisco
Seattle · Detroit · Minneapolis



A BUYER TELLS RADIO TO GET OUT AND SELL

FRANK APPRAISAL of what radio has to sell—and the way its salesmen are or are not selling it—was offered broadcasters by Arthur Pardoll, director of broadcast media for Foote, Cone & Belding, in an address before the Maryland & District of Columbia Broadcasters Assn. June 15. His basic premise is a welcome one: that the aural medium need make no apologies. His conclusion is not so welcome: that radio is not making the most of its worth. Here's what he advises be done about it:

A DAY rarely passes that I do not sit across a desk from a radio or television time salesman and, on the basis of what he has to say, reach decisions that deeply affect both your business and mine.

Our agency does not happen to share the notion that radio has become obsolete. And, as you know, we're backing our judgment with one of the biggest spot radio campaigns in history—for Pepsodent. The results of that campaign, incidentally, indicate that radio is still one of the most powerful media tools advertising has at its command.

But radio isn't being sold on that basis today.

Over the years, in the course of talking to hundreds of station reps, I've reached two firm—and, I think, fair—conclusions about the way you folks are selling your product:

First, time salesmen—and radio salesmen particularly—don't sell their medium creatively enough.

Second, time salesmen could do a much better selling job—on me, at any rate—if they understood more about how our agency functions. Knowing that, they could then tell me more effectively how your medium can be used to help us reach our marketing objective.

Let's consider those points in reverse order.

You must realize that the advertising business has undergone some drastic facelifting.

First—and perhaps basic—in advertising today is the fact that specialization has assumed greater importance. This isn't strange because the functions of the advertising agency have changed dramatically in recent years.

In the branch of our business that most concerns you—radio and television—we also have noted a gradual growth of specialization. And this, in my opinion, is as it should be because of the importance and complexity of the broadcast medium and because of the quality and nature of the competition.

BROADCAST-ONLY EXECUTIVES

Recognizing this, many agencies have created broadcast account executives whose sole responsibility to the account is for its use of radio and television. Some agencies have copywriters for print media and others who specialize in the broadcast message.

At Foote, Cone & Belding, specialization goes one step further. At the media-buying level there is a clear-cut division of responsibility between radio-television buying and print media.

During the planning stage of an advertising campaign, we coordinate thinking about the use of print and broadcast media, of course. This is the primary function of the group media head who understands the advantages and limitations of both. The marketing objective to be reached, the time in which it must be reached, and the nature of the copy theme all dictate the choice. And that strategy must be mapped beforehand.

Implementing that strategy by the actual purchase of time and space, however, is another matter. It is there that agencies differ. Some combine the responsibility for both kinds in one buyer. Others, like ourselves, favor a clear-cut division of assignments. We have people who do nothing but timebuying and others who are charged only with contracting for print media space.

There are a number of reasons why we make that division, but basically it's because the growth of the broadcast medium has been so phenomenal in recent years that it's virtually impossible for one man to digest all the information he needs to do his job properly.

The timebuyer specialist is a phenomenon I believe you'll find more common in advertising agencies as time goes on. Concentrating solely on broadcasting, he is in the strongest possible position. He can develop valuable contacts. He can devote more time to studying a client's marketing problem and copy theme, hence is in a position to buy more intelligently.

He has, above all, time to listen to your story. It's up to you to use that time wisely.

SELL IN AGENCY TERMS

One of the cardinal rules of effective selling is to talk to your prospect in terms of his own wants.

Fair enough. But what is it the agency timebuyer wants? And how do you go about finding it out?

In the case of Foote, Cone & Belding the pattern is set. With only rare exceptions we closely follow what we call a marketing plan. And because it is fairly unique in the advertising business, I'd like, if I may, to describe it to you.

A marketing plan is simply the documentation of an orderly thought process for arriving at, and detailing, specific marketing recommendations.

To build such a plan—and we like to begin work for every client this way—we systematically go into every available fact about the product and its use; its history and advertising and media strategy; its competitive position; its distribution; its price, and its volume and profit history in relation to its past marketing effort.

This takes a lot of work on the part of ourselves and our clients, but we find it is worth it. It gets us together on fundamentals.

The FC&B timebuyer your salesman calls upon has such a marketing plan for each of the clients he serves. You can make your job more productive and his a lot easier if you will make an effort to discover what the media strategy is for a particular product you're trying to interest in radio time. In most cases the timebuyer will be happy to discuss it with you.

So much for advertising agency philosophy. It's something your people must understand if you are to establish sound advertising agency relationships.

You're more interested, I'm sure, in any suggestions I have to make about the care and feeding of timebuyers. How can you sell radio more effectively?

Let us concede, at the outset, that radio has lost audience since the advent of tv. I don't believe that loss is as great as has been estimated. As we are proving in the current Pepsodent campaign, a mighty radio audience still remains.

But it's an audience that is different. I believe it is more selective with respect to both stations and programs. And it is an audience about which we need to know a great deal more. Today individual listening habits are most important.

I am not convinced that any radio survey in existence today

validly reflects the listening habits of individuals throughout a specific household. There have been great inroads made on the average family's leisure time—magazines, books, television, the do-it-yourself movement—so that radio is no longer a large group activity except during the early morning hours. But we do know from the increase in radio set sales, from the number of radios scattered throughout the average home, that individual members of the household are listening—not all at the same time perhaps—but listening at various times of the broadcast day.

NEEDED: INDUSTRY-WIDE SURVEY

What is needed, ideally, is an industry-sponsored research study that would finally and definitely record what those habits are—which members of the household are listening to the radio at what specific times of day. You could then address yourselves to the important problem of programming to those individual needs and listening habits.

Such a study, I recognize, is unrealistically expensive at the present time. But until such time as a thorough study is made—and so long as your industry must continue to live with present, incomplete research data—it will require especially creative, ingenious selling to put radio across.

A weakness in radio selling today is that it is negative when there was never a greater need for accentuating the positive.

Many salesmen are prone to stress the weaknesses of their competitors, but the old adage about not talking about your competitors unless you can say something good about them still holds true. A timebuyer is much more interested in the media values of what you have to sell.

In this same negative vein, some salesmen sell radio as a secondary medium or a supplementary medium, when they should be selling it as the primary medium it really is.

Today there is also a tendency to overemphasize price reductions in selling radio. Too much attention is paid to special package deals.

However small the cost in gross dollars, any competent timebuyer still wants to know what he's getting when he's offered a radio buy. But the time salesman will inevitably reduce his story to a cost-per-station or cost-per-thousand proposition, and follow this with the question, "How can your client go wrong?"

Offhand, I can think of several ways. Any timebuyer could. For one thing, he could be buying listeners he doesn't want in areas where he has no distribution; he could be buying a teen-age audience when he wants housewives, or vice versa; or he could be scattering his shot over a wide area when what he needs is concentrated sales effort in a few key markets.

Cut-rate prices are now so fairly common that in many cases their value is cancelled out. I know of at least one northeastern city where all three stations feature low prices, although one station has a much higher rating. We bought one of the stations with a lower rating because the salesman was able to show us that neither price nor rating was important in our case; his station had a higher adult audience, and that's what we were after.

But whatever the facts of the marketing picture, a great deal of the predicament the radio industry finds itself in today is due, I believe, to this emphasis on price-cutting. It seems to me to be an indirect admission that your medium has lost considerable value, and I just don't believe that is true.

A bargain is a bargain only so long as it represents a saving on some known value. But a low price constantly offered becomes an indicator of lesser value.

Advertisers—and advertising agencies—are interested in just one thing: securing a channel of communication that provides the greatest amount of exposure for a sales message to the right prospects at the most reasonable cost and under the most favorable conditions.

In this area, radio need take a backseat to no medium. And I'm including the talking box with the big eye.

I have also observed, regretfully, that with few exceptions the radio industry as a whole has made sales presentations only when the news gets around that there is some business in the offing, or when one station takes a piece of business away from another.

Only in recent years has there been any attempt to present the picture of industry trends in the radio field, or the value of the medium. The names of RAB, the Christal Co. and the Blair Co. come to mind as organizations that have been moving along in the right direction. The whole industry would profit if many more would follow that lead.

Other media do that routinely. Over the years I have observed your competitors continually making general presentations. Some clients don't need this frequent reminder of value, but many magazines and newspapers do it just the same. Call it fence-mending, if you will, but it pays off.

There's a corollary advantage to making regular presentations, too. You get to know all the players, even without a scorecard. The advertising business has been expanding rapidly. There is constant turnover in the ranks of timebuyers and, since you must work with these people, it pays to know them well.

It's also worthwhile to keep advertisers, as well as agencies, aware of the continuing value of radio. That way you leave no base uncovered. But there are two ground rules you ought to observe in talking to clients:

1. Tell the agency the same story.
2. Never ask for a client's time unless you have something worthwhile to tell him.

In your day-to-day contacts with agency timebuyers you'll find there are specific pieces of information he likes to have, too, but rarely gets. How successful, for example, has radio been for individual advertisers? I realize that such information is difficult to obtain, particularly when data is withheld for competitive reasons. But continual use of a medium over a period of time is certainly indicative of success. I, for one, would welcome as usable information the fact that a manufacturer with a product similar to mine has been a continuing user of radio for three, four or five years. Where there's smoke, there's got to be a sale.

We would welcome more precise information about the nature of your audience at different times of the year. If I'm selling a sunburn lotion, for example, and your station covers a resort area, I'd like to know what your audience is among vacationers.

I've questioned station reps on problems similar to this and found that in most cases they and their station are unable to give me any answers. So I think you would find it profitable, using the facilities within your means, to develop and merchandise market studies within your broadcast range.

ROOTING FOR RADIO

Most advertising agencies are rooting for you because we firmly believe that radio is still an effective medium. You can reach prospects at a cost any other medium finds hard to match. You've proved that to us in the Pepsodent experience, perhaps our greatest success in radio today. And Pepsodent, incidentally, should be one of your best sales stories.

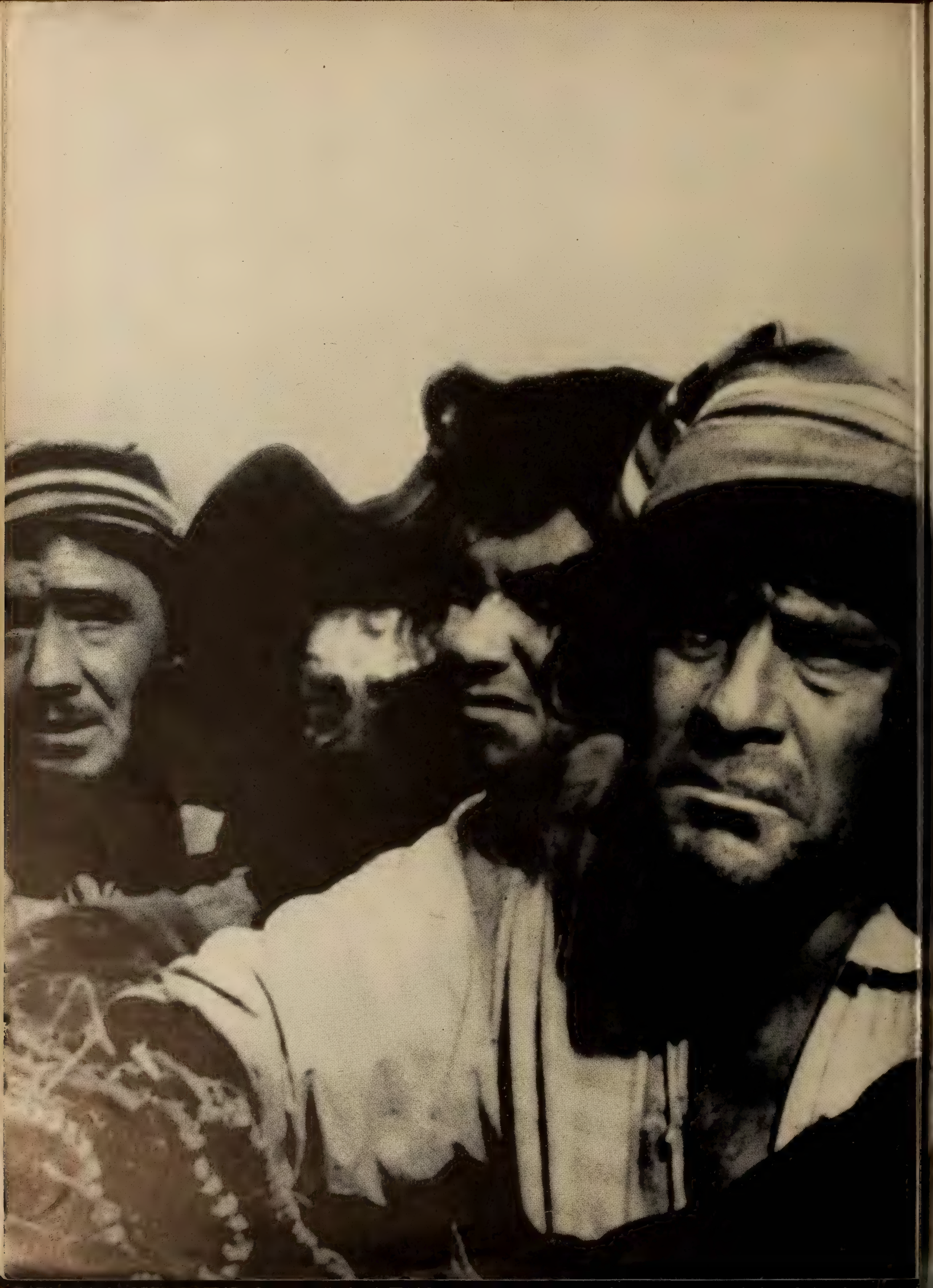
What it all comes down to is this: The radio broadcasting industry must shrug off whatever vague feeling of inferiority it may have and once again sell itself for the dynamic, hard-punching, creative medium it really is.

That means more than inspirational talks to your sales force. It means:

1. You'll have to pay more attention to programming and the study of audience listening habits and preferences, particularly of individuals.
2. You'll have to emphasize in every sales pitch the value of radio as an economical, effective sales medium.
3. You'll have to keep agency people thinking about radio by more frequent presentations on industry trends in the radio field.
4. And you'll have to develop and keep fresh as much information as possible about the markets you reach.

Your course for the future seems clear. If you'll sell creatively, if you'll learn more about your individual market and, above all, if you'll make an effort to determine our problems and objectives, you'll prosper.

Do that and radio will survive television and color television, too. You'll have no serious problem filling your time. The day might even come when agency timebuyers will have to phone your reps for an appointment. And the way I feel about radio, I'll be among those calling.



READY FOR ACTION!

The most seaworthy syndicated film series ever to hoist sales—"The Adventures of Long John Silver"—is set to capture top ratings in all markets...dig up gold for local and regional sponsors. Lavishly produced to retain all the zest...romance ...thrills of the original Robert Louis Stevenson story,"The Adventures of Long John Silver" stars Robert Newton—who was "Long John" in Walt Disney's "Treasure Island" and in the CinemaScope production of "Long John Silver"—along with Kit Taylor as courageous young Jim Hawkins. In Salt Lake City, Miami, Mobile and Madison, "The Adventures of Long John Silver" outsails all competition. In Las Vegas, Denver and Jackson, Miss., it reaches twice...and in Rochester, N. Y., three times...the audience of competing shows. No wonder such first-class advertisers as Goodman's Noodles, Safeway Stores, Dean's Milk (6 markets) and Canada Dry are signed up.

To discover buried treasure in your market, just weigh anchor with "The Adventures of Long John Silver." For complete details on one of the fastest-moving films in all television, call or write...

CBS TELEVISION FILM SALES, INC.

Sales offices in New York, Chicago, Los Angeles, Detroit, San Francisco, St. Louis, Atlanta, Boston and Dallas.



THREE-PRONGED INVASION OF TV PLANNED BY LOEW'S

Motion picture firm to release extensive film library to television, purchase stations and set up tv production unit. Paramount remains as lone major studio not letting its feature films go to television.

ENTRY of Loew's Inc. into the tv field on a rapidly expanding scale was disclosed last week.

The motion picture company announced it intends to:

- Release to tv 770 feature films and 900 short subjects produced by its subsidiary, Metro-Goldwyn-Mayer, from 1929 to 1949, through its own distribution company.
- Acquire an interest in television stations.
- Produce programs especially for television.

With Loew's ready to make the M-G-M library available to tv, Paramount Pictures now becomes the only major studio to hold out its feature film product from the medium.

Loew's three-fold plans in television were announced Wednesday at a special meeting of the company's board of directors in New York. It was explained by Charles C. Barry, former NBC vice president who joined Loew's several months ago to study and organize tv policy for the company, that the board of directors' action was "a decision in principle and the details have to be worked out." He added in his explanatory statement that "in effect we are in business tomorrow and we are negotiating on all phases of our tv operations."



MR. BARRY

The Loew's announcement pointed out that for several months many offers have been presented to Arthur M. Loew, company president, including outright sales of negatives as well as proposals to lease the films for long term periods. The board decided, it was said, to "enter the television distribution field on its own so that it could exploit every facet and bring to the company the greatest amount of revenue." M-G-M activities, according to the announcement, will extend to "new productions especially produced for television" for the 1957-58 season and to interest in tv station ownership.

M-G-M Library Features

Among the feature films in the M-G-M library are *The Yearling, Easter Parade, Mrs. Miniver, The Great Ziegfeld, Boys Town, Good Bye Mr. Chips, Wizard of Oz, Mutiny on The Bounty, The Good Earth, David Copperfield* and *A Tale of Two Cities.* It was announced by Loew's that "a selected number of pictures will be available for presentation as spectaculars on the networks." A report circulated last week that CBS-TV was negotiating for the acquisition of *Wizard of Oz* as a network presentation but confirmation was not forthcoming from CBS-TV.

Loew's decision to release the films through its own distribution organization halted negotiations that the company had carried on over the past few months with various tv film distributors. It had been reported that Canadian industrialist Lou Chesler, who bought the Warner Bros. library several months ago for $21 million through one of his companies, PRM Inc., had offered $50 million for M-G-M's library. A second offer reportedly was made by National Telefilm Assoc., New York, calling for $30 million for lease of the films over a 10-year period.

Mr. Barry stressed that Loew's will rent or lease its pictures to tv, and will not sell them outright. He added that *Gone With the Wind* will not be offered to television.

Asked by newsmen if the company planned to acquire the maximum of five vhf stations, Mr. Barry replied that the decision of the board to acquire stations "was announced in principle." He observed, however, that if a major company enters the tv field, it "eventually hopes to have the maximum number of stations a company could have."

Paramount released its short subjects library to television several months ago, selling this output to UM&M Tv Corp., New York. NTA recently acquired this library through purchase outright of UM&M Tv.

Paramount Officers Re-elected

RE-ELECTION of Paramount Pictures Corp.'s officers, all of them board members, was announced June 15. They include Barney Balaban, president; Adolph Zukor, board chairman, and Stanton Griffis, chairman of executive committee. Others re-elected were Y. Frank Freeman, Paul Raibourn and Louis Phillips, vice presidents; James H. Richardson, treasurer; Louis A. Novins, secretary; Russell Holman, Arthur Israel Jr. and Jacob H. Karp, assistant secretaries.



MARKING the first sale of a CBS Film property to an NBC-owned station, WRCV-TV Philadelphia has purchased the *Amos 'n' Andy* series. Completing arrangements are (l to r): seated, Wilbur S. Edwards, sales manager of CBS Tv Film Sales; Lloyd E. Yoder, NBC vice president and WRCV-TV general manager; standing, Stan Lee Broza, director of programming, WRCV-AM-TV; George Cyr, WRCV-TV program director, Ralph Baruch, CBS Film salesman.

Guild Sets $1.9 Million For New Tv Film Series

GUILD FILMS Co., New York, has set a budget of $1,912,000 for the production of 39 half-hours of its new *Captain David Grief* tv film series, it was announced last week by Reub Kaufman, Guild Films president.

The series is based entirely on the works of Jack London. The producer will be Duke Goldstone and the director Stuart Heisler, formerly with Warner Bros. and Paramount Pictures. The main production base for the series, according to Mr. Kaufman, will be Hawaii, although other locales also will be used.

TIME-FILM TRADE SEEN AS NTA PLAN

Film network reported to offer 800 hours of film a year for 1½ hours a week of station time.

NATIONAL Telefilm Assoc., New York, which gave a bare outline of its projected NTA Film Network during testimony before the Senate Commerce Committee in Washington last week (see story, page 27), is reported to be offering tv stations 800 hours of filmed programming in return for one and a half hours of time a week under its network plan.

Though NTA officials declined to amplify remarks about the film network made by President Ely Landau in Washington, it is understood that 47 stations already have been signed to contracts and another 13 are on the verge of signing. Under terms of the contract, the stations can make use of the NTA library for 72 weeks, providing that they do not run more than one episode of each series during a given week.

Reports are that NTA would offer its one and a half hours of time on the lineup of stations to a national advertiser or to a group of advertisers for regional or national spot sponsorship. Though NTA is said to be thinking in terms of obtaining prime time of one and a half hours, the company probably will accept other time periods, if necessary.

The film network, which has been a pet project of Mr. Landau for several years, is expected to go into full operation by October, with a lineup of about 70 stations. NTA has been laying the groundwork for the network for several months, assigning much of the responsibility to Ray Nelson, who joined NTA recently from TvB. It is believed that Mr. Nelson will be promoted to vice president of NTA and assume operational leadership of the project.

NTA is said to be aiming for small as well as large markets and already has signed several large city stations, many of them network affiliates. Full details on the lineup of stations and other pertinent facts are expected to be announced this week by Mr. Landau at a news conference in New York.

In sketching out the planned film network before the Senate group last week, Mr. Landau said affiliates have been signed from "Savannah to Anchorage, from Richmond to Milwaukee and from Bangor to San Diego." Already, he said, NTA is feeding "sorely needed" programming to 16 of its affiliates and stepping up service as fast as it can.

The NTA Film Network, which Mr. Landau said would be the nation's "fourth operating tv network," will operate entirely on film "at the outset," he told senators.

When Sen. John O. Pastore, presiding at the session, asked, "Are you sincere?" Mr. Landau answered in the affirmative.

"Then I congratulate you," said Sen. Pastore.



1.

Throckmorton set out on a wizard safari,
With more bloody kit than his porters could carry.



2.

He was armed for the works, from titmouse to rhino—
How he hoped to get gun and game matched, damifino.



3. For they're still busy sortin' out Mr. Throckmorton,
Who discovered the choice of the RIGHT ONE too thwartin'.

4. MORAL: You're loaded right for the Dayton market, when you take aim with Dayton's biggest caliber station—WHIO-TV.

When You're Hunting Dayton Area Sales

THE SHOW MUST GO ON whio-tv

It's a happy hunting ground, the Dayton area—with 593,200 families in our micro-volt contour glued to 511,310 TV sets (an 86.1% saturation figure!) That's one of the hottest percentages in the nation! Let National Ivory Hunter, G. P. Hollingbery give you the facts and figures on Dayton and the rich Miami Valley—a market dominated* by Dayton's first and favorite station—WHIO-TV.

*A.R.B. report for May—WHIO-TV had 9 OUT OF THE 10 TOP SHOWS!

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

NATL. TV FILM COUNCIL AIRS STATION SENTIMENT

WCBS-TV reaffirms faith in feature film programming. Smaller markets want first-run shows, producer cooperation, adjustable schedules.

REPRESENTATIVES of small, medium and large-market tv stations agreed last week at a meeting of the National Television Film Council in New York that film plays a vital role in station programming and discussed how film can better meet the requirements of their particular markets.

The outlook for film in the small market was outlined by Alfred M. Tauroney, sales manager for WCNY-TV Watertown, N. Y. He acknowledged that both feature and syndicated films have proved popular in the Watertown area, and suggested that top-quality, first-run film be made available in smaller markets at the earliest possible date.

He urged film distributors to improve their working relationships with smaller station management by making certain that film shipments are on time, by sending promotional material well in advance of an on-the-air date of a show, by fixing prices in line with the station's rate card and permitting an advertiser or station to suspend its contract during a period when advertising may be impractical, so that it may be re-slotted later in the year when an appearance may be more helpful.

Stuart T. Martin, general manager of WCAX-TV Burlington, Vt., who discussed the medium-sized station's attitude towards film, reported there was a need in his market for adventure and comedy films, as well as short films of an educational type about "the world around us." He advised distributors that local advertisers in his area require 13-week cycles for sponsorship because of seasonal conditions and suggested that contracts be offered on this basis. He stressed that local advertisers do not have budgets for half-hour shows but could sponsor 15-minute programs of good quality when they are available. Mr. Martin said there was "special need" for "good sport shows" and musical programs of high-calibre production.

Sam Cook Digges, general manager of WCBS-TV New York, reported that his station is "sold on the concept of feature films," pointing out the station currently presents 47 hours weekly plus one-hour across the board of syndicated films in the early morning. Mr. Digges said that WCBS-TV's policy of carrying top-quality feature films apparently has paid off, citing a 75% increase in audience and a 50% rise in sales during a typical week in June as compared with last year. He noted that WCBS-TV has been acquiring feature film products from the major studies—Warner Bros. and Columbia Pictures—and said the station will continue its emphasis on film until audiences indicate they no longer want this type of programming fare.

The session marked the last NTFC meeting until September. Melvin H. Gold, president of Mel Gold Productions, New York, and honorary life president of NTFC, reported the organization's dues will be increased to $25 per year, effective July 1.

C&C Promotion Weeks

C&C TELEVISION Corp., New York, last week disclosed plans to conduct week-long promotions of its RKO package of feature films this fall in Philadelphia and San Francisco, based on the pattern evolved during a similar promotion last month in Salt Lake City. The fall campaign will be on behalf of WFIL-TV and KPIX (TV), which have bought the film package.

In conjunction with KUTV (TV) Salt Lake City, C&C staged a Hollywood-style, week-long promotional effort during the last week of May. The highlight of the campaign was a beauty contest to select "Miss Movietime U. S. A.-Miss Channel 2," named after the title of the RKO package as released by C&C and the channel number of the Salt Lake City outlet. Other facets of the promotion included teaser advertisements in newspapers; a tour of local radio stations by 28 women and men dressed in costumes to simulate characters in the motion picture package; a fashion show; poster campaign, and personal appearances by beauty contestants at retail establishments throughout the city.

RKO Plans Media Promotion Of Feature-Length Movies

PLANS for full scale integrated merchandising of RKO feature pictures through facilities of companion radio-tv properties, including MBS, were related to Hollywood studio officials by Robert A. Schmid, vice president of RKO Teleradio Pictures Inc., and Robert Black, vice president of J. Walter Thompson Co., New York.

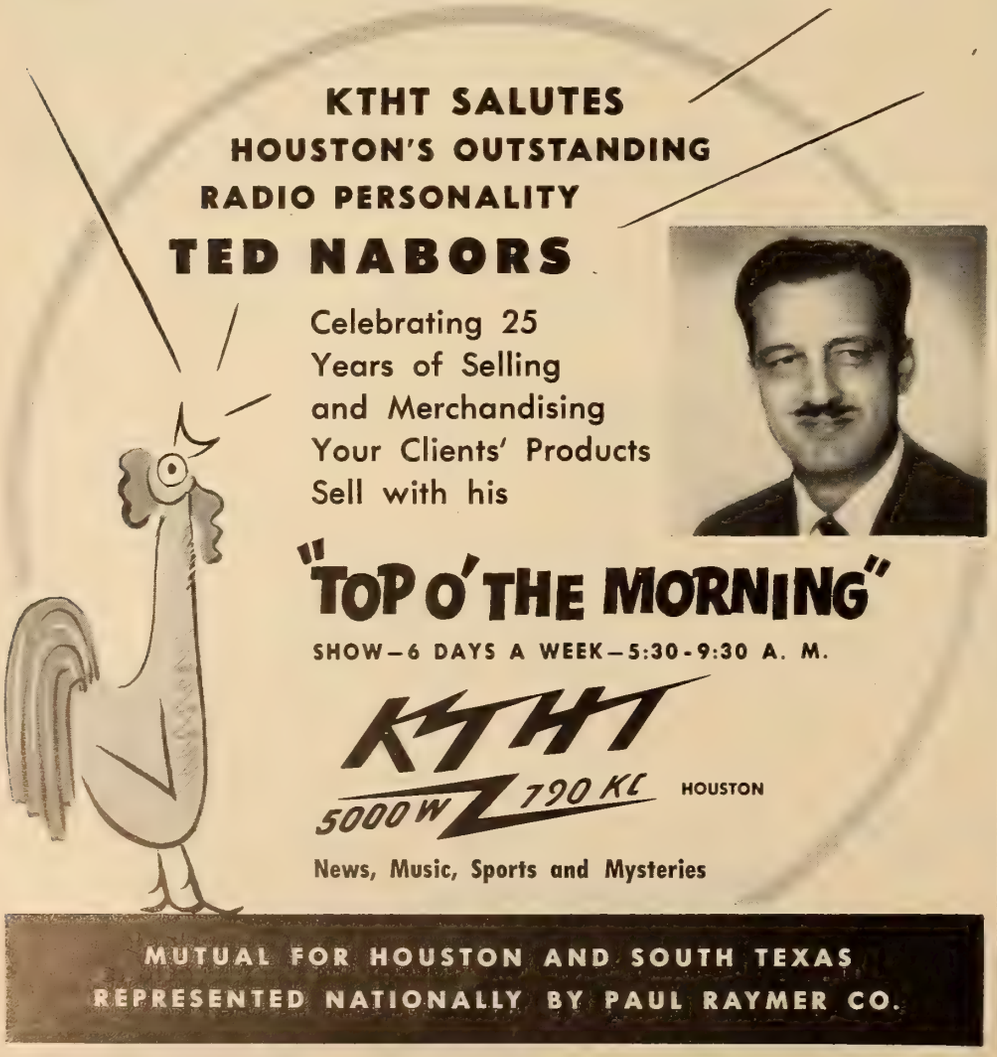
Both advertising and tie-up promotion are involved, the studio reported, explaining that advertising will not be restricted to General Teleradio stations or MBS. Mr. Schmid also disclosed results of a confidential depth survey showing basic movie tastes of the public plus response to each medium, including radio-tv.

Fleischer Cartoons on Tv Bring $2.75 Million Suit

A SUIT seeking $2,750,000 in damages was filed last Thursday in New York State Supreme Court by Fleischer Studios Inc. and Max Fleischer, president, against Paramount Pictures Corp., DuMont Broadcasting Corp., UM&M TV Corp. and Flamingo Films, all New York, charging that Mr. Fleischer's cartoon shorts are being shown on tv "unlawfully" and "without proper credit and authority."

Mr. Fleischer asserted that his contracts specified that Paramount was to arrange for distribution and exhibition of his cartoons in motion pictures solely and that the "use of the motion picture cartoons in connection with commercial advertising is wholly unlawful and unauthorized." He contended that his cartoons are being shown on DuMont Broadcasting Corp.'s WABD (TV) New York and elsewhere "in a mutilated, altered and distorted fashion . . . with false and misleading screen credits inserted." Mr. Fleischer claimed that his professional reputation has been damaged by the manner of presentation of the cartoons on tv.

He referred specifically to his "Screen Songs" cartoons in the suit. He charged that UM&M TV and Flamingo Films, both tv film distribution companies, participated "in no way" in the contracts connected with "Screen Songs."





Food Consultants to NEW YORK STATE'S SECOND LARGEST MARKET

MEET THE MILLERS...

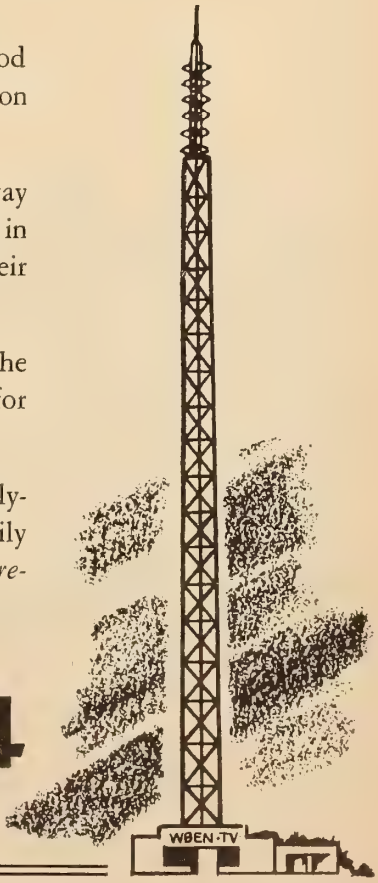
another prestige program on the Prestige Station in Western New York

Since 1948, Bill and Mildred Miller have been the voices of good cuisine and culinary art to the interested Western New York homemakers on their popular "Meet the Millers" show.

Their wide and varied talents which include Bill's years as a top Broadway dancer, Mildred's piano virtuosity, and their combined business acumen in many enterprises, give them an equally wide scope of interests. And it's their interests that have made them a vital factor in captivating audiences.

Consistently the highest-rated food merchandising show in Buffalo, "Meet the Millers" sells everything from copper ware to biscuits with proved results for the advertiser in New York State's second largest market.

The "Meet the Millers" show—as well as the other WBEN-TV locally-produced Prestige Programs—has the appeal and the audience to profitably accommodate all saleable products and services. *Call our national representatives:* Harrington, Righter & Parsons, Inc. for full information.



WBEN-TV BUFFALO • CH. **4**

CBS BASIC

Syndicated Film Era On the Way Out–Roach

ERA of pure syndication in tv film is about over and the day of custom-made film production is arriving, tv producer Hal Roach Jr. told the Hollywood Advertising Club last Monday.

"I think we are outgrowing the area today of pure syndication of new shows," he said. "We have run into problems in the syndication field. It gets right back to money . . . The biggest problem we have had is the difficulty of clearing time in the local market."

Mr. Roach said it is a "hazardous gamble" for the film producer to finance 26 or 39 films and take a long time to sell them when, even if he obtains a sponsor, "it takes six months to a year to clear time in some markets."

Television commercials, however, have not made the progress of the programs themselves in terms of sponsor needs, Mr. Roach said. He acknowledged a few commercials have achieved distinction, but said generally the commercial is still the same as the storyboards of 1950-51. He called for new approaches to effective film commercials in view of the high cost of tv to the sponsor.

"The commercial must sell the product or we are all in trouble," he said.

Mr. Roach said the advertising and tv industry must work to make tv time more effective and more usable, citing the potentials of daytime hours and late evening time. He speculated that sponsors eventually may buy on the basis of audience delivered and with programming on an expanded magazine concept with greater diversification of offering.

National Telefilm Packages Purchased by 24 Tv Stations

TWENTY-FOUR U. S. tv stations figured in a sale of two National Telefilm Assoc. film packages last fortnight. NTA's sales Vice President Harold Goldman reported new station contracts for the "TNT" and "Fabulous Forty" film feature packages.

Signed to receive the "TNT" package which includes 10 top-rated David O. Selznick productions were WHEN-TV Syracuse, WVDO-TV Corpus Christi, WTRI (TV) Troy, N. Y.; KOA-TV Denver, KROD-TV El Paso, KYTV (TV) Springfield, Mo.; WCAU-TV Philadelphia, WCAX-TV Burlington, Vt.; WDSU-TV New Orleans, WAFB-TV Baton Rouge, WKNX-TV Saginaw, KCEN-TV Temple, Tex.; KVOA-TV Tucson; KOMU-TV Columbia, Mo.; KPHO-TV Phoenix, KCSJ-TV Pueblo, Colo.; KOSA-TV Odessa, Tex.; KLRJ-TV Las Vegas, WEAU-TV Eau Claire, and WISC-TV Madison, Wis.

Contracted stations for the "Fabulous Forty" (including J. Arthur Rank films) were KCEN-TV Temple, KVOA-TV Tucson, WJAC-TV Johnstown, Pa., WTVN-TV Columbus, Ohio, KLRJ-TV Las Vegas, KRGV-TV Weslaco, Tex., KVDO-TV Corpus Christi; WTRI (TV) Troy, KROD-TV El Paso, WKNX-TV Saginaw, and WIMA-TV Lima, Ohio.



WAGA-TV Atlanta has purchased official Films' *Star Performance* series, consisting of 153 programs. At the contract signing completing the deal are (l to r) Sam Steele Jr., Official representative; Don Naylor, WAGA-TV program director, and Jeff Davis, Official southern sales manager.

52-Film Fox Library Sold to 11 Stations

FIRST week sales on the library of fifty-two 20th Century-Fox motion pictures released to television through National Telefilm Assoc., New York, have reached the $1 million mark, Harold Goldman, NTA vice president in charges of sales, is announcing today (Monday).

Mr. Goldman reported the sales effort on behalf of the feature films began last Monday and by Friday, 11 stations had been signed, including WATV (TV) New York which paid more than $500,000 for the package. Other stations which bought the library, Mr. Goldman said, are KTVT (TV) Salt Lake City, WCPO-TV Cincinnati, WBRE-TV Wilkes-Barre, KPHO-TV Phoenix, WSB-TV Atlanta, WJAR-TV Providence, WBNS-TV Columbus, KIDO-TV Boise, KVOS-TV Bellingham, Wash., and KTVH-TV Hutchinson, Kan.

In line with its expanded sales effort on behalf of the 20th Century features and other products, Mr. Goldman said, NTA has opened its seventh sales office in Dallas. William Boyce has been placed in charge of this office, located in the Brown & Day Bldg., 3123 McKinney Ave. NTA also maintains offices in New York, Los Angeles, Memphis, Minneapolis, Chicago, Boston and Montreal.

UP Offers Filmed Programs

PLANS were announced last week by United Press Movietone News to produce weekly news and sports package filmed programs for distribution to television stations. The news agency-newsreel combine has been producing daily wire and film reports to tv stations for several years. According to W. R. Higginbotham, UP Movietone manager, present plans call for the production of a 15-minute news show, *The News Report,* and a quarter-hour sports program, *The Sports Report,* both designed for weekend presentation on tv. The new programs, which are expected to be available by the fall, will be distributed by UP.

Storyboard Curtails Service

STORYBOARD Inc., New York, announced last week that it will close its west coast studio July 16 but continue in business at its New York headquarters as a "small, individualized organization" specializing in producing television film commercials. John Hubley, Storyboard president, explained the move by saying that as head of a larger company, he found himself "involved in endless administrative details," but under the new structure he will be able to "function as a creative artist and become directly involved in the concept, design and direction of films . . . and in the preparation and direction of theatrical and industrial projects."

Cole Made Guild V.P. In Charge of Sales

PROMOTION of John J. Cole from western sales manager of Guild Films Co., New York, to vice president in charge of sales was announced last week by Reub Kaufman, Guild Films president. Mr. Cole assumes a post which has been vacant since last January when Erwin Ezzes resigned to join C & C Tv Corp., New York [B•T, Jan. 16].



MR. COLE

Mr. Cole has been with Guild Films since 1955 and earlier had been with KCMO Kansas City and WDTV (TV) Pittsburgh (now KDKA-TV) in various sales capacities. Mr. Cole announced that two new salesmen have joined Guild Film's staff. They are Marvin Grieve, formerly vice president in charge of sales for Television Library Inc., and Gerald Liddiard, previously a sales executive with the Don Lee Network.

FILM PEOPLE

Fred Briskin, production executive, Screen Gems Inc., has joined Irving Briskin Productions Inc., Hollywood, new tv film production company, as vice president. He retains position as vice president in charge of production for Screen Gems.

Robert Drucker, associate producer, Transfilm Inc., N. Y., named head of company's L. A. office.

John W. Wiedmer, account executive with CBS-TV film sales in St. Louis, transferred to N. Y. office of same company in similar capacity, replacing **James M. Orchard,** who is joining sales staff of WABC-TV New York. **George Diederich,** recently a salesman for KRCG-TV Jefferson City, Mo., replaces Mr. Wiedmer in St. Louis.

Elliot Abrams, sales executive, Sterling Television Co., N. Y., father of boy, Lloyd Peter, June 8.

William L. Klein, president of United Film & Recording Studios, Chicago, father of boy, Leopold Robert. Mrs. Klein is former Marilyn L. Friedel, United's national public relations director.

FILM SALES

Procter & Gamble Co., Cincinnati, and **Anderson Clayton Co.** (cotton textiles), have signed to co-sponsor re-runs of five Ziv Television Programs' series on XEW-TV Mexico City during daytime hours. Programs, dubbed in Spanish, are: *Favorite Story, Boston Blackie, The Unexpected, Yesterday's Newsreel* and *I Led Three Lives.*

General Electric Co., through Young & Rubicam, has bought 13 films from ABC Film Syndications' *Schlitz Playhouse of Stars* (retitled *Herald Playhouse)* for use during summer on *The Turning Point* program carried on 104 stations.

Brent Gunts Productions, Baltimore, reports sales of *Shadow Stumpers,* silhouette tv quiz game to KVOS (TV) Bellingham, Wash.; KSAN-TV San Francisco; WWTV (TV) Cadil-

THE NATION'S VOICE . . .

. . . is a selling strategy which concentrates your advertising on a relatively small number of great radio stations in the important centers of population. While there are 2,833 radio stations operating today, only 48 selected stations are needed to bring 85% of all America's millions within reach of your message.

A complete demonstration of this new strategy, in brief presentation form, is available now. Call the Christal office near you.



Measure of a Great Radio Station

WBAL	Baltimore (NBC)	*The Hearst Corp.*
WBEN	Buffalo (CBS)	*Buffalo Evening News*
WGAR	Cleveland (CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit (CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford (NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City (NBC)	*Kansas City Star*
KFI	Los Angeles (NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville (CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee (NBC)	*Milwaukee Journal*
WGY	Schenectady (NBC)	*General Electric Company*
WSYR	Syracuse (NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester (CBS)	*Worcester Telegram-Gazette*

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

lac, Mich.; WORA (TV) Mayaguez, P. R., and WUSN (TV) Charleston, S. C.

INS, N. Y., announces sale of INS-Telenews *Daily Newsreel* to TKG-TV Guatemala, S. A., and KUAM-TV Guam. Also sold: *Weekly News Review* to KUAM-TV Guam, KDKA-TV Pittsburgh and KAVE-TV Carlsbad, N. M.; *This Week In Sports* (INS-Sportsreel) to KUAM-TV and KAVE-TV Carlsbad.

FILM DISTRIBUTION

Sterling Television Co., N. Y., reports it has acquired distribution rights to 39 quarter-hours of *Greatest Fights of the Century* and 15 quarter hours of *World's Greatest Fighters in Action* tv film series.

Shell Oil Co., N. Y., offering stations series of five-minute tv films featuring firm's travel authority, Carol Lane, with tips on traveling by auto, including packing of clothes and care of children in car.

FILM RANDOM SHOTS

International Film Producers Representatives, N. Y., has been established by J. Marcell Wolff, film producer and distributor, who says new company will represent foreign tv film producers in U. S. and Canada. Offices are at 220 W. 42nd St., N. Y. 36. Telephone is Wisconsin 7-9130.

MPO Productions Inc., producer of tv film commercials and industrial films, has retained Zachary & Liss, N. Y., as public relations counsel.

FILM PRODUCTION

Pelham Corp., L. A., has acquired tv rights from author Matt Taylor for series based on "Dan McGarry and His Mouse Kitty" short stories published in *This Week* magazine. Deal involves 54 stories.

Tv Cartoon Productions, S. F., has concluded exclusive agreement with Marty Links, creator of "Bobby Sox" cartoon strip for use of stories and characters for animated tv commercials.

Don Fedderson Productions, L. A., has signed contract with Bob Clampett for production of new national tv series tentatively titled *Binky*. Fedderson firm has moved to studio at 721 Bronson.

George Reeves, tv-motion picture personality, in association with **Arthur** and **Len Weissman,** producing tv commercials under banner of Candid Reporter Productions. Format casts Mr. Reeves as reporter who takes viewer to homes of celebrities who use commercial product in question.

CBS-TV has signed with TCF Productions, L. A., subsidiary of 20th Century-Fox Corp., to use latter's Hollywood facilities in filming 26 new *You Are There* episodes this summer. Release of first new film is set for Sept. 2.

Harry Alan Towers and **Peter Rathvon** announce production of "Bridey Murphy-type film series" scheduled to get underway in London late this month. Episodes will star U. S. actor Paul Douglas and will be based on official files of London Society of Psychical Research, founded in 1882.

Screen Gems Inc., N. Y., has announced that half-hour *Captain Charlie's Showboat* will be first tv film series to be produced by Irving Briskin Productions for Screen Gems.

TV FILM PRODUCERS, DISTRIBUTORS ADMITTED TO NARTB TV CODE GROUP

Action taken at Washington meeting of television board last week. In another action, rules were revised pertaining to back-to-back announcements sandwiched around station IDs.

TV FILM producers and distributors will be brought into the NARTB Tv Code structure as a result of action taken Wednesday by the NARTB Tv Board, meeting in Washington. The tv directors gave final approval to a code amendment first proposed last autumn.

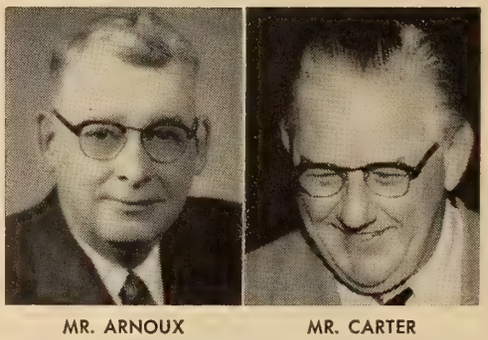
Campbell Arnoux, WTAR-TV Norfolk, Va., vice chairman, was elected TV Board chairman, Kenneth L. Carter, WAAM (TV) Baltimore, was elected vice chairman.

In endorsing action by the NARTB Tv Code Review Board, the directors acted unanimously. The code now specifies that producers or distributors of recorded tv programs may become affiliate subscribers and display a special seal. This seal attests that the recorded production was made in conformity with code standards.

Punitive provisions of the code are applicable to affiliate subscribers and the code board may revoke or suspend an affiliate subscription if it is felt a program contains willful or gross code violations.

G. Richard Shafto, WIS-TV Columbia, S. C., code board chairman, said the board will soon get in touch with producers about affiliation. Many of them were contacted during discussion of the project.

In another code action, directors approved a



MR. ARNOUX MR. CARTER

revision of Paragraph No. 6, Time Standards for Advertising Copy to conform to industry practice of carrying two back-to-back announcements plus a 10-second station indentification. More than two announcements plus identification is not acceptable. Also, the code now provides that announcements scheduled between programs shall not interrupt a preceding or following program.

The special table covering advertising time limits in news programs was deleted from the code section covering Time Standards for Advertising Copy. The same time limits applying to all types of programs also apply to newscasts.

Mr. Carter reported as co-chairman of a board membership committee that the association now has 308 tv stations and three networks on the rolls following a membership drive.

President Harold E. Fellows submitted a report on progress of the Audit Television Circulation Committee's projected nationwide set count and circulation figures.

NARTB management is continuing its effort to establish property rights in tv broadcasts, Thad H. Brown Jr., tv vice president, reported. The rights involve use of broadcasts by community antenna systems. The tv board, in another action, authorized President Fellows to name a music license study committee.

A slogan was adopted for use during National Television Week Sept. 23-29. It includes a logo showing a tv set and camera. The slogan reads, "National Television Week—Featuring the Finest Home Entertainment in Sight." Kits will be supplied all stations for promotional use. Radio-Electronics-Tv Mfrs. Assn., Tv Bureau of Advertising and National Appliance, Radio & Tv Dealers Assn. are cooperating in the week.

Text of the code amendment to the rules and regulations on affiliate subscribers follows:

"Sec. 1. ELIGIBILTY—Any individual, firm or corporation, which is engaged in the production or distribution, lease, or sale of recorded programs for television presentation, subject to the approval of the Television Code Review Board as hereinafter provided, shall be eligible to become an affiliate subscriber to the Television Code of the NARTB.

"Sec. 2. CERTIFICATION OF SUBSCRIPTION—Upon becoming an affiliate subscriber to the Code, subject to the approval of the Television Code Review Board, there shall be granted forthwith to each such affiliate subscriber authority to use a copyrighted and registered seal and declaration, in a manner approved by the Television Code Review Board, identifying the individual firm or corporation as an affiliate subscriber to the Television Code of the NARTB. Such authority shall not constitute formal clearance or approval by the Tv Code Review Board of specific film programs or other recorded material.

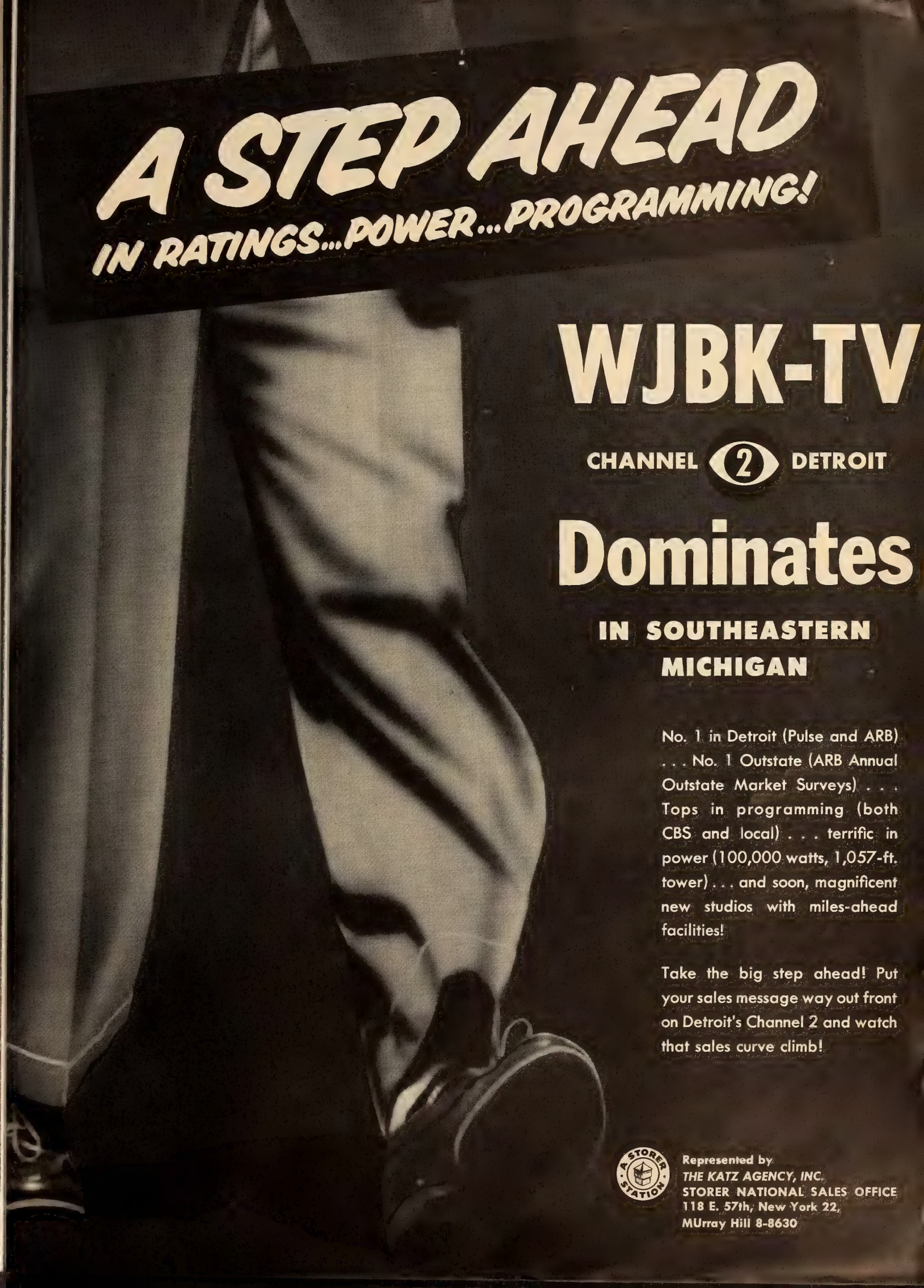
"Sec. 3. DURATION OF AFFILIATE SUBSCRIPTION—The affiliate subscription shall continue in full force and effect until 30 days after the first of the month following receipt of a written notice of resignation. The affiliate subscription to the Code shall be effective from the date of application subject to the approval of the Television Code Review Board.

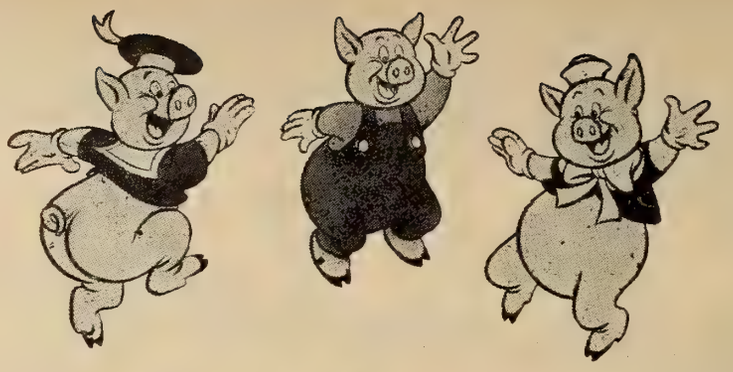
"Sec. 4. SUSPENSION OF AFFILIATE SUBSCRIPTION — Any affiliate subscription and the authority to utilize and show the above-noted seal may be voided, revoked, or temporarily suspended for the sale or distribution for television presentation of any film or other recorded material which by theme, treatment, or incident, in the judgment of the Television Code Review Board, constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by a vote of three members of the Television Code Review Board at any regular or special meeting. The conditions and procedures applicable to subscribers shall not apply to affiliate subscribers.

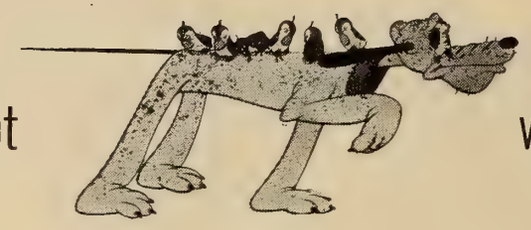
"Sec. 5. REPRESENTATION OF AFFILIATE SUBSCRIBERS—Any affiliate subscriber or group of affiliate subscribers may authorize an individual or association to act for them in connection with their relations with the Television Code Review Board by filing a written notice of such representation with the Board. Such representation, however, in no way will limit the right of the Television Code Review Board to suspend individual affiliate subscribers in accordance with the provisions of Section 4."

Other code amendments follow:

Par. 6, on Time Standards for Advertising Copy, has been deleted, with this new language substituted: "More than two back-to-back announcements plus the conventional sponsored 10-second station ID are not acceptable between programs or within the framework of a single


A STEP AHEAD
IN RATINGS...POWER...PROGRAMMING!
WJBK-TV
CHANNEL 2 DETROIT
Dominates
IN SOUTHEASTERN MICHIGAN
No. 1 in Detroit (Pulse and ARB) . . . No. 1 Outstate (ARB Annual Outstate Market Surveys) . . . Tops in programming (both CBS and local) . . . terrific in power (100,000 watts, 1,057-ft. tower) . . . and soon, magnificent new studios with miles-ahead facilities!
Take the big step ahead! Put your sales message way out front on Detroit's Channel 2 and watch that sales curve climb!
A STORER STATION
Represented by
THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICE
118 E. 57th, New York 22,
MUrray Hill 8-8630

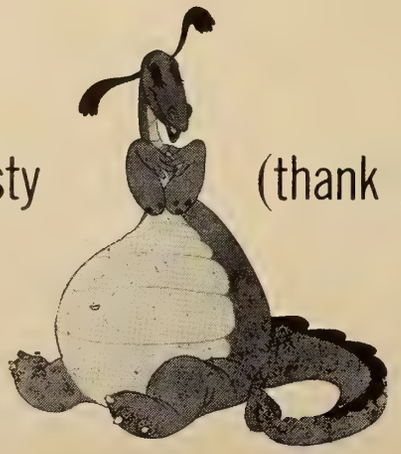
We were tempted to shout:  **Mattel**

–to point  with pride: **Mickey**

–to dramatically reveal: 

–to announce  with pleasure: **Mickey Mouse**

–to excitedly blurt: 

But modesty  (thank goodness) prevailed. All we'll

© Walt Disney Productions
*Burp is a trademark of Mattel, Inc.

nc., Burp* Gun scores bull's-eye on Mickey Mouse Club!

Mouse Club proves biggest gun in Mattel, Inc., arsenal!

Mattel, Inc., hits its target with Mickey Mouse Club!

Club moves 900,000 to shell out for Mattel, Inc., toy!

Mattel, Inc., finds Mickey Mouse Club hot as a pistol!

say is this:

Mattel, Inc., introduced its toy Burp Gun in March '55 . . . and it sold steadily. Then, in October, Mattel put the toy on ABC-TV's Mickey Mouse Club.

By November 1, normally the last minute for Christmas reordering, the Burp Gun had been shown on the Club *just four times.* At the end of November, retailer reorders were *still* swamping Mattel. By December 15, Mattel had sold almost a million Burp Guns—just about a cool 4 million dollars' worth!

Mattel's product and timing were right. So was its choice of the Mickey Mouse Club . . . the program that reaches more homes and viewers than any other *daytime* program, more kids than *any* program (except Disneyland), more adults than all but 8 of the 25 top *adult* daytime programs. And it reaches them at a cost per thousand of 68 cents per commercial minute – less than any other show, day *or* night. As Mattel, Inc., will tell you, this show is a buy!

ABC TELEVISION NETWORK



SALES ELIXIR FOR CHICAGO

...and see your

HEADLEY REED*

representative

You'll find that the Chicago radio picture is changing . . . and your nearest Headley-Reed office has the facts.

*New, national representatives for WAIT

OFFICES:

NEW YORK CHICAGO PHILADELPHIA ATLANTA LOS ANGELES SAN FRANCISCO SEATTLE

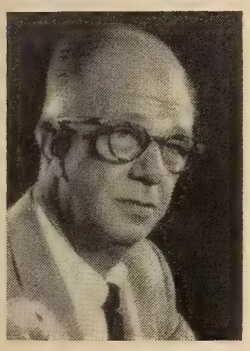
program. Announcements scheduled between programs shall not interrupt a preceding or following program."

In Time Standards for Advertising Copy (page 7), delete second column of time limits table, titled News Program, Day and Night. Rest of table is retained.

Besides Messrs, Arnoux and Carter, members of the tv board at the meeting were Joseph E. Baudino, Westinghouse Broadcasting Co.; William Fay, WHAM-TV Rochester; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co.; C. Howard Lane, KOIN-TV Hartford, Ore.; Ward L. Quaal, WLWT (TV) Cincinnati; W. D. Rogers, KDUB-TV Lubbock, Tex.; James D. Russell, KKTV (TV) Colorado Springs, Colo., and Harold P. See, KRON-TV San Francisco. Network representatives are Ernest Lee Jahncke, ABC-TV; Merle S. Jones, CBS-TV, and Frank M. Russell, NBC-TV.

Hoffman Named President Of Colorado Broadcasters

PHIL HOFFMAN, KLZ-AM-TV Denver, was elected president of Colorado Broadcasters & Telecasters Assn. at its meeting held June 14 at Estes Park. He succeeds Elwood Meyer, KYOU Greeley. Other new officers: Jerry Fitch, KGLN Glenwood Springs, vice president; Harry Hoth, KRDO-AM-TV Colorado Springs, secretary - treasurer; Ellsworth Stepp, U. of Colorado, reappointed executive secretary.



MR. HOFFMAN

New directors elected to the board were Robert Dolph, KFTM Fort Morgan; Ray Beckner, KRLN Canon City, and Mr. Hoth.

Robert W. Dillon, KRNT-AM-TV Des Moines, keynote speaker, urged broadcasters to build a proportionately greater audience. Richard Schmidt, counsel for Denver area stations in the Canon 35 hearings, discussed freedom of access.

N. C. Broadcasters to Meet

SUMMER MEETING of the North Carolina Assn. of Broadcasters will be held June 28-29 at the Carolinian Hotel, Nags Head. Speakers include Cliff Marshall, Blackburn & Hamilton, on station appraisals; Richard P. Doherty, consultant, on "How Good Is Radio?"; Dean D. W. Colvard, N. C. State College; Thompson Greenwood, secretary of North Carolina Merchants Assn.; Col. T. G. Kershaw, USAF, 464th Troop Carrier Wing; John Poor, MBS president, and Tony Vaccaro, Associated Press.

Tv Operation Talks Planned

VIEWS on tv film programming, commercials, handling and future of film will be discussed by representatives of small, medium and large tv stations at the monthly luncheon meeting of the National Television Council in New York Thursday. Speakers will include Alfred Tauroney, sales manager, WCNY-TV Watertown, N. Y.; Stuart Martin, general manager, WCAX-TV Burlington, Vt., and Sam Digges, general manager, WCBS-TV New York.

RADIO BOARD HEARS RECOMMENDATION FOR CONTINUOUS AUDIENCE RESEARCH

Durgin committee wants broadcasters to undertake county-by-county audience study which would include out-of-home listening. Proposed visual and audio symbols to identify subscribers discussed.

RADIO broadcasters should undertake a continuing county-by-county audience circulation study of in-home and out-of-home listening, the NARTB Radio Board was told Thursday in a series of recommendations submitted by a special radio research committee headed by Don Durgin, ABC-Radio, committee member and the network's board member.

John M. Outler, WSB Atlanta, was elected chairman of the radio board and Herbert L. Krueger, WTAG Worcester, Mass., was elected vice chairman.

A continuing radio circulation project, Mr. Durgin reported, should include auto listening. He said the committee envisions a continuing audience circulation study that would become an all-industry standard.

Method studies conducted by NARTB's Tv Circulation Committee are equally involved in radio, the committee felt, recommending a study of tv research to date (see tv board story). A continuing tv circulation project is being worked out by NARTB on a long-range basis, with two years of methodology studies conducted under association auspices.

Mr. Durgin reported the committee did not contemplate entering the realm of set circulation information or individual program ratings. As to set data, it was recommended that figures already released by the industry be accepted. The present radio research group of eight should be enlarged, with wide representation, the committee urged. It also advocated formation of a research subcommittee to suggest methodology techniques.

Identifying Symbols

Proposed symbols for use by radio stations to identify them as subscribers to the radio Standards of Practice will be ready in a month, Walter E. Wagstaff, KIDO Boise, Idaho, reported as chairman of a committee working on ways to promote effectiveness of the standards. Two visual symbols were submitted for study, and audio identification is sought. Edward A. Wheeler, WEAW-FM Evanston, Ill., suggested an industry contest, with a prize offered for the best audio symbol.

The radio board unanimously adopted a resolution urging favorable action by the FCC on a petition filed last February by the association, asking extension of remote control to directional and high-power stations.

John F. Meagher, NARTB radio vice president, reported 71 stations, Alabama Broadcasters Assn. and three engineering consultants have filed FCC petitions supporting the NARTB request. Fifteen individudals and one consultant have filed opposition, he said, with most of the individuals contending the proposed action would lead to unemployment. Mr. Meagher urged all stations favoring NARTB's petition to file before FCC's July 2 deadline. He added that a vast majority of state associations have endorsed the proposal.

The board unanimously approved continued sponsorship of a separate National Radio Week in conjunction with other industry associations. The week of May 5-11, just prior to Mother's Day, was favored for the 1956 observance. Mr. Meagher said the separate Radio Week was "eminently worthwhile," with some 200 national organizations joining in the event plus President Eisenhower and other federal and state officials. Mr. Meagher lauded radio networks for their efforts, along with Radio-Electronics-Tv Mfrs. Assn., Radio Advertising Bureau and National Appliance, Radio & Tv Dealers Assn.

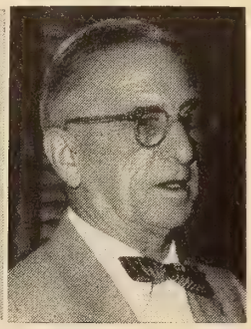
Mr. Wheeler reported several favorable fm developments, including availability of am-fm car radios and portables. He said 336 fm stations are NARTB members, an increase of 12 in six months. J. Frank Jarman, WDNC Durham, N. C., co-chairman of the membership committee, reported a net gain of 72 radio stations in the recent membership drive, bringing the total to 1,333 am, four networks and the 336 fm stations.

All radio board members attended except David Wilson, KPLC Lake Charles, La., who is recovering from an illness, and John B. Poor, MBS president.

Those present, besides Messrs. Outler, Krueger, Wagstaff, Wheeler, Durgin and Jarman, were Robert B. Hanna, WGY Schenectady, N. Y.; George H. Clinton, WPAR Parkersburg, W. Va.; James H. Moore, WSLS Roanoke, Va.; Owen F. Uridge, WQAM Miami; Robert T. Mason, WMRN Marion, Ohio; Edward F. Baughn, WPAG Ann Arbor, Mich.; William Holm, WLPO LaSalle, Ill.; Ben Sanders, KICD Spencer, Iowa; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Robert L. Pratt, KGGF Coffeyville, Kan.; Alex Keese, WFAA Dallas; William D. Pabst, KFRC San Francisco; R. O. Reynolds, KMPC Los Angeles; Richard M. Brown, KPOJ Portland, Ore.; John F. Patt, WJR Detroit; Cecil B. Hoskins, WWNC Asheville, N. C.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; William C. Grove, KFBC Cheyenne, Wyo.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Arthur Hull Hayes, CBS Radio, and Charles R. Denny, NBC Radio.



MR. KRUEGER



MR. OUTLER

323 Agencies Belong to AAAA

MEMBERSHIP of the American Assn. of Advertising Agencies totals 323 agencies which operate 613 offices in 94 U. S. and 39 foreign cities, according to the AAAA's 1956 edition of its "Roster and Organization," released last week. The figures are as of May 31. They represent gains of 11 member agencies, 41 offices, six U. S. and 10 foreign cities over the totals for a year ago. The roster shows 255 persons from member agencies in 33 cities are serving on AAAA national committees; 187 are on the AAAA board, advisory council or boards of governors of the four sectional regions and 19 local councils, while 96 represent AAAA in jointly sponsored enterprises, related organizations and joint committees, or on government advisory groups.

ENGINEERING STUDY NO. 1 AMST PROJECT

A. D. Ring & Assoc. engaged to assist engineering committee in study of tv coverage to be started immediately.

PLANS for a nationwide engineering study of tv coverage, to be started immediately as the first major project of the Assn. of Maximum Coverage Telecasters, were announced Thursday by Jack Harris, KPRC-TV Houston, temporary chairman of the new group, following the first meeting of the AMST executive committee in Washington.

To assist the AMST engineering committee in planning the project and to carry out its performance, the group has retained the Washington engineering firm of A. D. Ring & Assoc., Mr. Harris said, with Howard T. Head, partner of the Ring organization, assigned to AMST. The executive committee approved an initial expenditure for the study "in the neighborhood of $50,000," Mr. Harris reported.

Another immediate AMST activity will be a membership drive, with membership applications to go out within the next few days from Harold Gross, WJIM Lansing, Mich., membership chairman as well as secretary-treasurer, to all eligible stations. These include "any tv station, in the country—uhf or vhf—rendering maximum service by operating at the maximum effective radiated power permitted for such station by the rules and regulations of the FCC," according to standards for eligibility drafted at the first AMST meeting, held June 1 in New Orleans [B•T, June 4]. The association also requires that "each member must operate in the best interest of the people (urban and rural) in its total service area."

Television station operators joining the new organization will be expected to endorse the objectives set for AMST by the representatives of more than 90 tv stations present at the New Orleans meeting: "to assist the appropriate government authorities and the industry in assuring the maximum television service for the people of the United States, and to follow the intent of Congress in the Communications Act of 1934 as amended." Members also will be expected to pay dues equal to the highest quarter-hour rate of each station, payable twice a year, plus such assessments as may be required to carry on special AMST projects like the engineering study.

Plan Approved

This will be a four-fold project, according to preliminary plans drafted by the group's engineering committee at a Wednesday meeting and approved by the full executive committee, comprising the officers and directors elected at New Orleans to serve until a permanent organization is effected. The proposed engineering study will encompass: (1) the collection of field intensity data for propagation purposes; (2) a study of the relationship of picture quality to field strength; (3) a review of transmitting performance, and (4) a study of receiving equipment performance. Each phase of the project will cover both uhf and vhf.

Planned as an initial step in the engineering project are meetings with staff people of interested governmental agencies, so that the new information about tv coverage collected by AMST may be of maximum use to the government as well as to the broadcasters and tv receiver manufacturers.

The AMST engineering committee, whose report was "enthusiastically received," Mr. Harris stated, includes: John H. DeWitt, WSM-TV Nashville, chairman; Thomas Howard, Jefferson Standard Broadcasting Co., Charlotte, N. C., P. A. (Buddy) Sugg, WKY-TV Oklahoma City; George Storer Jr., Storer Broadcasting Co.; Harold See, KRON-TV San Francisco, and W. C. Wearn, WFBC-TV Greenville, S. C.

To assist AMST with the legal details involved in establishing a permanent formal organization, the executive committee authorized its legal committee to secure the services of White & Case, New York law firm. Appointment of Washington legal counsel, to serve AMST on a continuing basis, was postponed for the present.

Robert D. Swezey, WDSU-TV New Orleans, is chairman of the AMST legal committee. Other members are: Harold Stuart, KVOO-TV Tulsa, George W. Norton Jr., WAVE-TV Louisville, and Mr. DeWitt, who was added to the legal committee to help coordinate its activities with those of the engineering committee.

Plans for the establishment of a Washington headquarters office for AMST and for retaining public relations counsel also were held in abeyance, pending completion of the formal organization. These may be determined at the next meeting of the executive committee, date for which has not been set but which is expected to be held in Washington within the next few weeks.

The executive committee, in addition to Chairman Harris, comprises Charles Crutchfield, WBTV (TV) Charlotte, N. C., vice chairman; Mr. DeWitt; Mr. Gross; Harold Hough, WBAP-TV Fort Worth; Howard Lane, KOIN-TV Portland, Ore., and Mr. Sugg.

Beryl Denzer of CBS News Elected Head of D. C. AWRT

BERYL DENZER, associate producer, *Face the Nation* and other CBS News programs, was elected president of the Washington chapter of American Women in Radio & Television at the group's final meeting of the season Thursday. She succeeeds Esther Van Wagoner Tufty, NBC-TV commentator and head of Tufty News Bureau.

Also elected: Vicki Kissal, executive assistant to general manager, WMAL-AM-FM-TV Washington, vice president; Mary Lois Dramm, traffic supervisor, WRC-AM-FM-TV Washington, corresponding secretary; Grace Nupp, timebuyer, Murdock Adv., treasurer, and Eleanor Lanigan, assistant to NARTB Tv Code affairs director, recording secretary.

Board members are Mrs. Tufty, Florence Lowe of *Variety* and *Tv Guide*, Marian Park Davis of Carl Byoir Assoc. and Sally Ball Kean, NARTB publications editor.

RAB Woos Breweries

THOUGH "beer belongs" and people enjoy it, Radio Advertising Bureau feels brewers should do more radio advertising because the medium has a U. S. family penetration of 98% "and better." In its latest presentation, RAB is telling U. S. brewers that statistics—provided by the U. S. Brewers Foundation—show that 9 out of 10 beer drinking families bought beer for the home in 1955, representing nearly ⅔ of all U. S. families. Furthermore, RAB says, "virtually every beer drinker in America is exposed to radio." RAB backs up its conclusion by breaking down its presentation into age, sex, geographic location and economic status.



JOHN W. WILLIS (r), member of the Washington law firm of Fischer, Willis & Panzer, last week received the first Louis G. Caldwell Memorial Award for his work in behalf of the Federal Communications Bar Assn. as editor of the association's law journal. Presenting the award is FCBA president George O. Sutton.

AWRT Board Members Meet To Plan 1957 Convention

PLANS for the 1957 convention in St. Louis and other future activities were discussed when the new board members of the American Women in Radio & Television (AWRT) met last week in Detroit. It was the group's first session since the election to president of WXYZ-AM-TV Detroit personality Edythe Fern Melrose at AWRT's Boston convention last April.

Among points taken up during the meeting: The formation of a new policy and planning committee under the direction of Doris Corwith, NBC, past AWRT president, and comprised of Edythe Meserand and Jane Dalton, both WSPA-AM-TV Spartanburg, S. C., and both past AWRT presidents, and Madge Cooper, WMRN Marion, Ohio.

The appointment of Betty Barnett, KSD-TV St. Louis, and Pat Mower, Pat-Dee Assoc. Inc., Minneapolis, as 1957 AWRT convention co-chairmen; of Bonnie Dewis, D'Arcy Adv., St. Louis, as chairman of the 1957 annual meeting, and of Hilda Ballestro, Evaporated Milk Assn., Chicago, as convention director.

The establishment of a new projects committee which will administer a special, all-inclusive program designed to further the recognition of women in communications.

Maryland Assn. Requests Admittance to Legislature

MARYLAND broadcasters want the right to cover sessions of the State Legislature, they decided June 16 at the closing session of the Maryland-D. C. Broadcasters Assn., which met at Ocean City [B•T, June 18]. A resolution was adopted proposing a broadcaster committee meet with the General Assembly's rules committee. Senate President Louis Goldstein, Democrat, told the association June 15 he favored radio-tv coverage of Senate sessions and committee hearings.

Other resolutions called for legislation allowing mitigation of damages in suits based on "honest mistakes" and favored extension of daylight time to late October.

when it comes to numbers...

WRGB is still the leader in rich Northeastern New York and Western New England with a population of 2,152,300. Nearly half a million television families with an effective buying income of $3,285,604,000 now receive the services of WRGB.

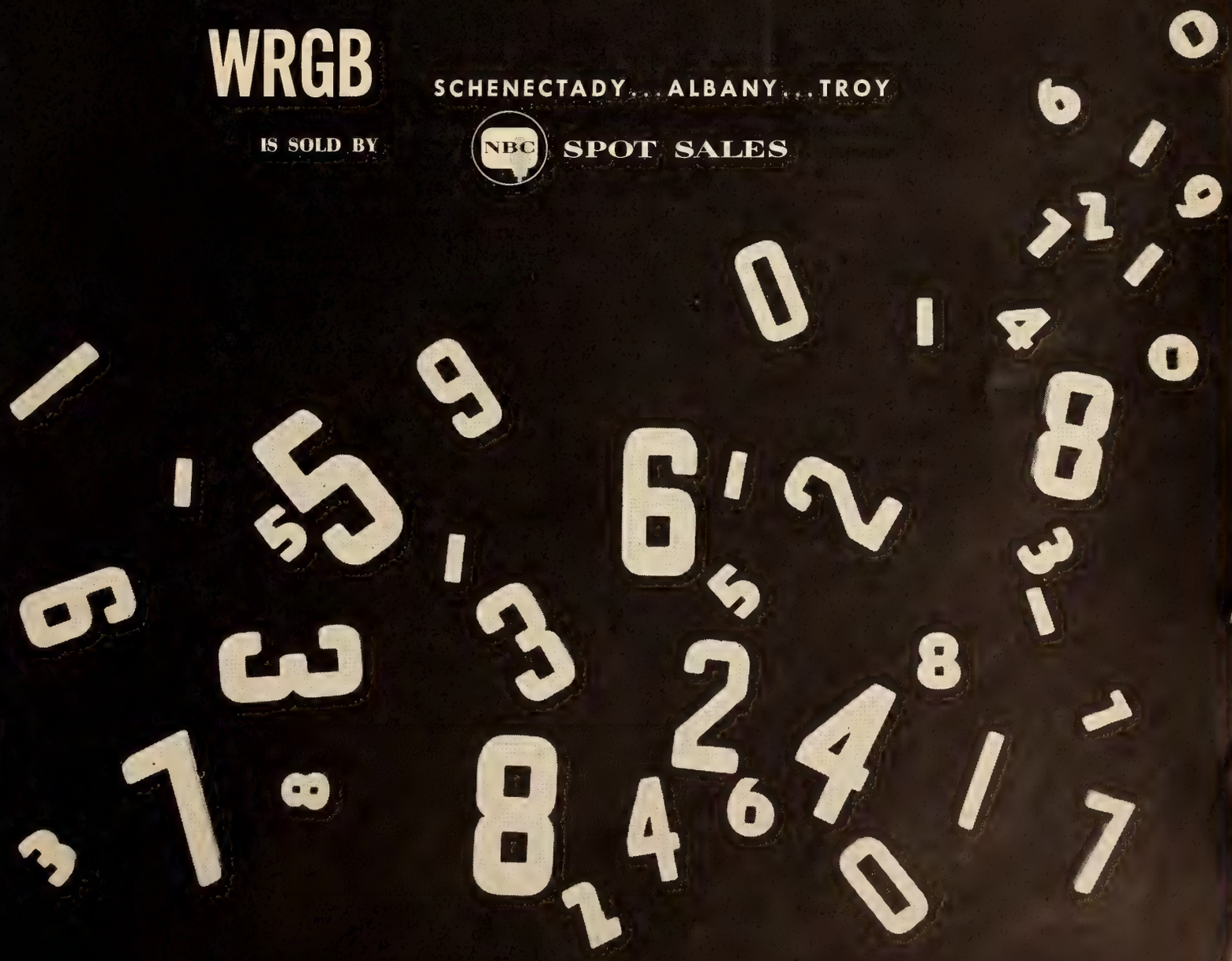
WRGB continues to dominate this wealthy 30-county, 5-state market with the only VHF signal in the area.

Contact your nearest NBC Spot Sales representative today for the full story on the profitable WRGB market.

WRGB

SCHENECTADY...ALBANY...TROY

IS SOLD BY NBC SPOT SALES



SCBA'S SIGALERT: BROADCASTERS ERECT A DISASTER WARNING NETWORK

COMMERCIAL broadcasting's community role in public emergency and civil defense is being demonstrated in the Los Angeles area through Sigalert—a public alerting system designed by a broadcaster and put to cooperative use there by local radio-tv stations, the police department and civil defense.

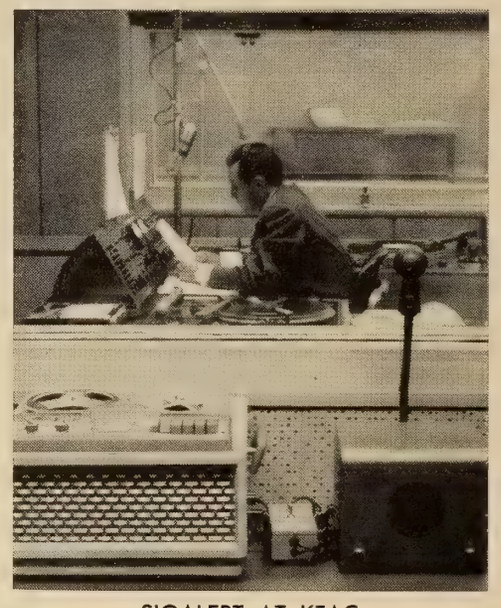
A project of the Southern California Broadcasters Assn., Sigalert was developed by Lloyd Sigmon, chairman of the SCBA Civil Defense Committee and vice president, assistant general manager and chief engineer of KMPC Los Angeles. Supplementing Conelrad in the civil defense field, Sigalert is finding more frequent use in public communication during local disasters and even a traffic jam on the freeway or a smog alert.

Operating with FCC approval, Sigalert was designed basically to fill the gap between the time of a civil defense alert and the time it takes radio stations to switch to cluster operation under Conelrad.

In use only a short time, Sigalert scored high honors some months ago during Los Angeles' big train wreck and a two-day rain storm which flooded wide areas. Within moments after the train wreck, Los Angeles stations were able to bring doctors, nurses, clergymen and ambulances to the scene.

Sigalert consists of a receiver fix-tuned to the police frequency, plus tape recorder, warning light and buzzer. At any time the station can monitor routine police calls, but in case of alert, the unit is automatically activated by the police communication center.

In operation, Sigalert is simple. Police in radio-equipped cars or motorcycles in Southern California as well as sections of Arizona and Nevada radio to Los Angeles police headquarters the details about fires, accidents or other emergency situations of hazard to the general public. Immediately, the inter-city link operator at the Los Angeles Police Department communication division flashes the warning over Sigalert to



SIGALERT AT KFAC

the broadcast stations. Within seconds, thousands of radio listeners in cars, homes, places of business and industrial plants are alerted.

In like manner, Sigalert is available to civil defense authorities in case of major fire, flood, earthquake or impending enemy attack. On receiving proper authorization, a civil defense officer presses a button on Sigalert which activates special receivers assigned to policemen, firemen, civil defense workers, industrial plants, ships, etc., alerting them of the threat and issuing necessary instructions. Another button sounds sirens throughout the entire listening area of the broadcast stations tied into the system and lights warning beacons.

Even though the supersonic impulses that perform all of these functions travel on the same carrier waves that are carrying regular programs to the listening public, these programs continue undisturbed until police, firemen, civil defense workers and others are at their emergency posts. Then the civil defense authority presses still another button and instantly can talk directly to the vast audiences of all the participating broadcast stations.

"At this point the authority's voice replaces the radio programs," Mr. Sigmon pointed out, "but this happens only in case the emergency is so threatening that commercial radio would be automatically conscripted anyway. It is conceivable the whole country eventually could be united under Sigalert and that the President, sitting in the White House, could talk directly to the people simply by pressing a button—quieting the fears of those in disaster areas, marshalling aid and consolidating defense."

Unique feature of Sigalert is that it can operate wholly independent of commercial power and telephone lines.

Stations within the Los Angeles area equipped with Sigalert, according to SCBA, include KABC, KBIG (Avalon), KFAC, KFI, KFWB, KGIL (San Fernando), KHJ, KWKW, KLAC, KMPC, KNX, KPOP, KRCA (TV) and KTTV (TV).

SCBA promotes the public service aspect of Sigalert and radio with this slogan: "When the sirens blow, turn on your radio."

GET-OUT-VOTE DRIVE CITES DAVENPORT RESULT

Burnett tells Advertising Council this is an example of "what can be done" as Iowa effort brings record number of registrants.

OUTCOME of the NARTB-American Heritage Foundation's election registration test campaign in Davenport, Iowa [B•T, May 21], was held up to directors of The Advertising Council last week as an example of "what can be done" by concerted efforts to stir up interest in voting.

Leo Burnett of Leo Burnett Co., Chicago, volunteer agency for The Advertising Council's 1956 get-out-the-vote campaign, cited the Davenport success at a luncheon meeting in New York last Thursday at which he outlined plans for this year's drive. He stated that where "registration week" in Davenport in the past has normally added 200 names to the voting rolls, more than 11 times that number—2,267—were added this year through the combined efforts of radio and television stations, newspapers and various other organizations.

Mr. Burnett pointed out that the Davenport project was initiated by NARTB and the Davenport stations and paid tribute to NARTB and its president, Harold Fellows, for their role in its success.

He also showed the directors a number of tv spot announcements, prepared for use by stations, promoting the register-and-vote drive. They range in length from 10-second ID's to 60-second spots. Rex Marshall, William Bendix and Jan Clayton already have made spots featuring the non-partisan theme, Mr. Burnett said, and other stars are slated for participation. Various other advertising and promotional devices also were displayed by Mr. Burnett at the meeting.

A total of 132 organizations — including NARTB, American Assn. of Advertising Agencies, Assn. of National Advertisers, American Women in Radio & Television, BMI, ASCAP and National Assn. of Educational Broadcasters—is participating in this year's sequel to the council's 1952 get-out-the-vote campaign. That drive ended with an unprecedented 63% of adult Americans taking part in the elections with radio and television credited with a major role in the 1952 success.

Leslie R. Shope, director of advertising and press relations for Equitable Life Assurance Society and volunteer coordinator of the 1956 campaign, predicted that American business will contribute at least $10 million worth of time and space to the project. The campaign, which the Advertising Council conducts for American Heritage Foundation, is divided into three phases: (1) to get people to register; (2) to get people to inform themselves about issues and candidates, and (3) to get them to vote.

ADV. ASSN. OF WEST OPENS ANNUAL SESSION TODAY

Demonstration of Ampex tv tape recorder and proper use of color among agenda features. Radio session Tuesday to hear John Karol, CBS Radio vice president.

WESTERN advertising agency executives will get their first look at the new Ampex Corp. television tape recorder Tuesday afternoon at CBS Television City, Hollywood, as a highlight of the 53rd annual convention of the Advertising Assn. of the West this week in Los Angeles. Dos and don'ts of color tv advertising also will be demonstrated.

Both events will be features presented for the AAW convention by CBS with Howard Meighan, vice president in charge of the CBS-TV Western Division, acting as host for a cocktail party and tour of the network's production facilities at CBS Television City. Here the delegates will be shown the pitfalls as well as the advantages of using color tv to see the sponsor's products. The how to-do-it show will use live models and products. The Ampex tape demonstration will conclude the afternoon at Television City. William B. Lodge, CBS vice president in charge of engineering, is expected to handle the Ampex demonstration.

Western advertisers several weeks ago saw the Ampex tape unit when Mr. Meighan ad-

dressed the Assn. of National Advertisers at Pebble Beach, Calif.

Radio will have its session at the AAW luncheon meeting Tuesday with John J. Karol, CBS Radio vice president in charge of network sales, as guest speaker. Radio, however, will have to compete with bathing beauties for the attention of the delegates since Cole of California is also scheduled to present a fashion show based on the firm's newspaper campaign. The Cole portion of the program has been publicized to show the effectiveness of newspaper advertising. But Mr. Karol is fighting fire with fire. His radio talk is titled: "The Important Sex."

Some 1,000 delegates from 11 Western states are expected for the AAW meeting today (Monday) through Wednesday at the Hotel Statler. Junior Advertising Club events were scheduled yesterday (Sunday).

Monday morning keynote address will be made by Norman H. Strouse, president, J. Walter Thompson Co., with U. S. Treasurer Ivy Baker Priest scheduled as luncheon speaker. Afternoon speakers include William G. Werner, director of public and legal services, Procter & Gamble, who will discuss "Four Guide Posts in Advertising."

Besides Mr. Karol, Tuesday speakers include Hal Stebbins, president of Hal Stebbins Inc., Los Angeles, "Words About Words—A Copy Philosophy"; George P. Hitchings, chief economist, Ford Motor Co., "Your Markets Tomorrow," and Henry Mayers, Mayers Adv. Co., Los Angeles, "National Retail Chains and National Advertising."

Wednesday sessions will include talks by Robert Feemster, *Wall Street Journal*, "How Advertising Must Measure up to the Challenge of Today and Tomorrow"; Don Belding, Foote, Cone & Belding, "You Shout So Loud I Can't Hear You"; Phillip Corrin, vice president, Bullock's Dept. Store, Los Angeles, "Problems of Retailing in the Fastest Growing Area in the U. S."

RETMA Chicago Meeting Elects Division Officers

DIVISIONS of Radio - Electronics - Television Mfrs. Assn. elected chairmen and directors in the closing session of RETMA's 32nd annual convention in Chicago June 12-14 [B•T, June 18]. They follow by divisions:

Set Div.—A. L. Chapman, Sylvania Electric Products Co., chairman.

Military Products Div.—Charles B. Thornton, Litton Industries, chairman, and S. R. Curtis, Stromberg-Carlson Co., vice chairman.

Technical Products Div.—W. J. Morlock, Technical Products Dept. of General Electric Co., chairman, and Joseph N. Benjamin, Pilot Radio Corp., and J. A. McCullough, Eitel-McCullough Inc., directors.

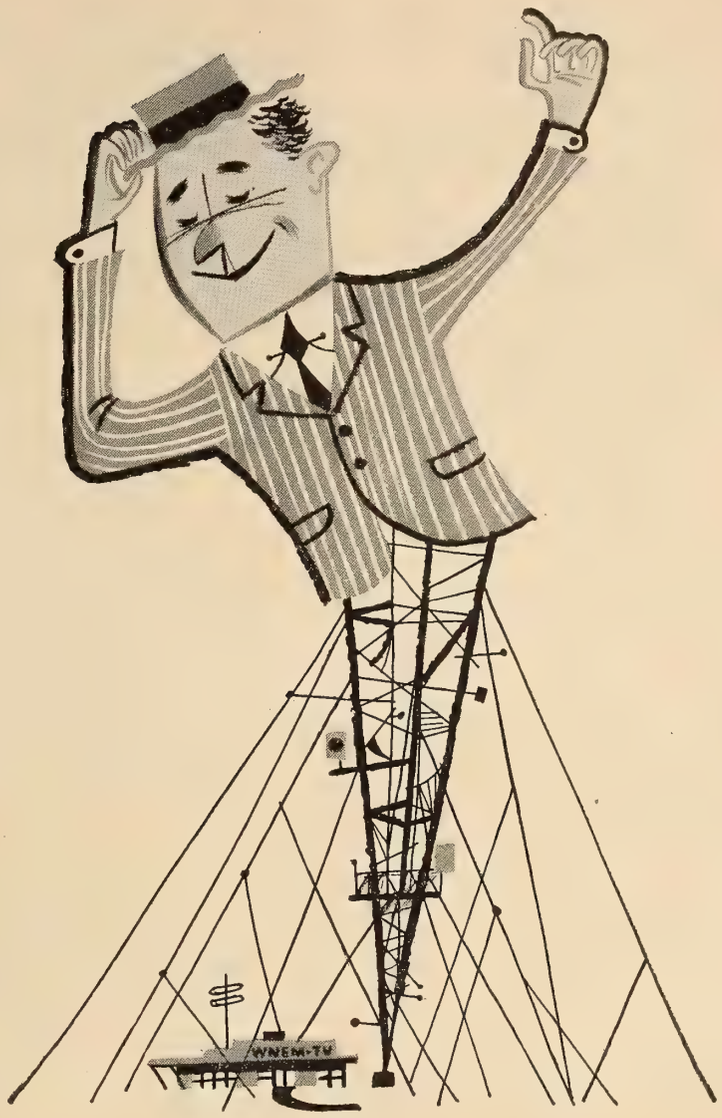
Parts Div.—Russell E. Cramer Jr.. Radio Condenser Co.; Roland M. Bixler, J-B-T Instruments Inc., and Roy S. Laird, Ohmite Mfg. Co., all directors.

Tube Div.—R. T. Orth, Electronic Tube Div. of Westinghouse Electric Corp., re-elected chairman.

TRADE ASSOCIATION PEOPLE

Charles S. Stodter, senior research investigator with Institute for Cooperative Research of U. of Pennsylvania since 1954, named executive secretary of Society of Motion Picture & Television Engineers, effective in early July. He replaces **Boyce Nemec,** resigned to open management consulting service.

Earl Glade, ex-mayor of Salt Lake City and former executive of KSL there, named senior vice president of Advertising Assn. of the West, S. F. He succeeds Jack Hoagland, resigned.



We tip our topper to TvB

WNEM-TV is proud of its membership in TvB . . . enthusiastic about the results and accomplishments of the Bureau. So much so, in fact, we bought this page just to urge non-members to join forces with us now.

Do *you* belong? *You owe it to yourself and associates* to support this outstanding organization. For TvB sells the television *idea* to management and agency buyers . . . makes *your* selling job easier. Call TvB or wire them in New York for information.

WNEM-TV, *James Gerity, Jr., President*
NBC-ABC
serving Flint, Saginaw, Bay City and Midland—Michigan's second richest market!

Radio Stations: **WPON** *Pontiac, Michigan*
WABJ *Adrian, Michigan*

THIS MAY BE 'IT' ON ALLOCATIONS: DEINTERMIXTURE, NO CHANGE TO V'S

FCC will try again this week for an answer to medium's long-standing problem. Likely solutions include selective deintermixture, no reduction in vhf separations and eventual changeover to uhf.

AFTER repeated false starts, the FCC is reportedly all set this week to issue its long-awaited allocations report—including, it is understood, some deintermixture.

Coupled with the purported acceptance of "selective deintermixture" was the decision, according to reputable sources, that there be no compromise in existing vhf mileage separations. This means no vhf squeeze-ins.

The deintermixture proposals will be issued in the form of rule-making notices, it is understood. This is the routine method used to propose changes in the national table of allocations. It does not mean, it was emphasized, that these moves will necessarily follow. Comments and counter comments must be requested and received by the Commission, and only after the FCC has considered these documents —and possibly scheduled oral argument—can it issue its decision.

It is speculated that in the end less than a handful of cities will be deintermixed.

The cities chosen for deintermixture proposals were picked on the principle that there were no operating vhf stations there, or only one. Cities with two or more vhf operations were untouched.

In some cases, the cities meeting this criterion are slated to receive additional vhf channels in order to identify them as predominantly vhf markets.

However, the Commission apparently is continuing "business as usual" in its activities on vhf cases.

Last week, WISC-TV Madison, Wis., which received its ch. 3 grant last December, received a special temporary authorization to begin commercial operation.

It is also understood that intra-FCC instructions regarding vhf grants in several cities have not been rescinded.

Madison is one of the cities which, according to last Tuesday's meeting, will be the subject of a notice of proposed rule-making, it is understood. Other cities which are due to be presented to the Commission today for deintermixture proposals are the following, according to informed sources:

Peoria, Ill.; Springfield, Ill.; Evansville, Ind.; Corpus Christi, Tex.; Duluth, Minn.; Hartford, Conn.; Fresno, Calif.; Spartanburg, S. C.; New Orleans, La.; Albany-Schenectady-Troy, N. Y.

In the Spartanburg situation, it is believed that there will be a corollary proposal seeking additional vhf allocations to switch the area to all-vhf.

The New Orleans and Schenectady pre-freeze stations (ch. 6 WDSU-TV and ch. 6 WRGB [TV], respectively) would be untouched. The ch. 10 Vail Mills, N. Y., drop-in would be rescinded, it was understood. Vail Mills is a few miles outside of Albany, N. Y.

It was repeatedly emphasized that although this is the list of cities which the staff was instructed to present to the Commission for today's meeting, there is no certainty that all of them will be the object of proposed rule-making. In some instances the change of mind of a single commissioner may serve to withdraw it from the list.

The Commission also, it is understood, hopes to provide additional vhf channels in such cities as Miami, Fla.; Norfolk, Va., and Shreveport, La.

The other sections of the expected report are still the same as reported previously [B•T, June 11], it is understood. This envisages the eventual shift of all television to the uhf band, or the shift of certain geographic areas to the bands above 470 mc—such as Zone I or east of the Mississippi, etc.

This is premised on the finding that the future of television is in the uhf band, and that the 12 vhf channels are insufficient for a national, competitive television service.

It is also based on the assumption that uhf must be found to be the equivalent to vhf in coverage—that there must be no substantial "white" areas left if a region is moved from vhf to uhf television.

In order to determine this, the uhf "crash" program, called for by FCC Chairman George C. McConnaughey at the NARTB convention in Chicago last April, must be undertaken at once. The purpose of this program is to upgrade uhf transmitters, antennas and receivers.

Inherent in the Commission's thinking is the desire to see that there are at least three comparable facilities in the top markets.

No date for changeover will be specified, but if, as and when uhf is found to be substantially equal to vhf in coverage, the Commission will propose a transition period, including a period of simultaneous uhf-vhf operation,

FINANCING

KIDDER, PEABODY & CO.—

- Has underwritten over $1,000,000,000 of publicly offered securities in the past ten years.
- Has negotiated private financings in excess of $700,000,000 in the past five years.

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SENATE CONFIRMS CRAVEN FOR FCC

COMDR. T. A. M. CRAVEN, former FCC commissioner and now Washington consulting engineer, was confirmed Friday by the Senate to be a member of the FCC for seven years beginning July 1.



MR. CRAVEN

The preceding day the Senate Commerce Committee approved the nomination unanimously. Mr. Craven's name had been approved previously by a communications subcommittee headed by Sen. John O. Pastore (D-R. I.).

Mr. Craven, a Virginia Democrat, was nominated for a repeat seat on the FCC by President Eisenhower last month [B•T. May 21]. He is a retired U. S. Navy commander. served as FCC chief engineer, and as a commissioner from 1937 to 1944. After leaving the FCC, he was vice president of Cowles Broadcasting Co., with headquarters in Washington. In 1949 he became senior partner of the Washington engineering firm of Craven, Lohnes & Culver.

Comdr. Craven succeeds Comr. Edward M. Webster, retired U. S. Coast Guard commodore, whose term expires June 30. Comr. Webster, a communications engineer like his successor, is expected to be used by the government in special telecommunications assignments.



We're crowing about

"MORNING SURPRISE"

with Tom Haley

the hottest morning TV show

in Cleveland

Result? Avalanche! In less than a month after the first program, Tom Haley and his rollicking robot, Mr. Rivitz, launched a contest offering a car as the prize. Even we were surprised when a day's mail produced 9,275 entries.

80,098 pieces of mail resulted from just twelve contest announcements. . . . That's audience response.

Tom Haley, genial host, combines whimsy and wit plus solid features, along with a roving camera that's liable to turn up anywhere in greater Cleveland as part of the hour that presents something new and different for Cleveland homemakers every day.

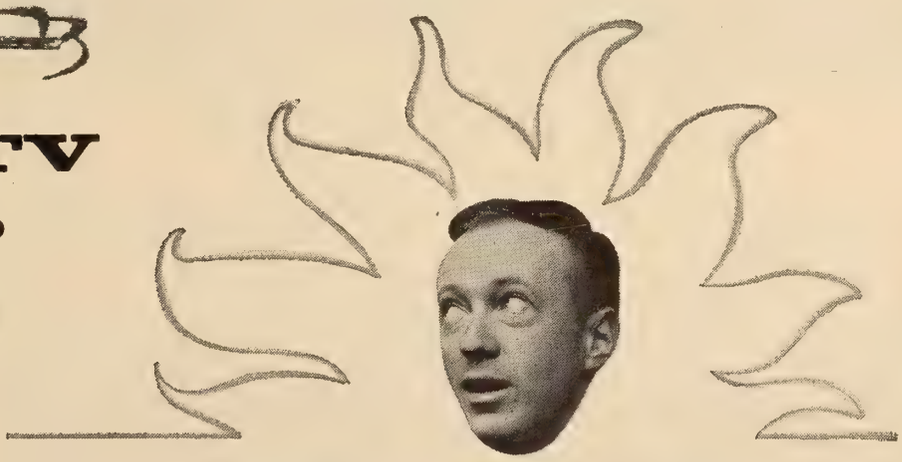
Biggest surprise of all is the cost. Minute participations, live, slide or film $100 or when combined with the KYW-TV "Fifteen-Plan" for as little as $50.00 each.

Play it 'cool' and cut yourself in for the hottest morning TV buy in Cleveland. "Morning Surprise," Monday thru Friday from 9:00-10:00 a.m.

Get the full story from KYW-TV Sales Manager, Al Krivin (CHerry 1-0942) or call A. W. "Bink" Dannenbaum, WBC General Sales Manager at MUrray Hill 7-0808, or your nearest Peters, Griffin, Woodward "Colonel."

KYW 3 TV

CLEVELAND



Sales on the rocks?

Try **KYW'S KOOLER!**

It's dynamite! Publicity! Contests! Stunts! Better-than-ever programming! Cleveland's never been hit with anything like it before. And it's all aimed to load KYW Radio & TV advertisers with the biggest Summer sales results ever.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

after which vhf stations must move to uhf.

The Commission is also understood to have made up its mind to boost maximum power for uhf stations from the present one million watts to five million watts.

Although it is expected that the basic documents will be approved with possibly only one dissent, it is understood some of the deintermixture proposals may be authorized by votes of four to three. In some of these cases there may be written dissents.

The allocations proceeding began in November 1955 when the FCC dismissed a block of deintermixture petitions on the grounds that the problem was a national one and should not be decided on a case-by-case basis. During the six months, the commissioners have veered from "selective deintermixture" to none at all to the present status.

The uhf-vhf problem has also been the subject of hearings before the Senate Commerce Committee (see story, page 27). These began in 1954 when Sen. Charles Potter (R-Mich.) chairmanned a subcommittee of the Senate Commerce Committee which heard testimony on the problems of uhf broadcasters.

Daytimers' Complaint Slated For 85th Congress Hearing

PUBLIC hearings on the complaint of daytime broadcasters that they should be permitted to operate from 5 a.m. to 7 p.m., or local sunrise to local sunset whichever is earlier, will be held immediately after the 85th Congress convenes in January, Sen. John F. Kennedy (D-Mass.) announced last week.

Sen. Kennedy heads a special subcommittee of the Senate Small Business Committee to investigate the problems of daytime broadcasters. Other members are Sens. Wayne Morse (D-Ore.) and Andrew F. Schoeppel (R-Kan.).

Daytime broadcasters at present are limited to local sunrise to local sunset operations. They petitioned the FCC last January to permit them to operate the regular hours. This was opposed by the Clear Channel Broadcasters Service, individual clear channel stations and some regional stations.

The Senate subcommittee was appointed by Sen. John Sparkman (D-Ala.), chairman of the parent small business committee, last March. The subcommittee chose Samuel McMillan, Birmingham attorney, to be its special counsel on this subject.

Daytime Broadcasters Assn. is headed by Jack S. Younts, WEEB Southern Pines, N. C. Former FCC Comr. Frieda B. Hennock is DBA counsel.

Natvig Perjury Conviction Upheld by Court of Appeals

THE conviction of turnabout witness Mrs. Marie Natvig for perjury was confirmed by the U. S. Court of Appeals in Washington last week by a 2 to 1 divided court. Mrs. Natvig was convicted last in May 1955 of having lied when she recanted testimony she presented in the Edward Lamb-communist sympathy FCC hearing in February 1955. She has been free on $1,000 bond from the eight months to two years sentence imposed on the perjury charge.

Mrs. Natvig, a 51-year-old divorcee and grandmother, was a star witness in the long and acrimonious FCC hearing involving the renewal of Mr. Lamb's license for WICU (TV) Erie, Pa. The FCC charged that Mr. Lamb lied when he averred in previous applications that he had no connection with the Communist Party. Hearing Examiner Herbert Sharfman held last December that the Toledo, Ohio, broadcaster, publisher (he owns the *Erie Dispach*) and industrialist was innocent of the charges he knowingly associated with communists and communist causes. The FCC has not yet issued a final decision in this case.

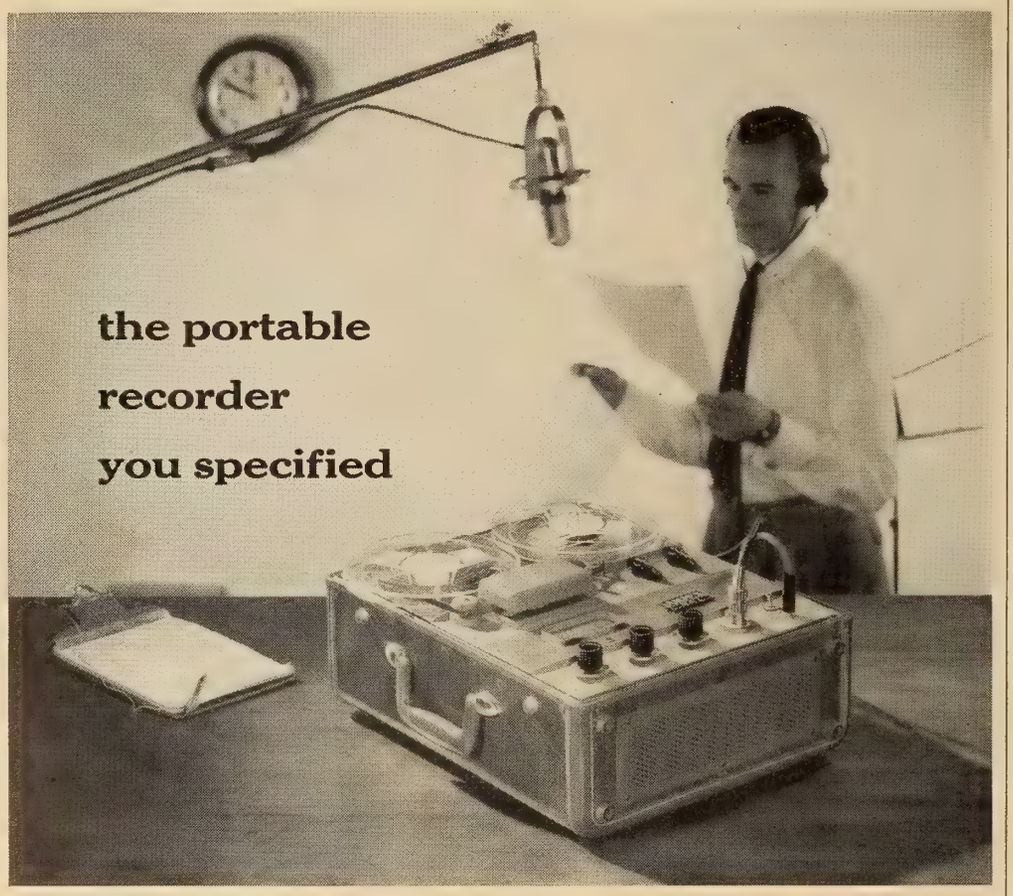
In testimony in October 1954, the rambunctious Mrs. Natvig related that she had known Mr. Lamb as a Communist Party member and that she herself had been a Communist. In February of the next year, she recanted that testimony, saying that she had been coerced into making her earlier statements by FCC and FBI agents. It was for this she was convicted of perjury.

The appeals court decision, written by Circuit Judge John A. Danaher, held that it was "overwhelmingly established" that Mrs. Natvig had perjured herself in her second testimony. He emphasized that the truth or falsity of Mrs. Natvig's FCC testimony was not at issue, but whether she had testified truthfully the first time or the second.

Circuit Judge Charles Fahy concurred, and Judge David L. Bazelon dissented. Judge Baselon said Mrs. Natvig should have had a new trial.

St. Paul Educ. Tv Granted

ST. PAUL, Minn., educational ch. 2 was awarded last week by the FCC to Twin City Area Educational Television Corp., marking the Commission's 42nd educational grant. The new station will operate on 52.5 kw visual, 31.6 kw aural, employing an antenna 620 ft. above average terrain. Construction cost has been estimated at $394,049 and first year operating cost at $175,000. Transmitter and antenna will be RCA.



the new AMPEX 601

The new 601 combines all the superb performance characteristics of the famed Ampex 600 plus these new professional features designed to fit your professional recording needs exactly:

New Low Impedance Output... 600 ohms, 1.23 volts. Balanced or unbalanced (from tapes recorded at program level).

New Low Impedance Input... accommodates high or low impedance microphone. Low impedance microphone secured by accessory plug-in transformer.

New Instantaneous Starting... accelerates to full play mode in less than one-fifth of a second.

New Illuminated Record Safety Button ... positive protection against accidental erasure.

New Saddle Tan Case.. rugged Samsonite in handsome new color for easy portability anywhere.

The 601 works full time inside the studio and on location outside. It's a rugged, versatile machine that completely fills all these professional needs: studio recording, network delay, outside recording, editing, dubbing and broadcast playback. And because an Ampex continues to perform within original specifications year after year, the price you pay buys both the finest performance available and the most hours of service per dollar.

AMPEX CORPORATION

SIGNATURE OF PERFECTION IN SOUND

934 Charter Street, Redwood City, California

NETWORK PROBE–

(Continues from page 28)

us on a platter." He said that although KSBW-TV is affiliated with three networks, more than 55% of its time is devoted to non-network programs, including 19 first-run syndicated films each week.

The California telecaster felt that if programs and advertisers are being denied access to tv, "it is strange that a fourth network has not been organized." He said KSBW-TV never has taken a local advertiser off the air to make room for a network advertiser. The station's "foundation" of network programs has enabled it to increase its hours of service and thus expand non-network programming, Mr. Cohan said.

H. Moody McElveen Jr., *vice president-general manager, WNOK-TV Columbia, S. C., a uhf station:*

Acknowledging that uhf has problems, Mr. McElveen said these are not the result of affiliate-network practices, but that on the contrary, WNOK-TV's affiliation with CBS has been the "most important" factor in helping the station cope with the problems of uhf operation.

Mr. McElveen felt that "must buy" requirements often induce the national advertiser to "add $200 to his budget" to reach WNOK-TV and similar markets which are not basic affiliates. He termed as "utterly ridiculous" charges that networks dominate their affiliates, citing WNOK-TV's refusal to clear *$64,000 Question* in favor of a local baseball game.

The WNOK-TV official thought strong networks are "far more necessary" in tv than they ever were in radio, particularly to uhf affiliates.

Donald W. Thornburgh, *president, WCAU-TV Philadelphia:*

Mr. Thornburgh, a large-market affiliate along with Mr. Hayes, took issue with Mr. Moore's testimony which used WCAU-TV as an illustration in his March testimony. Mr. Thornburgh denied that WCAU-TV is unresponsive to the needs of the local public because of network "control."

Calling Mr. Moore's conclusions "utterly without foundation," Mr. Thornburgh said WCAU-TV is responsible for its tv operations; feels that "enthusiastic acceptance" of the station's programming demonstrates it programs in the best interests of the public in the Philadelphia area; that the station has an "excellent" pattern of network programs and does an "outstanding" job of local and public service programming; that WCAU-TV is a working partner of CBS-TV and that both benefit from this relationship; and that non-network programs are not denied access in Philadelphia.

Mr. Thornburgh noted several CBS-TV programs created by the Philadelphia outlet and mentioned its nine hours daily of locally-originated programs. He cited numerous major awards to WCAU-TV for local general programming.

He read statistics to show that, compared with KTTV, WCAU-TV airs far more local live public service programming, educational, news and agriculture. As for local film programs of this type, the disparity is even greater, he said. Mr. Thornburgh also described WCAU-TV superiority in other types of programming.

Far from the network dominating WCAU-TV, the station has been responsible for CBS-TV changing its own programming in some instances, he said, noting also that the CBS-TV Affiliates Advisory Board has been outstanding in helping CBS-TV improve its programming.

August C. Meyer, *president, WCIA (TV) Champaign, Ill., and also representing CBS-TV affiliates KHQA-TV Hannibal, Mo.; WREX-TV Rockford, Ill.; WTVH (TV) Peoria, Ill.; WHBF-TV Rock Island, Ill., and KFVS-TV Cape Girardeau, Mo.:*

Regulation of the networks, Mr. Meyer said, "is not going to make a Santa Claus out of the advertiser. He is still going to invest his advertising dollars in the manner and the media which he believes will bring him maximum results." If regulation makes it difficult for the advertiser, Mr. Meyer continued, "he might take his advertising elsewhere and place it in other media."

From the point of view of WCIA, a station in a medium market, network option time and must buys not only are desirable but essential, Mr. Meyer said. He said WCIA has developed non-network and local programming, with a "strong network base." He added that "allocations and other problems should not be confused with network operations."

Francis E. Busby, *executive vice president, WTVY (TV) Dothan, Ala.:*

Mr. Busby said WTVY receives live CBS programs from WRBL-TV Columbus, Ga., by microwave, at comparatively small cost. A CBS-TV affiliate under the Extended Market Plan, WTVY carries commercial and sustaining programs under EMP and carries commercial programs not bought in WTVY's market, with commercials deleted.

Revenues from CBS are not large, but cover cost of delivery of the programs, permitting WTVY to sell programs and adjacent announcements which otherwise would not be available, Mr. Busby said. CBS receives no free hours from WTVY, he said, adding that CBS voluntarily doubled WTVY's rate after five months' affiliation. Without EMP, Mr. Busby added, it is doubtful that WTVY could continue operating. He described the plan as the "greatest single contribution" to further the small market station.

THE ABC AFFILIATES

Frederick S. Houwink, *general manager, WMAL-TV Washington:*

Mr. Houwink, chairman of ABC-TV Affiliates Assn.'s board of governors, said ABC tv affiliates are the "poor relations" of tv broadcasting and that only independent un-affiliated stations have greater problems.

Although ABC affiliates are the "have nots" of tv, Mr. Houwink said, "We do not want government regulation, or any other outside restriction or influence . . . in our competitive battle with . . . strongly entrenched . . . CBS and NBC television affiliates."

ABC affiliates "know" this competition can be "overtaken" by imaginative programming which will capture audiences, said Mr. Houwink, adding, "We are confident that ABC can help us do it." It is essential that ABC have access to the market, particularly the top 50 markets, he continued.

Citing studies by Television Bureau of Advertising and N. C. Rorabaugh Co., Mr. Houwink produced figures indicating that most national and regional spot tv purchasers buy no more than 50 to 75 stations, determined by their location in top markets. Since advertisers will pour most of their money into top markets, the limiting factor in these markets is channel allocations and no change in network option time hours will alter this, Mr. Houwink said.

The WMAL-TV manager said a check of 23 ABC affiliates in the top 50 markets with three vhfs shows that 20 have a substantial number of unsold hours in network option time available to all advertisers. ABC affiliates would be glad to find sponsors for these availabilities and hope ABC can sell virtually all this option time this fall, Mr. Houwink said, for then affiliates can bring to viewers the "superior type of programming that experience has shown can be obtained through the network system."

Harold V. Hough, *director, WBAP-TV Fort Worth, Tex.:*

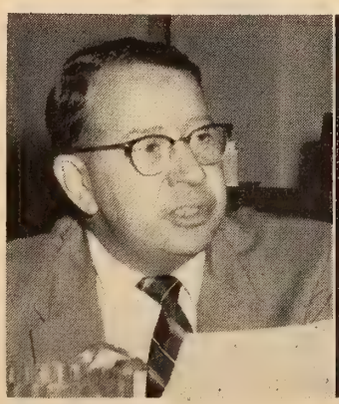
Mr. Hough said he is worried about Mr. Moore's proposal to reduce network time in evening hours. He said he didn't know how WBAP-TV could fill the resulting vacant time and at the same time keep viewers posted on current national events. Since most stations would have trouble filling the vacancy with local live programming, they would have to buy syndicated films, prices would soar and the stations would be "thrown into a lion's den," Mr. Hough continued.

If syndicated half-hour films were not used, it would mean old movies, which would create trouble for the station in editing them down from 1½ hours, Mr. Hough continued, adding that many live presentations would have to be curtailed or omitted because of their length. Mr. Hough said he thought elimination of one hour of a station's prime evening option time "would be a disastrous thing for all."

Sarkes Tarzian, *principal owner, WTTV (TV) Bloomington, Ind.:*

The present tv system would not be in existence, Mr. Tarzian felt, except for the initiative and gamble networks took to develop programs. It is unwise, he said, to listen to "special interest groups who for their own benefit are trying to break up a system that has been productive of the common good."

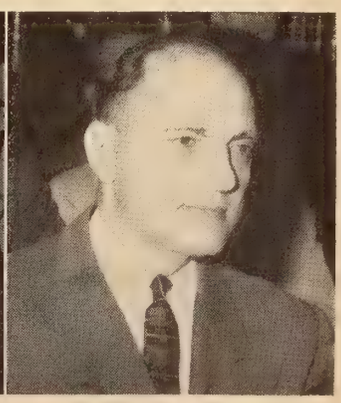
Mr. Tarzian said the present cooperative station operation and network system contribute more good programming to more people because "it is rooted in a desire to reach and serve the maximum number of people." He



MR. HOUWINK



MR. HOUGH



MR. TARZIAN

said the government through the FCC should encourage licensing of new stations and should eliminate the excise tax on all-channel tv sets.

THE NBC AFFILIATES

Lawrence H. Rogers II, *vice president-general manager, WSAZ-TV Huntington, W. Va.:*

Mr. Rogers praised NBC's *Tonight,* which he said brought his station "fresh, new programming" in the late evening period instead of old movies, "a stereotyped form of late-night time killer which has become a sort of nationwide joke." *Today,* he said, opened up entirely new early morning hours to many stations. Detractors of networks actually derive their greatest sales benefits when their shows are run adjacent to successful network shows, he continued.

Perhaps the general excellence of network programs has led to the tendency of many stations to be lax in local programming, Mr. Rogers said, but a station with strong local programming enhances its network programs.

Mr. Rogers advocated six-year license periods, with stations reporting annually to the FCC on "program accomplishment and evaluation." The six-year license period, he said, would achieve longer and more stable affiliation contracts and greater administrative efficiency and qualitative analysis by the FCC.

Joe Floyd, *president, KELO-TV Sioux Falls, S. D., and satellite KDLO-TV Florence, S. D.:*

Mr. Floyd said when KELO-TV went on the air in 1953 he was faced with a circulation problem and that of national spot, local and network sources, only the networks helped him by giving him all the "across the board" programs they had available, plus help from their sales service and station relations departments. Only the networks were interested enough in KELO-TV's potential to make programming available, he said.

Again, the networks helped in paying their proportionate share on a per program basis for a live network connection for KELO-TV after which KELO-TV circulation jumped and the station was able to accommodate other advertisers, he continued. Mr. Floyd said that he now carries local and national spot advertisers in and adjacent to KELO-TV's option time, but never has KELO-TV's primary network, NBC, nor ABC and CBS, demanded cancellation of any of these programs, Mr. Floyd said.



NBC-TV affiliates who gave full support to the network in hearings last week included (l to r): seated, Jack Harris, KPRC-TV Houston; Thomas Gilchrist, WJHP-TV Jacksonville, Fla.; Harold F. Gross, WJIM-TV Lansing, Mich.; Thomas P. Chisman, WVEC-TV Norfolk, Va.; Walter E. Wagstaff, KIDO-TV Boise, Idaho; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Edward Breen, KQTV (TV) Fort Dodge, Iowa; standing, Harold C. Stuart, KVOO-TV Tulsa, Okla.; Dr. Edward C. Lambert, KOMU-TV Columbia, Mo.; Robert D. Swezey, WDSU-TV New Orleans; B. T. Whitmire, WFBC-TV Greenville, S. C.; Harold Essex, WSJS-TV Winston-Salem, N. C.; W. W. Warren, KOMO-TV Seattle, Wash., and Owen Saddler, KMTV (TV) Omaha, Neb.

Owen L. Saddler, *executive vice president, KMTV (TV) Omaha, Neb.:*

Mr. Saddler said that although KMTV has been on NBC's "must buy" list since affiliating in January this year, the station acceded to one network advertiser's desire not to go into the Omaha market and now has in this period a syndicated film. The sponsor of a CBS program in 1951 indicated his distribution was not too satisfactory in the Omaha area, with the result that KMTV filled the period locally with a program that still is on the air in prime evening time, he said. Mr. Saddler said networks are "more reasonable and gentlemanly" than many film syndicators, with all network programs on a 28-day cancellation basis while some syndicators insist on a firm 52-week contract.

The KMTV head said networks syndicate some of their own programs and sell films to *all* stations, thus furnishing competition to themselves and their own affiliates.



William L. Putnam, *general manager, WWLP (TV) Springfield, Mass., a uhf station:*

Mr. Putnam said WWLP is affiliated both with NBC and ABC, but since NBC has more programming to offer and the station thus uses more of that network's programming, "we, naturally, orient our thinking around the NBC programming." WWLP's ABC programming is limited, but of high quality, he said. NBC also has aided WWLP in promotion and other matters, Mr. Putnam continued.

"NBC has helped us and we are grateful," Mr. Putnam said. "If there is anything malicious to be said about networks I am not about to say it, for I have absolutely no reason."

Edward Breen, *president, KQTV (TV) Fort Dodge, Iowa, a uhf outlet:*

Noting first that Fort Dodge is a small market and that "national advertisers avoid it by the hundreds," Mr. Breen commended NBC's Program Expansion Plan: "We embraced it as we would a long-lost brother." He called PEP the "greatest leg-up that small town television had ever gotten. . . . For our corporation it has meant salvation. . . . We owe NBC and its people for everything we are today."

KQTV, Mr. Breen said, is part of NBC's PEP package, and in other cases gets NBC programs on a sustaining or co-op basis, paying the network a small fee for the co-op arrangements and being allowed to sell its own spots where network commercials have been deleted.

Mr. Breen called on Congress to "tax one-lung (vhf-only) television [sets] out of existence."

Thomas P. Chisman, *president, WVEC-TV Norfolk-Hampton, Va., a uhf station:*

Mr. Chisman said WVEC-TV went on the air in February 1953, affiliated with NBC in June 1953 and sold all but one network advertiser. This advertiser has since ordered the station, but WVEC-TV declined the order and sold the period locally. NBC never has exerted any pressure to recapture the time, he said. WVEC-TV's occasional pre-emptions of network programs to carry programs of interest to local viewers never have been questioned by NBC, he added.

The WVEC-TV president felt no local station can duplicate NBC's news service in coverage and depth. Mr. Chisman said the basic difference in the philosophy of film companies and networks is that the former are interested only in the amount of money they can get for their properties, while "the sense of public responsibility of the networks [is] unmatched by any other business in the country."

Robert D. Swezey, *executive vice president-general manager, WDSU-TV New Orleans, and vice president, WAFB-TV Baton Rouge, La.:*

Mr. Swezey said that although two vhf prefreeze grants besides WDSU-TV were made to others in New Orleans, the permittees decided not to go on the air because of "uncertainties" about the future of television. Until WJMR-TV (a uhf) began there in 1953, he said, WDSU-TV held an "involuntary monopoly." Although WDSU-TV probably has more network programs available to it than any other station in the country, of its 123-plus hours of weekly programming, more than 62 hours are local of which 19 hours are local live, he added.

He described WDSU-TV accomplishments in local and area news and public service programming and said the station often recaptures network option time for events of local importance. WDSU-TV also has found it possible to carry "virtually all of the top syndicated film properties," Mr. Swezey said. At present local advertisers sponsor 33 local programs and program series, while 70 local clients carry spot schedules, he continued.

He felt there are "more than enough" tv allocations for New Orleans, with a second vhf channel in a three-way contest, one vhf channel reserved for educational tv and three additional uhf allocations.

Joe H. Bryant, *president, KCBD-TV Lubbock, Tex.:*

Mr. Bryant said he believed that neither KCBD-TV, nor its CBS-affiliated competitor, KDUB-TV, could be sustained economically "without the network process affording us the program resources that we have throughout the day-and-night time periods."

Only after buying NBC's basic station group, Mr. Bryant said, do advertisers further extend their purchases to optional affiliates such as KCBD-TV, and without this arrangement, this business potential "would be lost to us."

Top syndicated film shows cost KCBD-TV $200 an hour, he said, adding that if this same pro-rata cost were applied to the hours devoted to network programs, the station would find it economically impossible to operate. Network programs are of higher character and quality than others, Mr. Bryant said, and "thereby stimulate the viewing interest of the people, affording us the opportunity of selling this audience to the advertiser."

Irvin G. Abeloff, *vice president-general manager, WXEX-TV Petersburg, Va.:*

Mr. Abeloff confined his discussion to disputation of testimony to the committee last month by Wilbur M. Havens, president of WTVR (TV) Richmond, regarding NBC's switch of tv affiliation from WTVR to WXEX-

Sales Management's Area Growth Ratings, 1945-1955, show that . . .



More people have more money to spend in the WBRZ area than ever before, because . . .

Population is UP 84%

Food Store Sales are UP 209%

Effective Buying Income is UP 100%

There are $899,481,000.00 spendable dollars earned from oil gas sulphur industry and agriculture

AND ONLY ONE TELEVISION STATION COMPLETELY COVERS THIS RICH HEART OF LOUISIANA



WBRZ Channel **2**

BATON ROUGE, LOUISIANA

Power: 100,000 watts Tower: 1001 ft.

NBC-ABC

Represented by Hollingbery

TV and from WTVR's radio affiliate, WMBG Richmond, to WXEX-TV's radio affiliate, WLEE Richmond, in 1955 [B•T, May 21].

Taking issue with testimony by Mr. Havens that NBC Radio switched to WLEE and that WLEE carried the "complete *Monitor* program from the time it began on Saturday morning until the time it ended on Sunday night," Mr. Abeloff said that, on the contrary, WLEE, on a typical weekend during the same month (October 1955) it affiliated with NBC, carried *Monitor* only 11½ hours of the 40-hour weekend schedule. Under questioning by Mr. Cox, he said WLEE never carries more than 16 hours of *Monitor* per weekend.

Turning then to Mr. Haven's hint that there might be some connection between WXEX-TV's affiliation and its change in its FCC application to specify RCA transmitter equipment instead of the originally-specified DuMont Labs gear, Mr. Abeloff said:

". . . [Mr. Havens] has made an insinuation rather than a formal charge and this insinuation is completely unsupported by the facts.

"Mr. Havens is trying to read the minds of third persons, namely, the officials of the National Broadcasting Co. I shall not attempt a similar feat. . . .

"However, I can speak positively about any relationship between our purchase of RCA equipment and our securing an affiliation with the NBC television network. There was absolutely no connection. At no time did any official of NBC attempt in any way to influence us in our equipment purchases."

Questioned on WXEX-TV's reasons for changing equipment, Mr. Havens said the then-planned WXEX-TV decided to change transmitters from DuMont to RCA in the spring of 1955. He said the reason was "partly" technical. The other factor, he said, was that the applicants received advice from sources which "were using the two types of equipment we were considering." Also involved, he added, was the applicant's decision to issue more stock, with the local underwriter for this transaction advising WXEX-TV that "his sale of stock would be more easily done with one type of equipment rather than another."

Asked whether NBC or WXEX-TV made the initial approach for affiliation, Mr. Abeloff said NBC did in the late fall of 1954. He said the station management and NBC had discussed clearance of programs, but that no discussion was held about NBC difficulties in clearing programs with WTVR, its affiliate at that time.

He said NBC officials asked what WXEX-TV's policy would be on clearance and "I told them I would try to cooperate." He told Mr. Cox the station now clears almost all NBC programs in non-option time, but doesn't clear "certain programs" in option time which conflict with local programs.

William W. Warren, *executive vice president-general manager, KOMO-TV Seattle:*

During the week of May 27 in the Seattle-Tacoma market, Mr. Warren said, there were 32 half-hour syndicated film programs scheduled in prime time on the three vhf network stations between 7 and 11 p.m., with only 15 fully sponsored, and with 28 of the 32 programs between 7:30 and 10:30 p.m.

"Certainly," he said, "there is no dearth of available time or programs for local, regional or national advertisers" from 7:30 to 10:30 p.m. Advertisers in this market prefer the multiple presentation of their commercials, he added.

Mr. Warren said network programs have given the "tremendous impetus" to set sales in this area, while other sources such as local and film programming have been able to trade on the basic circulation created by the networks.

Jack Harris, *vice president-general manager, KPRC-TV Houston:*

Mr. Harris said fewer and fewer quality film shows are being offered for local syndication, the syndicators seeking to make their programs available first to the network or national network clients and then offering them, after network exposure, to local stations. Sale to the network advertiser eliminates the risk of the film ventures, plus the cost of individual sales, he said.

The KPRC-TV manager said his station has a difficult time finding suitable, first-rate, first-run film material for its available periods. Film syndicators are not making their programs available in color because it is not profitable to them. He said he strongly opposes any effort to "force" a market for "somewhat shopworn products which have already passed the peak of usefulness."

Harold F. Gross, *president, WJIM-TV Lansing, Mich.:*

Mr. Gross told the committee that without network news service, WJIM-TV could not compete with the newspaper; that the station met complaints when it inaugurated a program in 1950 depending in part on a nationally syndicated film service because the news was up to 48 hours old when programmed on WJIM-TV.

He said the box office of the film business is declining and film people want to show old movie films and clips on tv during prime evening hours. He cited a list of mediocre or unknown talent appearing in a group of 630 old film clips he said was sold to WJIM-TV in 1950 for $8,000. If there were not a network service available to tv stations like WJIM-TV, he said, these stations "would have to create one."

Dr. Edward C. Lambert, *general manager, KOMU-TV Columbia, Mo., commercial tv station owned and operated by the U. of Missouri:*

Dr. Lambert said "altruistic" would be a better word to describe the networks than



"monopolistic." He said NBC executives must have known they would lose money for several years in the central Missouri area when the network affiliated with KOMU-TV in early 1953 because of the low set count. Interconnection was achieved by the station at great expense to NBC, Dr. Lambert told the committee, adding he felt sure public service, not profit, was uppermost in the minds of NBC officials in bringing the area good network fare.

Although there now are nearly 100,000 tv sets in the KOMU-TV coverage area, Dr. Lambert said he doubted if NBC was doing better than breaking even. Besides help and advice and indoctrination of the station personnel by the network, NBC made special arrangements to bring special programs of educational value to this area—serving two universities and nine colleges —on a sustaining basis, when programs were not purchased in this market, Dr. Lambert said.

NBC has several times accepted less valuable time on a delayed basis so KOMU-TV would not lose a client in an option time period, Dr. Lambert said, adding that the network never has forced the station to move a client to accommodate a network program.

Walter E. Wagstaff, *KIDO-TV Boise, Idaho:*

Mr. Wagstaff said KIDO-TV's basic rate to a network advertiser is $200 an hour and the station is compensated by NBC and ABC at $50, while it costs the station $104.50 per hour to operate. Just "riding the network" would be suicide for KIDO-TV, he said, since only 12.6% of KIDO-TV's income is from networks. Thus, he said, network programs are important to the small market station as a program source, not for revenue; however, adjacencies to the better network shows are much sought after by advertisers, making network programs an indirect source of additional station revenue.

It would be just about impossible for the average station to get along without film, but film serves in one area and networks in another, so that neither could replace the other, he added.

While it is often impractical and uneconomic for an advertiser to buy every market in the country, Mr. Wagstaff said, it seems essential that network relations with advertisers and affiliates be worked out so as to bring the outstanding programs to markets which do not fit the advertiser's distribution pattern so well.

Thomas S. Gilchrist Jr., *general manager, WJHP-TV Jacksonville, Fla., a uhf (also supervises WESH-TV Daytona Beach, ch. 2):*

Mr. Gilchrist said the trouble with tv lies in the scarcity of competitive stations. He said WJHP-TV is a primary affiliate of NBC and that the network has bent every effort to helping the station, but probably will move to ch. 12 when that channel is finalized and becomes the second vhf outlet in that city.

He claimed 90% uhf conversion in WJHP-TV's home county with a lower percentage in surrounding counties and credited high uhf conversion to strong network programming, substantial power, adequate station financing and promotion. If any affiliate is at the mercy of a network, it is the uhf station, Mr. Gilchrist said, "Yet, I can offer only praise for the cooperation we have received." WJHP-TV, despite good programming, does not have as strong an audience as its vhf competitor because of uhf conversion and reception problems, he said.

Harold C. Stuart, *executive vice president, KVOO-TV Tulsa:*

Mr. Stuart said KVOO-TV has been "very happy and pleased" with relations with NBC; that before going on the air KVOO-TV discussed affiliation with all three tv networks.

NBC, in addition to furnishing network programming, has been "extremely helpful to us in all forms of telecasting and also radio broadcasting," he said. The NBC staff has assisted the station in discussing construction of the new studios KVOO-TV is building at present, he added. This covers "what we should put into it, our programming, our sales promotion and everything else." This is a service KVOO-TV could not get otherwise, Mr. Stuart said, "and I certainly want to commend them."

Harold Essex, *vice president-general manager, WSJS-TV Winston-Salem, N. C.:*

Describing the variety of public affairs, religious, educational and special programs carried on networks, Mr. Essex said film offerings are limited "almost solely" to lighter forms of entertainment, such as situation comedies, thrillers, westerns and variety shows.

He felt it would be "foolhardy" to jeopardize "such a fine diversified service even to a slight extent in order to make way for purely entertainment offerings of those who would abolish option time."

Mr. Essex said option time "seems to be the adhesive which enables the aggregation of separate stations to cooperate effectively." If the time comes when network operation no longer is as effective as today, he said, then the independent operators have the right to make their choice—network or not. Until then, he said, "we request now a continuation of the right to grant, if we so choose, option time to the network with which we are affiliated."

B. T. Whitmire, *general manager, WFBC-TV Greenville, S. C.:*

A primary affiliate not on the NBC-TV must-buy list. WFBC-TV must sell agencies on including the station on network programs, Mr. Whitmire said. He contended networks are necessary, adding that they are subject to exaggerated deprecation by would-be detractors who seek radical changes for private gain.

A network affiliation is essential for the sta-



tion, he said. He felt option time is necessary for successful network operation and option hours have not precluded WFBC-TV from clearing time during prime viewing hours for outstanding local programs (five hours, 45 minutes of Class A option time during the current week). The tv industry has found "substantially the right prescription" and "major surgery is not indicated."

Harold P. See, *general manager, KRON-TV San Francisco:*

Film distributors, regional and local advertisers have access to a substantial part of tv broadcast time in a three-station market and can have more time when a fourth channel is added, Mr. See said. He explained that KRON-TV, an NBC-TV affiliate, pays film distributors over $800,000 a year, with sponsors paying another $254,000.

Film distributors supplied 43% of the station's programming during the June 3-9 week, he said, adding that the June 24-30 week will consist of network live programs 51.4%; local live 5.4%; feature film 24.4%; syndicated half-hours 18.8%. Films from all sources will constitute 43.2% of the weekly broadcast hours.

The answer to the program problem lies in providing additional facilities with time segments, not tearing down the network option time structure, he said. The plan to designate 8-9 p.m. as time free from option agreements doesn't mean stations would necessarily devote the time to half-hour films, he argued.

Mr. See credited tv with supplying the "mainspring" of the increase in gross national product from $285 billion in 1950 to $387 billion in 1955, doubting if this could have been achieved "on an uncoordinated piece-meal basis." He felt the evolution required "the integration and comprehensive scope of network program services."

OTHER TESTIMONY

Ely A. Landau, *president, National Telefilm Assoc. Inc.:*

Mr. Landau said a monopoly exists in television which is "born of scarcity, a monopoly sired, fostered and perpetuated by the FCC." He said NTA Television Film Network, an NTA subsidiary, will "shortly be engaged in the network business" as the country's fourth tv network (see story, page 48).

He said there "should and must" be a one-transaction method of securing national advertisers and that "appreciation and acclaim" are due the tv networks, but "we are . . . at a loss to understand the cloak of unselfishness that some have ascribed to the networks for their contribution to the growth and development of the television industry."

Mr. Landau said he believes even the networks realize a monopoly exists and criticized what he called a "station monopoly." For example, he said, the only vhf station in Toledo, Ohio [WSPD-TV], is affiliated with all three networks, although Toledo is the 47th ranking consumer market. Although the station serves only 358,740 families, its rates are higher than those in far larger markets where there are more stations. This situation stems from scarcity of stations, he said.

WRCA-TV New York enjoys higher rates than unaffiliated stations in that market because of the "powerhouse" NBC programming, which is a second form of monopoly, Mr. Landau said. Networks control the 7:30-10:30 evening hours because the FCC has "consistently failed to do anything about it," Mr. Landau continued.

The NTA president took issue with criticism of film syndicators by NBC President Robert W. Sarnoff and said, "Maybe it's high time that the networks stopped taking the bows" for such [independently filmed] shows as *I Love Lucy, December Bride, Private Secretary, Schlitz Playhouse of Stars, Ford Theatre, Father Knows Best, The Adventures of Rin Tin Tin* and others. Mr. Landau cited other "outstanding" filmed offerings to tv which have been shown first as motion pictures.



MR. LANDAU

A reduction in option hours will add only a few more hours for sale of filmed programs, he said, while stations benefiting would be the large market independents.

Mr. Landau described NTA's "noble experiment" with General Electric last year to help stations, primarily uhf, to solve programming and financial problems, and said failure of the project stemmed from the failure of the FCC to act on uhf.

Donald G. McGannon, *president, Westinghouse Broadcasting Co.:*

Mr. McGannon said WBC had waited until last week to present its viewpoints on subjects of interest to his company to keep from appearing several times before the committee.

The WBC president's statement dealt with the parent company's role in broadcasting from the founding of KDKA Pittsburgh Nov. 2, 1920. Mr. McGannon described the firm's public service programming on individual stations and on WBC stations as a group. Describing WBC's relations with networks, he said the firm believes option hours are necessary for an effective network operation.



MR. McGANNON

Despite some differences with networks (see story, page 73), WBC's relationships generally have worked out amicably with due recognition to the parties concerned, he said. Mr. McGannon said WBC believes many stations program too many network shows in non-option time, to the detriment of local programming, but felt these shortcomings can be resolved without governmental intervention.

WBC, Mr. McGannon said, advocates a five-year affiliation contract instead of the present two years, so stations can do long-range planning without a feeling of insecurity engendered by the shortness of the contract. He felt networks should own stations so they will know the problems of day-to-day operation of stations. He said WBC opposes FCC regulation of networks because they are "vastly complex and sensitive" operations which such regulation might upset.

On allocations, Mr. McGannon recommended continuance of full power vhf stations in metropolitan areas because reduction in cover-



age will result in a "shocking reduction in the service to major segments of the population and particularly to those in the rural areas."

For instance, he said, if WBC's WBZ-TV were restricted to the Boston metropolitan area more than three million people would be denied service they have received since 1948.

Any change in existing service should be made only after a "full and complete re-evaluation of uhf," Mr. McGannon said. He said such a study would be supported by WBC and should be done with "expediency and dispatch." It appears to be appropriate, he said, to use "all available effort" to expand facilities so that the first hundred markets will have three comparable tv facilities and to supply incentive for uhf growth by removal of the 10% federal excise tax on all-channel sets.

WBC opposes toll tv, Mr. McGannon said, because the firm believes "the American people will subtly and unsuspectingly be anesthetized into the payment of huge sums, which, though individually nominal, will have a colossal cumulative total."

Questionnaire Sent To All Tv Stations

THE FCC's network study staff has sent all tv stations a 31-question questionnaire and has asked that it be completed and returned by July 31.

The new questionnaire is aimed at developing information regarding network and non-network programming and revenues for all stations. It follows within weeks a similar questionnaire sent by the same group to all tv networks [B•T, May 14].

In a covering letter, Roscoe L. Barrow, dean of the U. of Cincinnati Law School and director of the network study, remarked that the existing chain broadcasting rules were adopted for radio more than 13 years ago. Since then, he recalled, radio has changed, television has "rapidly developed," and "network broadcasting has undergone substantial change."

"In the light of these developments," Dean Barrow wrote, "it is essential that the Commission reappraise the efficacy of these rules in achieving their objectives."

The study, Dean Barrow declared, is concerned with the "opportunities which affiliated and independent stations have to secure national, regional and local advertising, to take advantage of network and non-network program sources, and to initiate local programs so as to supply the needs of the people served by the particular station."

The questionnaire was drawn after meetings with representatives of networks, national spot companies, advertising agencies, talent agencies, film syndicators, AT&T, non-affiliated stations, uhf broadcasters and others, Dean Barrow said. It was also given a "dry-run" with two stations and with broadcaster groups, he added.

The questions deal with such matters as:

- Affiliations.
- Other broadcast station ownership.
- Number of tv sets in service area.
- Rate card charges.
- Station representation.
- Programs for a composite week (ranging from Monday, Dec. 12, 1955, to Sunday, May 6, 1956) including network sponsored and sustaining, in option or other time, local live or film, syndicated film, feature film and sustaining.
- Percentages for composite week using the FCC's definitions of entertainment, religious, agricultural, educational, news, discussions and talks—plus source of program, commercial or sustaining and time segment in which shown.
- Spots and participating announcements and when used; also whether national and regional advertisers or local advertisers.
- Net revenue from non-network time sales for sponsored programs, participating announcements and spots from national and regional advertisers, and local advertisers.
- Type of local advertising by product grouping, ranked according to net time billings.

In its questionnaire to networks, the network study staff asked similar details regarding network operations especially network compensation to affiliates, payments by advertisers to networks for time, programs and other services.

Three months ago, the Senate Commerce Committee sent a questionnaire to all network affiliates asking similar questions.

McGannon Tells Why WPTZ (TV) Was Sold

WESTINGHOUSE Broadcasting Co. still would be operating WPTZ (TV) Philadelphia—instead of selling the property (now WRCV-TV) to NBC—if the station had not been faced with loss of NBC affiliation, the Senate Commerce Committee was told last week.

WBC President Donald H. McGannon, testifying before the committee Tuesday on network affiliation practices and other subjects of concern to Westinghouse, said WBC went through with the NBC-WBC swap of radio and tv stations in Philadelphia and Cleveland because NBC had indicated it wanted an owned outlet in Philadelphia. He told Kenneth Cox, committee radio-tv counsel, that NBC had intimated



that if WBC and the network could not come to terms, NBC would acquire another station in the Philadelphia area on which it would put NBC programs, leaving WPTZ to affiliate with ABC.

The "swap" contract, signed May 16, 1955, approved by the FCC in December and consumated in January 1956, involved trading of WBC's WPTZ (TV) and KYW Philadelphia for NBC's WNBK (TV) and WTAM Cleveland, with WBC getting $3 million difference—based on an estimated $600,000 annual differential in earning power between the two properties for five years.

Mr. McGannon made his statements after being questioned on his suggestion that a network's functions in operating a programming service to stations and as an entity engaged in acquisition or upgrading of owned stations be separated. Mr. McGannon had no general or specific idea on how this should be done, but thought it should be considered.

The WBC president said he did not believe NBC affiliation with other WBC properties was a factor in the swap negotiations. Although WBC bought KDKA-TV Pittsburgh during the NBC-WBC negotiations, he said, KDKA-TV does not even have an option time agreement with NBC, although it "ultimately" intends to become a full NBC affiliate, when Pittsburgh has additional vhf outlets. As for WBC's WBZ-TV Boston, the NBC affiliation there was continued as a matter of course, without entering into the negotiations, he said.

Mr. McGannon said that although his firm likes the Cleveland market and thinks its new stations there are having success, Philadelphia, on the other hand, was WBC's top market. He said WBC had assigned a valuation of almost $5 million on WPTZ's NBC affiliation in purchasing the station in the summer of 1953 for $8.5 million. At that time the NBC affiliation had six months to run and NBC indicated it would renew and did renew Jan. 1, 1954. NBC-WBC negotiations for the swap began in September 1954, nine months after renewal of the affiliation, Mr. McGannon said.

The WBC executive told Sen. John O. Pastore (D-R. I.), presiding, that he feels networks should be allowed to own stations—subject to the limitations he suggested—because owned station revenues help support the financial risks of operating a network, that being a licensee of stations helps a network in understanding the problems of all stations and because there are no "compelling" reasons why a network should not own stations.

Mr. McGannon said that WRCV-TV and WRCA-TV New York have coverage overlap in their grade B contours, but not in grade A contours, the latter prohibited by FCC regulations.

Questioned by Sen. John W. Bricker on whether networks should be licensed, Mr. McGannon said network regulation would set up standards of programming and thus, censorship; that under regulation networks would be uncertain of their future and this would affect their ability to attract capital; that "fundamentally," a network is a program service and no suggestion has been made that other program sources be regulated; that government supervision would destroy their creative functions.

John W. Steen, WBC attorney accompanying Mr. McGannon, was asked by Sen. Bricker whether he felt an amendment of the Communications Act, providing for government regulation of networks, would be sustained by the courts. Mr. Steen said he thought there was no question the courts would sustain such an amendment.

WCDA-B	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WRVA-TV	*Richmond*
WSYR-TV	*Syracuse*

The only exclusive TV national representative

Harrington, Righter and Parsons, Inc.

NEW YORK, CHICAGO, SAN FRANCISCO, ATLANTA

Seven Station Sales Get Approval by FCC

Triangle gets WNHC-AM-FM-TV for $5.4 million, Cowles WHTN-AM-TV for $635,000. Others bring total to $7 million-plus.

SEVEN major station ownership changes were approved by the FCC last week—with the total bill amounting to over $7 million. Among the seven were the $5.4 million sale of WNHC-AM-FM-TV New Haven, Conn., from Aldo DeDomincis and Patrick Goode and associates to Triangle Publications Inc., and the $635,000 sale of WHTN-AM-FM-TV Huntington, W. Va., from Sol J. Hyman and family to Cowles Broadcasting Co. Other sales approved involved KGIL San Fernando, Calif., WCMI-AM-FM Ashland, Ky., KLYN Amarillo, Tex., WKBS Mineola, N. Y., and WAAB Worcester, Mass.

Acquisition of the WNHC properties marks Triangle's fourth purchase in the last year and places it in the top bracket of station ownership. Triangle already owns *Philadelphia Inquirer*-WFIL-AM-FM-TV Philadelphia, WNBF-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa., WLBR-TV Lebanon, Pa. (subject of protest hearings), and 50% of WHGB Harrisburg, Pa.

In this purchase, Triangle (Walter H. Annenberg and family) is acquiring the pre-freeze ch. 8 New Haven outlet, affiliated with ABC and supplementary CBS-TV. The am station operates on 1340 kc with 250 w, and is affiliated with ABC.

WNHC is currently leading the protest against FCC approval of the sale of uhf stations WGTH-TV Hartford to CBS and of WKNB-TV New Britain to NBC.

With the purchase of WHTN-AM-FM-TV, Cowles Broadcasting Co. raised its broadcasting interests to five tv and four radio properties. Cowles stations are KRNT Des Moines and KVTV (TV) Sioux City, both Iowa; WNAX Yankton, S. D.; 60% of KRNT-TV Des Moines; 47% of WCCO-AM-TV Minneapolis-St. Paul (through Minneapolis Star & Tribune Co.); 80% of KTVH-TV Hutchinson-Wichita, Kan. (through Minneapolis Star & Tribune Co.). In addition, Cowles properties include *Des Moines Register* and *Tribune, Look* magazine and *Minneapolis Star* and *Tribune*.

Ch. 13 WHTN-TV began operation in October 1955 and is affiliated with ABC-TV. WHTN, on 800 kc with 1 kw daytime, went on the air in 1947 and is an MBS affiliate.

Sale of KGIL San Fernando, Calif., by William Dolph, Herbert Pettey, Howard Gray and associates for $475,000 cash is to Texas evangelist Dr. Pierce Brooks. Dr. Brooks, from Dallas, owns several insurance companies. He has used radio in his ministry.

Independent KGIL went on the air in 1947. It operates on 1260 kc with 1 kw.

WCMI-AM-FM Ashland, Ky., passes from Gilmore Nunn and Charles Sawyer to George H. Clinton for $165,000. Mr. Sawyer, 70% owner of station, is former Secretary of Commerce in President Truman's cabinet. Mr. Clinton is general manager of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both W. Va., serves as NARTB Third District director, and owns 40% of WTMA Charleston, S. C.

CBS-affiliated WCMI operates on 1340 kc, with 250 w.

KLYN Amarillo, Tex., was sold by R. G. Hughes to Kenyon Brown for $20,000 in notes and a five-year lease on land and buildings at

Gherilah ibn Saud *has* الخبرة الفنيّة

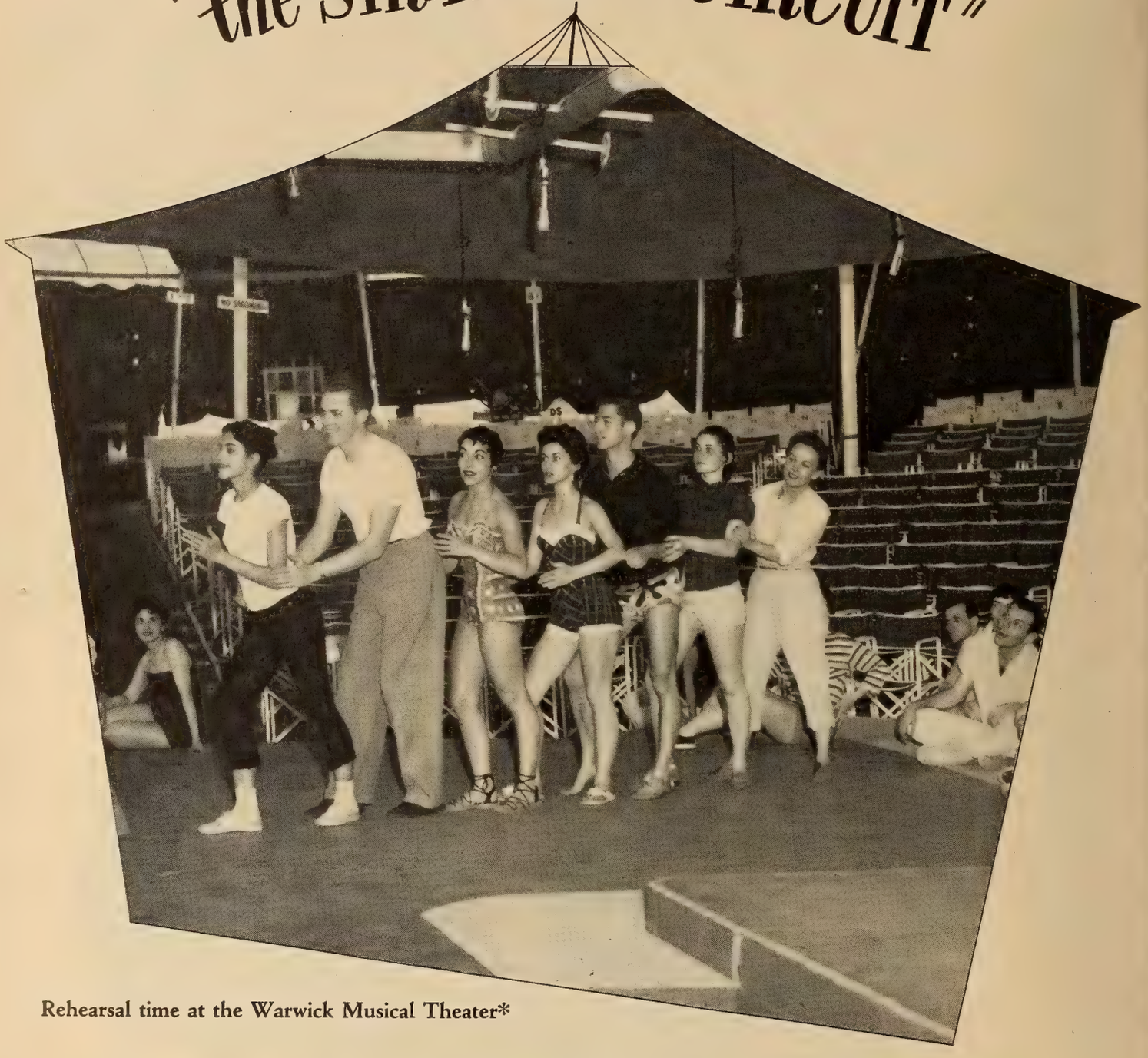
الخبرة الفنيّة is the Arabic for KNOW-HOW which the world over is the key to good jobs, good pay and family security.

Gherilah, an assistant surveyor, is employed by the Arabian American Oil Company in Saudi Arabia. He got his know-how at ARAMCO training schools. Almost 15,000 of his countrymen hold jobs with ARAMCO and more than half of them are enrolled in classes to learn special oil industry skills.

ARABIAN AMERICAN OIL COMPANY
DHAHRAN, SAUDI ARABIA • NEW YORK, N. Y., U. S. A.



WJAR-TV *covers* "the STRAW HAT CIRCUIT"



Rehearsal time at the Warwick Musical Theater*

WJAR-TV
CHANNEL
10
PROVIDENCE
RHODE ISLAND

NBC Basic — ABC Supplementary

Summer finds thousands of people relaxing in Southeast New England's popular vacation areas — Cape Cod, Newport, Narragansett Pier, Nantucket, Martha's Vineyard, the South Shore, Block Island, and Watch Hill . . . to name a few. These ideal pleasure spots are famous for the wonderful variety of enjoyment they offer, including the glamorous summer theaters. All these enthusiastic visitors naturally look to Channel 10 for the best entertainment medium of all, so your message enjoys a plus value in the good old summertime.

**There are more than a dozen popular "Straw Hats" in Channel 10's viewing area*

Represented nationally by WEED Television

$500 a month. Mr. Hughes also owns KHUZ Borger, Tex. Mr. Brown owns KWFT Wichita Falls, Tex.; 50% of KANS Wichita, Kan.; 49% of KBYE Oklahoma City, Okla.; 20% of KGLC Miami, Okla., and 33.3% of KFEQ-AM-TV St. Joseph, Mo. KLYN, operating on 940 kc with 1 kw, is affiliated with CBS.

The $116,500 sale of WKBS Mineola, N. Y. is from Key Broadcasting System Inc. to Seymour Weintraub. Mr. Weintraub is president-23.53% stockholder of KEYD-TV Minneapolis and is also president of Flamingo Pictures. Independent WDBS operates on 1520 kc with 200 w daytime.

Waterman Broadcasting Corp, acquired WAAB Worcester, Mass., for $163,000. Sole owner Bernard Waterman is sports director at WMAY Springfield, Ill. WAAB, operating on 1440 kc with 5 kw, is affiliated with ABC and MBS.

BAY AREA GRANT FOR CH. 2 PROPOSED

GRANT of ch. 2 at Oakland (San Franciso), Calif., should be awarded to Channel Two Inc., an FCC hearing examiner recommended last week. In an initial decision, Examiner Thomas H. Donahue proposed to deny the two competing applications of Television East Bay and San Francisco-Oakland Tv Inc.

Mr. Donahue found the Channel Two group (Stoddard P. Johnston, Howard L. Chernoff and others) superior or equal to the other applicants in all comparative areas except integration of ownership and management, in which he favored San Francisco-Oakland Tv Inc. (Ward D. Ingrim and William D. Pabst). Mr. Ingrim is general manager of Don Lee Broadcasting System, division of General Teleradio, and Mr. Pabst, a former General Teleradio executive, is general manager of KFRC San Francisco.

Mr. Donahue found that an option by G-T to purchase 40% of San Francisco-Oakland (canceled after the hearing record was closed) would lend some doubt as to the eventual control of the applicant.

Channel Two was accorded a clear preference for past broadcasting experience, largely from the record of Mr. Chernoff, 25-year broadcasting veteran and former general manager of KFMB-AM-TV San Diego, Calif., when that station was owned by the John A. Kennedy interests. Mr. Johnston, majority (35%) stockholder in Channel Two, is Mr. Kennedy's stepson. The examiner found that Television East Bay was handicapped in the area of broadcast-experience because of the short duration of managerial employment of Donald A. Norman, 2.10% East Bay stockholder and its proposed general manager. Mr. Norman, former NBC evecutive, served as general manager of that network's KNBH-AM-TV Los Angeles (now KRCA-AM-TV) from 1952 until 1954. East Bay is 60.85%-owned by oilman Edwin A. Pauley, former government official (in 1947-48 he was special assistant to the Secretary of the Army).

In favoring Channel Two in the area of program proposals, the examiner leaned heavily on that applicant's "service philosphy." Channel Two, he found would maintain a studio only in Oakland and program specifically to the east side of the bay area, whereas the other applicants proposed to serve both the east bay and west bay areas, with studios in each. He found Channel Two's proposal more meritorious because east-bay communities have long been neglected insofar as having a local tv outlet was concerned, whereas, the west-bay area had five tv stations.

Commission Authorizes AT&T 'Scatter' Service

FIRST regular authorization to use the newly discovered "scatter" technique for long-haul, over-the-horizon communications was issued by the FCC last week.

The Commission authorized AT&T to furnish on a regular basis radiotelephone service between Florida and Cuba, utilizing tropospheric "scatter" techniques which permit direct connection over 180 miles of water without the need for intermediate relay stations. Frequencies to be used are 840-880 kc, part of the uhf television band.

AT&T has indicated that it intends to offer television service on the same link at a later date.

The telephone company received experimental authority to test the possibilities of "scatter" propagation in December 1954. At that time, AT&T was required to protect uhf stations on or near these frequencies and the regular authorization issued last week continued these conditions.

AT&T has reported to the Commission that its experiments were successful. The regular permit to use these frequencies will permit it to augment its present submarine cable telephone communications facilities to Cuba with a radio link handling telephone and aural broadcast programs.

The phenomenon of forward "scatter" has been known for some time, but it was only in the last few years that methods of utilizing this were realized. Until recently, it was believed by engineers that vhf and uhf reception more than 40-60 miles from the transmitter were propagation aberrations. Experiments at the National Bureau of Standards Radio Propagation Lab., Boulder, Colo., at MIT's Lincoln Lab., Bell Labs., Collins Radio Co., RCA and others indicated that these "freaks" could be used since they occurred regularly.

The "scatter" signals are of minute strength and require extra-high powered transmitters and large, highly directional, high-gain receiving antennas. Vhf and uhf signals are refracted downward by both the ionosphere and the troposphere. Both are ionized layers above the earth's surface.

It has been determined that vhf frequencies (25-60 mc) using the ionosphere can be transmitted 1,000-1,500 miles regularly and reliably. Tv's ch. 2 occupies the 54-60 mc band. Uhf frequencies (300-5,000 mc) using the troposphere can be received up to 300 miles. This is the method AT&T is using to cross the Straits of Florida. The military services have been using this means to cover great distances in the Arctic and elsewhere. Because of its low signal level, "scatter" transmissions are believed difficult to jam and to intercept.

Justice Dept. Says Video Is Cause for Movies' Plight

THE PLIGHT of motion picture exhibitors today is mostly due to television, the antitrust division of the Dept. of Justice has pointed out in a report to the Senate Small Business Committee on how the 1941 Paramount Pictures consent decree has worked out.

"The motion picture industry has recently undergone and still faces a time of difficult transition," the Justice Dept. said. It pointed to theatre attendance in 1932-33 of 60 million, and in 1946-47-48 of 90 million. In 1955, the Justice Dept. reported, movie attendance was down 50%, to 45.8 million.

"This decline," the department said, "stems in the main from the growth of television." It pointed out that in January 1948, there were 17 commercial stations on the air and by January 1956 there were 482 stations on the air. "Correspondingly," Justice Dept. declared, set ownership has risen from 1 million at the beginning of 1949 to 36.9 million by January 1, 1956.

Theatres have also suffered from the competition of newly-constructed drive-ins, Justice Dept. said.

The Justice Dept. report was in answer to a request from Sen. Hubert H. Humphrey (D-Minn.), chairman of the Senate Small Business subcommittee on retailing, distribution and fair trade practices. That subcommittee heard testimony from motion picture exhibitors last March. The text of the Justice Dept. report was made public by the Senate Small Business Committee.

Commission Awards Five Am Construction Permits

FIVE new am grants were announced by the FCC last week. Construction permits were awarded to:

• Eureka, Calif.—W. H. Hansen, 790 kc, 5 kw daytime. Mr. Hansen is 33.3% owner of both KBOY Medford, Ore., and KLAD Klamath Falls, Ore.

• Palm Springs, Calif.—George E. Cameron Jr., 920 kc, 500 w daytime. Mr. Cameron is former 70% owner of KOTV (TV) Tulsa, Okla., and is a director of Hartford Telecasting Co., applicant for ch. 3 in Hartford, Conn.

• Jerome, Idaho—Northside Broadcasters Inc., 1400 kc, 250 w unlimited. Principals are President Karl Metzenberg (33.3%), continuity director at KUMA Pendleton, Ore.; Vice President Herbert Everitt (33.3%), KUMA sales manager; Secy. Tom Prescott (16.6%) and Treas. Charles L'Herrison (16.6%).

• Milford, Mass.—James W. Miller, 1490 kc, 100 w unlimited. Mr. Miller is 50% owner of WESO Southbridge, Mass., and is president of The Tele-Pool Corp., radio-tv advertising agency.

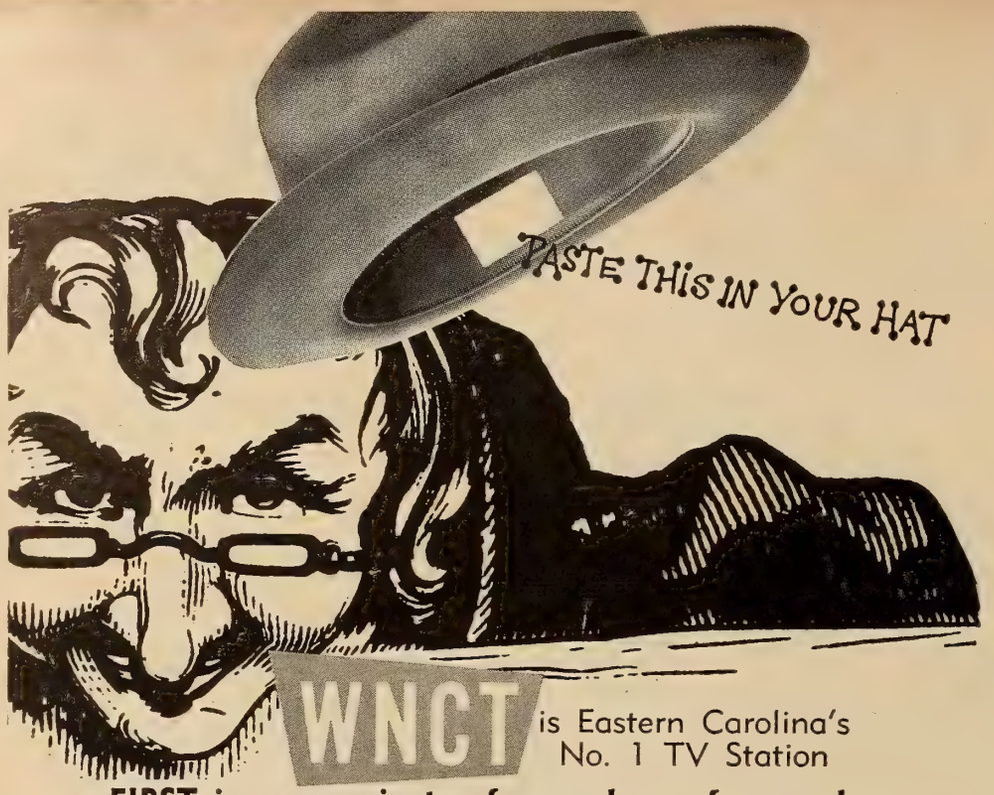
• Columbia, Tenn.—Columbia-Mt. Pleasant and Spring Hill Radio Corp., 1280 kc, 1 kw daytime. Principals are equal owners Claude H. Turner, H. F. McKee and Jack G. Dunn.

KTRK-TV Asks for Hearing On Proposed KGUL-TV Sale

KTRK-TV Houston, Tex., last week asked the FCC to set for hearing the proposed $4.25 million sale of KGUL-TV Galveston, Tex., to Lone Star Tv Corp. (Lone Star is 90% owned by J. H. Whitney Co., 10% by Paul Taft, present 40.5% KGUL-TV owner). KTRK-TV questioned the effect of the brother-in-law relationship of Mr. Whitney and William S. Paley, board chairman of CBS, and also raised a question of trafficking in a tv license.

The trafficking allegation referred to an option agreement between Lone Star and Wesley West (10% KGUL-TV owner), whereby Mr. West will sell his interest to the Whitney group for $386,520 ($644.20 per share for 600 shares). KTRK-TV pointed out that Mr. West acquired his interest only last January for $150,000 ($250 a share), and will realize a profit of $236,520 if the sale goes through.

KTRK-TV, which has been battling a proposed move by KGUL-TV to a site nearer Houston, also questioned the advertising practices of the Galveston station, charging that KGUL-TV was promoting its new site before final FCC approval was given to the shift [B•T, Feb. 6].



WNCT is Eastern Carolina's No. 1 TV Station

FIRST in every minute of every hour of every day, day and night*

WNCT Greenville ★ N. C.

channel 9 PRIMARY CBS AFF.

316,000 watts full time

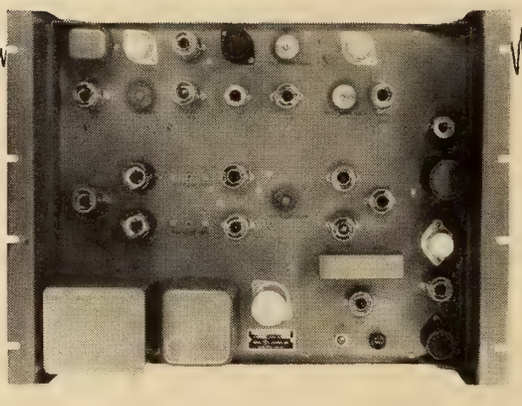
A. Hartwell Campbell, Gen. Mgr.

JOHN E. PEARSON CO., NAT'L. REP. ● JAMES S. AYERS, S.E. REP., ATLANTA

*Jan. '56 Pulse—19 counties

NEMS • CLARKE

Type TS-1 Telesync



The Type TS-1 Telesync equipment has been designed specifically to meet the requirements for a quality unit for generating RETMA sync signals when used in conjunction with a high fidelity TV receiver such as the NEMS - CLARKE TR-1 or equivalent. It embodies features which insure reliability for full-time commercial use and provides signals of exceptional quality.

SPECIFICATIONS

Type	Mixed Sync
Level	3 to 8 volts, peak-to-peak into a 75 ohm load
Polarity	Negative
Vertical Drive	6 volts peak-to-peak at 60 cycles into a 75 ohm load
Horizontal Drive	6 volts peak-to-peak at 15,750 cycles into a 75 ohm load
Mixed Blanking	6 volts peak-to-peak at Standard RETMA signal into a 75 ohm load
Mixed Sync	6 volts peak-to-peak at Standard RETMA signal into a 75 ohm load
Power Supply	Self-Contained
Power Requirements	117 v, 60 cycles, 105 watts
Size	13¾" x 19" x 3½"
Finish	Dark umber gray

FOR FURTHER DETAILS WRITE DEPT. M-1

NEMS – CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

FCC Sits for Orals On Four Tv Proposals

ORAL ARGUMENTS were heard by the FCC last week on four tv proposals: a transmitter-site change, a sale, and new construction permits for Ephrata, Wash., and Orlando, Fla.

WKNX-TV Saginaw (ch. 57) and WWTV (TV) Cadillac (ch. 13), both Mich., arguing against a transmitter-site move proposed by WJRT (TV) Flint, Mich., urged the Commission to find WJRT (owned by WJR Detroit) unreliable because of "complete departures" from its original proposals for transmitter site and network affiliation. WJRT's original proposal called for DuMont affiliation and a transmitter site at Clarkston (19 miles southeast of Flint, 27 miles from Detroit), but the station applied for and had approved last April CBS affiliation and transmitter site at Chesaning (20 miles northwest of Flint, 72 miles from Detroit). FCC Hearing Examiner Herbert Sharfman recommended denial of the protests against the move [B•T, Jan. 23].

Protesting the proposed $298,800 sale of WROW-AM-TV Albany, N. Y., to CBS commentator Lowell Thomas and associates, ch. 35 WTRI (TV) that city alleged that a prior agreement looking toward network affiliation for ch. 41 WROW-TV was reached between Mr. Thomas and CBS, the result of which was that WTRI was deprived of the right to compete for national network service. WTRI lost its CBS affiliation to WROW-TV after the Thomas group bought the stations. WTRI ceased operations shortly thereafter, but recently returned to the air. Call letters of WROW-AM-TV have been changed to WCDA-AM-TV.

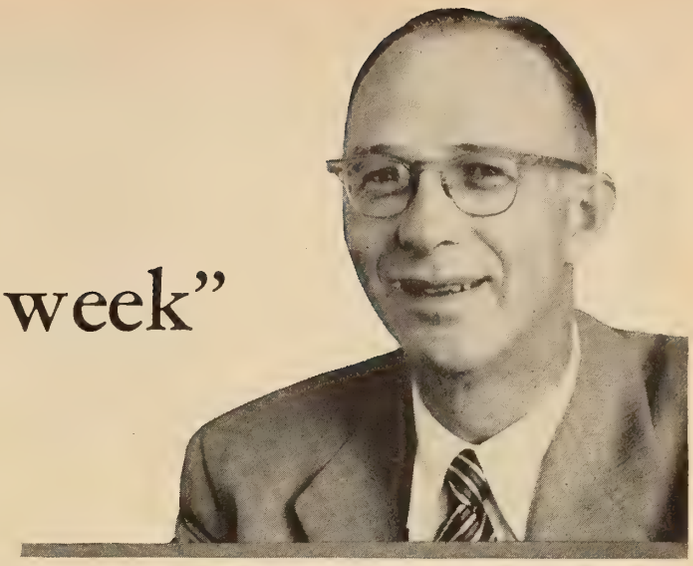
KSEM Moses Lake, Wash., charged that the FCC grant of ch. 42 at Ephrata to KBAS-TV, violates Commission policy on overlap and concentration of mass media control. The grant, for satellite operation, upheld by an FCC hearing examiner [B•T, Jan. 2], would give Cascade Broadcasting Co. (which owns KBAS-TV through subsidiary Basin Tv. Co.) a "complete monopoly in four markets," KSEM said. KSEM, which had sought to have ch. 8 at Walla Walla, Wash., re-assigned to Moses Lake, said that the Ephrata grant might forever preclude the establishment of local tv service at Moses Lake. Cascade operates KIMA-TV Yakima, Wash., and its satellite, ch. 19 KEPR-TV Pasco. It is permittee of ch. 3 KLEW-TV Lewiston, Idaho, which along with KBAS-TV, is planned for operation as a KIMA-TV satellite.

The role of Will O. Murrell Sr., in the tv venture of WORZ Orlando, Fla., proposed grantee of ch. 9 there, was de-emphasized by WORZ and accentuated by WLOF, proposed losing applicant for the vhf channel. WLOF argued that WORZ should be faulted because of alleged improper conduct that resulted in Mr. Murrell being suspended for one year by the Florida Bar. Although his family has, Mr. Murrell has not either interest in or influence on its policies, WORZ said. WORZ questioned the conduct of Hyman N. Roth, WLOF officer, concerning a letter sent to the FCC ostensibly by the bar association telling about Mr. Murrell's bar suspension. WORZ said that Mr. Roth, bar association president, has accepted responsibility for the letter, sent under the name of the association treasurer without the latter's knowledge or consent.

Rounsaville Seeks Fla. Am

APPLICATION seeking a new am to be operated on 1010 kc with 10 kw in Tampa, Fla., was filed with the FCC last week by multiple station owner Robert W. Rounsaville. Con-

"I consider Ad Age 'must reading' every week"



says **PAUL S. PATTERSON**
Director of Advertising
Florida Citrus Commission

"Advertising Age is the only advertising trade paper which I consider I must read every week. Its reporting is up-to-the-minute, factual and complete. I have been a cover to cover reader for many years, and clip many AA items for future reference."

PAUL S. PATTERSON

Prior to 1953, "Pat" Patterson was associated for 11 years with Rieck-McJunkin Dairy Co., where he was director of advertising and merchandising. Today, he has the responsibility of administering a consumer advertising program involving 3 million dollars, a $100,000 medical-professional ad campaign and a $100,000 food publicity campaign. During the three years he has served the Commission, Florida has produced two of the largest citrus crops in history. In many respects, the current season is regarded as one of the most successful because, while production is high, prices have been above the post-war average for all fruits and products. No small part of this achievement can be credited to the demand created by effective advertising.

When time is short and the chips are down on which publication gets read, you can count on most of the sales, advertising and marketing executives who are important to you turning to Advertising Age. There's something about its crisp and fresh reporting of late news, trends and developments that keeps it indispensable—not only to those who *activate,* but to those who *influence* important market and media decisions.

Florida Citrus, for example, ranks among the top 25 tv spot advertisers.* To get the coverage it wants in some 67 markets during 1956-57, the Commission tentatively plans to use 276 tv spots per week on 107 stations. Recent approvals call for $1,675,000 to be spent in spot broadcasts—$1,571,000 in tv spots and $104,000 in radio spots.

Every week, the editorial and advertising columns of Ad Age get read, clipped and discussed by members of the Commission. Further, among the agencies handling its advertising—Benton & Bowles, Noyes & Sproul, Dudley Anderson & Yutzey—*82 paid subscription copies of Ad Age* get a similar "going-over" every week.

Add to this AA's similar penetration of advertising agencies with a weekly paid circualtion of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and **you'll recognize in Advertising Age a most influential medium** for swinging broadcast decisions your way in 1956.

*N. C. Rorabaugh Estimate for Television Bureau of Advertising



important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

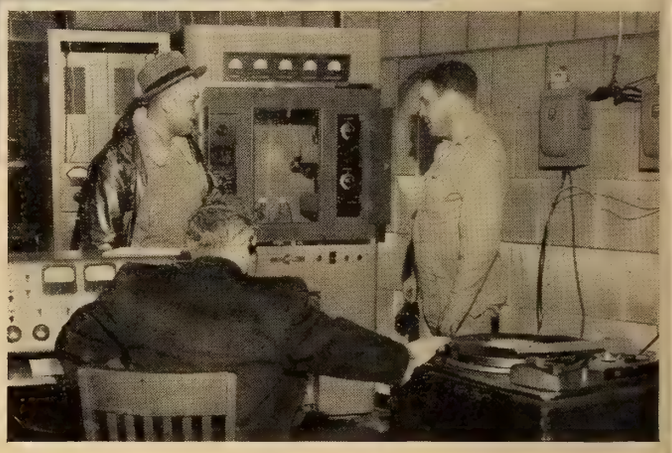
1 Year (52 issues) $3

ABC ABP NBP



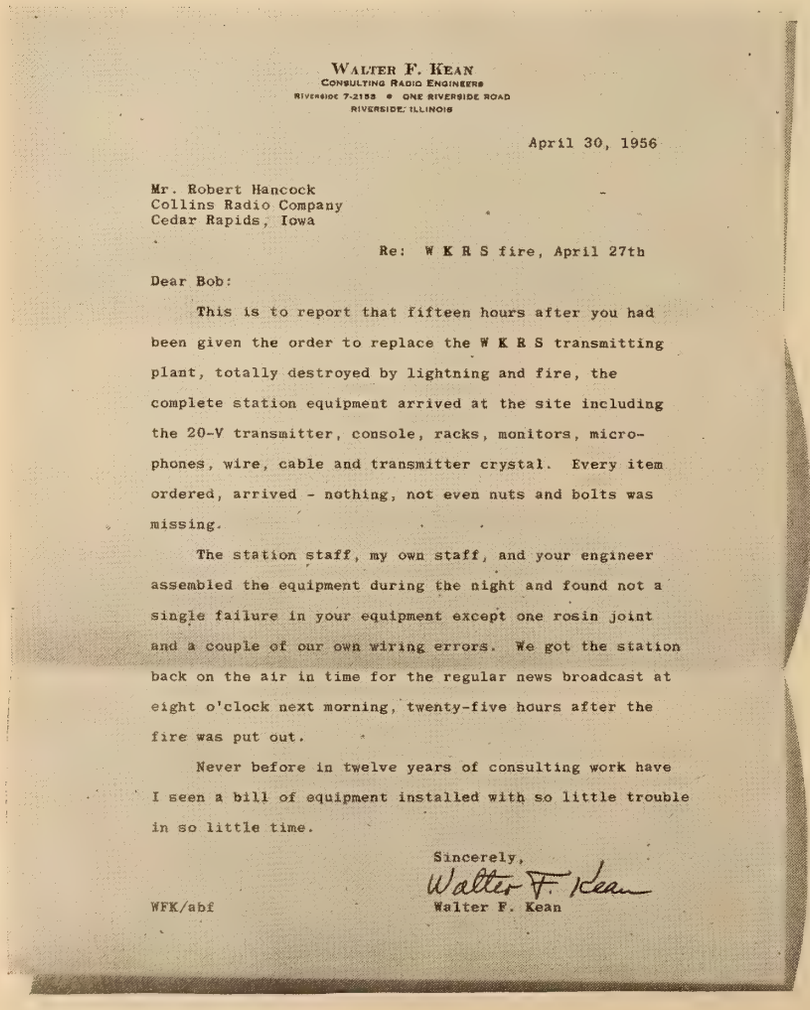
Blackened ruins of the WKRS transmitter room. Lightning started the fire in the switch panel at left.

Twenty-five hours later, WKRS resumes transmission. WKRS engineer Stanley Chadwick and Collins engineer Charles Lowder watch the Collins 20V warm up as Control Engineer Sam Kabak waits for the signal.



Lightning burns out WKRS

Complete Collins Station arrives in 15 hours



WALTER F. KEAN
CONSULTING RADIO ENGINEERS
RIVERSIDE 7-2153 • ONE RIVERSIDE ROAD
RIVERSIDE, ILLINOIS

April 30, 1956

Mr. Robert Hancock
Collins Radio Company
Cedar Rapids, Iowa

Re: W K R S fire, April 27th

Dear Bob:

This is to report that fifteen hours after you had been given the order to replace the W K R S transmitting plant, totally destroyed by lightning and fire, the complete station equipment arrived at the site including the 20-V transmitter, console, racks, monitors, microphones, wire, cable and transmitter crystal. Every item ordered, arrived - nothing, not even nuts and bolts was missing.

The station staff, my own staff, and your engineer assembled the equipment during the night and found not a single failure in your equipment except one rosin joint and a couple of our own wiring errors. We got the station back on the air in time for the regular news broadcast at eight o'clock next morning, twenty-five hours after the fire was put out.

Never before in twelve years of consulting work have I seen a bill of equipment installed with so little trouble in so little time.

Sincerely,
Walter F. Kean
Walter F. Kean

WFK/abf

At 3:20 a.m., Friday, April 27, lightning struck the WKRS transmitting tower at Waukegan — sizzled through the switch panel and started a fire. The building was gutted. All broadcasting equipment in the Waukegan News-Sun station was destroyed. Damage was estimated at $100,000.

The fire was discovered at 5:15 a.m. A nearby fire department had the blaze under control in about an hour.

As soon as station management were notified, they started steps to resume transmission. Crews of men were called in to shovel out the debris as carpenters, electricians and engineers started to rebuild the station's interior.

Collins Radio Sends Equipment

Walter F. Kean, consulting radio engineer at Riverside, Illinois, was called and given the job of procuring and installing new Collins equipment. After a telephone conference with WKRS, he called Collins in Cedar Rapids and placed the order.

By 10:00 a.m. that morning, complete station equipment was loaded on a truck and on its way to Waukegan. A Collins 20V transmitter, console, and all necessary accessory equipment arrived at 9:00 p.m. that night, just 15 hours after the order had been placed.

Collins Engineer Charles Lowder met the WKRS and Walter F. Kean staffs at the burned-out building and they started installing the equipment.

Station Resumes Transmission at 8:04 a.m.

Crews worked through the night. At 8:04 a.m., WKRS signed on as announcer Brad Crandall introduced the regular Wake-Up Time show. Twenty-five hours had gone by since the fire had been put out.

Collins CREATIVE LEADER IN BROADCAST EQUIPMENT and Service COLLINS

855 35th St. N.E., Cedar Rapids, Iowa • 261 Madison Avenue, New York 16 • 1200 18th Street N.W., Washington, D.C. • 1930 Hi-Line Drive, Dallas 2 • 2700 W. Olive Avenue, Burbank • 1318 4th Avenue, Seattle • Dogwood Road, Fountain City, Knoxville • 4471 36th Street N.W., Miami Springs • 11 Bermondsey Road, Toronto 16, Ontario.

struction cost was estimated at $34,446, first year operating cost at $60,000 and revenue at $85,000. Mr. Rounsaville owns WQXI and WATL-TV Atlanta, WQXL-TV Louisville, Ky., WQXN-TV Cincinnati, WBAC Cincinnati, WOBS Jacksonville, Fla., WMBM Miami Beach, Fla., and WLOU Louisville, Ky.

Oral Argument Planned By FCC on WESH-TV Sale

SALE of WESH-TV Daytona Beach, Fla., from Telrad Inc. to WCOA Pensacola (J. H. Perry interests), subject of protests by Theodore Granik and William H. Cook since April 25—date FCC approved sale without a hearing—was designated for oral argument last week by the FCC. This action followed a U. S. Court of Appeals decision [B•T, June 4] setting aside FCC approval of the sale of WMFJ Daytona Beach by W. Wright Esch to WMFJ Inc., and ordering the Commission to grant Messrs. Granik and Cook a hearing on the transaction. Mr. Esch, Adelaide B. Esch and Louis Ossinsky own Telrad Inc.

The FCC approved (without hearing) the sale of WMFJ [B•T, July 4, 1955] despite objections by Messrs. Granik and Cook, who said they had an option to buy WMFJ and the ch. 2 cp at Daytona Beach. The FCC refused to hear Messrs. Granik and Cook's protests on the grounds that the option agreement was not part of the matters before the Commission.

A request by protestants Granik and Cook for withdrawal of the Commission's May 29 special temporary authorization to begin commercial operation issued to WESH-TV was denied by the FCC last week. Mr. Granik, producer of *American Forum of the Air* (NBC Radio, NBC-TV) and *Youth Wants to Know* (NBC-TV), and Mr. Cook are officers of WJNO-TV Palm Beach, Fla. WFMJ principals are Harold Kaye and Emil Arnold.

FCC Money Bill Passes Hill

FCC appropriation of $7,828,000 for fiscal year 1957 was included in the passage last Wednesday by Congress of the Independent Offices Appropriation bill (HR 9739). This is $22,000 less than recommended by the President, but $28,000 more than the House recommended. The Senate replaced the $28,000. FCC had a 1956 appropriation of $7,323,000.

FCC Makes Tv

NEWSWORTHINESS of comparative hearings for tv channels has always been known among Washington observers and within the broadcasting industry. But the public has seldom been aware of the dramatic elements in the battle for tv frequencies. That matter will be remedied this week when ch. 3 WBTV (TV) Charlotte, N. C., will bring a news camera into an FCC hearing room to record on film and with sound the oral arguments before the FCC *en banc* in the pending ch. 9 Charlotte case. The three applicants for the channel are Piedmont Electronics & Fixture Corp., which holds an examiner's initial decision in favor of the grant; WSOC Charlotte, and Carolinas' Television Corp. Piedmont is owned largely by WTVJ (TV) Miami interests (Mitchell Wolfson, Sidney Meyer) and the Belk department store interests. Carolinas' is owned largely by Broadcasting Co. of the South (WIS-AM-TV Columbia, S. C., and WIST Charlotte, N. C.) and local men.

PLAYBACK

QUOTES WORTH REPEATING

ON TOOTING ONE'S HORN

Thad Brown, NARTB vice president, speaking at the Maryland-District of Columbia Broadcasters Assn., June 16:

FOR SOME REASON or other our industry has reserve beyond all bounds with regard to the announced pat-on-the-back and with regard to letting the public know more about our industry.

Importance is made, not born. The world often sees you as you see and treat yourself. This brings us to the matter of editorializing [as] it relates to utilizing our own media for the purpose of establishing public and self-respect and esteem.

It is just so darned much easier to sit back, keep one's nose clean and out of controversy. The renewal application will probably clear the Commission so much more smoothly and effortlessly. It is so much easier to be a businessman than a broadcaster.

But I am wondering if the broadcaster engaging in well-rounded programming, who with self-respect is ready to assert himself on public issues with the taste, discretion and reason which should be expected of him, would not in the long run gain for himself and for the industry as a whole a firmer long-range foundation of respect and esteem and of stature.

ART, NOT ASSEMBLY LINE

Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING, *speaking at the Maryland-District of Columbia Broadcasters Assn., June 16:*

I DO NOT RECALL a time when so many people in so many agencies of government were spending so much time and taxpayers' money investigating broadcasting, especially television. To a large extent these investigations are founded in the belief that television is no more than an industry—a collection of factories which turn out programs and advertising in much the same way that Procter & Gamble manufactures soap.

The people in government, therefore, are thinking of regulating broadcasting by the same standards which they apply to the regulation of industry, particularly those elements of industry in the public utilities class. The government investigators are totally ignoring the special nature of broadcasting as a producer and conveyor of ideas.

For this reason it seems to me the greatest need of broadcasting at the moment is a public relations campaign with the objective of explaining the accomplishments of broadcasting and the tremendous value of broadcasting to the cultural and intellectual growth of the country. [This] campaign must begin within your own shop.

You must first convince yourself that you are in the profession of communicating. Then you must convince your staff that they are members of that profession and must adhere to the very highest standards of a most demanding way of work. With such convictions obtaining throughout your own establishment, you will produce—as no "industry" can—an output of creative vitality which will attract attention and respect.

TV—THE MASS ART

Ted Mills, producer, NBC-TV, before Indiana U. Radio-Tv Banquet:

UNDER the terms the mass-communications revolution has laid down for us—terms we cannot, no matter how we wring our hands, avoid—that fare which does not reach millions simply is not mass fare, and I submit that, if it does not reach millions, it is an artistic failure in our time. I say this because I believe that it's possible to be both good and popular. It is not only possible but actually—these days—it happens more every day as television grows up. Maurice Evans' production of "The Taming of the Shrew" was so gay and star-studded and robust that it drew an audience of some 15 million people. And it was sponsored by a delighted sponsor. It was sound business Shakespeare. Ed Murrow is helping to make responsible reporting a mass art, not only because he is a dedicated, extraordinarily honest reporter, and because millions see and like and tune to his show, but also because he's sponsored, too.

The trouble is that the liberal arts faculties of too few American universities have accepted the intellectual challenge the contemporary mass arts pose, on the mass arts terms.

They accept contemporary realities elsewhere in their curricula. The liberal arts undergraduate is almost everywhere provided with the very latest *economic* theory, evaluated for him by academic scholarship. He has access to the latest concepts in science of every description. But in the area of the humanities, he's left largely in the dark as to the meaning, and direction, and potential of the biggest cultural revolution in modern history. Indeed, he's permitted to feel that it's of second-rate importance to his university, and to him, and his time. The formal relationship between the necessary vocational understanding of the invention of television, on the one hand, and the humanities of the past on the other, is frequently merely coincidental.

This divorcement is, very simply, an anachronism. Times have changed. Good and bad, mass art is as much the fabric of our time as any other kind of art. And its need for reliance on the great creative thinking of the past is perhaps more important *because* it's mass art.

To: AGENCY MEN WHO AREN'T AFRAID TO STICK THEIR NECKS OUT . . . WHEN THE FACTS ARE ON YOUR SIDE

In the leisurely pace of this thriving southern city they tell us part of an agency man's responsibility to his client is to keep abreast of local changes . . . to spot a "Comer" when a new one comes striding by.

In Roanoke this new "Comer" is WROV, moving up this past year to #2 Spot, morning, afternoon and night! How come? Top area personalities, compelling local promotions and remarkable sales results.

While all other stations lost audience, WROV alone increased its listeners, morning, afternoon and night! Not little increases, either. When you can give your client 66% MORE AUDIENCE than you did last year, (that's what happened in the afternoon) . . . 40% MORE AUDIENCE at night, brother, you've got a Winner!

Maybe your client can't measure RESULTS as directly as the more than 100 local accounts who hire WROV Personalities to sell for them; but you're not sticking your neck out far when you join General Motors Acceptance Corp., St. Josephs Aspirin, Tetley Tea, Phillips 66, Mrs. Filberts, Bireleys, Shell, Stanback, Clapps, Schlitz and Budweiser!

Move your client closer to the listeners . . . to WROV Roanoke's only fulltime Music-News-and-Sports station. The price is right: Check SRDA for Best Buy Packages!

Represented by
BURN-SMITH CO., INC.

ad
MAN'S BEST FRIEND
1240
ON YOUR DIAL
WROV
Burt Levine, Pres.
ROANOKE, VIRGINIA

4 STATIONS FIND BUYERS DURING WEEK

They include WFIE (TV) Evansville, Ind.; KLAS-TV Las Vegas, Nev.; KSFO San Francisco, and WPAL Charleston, S. C. All but WFIE have filed for FCC approval.

PURCHASE of uhf WFIE (TV) Evansville, Ind., by WAVE Inc., Louisville, Ky. (WAVE-AM-TV), was announced last week, with application for FCC approval expected to be filed this week. One other tv and two am sales were filed during the last week for Commission approval. These included KLAS-TV Las Vegas, Nev., KSFO San Francisco and WPAL Charleston, S. C.

In purchasing ch. 62 WFIE, affiliated with ABC and NBC, WAVE Inc. is reported paying approximately $587,000—the exact price to be determined by audit and the payment of certain liabilities. Book value of WFIE stock was set as $63,880 as of March 31.

WFIE began operating in November 1953. It is owned by Jesse D. Fine and family and has been one of the proponents of deintermixture in the Evansville market.

No change in personnel will be made, WAVE Inc. declared in announcing the purchase. Ted Nelson is general manager of WFIE.

WAVE-TV has been operating since 1948 on ch. 3. It is affiliated with NBC and ABC and is owned by George W. Norton.

Control of ch. 8, CBS-affiliated KLAS-TV, was bought by H. H. (Hank) Greenspun through the purchase of 124.5 shares from R. G. Jolley for $50,000. This transaction will give Mr. Greenspun 67.525% ownership.

Mr. Jolley is selling his remaining 500 shares to the company, which also will redeem a $20,000 note held by Mr. Jolley for $270,000.

Mr. Greenspun will pay Mr. Jolley $1,000 a month beginning in May 1958. The company will pay Mr. Jolley $30,000 cash and $2,000 a month for 10 years at no interest. Mr. Jolley owns 41.6% of the television company and KLAS Las Vegas.

KLAS-TV balance sheet as of March 31 showed total assets of $351,403, with total current assets listed at $112,572. Total current liabilities were shown at $31,127, with fixed liabilities at $141,693, earned surplus $1,388 and net profit $27,194. Replacement value of the station's land, buildings and equipment, after depreciation, was put at $95,150. KLAS-TV began operating in July 1953.

Mr. Greenspun's net worth was given as $2.25 million. He is president of the Nevada State Press Assn., and owns 76% of the *Las Vegas Sun*.

Cowboy star Gene Autry and Robert O. Reynolds are buying KSFO San Francisco for $951,333 in cash and assumption of liabilities [B•T, June 18]. KSFO is an independent on 560 kc with 5 kw daytime and 1 kw nighttime. Messrs. Autry and Reynolds are buying the station from sole owner Wesley I. Dumm, who also is chief owner of KXA Seattle, Wash. Messrs. Autry and Reynolds own KMPC Los Angeles. Mr. Autry also is majority owner of KOOL-AM-TV Phoenix, Ariz., and part owner of KOPO-AM-TV Tucson, Ariz.

KSFO's balance sheet as of March 31 listed total assets of $183,332, with current assets at $89,864. Current liabilities were shown as $42,578, and retained earnings as of March 31, 1955, as $39,841. KMPC balance sheet as of May 31 showed total assets of $1,030,751, with current assets of $491,631. Current liabilities were listed at $254,714 and other liabilities at $156,250. Retained income as of the end of 1955 was given at $262,104 and net profit from then to May 31 this year was listed at $72,681.

WPAL Charleston is being sold by George G. Weiss and associates to Speidel-Fisher Broadcasting Co. for $111,000 in cash and notes [B•T, June 18]. Speidel-Fisher owns WOIC Columbia and 75% of WQOK Greenville, both South Carolina. Principals in Speidel-Fisher are Joe Speidel III and Albert T. Fisher Jr.

WPAL's balance sheet, dated March 31, showed total assets of $81,615, with current assets listed at $15,463. Total liabilities were set at $12,066 plus a deficit of $10,552.

WAVE's Waltman Dies, Replaced by Dulaney

LAVELL WALTMAN, 44, radio sales manager, WAVE Louisville, died June 12 in Kentucky Baptist Hospital, Louisville, following a two-week illness. He joined WAVE in 1942 as an announcer and was named sales manager in 1950. Before going to Louisville, Mr. Waltman was with KGFF Shawnee, Okla., and KROC Rochester, Minn. He is survived by his wife and two sons.

Woodford H. Dulaney Jr. has replaced the late Mr. Waltman at WAVE as sales manager. Mr. Dulaney has been a member of the WAVE sales staff since September 1953 and is a 1950 graduate of Yale U.

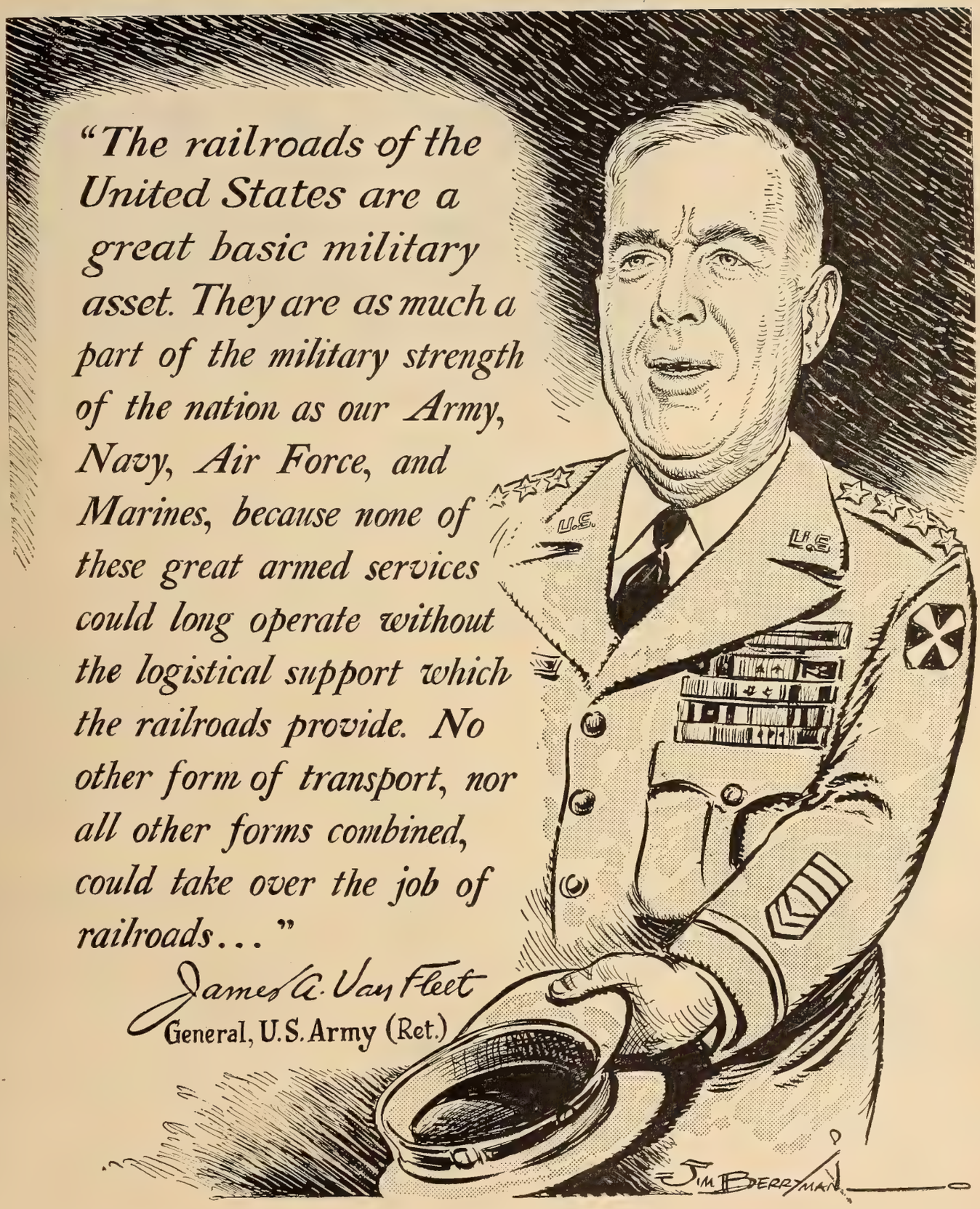
Junior Junketeer



OF the same vocational stripe as his dad, 11-year-old Larry Gordon gets final instructions from the boss, Sherwood R. Gordon, president-general manager of WSAI Cincinnati, before emplaning for overseas reporting duty.

The stripling correspondent has been conducting a Saturday disc show on his father's station for three years. His new assignment takes him to Europe to report on activities of three camps held under auspices of Children's International Summer Villages Inc. As an accredited reporter, Larry will cover camps in Sweden, Norway and Austria, sending back recordings (made on a portable Dictaphone Dictet) to WSAI and WIP Philadelphia.

After three weeks at the Swedish village, the WSAI staffer, claimed by the station as America's youngest overseas correspondent, will travel to Norway and on to Vienna. He will return in August.



From the booklet, "*Rail Transport and the Winning of Wars*," by General James A. Van Fleet, U. S. Army (Ret.), Commanding General, 8th Army, Korea, 14 April, 1951 — 11 Feb., 1953.

A free copy of this booklet is available from the Association of American Railroads, Room 928, Transportation Building, Washington 6, D. C.

Judge Transfers to N. Y. With CBS-TV Spot Sales

IN his first move since becoming CBS-TV Spot Sales general manager, John Schneider, former eastern sales manager, last week shifted Tom Judge, midwestern sales manager, from Chicago to New York as his successor in the eastern post. Mr. Schneider a week ago replaced Clark George, who was named general manager of KNXT (TV) Los Angeles and the Columbia Television Pacific Network [AT DEADLINE, June 18].

Named to succeed Mr. Judge in Chicago as midwestern sales manager was Arthur C. Elliot, account executive, CBS-TV Spot Sales, New York. Mr. Judge, formerly with WBZ Boston, joined the network's spot sales staff in 1951 as an account executive, and was named midwestern sales manager last year. Mr. Elliot, formerly with the old DuMont Television Network, joined the New York office of CBS-TV Spot Sales in 1952.

Christian, Neal Promoted At WXYZ-AM-TV Detroit

APPOINTMENT of Harold Christian to be vice president in charge of the merchandising and research department of WXYZ-AM-TV Detroit was announced last week by James G. Riddell, president of the station. Mr. Riddell also announced five other promotions, including the promotion of Harold Neal to vice president in charge of radio. Mr. Neal, formerly radio sales manager, will succeed Mr. Christian in that post.

Other promotions: Robert Baldrica, formerly promotion manager, elevated to assistant radio sales manager; Page Heldenbrand, formerly with the Hearst Promotion Enterprises of New York, appointed promotion manager for radio and tv; Robert Baker, producer, promoted to radio studio manager, and Hal Gordon appointed musical director.



MR. CHRISTIAN



MR. NEAL

KRON-TV Color Clinics Receive Client Approval

COLOR CLINICS, which were begun last Feb. 23 by KRON-TV San Francisco, have been expanded to once-a-week with indications that they will soon need to be presented more often in order to accommodate all who want to attend the closed-circuit tv demonstrations.

The clinics are held for advertisers, their agencies, artists and others.

A company's products, packages and display material are examined at the clinics with a view to giving what changes, if any, should be made to show them to best advantage when a color tv schedule is undertaken. Many advertisers or potential advertisers have taken advantage of the clinics and they are now scheduled into the fall, with more to be added.



PORTLAND, ORE., had two parades June 9. The second, and scheduled, was the annual Rose Festival Parade. The first consisted of KEX Portland's "Big Five" disc jockeys and five Powers models riding a 10-seat tandem bicycle. The vehicle is 28 ft. long and weighs 450 pounds. The KEX disc jockeys (l to r): Barney Keep, Russ Conrad, Bob Blackburn, Bob Adkins and Al Priddy. The "bicycle" carried a sign at the rear telling parade viewers that "Another Parade Follows."

KFBI To Be Independent, Announces Staff Changes

KFBI Wichita, Kan., has announced termination of its affiliation with ABC, effective in November unless an earlier date is agreed upon by the station and network. In making the announcement, Hale Bondurant, vice president and general manager of KFBI, said the move was being made in order to attain greater flexibility in program structure and to permit additional emphasis on local programs geared specifically for Wichita and south-central Kansas.

Coincident with the affiliation announcement, a realignment was made of the KFBI staff. George Wells, program director for the past five years, has joined the sales staff; Jim O'Neill, KOWH Omaha program director, moved to KFBI as program and production manager; Lew Hunter of the sales staff has been named local sales manager, and Bob Adams joined the staff as local sales representative.

WTTG (TV) Power Boost To 25 Kw Planned July 4

WTTG (TV) Washington will increase its power from 14 to 25 kw July 4 at a cost of $150,000, Ted Cott, vice president of DuMont Broadcasting Co. and general manager of owned stations, announced last week.

The station recently installed four new Vidicon camera chains, new film projection equipment and special effects amplifiers. Chief Engineer Malcolm Burleson is in charge of installing the new DuMont transmitter [B•T, June 18].

KBIG Boosts Hour to $145

KBIG Avalon, Calif., has issued a new rate card, effective July 1, which raises the station's one-hour rate from $132 to $145. Feature of the new card (No. 3) is a weekly package of 10 one-minute spots available for $176. KBIF Fresno, Calif., may be purchased with KBIG for 25% of the KBIG rates. Both stations are owned by the John H. Poole Broadcasting Co.

Samuel A. Horvitz Dies

SAMUEL A. HORVITZ, 67, Ohio publisher *(Lorain Journal* and *Mansfield News)* and president of two construction firms, died in Cleveland June 15. The *Journal* figured in a famous Supreme Court decision involving radio in 1951 when the court held, by a 7-0 vote, that the paper had violated the Sherman Antitrust Act by refusing to accept advertising from merchants who patronized a competing radio station (WEOL Lorain). District Judge Emerich B. Freed of Cleveland earlier had ruled that the *Journal* was trying to "destroy WEOL as a competitor."

KOVR (TV) Opens Sales Office

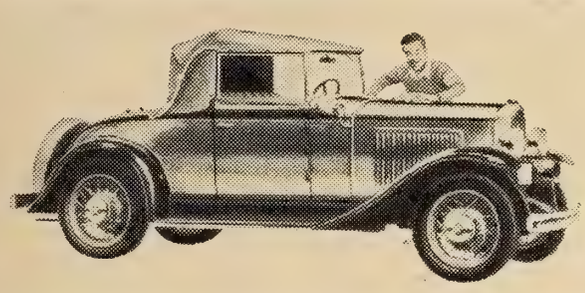
SALES OFFICE for KOVR (TV) Stockton, Calif., has been opened in Los Angeles by Ed Scannel at 3780 W. Sixth St. Telephone is Dunkirk 5-6213. Mr. Scannel formerly was with George Bagnall & Assoc., Beverly Hills tv film distributor, and for three years had been with Weed & Co., in Chicago. KOVR's national sales representative outside of California is Avery-Knodel. The Stockton tv station also is planning to open a sales office in Sacramento soon.

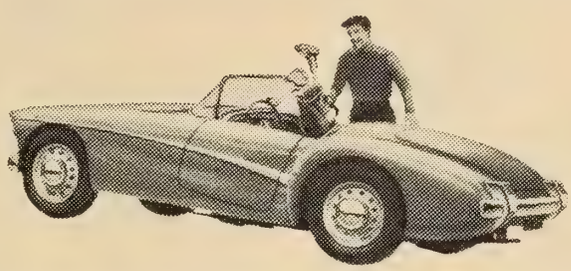
KXYZ Sold Out

KXYZ Houston ran an ad in the June 18 *Houston Post* informing prospective advertisers that it was sold out until June 22. The ad read in part: "In the interests of good listening, KXYZ is accepting no additional commercial announcements this week . . ."

Phil Snyder, promotion manager of the ABC affiliate, said the sold-out sign would allow KXYZ to maintain high programming standards, "give listeners a break" and prevent sandwiching of advertisers' announcements.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.







Whatever you drive, here's how to drive it more *safely!*

EVERY TIME you take to the road you have a great responsibility . . . *to drive safely and sensibly.* This responsibility holds good no matter whether you're traveling over the familiar streets of your home town or making a long vacation trip. Only when driving is done with the utmost care, caution and courtesy . . . *at all times* . . . can our streets and roads become safer for you, your fellow motorists and pedestrians.

Just how urgent is it for everyone to know and obey traffic laws and observe the rules of the road? The answer is found in some shocking statistics:

Every hour of every day, on the average, 4 lives are lost and 150 people are hurt in motor vehicle accidents

That adds up to a yearly traffic toll of over 38,000 deaths, well over a million injuries and costs mounting into the billions of dollars.

How can you help reverse this tragic trend and make motoring the pleasure it should be? Here are some safety suggestions that may help:

✓ **1. Check your speed**—It has been found that about 3 out of 10 drivers involved in fatal accidents each year were guilty of violating speed laws. Always remember to slow down at night and when road, traffic and weather conditions are hazardous.

✓ **2. Check yourself** — Research has shown that about 1 out of 14 drivers involved in fatal accidents had a physical or mental condition—such as worry, fatigue and sleepiness—that was a contributing factor in the accident. So, never drive when you're upset or tired. Today's traffic demands that you keep all your senses alert as you drive.

✓ **3. Check your car**—Keeping your car in safe operating condition is *your* responsibility—not your mechanic's. You can judge for yourself whether brakes, tires, steering wheel, lights and windshield wipers are in proper working order. If you notice any defects, have them corrected immediately. Don't wait until it's time for your next semiannual car check to have even the most minor trouble corrected.

✓ **4. Check your driving habits**—Now and then, the most skilful drivers tend to become a bit careless. They may become less considerate of other drivers and of pedestrians—or take chances on violating this or that traffic law. Remember, all rules of the road are made to help you, not to hinder you.

The fact that you've never had a mishap is no proof that you are the complete master of your car. Perhaps you've been lucky . . . and luck has a way of running out sooner or later. So, drive as if your life depended on it. *It does!*

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

MORE

for the money



THE RED FOLEY SHOW

Here's one of radio's BEST transcribed program buys . . . a proven result getter packed with great family entertainment . . . at a price any sponsor can afford.

RED FOLEY'S "double exposure" in network television and personal appearance from coast to coast, has created a ready-made audience in your market . . . to give your sponsor MORE FOR HIS MONEY!

RADIO ZARK
ENTERPRISES, INC.
PHONE 2-4422 – SPRINGFIELD, MISSOURI

A phone call, wire or letter will bring complete information and

FREE AUDITION

WRCV-TV Plans Local Color

NBC-owned WRCV-TV Philadelphia, will be equipped for local, live colorcasts by early fall, according to an announcement last week by Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV.

STATION SHORTS

WDVA Danville, Va., in new building at Lexington Ave. off Riverside Drive.

KRCA (TV) Los Angeles has placed in service new microwave pickup system to increase range of remotes from S. California for sports events. Equipment is mounted on 500-ft. steel tower on Mt. Wilson.

WMRN Marion, Ohio, June 9 staged 12th annual WMRN-Future Farmers of America Honor Luncheon, featuring Ohio Gov. Frank J. Lausche as main speaker. Total of 125 guests attended event honoring recipients of FFA State Farmer Degree.

KOLO Reno, Nev., announces 24-hour operation with midnight to 6 a.m. segment sponsored seven nights weekly by Harrah's Club of Reno and Lake Tahoe.

REPRESENTATIVE SHORTS

Peters, Griffin, Woodward Inc., N. Y., station representative, assigned new telephone number: Yukon 6-7900. Telephone of new Hollywood office of PGW at 1750 N. Vine St., Capitol Tower, is Hollywood 9-1688.

The Katz Agency Inc. announces move of its Chicago quarters from 307 N. Michigan Ave. to Prudential Plaza, effective today (Monday). New telephone number is Mohawk 4-7150.

REPRESENTATIVE APPOINTMENT

WOPA-AM-FM Oak Park, Ill., appoints Forjoe and Co., N. Y.

REPRESENTATIVE PEOPLE

Anthony C. Krayer Jr., chief accountant, WPIX (TV) New York, and former staff accountant, Price, Waterhouse & Co., appointed to newly-created NBC Spot Sales position of business manager.

Ray Beindorf, account executive, KNXT (TV) Los Angeles, transferred to CBS-TV Spot Sales, Chicago, in a similar capacity.

STATION PEOPLE

Felix J. LeGrand, assistant professor of advertising, U. of Missouri School of Journalism, Columbia, to KHMO Hannibal, Mo., as general manager. Prior to joining university he was commercial manager of KFRU Columbia, Mo., for eight years.

William Pastuch, general manager, WLFH Little Falls, N. Y., to WKLX Paris, Ky., in same capacity.

O. Grady Cooper Jr., manager of WSFB Quitman, Ga., to WGAA Cedartown, Ga., in same capacity, effective July 1.

Al Schaeffer, formerly account executive for Don Lee and KHJ Los Angeles, named sales manager of KDAY Santa Monica, Calif., effective today (Monday). KDAY's sales department temporarily is located at 8301 Sunset Blvd., L. A., adjacent to station's new building site at Sunset and Sweetzer.



MR. REUSCHLE

Robert M. Reuschle, national sales manager, WLAC - TV Nashville, Tenn., appointed general sales manager. Before joining WLAC-TV in July 1955 he was associate media director of McCann-Erickson, N. Y.

Andrew Vladimir, radio-tv plans director, Gotham-Vladimir Adv., N. Y., to WAPA-TV Puerto Rico as sales manager.

William A. Knight, commercial manager, KSTL St. Louis, to WWIL Fort Lauderdale, Fla., in same capacity.

Charles Robison, acting chief engineer, WOOD-AM-TV Grand Rapids, Mich., appointed chief engineer.

Ted McDowell, account executive, WMAL-TV Washington, named program and public service manager, succeeding **Charles Bishop,** resigned to become program manager of WSUN-TV St. Petersburg, Fla.

Robert A. Dunnom, formerly advertising manager for Minot, N. D., food wholesaler, appointed promotion manager for North Dakota Broadcasting Co. (KXJB-TV Valley City-Fargo, KSJB Jamestown, KBMB-TV Bismarck and KCJB-AM-TV Minot), Fargo.

Arthur F. Harre, consultant at WAIT Chicago, former manager of WJJD that city and veteran Chicago broadcaster, to WWIL Ft. Lauderdale, Fla., in sales and consulting capacity.

Ted Mason, Sacramento, Calif., advertising executive, to KBET-TV Sacramento as promotion manager, succeeding **John Z. Ickes,** resigned to join Calif. State Fair & Exposition as public relations and publicity supervisor.

Jerry Rodman, formerly with International Harvester Co., to WICS (TV) Springfield, Ill., as account executive.

Paul Parker, freelance radio-tv personality in Atlantic City and New York, to WIP Philadelphia as production manager, replacing **Howard Burnett,** transferred to station's sales staff.

Charles W. Bergeson, WJBK-TV Detroit, named chief announcer and news-special events director.

Frances M. Corcoran, assistant to publicity manager, WBZ and WBZ-TV Boston, named publicity director of WBZ-TV.

Mal Alberts, formerly sports director with U. S. Armed Forces Radio and Television Service, L. A., to WNDU-TV South Bend, Ind., as sports director and staff announcer.

Jack Davies, formerly with U. S. Army in Far East, to KSTP-AM-TV Minneapolis-St. Paul as sports editor.

William J. Moylan, recent graduate of Wis. State College, Milwaukee, to sales staff of WTMJ Milwaukee.

Ed Scannell, account executive, George Bagnall & Assoc., Hollywood, to KOVR(TV) Stockton, Calif. as sales representative for Los Angeles.

Bob Crane, program director and disc jockey, WICC Bridgeport, Conn., to KNX Los Angeles, replacing **Ralph Story,** program personality.

H. Ray Wilson, KTOK Oklahoma City, to KRUX Phoenix, Ariz., as account executive. **Larry Burroughs,** announcer-producer, WDAN-AM-TV Danville, Ill., to KRUX as announcer.



America's first apartment houses — today they belong to you...

At Mesa Verde National Park you'll find the finest prehistoric Indian cliff dwellings in the country—relics of a highly-developed civilization that flourished during the first 1300 years of the Christian era. You can see how this ancient people lived . . . worshiped . . . farmed and hunted. You can climb through their amazing pueblos — Stone Age apartment houses such as Cliff Palace which housed over 400 Indians on 8 different floor levels before Columbus sailed for the New World.

Today we know the story of the Mesa Verde and its people, thanks to the work of one of America's great scientific institutions, the National Geographic Society. The Douglas Tree Ring Calendar, developed under the Society's sponsorship, traced the settlement's growth and revealed the 24-year drouth that helped to turn the great pueblos into deserted villages.

But these great villages are no longer deserted. Each year some 160,000 Americans travel there to see the treasures that, as part of the National Park System, have been conserved for them . . . and their children . . . and their children's children.

It is good that this is so . . . for a nation that cherishes the heritage of its past can face its future with confidence.

FREE Tour Information

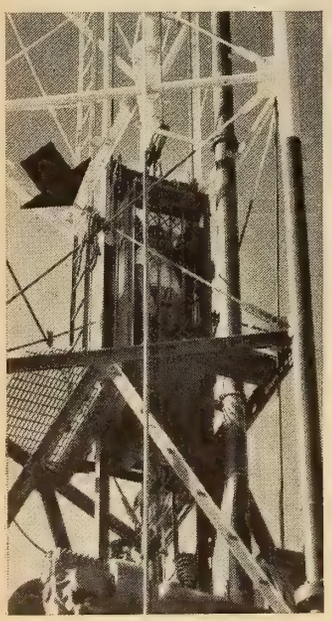
If you would like to visit Mesa Verde, or drive anywhere in the U.S.A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Ave., New York 20, N. Y.— also ask for our colorful National Parks Map.

SINCLAIR SALUTES THE NATIONAL GEOGRAPHIC SOCIETY . . . for so actively supporting the conservation of America's natural resources and scenic treasures. In addition to pushing back the historic horizons of the Southwest, the Society has added to the world's geographic knowledge through more than 100 expeditions ranging from pole to pole, up into the stratosphere and down to the ocean floor. A staunch friend of the National Parks from the very beginning, the Society and its Magazine were instrumental in the establishment of the National Park System and made invaluable contributions to many of the Parks.

SINCLAIR
A Great Name in Oil

937 FOOT BLAW-KNOX TOWER MEETS STORM CHALLENGE

Designed to rigid specifications for WGBS-TV, Miami, this Blaw-Knox tower must withstand the hurricane-force winds that sometimes sweep its location just six feet above mean sea level. To meet these unusual operating conditions, Blaw-Knox engineers developed a custom-designed tower featuring dual guying and round structural members throughout . . . achieving a wind-load rating of 70 lb./sq. ft. for an overall height of 937 feet.



Tower and antenna inspection and maintenance are no problem. A special-design two-man Marshall service elevator installed within the tower permits easy access to any level. This completely enclosed, automatic elevator features ground-to-cab telephone communications and can be controlled from either the cab or lower landing.

This is but one of many examples of Blaw-Knox engineers working in close cooperation with broadcasters to overcome local operating problems. The experienced staff of Blaw-Knox engineers will work with *you* in designing a tower that will best meet the requirements of *your* installation. The performance records of more than 13,000 Blaw-Knox towers around the world are evidence of Blaw-Knox experience and skill.

Send for illustrated Bulletin 2417 showing special construction features and typical installations of Blaw-Knox Antenna Towers. Write or call us today.

50th Anniversary
BLAW-KNOX
1906-1956

ANTENNA TOWERS

Guyed and self-supporting—
for AM • FM • TV • microwave
• communications • radar

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

Blaw-Knox Type TG-70 Tower for Storer Broadcasting Company—WGBS-TV, 186 kw, Channel 23, Miami, Florida. Overall height—937 feet. Windload rating—70 lb./sq. ft.

Glen Broughman, news editor, WRBL Columbus, Ga., named news director, replacing **Boyd Hinton Jr.** resigned to join Lockheed Aircraft Corp., Marietta, Ga.

Bill Sinnott, production crew, former Dumont Network, N. Y., to WTAP-TV Parkersburg, W. Va., as production coordinator.

Richard P. Rose, photography studio operator, Estacada, Ore., to news department of KPHO-TV Phoenix, Ariz.

Ray Gladfelter, U. of Nebraska speech major, to KHOL-TV Holdrege, Neb., on summer in-service scholarship as announcer. **Bill Ramsey,** U. of Nebraska junior, to KHOL-TV as engineer during summer vacation.

Roger Michelin, senior staff director, WFRV-TV Green Bay, Wis., named to station's sales-service staff.

Wray Post, in radio-tv 12 years, to announcing staff of WFAA Dallas, Tex. **Rex Cromwell,** former WFAA announcer; **Frank Leslie,** KBYR Anchorage, and **Nick Ramsey,** formerly with Radio Div. of Baptist General Convention of Tex., all to WFAA as announcers.

Howard Zuckerman, producer director, WLWA (TV) Atlanta, to KWWL-TV Cedar Rapids, Iowa, in similar position.

Lad Carleton, WFGM Fitchburg, Mass., to WKOX Framingham, Mass., as disc jockey.

Jimmy Walker, recording artist-composer, to WHTN-TV Huntington, W. Va., talent staff.

John J. Hyland, director of publicity, WFIL-AM-FM-TV Philadelphia, named assistant director of news and special events. **George W. Schiele,** former publicity-promotion staffer, WPBN Traverse City, Mich., succeeds Mr. Hyland as publicity director.

Bob Gleason and **Ted Beyant** to KTNT-TV Tacoma, Wash., as program assistants.

Earl Donaldson, musician, to KDYL and KTVT (TV) Salt Lake City as musical director.

Hugh Cherry, m.c. of NBC *Midwestern Hayride,* to KTAR Phoenix, Ariz., for station's first disc jockey program.

Jim Karayn, graduate of U. of Southern Calif., to KTLA (TV) Hollywood as assistant to news director-editor.

Dave Wilson, formerly publicity director at WCPO-TV Cincinnati, to publicity department of WLW and WLWT (TV) same city on trade and news media work.

Jim Gannon, announcer at WBIZ Eau Claire, Wis., and associated with Irish Football Network, signed by WSBT-TV South Bend, Ind., as host of two local programs.

Norman Ross, radio-tv personality and conductor of *This Is the Day* on WBKB (TV) Chicago, signed by WGN same city for daily early morning news, weather and music program.

Ernie Simon, formerly with WGN-AM-TV Chicago, signed by WBKB (TV) for late evening live program.

Si Goldman, president-general manager, WJTN-AM-FM Jamestown, N. Y., father of boy, Paul S.

Lucky Lawrence, disc jockey, KRUX Phoenix, Ariz., father of girl, Linda.

Bob Stolz, production assistant, KHOL-TV Holdredge, Neb., married to Lona Bogue.

Russ Barnett, news editor, WFAA Dallas, Tex., father of girl.

Robert J. Sullivan, promotion and advertising director of WOR-AM-TV New York, father of girl, Susan, on June 17. Mother is former Mary Jane MacDougall, formerly press editor of WOR-AM-TV New York.

CBS-AM AFFILIATES LIKE NEW PAY RATE

More than 90% (166) register approval of 6¼% boost in compensation 24 hours before last Friday's deadline for replies.

CBS RADIO was well over the top last week in affiliate acceptances of its new one-year contract amendments restoring part of the compensation cut the stations have been taking since 1951 [B•T, June 18, 11].

More than 24 hours before last Friday's "deadline," network officials said signed amendments had been received or were en route from 166 stations (out of a total of 181 rate affiliates in the CBS Radio lineup). These 166, they pointed out, represent 95.58% of the network's total rate card. To become effective, approval by stations representing 85% of the rate card was needed.

Thus the cut-restoration plan goes into effect Aug. 25. The amendments, which are for a term of one year, stipulate that affiliates' compensation during that period will be reduced to 15% below pre-1951 levels, instead of 20% as has been the case this year. This amounts to a 6¼% "increase" in the present rate of compensation.

Officials said all 50 kw affiliates had mailed or promised to mail signed amendments and that the 15 pay affiliates not yet heard from consist of smaller outlets whose managers in some cases were out of town or for similar reasons were detained in replying. The compensation adjustment, which is linked to an intensified sales drive (although rates to advertisers are not affected), was announced June 8 by Arthur Hull Hayes, president of CBS Radio, and Kenyon Brown of KWFT Wichita Falls, Tex., chairman of the CBS Radio Affiliates Assn.

Network officials said affiliates' reaction not only had been prompt—as might be expected—but also had brought "highly gratifying" commendation of the move as a step forward for radio generally as well as for CBS Radio and its affiliates.

Affiliate reactions as quoted by CBS Radio authorities included:

C. T. Lucy, vice president of WRVA Richmond, wrote William A. Schudt Jr., CBS Radio vice president in charge of station relations, that "at last the unhappy trend which has plagued all of us for the past several years is reversed, and I assure you that we at WRVA radio will do everything we can to make the reversal more pronounced in the coming months."

Gunnar O. Wiig, executive vice president of KQV Pittsburgh, said the move "is a step in the right direction in that it portends an air of confidence in the future of network radio, and I am quite certain that it will have its immediate effects on the entire industry."

Allen T. Simmons, president, WADC Akron, Ohio: "I believe this is the finest gesture ever made by CBS. It is a healthy indication of the upward trend of radio. You may be assured of the fullest cooperation of WADC in working with CBS to make CBS Radio stronger than ever."

Odin S. Ramsland, commercial manager, KDAL Duluth, Minn., wrote to CBS President Arthur Hull Hayes: "Congratulations . . . Down through the years I have become more or less used to announcements such as yours, only with the trend the other way. The fact that you feel radio is definitely on the up is most encouraging to us. . . . Congratulations on your forward leadership, and for being the man to start to put them back up as far as radio is concerned."

Clyde Rembert, president, KRLD Dallas: "The news is the best I have heard in a long time. Congratulations to both CBS and the affiliates board."

Hugh B. Terry, president and general manager, KLZ Denver: "We are very happy to see a forward step and hope it is only the beginning of a successful comeback of network radio."

Al Larson, assistant director of radio and tv, Meredith Pub. Co.: "The Meredith station managers (WOW Omaha, KCMO Kansas City, WHEN Syracuse, N. Y.) were sincerely gratified . . . Payson Hall (Meredith radio-tv director) and I also want to voice our enthusiasm in this affirmative action and confidence in the success of radio."

Last Mohican

MANY a staff announcer with either ABC or NBC, after NBC in 1942 sold its Blue Network which later became ABC, split his announcing chores under a provision that permitted him to continue with a program on the other network until the time the show was discontinued. On June 29, the "Last of the Mohicans" in this particular category gives up the only such remaining overlap after the 14-year span. ABC staff announcer George Ansboro relinquishes his announcing job on NBC when the *Young Widder Brown* program goes off the air June 29.

CBS-TV Pro Football Nears Sold-Out Stage

CBS-TV has achieved virtually complete sponsorship of its telecasts of a 15-game professional football schedule plus three pre-season contests, it was announced last week by William H. Hylan, CBS-TV vice president in charge of network sales.

Among clients who have signed for the games, which will be presented regionally by CBS-TV largely on Sunday afternoons, are the American Oil Co., The Atlantic Refining Co., P. Ballantine & Sons, Marlboro Cigarettes, Falstaff Brewing Corp., Standard Oil Co. of Indiana, Speedway Petroleum, Gobel Brewing, Burgermeister Beer and General Tire Co.

The regular season schedule will begin on Sept. 30 and continue through Dec. 23, with pre-season games set for Sept. 9, 16 and 23. CBS-TV will originate telecasts from the home parks of all clubs except the Cleveland Browns.

NBC to Entertain Governors

NBC NEWS and Special Events Dept.'s vice president, Davidson Taylor, aided by Bill McAndrew, director of NBC News; Barry Wood, NBC director of special events, and Chet Huntley, convention anchor-man for tv, will conduct a preview of NBC's convention coverage tomorrow (Tuesday) before a special governor's conference in Atlantic City.

Personal invitations were sent several weeks ago to all 48 state governors to see the latest in NBC-RCA-developed electronic methods, which will be put to use during convention coverage at Chicago and San Francisco. Commented Mr. Taylor last week: "We feel that the governors are a particularly appropriate audience for the unveiling of NBC's programming plans since they will play key roles, many of them heading state delegations."

We Have A Discovery, Too, Admiral Byrd!

by Harold F. Walker



Our discovery is right here in America . . . a quarter of a billion dollar market in the SOUTH! Never reached—never sold until WDIA came upon this rich market of 1,237,686 Negroes—nearly 1/10 of the Negro population in the entire United States!

SOCIO-ECONOMIC REVOLUTION

In the industrial revolution of the South, Memphis has become a major center of development—and Negroes have become a vital factor in the prosperity of the community. As Negro economy has expanded, social consciousness has increased. With earning power the highest, per capita, relative to white —of any Negroes in the United States, these citizens have a new incentive to elevate their standard of living—buy more and better goods.

PROFIT MOTIVE

Foreseeing this economic trend, WDIA converted, in 1948, from the conventional type, radio station to all-Negro programming. Within one year, WDIA jumped from LAST to FIRST position in overall audience rating, and augmented its annual gross dollar volume by 600%! If you have a profit motive in mind, take a mental expedition to WDIA!

REACTION PATTERN

WDIA customizes programming to meet the changing socio-economic needs, providing Negro announcers, disc jockeys, performers, to establish rapport with listeners, through traditional type entertainment and commercials. At the same time, WDIA displays acute awareness of the new status, creating reaction patterns of new dignity and desire for superior standards.

NEGRO SPENDING

Consequently, Negroes in Memphis and surrounding trade area spend 80% of their income on consumer products, such as foods, drugs, gasoline, and soft goods. Among WDIA's clientele are:

Carnation Milk, Arrid, Calumet Baking Powder, Kroger Stores, Ex-Lax, Wrigley, ESSO, and Omega flour.

With WDIA's 50,000 watt coverage, it reaches 1,237,686 potential buyers! The WDIA Negro Staff adds commercial impact to tremendous penetration. Market possibilities are fantastic. Inquire about them, on your own personal letterhead, immediately—and ask for your bound copy of, "The Story Of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

NBC RADIO TO DROP 'WEEKDAY' PROGRAM

Westinghouse plan to discontinue carrying network daytime programming sounds death-knell for Monday-Friday show that never became too popular.

NBC RADIO'S *Weekday,* 3½-hour-a-day Monday-Friday series that has been a point of controversy since before it went on the air last November, is being shelved by the network. NBC authorities confirmed last week that it will be discontinued and said plans for its replacement are now being drawn by a special task force consisting of Board Chairman Sylvester L. (Pat) Weaver Jr. and "some of the other top program minds" in the NBC organization, including tv as well as radio planners.

They hope to have the plans in readiness to present to the executive committee of the NBC Radio affiliates when the committee meets with network officials in New York this Friday [CLOSED CIRCUIT, June 18]. Authorities could give no details of the replacement programs being planned, except to speculate that they probably will lean more towards the "same-time-same-station" type of scheduling than *Weekday* has done.

Never widely popular, either with affiliates or with advertisers, *Weekday* received an especially hard blow a short time ago when, it was revealed last week, Westinghouse Broadcasting Co. served notice that its NBC-affiliated radio stations would discontinue carrying NBC daytime programs. Discussion between NBC and WBC officials were still in progress last week over the WBC stations' request to recapture the daytime periods for local use. The stations are KDKA Pittsburgh, WBZ Boston, KYW Cleveland and WOWO Ft. Wayne, Ind.

Format of Series

Weekday occupies the Monday-Friday periods from 10 a.m. to 12 noon and from 2 p.m. to 3:30 (EDT)—there is no network service from noon to 2 p.m.—and consists largely of unrelated features designed primarily to reach and serve the housewife.

Monitor, NBC's continuous weekend service, after which *Weekday* was patterned, is not affected by the decision to drop *Weekday,* officials emphasized. They pointed out that in the year that *Monitor* has been on the air, it has been responsible for approximately $5 million in gross billings, or 300% more business than was being sold in the same weekend hours before *Monitor* got under way.

Both *Monitor* and *Weekday* are sold in one-minute, 30-second and billboard participation segments. *Weekday's* current list of participation-sponsors includes American Molasses, Miles Labs, Bell Telephone, Warner-Lambert, Kerr Glass, Sterling Drug, Realemon, Standard Brands, Manhattan Soap and General Foods.

Target date for dropping of *Weekday* and the substitution of new programming in these daytime hours apparently had not been set last week. Presumably, the timing will be made known to the affiliates executive committee on Friday, however.

Les Lindow, WFDF Flint, Mich., is acting chairman and executive vice chairman of the committee. Other members are George Harvey, WFLA Tampa, Fla., secretary; Leonard Reinsch, WSB Atlanta; William Rines, WCSH Portland, Me.; Ben Larsen, KDYL Salt Lake City; George Wagner, KFI Los Angeles; Harold Hough, WBAP Fort Worth, and David Baltimore, WBRE Wilkes-Barre, Pa.

Is This the Top?

COME July 7, tv quiz show jackpots, now as high as $100,000, will break that big-money barrier when CBS-TV and the Mennen Co. launch *High Finance,* an audience participation show with a $110,000 jackpot. The new Dennis James program, based on the premise of trade and barter, will center on news headlines and offers contestants a chance to try for a new business, a world-wide trip or financial security. *High Finance* will replace *The Damon Runyon Theatre,* currently seen on CBS-TV, Saturdays, 10:30-11 p.m. EDT. McCann-Erickson is Mennen's agency.

CBS Radio Realigns Sat.-Sun. Night Schedule

RE-PROGRAMMING of CBS Radio's summer weekend evening schedule was announced last week by Howard G. Barnes, vice president in charge of network programs, with Saturday night to be devoted to jazz and dance music and name entertainers and Sunday night to drama, comedy, audience participation and music.

Starting July 7, the Saturday night schedule (all on EDT) will consist of *New Orleans Jazz Band Ball* (6:05-6:30 p.m.), *Saturday at The Chase* variety show (6:30-6:55 p.m.), *Juke Box Jury* (7:05-7:55 p.m.), *Treasury of Music* (8:05-8:30 p.m.), *Upbeat Saturday Night* (8:30-9 p.m.), *Rock 'n' Roll Dance Party* (9-9:30 p.m.) and *Basin Street Jazz* (9:30-10 p.m.). The programs will originate from O'Dwyer's Night Club in New Orleans, the Chase Hotel in St. Louis and New York's Basin Street Night Club.

The new Sunday night line-up (all EDT) includes *Gunsmoke* (6:30-6:55 p.m.); *Mitch Miller Show* (7:05-7:55 p.m.), effective July 8; *Meet Corliss Archer* (8:05-8:30 p.m.), starting yesterday (Sunday); *Two for The Money* with Sam Levenson (8:30-9 p.m.), starting yesterday; *Summer in St. Louis,* light opera and musical comedy presented by the St. Louis Municipal Opera Co. (9:05-9:30 p.m.) starting July 8, and a program of dance music from Atlantic City's Steel Pier (9:30-10 p.m.), starting July 8.

Country Music, News Wrap-Up Tops ABC Radio Realignment

IN A realignment of its Sunday evening program schedule, effective July 1, ABC Radio will present a series of comprehensive news and commentary broadcasts from 6-7:30 p.m. EDT and an *All Star Country Show* on five separate but related programs of country music from 7:35-9:55 p.m. EDT [CLOSED CIRCUIT, June 4].

The news-commentary series is designed as a weekend news wrap-up with diversification of presentation and viewpoint. It will feature such commentators and news analysts as Don Gardiner from New York (6 p.m.), Paul Harvey from Chicago (6:15 p.m.), Quincy Howe from New York (6:30 p.m.), George Sokolsky from New York (6:45 p.m.), Bryson Rash from Washington (7 p.m.), Yale Newman from London, Robert Sturdevant from Paris and news pickups from various capitals of the world (7:15 p.m.).

Each of the five half-hour segments of *All Star Country Show* will be emceed by leading personalities in the field of country music. They include Faron Young, Carl Smith, Webb Pierce, Marty Robbins, Hank Snow and Ernest Tubbs.

THEATRE FORMAT USED FOR NEW NBC-TV PROGRAM

Oppenheimer in charge of developing repertory concept for television show.

ADAPTION of the repertory theatre concept to television is being effected by NBC-TV Hollywood creative program executive Jess Oppenheimer, the network announced Wednesday. It is part of the network's long-range project of program development and no date has been scheduled for the start of the series involved, titled *A Company of Players.*

Mr. Oppenheimer, formerly producer and chief writer of CBS-TV's *I Love Lucy,* also has under development another new series for NBC-TV based on "The Ten Commandments." Both are being handled by Mr. Oppenheimer's Burlingame Productions Inc. *A Company of Players* may be either live or filmed before a live audience as *Lucy* is done.

NBC-TV said the new format for the *Players* is designed to answer two of the medium's major problems—"over-exposure of performers and insufficient writers." A permanent company of 10 to 12 performers would divide dramatic, comic and music chores during the hour program. The network said that, like those in repertory and stock companies, actors in *A Company of Players* would span the age groups and be called upon to perform across the entire spectrum of theatre arts.

Mr. Oppenheimer said he hopes to build sustained audience interest in the program with a concept based on combining dramatic and comedy elements in a manner not previously accomplished on television. During the first half hour of a show, the company would perform a dramatic segment, which may be either an original or a scene from a known property. Sometime in the second part of the hour, the company would do a broad satire or take-off on the same subject that is handled seriously in the first part, it was explained.

Broadly, *A Company of Players* would follow the variety format, presenting songs, dances and comedy sketches in addition to the dramatic piece and its satire, but acceptance would not depend on a single star's personality. The program, Mr. Oppenheimer said, would be so designed that the company itself emerges as the star. The tasks would be scheduled so that members of the company, while appearing in the show each week, would only be called upon to carry major performance burdens in a given department at spaced intervals.

Mr. Oppenheimer said he arrived at the idea after analyzing successful formats in the history of the theatre and incorporating proved elements in a new arrangement intended to answer some of the problems posed by television. "For material," he explained, "we'd draw on everything from Greek mythology to Shakespeare to the modern musical revue. Dramatic sketches that are too short or too long for standard time divisions would be excellent fare for us. We'll be able to use material of nearly any length and expose every facet of our multo-talented company of players."

An intensive talent screening process, with auditions scheduled on a nationwide basis, would provide the players from which the permanent company would be selected. Looking toward extra benefits of the format, Mr. Oppenheimer said it is not unlikely that ideas for separate programs would emerge.

'Ultra-Portable' Tv

THROUGH the use of an "ultra-portable" television receiver called "Porto-Vision," NBC News will enable prominent political figures to see each other on the screen as they talk to one another from different localities in the convention halls this August. As an example of the potential of NBC-developed "Porto-Vision," the network speculated that it could cover former President Harry S. Truman's arrival at the airport for the Democratic convention in Chicago (Aug. 13-20). An NBC reporter could confront Mr. Truman with the portable receiver which would be split-screened to show himself on one half and possibly Sen. Stuart Symington (D-Mo.), who is in the Convention Hall and asking for instructions on the poll of the Missouri delegation, on the other. The two would connected by audio too, NBC points out, and could proceed with a two-way conversation.

NBC Issues 50,000 Copies Of Convention Handbook

A 50,000-copy initial printing of the new *NBC Student Guide, for National Conventions* is being circulated to universities, junior colleges, high schools and parent-teacher associations throughout the country. Copies are being made available to the public through local stations.

The eight-page booklet, prepared by the network's exploitation department, outlines NBC News' preparations for convention coverage and explains mechanics of the conventions themselves. Richard Hofstadter, Pulitzer Prize

THERE'S A FINE "New Look" on Milwaukee's Channel 12



Now! The Finest Lineup of Weekday Television Programs in the Market

Viewing tastes change. Smart stations change with them. Milwaukee audiences and advertisers have long demanded more and better daytime TV programs. WISN-TV has met the demand with the dynamic "New Look."

Here is daytime programming as fresh and full as the morning sun. Here is Milwaukee . . . the things it likes, the things it does, the things it wants to know. Here are local personalities, endeared for years to the community where they've worked. Here is television, 1956 brand, the way Milwaukee wants it. No interest has been overlooked, no taste neglected.

The results are not surprising. Viewer and advertiser emphatically confirm the wisdom of the menu. Mail is up, phone calls are up, ratings are up and sales are up. Yes, there's a bright "New Look" in Milwaukee television and more and more smart advertisers are fast becoming a part of it.

TOP PROGRAMS

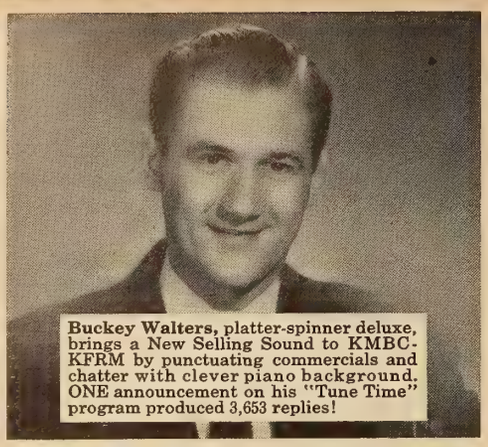
TOP TOWER
1105 Feet

TOP POWER
316,000 Watts

John B. Soell
Director

WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE

Represented by
Edward Petry & Co., Inc.



Buckey Walters, platter-spinner deluxe, brings a New Selling Sound to KMBC-KFRM by punctuating commercials and chatter with clever piano background. ONE announcement on his "Tune Time" program produced 3,653 replies!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America



See page 113

holder and history professor at Columbia University, is author of the guide's lead article which explains roles of the "political actors" and how television coverage affects a convention.

Other articles deal with NBC-TV equipment, news staffers, past convention history, delegate selection, the electoral college and other political background.

CBS Radio Promotes Dorfsman To Director of Advertising

ADVANCEMENT of Louis Dorfsman from co-director to director of advertising and sales promotion of CBS Radio is being announced today (Monday) by Jules Dundes, vice president in charge of promotion for the network. Mr. Dorfsman also will continue his duties as art director for CBS Radio.



MR. DORFSMAN

Mr. Dorfsman has served as co-director of advertising and sales promotion with Sherril Taylor, who left CBS Radio several months ago to join RAB as vice president in charge of promotion. He joined CBS in 1946 as a staff designer and later was named associate director of advertising and sales promotion. According to CBS Radio, he has been presented with five Gold Medal Awards of the Art Directors Club of New York for his creative efforts in the field of art design.

Alex Dreier, 37 Others Leave for Russian Tour

A NEWSMAN's "passing observation" is resulting in a "first hand observation" as NBC's Alex Dreier, accompanied by his family and 37 U. S. business and industrial executives, tour the Soviet Union and other places of interest behind the Iron Curtain.

Mr. Dreier, with NBC News in Chicago, some weeks ago had "observed" while on the air that the best way to understand what's going on in the U. S. S. R. is to go there in person, thus fostering mutual understanding. Shortly after the broadcast, Mr. Dreier reported he was deluged by letters expressing interest in making the trip. The Dreier party, which left New York Monday, plans to spend "considerable time" in Moscow and Leningrad, also visiting Warsaw, Prague and East Berlin. Mr. Dreier planned to broadcast both live and tape-recorded reports from Russia and took a cameraman along to record the trip on both monochrome and color film.

Helicopter Service Planned For NBC Convention Coverage

PLANS for use of a helicopter service by NBC Chicago to shuttle equipment and personnel during the August Democratic National Convention were announced last Tuesday.

An agreement with the Helicopter Air Service of Chicago provides the taxi service from atop the Merchandise Mart to the International Amphitheatre in a manner of minutes. Vacant space not being used by NBC for production and engineering shops on the 19th floor of the Mart has been set aside for the helicopter port.

NBC-TV Convention Insert

TECHNIQUE of *Wide Wide World* will be used by NBC-TV in a new feature, *Cross-Country Caucus,* actually an insert to be used during the network's coverage of the national conventions in Chicago and San Francisco this August.

According to Barry Wood, director of NBC special events who will be in charge of production at the conventions, the technique will take viewers away from the site of convention when a "political question of the hour" arises during proceedings. Cameras will take viewers to newspaper editors and editorial writers in all parts of the U. S. for discussion of the immediate issue. The program insert will be employed during lulls in the convention.

NETWORK PEOPLE

Donald E. Udey, Rural Radio Network, Ithaca, N. Y., appointed chief engineer, supervising technical operation of five fm stations owned by RRN in N. Y. and liaison with 29 am and fm station affiliates.

John F. Antoniazzi, staff member, Lybrand, Ross Bros. & Montgomery, management consultants, named assistant management consultant at CBS Inc., N. Y.

Philip Barry Jr., associate producer, NBC-TV's *The Alcoa Hour* and *Goodyear Television Playhouse* (alternate Sundays, 9-10 p.m. EDT), takes over production of both shows during summer. **Herbert Brodkin,** series' regular producer, returns to programs on Sept. 3.

Vincent J. Donehue, freelance tv producer-director, signed by CBS-TV for coming season and initially assigned to network's *Playhouse 90* series. He has worked on *Goodyear Playhouse, Producers' Showcase, Playwrights '56* and *U. S. Steel Hour.*

Nancy Hamburger, assistant magazine editor, NBC press and publicity, appointed magazine editor of department. **Colleen Hoefer,** NBC press staffwriter, replaces her.

NETWORK SHORT

American Broadcasting-Paramount Theatres Inc., N. Y., announces dividends of 25 cents each will be paid July 20 on outstanding preferred shares and on outstanding common stock to stockholders of record on June 29.

Good Penmanship Needed

EVEN the smallest tv screen will boast of "the big picture" during the ABC-TV coverage of the presidential nominating conventions in August, according to William Trevarthen, ABC engineering operations director.

Reporting that the network will install Intrafax (facsimile) transceivers in both its tv and radio newsbooths, Mr. Trevarthen said that the tv audience will be able to read the latest bulletins—exactly as handwritten by an ABC reporter—in montage without disturbing the regular picture pattern. Mr. Trevarthen cautioned, however, that this procedure will be followed only if the directors feel the tv picture is too important for a cut-off. Intrafax was developed by Western Union.

PRICES FALL ON COLOR TV RECEIVERS

In wake of RCA, GE's announcements of $495 color sets, other manufacturers disclose plans for competitive lines at Chicago furnishings show last week.

TELEVISION took on a competitive color glow and portable "set in every room" look at manufacturers' sales meetings and market showings last week.

If color wasn't exactly busting out all over, it was at least blooming for the first time in Chicago's International Home Furnishings Show. At the same time most major manufacturers hopped on the portable or "personal" tv set bandwagon with a variety of screen sizes ranging from 8 to 17 inches.

In the wake of the breakthrough on the "magic $500" figure for color sets by Admiral, RCA and General Electric, other set makers indicated they intend to be competitive, though in most instances setting no firm prices. Shown were Admiral's table model color set at $499.95 and RCA's and GE's receivers for $495 [B•T, June 18, 11].

Among others who indicated they would be competitive were Motorola, which announced a price range of $500 and up for console and consolette models, and Westinghouse Electric Corp., which reported no price range.

Portable editions were included in lines shown by Motorola, RCA, General Electric, Magnavox and its Spartan Div. and Hotpoint, which unveiled black-and-white tv for the first time.

Motorola executives remained mum on exact prices of its new color line but indicated there would be a price differential of $100 between its consolette (or table) and console models, and that the firm would be "competitive" in different markets on the basis of competitive prices in each. Motorola claims it will compete with RCA, Admiral and General Electric, even with sets above $500. Motorola receivers incorporate the RCA tube.

Motorola, Admiral Plans

Motorola did not show its new color line at the Home Furnishings Show, but unveiled it at a distributor sales meeting June 21-23. Another competitor, Admiral Corp., is holding off until its sales meeting this week, keeping silent on whether it will reduce its prices on consoles ($895) as it has on table models. Admiral showed its sun-powered or solar, tubeless radio last week.

Likewise, Westinghouse introduced its four table and two console color sets, "price undetermined," as well as a new group of 21- and 24-in. black-and-white sets. The color receiver was described as incorporating "the world's first 22-in. rectangular all-glass tube."

At the Motorola distributor meeting Thursday, Robert W. Galvin, president, claimed "a fruition of the two new basic concepts"—a color receiver and portable television—and predicted compatability in the living room with monochrome sets. Motorola concentrated on 14 inches in the tv portable line and also on transistorized portable radios.

Most of the manufacturers, however, including Motorola, Admiral and RCA, weren't making any great claims for out-of-the-home reception on portable models, according to a spot check by B•T. Rather, the emphasis was on transportability within the home, instead of on the beach and elsewhere.

At a news conference Thursday, Sol Polk, president of Polk Bros. in Chicago, a heavy local television advertiser, predicted he will sell 10,000 color sets by the end of the year. He reported he has sold over 1,000 receivers since the first of the year which, if true, is significant. (There are reportedly about 2,500 color units in Chicago.) He felt black-and-white set sales will not suffer because of color television.

Westinghouse claimed "copious use of printed circuitry" in its color models (using Westinghouse tubes) and displayed new black-and-white tv and radio lines.

Considerable interest centered on Hotpoint Co.'s new television line. (It won't market any color this year, even as a General Electric subsidiary.) Hotpoint unveiled portables with minimal 9-, 14- and 17-in. screens (compared to RCA's 8, GE's 9 and Admiral's 10) in a line of seven portables, three 21-in. table models and four 21-in. and two 24-in. consoles, complete with remote control unit with power tuning incorporated. Uhf price differential on the 9 and 14-in. sizes is $20 and $25 on the 17, lower than that offered by some manufacturers. Hotpoint portable prices start at $99.95, with its 21-in. and above sets at $159.95.

One revelation at the Home Furnishing Market was that Hotpoint plans to buy participations in NBC Radio's *Monitor* this fall as part of a huge advertising campaign.

Magnavox has two console color models at $745 and $950—but no new editions to its line are planned now—and portables at $149.50 for 17-in. screens.

GE displayed a complete 21-model tv set line, seven of which were portables and three color receivers [B•T, June 18]. Philco Corp. and CBS-Columbia were fairly conspicuous by their absence in color. Philco showed new clock, table and am-fm radios and portable phonographs. Aside from color receivers, RCA showcased its portable tv and other equipment.

Philco Distributors See New Portable Tv Models

NEW radio, tv and phonograph lines were shown in Philadelphia last Monday to U. S. distributors by Philco Corp., including portable tv sets, multi-purpose clock radios and a high-fidelity speaker system. The models featured lightweight 14- and 17-inch portables in aluminum cabinets and a four-speed phonograph.

Portable tv sets ranged from $109.95 for a 14-inch set to $169.95 for a 17-inch model. Twenty-one-inch consoles range from $199.95 to $339.95 and 24-inch types from $239.95 to $399.95. Tv features include an inside-out chassis permitting up-front sound in all models, using oval and rectangular speakers. Improved circuitry is said to give up to 50% more picture clarity and a custom micro-grid tuner gives improved antenna match.

Emerson 3-Way Portable

A PORTABLE television - phonograph - radio set, claimed to be the world's first, was introduced last week by Emerson Radio & Phonograph Corp., Jersey City, N. J. The Emerson Model 1232 features an 8½-in. screen and can be operated on a car's battery power by plugging an inverter into the cigarette lighter. It retails at a suggested list price of $124.

Also introduced by Emerson last week: six other tv receivers, including two portable and one color set. The latter, Model C-506, is a 21-in. screen deluxe consolette, which features full-scale circuitry and a full complement of parts, that will sell for $678.



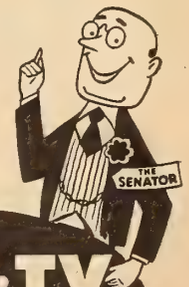
A BIG AUDIENCE OF KIDS GIVES CAPTAIN SACTO A BIG RATING!

IF YOU BUY RATINGS, YOU'LL BUY CAPTAIN SACTO, WITH

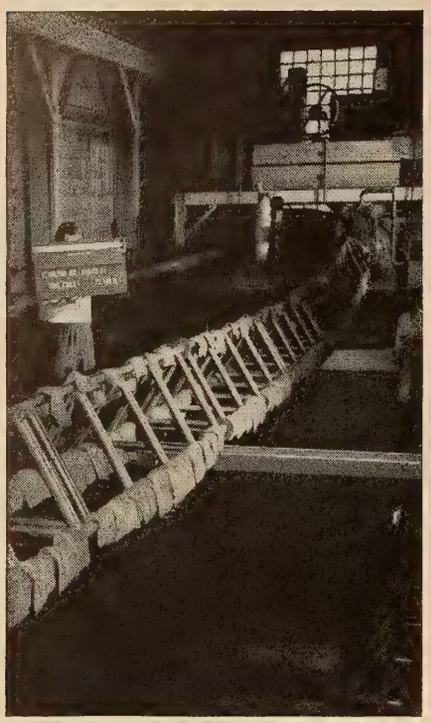
A BIG 21 7*

IN SACRAMENTO'S BIG TV MARKET!

*Sacramento Television Audience ARB: February 8 - 14, 1956



KCRA·TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
represented by Edward Petry & Co.



"Pre-testing" a Stainless Tower

YOU NEVER "TAKE A CHANCE" ON A STAINLESS TOWER

Here's why . . .

Each tower design is subjected to rigorous tests such as shown in the above photo. Progressive hydraulic pressures are applied simulating tower compression loading to determine the "buckling" point. Bags of lead shot are placed along vertical members to simulate maximum wind loadings. Every type of stress to which a tower might be subjected in actual service, is applied to Stainless tower designs with more severity than will ever be encountered in service.

Stainless literally "destroys" towers to make sure that the customer will be assured of absolute dependability!

Dependability is a "sure thing" when you buy a Stainless Tower.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

ELECTRONICS FIRMS OF GE REORGANIZED

Three separate divisions established among 21 of the firm's organizations for 'rapid expansion and future growth prospects.'

GENERAL ELECTRIC Co., citing "rapid expansion and future growth prospects," has reorganized its electronics business into three separate divisions as part of the GE electronic, atomic and defense system group.

The grouping of 16 electronic businesses and five separate labs into Industrial Electronics, Electronic Component and Defense Electronics Div., to be headed by C. W. LaPierre, executive vice president of the E-A-D Systems Group, and aided by Dr. W. R. G. Baker, vice president and general manager of the former Electronics Div. Dr. Baker—recently-elected RETMA president [B•T, June 18]—will serve as vice president and consultant to Mr. LaPierre until his retirement next year under GE's mandatory retirement program.

Breakdown of executives for the new divisions is as follows:

Harold A. Strickland, former engineering vice president of Hotpoint Co., Chicago, a GE subsidiary, and consultant to the New York engineering services division, will head the new International Electronics Div., New York. It will manufacture, among other things, closed-circuit tv systems, mobile and microwave communications equipment. It comprises the former Syracuse technical products department Waynesboro, Va., specialty control department and Milwaukee x-ray department.

L. Berkley Davis, former general manager, receiving tube sub-department, Owensboro, Ky., will head the Electronic Component Div. with temporary headquarters at Owensboro. This section will be charged with product responsibility for transistors, rectifiers, printed circuits and a wide range of tubes. It comprises the Syracuse cathode ray and semi-conductor products departments; the Auburn, N. Y., electronic components department; the Schenectady power tube department, and the Owensboro receiving tube and electronic components sales departments.

George L. Haller, former general manager of the Syracuse lab department, will take over the Defense Electronics Div., consisting of various GE military plants in upstate New York, Massachusetts and Pennsylvania. It will manufacture a complete line of electronic-defense items ranging from tiny fuzes to complex communications systems.

Wanted: Women

NOT ENOUGH consideration has been given to opening the electronics engineering field to women, according to Dr. C. B. Jolliffe, vice president and technical director of RCA. Speaking at a dinner in honor of the President's Committee for the Development of Scientists and Engineers, in Newark, N. J., last week, Dr. Jolliffe noted that Russia boasts that 20% of its engineers are women, while in the U. S. the proportion is less than 1%. In solving what he termed "a life-and-death struggle for technical supremacy," Dr. Jolliffe said the U. S. should overcome its lack of interest in women engineers and break up the "monopoly of masculinity" in the engineering field. He also said RCA has been encouraging training of women in the field.

Michigan Tube Plant Shut Down By CBS Inc.

A SECOND manufacturing arm of CBS Inc., that of CBS-Hytron (tubes), showed signs last week of bending to a business dip with the announcement that the Kalamazoo, Mich., plant will be shut down. The plant, which employs 700 persons, makes black-and-white picture tubes. Operations are to be transferred to CBS Hytron's Newburyport, Mass., plant, thereby centralizing its tube making.

Only a bare month ago, CBS-Columbia (receivers) was reported to be in a period of rough sledding [B•T, May 28]. As early as CBS Inc.'s annual report of three months ago, Board Chairman William S. Paley and President Frank Stanton had revealed that despite an increased volume of business in 1955, CBS Hytron failed to be profitable because of "high developmental costs in color as well as to heavy price competition in picture tubes."

As expressed last week by a CBS Inc. spokesman, the Kalamazoo plant's closing was prompted specifically by (1) a drop in the actual production of receivers, and (2) the failure of what at first was estimated to be a "fabulous" future for color tubes. This source also noted that CBS Hytron was "doing well in receiving tubes" and the outlook is "good on transistors." The trouble he laid to slow movement of picture tubes.

While the Kalamazoo plant will be closed, CBS Hytron will retain it for "possible" manufacture of color tv tubes on an if-and-when basis, and, in the meantime, will use it as a warehouse.

Also cited by Charles F. Stromeyer, CBS Hytron president, was the "public fancy" for portable tv sets that has increased the demand for small picture tubes. This new trend, he observed, makes it necessary for the company to "revert our concentration of production to make the most effective use of manufacturing equipment." The Newbury plant is equipped to make both large and small picture tubes, while only the larger-sized types have been produced at the Michigan plant.

Dealers' Sales in '55 Analyzed in New Report

RADIO-TV receivers and record-players accounted for less of appliance dealers' total dollar volume in 1955 than in the previous year, but still commanded top sales ratings, according to a survey of members of the National Appliance and Radio-Tv Dealers Assn. announced last week.

As to 1956 prospects, dealers expect to show the best sales record in laundry equipment, particularly dryers, with television ranking second and refrigerators third. The survey, conducted by Richard E. Snyder, Chicago economist, also noted that color tv, high fidelity and certain white goods appliances are receiving special promotion this year.

Among products showing percentage increases in total sales with trade-in factors were tv sets, which rose from 29% of total sales in 1954 to 38% in 1955, and vacuum cleaners from 35% to 46%.

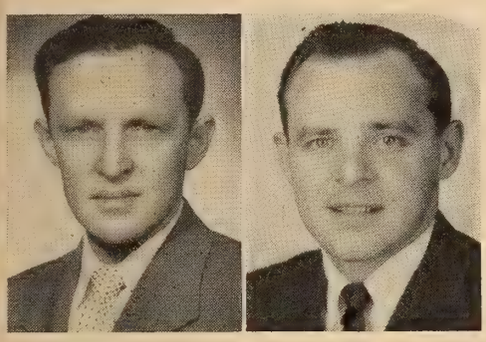
Among primary "operating problems" reported by dealers last year were "false and misleading advertising" and price-cutting. It was not revealed how many dealers responded to the survey.

CHROMATIC BOOSTS COLOR TV ACTIVITY

Firm hopes that 'Chromatron' sets will sell in $300-$400 price range. New appointments also announced in stepped-up receiver development plans.

CHROMATIC TELEVISION Labs, New York, still a big question mark in color tv, showed signs last week of stepped-up activity on behalf of its "Chromatron," or Lawrence, single-gun color tv picture tube and associated equipment.

New appointments were announced and a Chromatic spokesman admitted that "we are now re-activating ourselves a bit." The renewed activity, which includes plans for additional demonstrations of Chromatic color to manufacturers, has been recent. Early in June, Barney Balaban, president of Paramount Pictures Corp., 50% owner of Chromatic, said the development "has reached the stage of commercial acceptability" and noted only that certain problems in the production design of some of the components remained [B•T, June 11].



MR. NEUWIRTH MR. CHESNES

Hopes have been expressed by Chromatic that the manufacturers will be able to offer color sets in the estimated $300-$400 price range utilizing the Lawrence method. The least expensive 1956-57 color receiver on the market is now $495. The single-gun color receiver is Chromatic's main commercial interest.

Among the new Chromatic appointments announced by Robert Dressler, vice president of Chromatic Labs: Albert A. Chesnes, formerly director of technical operations, advanced in supervisory capacity to technical director, where he will be responsible for overall supervision of the color development program as well as for Chromatic's military electronics activities, and Paul Neuwirth, who becomes department chief of color tv development at the laboratories. Mr. Neuwirth was project engineer in charge of CBS-Columbia's color receiver development.

Other appointments: Sy Krinsky, previously chief engineer of Telechrome Mfg. Co., becomes chief engineer, and Albert Jacobs, formerly with Chromatic's government program activities (radar equipment and displays), moved up to department chief of government research and development.

Eitel-McCullough Announces New Ceramic Receiving Tubes

EITEL-McCULLOUGH INC., San Bruno, Calif., which claims it is the world's largest manufacturer of power transmitting tubes, announced in New York last week that it has developed a "new concept" in receiving tube production. The new tubes are stacked ceramic and made to withstand extreme conditions. They were developed under an Air Force contract.

John S. McCullough, director of research, predicted that eventually these receiving tubes would be made available for the "mass market, for example, the television receiving tube industry." Asked by newsmen how the Eitel-McCullough tube would compete against the transistor in future receiver developments, he said Eimac (the company's brand name) ceramic receiving tubes would be useful when tv sets become smaller and higher temperatures become a problem. Mr. McCullough explained that the transistor, a semiconductor, is hard put at very high temperatures, with its ability to amplify then uncertain.

Radio-Tv Repair Bills Up

RADIO AND TV repair shops had total business of $313 million in 1954, compared to $100 million in 1948, according to the Census of Business conducted by the U. S. Census Bureau. This 211% increase, during the years when television experienced its greatest growth, was paralleled by a 224% increase in payroll, $19 million to $62 million.

New York led with 12.4% of radio-tv repair shop business. Illinois was second with 9.1%; California third with 9%; Pennsylvania fourth with 6.7%, and Ohio fifth with 6.1%.

Transistor Recorder by RCA

DEVELOPMENT of a transistor-powered tape recorder—claimed to be the first of its kind—was announced last week by RCA Theatre & Sound Products Dept., Camden, N. J. The new SRT-2, a high-fidelity instrument, utilizes both transistors and printed circuits, operating, RCA claims, with a minimum of parts and emitting no hum.

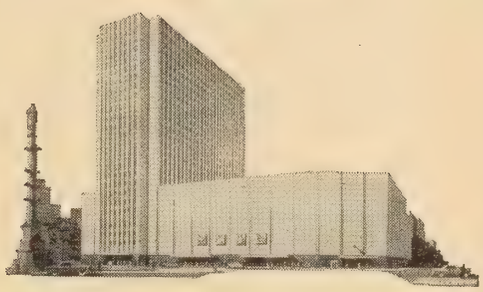
ROSY PICTURE SEEN FOR AMPEX BACKERS

AMPEX Corp. plans to produce 200 tv magnetic tape recorder units in 1958; it has orders for 90 units to be made next year at a price of $45,000 per unit and its prototype units are sold at $75,000 per unit. These figures are contained in a report for investors in Ampex Corp., prepared by Blyth & Co., national underwriter and distributor of securities.

Total sales of Ampex for the year ended April 30 exceeded $10 million, with sales of at least $15 million projected for the year ending next April 30, according to the report. Advance orders for production models of the tv recorder exceed $4.5 million, it was pointed out. Earnings before research expenses and taxes totaled an estimated $1.6 million for the last fiscal year, with net earnings at $300,000.

Much attention in the report is directed to the new tv magnetic tape recorder, first shown at the NARTB convention in Chicago. Noted is the "response of the tv industry" to Ampex's tv recorder, which the report claims "has exceeded that of the radio industry in its enthusiasm" for Ampex's magnetic tape sound recorder when it was shown in 1947.

Looking ahead, the report points out that use in instrumentation of the tv tape recorder may have potential applications in markets "which could overshadow its prospective use in the television and motion picture industries." Cited also were studies by Ampex marketing analysis which "indicate excellent growth prospects for sales of its audio equipment and its recently introduced tape phonograph for the home market."



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New Phone

JUdson 6-3450

THE BEST MUSIC IN AMERICA SESAC

Celebrating Our 25th Anniversary

1956 Radio Shipments Up, Tv Down for First Third

RADIO SHIPMENTS to dealers in the first four months of 1956 totaled 1,920,683 receivers compared to 1,577,483 a year ago, according to Radio-Electronics-Tv Mfrs. Assn. (radio shipment data does not include auto sets, which seldom pass through dealers' hands.) April radio shipments totaled 449,810 sets compared to 530,349 in March and 413,021 in April 1955.

Shipments of tv sets to dealers totaled 2,059,129 in the first four months of 1956, compared to 2,329,449 a year ago. April tv shipments totaled 356,893 sets compared to 549,220 in March and 361,102 in April 1955.

Radio set shipments in the first four months of 1956, by states, follow:

State	Total	State	Total
Ala.	24,392	Neb.	12,406
Ariz.	11,908	Nev.	2,550
Ark.	10,540	N. H.	6,131
Calif.	190,161	N. J.	71,310
Colo.	14,651	N. M.	6,822
Conn.	31,008	N. Y.	314,024
Del.	3,582	N. C.	29,147
D. of C.	17,760	N. D.	5,053
Fla.	35,886	Ohio	108,431
Ga.	29,467	Okla.	15,555
Idaho	4,103	Ore.	17,274
Ill.	160,051	Pa.	134,674
Ind.	35,608	R. I.	12,133
Iowa	19,672	S. C.	12,305
Kan.	15,224	S. D.	5,004
Ky.	29,006	Tenn.	22,592
La.	25,850	Tex.	86,693
Me.	8,737	Utah	6,776
Md.	31,013	Vt.	4,033
Mass.	70,249	Va.	27,664
Mich.	82,337	Wash.	29,841
Minn.	26,761	W. Va.	11,833
Miss.	10,803	Wis.	36,081
Mo.	41,532	Wyo.	2,695
Mont.	6,061	GRAND TOTAL	1,920,683

Tv set shipments to dealers during the first four months of 1956, by states, follow:

State	Total	State	Total
Ala.	33,392	N. H.	7,306
Ariz.	13,276	N. J.	69,595
Ark.	22,345	N. M.	7,529
Calif.	186,485	N. Y.	230,023
Colo.	15,973	N. C.	48,411
Conn.	32,104	N. D.	6,320
Del.	5,271	Ohio	112,838
D. of C.	18,088	Okla.	28,416
Fla.	65,991	Ore.	23,714
Ga.	47,932	Pa.	140,422
Idaho	8,754	R. I.	10,382
Ill.	108,150	S. C.	21,544
Ind.	49,661	S. D.	7,290
Iowa	22,506	Tenn.	38,526
Kan.	23,305	Tex.	144,894
Ky.	35,920	Utah	8,794
La.	42,016	Vt.	5,824
Me.	12,549	Va.	39,569
Md.	28,010	Wash.	31,448
Mass.	63,531	W. Va.	23,520
Mich.	79,965	Wis.	37,739
Minn.	27,888	Wyo.	2,492
Miss.	20,001	U. S. TOTAL	2,053,510
Mo.	46,546	Alaska	1,326
Mont.	6,399	Hawaii	4,293
Neb.	18,235	GRAND TOTAL	2,059,129
Nev.	2,621		

Color Boosts Ratings, RCA Executive Declares

HOW IMPORTANT is the rating? RCA, itself a network owner and a national advertiser for its consumer products, thinks there is a "secondary reaction now showing up in the ratings" of network tv programs—specifically, the color spectaculars.

An RCA executive—R. H. Coffin, vice president for advertising and sales promotion—presented advertising plans for RCA's new tv set line at a showing in New York last week. He told about RCA's stepped-up spectacular sponsorship starting Sept. 17. The secondary reaction, i.e. creating excitement for the program, it what counts, he implied. Noting that RCA is "unique" in the use of color programming, Mr. Coffin commented: "but in doing so, we are not being altruistic. Experience backed by cold figures, proves that when a show is colorcast, the number of people who view it, whether in color or black-and-white, is greater than if the *same* program were carried in black-and-white alone."

Nominating Conventions Boon To Tv Portable Sales—Beldon

DEMAND for portable or "personal" tv sets will be greatly stimulated this summer by the presidential nominating conventions and elections, a General Electric Co. executive predicted last week.

Attending the International Home Furnishings Market in Chicago, Jack S. Beldon, marketing manager for GE's tv receiver department, pointed out 1956 is the first presidential election year the public will be able to follow developments out of the home with television portables. He noted advantages of pictorial coverage of top news events as provided by tv and felt the public demand for portables will increase.

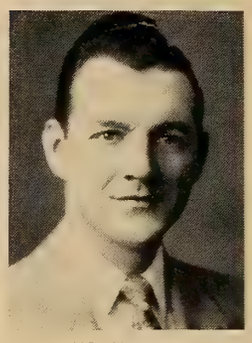
Sylvania Founder Dies

FUNERAL services for Frank A. Poor, 76, a founder and vice chairman of Sylvania Electric Products Inc., were held last Wednesday in Swampscott, Mass. He died June 17 in Wolfeboro, N. H., after a brief illness.

Mr. Poor entered the electronics field in 1901 when he purchased the Bay State Lamp Co., Middleton, Mass. In 1931 he merged the company with the Nilco Lamp Co. and Sylvania Products Co. of Pennsylvania to form the nucleus of the present organization.



MANUFACTURING PEOPLE



MR. WILDER

Ed Wilder, New England area sales engineer, Gates Radio Co., Quincy, Ill., promoted to northeast district manager, covering New York City, N. Y. state and New England. He headquarters at 51 E. 42nd St., N. Y.

George Gill, lighting consultant in N. Y. and Florida, to Century Lighting Inc., N. Y., as manager of new southern branch in N. Miami, Fla. New office, located at 1485 N.E. 129th St., has been set up to serve tv, motion picture and theatre industries in Fla., Ga., Caribbean and South America.

W. L. Gorrell, manager of manufacturing engineering at General Electric Co.'s electronic tube plant in Anniston, Ala., promoted to manager of plant.

Maj. Gen. Francis H. Lanahan, U.S.A. (Ret.), vice president and general manager of Federal Electric Corp., Lodi, N. J., elected executive vice president of company.

James H. Carmine, retired president of Philco Corp., Phila., appointed consultant on merchandising and marketing, Chrysler Corp., Detroit.

George C. Isham, eastern regional manager of electronic products distributor sales, Sylvania Electric Products Inc., to general merchandising manager, electric products sales department.

Harley T. Litteral, formerly regional sales manager, Stromberg-Carson Co., Rochester, N. Y., to Hoffman Electronics Corp., L. A., as district manager for Hoffman Radio Div., with headquarters in Indianapolis.

Sam Newman, senior buyer, Magnavox Co., Fort Wayne, Ind., promoted to assistant purchasing agent of tv-radio-phonograph division.

MANUFACTURING SHORTS

Turner Co. of Cedar Rapids, Iowa, marketing new cardioid microphone, Model 98, claimed to combine compact design with outstanding directional characteristics. Single active element is rugged moving coil type with plastic diaphragm. Unit measures 6¼x1½x1 in. and sells for $59.50.

Allen B. DuMont Labs, Clifton, N. J., reports orders for two 5 kw transmitters from WAGM-TV Presque Isle, Me., and KDIX-TV Dickinson, N. D. Firm also announces shipping tv studio system—consisting of image orthicon chain, camera and associated studio equipment—to Radio Nacional de Espana, Barcelona, Spain, for that city's first tv station. KAVE-TV Carlsbad, N. M. (ch. 6), has ordered 5 kw transmitter and studio equipment for shipment this month.

Magnetic Recording Industry Assn., N. Y., has re-elected full slate of officers for new term. They are Joseph F. Hards, Magnetronics Inc., president; Russell Tinkham, Ampex Corp., vice president; Herman Kornbrodt, Audio Devices Inc., secretary; Victor Machin, Shure Bros. Inc., treasurer; Robert P. Leon, Brush Electronics, and Paul Jansen, Minn. Mining & Manufacturing Co., directors. Organization also reports following new members: Affton Industries, St. Louis; Electronic Teaching Labs., Washington; M. & N. Harrison, N. Y., bringing membership total to 36.

Contract Awarded Thomson For Scottish Commercial Tv

ROY THOMSON, part owner of CHEX-TV Peterborough, Ont., and CKWS-TV Kingston, Ont., and a number of Canadian radio stations, has been awarded the program contract for commercial television in Scotland [CLOSED CIRCUIT, April 30]. Mr. Thomson will establish Scottish Television Ltd. at Edinburgh, and will program a station of the Independent Television Authority located between Edinburgh and Glasgow.

He plans to bring some technicians from his Canadian operations to assist in setting up Scottish Television Ltd. Mr. Thomson also owns *Edinburgh Scotsman, Evening Dispatch* and *Weekly Scotsman,* a large chain of Canadian daily newspapers and the *St. Petersburg* (Fla.) *Independent.*

Canadian AFM Requests Talent Use Requirement

INDEPENDENT radio and television broadcasting stations in Canada should be required to devote a minimum percentage of gross revenue to the use of Canadian talent, the Canadian branch of the American Federation of Musicians stated in its brief before the Royal Commission on Broadcasting at Toronto. The Canadian AFM suggested stations should use about 5% of their gross on Canadian talent.

The organization also suggested to the commission that increased import duties should be placed on low-cost films, electrical transcriptions and recordings in order to encourage Canadian production of such material for broadcasting and telecasting. The brief asked that the Canadian Broadcasting Corp. give more opportunity to musicians in other than major production centers of Toronto, Montreal and Vancouver.

Canadian ARF Elects Gamble

ADRIAN GAMBLE, Procter & Gamble Co. of Canada, Toronto, has been named chairman of Canadian Advertising Research Foundation. succeeding J. M. Bowman of J. Walter Thompson Co., Toronto. H. D. Roach, McKim Adv. Ltd., Toronto, was elected vice chairman and Frank A. Healy, general manager of Assn. of Canadian Advertisers, secretary-treasurer.

CFRS Simcoe, Ont., on Air

CFRS Simcoe, Ont., started operations with 250 w on 1560 kc yesterday (Sunday) with the official opening planned June 30. Station manager is Ted Fielder, with Radio & Television Sales Inc., Toronto, as representative.

INTERNATIONAL SHORTS

Ford Motor Co. of Canada Ltd., Toronto (Mercury, Lincoln and Meteor cars) to Vickers & Benton Ltd., Toronto effective in fall. Ford brand advertising will continue to be handled by Cockfield, Brown & Co. Ltd., Toronto, which will also handle *Ed Sullivan Show* in Canada. Split in advertising placement was made to enable separate agency to concentrate on growing Mercury-Lincoln-Meteor division.

HOW LONDON VIEWING COMPARES TO NEW YORK

COMPARISON OF TOP FIFTEEN ONCE A WEEK TELEVISION PROGRAMS

NEW YORK 17 County Area (By The Pulse Inc.)			LONDON area (By Pulse Ltd.)		
		Program Average Rating % April			Program Average Rating % April
Ed Sullivan	Sunday	48.7	Dragnet	Friday	69
$64,000 Question	Tuesday	38.9	Take Your Pick	Friday	64
I Love Lucy	Monday	37.7	I Love Lucy	Sunday	63
Perry Como	Saturday	33.7	Douglas Fairbanks Presents	Wednesday	60
Groucho Marx	Thursday	32.9	Inner Sanctum	Tuesday	60
Alfred Hitchcock	Sunday	32.8	London Palladium	Sunday	60
Climax	Thursday	31.9	Living Room	Monday	59
Jack Benny	Sunday	31.8	London Playhouse	Thursday	59
Jackie Gleason	Saturday	31.7	Jack Jackson Show	Sunday	57
December Bride	Monday	30.3	Gun Law	Wednesday	56
What's My Line	Sunday	30.1	The Crazy Gang	Tuesday	56
Disneyland	Wednesday	29.9	Theatre Royal	Sunday	56
Person To Person	Friday	29.8	Tony Hancock Show	Friday	56
$64,000 Challenge	Sunday	29.5	Adventures of Laddy	Sunday	55
Mama	Friday	29.1	Jack Hylton Presents	Thursday	55



"On July fourth I'm asking KRIZ Phoenix to play Stars and Stripes Forever."

CHEK-TV are call letters for new tv station for Victoria, B. C., to start operations this fall. Station will be first in Canada to be equipped for color telecasting, though no color programs will be aired until such programs are available through the Canadian Brodcasting Corp. tv network. Station is owned by David M. Armstrong, owner of CKDA Victoria. Charles White is manager.

INTERNATIONAL PEOPLE

Bill Byles, radio-tv director of Young & Rubicam Ltd., Toronto, to executive vice president and director of Horace N. Stovin & Co. Ltd., Toronto station representative firm.

Bill Todd, salesman of CKOY Ottawa, Ontario, and CKEY Toronto, Ont., to manager of CFJB Brampton, Ont.

Hugh Palmer to television director of CBUT Vancouver, B. C., succeeding **Peter McDonald,** moved to Toronto national program office of Canadian Broadcasting Corp.

if you're in the market for INSTANT BUSINESS...

K·DUB stations

INSTANT SALES

100% PURE SALES IMPACT

Made with a high-income audience of over 187,780 viewers...all entertainment-hungry gourmets, eager for new brands & recipes!

F. BEASLEY

KING SIZE PACKAGE

Large Economy Size

OFFERING TEXAS' TREASURE ISLAND COMBINATION: KDUB-TV & KPAR-TV AT A SPECIAL COMBINATION RATE

CBS TELEVISION

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett



HOME OF THE FAMOUS

Hawaiian Room

● Just 3 minutes from New York City's Grand Central Terminal and conveniently near to the Fifth Avenue shopping district, the Lexington is centrally located. Its 801 outside rooms are all equipped with combination tub and shower bath, circulating ice water, full-length mirror, 4-station radio. Television.

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Hotel Lexington

Near the United Nations

LEXINGTON AVE. AT 48th ST., N.Y.C. 17

CALL YOUR TRAVEL AGENT



AWARDS

Southern Calif. News Club Names Annual Award Winners

WINNERS in the 1956 annual awards competition of the Radio & Television News Club of Southern California have been announced. They are:

Most consistent news coverage by a local radio station—KBIG Catalina; best radio news writing and newscasting—Mutual-Don Lee Network *Newspaper of the Air;* best radio special event—KLAC Los Angeles' Santa Fe train wreck coverage; best radio sports—KABC Los Angeles' *Big Game Rally;* best radio commentary—Virgil Pinkley, Mutual-Don Lee; best tv special event—CBS-KNXT (TV) Los Angeles *Focus on Delinquency;* special award—Alexander Ramati, monitoring foreign broadcasts and servicing local programs.

'Crusade' Honors Radio-Tv

RECOGNITION to radio-tv in the form of Crusade for Freedom awards to 74 people in the industry, mainly performers, has been announced by the organization, which supports Radio Free Europe through public contributions. Along with the awards, Crusade's radio and tv director, Norman H. Pader, emphasized the "wholehearted support" of the entire radio-tv industry.

AWARD SHORTS

Charles F. Kocher, chief engineer, WXYZ-AM-FM-TV Detroit, received Alumni Achievement Award from Lawrence Institute of Technogy, Detroit.

WNBZ Saranac Lake, N. Y., given plaque for service to Paul Smiths College, Paul Smiths, N. Y. Station President Jacques DeMattos received award at college commencement.

WALK-AM-FM Patchogue, L. I., commended by Maritime Administration of U. S. Dept. of Commerce for cooperation in publicizing Maritime Day. Station also received certificate of appreciation from N. Y. State Assn. for Crippled Children for Easter Seal campaign cooperation.

Walter Paschall, promotion manager, WSB-AM-FM-TV Atlanta, Ga., named Civitan of the Year by Atlanta Civitan Club.

Edward R. Murrow, CBS, received *Holiday* Magazine 1956 travel award for "contribution to world understanding" with *See It Now* tv show.

WRCA-TV New York's *Ask the Camera* cited by Catholic Youth Organization for "providing wholesome and entertaining leisure time scholastic opportunities designed to encourage in young people the expression of God-given talents."

NBC's Public Affairs Department awarded silver disc of 25th anniversary broadcast of *The Catholic Hour* by National Council of Catholic Men.

Harold C. Lund, Westinghouse Broadcasting Co. vice president in charge of KDKA-AM-FM-TV, received bronze plaque award from Pittsburgh Opera Inc. in recognition of stations' support of live opera project. KDKA-TV telecast organization's production of "Madame Butterfly" April 5, claiming to be first independent tv station to televise an entire opera.

RCA Time-proved Tube Designs—for longer service

20,500 HOURS *continuously* ON AIR



RCA-866-A
The Mercury-Vapor Rectifier Tube with a "proved-in" record of Performance

...and going strong*

From WISL, Shamokin, Pa., Chief Engineer Ray Willard writes:

"I thought you might be interested in the report of two RCA-866A mercury-vapor rectifiers we have been operating at WISL. They have already recorded 20,500 hours of continuous service and are still going strong...not a record, perhaps, for this type tube ...but at any rate, the practicability of purchasing dependable RCA tubes is obvious."

Known throughout the broadcast industry for their ability to withstand the wear and tear of ON-AIR operation year after year, RCA rectifiers and power tubes are setting new records for long tube life and reliable operation every day. Cash in on the lower station-operating costs these "time-proven" RCA designs offer. Take advantage of the lower cost per hour of RCA tube performance.

Your RCA Tube Distributor is set up to give you fast service on all types of RCA tubes for broadcast and television station equipment.

**Reported January, 1956*

How to get more hours from an RCA-866-A

- Hold filament voltage to 2.5V—at tube terminals
- Keep condensed-mercury temperature within minimum and maximum ratings
- Heat filament fully—warm up bulb—before applying plate voltage
- After transporting tube, never apply plate voltage until mercury is redistributed (by running filament for a few minutes)
- After idle periods, increase plate voltage slowly
- Keep RF out of rectifier compartment
- Avoid using capacitor input-type filters
- Operate tube within RCA ratings; operate "spares" periodically

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA, HARRISON, N. J.

MEMPHIS EDUC. TV OUTLET COMMENCES

WKNO (TV) Memphis, Tenn., becomes the 21st operating educational tv in the U. S. when it goes on the air today (Monday). The ch. 10 outlet, valued in excess of $500,000, will operate Monday through Friday from 6 p.m. to 9:30 p.m. with filmed programs. Live programs will follow soon, according to Adm. Harold M. Martin (USN, Ret.), managing director of the cultural and educational station.

Today's on-the-air announcement brings to reality a dream that began three years ago when the station's sponsors—the Memphis Community Television Foundation—was formed. The foundation consists of 24 executive trustees and 75 advisory trustees, with Julian Bondurant as chairman.

Commenting on the venture, Mr. Bondurant said the foundation has confidence in the ultimate value of educational tv, and in the ability of the group to provide it in the Memphis area. "Many individuals, firms and various organizations have made our current position possible through contributions of money, material and very much work," Mr. Bondurant added. "To all of them we are most grateful."

WKNO, which has a permanent staff of 14, will have its signal visible within a reported range of 40 air miles. It will acquire its films from Educational Television & Radio Center, a cooperative organization which exchanges film features from various station sites, with headquarters in Ann Arbor, Mich. Program Director Keith Nighbert said he hopes the public will report to the station on reception and program quality. "We welcome all ideas and suggestions that will make this the best station of its kind in the country," he said.

WMCA Presents Control Unit

A $25,000 RCA master control system, which was discarded by WMCA New York when it moved recently to new and modern quarters on Madison Ave., last week was given to the undergraduates of Columbia U.'s WKCR-FM for use starting next September. WMCA President Nathan Straus presented the audio unit to President Grayson Kirk of Columbia. WKCR-FM, which has served only Columbia U. and adjoining Barnard College through a line-system, will cover most New York boroughs and part of northern New Jersey when it returns to the air this fall with the new control system.

N. Y. Plans School Studio

THE CONSTRUCTION of a high school broadcast studio was proposed last week as part of New York City's tentative $105 million school building and planning program for next year. According to a top school official, the studio, part of a new George Westinghouse Vocational High School in Brooklyn "probably" would be the first of its kind in the country. It would be used to broadcast lectures and other educational programs within the school system over closed circuit and to teach students the technical and production aspects of tv.

EDUCATION PEOPLE

Dr. Ryland W. Crary, professor of education, George Washington U., Washington, to Educational Television & Radio Center, Ann Arbor, Mich., as director of education.

Chalmers H. Marquis Jr. promoted from production staff to promotion and development manager at WTTW (TV) Chicago, non-commercial, educational station. He formerly was a director for commercial outlets WBBM-TV and WGN-TV Chicago.

James E. Lynch, instructor in radio and television, State U. of Iowa, Ames, to Indiana U., Bloomington, as assistant professor in radio-tv department.

Howard Douglas Holst, music director, education station, WOI-TV Ames, Iowa, named production manager of WKNO-TV Memphis, Tenn., education station to go on air today (Monday) (see story this page).

EDUCATION SHORTS

Educational Television & Radio Center, Ann Arbor, Mich., announces that 23 film subjects from *Omnibus* (CBS-TV, to resume in fall on ABC-TV) have been edited into 15 half-hour program package for use on education stations under title, *An American Album*. Ford Foundation Tv-Radio Workshop, which produces *Omnibus,* made films available.

KGVO Missoula, Mont., has presented two $150 scholarships given by Montana Radio Stations Inc., to Donald L. Oliver and Donald V. Straus, Montana State U. students.

U. of Pittsburgh is offering six-week summer session course in educational tv production. Sessions will be held at studios of KDKA-TV Pittsburgh beginning July 2.



N. J. Broadcasters to Warn Of Approaching Hurricanes

A SPECIAL hurricane network to provide listeners with factual and last minute reports on approaching storms and hurricanes will be operated this summer by New Jersey radio stations in cooperation with the U. S. Weather Bureau. Announcement of the new service was made last week by Gorden Giffen, general manager of WKDN Camden and president of the New Jersey Broadcasters Assn.

Weather reports will be furnished the network by the Atlantic City Weather Bureau, which will maintain a line with WSNJ Bridgeton. The bureau will determine the necessity and frequency of warning broadcasts, disseminated for fm pickup and rebroadcast by am stations. All stations south of Trenton will receive the pickup from Bridgeton while WTOA-FM Trenton will relay the signal to stations north of Trenton.

WTTM Cooperates With USO In Taping Soldier Interviews

WTTM Trenton, N. J., is cooperating with the local USO in an experiment to produce better public relations for the organization. According to William Tracy, USO public relations director, WTTM will tape interviews with servicemen using Trenton USO facilities, then send them to the servicemen's home town radio stations.

The project is planned for a national scale in the future. Herbert E. Evans, vice president and general manager of the Peoples Broadcasting Co. (WTTM), is on the National Advisory Committee to the USO.

KTVX (TV) Plea Aids Infant

THE CRITICAL heart condition of seven-month-old David Peterson came to the attention of Jack Morris, news director of KTVX (TV) Tulsa, who broadcast a plea for aid. Born with a hole in the wall separating the chambers of his heart, David was kept alive by artificially-administered oxygen. Unless the damage was repaired, his chances for survival were slim. Mr. Morris' appeal received quick response, and contributions soon totaled over $1,000. The baby was flown to the Mayo Clinic, Rochester, Minn., for treatment.

'Pennies for Davy'

IT STARTED when 6-year-old Davy Garcia ran into a New Orleans street to retrieve his sister's pencil and was hit by a truck. Davy suffered a broken leg, two broken arms, fractured skull and internal injuries. His father's health is bad, which prevents Mr. Garcia from working full time to feed and clothe the eight little Garcias.

A picture of Davy's sister and brother praying for his life led WSMB New Orleans to launch a "Pennies for Davy" drive among its listeners. Within five hours after the first appeal had been made, more than $100 had been brought to the station by listeners.

The drive continued for four days, with hourly bulletins by WSMB personalities Jim Brown, Scott Muni, Sid Noel, Roy Roberts, and Marshall Pearce giving Davy's condition. Mail continued to pour in after the appeal on the air had ended, with more than 50,000 pennies collected. Contributions were received from as far away as Florida.

Storer Nanigans Off to Entertain Troops Overseas

OFF ON AN 18-week world tour to entertain American Armed Forces in the Far East, Alaska and Europe are 20 young non-professional singers, musicians, dancers and comedians, collectively known as the Storer Radio Nanigans, who received their Defense Department assignments after emerging as winners of 13-week contests conducted by the seven Storer radio stations; WGBS Miami, WAGA Atlanta, WJBK Detroit, WSPD Toledo, WBRC Birmingham, WJW Cleveland and WWVA Wheeling.

The idea for the tour originated with Pete Lee, who for the past four years has conducted the *Nanigans* as a Saturday morning program on WJW, with the Cleveland Coca-Cola bottler as sponsor for three years. And, for the past three summers, a group of entertainers chosen from the best non-professional talent appearing on the weekly radio programs has gone abroad for Armed Forces appearances under the guidance of Mr. Lee and his wife. The 1953 unit was voted the third most popular show by its servicemen audiences, topped only by Hazel Scott and Martin and Lewis. The 1954 and 1955 units were both voted number one.

Following the acquisition of WJW by Storer Broadcasting Co., the contest this year was expanded to include entries from all seven Storer-station cities. Eliminations began in January and on June 1 the group left Cleveland on the first leg of their round-the-world tour of Armed Forces bases overseas. The Nanigans travel under Army orders, with transportation arranged by the Army and a fee of $7.50 per diem per performer paid by the government.



Storer *Nanigans* board plane for start of their 18-week overseas tour.

WTTM Stresses Holiday Safety

WTTM Trenton, N. J., aired over 900 traffic safety reminders over Memorial Day and May 29, it was announced by Fred E. Walker, general manager. Newcasts, commercial copy and messages from Mercer County safety officials included warnings and safety tips. Planes from Civil Air Patrol also were on hand to fly over surrounding highways and report to WTTM listeners. The station plans a similar campaign for the July 4th and Labor Day holidays.

WAVE-TV Telethon Grosses $150,000

A NOVEL 16½-hour telethon for the benefit of Louisville Children's Hospital and aired over WAVE-TV Louisville totaled over $150,000 in consigned merchandise from local merchants. The telethon, named "Bids for Kids," auctioned a $14,300 home, several automobiles, and numerous appliances at a gross of about $50,000. The rest of the amount added another $100,000 in pledges, donations, and auction profits. Singers Johnny Desmond and Helen O'Connell, orchestra leader Lou Busch (Joe "Fingers" Carr), and comedian Wally Cox entertained a packed Memorial Auditorium. WAVE's Ed Kallay was m.c., with other staffers entertaining throughout the evening show.

$35,000 for UCP

OVER $35,000 in donations was collected by WICS (TV) Springfield, Ill., on its third annual United Cerebral Palsy Fund telethon, topping the amount raised the previous year by $10,000. The 20-hour program featured celebrities June Havoc, Lanny Ross, Emmett Kelly and over 80 additional acts.

Oklahoma City Stations Play Ball

"THE Feather-Headed Greenies" and "The Mudville Sluggers" battled it out in a softball tilt prior to an Oklahoma City-Dallas game at Texas League Park. The occasion was a benefit night game for the Oklahoma City YMCA junior baseball program. Danny Williams, WKY and WKY-TV announcer and star of the *Three-D Danny* show, captained the Greenies, while Eddie Coontz, KWTV (TV)-KOMA entertainer and m.c., was the Sluggers' captain.



Iowa again ranks number one in the nation in meat production.

WMT
where your copy is well fed

Somewhere Every Day

Radio and Television Stations are accused of Committing

LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators

You can't predict claims — BUT YOU CAN INSURE effectively against embarrassing loss by having our unique policy at almost trifling cost.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

COMPARATIVE NETWORK AM SHOWSHEET

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SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	News	TBA	Monitor *
6:15	Paul Harvey News	O'Hara	Seeman Bros. Tomorrow's Front Page (6:15-6:25)	Mutual of Omaha On the Line with Bob Considine
6:30	It's Time	Liggett & Myers Gunsmoke	John Price News	Monitor *
6:45	The Evening Comes		Mutual Benefit Bob Considine	"Meet the Press"
7:00	Weekend News	Mitch Miller	This Fabled World	
7:15	Show Time Review		General Tire Sports Time	
7:30	George Sokolsky		"By the People"	
7:45	It's Time		Pan American Panorama	
8:00	Valentino	Weather		
8:15	Henry Milo Travel Talk S	B&W News	Hour of Decision Billy Graham Evangelistic Assoc.	
8:30	Co-op America's Town Meeting	Meet Corliss Archer		Monitor *
8:45		P. Lorillard Two For The Money (203)	Lutheran Hour Report	
9:00	Overseas Assignment	News	Bill Hillman	
9:15	Lifetime Living S	Summer in St. Louis	World Traveler	
9:30	It's Time		Manion Forum Dean Clarence Manion	
9:45	Sammy Kaye	Steel Pier Bands	Co-op Keep Healthy	
10:00	It's Time	Sports		
10:15	Erwin Canham	News	Wings of Healing	Billy Graham** Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:30	Dick Hayes Sings	Face the Nation		
10:45	The Assemblies of God "Revival Time"	Church of the Air S	Bon Soir Paris	American Forum
11:00	Texaco News	News		
11:15 PM	Moods in Melody	Dance Orchestra	Wings of Healing	Hour of Decision (Split Network) and * Monitor

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	No Service	Allan Jackson	Bob & Ray	No Network Service
6:15		No Service		
6:30	ABC—News		Here's Hollywood Sports	Sun Oil & Co-op 3-Star Extra (34)
6:45	All State Bill Stern	Delco Batteries Lowell Thomas (198) R	Kraft News	
7:00	No Service		Co-op Fulton Lewis, Jr.	Alex Drier Man on the Go Co-op
7:15	CIO-AFofL Edw. P. Morgan	Kools (196) Amos 'n' Andy Music Hall	Dinner Date	No Network Service
7:30	Co-op Quincy Howe		Gabriel Heatter	Miles Labs. & (S) News of World 166
7:45	Mysteries	Philip Morris (194) Bing Crosby	What's Your Opinion	One Man's Family ****
8:00		Am. Oil Ed. R. Murrow (82)	True Detective Mysteries (Participating)	Gen. Motors Henry J. Taylor
8:15	American Music Hall	Jack Carson Show S		Berkshire Festival Boston Symphony Orchestra
8:30		Lipton & Toni (alt. wks.) Godfrey Talent Scouts (160) R	John Steele	
8:45	Firestone Voice of Firestone			
9:00		Chevrolet News	Esso Reporter	
9:15	American Music Hall	My Son Jeep	Bob & Ray	Bell Telephone Telephone Hour (185) R
9:30		Yours Truly Johnny Dollar	Behind the Iron Curtain	
9:45	ABC News			
10:00	Best Bands of the Land	Capitol Cloakroom	Reporters' Roundup	Contrsts In Music (Eastman School Orchestra)
10:15	News			
10:30	Vandercook, CIO	Eric Sevareid S		News-Frederick
10:45	The 3 Suns		Studio X Music	Chet Huntley Net. Part.
11:00	News	Dance Orchestra		World of Music
11:15 PM	Martha Lou Harp			All Star Parade of Bands
11:30	Songs by Dini	CBS News	Virgil Pinkley	No Network Service
11:45	Sports Report S	Dance Orchestra	Studio X Music	News of the World

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Bob & Ray	No Network Service
6:15		No Service		
6:30	ABC—News		Les Paul Sports	Sun Oil & Co-op 3-Star Extra (34)
6:45	All State Bill Stern	Delco Batteries Lowell Thomas (199)	Kraft News	
7:00	No Service		Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
7:15	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall (198)	Dinner Date	No Network Service
7:30	Co-op Quincy Howe		Gabriel Heatter	Miles Labs. & (S) News of World *****
7:45	Mysteries	Philip Morris CBS Columbia Bing Crosby	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family ****
8:00		Ed. R. Murrow Co-op	Treasury Agent (Participating)	X Minus One (Networks-Local Participations)
8:15	American Music Hall	Jack Carson Show S		
8:30	News S			B&W News
8:45	American Music Hall	Suspense	Squad Room	Biography In Sound
9:00	News	Chev. News (198)	Esso Reporter	
9:15	American Music Hall	My Son Jeep	Bob & Ray	
9:30		Yours Truly Johnny Dollar	Dateline Defense	
9:45	ABC News			
10:00	Best Bands of the Land	Campaign '56	The Army Hour	Conversation
10:15	News	UN Report		
10:30	Vandercook, CIO	Eric Sevareid S		News-Frederick
10:45	The 3 Suns		Studio X Music	Chet Huntley Net. Part.
11:00	News	Dance Orchestra		World of Music
11:15 PM	Take Thirty S			Nightlife with Nordine
11:30	Singing with the Stars	CBS News	Virgil Pinkley	No Network Service
11:45	Sports Report S	Dance Orchestra	Studio X Music	News of the World Morgan Beatty

WED

	ABC	CBS
6:00 PM	No Service	Allan Jack
6:15		No Servic
6:30	ABC—News	
6:45	All State Bill Stern	Delco Batte Lowell Thor (199)
7:00	No Service	
7:15	CIO-AFofL Edw. P. Morgan	Amos 'n' A Music Ha (198)
7:30	Co-op Quincy Howe	
7:45	Mysteries	Philip Mor Bing Cros
8:00		Am. Oil Ed. R. Mur (82)
8:15	American Music Hall	Jack Cars Show S
8:30	News S	
8:45	American Music Hall	FBI In Pe & War
9:00	News	Chev. News
9:15	American Music Hall	My Son Je
9:30		Yours Tru Johnny Do
9:45	News S	
10:00	Best Bands of the Land	Washingto the World
10:15	News	
10:30	Vandercook, CIO	Eric Sevar
10:45	Pabst Fights	Dance Orchestr
11:00	Singing with the Stars	CBS New
11:15 PM	Sports Report S	Dance Orchestr

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Art of Living
9:30	It's Time	Church of the Air	Christian Ref. Church Back to God (268)	Voice of Prophecy (Split) ** Evangelical Assoc "Bible Study Hour"
9:45	Prophecy, Inc. Voice of Prophecy (99)			
10:00	Texaco News	Chev. News (161)	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel S	E. Power Biggs S		
10:30	Texaco News	Invitation to Learning S	Voice of Prophecy (307)	Voice of Prophecy (Split) *
10:45	Negro College Choirs S			Voice of Prophecy * "Monitor"
11:00	It's Time	News	Dawn Bible Frank & Ernest (362)	
11:15	Marines in Review	Washington Week	First Church How Christian Science Heals	
11:30	Texaco News	World Affairs		Monitor * 8:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:45	The Christian In Action S	Salt Lake City Tabernacle S	Northwestern U. Review S	
12:00 N	No Net Service	Chevrolet News	As I See It Frank Kirkpatrick	
12:15 PM		Fabulous Dorseys S		
12:30	It's Time	Freddie Martin Show S	Bill Cunningham Co-op	The Eternal Light
12:45	Front & Center	Weather	First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (198)	Front Page Exclusive	Monitor *
1:15			Merry Mailman	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15		No Service	Easy Does It	
9:30	My True Story	Arthur Godfrey (Participating)	Cecil Brown	Weekday ***
9:45	When A Girl Marries (165) (Participating)		Footnotes To Medical History	
10:00	Doan Pharmco. Whispering Streets (224) (Participating)		Guest Time	
10:15	Paging the News S		Kraft News	
10:30	Your Happy Holiday		Johnny Olsen Show	
10:45	Presenting: Franchot Tone	Make Up Your Mind S	Kraft News	
11:00	Presenting: Constance Bennett	Wrigley Howard Miller (144)	Story Time	
11:15	Valentino	P&G Gen Foods (190) Wendy Warren		
11:30	Luncheon at Astor	Backstage Wife	Queen for a Day Participating	
11:45	Sunshine Boys	Carter (185) Corn Prod. (74) Helen Trent	Kraft News	
12:00 N	How To Fix It	Our Gal Sunday S	On the Boardwalk	
12:15 PM	No Network Service	Corn Prod. Bristol-Myers Road of Life (61)	A. Ladd's Modern Moods	
12:30	Co-op Paul Harvey	Lever MWF Aunt Jenny (198)	No Service	
12:45	Co-op Ted Malone		Co-op Cedric Foster	
1:00			Mutual's Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
9:15		Farm News		
9:30		St. Louis Melodies		
9:45		Garden Gate		
10:00		Chev., A. Jackson		
10:15				
10:30	It's Time	D-Con (20)	Kraft News	
10:45	Moppets and Melodies	Galen Drake *	Conference Call	
11:00			I've Been Reading	
11:15	Texaco News	News	Kraft News	
11:30	Presenting Sir Cedric Hardwick	Robt. Q. Lewis	Service Band	
11:45	Presenting Constance Bennett	Realemon (198)		
12:00 N	It's Time	Renuzit (200)	Musical Wheel of Chance	
12:15 PM	All-League Clubhouse S	Jel-Sert (203)		
12:30	Texaco News	Tums (198)		
12:45	World Tourist	Miler (197)		
1:00	Andy Reynolds Ranch Boys S	Chev., Jksn. (183)	Kraft News	Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
1:15	It's Time	Romance S		
1:30 PM	American Farmer S		Magic of Music	
1:45	Texaco News	Liggett & Myers Gunsmoke (199)		Monitor *
2:00	Navy Hour S	Asphalt (200) Weather on Hwys		
2:15		Chev., Jksn. (185)		
2:30		City Hospital	For Teens Only	Allis-Chalmers Home Hour (Central Sta's)
2:45				
3:00				
3:15				
3:30				
3:45				
4:00				
4:15				
4:30				
4:45				
5:00				
5:15				
5:30				
5:45 PM				

DA

	ABC
1:30 PM	Texaco N
1:45	Pilgrima
2:00	Healing W Inc. Dr. Oral Ro
2:15	
2:30	Dr. Wya Wings of H
2:45	
3:00	Pan Ameri Union S
3:15	It's Tim
3:30	Dr. Billy Gr Hour of De (229)
3:45	
4:00	
4:15	Gospel Best Old-Fashio Revival Hr.
4:30	
4:45	
5:00	Holiday for String S
5:15	Texaco, Wee
5:30	Goodyea Greatest S Ever Tol
5:45 PM	

SUNDAY

MBS	NBC
...b & Ray	No Network Service
...'s Hollywood Sports	Sun Oil & Co-op 3-Star Extra (34)
...aft News	Alex Drier Man on the Go Co-op
...n Lewis Jr.	No Network Service
...nner Date	Miles Labs. & (S) News of World (168)
...riel Heatter	One Man's Family ****
...het's Your Opinion	Realemon Puritan Network Participations "Truth or Consequences"
...ngbusters ...rticipating)	Air Time
...rime Files ...Flamond	B&W News
...so Reporter	DeSoto Plymouth Dealers, "Best of Groucho" (191)
...ob & Ray	
...UN Radio Review	
Family Theatre	Duet In Rhythm
	News-Frederick
	Chet Huntley Net. Part.
Studio X Music	This Is Moscow
	TBA
...rgil Pinkley	No Network Service
Studio X Music	News of the World Morgan Beatty

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Bob & Ray	No Network Service
ABC—News	No Service		
All State Bill Stern		Les Paul	
No Service	Delco Batteries Lowell Thomas (199)	Sports	Sun Oil & Co-op 3-Star Extra (34)
		Kraft News	
CIO-AFofL Edw. P. Morgan	Kools, Columbia Pict's Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
Co-op Quincy Howe		Dinner Date	No Network Service
Mysteries	Philip Morris Bing Crosby	Gabriel Heatter	Miles Labs. & (S) News of World (168)
	Co-op Ed. R. Murrow	Coca-Cola Co. Eddie Fisher Show	One Man's Family ****
American Music Hall	Jack Carson Show S	Official Detective (Participating)	B&W & Realemon Puritan Network Participations People Are Funny
News S			
American Music Hall	21st Precinct S	Crime Fighters	The Goon Show
News			News-Don Pardo
American Music Hall	Chevrolet News	Esso Reporter	American Adventure
News S	My Son Jeep	Bob & Ray	
Best Bands of the Land	Yours Truly Johnny Dollar	UN Radio Review	
ABC News	Leading Question	Co-op State of the Nation	Stars In Action (Nat'l Guard)
Vandercook, CIO	Eric Sevareid S		News-Frederick
The 3 Suns	Dance Orchestra	Studio X Music	Chet Huntley Net. Part.
ABC News			Carling Cons. Club
Front & Center			Jane Pickens Show
Singing with the Stars	CBS News	Virgil Pinkley	No Network Service
Sports Report S	Dance Orchestra	Studio X Music	News of the World Morgan Beatty

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Allan Jackson	Bob & Ray	No Network Service
ABC—News	U.N. on the Record S		Richard Harkness Co-op
All State Bill Stern		Here's Hollywood	No network Service
No Service	Delco Batteries Lowell Thomas (199)	Sports	Sun Oil Co-op 3-Star Extra (34)
		Kraft Five Star	
CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	Alex Drier Man on the Go Co-op
Co-op Quincy Howe		Dinner Date	No Network Service
Mysteries	Philip Morris CBS Col., Russell Bing Crosby	Gabriel Heatter	Miles Labs. & (S) News of World (168)
	Am. Oil Ed. R. Murrow (82)	What's Your Opinion	One Man's Family ****
American Music Hall	Jack Carson Show S	Counterspy (Participating)	National Radio Fan Club
News S			
American Music Hall	CBS-Radio Workshop	City Editor	
News			NBC Job Clinic
American Music Hall	Chevrolet News	Esso Reporter	
News S	My Son Jeep	Bob & Ray	
Best Bands of the Land	Yours Truly Johnny Dollar	American Travel Guide	National Radio Fan Club
News	So They Say	Sounding Board	
Vandercook, CIO	Eric Sevareid S		News from NBC
The 3 Suns	Dance Orchestra	Studio X Music	Gillette Boxing
ABC News			Sports Digest
Indoors Unlimited			Bayuk & Sustaining Meet the Champs
Songs By Dini	CBS News	Virgil Pinkley	No Network Service
Sports Report	Dance Orchestra	Studio X Music	News of the World Morgan Beatty

SATURDAY

ABC	CBS	MBS	NBC
Texaco News	News	John T. Flynn	Monitor *
Pan American Union	New Orleans Jazz Band	The Mariner's Album	
It's Time	Saturday at the Chase	Report from Washington	
Sports Kaleidoscope		Dinner Date	
Science Editor	News	Kraft News	
Texaco News	Juke Box Jury	Pop The Question	
At Ease			
Casa Noro Morales		Hawaii Calls	
It's Time	Weather		
This Week	Chevrolet News	True or False	
As We See It	Treasury of Music		
Texaco News		Musical Caravan	
Best Bands	Upbeat Saturday Night		
It's Time			
Best Bands	Camels Rock 'n' Roll Party (113)	I Ask You	
Texaco News			
Best Bands	Basin Street Jazz	Lombardeland U.S.A. S	R. J. Reynolds & Co-op Grand Ole Opry (93)
It's Time			
National Juke Box	News S	Renfro Valley Dance Barn	Monitor *
Texaco News	Saturday Night Country Style		
Rhythm on Parade			
It's Time			
Lawrence Welk Army Show	News	Hardy Burt Comments	
Statler Orchestra	Dance Orchestra	Dance Time	

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

TIME

SUNDAY

CBS	MBS	NBC
Woolworth Hour (200)	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"** (Split) "Monitor" *
News		
World Music Festival	London Studio Concerts	Monitor *
	Band Concert	Lutheran's Layman's League ** "The Lutheran Hour" (Split) "The Catholic Hour"
Music on a Sunday Afternoon		
News (S)	Bandstand USA	
...sphalt (200) ...ather on Hwys		Monitor *
...Trout (188) ...evrolet News		
...Indictment		
Fort Laramie		
Weather	Sports Final	

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	Toni Carter Corn Prod. Dr. Malone	Luncheon with Lopez	No Network Service
	Guiding Light (137)		
No Network Service	P&G News	Kraft News	
	TBA	Mutual Matinee	
	M* Mrs. Burton		
The Martin Block Show	Toni & Bristol-Myers Nora Drake (198)	(MTuTh) Military Band (W) Record Room (F) Salute to the Nation	Weekday ***
	Pepper Young's Family		
	Houseparty† (183) R	Bandstand USA	
Manhattan Matinee	Corn Prod. Art Smith	(MTuWF) Bandstand USA (Th) Dick&Diane	"The Doctor's Wife"
		Mutual Reports	Miles Labs "Woman In My House"
Treasury Bandstand	No Service	Mutual Matinee with Dick Willard	TBA
	News		
Musical Express			"Fred Waring Song Fest." (Network Local Participations)
Ebony & Ivory	No Service	Bob & Ray	
Gloria Parker			World of Nordine
Wall St. Final (Harris, Upham)		Here's Hollywood Gen. Sports Time	Dr. Norman Vincent Peale
		Kraft News	

SATURDAY

ABC	CBS	MBS	NBC
It's Time	Man Around The House (S)	For Teens Only	Monitor *
Shake the Maracas	Adventure in Science		
Texaco News	News S	Kraft News	
Festival	String Serenade	Fifth Army Band	
Texaco News	Dance Orchestra	Lucky Pierre	
Festival			
Texaco News	News S	Country Jamboree	
Festival	Richard Hayes Army Show		
It's Time	Dance Orchestra	Sports Parade	
Festival			
Texaco News	News S	Co-op Stand-By Sports	
Festival	Dance Orchestra		
Texaco News	News S		
Dinner at the Green Room	Dance Orchestra		
It's Time			
Dinner at the Green Room	Make Way for Youth		
		Kraft News	

June 25, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (S)

† Houseparty.

3-3:15 p.m. MWF Lever—Th. Sunsweet. Tues. Campana.

3:15-3:30 p.m., Fri. Dole; Tu. Gen. Motors—Allen Jackson.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

NBC—

* **Monitor**—Network & Local Participations—Warner-Lambert, Quaker State, RCA, Barbasol, American Oil, Hazel Bishop, Bell Telephone, Miles Labs., 20th Century Fox, Sawyer's, Mack Trucks.

** **'Bible Study Hour', 'Voice of Prophecy', 'The Lutheran Hour'** and **'Hour of Decision'**—are broadcast at 8:30-9 a.m., 9:30-10 a.m., 1:30-2 p.m. & 10:00-10:30 p.m.—respectively in each area of the country in terms of local time.

*** **WEEKDAY**—Net & Lcl Participations—Amer. Molasses, Warner-Lambert, Miles Labs., Bell Telephone, Sterling Drug, Kerr Glass, Manhattan Soap, ReaLemon-Puritan.

**** **One Man's Family**—Net & Lcl Participation Viceroy & ReaLemon-Puritan.

MBS—

Queen For A Day—Seeman Brothers (M-F)

Series B—8:30-9:00 p.m.; Brown & Williamson (M-F.); Curtiss Candy Co. (M.); Myopone (M-F).

P&G ANNOUNCES SUMMER SHOW

PROCTER & GAMBLE, Cincinnati, through Benton & Bowles, N. Y., will sponsor *Man Against Crime* (10-10:30 p.m. EDT) as the summer replacement on NBC-TV for *The Loretta Young Show* for eight weeks, starting July 1.

CBS SOAPERS GO TO SEWING BEE

CBS RADIO, which says it has "wooed and won" such major advertisers as Colgate-Palmolive Co., for its noon-3 p.m. EDT daytime serial block, has been doing a little special wooing of daytime listeners themselves. On June 13, 12 stars of the CBS Radio daytime serials served as "hostesses of honor" at the first Sewing Fashion Festival at the New York Coliseum. There the stars met thousands of their listener fans, chatted and signed autographs. The mass appearances were plugged on the air and in New York metropolitan newspapers. Apparently the wooing caught the eye of some of the manufacturers at the festival, who, according to CBS Radio, also were visibly impressed by the strong tie between daytime serial listeners and their favorite program.

WRCA PROGRAMS N. Y. 'ARCHIVE'

WRCA New York, in cooperation with the New York U. Communications department, last week launched a new public service program series dealing with various aspects of New York City history. *Archive,* scheduled Sundays, 1:05-1:30 p.m. EDT, a potpourri of voices, dramatizations, commentary and authentic music down the years, is a New York U. production with supervision by WRCA.





THE FIRST of a fleet of six Messerschmidt newscars is parked on the sidewalk in front of San Diego's U. S. Grant Hotel, home of the recently enlarged offices of KSON San Diego, Calif. The imported car is equipped with radio transmitter, radio telephone, batteries, shortwave and standard receiving equipment. Three KSON newsmen will be assigned to each unit. These three (l to r: Jimmy McVicar, News Editor Jack McMullen and Mike Russell) anticipate few parking problems. When street space is limited, they simply pick up the car and put it on the sidewalk.

FATHERS TOASTED ON WHEN

A TIE-IN with Sears, Roebuck stores and WHEN Syracuse in a special two-week long Father's Day promotion netted a local father an outboard motor and his offspring an English bike. The campaign, conducted via Kay Larson's *Milady's Almanac,* asked WHEN's younger listeners to nominate the "Finest Central New York Father." WHEN reported that the station drive, aided by giant posters displayed in the Sears stores, netted Miss Larson "hundreds of replies."

SHAGGY STORY FROM RAB

A SPEECH by Frank Johnson, account executive on Schweppes U.S.A. Ltd., at Ogilby, Benson & Mather, N. Y., titled "How Do You Broadcast a Beard?"—the success story of Schweppes sales through radio—has been reprinted in a special booklet issued last week by Radio Advertising Bureau.

WNEW IN STUDIOUS MOOD

IN order to help New York students who were studying for New York State Regents examinations last week, WNEW New York played "study-conducive" mood music and special musical selections on its disc jockey programs. To help French students, for example, recordings of Edith Piaf and Maurice Chevalier were aired. English students could tune in such appropriate recordings as "Why Can't the English Learn to Speak?" and "Brush Up Your Shakespeare." History students got an assist from songs as "Bonaparte's Retreat" and "Christopher Columbus."

POLICE AID

A TIP furnished police by KSTP-TV Minneapolis-St. Paul cameraman Richard Winer led to the arrest of a 64-year-old parolee for robbery. Shortly after the holdup, Mr. Winer spotted the suspect and alerted police by means of his radio-equipped automobile. An arrest was made moments later and the captured man admitted two robberies and was implicated in several more.

As a result of Mr. Winer's action, Minneapolis police are now giving daily information on wanted criminals and stolen cars to the station for use by its cruising photo cars.

RIESEL ON 'BIG STORY' FRIDAY

A RECAPITULATION of the acid-attack on New York crusading labor columnist Victor Riesel is slated for NBC-TV's *The Big Story* Friday at 9 p.m. EDT. Mr. Riesel, who despite losing his eyesight is back producing a daily column for the Post-Hall Syndicate, will appear in person at the show's conclusion to report on his battle against labor racketeering. *The Big Story* is sponsored by American Tobacco Co. (Pall Mall) through Sullivan, Stauffer, Colwell & Bayles, N. Y.

CONVENTION-BENT COLLEGIATES

BECAUSE of intensified political interest during the current presidential election year, ABC-TV has announced that it will keep *College Press Conference* (Sun., 4:30-5 p.m. EDT) on the air through the summer, scheduling the two Sunday shows preceding the opening of each political party's convention.

'RASCALS' GO ON RECORD

A NEW 78 RPM record inspired by the tv film series, *The Little Rascals,* was issued last week by Decca Records. It bears the same name as the tv film series, which currently is distributed by Interstate Television Corp. to 164 stations. According to Interstate, all stations will promote the record and company salesmen will utilize it as a merchandising aid for the series.

RUTGERS SWITCHES TO MUSIC

A SERIES of transcribed musical programs ranging from Pre-Bach polyphony to Twentieth Century symphonies will be broadcast on 12 New Jersey radio stations, starting this week, as the summer replacement for the *Rutgers University Forum.* Titled *The Rutgers Summer Music Series,* the programs will be produced at the Rutgers U. Radio Center in New Brunswick.

AND THE LIVIN' IS EASY

BOB E. LLOYD, disc jockey, WHEC Rochester, N. Y., inspired to new creative efforts by network summer programming, has submitted his own summer program plan to the WHEC program department: "Most of the program will be new each day, with only three noticeable changes. On the hour, I plan to present *Your Favorite Newscasts,* followed by *Our Most-Requested Weather Reports.* These two will be separated, naturally enough, with *The Best of Station Breaks.*"

WBNS-TV UPDATES CALCULATOR

A NEW cost-per-thousand calculator is being distributed to more than 1,400 agency time-buyers throughout the U. S. by WBNS-TV Columbus, Ohio, which first introduced such a calculator last year. The new model has a plastic coating that increases visibility and accuracy in reading the dialed figures while, at the same time, adding longevity. An innovation is the addition of a quick check of tv homes per rating which can be read at the time the cost-per-thousand is computed.

WFAA GOES ALL OUT FOR GOLF

WFAA Dallas, Tex., gave the $100,000 Golf International tournaments at Dallas' Preston Hollow Country Club no less than their due. Over the course of a week WFAA devoted three mobile units, five sportscasters, four engineers, and assorted other news and press personnel to its coverage for General Electric. The events were given play-by-play treatment with three 15-minute wrap-up broadcasts daily on three intervening days.

CBS SETS 'BANDWAGON' DATE

CBS News and Public Affairs, which supervises *Adventure* (Sundays, 4:30-5 p.m. EDT), will launch a special election-year series, *Bandwagon '56,* in that time slot July 15 as a summer replacement for *Adventure.* The new series, motivated by the two forthcoming political conventions, will cover the history of U. S. politics combined with current political reports. With CBS newsman Bob Trout featured, the program will utilize film, live remotes, interviews, discussions and newsfilm.

QUICK CAPITOL REPORT ON WEJL

REP. Joseph L. Carrigg, Republican, of Pennsylvania, served as reporter for WEJL Scranton several weeks ago when he covered U. S. Senate passsage of the $600,000 Dyberry Dam flood control project for Wayne County, Pa. The legislator, who carries WEJL's beep-phone number with him, made a report on the Senate proceedings a few minutes after the bill passed.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

Station Authorizations, Applications
(As Compiled by B • T)
June 14 through June 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through June 20

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,865	3,020	233	283	115
Fm	518	548	45	13	0

FCC Commercial Station Authorizations
As of May 31, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,658	519	180
Cps on air	32	13	315
Cps not on air	118	15	112
Total authorized	3,008	547	607
Applications in hearing	168	2	125
New station requests	273	6	41
New station bids in hearing	110	0	92
Facilities change requests	144	7	25
Total applicants pending	897	59	298
Licenses deleted in May	0	2	0
Cps deleted in May	0	1	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through June 20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	358	94	452[1]
Noncom. Educational	16	5	21[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	320	312	632[1]
Noncom. Educational	21	20	41[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948–April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	999	337	782	554	1,337[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,060	337	816	581	1,398[5]

[1] 168 cps (32 vhf, 136 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 41 already granted.
[5] Includes 672 already granted.

FCC ANNOUNCEMENTS

Existing Tv Stations . . .

ACTIONS BY FCC

KLSE (TV) Monroe, La.—Granted mod. of cp to change ERP to 30.9 kw vis., 15.5 kw aur., and install new ant. system. Granted June 13.

APPLICATION

WDEF-TV Chattanooga, Tenn.—Seeks cp to make changes in facilities of existing tv: change ERP to 316 kw vis., 158 kw aur., and make other equipment changes. Filed June 15.

New Am Stations . . .

ACTION BY FCC

Palmetto, Fla.—E. D. Scandrett's application seeking cp for new am to be operated on 1570 kc, 500 w D, returned. (Filed on site to be determined basis.) Action June 14.

APPLICATIONS

Bradenton, Fla.—Sunshine State Bcstg. Co., 1420 kc, 1 kw D. Post office address P. O. Box 660, Bradenton. Estimated construction cost $26,522.38, first year operating cost $48,000, revenue $40,000. Principals include Pres. **Robert R. Nelson** (52%), mgr. of **WPFH (TV) Wilmington, Del.**; Vice Pres. **William L. Aldredge Jr.** (8%), real estate interests; Secy.-Treas. **Wilbur E. Schonek** (11.5%), insurance interests; **Raymond S. Perrine** (8%), real estate interests; **Rudolph S. Schonek** (11.5%), automotive interests; and **Roger B. Hall** (8%), contracting interests. Filed June 20.

West Chester, Pa.—The Alkima Bcstg. Co., 1260 kc, 1 kw D. Post office address % Frank Short, 609 Maple St., Lebanon, Pa. Estimated construction cost $26,590, first year operating cost $50,000, revenue $60,000. Principals include partners **W. Frank Short** (75%), eastern region sales representative of World Bcstg. System, transcription program service, N. Y.; and **Austin E. Harkins** (25%), machinists. Filed June 15.

Ysleta, Tex.—John S. Chavez, 1150 kc, 1 kw D. Post office address 3408 Pera St., El Paso, Tex. Estimated construction cost $13,444.84, first year operating cost $25,000, revenue $35,000. Mr. Chavez is former producer and was salesman at **WDOV Dover, Del.** Filed June 15.

APPLICATIONS AMENDED

Vineland, N. J.—The Delsea Broadcasters' application seeking cp for new am to be operated

BMI

"Meet the Artist"

BMI's series of program continuities, entitled "Meet the Artists," emphasizes the human side of our great music performers.

"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.

BROADCAST MUSIC, INC.
589 FIFTH AVE. NEW YORK 17, N.Y.
NEW YORK · CHICAGO · HOLLYWOOD · TORONTO · MONTREAL

on 690 kc, 250 w D, amended to change ant.-trans. and studio location. Amended June 20.

Wenatchee, Wash.—Queen Bcstg. Co.'s application seeking cp for new am to be operated on 980 kc, 1 kw D, amended to change frequency to 1410 kc; change ant.-trans. location; specify studio location, and make changes in ant. Amended June 14.

Honolulu, Hawaii—James T. Ownby's application seeking cp for new am to be operated on 800 kc, 1 kw unl., amended to change frequency to 1250 kc and increase power to 5 kw. Amended June 20.

Existing Am Stations . . .

ACTIONS BY FCC

KCLO Leavenworth, Kan.—Granted permission to continue 6 p.m. sign-off time until Oct. 1, with exception of special events. Granted June 15.

WPIT Pittsburgh, Pa.—Granted permission to sign off at 7 p.m. immediately and continuing during months of June through August. Granted June 15.

KWIC Salt Lake City, Utah—Cp for new am to be operated on 1470 kc, 1 kw D, amended to change frequency to 1570 kc and change power to 500 w. Action June 14.

WTCS Fairmont, W. Va.—Application seeking authority to determinte operating power by direct measurement of ant. power, returned. (Incomplete.) Action June 20.

WLIP Kenosha, Wis.—Granted permission to sign off at 6 p.m. during June through August. Granted June 15.

APPLICATIONS

WWPF Palatka, Fla.—Seeks cp to increase power from 500 w to 1 kw. Filed June 15.

WALD Walterboro, S. C.—Seeks authority to determine operating power by direct measurement of ant. power. Filed June 15.

KWIQ Moses Lake, Wash.—Seeks authority to determine operating power by direct measurement of ant. power. Filed June 15.

KAIM Honolulu, Hawaii—Seeks mod. of cp (which authorized new am) to change ant.-trans. location; make changes in ant and ground system, and operate trans. by remote control from studio location. Filed June 20.

APPLICATIONS AMENDED

WELI New Haven, Conn.—Application seeking cp to increase D power from 1 kw to 5 kw, amended to make changes in ant. system. Amended June 20.

WTOK Meridian, Miss.—Application seeking cp to change frequency from 1450 kc to 1010 kc; increase power from 250 w to 500 w N, 10 kw D; change ant.-trans. location, and install DA-2, amended to change N power to 1 kw and make changes in DA system. Amended June 20.

WCRK Morristown, Tenn.—Application seeking cp to change frequency from 1450 kc to 1150 kc; increase power from 250 w to 500 w N, 1 kw D; install DA-N, and change ant.-trans. location, amended to make changes in DA pattern. Amended June 14.

KSEM Moses Lake, Wash.—Application seeking mod. of cp (which authorized change in frequency; increase in power; installation of DA-2, and change in trans. location), amended to make changes in DA pattern. Amended June 14.

New Fm Stations . . .

APPLICATIONS

Colorado Springs, Colo.—School District #11 in County of El Paso and state of Colorado, 90.5 mc., 610 w. Post office address 406 N. Weber St., Colorado Springs. Estimated construction cost $11,650. Station is for non-commercial purposes. Filed June 14.

Philadelphia, Pa.—The Trustees of U. of Pennsylvania, 91.3 mc., .014 kw. Post office address % Mr. Gene D. Gisburne, Philadelphia 4, Pa. Estimated construction cost $2,095, first year operating cost $2,000. Station is for non-commercial educational purposes. Filed June 20.

Existing FM Stations . . .

ACTIONS BY FCC

WMLL (FM) Evansville, Ind.—Granted request to cancel license of fm station and delete call letters. Action June 13.

KWFM (FM) Minneapolis, Minn.—Granted mod. of cp to change ERP to 9.7 kw, ant. to 70 ft., and change ant. system. Granted June 11.

KHFM (FM) Albuquerque, N. M.—Granted cp to change ERP to 1.45 kw, ant. to *minus* 11 ft., and change studio location. Granted June 11.

WUSU (FM) Scranton, Pa.—Granted cp to change studio and trans. locations and make changes in ant. system. Granted June 12.

Ownership Changes . . .

ACTIONS BY FCC

KCNO Alturas, Calif.—Granted assignment of license to Interstate Bcstg. Co. for $40,000. Principals are Pres. **J. J. Chandler Jr.** (47%), general manager of **KFLW Klamath Falls, Ore.**; and Southern Oregon Publishing Co. (47%), 100% owner of **KFLW**, majority stockholder of **KRNR Rosenburg, Ore.**, and 20% stockholder of **KYJC Medford, Ore.** Granted June 13.

KYOS Merced, Calif.—Granted transfer of control from **Florence Chatterton**, executrix of estate of **C. O. Chatterton**, deceased, to **Donald B. McCormick** for $55,000 for 50% interest. Mr. McCormick holds 10% interest in **KCOV Corvallis, Ore.** Granted June 13.

KOCS, KEDO-FM Ontario, Calif.—Granted assignment of license to The Daily Report Co.. Corporate change. Principals now will be **Jerene Appleby Harnish** (52%); **Carlton R. Appleby** (22%); **Andrew B. Appleby** (13%); **Walter W. Axley** (5%); **James Quay House** (3%); **Ernest H. Atkinson** (2%); **Philip A. Sawyer** (2%); and **Rolph Fairchild** (1%). Granted June 14.

KPAL Palm Springs, Calif.—Granted assignment of license to KAPL Bcstg. Corp. for $66,000. Principals are Pres. **Harry Maizlish** (35%), pres. and sole owner of **KFWB-AM-FM Hollywood, Calif.**; Secy. **Alfred Yallen** (15%), employee of KFWB; and **Bautzer & Grant Co.** (50%), law firm. Granted June 13.

KVEC-AM-TV San Luis Obispo, Calif.—Granted transfer of control to The Valley Enterprises Co. for $450,000. Principals are equal partners **John C. Cohan**, pres.-25.63% stockholder of **KSBW-AM-TV Salinas, Calif.**, pres.-85% stockholder of John Cohan Adv. Inc., Salinas, and 50% partner in applicant for new am at Ridgecrest, Calif.; and **Jerome Kantro**, 5% stockholder of KSBW-AM-TV. Granted June 13.

WKKO Coca, Fla.—Granted assignment of license to **James H. Sawyer** for $81,000. Mr. Sawyer is 40% owner of **WABR, WEAL-TV Orlando, Fla.** Granted June 13.

WINT (TV) Waterloo, Ind.—Granted transfer of 100% control of permittee stockholdings to Universal Bcstg. Co. for $800,000. Universal is licensee of **WISH-AM-TV Indianapolis, Ind.**; owns 100% of Radio Fort Wayne Inc., licensee of **WANE Fort Wayne**, and is permittee of **WANE-TV**; and Anderson Bcstg. Corp., licensee of **WHBU Anderson, Ind.** Granted June 13.

WKIC Hazard, Ky.—Granted assignment of license to Mountain Bcstg. Service for $57,761.86. Principals are Pres. **Fred B. Bullard** (40.98%), 33.3% stockholder of **WKIC**; Vice Pres. **Mrs. Ruby D. Cisco** (40.98%); and Treas. **Robert S. Mansfield** (16.40%), assistant manager and sales director of WKIC. Granted June 13.

WKIK Leonardtown, Md.—Granted voluntary acquisition of negative control of licensee corporation by **William C. Redd** and **James L. Bittner** for $5,000. **Charles E. Springer**, 33% owner, is dropping out of corporation. Mr. Redd and Mr. Bittner will hold 50% each. Granted June 15.

KHEN Henryetta, Okla.—Granted assignment of cp to Henryetta Radio Co. Assignment is for change to corporate status. Granted June 13.

WHBT Harriman, Tenn.—Granted assignment of license to Folkways Bcstg. Co. for $80,000. Principals are Pres. **William R. McDaniel** (40%), director of public relations and news director of **WSM-AM-TV Nashville, Tenn.**; Vice Pres. **Ernest Tubb** (40%), self-employed entertainer working out of WSM; and **Hank Snow** (20%), self-employed entertainer working out of WSM. Granted June 13.

KTXN Austin, Tex.—Granted acquisition of negative control of licensee corporation by **Robert N. Pinkerton** through purchase of stock from **Mrs. O. B. Perot** by General Bcstg. Co., of which Mr. Pinkerton votes two-thirds of stock, for $60,000. Other general principal is **Edgar B. Pool** (33.3%), 25% owner of **KIFN Phoenix, Ariz.** Granted June 13.

KEBE Jacksonville, Tex.—Granted assignment of license to KEBE Inc. Principals are Pres. **Mrs. Leita Moye Laurie** (60%), widow of former station owner **Billy Averitte Laurie**, deceased; Vice Pres. **Ben Erle Laurie** (20%), employee of **KEBE Jacksonville**; and Secy.-Treas. **J. Ann Laurie Spencer** (19%), asst. office manager of KEBE. Granted June 13.

KERV Kerrville, Tex.—Granted transfer of control to **Arthur G. Rodgers**. Mr. Rodgers, 50% owner, is buying out other 25% owners **Hal Peterson** and **Hal & Charlie Peterson Foundation** for $7,500 each. Granted June 15.

KBEC Waxahachie, Tex.—Granted assignment of license to Richard Tuck Enterprises. 50% owner **W. Richard Tuck Jr.** is buying remaining 50% interest from partners **Roy M. Fish** and **James B. Branch Jr.** for $30,000. Granted June 13.

WHBG Harrisonburg, Va.—Granted assignment of cp to Rockingham Radio Corp. Corporate change. Granted June 13.

APPLICATIONS

WGEA Geneva, Ala.—Seeks assignment of license to Radio South Alabama Inc. for $37,500. Principals are Pres. **Howard E. Pill** (30%), 35% owner of **WDAK Columbus, Ga.**; Vice Pres. **Allen M. Woodall** (30%), 50% owner of WDAK; Treas. **Miles H. Ferguson** (25%), 25% owner of **WJHO Opelika, Ala.**; and Secy. **Emery T. Evans** (15%), salesman at WDAK. Filed June 15.

KRWS Post, Tex.—Seeks assignment of license to KRWS Broadcasters. Sole owner **Wallace Simpson** is selling 25% interest to his general mgr. **Bob Garrison** for $5,000. Filed June 15.

KIWW San Antonio, Tex.—Seeks transfer of control from **Joe Olivares** to **Robert N. Pinkerton** and **Edgar B. Pool** for $125,000. Simultaneously filed is application for incorporation of station into KIWW Inc. Mr. Pinkerton, 22.67% owner of **KTXN Austin, Tex.**, and 80% owner of **WBGE Atlanta, Ga.**, will hold 60%. Mr. Pool, 25% owner of **KIFN Phoenix, Ariz.**, will hold 30%. Other 10% will be held by **Lone Star Investment Co.** Filed June 14.

WCAN-TV Milwaukee, Wis.—Seeks assignment of cp from **Lou Poller** to Television Exhibitors of America Inc. Corporate change. Filed June 14.

APPLICATION RESUBMITTED

WQMC (TV) Charlotte, N. C.—Resubmits application seeking assignment of cp from Winfred R. Erwin, receiver, to Hugh A. Deadwyler. Resubmitted June 15.

Hearing Cases . . .

FINAL DECISION

KNAC-TV Fort Smith, Ark.—FCC granted petition by American Television Co. for dismissal of its application to assign cp for KNAC-TV to Southwestern Publishing Co., and for extension of time to complete construction; and denied petitions by "Citizens group for two tv stations in Ft. Smith" and by Southwestern to set aside initial decision and reopen record. Action June 20.

INITIAL DECISION

Oakland, Calif.—Hearing Examiner Thomas H. Donahue issued Initial Decision looking toward grant of application of Channel Two Inc. for new tv to operate on ch. 2 in Oakland, Calif., and denial of competing applications of Television East Bay and San Francisco-Oakland Television Inc. Action June 20.

OTHER ACTIONS

American Bcstg.-Paramount Theatres Inc.—FCC denied petitions by protestants **KFMB-AM-TV** and **KFSD-TV, San Diego, Calif.**, for review of examiner's rulings in proceeding re American Bcstg.-Paramount Theatres Inc. for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to **XETV (TV) Tijuana, Mexico**, in which parties were directed to furnish to each other and to examiner by given date in advance of hearing all proposed written exhibits and in which protestants were

(Continues on page 112)

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RADIO

Help Wanted

Managerial

Experienced manager. Or assistant manager. Must be strong on sales, 5 kw. Network station population city twenty-five thousand, northeast real opportunity right man. Box 871G, B•T.

Manager-sales manager . . . successful small market 1 kw daytimer needs your services. This is just the opportunity some young broadcaster has been looking for. Tell us why you're the man for the job and what you'll cost us. Box 910G, B•T.

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Announcer-salesman. Good young announcer to learn selling, copywriting, etc. Earn more than straight announcer. Box 852G, B•T.

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RADIO

Help Wanted—(Cont'd)

Salesmen

We need a top salesman . . . and sales manager who likes to make money; to this man we can offer exceptional financial and outstanding future. Major independent in major market. Box 857G, B•T.

Aggressive salesman. California indie. Fine opportunity for applicant under 35, with successful sales background in competitive market. Send photo, resume, first letter. Box 894G, B•T.

Experienced salesman capable of becoming commercial manager successful small market operation . . . able to make good written sales presentation and brochures . . . state related abilities. Forward complete details with photo and references. Salary $100.00 weekly minimum guaranteed. Box 905G, B•T.

Middle Georgia major market — combination salesman and announcers—straight salary and commission. Box 917G, B•T.

Salesman-announcer—daytime station, southwest, excellent opportunity for man who wants security of selling only station in town of 12,000. Box 924G, B•T.

Wanted: Experienced salesman! Good salary plus incentive pay and car expense. Contact Don Wirth, WNAM, Neenah, Wisconsin.

Immediate opening for live wire aggressive salesman. Metropolitan market. 5000 watt fulltime station. Howard B. Hayes, WOKO, Albany, New York.

Experienced radio salesman. If you are in a smaller market with limited income—this is for you. Opportunity is unlimited in this multiple station operation. Start out with good guarantee. Station serves a major Michigan trade area in a sportsman's paradise. Want an aggressive man. Phone W. L. Belaney WPON, Pontiac, Michigan, FE 8-0444.

Southeast radio station needs experienced time salesman—opportunity for advancement for man who will produce. Salary and commission. Write John G. Williams, P. O. Box 336, Savannah, Georgia.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Wanted—Glib DJ with sparkle and pep, bright and breezy, adlib with flow and momentum, clever quips, novel record intros wanted by station in Ill., Mich., Wisc., Upper N. Y. state, Penna. area. $125. Box 625G, B•T.

Central Florida. Announcer, 1st phone, routine maintenance, good shift, good salary. Box 815G, B•T.

Wanted: A personality announcer who is probably working in a small market now but wants bigger and better things. We are a network radio-tv station in one of the south's largest cities and one of the nation's top 50 markets. Some tv a possibility but radio is where you're needed. now. Send complete resume including salary expected, plus tape and picture to Box 827G, B•T.

Morning man. Must have distinctive style, know his records and be able to maintain present top ratings. Preferences given to applicant now successfully doing similar program, give complete resume salary expected and enclose snapshot. Box 864G, B•T.

Wanted: Top disc jockey with enthusiasm, showmanship, and ability to sell on the air for network affiliated midwestern station. Successful background—a must. Send full particulars, including success stories, photo, tape, required salary to Box 883G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Good announcer-copywriter . . . Must excel in both. Successful small market operation. Experienced in both preferred. Send all details including expected starting salary. Box 907G, B•T.

Minnesota station needs news director. Good salary. Must be good announcer and able to type. Box 916G, B•T.

Announcer, first class license for new Alabama daytimer. Best equipment, ideal working conditions. Give complete information first letter. Box 921G, B•T.

Country and western disc jockey and musician wanted for major eastern market. Send tape, photo, resume. Our staff knows of this ad. Box 934G, B•T.

Experienced announcer, 5000 watt CBS affiliate, Montana's oldest established radio station. Excellent references required. Two weeks paid vacation; health insurance. Our beginning salary ranges from $1.75-$2.00 per hour, 40 hour week. Send 5 minute tape with letter to Assistant Manager, KFBB, Great Falls, Montana.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

We need an adult announcer that sounds like an adult . . . fulltime indie in Hastings. Nebraska, heavy on sports . . . If you are "recent graduate of leading announcing school, can operate board" type, please don't take our time . . . will pay good, living wage, must be experienced. Must know how to really sell a commercial. Rush tape and pertinant data to: Dave Martin, KHAS, Radio, Hastings, Nebraska.

Announcer with first phone. No engineering. Board work, news and commercials. All pop music. Good salary. New station. Pleasant surroundings. Forty miles from Kansas City. KLEX, Lexington, Mo.

Engineer-announcer: Two combination positions open June 23. Must have 1st class ticket. Accent on announcing. Contact C. A. Wynn, KSUL, Sulphur, Louisiana.

Announcer with air personality, experienced, 1000 watt NBC outlet, Tucson, Arizona. Fine climate. No license necessary but must be adept at console. Send brief audition tape, previous employment, salary, etc. KVOA, 209 W. Elm.

California 5kw MBS affiliate needs announcer immediately. Third class license, good voice required. Ideal working conditions and pay. Rush tape and resume to Gene Bell, KYOS, P. O. Box 717, Merced, California.

Announcer, minimum one year's experience. tape, letter, photo to WBTN, Bennington, Vermont.

WJEM, Valdosta, Georgia, one kw daytime music-news-station needs immediately 1st phone announcer combo. Send tape, references and resume. Salary open.

Staff announcer. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

Immediate opening at kilowatt daytimer in eastern Pennsylvania for experienced staff announcer with possibilities for advancement to assistant manager, near future. Station is one of growing chain. 40 hour week with overtime pay talent fees. Paid vacations. Applicants must have car. Reply by phone immediately or send complete resume, tape, and photo to manager, WLSH, Lansford, Pa.

Opening-July 15th for announcer, strong on news and commercials. Independent 500 watt. Heavy local news and music format. Possible to go to college parttime, three men have completed entire college career by working for us. Airmail training and experience record, photo and tape to Bill Baker, Program Director, WMIK, Middlesboro, Kentucky.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMIX, Mt. Vernon, Illinois.

Information needed to locate Hoyt Brown, hometown is in Alabama. All replies confidential. Contact WVOP, Vidalia, Georgia, or WHAP in Baxley, Georgia.

Top-flight combo first phone heavy on announcing, light on technical. Must be experienced. Top salary. Wire collect Station WWIL, Fort Lauderdale, Florida.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer with announcing experience for remote controlled daytime five kilowatt southern station. Must be capable of assuming full technical responsibility and light announcing schedule. Box 833G, B•T.

Engineer, with first class phone for 50 kw radio and/or maximum power VHF with color. Contact Box 874G, B•T.

First class chief engineer: Maintenance and improvement . . . first requirement. Mobile and stationary remote work mandatory. Air work fine but secondary. Salary above average. Box 888G, B•T.

Chief engineer-announcer. Fine opportunity for applicant under 40. Pacific Coast indie. Send resume. Box 895G, B•T.

Combo man with first class license. Permanent job with clean operation. Salary $85 to $100. Box 908G, B•T.

Transmitter operator. Any inquiries may be directed to the attention of W. H. Malone, Radio Station WGTM, Wilson, N. C.

Transmitter engineer for southern New York, 24 hour station. Good deal. Extra benefits. WINK, Binghamton, New York.

Chief engineer-announcer for progressive daytimer in friendly central Florida community. Send full details and tape. Opening July 1st. WPLA, Plant City, Florida.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

1st class engineer who needs to do practically no maintenance, with experience as an announcer, (good voice a necessity) who will only be scheduled 3 or 4 hours a day on announcer duty, operating own control panel, and be expected to devote half day to selling. Starting salary $75 to $90 weekly plus 15% commission on sales. Radio Station WRNY, Rochester, N. Y.

1st phone engineer. $55.00 for forty hours. Chance for advancement. Contact Dan Williams, WVOT, Wilson, N. C.

Programming-Production, Others

Newsman. Experienced in all phases including local reporting. Advise previous experience, salary expected and attach small photo. Box 865G, B•T.

Male or female with experience capable handling all continuity 5 kw. Network station medium sized city northeast. Box 870G, B•T.

Program director needed with independent programming background for No. 1 station in central United States market. Send full info first letter to Box 887G, B•T.

Program director-announcer with good voice and realistic programming ability. Must be creative and able to develope programming with sell appeal . . . based on news, music and local public service. Send complete details. This is a small market operation that's successful. Tell us what you'll work for. Box 906G, B•T.

Gal Friday. Practical woman broadcaster to handle continuity and do some air work. 1 kw daytimer in small market. Box 909G, B•T.

Wanted: Combo program director and sports announcer. Fulltime station in midwest extremely heavy sports sked. Must know programming and be good at play-by-play, all sports normally carried by high school, plus heavy baseball. Send all tapes and info to Box 936G, B•T.

Newsman: Fulltime to gather, edit, and air newscasts. Also adlib remote news. Above average starting salary, with advancement. Bob Jenkins, Station Manager, KGFW, Kearney.

Hey gal, can you produce outstanding copy fast? Service accounts and keep them sold. Handle your job without being checked? Contact KVWC, Vernon, Texas.

RADIO

Situations Wanted

Managerial

Manager-sales manager: You can't top a proven "pro;" but you can buy his experience and know-how. Request and analyze my resume. Bonafide facts and figures; top accredited industry reputation; substantiated local-national sales know-how business getting ability. Yours for the asking. "Don't let a good one get away." Write Box 776G, B•T.

Manager, salesman, chief engineer. Well versed all phases. Available immediately. Best references. Box 854G, B•T.

30 years old, family man. Now top salesman with station in city over 50,000. Radio and tv experience. Sold over $150,000 radio time in past two years. Have good ideas to build your sales staff. Will consider managerial position in east or midwest. Billing records and qualifications upon request. Box 896G, B•T.

Want to cut overhead and at the same time improve the sales potential of your radio station? Perhaps you need fewer personnel who are more versatile. I offer a record of success in this type operation. Prefer south or west. Looking for opportunity, could invest. Box 900G, B•T.

Manager-sales manager. Twleve years experience. Six at present location. Family man. First class ticket. Proven exceptional record of sales. Young hard working, ambitious. Box 925G, B•T.

Manager—strong on sales, good programming, efficient operation. Mature man of long experience. Good character and references. Prefer salary and percentage. Box 927G, B•T.

Sales manager, 38, strong on radio and tv sales, production and promotion, wants job with future. Salary plus incentive. Veteran, family stable. Resume and references. Box 933G, B•T.

Salesmen

Radio or television sales trainee, 25, single, vet, business administration degree, master's degree in public relations. Salary secondary to experience. Box 913G, B•T.

Announcers

Country music DJ, recording artist, nationally known, top-rated, 26, single, sober, reliable, not character, best references, desires to relocate. Box 772G, B•T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 882G, B•T.

Salesman-newscaster, married, veteran . . . desires position larger market, or sales manager. Box 889G, B•T.

Managerial shakeup! Qualified salesman, announcer-engineer, seeks immediate position. Married. educated, sober. Box 890G, B•T.

Announcer—staff organist 10 years experience with stations—midwest and West Coast; board experience. Excellent references; musical background. DJ, news. straight announcing. Tapes available. Box 902G, B•T.

Announcer available immediately. 6 years experience—disc jockey, news. Excellent voice. Interested in Pittsburgh, Erie, Buffalo, other locations considered. Box 911G, B•T.

Experienced announcer seeking position with quality operation. Available on two week's notice. Box 919G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Personality, DJ, excellent play-by-play all sports, 6 years experience $100.00 minimum start. Box 931G, B•T.

Announcer, negro, swinging, modern, disc jockey, light experience, tape, available. Box 932G, B•T.

Memorandum from Joe Basic for staff announcer; graduate, strong on narration, news willing to apply. Joe Basic, 2607 N. Lamons, Chicago, Illinois.

10 months announcing, 4 months news director experience. 23—single. Excellent references. Want permanent job, present salary $300 per month. John Jira, 1821 Jackson Street, Two Rivers, Wisconsin.

Tape talks. Will send audition tape upon your request. Recent radio-tv graduate at large university. Vet. AFRS (Korea). Experienced in news, sports, DJ, spot writing at university station. Know RCA, Gates, WE boards. Will locate anywhere. Prefer west of Rockies. Write, wire or phone collect. Sam H. Levinson, 3800 Cascadia Avenue, Seattle 18, Washington.

Colored. Excellent diction, non-experienced. Great salesmanship. Single. Eager to start. Harry Moore, 4860 Kimbark Avenue, Chicago.

Announcer, 3 years. DJ, commercials, sports. Any location, available immediately. Barry Pfeffer, 1937 Daly Ave., Bronx, N. Y.

Announcer: 6 months staff experience, includes play-by-play, single, vet, 24, reliable, no desire to float: Contact Frank Smith, Shelter Island, New York. Phone 9-0162M.

Trained announcer, some acting training, 23, single. Tape, resume, photo. Gene Tully, Box 122, Manasquan, N. J.

Announcing — 26-veteran-married-college-coaching experience—strong on music, sports. Desires permanent work with future management possibilities in midwest. Richard Westbrook, Box 25, Ashley, Ohio.

Technical

Chief engineer, top-notch and not on peanut diet, 16 years broadcast design, construction maintenance. Great Lakes, area preferred. Box 914G, B•T.

Experienced am chief. Professional quality installation, maintenance, management. Sensible thorough, efficient. New England, New York, Pa. Box 918G, B•T.

Programming-Production, Others

Program director: College graduate. Eight years radio, first class ticket. All phases except sales and play-by. Family. Need better opportunity. Prefer chance for working investment in CP or transfer, Arizona or California. Box 832G, B•T.

Opportunity wanted with progressive station. If your music, news, of farm programming format needs revitalizing, contact me. Presently with small agriculture advertising agency. Prefer midwest. Box 881G, B•T.

(Continued on next page)

Interested in buying one or more radio or TV stations. Must be in market of more than 250,000 people. Will discuss with principals or brokers.

John Esau & Company
1601 Graybar Building
MU 4-1159 – New York City

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Experienced farm director, 25, employed, married, veteran, college degree, top references. Virginia preferred. Box 903G, B•T.

Young, attractive, aggressive, ambitious interested in securing position with profit sharing radio station with opportunity of eventual partnership. One dependent. Qualified for office management, programming, traffic, copy, and air work. Any situation can be handled—additional information on request. Small southeastern town preferred but will reconsider offer warrents. Box 904G, B•T.

TELEVISION

Help Wanted

Salesmen

One of America's best and best-known television stations has opening for one new salesman. Excellent opportunity. Very large midwestern city. Applicants must be college graduates under 35, with at least 18 months experience in television sales. Send details of experience, personal, school and family background with snapshots to Box 935G, B•T.

Television salesman. ABC affiliate—vhf—good market—desire minimum 3 years in radio or television. Good weekly guarantee—excellent commission arrangement. Send resume, full details, first letter, to Robert C. Miller, Sales Manager, KCRG-TV, Cedar Rapids, Iowa.

Announcers

Staff announcer wanted by central Pennsylvania tv station to do both on and off-camera work and participate in all phases of production. For further details, contact: Jim Curtis, Program Director, WSBA-TV, York, Pennsylvania.

TELEVISION

Help Wanted—(Cont'd)

Technical

Top-notch maintenance or transmitter engineer for Chicago area. State full particulars first letter. Salary commensurate with ability and experience. Box 892G, B•T.

Immediately—studio supervisor or first class maintenance—vhf—1st class license—good maintenance—full resume starting salary first letter. Box 912G, B•T.

Newspaper owned television station has immediate opening for technicians. Send complete background qualifications and photograph to Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

Key midwest vhf tv station wants outstanding producer-director. Must be experienced, creative and imaginative. Salary commensurate with ability. Must have at least two years experience. Want a man anxious to try new ideas and new approaches to production. Photo and detailed background necessary. Box 920G, B•T.

Situations Wanted

Managerial

Television manager available. 17 years radio-tv experience, desiring change by fall. Economy-minded, with emphasis on sales and general management. For full particulars by letter, wire. Box 839G, B•T.

Operations manager—program director: Thoroughly experienced all phases operation, film, traffic, continuity, studio production. College graduate, 30, married. Available immediately. Highly recommended. Complete resume and references on request. Box 884G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Salesman-announcer, strong news, veteran, married, versatile, desires tv opportunity. Box 899G, B•T.

Salesman with successful record large and small markets. Now selling Texas. Prefer southwest, midwest. Box 929G, B•T.

Announcers

5 years experience in radio and tv. Have done sports, news and special events in radio. Would like opportunity to do same on tv, or radio work in addition to tv in combined operation. Box 893G, B•T.

Technical

Chief engineer, 35, experienced, energetic and conscientious, desires affiliation as chief engineer and minor investor. Box 783G, B•T.

Assistant chief engineer in charge of television wanted by major southwestern vhf, prior experience DuMont equipment a requisite. Reply Box 923G, B•T.

Programming-Production, Others

Coordinate sales and production with experienced assistant program director-production manager. Imaginative. Aggressive. Executive material. Box 838G, B•T.

Ideas, imagination, willingness to work: Producer-director, and on-camera talent. Over two years with large, well-established vhf in 2-million population market. Single, veteran, degree. Box 915G, B•T.

Cameraman, floorman, married, 3 years experience, all studio operations. Best references. Box 930G, B•T.

TV PEOPLE READY NOW


LINDO PAOLI


ED HOWLEY


VIOLET RIES


RON KENZY


JIM BARTLETT


C. R. TICEN

These People have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV personnel. People like these—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Contact John Birrel, Employment Counselor, for immediate details.



NORTHWEST RADIO & TELEVISION SCHOOL
HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Stations

Well-established fm station with good background music contract located on West Coast. Expansion imperative but owner lacks capital. Box 898G, B•T.

Metropolitan market station in prosperous Piedmont section, fulltime. $100,000 to $150,000 category. Terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Fulltime local station in industrial TVA region. Current gross is below, while past gross as well as cost of assets exceed asking price, within $100,000. Requires considerable cash. Market presently undergoing further expansion. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Select southwestern property now availble to qualified principals. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Exclusive. Mid-continent single-station market. Progressive city. Offered by the orginal builders. Exclusive with Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Second notice. Listing AR-1 has been sold. Final sale price symbal RB. Inquiries invited regarding other select properties. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

1-GE BY2B fm antenna. 8-45 degree—1⅝" elbows. 261 ft.—1⅝" coax. 18 expansion hangers, clamp to angle members. 3—composite brackets for side mounting on tower. 1—RCA BAF-14A isolation unit. Box 886G, B•T.

Capitol Transcription Library for sale. Write Box 891G, B•T.

485 ft. self-supporting heavy duty tower, lighting equipment and WE cloverleaf antenna. 3.55 power gain. Sell complete or separate. Box 937G, B•T.

For sale: WE 451-A transmitter. Good condition. Complete with Rust equipment . . . KLIN, Lincoln, Nebraska.

1kw composite transmitter, replaced May 12th, 1956. Best offer, KOLO, Reno.

Tower, 150 ft. insulated, Blaw-Knox CK type, self-supporting, available six weeks, also top 85 ft. of Ideco tower. Excellent condition. Make offer. Chief Engineer, KSD-TV, St. Louis, Missouri.

Used television equipment. Federal microwave STL—2000mgs. Dual incoscope film chain—DuMont, with six usable camera tubes. Two Holmes 16mm film projectors-TV 16. Many spare projector parts included. Contact M. M. Burleson, WTTG, Washington, D. C.

Commercial crystals: And new or replacement broadcast crystals for Bliley, Western Electric, RCA holders. Conelrad frequencies. Crystal regrinding etc. Reasonable prices, fastest service—also station am monitor service. Over 20 years in the business! Eidson Electronic Company, Temple, Texas.

Miscellaneous

For rent. San Francisco, Telegraph Hill, 3 room luxury apartment during Republican Convention. Box 880G, B•T.

WANTED TO BUY

Stations

Will buy station or CP down in Georgia or north Florida. Give complete information which will be treated confidentially. Box 885G, B•T.

Station wanted. Private sales, discreet service. Oklahoma, Texas, Kansas, Missouri, Arkansas. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Tower, 270 feet. Modulation frequency monitors. Console. Box 606, Showlow, Arizona.

Miscellaneous

Believable but powerful dramatic mystery scripts for half hour radio. Top rates. Enclosed return postage. R. J. Alestra, Director, Veron Lewis Productions, Inc., 71 West 45th Street, New York 36, N. Y.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

SERVICES

Tv station management consultants streamline your tv operation. We'll show you how to operate in the black! Guarantee! Proven! Now operating the nation's most unusual television station! KSHO-TV, 13, Las Vegas, Nevada. 24 hours a day, seven days a week! You've read and heard about our extremely unique and revolutionary one man operation! If you are on the air now or planning to go on in the future it will pay you many dividends to . . . call . . . wire . . . fly. TV Station Management Consultants, KSHO-TV, Las Vegas, Nevada. Fremont Hotel. Morry Zenoff-Jim Hawthorne. DUdley 4-7455-DUdley 4-7425.

1956 Olympics films. Order what you want, I will be there. Rate $10.00 plus film, for 100 ft. roll. Reversal process should deliver to you in 6 days from shooting. Jack Sholar, WNOK-TV, Columbia, S. C.

RADIO

Help Wanted

Salesmen

CALIFORNIA CALLING YOU? If you're a hard-hitting salesman with successful direct sales experience and want to associate with a top, independent, Southern California radio station in a major market, write complete resume in confidence.
Box 928G, B•T.

SALES ENGINEERS

Leading broadcast equipment manufacturer needs aggressive sales-minded engineers to call on radio stations in Southeast, Midwest, and Northeast. Should be self-starters. Experience as chief engineer of AM station desirable. High remuneration with expenses. Send complete resume with photo to Box 897G, B•T.

Situations Wanted

Managerial

MANAGER—23 years experience medium and small markets, past 8 in managerial post. Thoroughly familiar with sales management, programming, agency-representative contacts, promotion. Documented sales record. Excellent references, national and local. Seek better opportunity—radio or TV—in executive capacity. Write Box 901G, B•T.

Announcers

"ANNOUNCER" FOR HIRE

Top man, with excellent selling voice and know how—available to give your station "another voice" at fraction of cost of regular employee—no social security, no "paid vacations", never gets sick.
He is your tape voice for commercials. Get new accounts with this new voice. Different voices available for competitive accounts. Inexpensive service for local stations. Minimum cost is monthly order for 12 spots at $2 each, plus $2 handling and mailing charge. E. L. Roskelley, Producer, Irving (Dallas), Texas.

TELEVISION

Help Wanted

MANPOWER

We fully realize the importance of quality *manpower* in our plans.

We operate both VHF and AM in multiple markets of Colorado.

We are expanding into additional stations SOON.

We will welcome contacts with supervisors, engineers, announcers, cameramen, and others essential to radio and television operations.

Please address all correspondence to my personal attention.

Rex Howell
President & General Manager
Western Slope Broadcasting Co., Inc.
P. O. Box 30
Grand Junction, Colorado

Technical

TV TECHNICIAN

TV transmitter-engineer. First class license and car necessary. Send full resume and minimum salary requirement to
Box 763G, B•T

KERO-TV
1420 Truxtun Avenue
Bakersfield, California

STUDIO SUPERVISOR

Need engineer capable assuming duties studio supervisor—strong maintenance background RCA equipment. Permanent position agressive VHF STN. Provide resume training, experience references, availability to Director Engineering.

FOR SALE

Stations

1 KW — Daytimer

Southeast—
good profits
All new facilities
$60,000.00 Cash
Owner

Box 922G, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T.

WANTED IMMEDIATELY

Used Equipment for Channel 13

- 20 or 25 kw amplifier
- 25 kw notched-type diplexer
- 25 kw dummy load.

Wire details, price to WWTV, Cadillac, Mich.

EMPLOYMENT SERVICES

FACTS ABOUT PEOPLE AND JOBS FOR RADIO, TELEVISION, FILM, AND ADVERTISING

For radio, television, film and advertising, we specialize in referring qualified people to the jobs in which they can be of most value.

For best service, please be as complete as possible in your first letter or telegram.

Palmer de Meyer, Inc.
50 East 42nd Street
New York 17, New York

Paul Baron, Director for Radio-TV-Film-Adv. Mu 2-7915
No advance registration fees.
Resumes invited from quaified people.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

(Continued from page 106)

directed to furnish applicant copies of their network affiliation agreements. Action June 20.

WFPA Fort Payne, Ala.—FCC scheduled oral argument for July 9 in proceeding re application for renewal of license of **WFPA**. Action June 20.

Evansville, Ind.—FCC denied petition by On The Air Inc. for rehearing and request for oral argument thereon directed to Commission's Dec. 21, 1955 decision granting application of Evansville Television Inc. for new tv to operate on ch. 7 in Evansville, and denying competing application of On The Air Inc. Action June 14.

St. Louis, Mo.—FCC granted petition by 220 Television Inc. for leave to amend its tv application for ch. 11 in St. Louis to reflect changes resulting from death of chairman of board of directors and 10% voting trustee and his replacement by another member of board; reopened record for limited purpose of incorporating amendment, and closed record. Action June 14.

Lorain, Ohio—FCC affirmed examiner's March 9 grant to Sanford A. Schafitz to amend his application for new am in Lorain by substituting new financial showing; denied joint appeal therefrom by **WSPD Toledo, Ohio**, and **WTTH Port Huron, Mich.**, both parties to proceeding. Action June 20.

Lebanon, Pa.—FCC denied in its entirety petition by **WHP-TV, WCMB-TV, WTPA (TV)**, all **Harrisburg, Pa.**, and **WHUM-TV, Reading**, for reconsideration and enlargement of issues in protest proceeding on application to transfer control of **WLBR-TV Lebanon**, from Lebanon Bcstg. Co., Lebanon News Publishing Co., et al., to Triangle Publications Inc. Action June 20.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Change List #103 — May 25, 1956

910 Kc

Calgary, Alberta — (New) 5 kw unl., DA-1. Class III. 5-15-57.

990 Kc

CBT Grand Falls, Newfoundland—1 kw unl., ND. Class II. (Now in operation.)

1400 Kc

CKSW Swift Current, Saskatchewan—250 w unl., ND. Class IV. (Assign. of call letters.)

1410 Kc

St. James, Manitoba—(New) 1 kw unl., DA-1. Class III. 5-15-57.

1420 Kc

CJMT Chicoutimi, P. Q.—5 kw unl., DA-1. Class III. 5-15-57.

1470 Kc

Welland, Ontario—(New) 500 w D. DA-D. Class III. 5-15-57.

1510 Kc

CKOT Tillsonburg, Ontario—1 kw D, DA-D. Class II. 5-15-57.

1540 Kc

Burlington, Ontario—(New) 1 kw D, ND. Class II. 5-15-57.

Routine Roundup . . .

June 14 Decisions

Broadcast Actions
By the Commission
Actions of June 13
Renewal of Licenses

Following were granted renewal of licenses on regular basis: **KTOK Oklahoma City, Okla.; KTUL Tulsa, Okla.; KRMG Tulsa, Okla.; WBBZ Ponca City, Okla.; KVGB Great Bend, Kan.; WTKM Hartford, Wis.; WRFW Eau Claire, Wis.; KWDM Des Moines, Iowa.**

June 14 Applications

Accepted for Filing
Modification of Cp

KCEL Oelwein, Iowa—Seeks mod. of cp (which authorized increase in D power and change to DA-2) for extension of completion date.

WPRT Prestonsburg, Ky.—Seeks mod. of cp (which authorized change in frequency; increase in power, and change in ant..-trans. location) for extension of completion date.

WGRF Aquadilla, P. R.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WAAB-TV Worcester, Mass.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

WARD-TV Johnstown, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 15, 1957.

WKNB-TV New Britain, Conn.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 15, 1957.

WVEC-TV Hampton, Va.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 4, 1957.

WNET (TV) Providence, R. I.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KBIC-TV Los Angeles, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of Licenses

KCVN (FM) Stockton, Calif.; WTHS (FM) Miami, Fla.; WBEZ (FM) Chicago, Ill.; WEVC (FM) Evansville, Ind.; WGRE (FM) Greencastle, Ind.; WWHI (FM) Muncie, Ind.; KSLH (FM) St. Louis, Mo.; WOUI (FM) Athens, Ohio; WTDS (FM) Toledo, Ohio; WDUQ (FM) Pittsburgh, Pa.; KACC-FM Abilene, Tex.

License to Cover Cp Returned

WPHB Philipsburg, Pa.—Application seeking license to cover cp which authorized new am, returned. (Name.)

June 15 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee

WCAE Wilkinsburg, Pa.—Granted petition for extension of time to file oppositions to petition of Wespen Television Inc., Irwin, Pa., to set aside Initial Decision, enlarge issues, and reopen record in ch. 4 proceeding to and including date 10 days following filing by Wespen of supplementary material to its pending petition and also filing by Television City Inc., McKeesport, Pa., of petitions to amend application and for reopening record. Action June 12.

Northern Indiana Broadcasters Inc., South Bend, Ind.—Dismissed as moot "petition for reconsideration of denial of extension of time" filed June 7, requesting commission to reconsider action of Motions Commissioner on June 5, denying its petition for extension until June 5 to file exceptions, supporting briefs and requests for oral argument re its am application. Action June 12.

Broadcast Bureau—Granted petition for extension of time to and including June 18 to file responses to the "petition to intervene and to enlarge issues" filed by Florida West Coast Broadcasters Inc., St. Petersburg, re am applications of Polly B. Hughes, Tampa, and Holiday Isles Bcstg. Co., St. Petersburg, both Fla. Action June 12.

By Chief Hearing Examiner James D. Cunningham

Am Hearings—Ordered that hearing shall commence Sept. 14, re am applications of Great South Bay Bcstg. Co. Islip, N. Y.; Stern Bcstg. Co., Ridgewood, N. J.; **WDVM Pocomoke City, Md.**; and American Family Bcstg. Co., Ridgewood, N. J. Action June 11.

Mt. Sterling Bcstg. Co., Mt. Sterling, Ky.—Granted petition for removal from hearing of its application for new am station to operate on 960 kc, 500 w D; application returned to processing line. Action June 11.

Black Hills Bcstg. Co. of Rapid City, Lead, S. D.; The Heart of the Black Hills Stations, Deadwood, S. D.—Granted motion of Black Hills of Rapid City for dismissal of its application without prejudice (ch. 5) and retained in hearing status application of The Heart of the Black Hills Stations (ch. 5). Action June 12.

WKXY Sarasota, Fla.—Ordered that June 8 document "Correction to Hearing Record," filed by WKXY is accepted and associated with pleadings in proceeding re its application for mod. of cp., and further ordered that transcript of hearing is corrected in manner and to extent proposed. Action June 12.

By Hearing Examiner Hugh B. Hutchison

WKMF Flint, Mich.—Granted petition for continuance from June 18 to June 28 for presentation and exchange among parties of applicant's written affirmative evidence re its am application, and continued from June 25 to July 2 hearing thereon. Action June 13.

By Hearing Examiner Annie Neal Huntting

KUIN Grants Pass, Ore.—Issued first statement concerning prehearing conferences and order re am application of KUIN, setting forth agreements and requirements which shall govern course of the proceeding to extent indicated; hearing now scheduled for July 3 is continued to July 31. Action June 13.

By Hearing Examiner Basil P. Cooper

Regional Bcstg. Co., East Hartford, Conn.—Granted request for continuance from June 13 to June 18 for filing of reply findings in proceeding re its am application. Action June 12.

By Hearing Examiner Herbert Sharfman

Grand Prairie, Tex.—On oral request of Radio Center Inc., Arlington, Tex., and without objection by counsel for other parties, ordered that time within which notice may be given of intention to take depositions is extended from June 15 to and including June 22, in re am applications of Grand Prairie Bcstg. Co., Grand Prairie. Action June 12.

June 15 Applications

Accepted for Filing
License to Cover Cp

KHAM Albuquerque, N. M.—Seeks license to cover cp which authorized new am.

WMCD Welch, W. Va.—Seeks license to cover cp which authorized increase in power.

License to Cover Cp Returned

KGON Oregon City, Ore.—Application seeking license to cover cp which authorized change in frequency, increase in power and installation of DA, returned. (Incomplete.)

Modification of Cp

KLIX-TV Twin Falls, Idaho—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 15, 1957.

WWLP (TV) Springfield, Mass.—Seeks mod. of cp (which authorized changes in facilites of existing tv) for extension of completion date to Oct. 1.

WCOC-TV Meridian, Miss.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Oct. 16. 1957.

WIFE (TV) Dayton, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KILT (TV) El Paso, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 1, 1957.

Renewal of Licenses

WIND Chicago, Ill.; WCFL Chicago, Ill.; WMOK Metropolis, Ill.; WPEO Peoria, Ill.; WOKW Sturgeon Bay, Wis.; WPWT (FM) Philadelphia, Pa.

Renewal of License Returned

KHBL Plainview, Tex. (Improperly signed.)

Remote Control

KRDG Redding, Calif.; KID Idaho Falls, Idaho; WTIV Titusville, Pa.; KROD El Paso, Tex.

June 19 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of June 15

KAMO Rogers, Ark.—Granted license covering increasing power from 500 w to 1 kw.

WDUX Waupaca, Wis.—Granted license for am station.

WCOG Greensboro, N. C.—Granted extension of completion date to 10-21-56.

Actions of June 14

Following stations were granted authority to operate trans. by remote control: **KRDG** from 1214 Locust Street, Redding, Calif.; **KROD** from Wyoming and Walnut Sts., El Paso, Tex.; **KID** from 1355 E. 17th St., Idaho Falls, Idaho; **WTIV** from 202 W. Spring St., Rm. 309-311, Second National Bank Bldg., Titusville, Pa.

KFSA-TV Fort Smith, Ark.—Granted extension of completion date to 11-15-56.

Actions of June 13

WOKE Oak Ridge, Tenn.—Granted authority to operate trans. by remote control from Oak Terrace, Robertsville Rd., Grove Center, Oak Ridge.

WCUM-FM Cumberland, Md.—Granted license covering changes in licensed station.

WNOW-TV York, Pa.—Granted extension of completion date to 1-5-57.

Actions of June 12

WGOV Valdosta, Ga.—Granted license covering changing from employing DA-2 to DA-N.

WJMC Rice Lake, Wis.—Granted license covering mounting fm ant. on top am tower and changes in ant. system.

WCDL Carbondale, Pa.—Granted license covering change in facilities and hours of operation.

KPOK Scottsdale, Ariz.—Granted extension of completion date to 1-9-57.

Actions of June 11

KBRZ Freeport, Tex.—Granted permission to sign-off at 6 p.m. during June through Sept.

WORG-FM Orangeburg, S. C.—Granted license which replaced expired permit which authorized changes in licensed fm.

WJMC-FM Rice Lake, Wis.—Granted license covering changes in licensed station.

Following were granted extensions of completion dates as shown: **WTWO Bangor, Me.**, to 1-5-57; **KADM Othello, Wash.**, to 11-12-56, program tests not to be authorized until station KSEM commences program tests on 1470 kc and license will not be issued until KSEM is licensed on 1470 kc; **WRMF Indialantic-Melbourne, Fla.**, to 11-3-56; **WSPD-TV (aux.) Toledo, Ohio**, to 11-2-56; **WTVY Dothan Ala.**, to 12-31-56.

WNBH-FM New Bedford, Mass.—Granted change of remote control points to 432 County St., New Bedford, Mass.

June 20 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

WCAE Wilkinsburg, Pa.—Granted petition for extension of time to and including June 20 to file oppositions to petition for leave to amend and to reopen record filed by Television City, Inc., McKeesport, Pa., in ch. 4 proceeding. Action June 19.

By Hearing Examiner J. D. Bond

Knorr Bcstg. Corp., Lansing, Mich.—Granted petition for continuance of hearing now scheduled to commence on July 30, to date to be fixed by subsequent order, in proceeding re its am application and that of Booth Radio and Television Stations Inc., Lansing. Action June 19.

Rollins Broadcasting of Delaware Inc., Philadelphia, Pa.—Granted petition for amendment of certain dates now scheduled in proceeding re its am application and that of Franklin Bcstg. Co. Philadelphia; set aside so much of the order of May 18 which set: (1) exchange of direct affirmative case exhibits upon engineering matters on or before June 18, and (2) further prehearing conference and hearing of evidence on June 20 and 27; and further ordered exchange of direct affirmative case exhibits upon engineering matters will be accomplished on or before June 25, and further prehearing conference shall be held on June 27, at which time date will be fixed for commencement of hearing. Action June 19.

By Hearing Examiner H. Gifford Irion

WBHB Fitzgerald, Ga.—By Memorandum Opinion and Order, granted petition for leave to amend its am application to specify new trans. site. Action June 15.

By Hearing Examiner Basil P. Cooper

Manchester Bcstg. Co., Manchester, Conn.—Granted motion for extension from June 18 to June 25 to file reply findings in proceeding re its am application. Action June 15.

By Hearing Examiner Herbert Sharfman

Deadwood, S. D.—Ordered that schedule set forth in the Hearing Examiner's order of May 15, being rescinded, in ch. 5 proceeding, Deadwood, hearing on application of The Heart of the Black Hills Stations is scheduled for June 19. Action June 14.

June 20 Applications

Accepted for Filing

Modification of Cp

WBLU Salem, Va.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WELI-TV New Haven, Conn.—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.

WNLC-TV New London, Conn.—Seeks mod. of cp for extension of completion date.

WMFL (TV) Miami, Fla.—Seeks mod. of cp for extension of completion date to Jan. 1, 1957.

WCTV (TV) Thomasville, Ga.—Seeks mod. of cp for extension of completion date to Sept. 1.

WITH-TV Baltimore, Md.—Seeks mod. of cp for extension of completion date.

WBID-TV Detroit, Mich.—Seeks mod. of cp for extension of completion date.

WTWV (TV) Tupelo, Miss.—Seeks mod. of cp for extension of completion date.

WRTV (TV) Asbury Park, N. J.—Seeks mod. of cp for extension of completion date.

WFPG-TV Atlantic City, N. J.—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.

WEOL-TV Elyria, Ohio—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.

WTOH-TV Toledo, Ohio—Seeks mod. of cp for extension of completion date.

WJIL-TV Johnson City, Tenn.—Seeks mod. of cp for extension of completion date to Jan. 28, 1957.

WCAN-TV Milwaukee, Wis.—Seeks mod. of cp for extension of completion date.

License to Cover Cp

KFSD-TV San Diego, Calif.—Seeks license to cover cp which authorized new tv and to specify studio location as Co-Op Bldg., Enterprise & Frontier Sts., San Diego, Calif.

KONA (TV) Honolulu, Hawaii—Seeks license to cover cp which authorized new tv.

WLBT (TV) Jackson, Miss.—Seeks license to cover cp which authorized new tv.

UPCOMING

JUNE

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

June 25-29: American Institute of Electrical Engineers, Hotel Fairmount, San Francisco, Calif.

June 28: Tv Bureau of Advertising's overall advertiser-agency tv presentation, Sheraton-Cadillac Hotel, Detroit.

June 28-29: N. C. Assn. of Broadcasters, Carolinian Hotel, Nags Head, N. C.

JULY

July 10: TVBA overall advertiser-agency tv presentation, Cocoanut Grove, Hollywood.

July 12: TVBA presentation, Gold Room, Fairmont Hotel, San Francisco.

AUGUST

Aug. 17-19: West Virginia Broadcasters' Assn., late summer meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

SEPTEMBER

Sept. 11-12: CBS Radio convention, Hotel Pierre, New York.

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 29-30: Second annual RAB Nat'l. Radio Advertising Conference, Waldorf Astoria Hotel, New York.

NOVEMBER

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

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Radio in the Driver's Seat?

IN THE COURSE of covering our beat, thousands of speeches meet our editorial eye. Few demand more consideration than that delivered by Arthur Pardoll, director of broadcast media for Foote, Cone & Belding, to the Maryland & District of Columbia Assn. of Broadcasters last fortnight. We commend to our readers the condensed text of his remarks which appears in this issue.

Mr. Pardoll is in a position to buy millions of dollars worth of broadcast time; his opinion therefore carries the ring of the cash register along with the ring of authority. Bluntly, he has told radio's salesmen that they are underselling their medium. This, coming from a buyer, should make every broadcaster take note.

To use his words: "Advertisers—and advertising agencies—are interested in just one thing: securing a channel of communication that provides the greatest amount of exposure for a sales message to the right prospects at the most reasonable cost and under the most favorable conditions.

"In this area, radio need take a back seat to no medium."

Broadcasters welcome the kind of frank appraisal Mr. Pardoll gave them in this speech. We hope that the next time he mounts a podium he'll be able to report a marked change in radio's position—to the front seat, right behind the wheel.

No Part Time Job

CONGRESSIONAL overlap, rather than the business of broadcasting, ought to be investigated. Last week the Senate Commerce Committee, to all intents, completed the taking of testimony on its two-year tv inquiry, which covered the range from allocations to option time.

Now, Chairman Celler (D-N. Y.) of the House Judiciary Committee erupts with a new inquisition to begin June 27, covering the same ground, plus the patent situation, antitrust aspects and even purported influence on the FCC. Other House committee files have been pre-empted and network files in New York are to be "examined." Madison Ave. already has been invaded by investigators from the FBI, FCC Network Study Group and Senate.

The House committee proposes a month of hearings, with FCC, network heads, group owners, independent tv station heads and film syndicators to be called. We suggest the Committee might save time and taxpayers' money by simply reviewing the Senate committee record before it embarks into wasteful duplication.

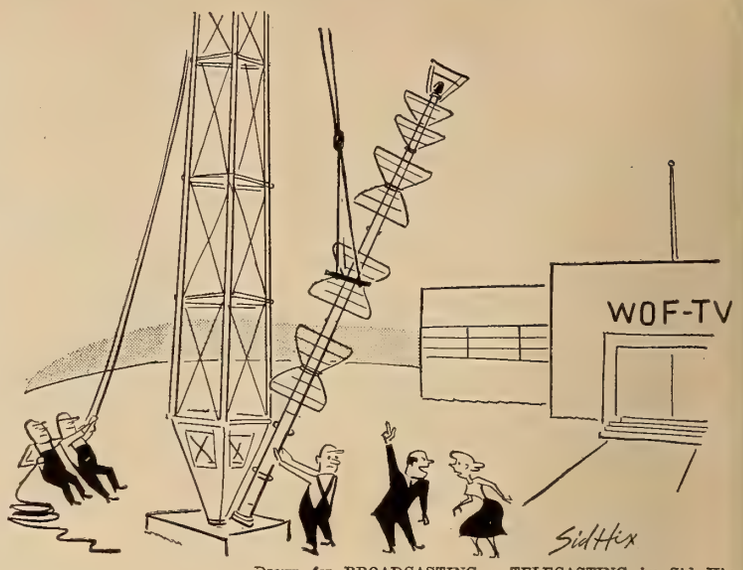
Because the Senate inquiry, after two years, has reached a period with no further witnesses scheduled (the record is still open), let's sum up. Within the past fortnight it has received a liberal education. This came not a whit too soon. Contrary to widespread insinuations, the committee learned that network affiliates seek no relief from Congress or the FCC in their relations with networks; that they would like Congress to keep hands off if it is interested in seeing the public served with the best that this nation's creative minds can supply.

The committee, to use the words of its fiery but fair-minded acting chairman, Sen. Pastore (D-R. I.), recognizes that the uhf-vhf allocations picture is an almost insolvable "mess." It recognizes that the public hasn't been complaining. It also recognizes that while there is not adequate service in many areas (three network choice, for example), more than 90% of the public is getting tv service. It recognizes that the affiliates hold no grievances against their networks that can't be settled, business-fashion, across the table.

Affiliates representing each of the three existing tv networks came forward voluntarily to defend their networks. It was the same story over and over again, from big, medium and small stations, uhf as well as vhf. Without their networks they would not have gotten off the ground; without option time there would be no networks. They followed the network presidents who stood their ground, and disputed the allegations (by Sen. Bricker [R-Ohio]) of monopoly and of exorbitant profits on peanut investments.

The hearings proved a liberal educational also for the broadcasters. They had not realized the widespread lack of understanding on Capitol Hill of broadcast operations and what makes the networks tick. The necessity for indoctrination never was more apparent.

The only legislator remaining outwardly unconvinced is Sen. Bricker, who seems bent upon outdealing the New Deal and Fair Deal in his zeal to muzzle the broadcast media. No matter how it's sliced, it is evident he wants public utility-common carrier regulation. That means rate-fixing, and that, in turn means loss of freedom, which spells censorship, pure and simple.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Get that 'do-it-yourself' program man of ours out here—we've got a job for him!"

Sen. Bricker wants to license networks. They are licensed now through their owned and operated stations, without which they couldn't justify their operations. Since these stations are in key markets, they originate most of the network programs. So it's tweedle-dee or tweedle-dum whether they're licensed directly or indirectly.

The danger is in the public utility approach. Sen. Bricker loses sight of the fact that Congress, in the existing law, says broadcasting is no common carrier, and that the Supreme Court has affirmed that very concept. Congress can change its mind, but at this writing, we would judge Sen. Bricker's is a voice in the legislative wilderness.

It is gratifying to learn, from his address June 15 in Ocean City, Md., that FCC Chairman McConnaughey doesn't go along with his fellow Ohioan on the public utility concept. He said Congress wanted to allow "the freest play to private initiative and private enterprise in the utilization of spectrum space" and that "broadcasting is not in fact—and should never be compelled by law to adopt the characteristics of—a common carrier."

Progress is being made here and there. It becomes abundantly clear, however, that education isn't a part time job. It has to be pursued 365 days each year—as many broadcasters learned first hand during the last fortnight in Washington.

It Takes One To Know One

ROBERT T. MASON, the down-to-earth broadcaster who runs WMRN Marion, Ohio, and who himself occasionally runs for office, such as Congress, the City Council and the NARTB board, knows politics and politicians. He has become a bit weary of the harangues of office-holders and office-seekers against so-called overcommercialization.

Mr. Mason does not condone all that goes over the air. He argues, however, that the progenitors of "bait-switch" are the politicians, who make campaign promises to win votes and then follow the course of least resistance.

Mr. Mason suggests that a committee representing the NARTB, AAAA, ANA, AFA, ANPA, and perhaps others interested in advertising, be formed to monitor the 1956 campaign year. "It might be interesting," he writes B•T, "for the American people to compare the truthfulness of advertising with the truthfulness of political campaign promises."

Maybe Mr. Mason has a point.

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KSTP-TV, the Northwest's *first* television station and *first* with maximum power has done it again! This time it is a new six-bay antenna further increasing tower height and making it the Twin Cities' highest structure.

This major improvement adds thousands of potential regular viewers to KSTP-TV as letters from more than 100 miles away indicate. A few of these letters (with a map showing writers' locations) are shown below.

Here's what viewers tell us:

1 *"KSTP-TV comes in perfect. The picture couldn't be any clearer in Minneapolis. We appreciate what you have done to give us better reception. We are 105 miles from Minneapolis."*

Melrose, Minnesota

2 *"Since your new TV antenna was put in use, our TV picture comes in very well. We are 102 miles from Minneapolis and it really is amazing how clear the picture comes in."*

Rice Lake, Wisconsin

3 *"Congratulations on your increase in power. I watch your shows with pleasure now that the picture is so much stronger. I live 180 miles south of St. Paul."*

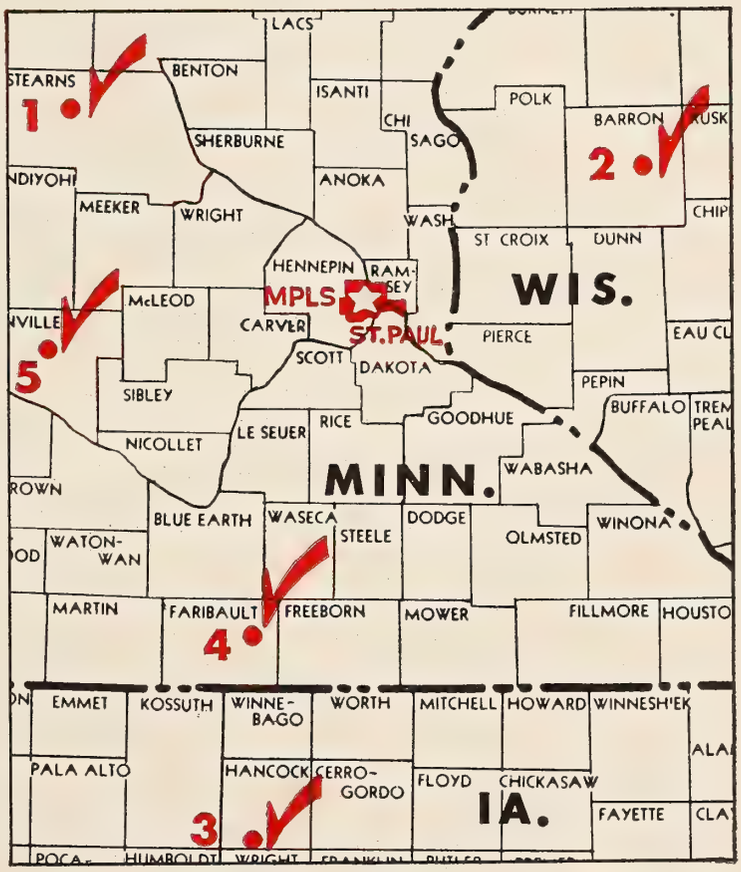
Kanawha, Iowa

4 *"Since Friday morning both picture and sound on KSTP-TV are tremendously improved. We enjoy your programs more than ever and watch Channel 5 all the time."*

Wells, Minnesota

5 *"We watch your shows every day. Since Friday reception has been wonderful. In fact, it is perfect."*

Olivia, Minnesota



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